



Old Town



5th Avenue Shops



Main Street Arts District



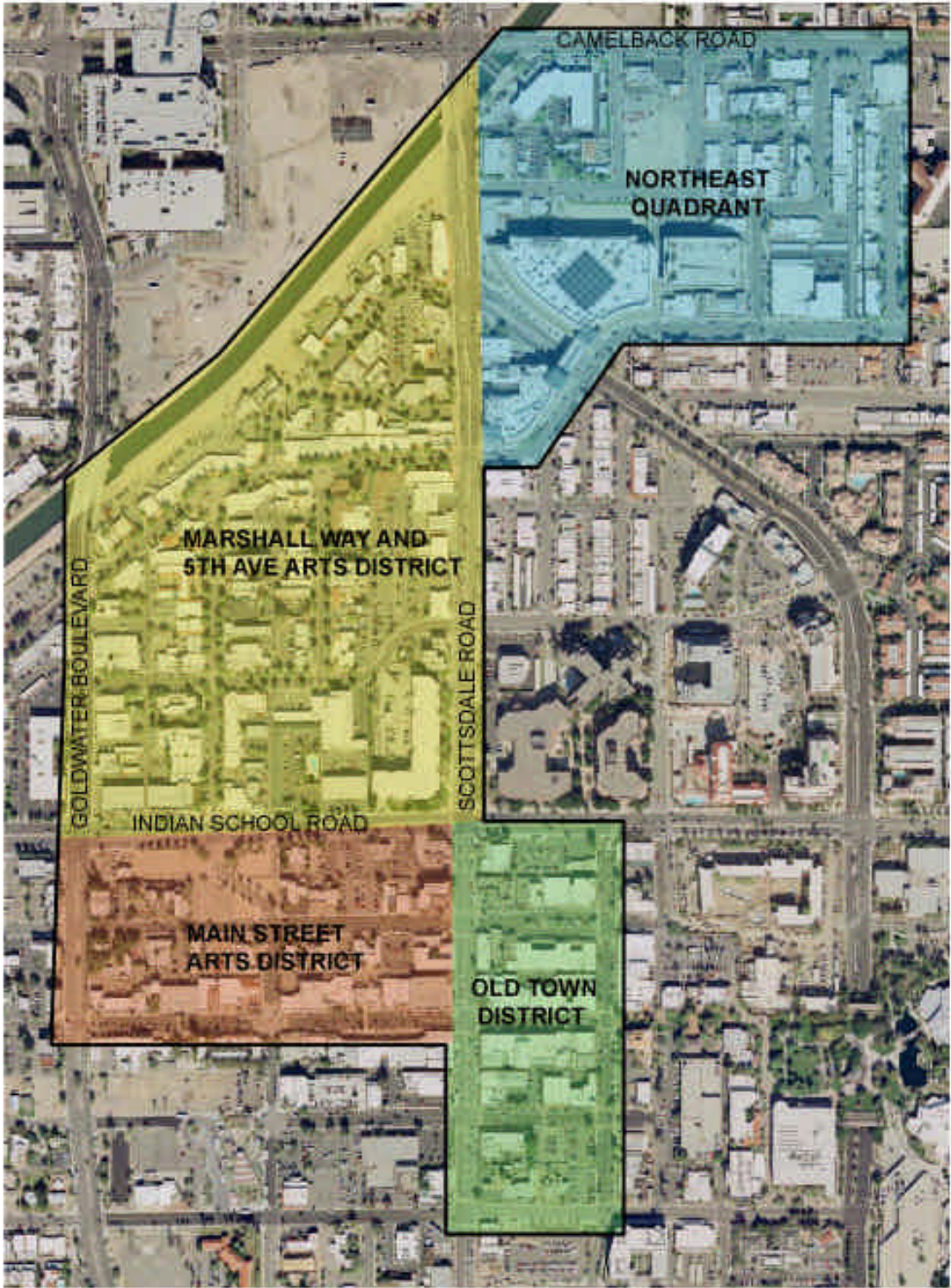
Northeast Quadrant

1. INTRODUCTION

This **Downtown Scottsdale Pedestrian Mobility study** (Study) was undertaken through a grant from the Maricopa Association of Governments (MAG) to the City of Scottsdale (City). The City requested the funds in order to measure pedestrian mobility in Downtown Scottsdale, and to determine how and where to make improvements to that mobility. The study assesses Downtown Scottsdale within its four established districts - Old Town, Main Street, 5th Avenue, and Marshall Way Arts, as illustrated in **Figure 1**. Concurrently, the City's Downtown Group sponsored a similar effort to assess mobility issues within the Northeast Quadrant, an emerging district east of Scottsdale Road, south of Camelback, north of Goldwater Boulevard, and west of 75th Street.

Downtown Scottsdale has evolved into a vibrant hub of urban activity, from Thursday night Art Walks throughout the year to seasonal festivals and annual celebrations. These events occur in the midst of a wide variety of entertainment and culinary venues. While each established district has its distinct character, the districts have begun to grow together and are within a comfortable walking distance of one another, pointing to a need for a degree of connectivity and cohesion for the pedestrian clientele.

The study combines the MAG Pedestrian Area Policies and Guidelines 2005 update (MAG Guidelines) with the City's Urban Design and Architectural Guidelines 1986/2004 (City Guidelines) to establish measurable criteria and a substantial database for the evaluation of mobility. With this database, the City will be able to pinpoint where and what types of impediments or problem areas exist that impede pedestrians' ability to move around Downtown. When combined, this information will be the basis for a capital improvement project or targeted study in the future. The City has requested \$300,000 in FY2007/ 2008 and \$300,000 in FY2008/ 2009 in its draft FY2007/ 2008 - FY 2011/ 2012 capital improvement program.



CITY OF SCOTTSDALE

PEDESTRIAN MOBILITY STUDY - STUDY AREA

FIGURE 1



Old Town logo

2. STATEMENT OF REGIONAL SIGNIFICANCE

