

# THE WAREHOUSE DISTRICT

*the warehouse district*

**PHOENIX, AZ**



**A NEW VISION.**

CONNECTED. AFFORDABLE. ACCESSIBLE.

*james skinner* 2015

## 1 OVERVIEW AT A GLANCE

The Warehouse District is an area of Central Phoenix that lies just south of the downtown core. The area is historically significant as the railroad running through it was the main driver of Phoenix's agricultural economy in its early days.

In modern times, the District - like so many areas of the city - has been eroded by demolitions and neglect. Projects such as US Airways Center, Chase Field, and the 4th Avenue Jail caused irreparable holes in what was once a complete urban fabric, leaving the District plagued with vacant lots and surface parking. Though there has been some private investment in recent years, the District still has not experienced the revitalization that so many similar districts throughout the country have.

What would it take for this area, rich in history, to be restored to its previous vibrancy and serve as a link between South Phoenix neighborhoods and downtown?



**29%** OF PHOENIX RESIDENTS BELIEVE THAT ALL OF THE WAREHOUSE DISTRICT SHOULD BE DEMOLISHED. ACCORDING TO AN AZCENTRAL.COM POLL CONDUCTED IN 2012.

**ASU** IS ONE OF THE ENTITIES INVESTING IN THE WAREHOUSE DISTRICT IN RECENT TIMES. THE UNIVERSITY IS IN THE PROCESS OF MOVING ALL OF ITS FINE ARTS PROGRAM TO GRANT/7TH STREET.

**56%** OF RESIDENTS WITHIN THE DISTRICT'S BOUNDARIES LIVE IN HOUSEHOLDS WITH NO ACCESS TO AN AUTOMOBILE. LIGHT RAIL WILL RUN DOWN CENTRAL AVE IN THE FUTURE.

## 2 ANALYSIS A CLOSER LOOK

### strengths

### weaknesses

HISTORIC BUILDING STOCK  
PROXIMITY TO DOWNTOWN  
ADJACENT TO SPORTING VENUES  
AFFORDABLE LAND AND BUILDINGS  
PARKS NEIGHBORHOODS  
EXISTING SMALL BUSINESSES

LACK OF AWARENESS  
VACANT LOTS AND PARKING  
DECAYING OR NONEXISTENT INFRASTRUCTURE  
DEAD ZONES FROM THE COUNTY/SPORT BUILDINGS  
LACK OF INTEGRATED STRATEGY OR PLAN  
FEW HOUSING OPTIONS  
PERIPHERAL VACANT LOTS CAUSES DISCONNECTION

### opportunities

### threats

MOMENTUM OF CURRENT INVESTMENTS  
ATTITUDES TOWARD ADAPTIVE REUSE  
ACCESSIBLE FROM ALL DIRECTIONS  
FUTURE LIGHT RAIL CORRIDOR

INCOMPATIBLE LAND USAGE  
THREAT OF DEMOLITIONS  
COMPETITION FROM OTHER MARKETS  
PERCEPTION OF SAFETY  
LACK OF FUNDING



605 E GRANT. THIS WAREHOUSE, KNOWN AS LEVINE MACHINE, IS CURRENTLY HOME TO ASU'S FINE ARTS STUDENTS. MORE OF ITS PROGRAMS ARE EXPECTED TO BE MOVED TO THE AREA.



THIS WAREHOUSE, A FORMER BREWERY, IS ONE OF THE MANY VACANT BUILDINGS IN THE DISTRICT. THE DISTILLING EQUIPMENT IS STILL ON-SITE, MAKING IT A GREAT OPPORTUNITY FOR A POTENTIAL RESTAURANT/BAR.

## 3 APPROACH STRATEGY

The Warehouse District, in spite of its many challenges, can still become a vibrant, 24/7 urban neighborhood and destination through improved connectivity, increased sense of community and encouragement of a variety of mixed uses. This vision uses its location close to sports and entertainment venues not as the sole defining element, but as one of many key pieces that can be leveraged to form a strong community and sense of place.

This project explores the area bound by Jackson to the north, Grant to the south, 7th street to the east, and 4th avenue to the west, and provides a vision of how it could transform from dilapidated to an inspired southern gateway.

## sustainability

This project envisions the Warehouse District as becoming a model for sustainable development in the Phoenix metro.

- By focusing on bringing employment and residential to an infill location, it rejects the current trend of job and community sprawl across the Valley.
- Historic preservation and adaptive reuse will be of the highest priority, for its 'green' characteristics as well as its ability to provide affordable spaces for residential and commercial uses, making the community inclusive and accessible.
- New construction will be LEED-certified and master planned to ensure a sustainable live/work/play environment is fostered.
- The District will be connected in a way that pedestrian, bike and mass transit will become viable modes of transportation for residents and visitors.
- New green spaces along the public ROW and in many park/public areas will seek to reduce the urban heat island.



### ECONOMIC

### ENVIRONMENTAL

### SOCIAL

GREEN BUSINESSES  
CENTRAL EMPLOYMENT  
HISTORIC PRESERVATION  
ADAPTIVE REUSE  
LEED-CERTIFIED BUILDINGS

MASS TRANSIT  
GREEN PUBLIC SPACES  
MIXED INCOME NEIGHBORHOODS  
EDUCATIONAL OPPORTUNITY  
LIVE - WORK - PLAY POSSIBILITIES

## 4 TACTICS CONNECTIVITY

Currently, The Warehouse District is extremely disconnected from its surrounding, both literally – being separated by deadzones such as parking lots and garages and lacking transit – and figuratively – by a lack of awareness and visibility.