Using a Pedestrian Design Assistance Grant from the Maricopa Association of Governments (MAG) to the City of Scottsdale (City), the Downtown Pedestrian Mobility Study (Study) established a measurable database for evaluating impediments to mobility. A matrix was developed, that combines the MAG *Pedestrian Area Policies and Guidelines* Pedestrian Audit checklist (*MAG Guidelines*) and the City's *Urban Design and Architectural Guidelines* (*City Guidelines*).

A physical inventory of the Downtown districts was conducted to establish a comprehensive database measuring 22 elements of the urban environment. With this database, problem areas were quickly identified that impede pedestrians' ability to move around Downtown. The types and locations of impediments, when combined, become the basis for capital improvement projects in the future. In some cases, further study or additional planning was determined as the appropriate first step in order to reach an appropriate physical solution to an issue identified by the study.

The study has regional application as an applied tool of the *MAG Guidelines* and local standards to use when determining not only whether a pedestrian area is comfortable for pedestrians, but also what elements are lacking or might need improvement. The following paragraphs summarize what this study contributes to the region:

a. Application of the *MAG Guidelines* to an established pedestrian area

The *MAG Guidelines* are intentionally broad and all encompassing. As a basis for evaluation, the guidelines include all the basic elements of a comfortable pedestrian area. The Downtown Scottsdale Mobility Study took the basic checklist, along with local guidelines, and applied them to a well established Downtown area known as an attractive destination for tourists and local residents alike. The combined regional and local guidelines provided a framework for an otherwise complete



Main Street Arts District

task, by breaking down the individual elements needed to measure a comprehensive and effective pedestrian-friendly environment. However, the study also identified the necessity to tailor the *MAG Guidelines* to the specific locality in order to reflect its community values.

Equally important is the need for local staff to determine what and how to measure the various individual items on the checklist. The evaluation tool chosen to best illustrate the combined values was a comprehensive matrix, arranged by the 3 tiers of urban area 'friendliness' (safety, comfort, and destination) criteria against 22 separate measurable physical features. A matrix was developed that would quickly highlight those areas that do not meet the level of safety, comfort, or destination. Mapping of each element translated the database to specific locations where problems occur, immediately identifying where areas were deficient. This matrix is provided in the Appendices under Inventory Phase.

b. Integration of the *MAG Guidelines* with existing guidelines

The Study required a strategy to integrate locally established urban design and architecturally-specific guidelines with the *MAG Guidelines* in order to apply comprehensive and locally meaningful recommendations. The *City Guidelines* had been in effect since 1986, updated in 2004, shaping new projects and assisting in redevelopment of existing building renovations. The study shows side by side comparisons of goals and guidelines and the matching up of terms and definitions. Local staff was essential to the process of synthesizing regional and local guidelines. *MAG's* 'Comfort' criteria became synonymous with the City's 'conditionally acceptable' criteria; 'Destination' became equivalent to 'desirable'. In this way, the Guidelines show their adaptability to local conditions.

Likewise, City guidelines or standards can be strengthened and broadened to be a more inclusive and comprehensive evaluation of the pedestrian area. For Scottsdale, the study brought attention to the need to update their Guidelines,



5th Avenue Shops

and to include more criteria for new development that is more targeted to current conditions. For example, the *City Guidelines* gave good definitions of the various districts as destinations; however, the study used the *MAG Guidelines* to define more elements to physically measure that definition. The study was able to identify exactly what type of improvement was needed as well as where and how often the problem occurred.

c. Determination of appropriate thresholds for local versus regional pedestrian area 'friendliness'

The *MAG Guidelines* identify an extensive list of criteria to meet a comfortable or desirable pedestrian area destination, as defined regionally and in a best practices context. When applied to older areas such as historic Old Town Scottsdale, many of the physical elements may not be able to meet safety or comfort criteria. This situation is when local discretion and understanding must be applied to regional criteria.

The *MAG Guidelines*, by definition a regional set of aspirations for pedestrian areas, does not account for scale or local character-defining elements unique to a specific community. For example, one element in the Study consistently noted for non-compliance with regional guidelines was walkway width. Historic Old Town Scottsdale is considered a destination by local and regional criteria alike. However, if the 20-foot minimum walkway width noted in the *MAG Guidelines* for a destination was strictly applied, the small-scale walking environment of the Western-style boardwalks unique to this District would be substantially altered.

Determining the appropriate threshold for application of the *MAG Guidelines* is a necessary discussion best resolved at the local level, where an individual community's history and values are expressed in the character of, and are inextricably tied to, its economic and social context.



Main Street Arts District

The Study helped city staff to understand general mobility needs and expectations while also prompting discussion about local values and important character-defining elements.

d. Identification of connectivity needs to adjacent urbanizing neighborhoods and destinations

With the focus of the Study on pedestrian mobility within districts came a timely discussion of the need to reach out to adjoining areas such as urbanizing neighborhoods and new destinations. Over time, the neighborhoods surrounding Downtown have grown and evolved since the *City Guidelines* were put into place. Downtown living has become popular and has generated high rise projects in and around the area. New destinations like the W Hotel, expanded commercial and mixed use areas such as the Waterfront, and renovations such as the James/Mondrian and Valley Ho hotels are now immediately adjacent to the Downtown districts. Logically, pedestrians will be traveling into and through Downtown from these adjacent destinations.

Downtown Scottsdale is typical of the region in this situation. The MAG region is seeing a trend to grow its Downtowns and emerging urban cores. This study helped city staff to understand the need to be alert to these evolving conditions, and to develop pedestrian mobility and connectivity beyond the limit of the traditional Downtown area and its districts.

The study also presented the opportunity to realize adjacent districts may merge over time, and new districts may emerge. This was true of the 5th Avenue Shops and Marshall Way Arts District, originally considered 2 districts under the *City Guidelines* of 1986, has now effectively grown together. Better pedestrian connections are needed, and character-defining elements require design integration.