A connected District is one that offers mobility for those using any mode of transportation, with infrastructure that creates a safe environment and encourages development. It is one that has an identity and provides visitors with a unique sense of place and residents with a feeling of belonging.

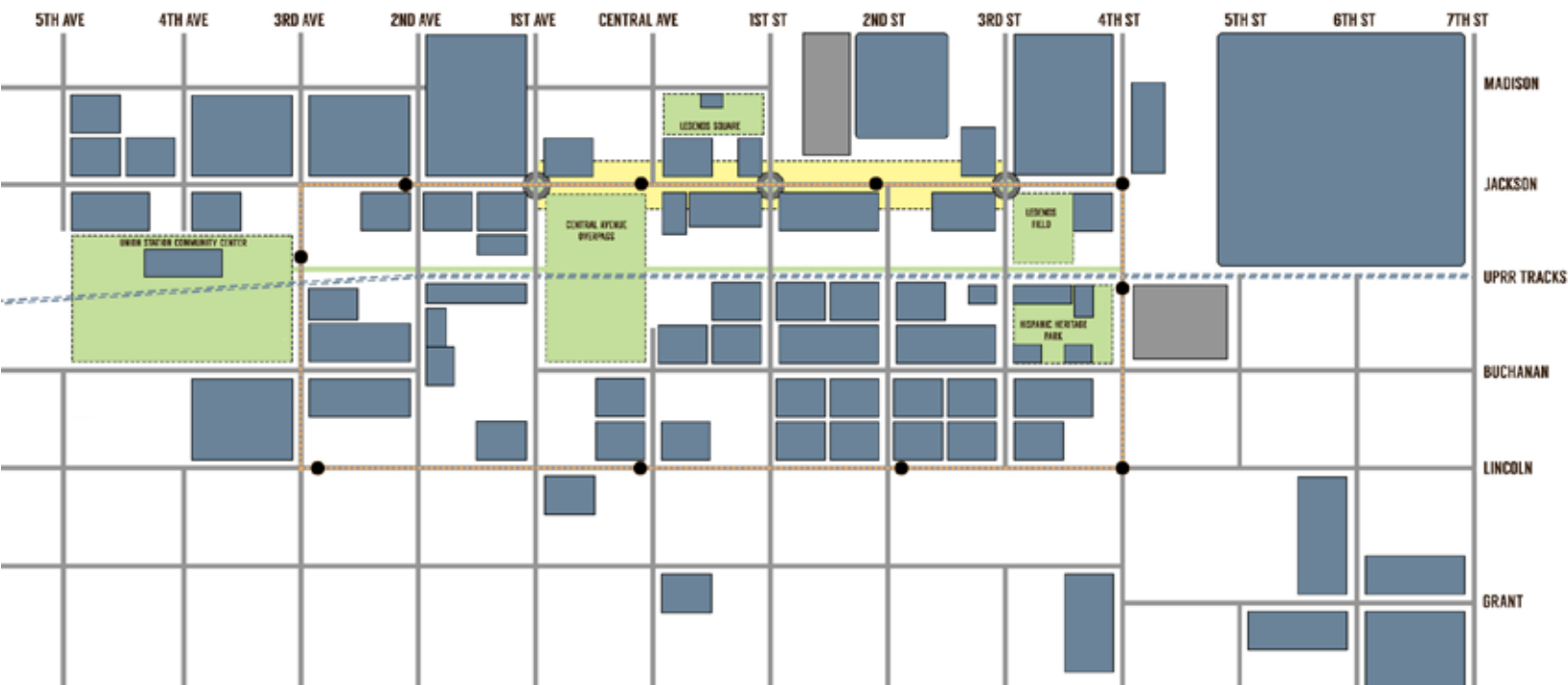
A connected District forms the foundation for growth and development, and this project envisions a District with increased visibility through marketing and development of key transition sites, infrastructure for moving people - not just cars - throughout its boundaries, and design guidelines that form a cohesive neighborhood identity.

VISIBILITY  
ACCESSIBILITY  
AWARENESS  
INTERACTION



## A CONNECTED DISTRICT.

### proposed connectivity improvements



## 4 TACTICS CONNECTIVITY

Achieving this sense of connectivity will take planning and implementation of efforts both internally and externally, to strengthen connectivity within the District and to neighboring communities.



## design & branding

The District lacks a cohesive look and feel, brand image that could provide visitors with a sense of place, and struggles with visibility due to the fact that current sites between it and adjacent neighborhoods are currently vacant. The design and planning of the District will address these shortcomings through:

- Connection to northern sports and entertainment district by wrapping existing dead zones, such as the USAC and Chase Field garages.
- “Behind the Legends” marketing campaign to give the community an identity and connect with the Legends Entertainment District to the north.
- Increased visibility by building up transition sites that sit between the District and adjoining communities.
- Gateways at 3rd Street, 1st Street, and 1st Avenue with wayfinding signage, landscaped roundabouts, and public art will serve as visual entrances and transitions from downtown.
- Open public spaces that allow residents and visitors a chance to connect with each other and their site.
- Site-specific streetscaping themes.
- Use of natural and industrial materials, such as brick, wood and concrete in modern ways that respect and complement the existing building stock to provide a unified and distinct look and feel to the District.

Together, these efforts will establish a cohesive district that is connected to its surroundings literally and contextually. The added awareness and visibility will increase visitation from those looking specifically to enjoy the District’s offerings, as well as those who organically stumble into the District after attending a nearby event or attraction.

## transition sites

The Warehouse District sits in the center of multiple communities and should be using this unique location to its advantage. However, vacant land and underutilized building stock around the periphery renders this impossible, missing key opportunities to pull visitors from downtown, Central Park, Grant Park, and the Government District. To alleviate this, transition sites should be identified and prioritized for strategies to increase the District’s external visibility. For some sites, a change of ownership to promote a more active use is enough. For others, exterior makeovers are needed for the building to blend into the greater District. For many of the blank lots that sit in prime locations, however, the slate is clean for new developments.



## TRANSITION SITE: LEGENDS SQUARE.



MADISON ST. BETWEEN 1ST STREET AND CENTRAL AVE.

HOW COULD THIS LOT CONNECT TO THE PART OF DOWNTOWN JUST NORTH OF THIS LARGELY EMPTY LOT, KNOWN AS LEGENDS ENTERTAINMENT DISTRICT?

THIS SITE COULD BE TRANSFORMED INTO 'LEGENDS SQUARE,' A PARK THAT SERVES AS THE FOCAL POINT OF THE LED THROUGH PUBLIC SPACE WHERE OUTDOOR EVENTS COULD BE HELD, AN EXHIBITION HALL FOR INDOOR EVENTS, A LEGENDS 'WALK OF FAME,' AND BUSINESS CENTER HOUSING THE LED'S HQ AND PROVIDING SPACE FOR AN INCUBATOR TO BUILD FUTURE LEGENDS.



## 4 TACTICS CONNECTIVITY

### TRANSITION SITE: JACKSON/4TH AVENUE.



THROUGH ARCHITECTURAL CHANGES TO THE EXTERIOR, THE EXISTING BUILDING TAKES ON A MORE INDUSTRIAL FEEL AND CHANGES ITS USE FROM A LAW OFFICE TO A RECREATION CENTER HELPS DRAW FOOT TRAFFIC.

MEANWHILE, DEVELOPING THE ADJACENT LOT INTO A MIXED USE GARAGE, RETAIL ACTIVATES THE STREET AND THE DISTRICT IS MORE CLOSELY CONNECTED TO THE GOVERNMENT DISTRICT ALONG MADISON.



### TRANSITION SITE: JACKSON/4TH AVENUE.



CURRENTLY HOUSING TELECOM BACK OFFICES, THE CHAMBERS WAREHOUSE IS IDEAL FOR LOFTS AND GROUND LEVEL RETAIL SERVING PASSANGERS AND VISITORS OF A RESTORED UNION STATION.

TOGETHER, THESE NEW USES WILL ACTIVATE THE ENTIRE WEST SIDE OF THE DISTRICT.



### 4 TACTICS CONNECTIVITY

Another transition site is just west of Legends Square. Central Avenue, between Madison and Jackson, is home to several vintage warehouses in dire condition. Restoring these warehouses and turning them into unique nightlife and entertainment establishments would create a true destination point for Valley locals, and would further connect the Warehouse District with downtown.

#### TRANSITION SITE: CENTRAL AVE ENTERTAINMENT.



### infrastructure

The current Warehouse District contains a hostile hardscape for pedestrians and cyclists - anyone other than motorists. Jackson Street is well-lit and landscaped, but once you venture off this one street, you find broken/no sidewalks, lack of lighting, little shade, and no bike racks or lanes. To make the built environment more hospitable, the District will:

- Implement a pedestrian promenade along Jackson Street, shortening the vehicular ROW to increase sidewalks and put an emphasis on shade.
- Improve pedestrian experience by implementing continuous sidewalks, lighting, shade and seating.
- Improve bicyclist experience by implementing dedicated bike lanes, bike racks, and bike sharing along key thoroughfares.
- Create grid of smaller blocks by extending Buchanan to the West and 2nd and 4th Streets to the South.



#### IMPROVED INFRASTRUCTURE: 2ND ST AND BUCHANAN.



### 4 TACTICS CONNECTIVITY

Another way to provide the desired connectivity within the District, as well as contribute to improved infrastructure, is to take advantage of land throughout the District that is currently underutilized and unlikely to see development in the future. The most obvious example of this is the land adjacent to either side of the railroad tracks between Jackson and Buchanan Streets. The land to the south was formerly used for freight deliveries to the warehouses that line the tracks; however, in modern times, this space has become little more than an alleyway with visual blight. Transforming this land from 4th Street - 4th Ave into a greenbelt for pedestrian and bicycle usage accomplishes many goals and encourages many desired actions. This path, known as the "Warehouse Industrial Parkway," beautifies the District, adds greenery and reduces the urban heat island, provides a recreational amenity for residents and visitors, provides a utilitarian connection for pedestrians and bicyclists along the E-W axis, and will stimulate investment and development into adjacent buildings and land. Secluded from the residential uses along Jackson and Buchanan, this zone is ideal for music venues, nightclubs, bars and theatres.

### BEFORE AND AFTER: 1ST STREET AND THE RR TRACKS.



### transit

Currently, mass transit exists only in the form of buses on limited streets of the District. Light rail, while technically in walking distance, is outside of the preferred 1/2 mile walking radius for sound urban planning. With many South Phoenix residents lacking a car and commuting to work via bus or bike, transit is an important way of providing accessibility to the District and linking it to neighborhoods to both the north and south. Additionally, a light rail extension is planned to run through the District and stop at Lincoln/Central. With those facts in mind, the District will:

- Run the Jackson Streetcar from 4th Street - 4th Avenue, Jackson - Lincoln.
- Connect to future light rail via a Streetcar stop on Central/Lincoln.
- Aim to restore passenger rail service and add commuter rail service to Union Station.
- Provide transit centers at Union Station and Central/Lincoln.
- RFP and develop surface parking with dense uses, forcing visitors to the nearby sports venues to use structured parking or mass transit.
- Dismantle "Sunburst" plan and enact new policy for game-day events, putting emphasis on pedestrians and transit users rather than automobiles, thereby increasing foot traffic to/within the District.

Planning these additional modes of transit will help transfer riders of the light rail to/from the station and into the District. Mixed-car systems also have been proven to spur development moreso than bus lines.

One node of the District where transit will play a large role is along Jackson Street from 4th Street - 1st Avenue. This zone, known as the Jackson Street Promenade, will become a shared-use roadway for cars, pedestrians, bicyclists, and the streetcar, with priority on non-auto uses. In this zone, adjacent to both sporting venues, open containers of alcohol will be allowed between establishments - the only permanent area within the state where this is allowed.



## 4 TACTICS

### CONNECTIVITY

### BEFORE AND AFTER: THE JACKSON STREET PROMENADE.



## 4 TACTICS

### CONNECTIVITY

#### TRANSITION SITE: JACKSON AND 2ND AVENUE.



THE LOFT BUILDING, ON JACKSON AND 2ND AVE. IS CURRENTLY OCCUPIED BY A LAW OFFICE. BY RESTORING THE BUILDING AND BRINGING IN A BUSINESS THAT IS OPEN BEYOND 9-5, THIS DEADZONE ACROSS FROM THE GOVERNMENT DISTRICT IS HELPED SUBSTANTIALLY. LOFTS ON THE VACANT LOT NEXT DOOR BRING ADDED CONNECTIVITY TO THE AREA, ALONG WITH 24/7 PATRONS.



#### IMPROVED INFRASTRUCTURE: 4RD STREET AND THE RR TRACKS.



## 4 TACTICS COMMUNITY

The Warehouse District also lacks a sense of place because of its lack of community. Currently, there are very little residential options and of the ones that do exist, few integrate themselves into the Warehouse District and contribute to any critical pedestrian mass. By creating a foundation for development through connectivity, it's important that this critical mass be formed via dense residential options that offer a variety of housing at a variety of price levels. This critical mass is what will spur additional development of retail and services.

For the Warehouse District, building a community means leveraging existing buildings to create affordable and sustainable spaces and utilizing new public spaces for recreational amenities and community events. It also means leveraging the unique cultures that have shaped the area by developing cultural assets such as museums and other attractions. Finally, to attract and cultivate this diverse residential base, new services must be encouraged and developed. Strong educational institutions, including higher education, will build a talented and strong workforce that will be able to attract employers.



### adaptive reuse

The Warehouse District contains many historic buildings that are either underused or currently vacant. By taking advantage of these buildings, restoring them to their original architecture, and repurposing them, the District will distinguish itself from any other neighborhood or area in Phoenix.

These buildings will define the neighborhood, providing the community with an identity for both residents and visitors alike. These restored buildings are key to the success of the Warehouse District, as they will form affordable space for living, working and playing that can't be found in new construction.

One block that could be transformed by adaptive reuse is 2nd Avenue between the railroad tracks and Buchanan. Here, the historic gas works buildings line the street and are currently being used as offices for APS and other companies. They also sit on a large plot of land, where an additional building with more units could be constructed, leaving room for tenant amenities like a pool and outdoor BBQ areas. Similarly, the Barrows Furniture office building on 5th Avenue and Jackson is multiple stories, and a conversion to residential would help activate the west part of the District.

### BEFORE AND AFTER: GAS WORKS & BARROWS FURNITURE BUILDINGS.



## 4 TACTICS COMMUNITY

### community and cultural amenities

Further creating this sense of community will be public spaces spread throughout the district, as well as amenities and attractions for residents and guests. Examples of such gathering spaces for the public include:

- Legends Square, on Madison between Central and 1st, will serve as the focal point of the Legends Entertainment District and provide transition and visibility into the center of the Warehouse District.
- The adaptive reuse of the Sun Mercantile building at Jackson/3rd Street, the last remaining warehouse of the original Chinatown, into a Rock n Roll HOF branch. A new Chinese Cultural Center will be built adjacent to celebrate the importance of the Chinese within the District's history.
- The Central Avenue Overpass is currently undeveloped space above the Central Avenue tunnel. This tunnel was constructed in the early 1900's and was seen as an architectural achievement, allowing the area to be protected from yearly flooding. To celebrate its past, the overpass will be turned into a park with historic features and modern amenities such as the Museum of Modern Arts, Museum of Agriculture, and historic railroad cars serving as food trucks.
- As the terminus/gateway into both the Warehouse Industrial Parkway and Buchanan Artisan Corridor, the Hispanic Heritage Plaza serves as an important community focal point with Historic EL Fresno Grocery and the Gerardo's Building will be linked by a modern addition to form a new Hispanic Cultural Center and Museum, celebrating the story of the Hispanic people in South Phoenix. The Plaza will also feature low income housing and a community garden.
- Union Station is one of the historic gems of the Warehouse District, serving passenger rail until 1996; however, since then, it has served as office space and been cut off to the community at large. The station will sit at the center of a large community park and serves as a multi-modal transit hub and community center. The interior of the building will house a lobby/station for commuter rail, passenger rail, and streetcar service, along with a community center and teaching restaurant. Outside, acres of land will be transformed from dirt to a lush desert oasis, rich with amenities like a 9-hole golf course, volleyball and basketball courts, ferris wheel, dog park, and space for performances and events such as farmer's markets.



## BEFORE AND AFTER: UNION STATION.



4 TACTICS  
COMMUNITY

BEFORE AND AFTER: HISPANIC HERITAGE PLAZA.



BEFORE AND AFTER: ROCK N ROLL HOF/CHINESE CULTURAL CENTER



## 4 TACTICS COMMUNITY

### *affordable mixed income neighborhoods*

Additionally it's important that the community develop mixed income neighborhoods, rather than focus solely on new builds that cater toward a more affluent buyer and would encourage a gentrification of the area that will remove much of its core differentiators. Creating affordable spaces takes creativity on the part of developers.

- Adaptive reuse of warehouses into loft space can create cost efficiencies.
  - Use of materials such as shipping containers creates dense and affordable living on otherwise difficult-to-develop lots, frequently found throughout the District.
  - Even in new builds, a portion of units should be set aside for low income residents in order to foster a diverse community and encourage upward socioeconomic movement.
- As a sustainable model, these mixed use neighborhoods will all be built in proximity to community services and needs-based retail, such as markets. Live/work units will also be developed throughout the District, allowing condo owners to operate their business out of the ground floor of their units.

“AS TOD PLANNING PROCESSES PROLIFERATE THERE IS A BROADER UNDERSTANDING THAT MIXED-INCOME HOUSING SUPPORTS MANY TOD GOALS INCLUDING STABLE TRANSIT RIDERSHIP, BETTER PUBLIC HEALTH, BROADENED ACCESS TO OPPORTUNITIES, AND DEEPER AFFORDABILITY.”

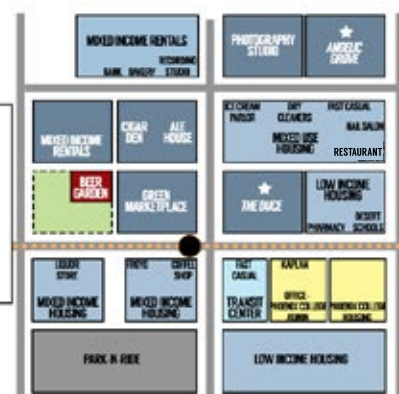
- RECONNECTING AMERICA

### NEIGHBORHOOD: BUCHANAN AND CENTRAL.



### *neighborhood map*

A mixed income neighborhood could be developed near Central and Buchanan, with new housing built around existing warehouses that could be adapted into community amenities. The McGinnis warehouse on Central and Buchanan could house uses like a brewery and cigar bar, while on Central and Lincoln, a produce warehouse could be expanded into a full-fledged local marketplace.



## 4 TACTICS

### COMMUNITY

### NEIGHBORHOOD: BUCHANAN AND CENTRAL.



### NEIGHBORHOOD: LINCOLN AND CENTRAL.



WITH A LIGHT RAIL STATION PLANNED FOR THE INTERSECTION, LINCOLN AND CENTRAL BECOME A PRIME LOCATION FOR DENSE, TRANSIT-ORIENTED PROJECTS. HERE, THE POTENTIAL STREETCAR WOULD JOIN WITH LIGHT RAIL AND EXISTING BUS LINES AT A NEW TRANSIT CENTER.

MIXED INCOME TOD PROJECTS ARE IMPORTANT AS THEY OFFER TRULY AFFORDABLE HOUSING, STABILIZE TRANSIT RIDERSHIP, BROADEN ACCESS TO OPPORTUNITIES, AND RELIEVE GENTRIFICATION PRESSURES.



## 4 TACTICS COMMUNITY

### education

To attract and ensure this new community is fully prepared to enter the workforce, it will be of highest priority to attract a higher education institute to relocate or open additional campuses within the District. An example of how this could benefit both the school and the District would be if Phoenix College moved its downtown campus (which is currently housed in only one small building on 1st Avenue) a few miles south to the Lincoln/Central area. They could move programs that build synergies off existing businesses or resources, such as fine arts programs (ASU is in the process of moving theirs to the area, and artists are naturally drawn to the character of the area), sustainability (several sustainable businesses have set up shop in the District), language and vocational services (to cater toward the South Phoenix population).

Having a skilled and talented workforce, along with cheap developable land, will make the District an attractive home to future employers in these industries. As the neighborhood matures, specialized high schools will be developed that take advantage of the new local businesses and higher education resources, along the lines of the Phoenix Bioscience High School on the Biomedical Campus.

Prioritizing education shows that the City and District are serious about ensuring that residents of the area receive the resources they need and deserve. This has long-lasting impacts on the morale of a community that includes a largely-ignored segment of the downtown population.

**~50% OF DISTRICT RESIDENTS  
HAVE NO HIGH SCHOOL DIPLOMA.**



### EDUCATION: SUSTAINABILITY HUB.



3RD AVENUE (JACKSON - TRACKS)



## 4 TACTICS COMMUNITY

### EDUCATION: HIGHER EDUCATION OPPORTUNITIES.



THE MANY VACANT LOTS ALONG LINCOLN COULD SERVE AS A LINK BETWEEN A NEW HIGHER EDUCATION INSTITUTE AND ASUS PROGRAM AT GRANT/7TH ST. A HIGHER EDUCATION INSTITUTE WOULD NOT ONLY BRING EDUCATIONAL OPPORTUNITIES TO AN UNDERSERVED COMMUNITY, BUT IT WOULD ALSO SPUR INVESTMENT AND DEVELOPMENT NEARBY.



## integration

Building a community within the Warehouse District also requires integration with the community - albeit small - that already exists there. While some of the businesses and land uses are congruent with a strategic long-term plan, such as Bentley Galleries, The Duce, The Summit, and Alice Cooperstown, there are others that could present challenges to creating the vibrant neighborhood sought.

Two of the largest presences within the District are the Phoenix Job Corps and Maricopa County. The former provides career training to students at no cost. This mission fits with the type of opportunities a successful community should offer; however, the number - and design - of buildings that the Corps owns and operates in creates large dead zones that would hurt synergies between newly activated areas. Maricopa County, on the other hand, largely operates on the west side of the District, though some of its buildings extend to the east on the north side of Jackson. It's these buildings that have the potential to cause the same harm to the cohesive vision of the District as the Job Corps buildings, as many are older and lack any connection with the street.

Applying design standards for the District to both entities' buildings will go a long way toward making them less obtrusive. For some buildings, this could mean seeking grants for a full restoration of older properties, while for most, it could mean something as simple as updating the facade with a material that is more in line with the heritage of the District.

Collaboration and consolidation are other solutions toward integrating the Phoenix Job Corps into the greater District. There are many other operations in the Warehouse District offering services similar in scope to the Job Corps, such as the Phoenix OIP, Ebony House, etc. These programs are all specialized in the community members they serve, but all share a similar vision of empowering groups with unmet needs to be economically and spiritually healthy and independent. Each of these groups should collaborate with one another and open a joint office within the Chambers Warehouse. This would allow for a "one-stop shop" where those in need can turn and be placed into the appropriate programs, ultimately providing better service to community members. The Job Corps should also look at consolidating some of its footprint which sprawls across several District blocks. One example of a consolidation would be to replace the current low-density student housing on Buchanan and 2nd Street with higher density towers with mixed use components. This would allow the Job Corps to provide housing to more of its students, upgrade its facilities, and design new-builds that interact with the urban fabric more than the current site does. Lastly, it would potentially free up a historic midrise for restoration and use as market rate residential.

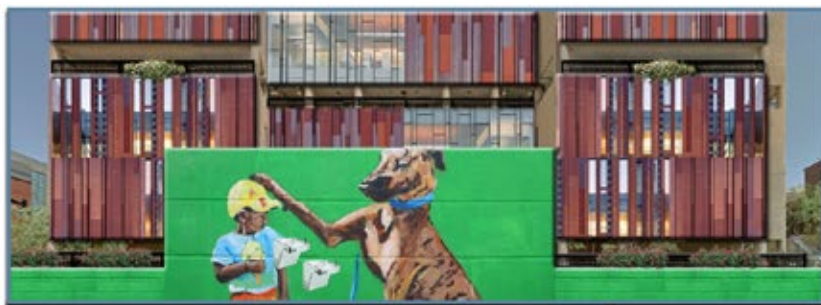
Finally, while these examples represent cases where there are compromises and/or solutions to pursue, there are others that aren't as flexible. For some, such as the APS substation on Buchanan and 2nd Avenue, this means planning with the knowledge that the business or entity is there to stay. For others, such as the tenants of the 2nd Chambers Warehouse and of Union Station, it means waiting for leases to expire and ensuring that the buildings are put to their maximum use at that point.

4 TACTICS  
COMMUNITY

BEFORE AND AFTER: PHOENIX JOB CORPS.



BEFORE AND AFTER: 4TH AVENUE JAIL.



ADDING COPPER CLADDING AND A MURAL TO THE MADISON JAIL AND ANIMAL SHELTER INSTANTLY UPDATED ITS FACADE, PROVIDES VISUAL INTEREST, AND CONNECTS THE BUILDING TO BOTH THE NEW GOVERNMENT BUILDINGS AND TO THE WAREHOUSE DISTRICT.



4 TACTICS  
MIXED USES

There will be certain nodes where a concentration of uses – such as entertainment or arts – is most heavy, but the vitality of the community is dependent on spreading these uses throughout the entire area. By keeping a mix of uses throughout, visitors are encouraged to explore the entire District, increasing (the perception of) safety and increasing the opportunity for chance encounters and purchases. This is largely accomplished through the N-S streets which connect the E-W roads that each have distinct planning characteristics.

jackson street promenade

Adjacent to the sports venues and entertainment district to the north, Jackson will become the entertainment spine from 4th Street – 1st Avenue.

- The Jackson Street Promenade will run from 4th Street – 1st Avenue, and will be the only zone in AZ where open containers are allowed on the streets. Uses in this zone include hospitality, highrise residential, clubs, theatres, bars, restaurants, and sports-related businesses.
- Between 1st Avenue – 4th Avenue, Jackson Street becomes more of a neighborhood “main street,” with small offices, midrise rentals, converted warehouse lofts, etc.

warehouse industrial parkway

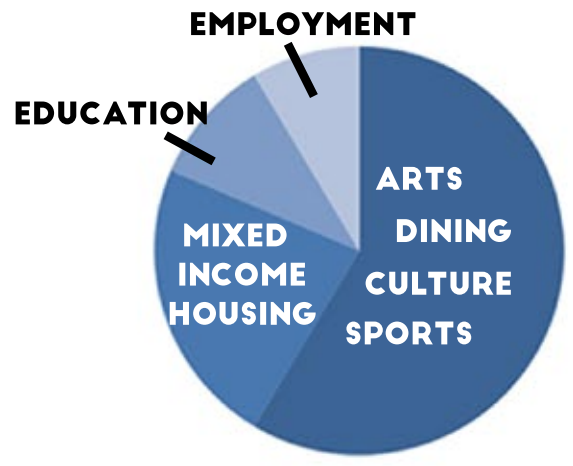
Uses along the Warehouse Industrial Parkway will be diverse to draw foot traffic south from Jackson.

- Old warehouses along the way will be converted into music venues, bars and nightclubs, isolating noise from residential areas and taking advantage of the large floorplates.
- New development will be encouraged along the parkway, with ground level uses serving as a noise buffer to the activity and scene along the streetscape.

buchanan artisan corridor

Buchanan is the main residential spine of the District.

- From 4th Street – 1st Avenue, The Buchanan Artisan Corridor will be lined with mixed use buildings, with artisan retail – such as furniture, recording studios, dance studios, bakeries, art schools, and more – on the ground level and residential above, creating an active street scene.
- From 3rd Avenue – 7th Avenue, a new, dense residential neighborhood will be developed using modular housing and overlooking the new Union Station park.



map: jackson street promenade



BEFORE AND AFTER: BUCHANAN AND 3RD STREET.



LIVE/WORK UNITS WITH ARTISAN COMMERCIAL USES ON THE GROUND LEVEL WOULD BE A COMMON DEVELOPMENT ALONG BUCHANAN, PROVIDING ACCESSIBLE AND AFFORDABLE SPACES FOR THE CREATIVE CLASS.

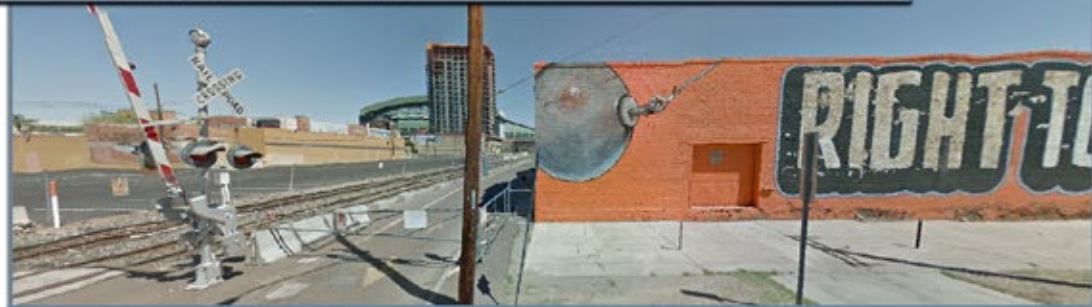


4 TACTICS  
MIXED USES

MIXED USE GARAGE: JACKSON/2ND STREET.



ENTERTAINMENT: 2ND STREET



### 4 TACTICS

#### MIXED USES

## Live/work/play opportunities

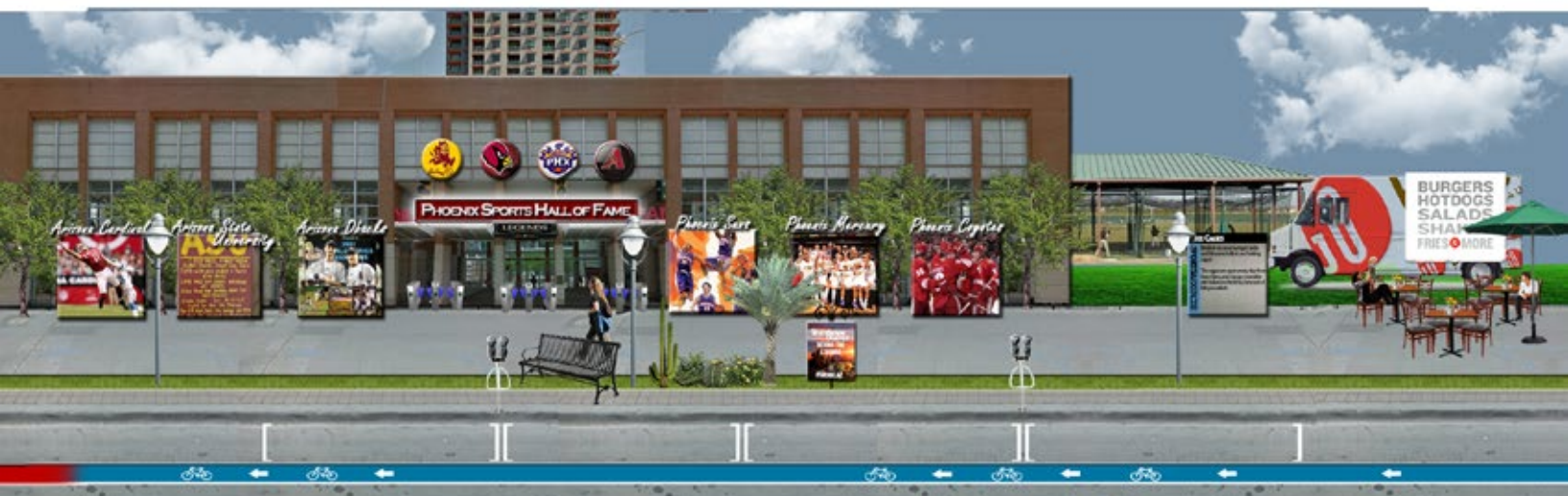
In order to create a true live/work/play neighborhood, employment offices will be developed throughout the District. One focus area will be sustainability, near 2nd Avenue/Jackson, where there are already several 'green' businesses already. Here, several amenities can be found to help foster growth in the sector, and would serve as a template for multiple live/work/play clusters:

- o High school academy for sustainable sciences
- o Phoenix College School of Sustainable Sciences
- o Eco-friendly housing for students, professors, etc.
- o Research center
- o Small business incubator

### HOUSING AND EMPLOYMENT CENTER: 2ND AVENUE.



### ENTERTAINMENT AND RECREATION CENTER: 3RD STREET.



A PHOENIX SPORTS HOF AND MUSEUM AT 3RD ST AND JACKSON WOULD PROVIDE A CULTURAL ATTRACTION FOR SPORTS FANS TO BE DRAWN TOWARD. IN ADDITION, A BASEBALL FIELD, BATTING CAGES, AND LAWN FOR TAILGATING, WOULD BE BUILT ADJACENT, PROVIDING AN ACTIVE PUBLIC SPACE FOR GAME DAYS.



4 TACTICS  
MIXED USES

HOUSING, EMPLOYMENT, AND RETAIL CENTER: JACKSON STREET.



HOSPITALITY AND RETAIL CENTER: 2ND STREET



## 4 TACTICS MIXED USES

### big box retail

Currently, downtown and South Phoenix lack many of the amenities that suburban Phoenix offers. This makes the central city a less desirable place to live, and also forces those who do live in these areas into their cars in order to meet basic needs. The Warehouse District, with its large empty lots and abandoned warehouses makes for a perfect, centralized, transit-accessible location for these big box stores. Such stores would be hard to locate in the core of downtown because of the space and parking needs necessary.

Locating these stores in the southeast quadrant of the District allows visibility from 7th I-17, and allows for easy access from auto, bus, future light rail, and potential streetcar modes of transportation. These stores must still be designed in an urban fashion – built to the street with little setbacks, as part of mixed use projects when possible, etc. – to integrate them into the District. Examples include:

- A grocer on the empty lot bound by 4th Street and 5th Streets, Buchanan and Lincoln
- An office supply store on the lot bounded by 5th and 6th, Buchanan and Lincoln
- A home goods store on the lot bounded by 6th and 7th Streets, Lincoln and Grant

Additionally, warehouses such as the former Ultimate Consignment could be easily retrofitted to house one of these big box stores. These stores would provide tax revenue and amenities for the District, while increasing visitation from nearby central city residents.

### HOME GOODS STORE: LINCOLN/7TH STREET.



### GROCERY STORE: 4TH STREET/BUCHANAN.



## OVERVIEW

### SUMMARY

### *planning & design*

#### DESIGN STANDARDS

1. Coordinated design guidelines to give new construction a cohesive look and feel that relates to the industrial past of the District.

#### SUSTAINABILITY

1. Use District as a model for planning and building a sustainable desert community.
2. Incentivize historic preservation and adaptive reuse.
3. Require new designs to be LEED-certified.
4. Plan and zone for dense live/work/play hubs.

### *connectivity*

#### AWARENESS

1. Increase awareness of the District by creating a marketing campaign that plays off the Legends Entertainment District to its north.

#### VISIBILITY

1. Increase visibility of the District by building special projects on key vacant lots adjacent to surrounding communities.
2. Design and install gateway roundabouts at 4th Street, 1st Street and 1st Avenue along Jackson.
3. Promote new uses for buildings that are currently underutilized in key locations.

#### INFRASTRUCTURE AND ACCESSIBILITY

1. Plan and implement road-specific streetscapes that provide pedestrian and bicyclist amenities and infrastructure.
2. Identify and revitalize wasted space as public paths and parks; for example, create the Warehouse Industrial Parkway - a multiuse bike and pedestrian path and greenbelt from 4th Street - 4th Avenue using land previously held for railroad deliveries.
3. Study, plan, and implement the Jackson Streetcar (Jackson - Lincoln, 4th Street - 3rd Ave).
4. Build transit center at Lincoln/Central for the future convergence of light rail, streetcar, and bus.
5. Restore Union Station and let it serve as a hub for passenger rail, commuter rail, and streetcar.

### *community*

#### ATTRACTIONS AND AMENITIES

1. Set aside land for new public spaces for the community's use; examples include Legends Field - a baseball field and tailgating lawn at 3rd St/Jackson, Central Overpass at Central/Jackson, Hispanic Heritage Plaza at Buchanan/3rd St, Union Station at 4th Ave/Jackson, and small public squares at gateway roundabouts.
2. Prioritize honoring the cultures that make up the District's history; examples include the Phoenix Sports HOF and Museum, Chinese Cultural Center, Hispanic Cultural Center and Museum, Museum of Agriculture, and Museum of Modern Arts.
3. Create a community center at Union Station, and community garden at the Hispanic Heritage Plaza.

#### ADAPTIVE REUSE

1. Create affordable living and commercial spaces through adaptive reuse, which restores historic building stock and creates a distinct sense of place for the District.

#### MIXED INCOME NEIGHBORHOODS

1. Ensure affordable housing throughout the District with equal access to amenities and transportation.

#### INTEGRATION

1. Develop plan for integrating existing businesses and buildings into revitalization; examples include consolidating and densifying the Phoenix Job Corps, and relocating the telecom company inside Union Station.

#### EDUCATION

1. Emphasize education by attracting a higher education institute such as Phoenix College to build synergies with existing ASU programs, and create specialized high schools in key, fast-growing industries such as sustainability.

### OVERVIEW

SUMMARY

#### *mixed uses*

##### **JACKSON STREET**

1. Create Jackson Street Promenade from 4th St - 1st Ave with focus on entertainment, sports, dining, and nightlife; Promenade is a shared zone with emphasis on pedestrian and bike mobility, and would be the only zone within the state where open containers of alcohol are allowed to be brought between establishments.

##### **BUCHANAN**

1. Buchanan will serve as the residential spine of the District, with mixed income housing lining the street. The Buchanan Artisan Corridor, from 4th St - 1st Ave will include many live/work spaces providing affordable units for the creative class.

##### **LIVE/WORK/PLAY HUBS**

1. Create live/work/play clusters throughout the District to prevent deadzones and promote a sustainable lifestyle. An example would be near 2nd Ave/Jackson-Buchanan where a sustainability hub would be developed, leveraging existing 'green' businesses in the area. Research, incubator, and office space would complement new sustainable housing along with a specialized high school and higher education program.

##### **BIG BOX RETAIL**

1. Take advantage of large lots and vacant warehouses in southeast quadrant of District and develop urban-designed "big box" stores that are transit-accessible and could serve the entire Central City.