Kick-off site visit



Data Collection in 5th Avenue



Data Collection in Marshall Way
Arts District



Data Collection in Old Town

3. DATA COLLECTION/ METHODOLOGY

Consolidation of Guidelines

The MAG *Guidelines* are organized using a checklist of criteria that together determine the nature of a potential or existing pedestrian-friendly urbanized area. These criteria are organized by whether the pedestrian area promotes safety (lower level), comfort, or destination criteria (highest level), as measurements of increasing walkable, lively, and interesting pedestrian environments.

The *City's Guidelines*, adopted in 1986 and updated in 2004, have attempted to direct physical improvements to existing buildings and to shape the design of new developments to maintain the quality of Downtown as a vibrant city center. The Study, with the assistance of city staff directly involved in Downtown Scottsdale, established where the visions expressed in these two guideline documents could be combined for the purposes of this study. (See Appendix.)

The Study also determined what elements would be measured, and how these would be noted on the inventory form. The result is a comprehensive assessment of the *City Guidelines* as well as a more detailed application of the *MAG Guidelines* to an already highly-developed downtown environment.

Initial Areas of Concern

Staff from the Downtown Group, Economic Vitality Department, Preservation Department, and Planning Department was asked to become advisors for the purpose of the study, with overall leadership provided by the Transportation Department. Initial site visits were conducted with this group to help identify issues and potential challenges to current pedestrian mobility.

Major areas of concerns identified in the site visits include:

- outdoor dining and merchandise displays as impediments to pedestrians;
- disconnects between Districts and across major streets;



Old Town District



Main Street Arts District



Northeast Quadrant



Northeast Quadrant

- unclear street signage and conflicts with vehicles, parked or moving, especially during events;
- uneven, narrow, or disjointed walkways;
- ramps that do not provide direction within the crosswalk, or to the ramp on the opposite side of the street;
- no line of sight or ADA access into the Civic Center Mall from Brown Ave or 1st Ave;
- hazards in and along the walkways; and
- jaywalking at night across major streets (like Scottsdale Road), especially during events.

Methodology for Inventory & Analysis

Monthly meetings with the group ensured systematic and regular progress for the study and its findings. As the Study progressed, each district was the focus of a particular meeting. Before conducting any physical inventory of the study area, a review of existing *City Guidelines* revealed a need to consolidate checklists between the *MAG and City Guidelines*.

The 3 categories of Safety, Comfort and Destination from MAG incorporated the more comprehensive and broad regional application with the site specific parameters of the City.

Scottsdale's *Conditionally Acceptable* urban design guidelines were integrated into MAG's *Comfort*, measuring a higher minimum standard for Scottsdale than was the basic provisions of Safety from the *MAG Guidelines*.

The highest level of urban design guidelines for Scottsdale, *Desirable*, was originally adopted to encourage new development within the Downtown Districts to improve aesthetics and to incorporate other features such as courtyards and passages. This matched well with the *Destination* criteria of the *MAG Guidelines*.



Marshall Way Arts District

A definitions chart for combined *MAG and City Guidelines* clarifies how the two guideline documents mesh together. This consolidation is reflected in the matrix provided in **Figure 2**.

Also of note was the distinction of Type 1 and Type 2 areas in the *City Guidelines*. Originally, Type 1 Area was for the Downtown area considered “compact”. Type 2 Area, defined as “moderate”, reaches much further in all directions from the Downtown Districts that are the focus of this study, incorporating Chaparral Road to the north and Osborn Road to the south. Of significance to this Study is that the Type 1 Area has grown and evolved significantly since the *City Guidelines* were initiated, blending the distinction between the area types. This realization led the 5th Avenue Shops and Marshall Arts Districts to be inventoried as one district for the purposes of this Study.

Matrix and Mapping

Once the criteria had been combined, an inventory matrix was developed with each of the 22 elements to be measured set against the categories of Safety, Comfort, and Destination. The individual elements within the consolidated checklist were given parameters as to what to record in the field (see **Figure 3**, a sample field inventory matrix).

A comprehensive site inventory sheet was created for use in the field, where each district was measured by segment, or length of street. For example, Segment 1 of Old Town is 2nd Street from Scottsdale Road to Brown Avenue. (Scottsdale Road was not inventoried, as it is part of another ongoing study for all of Scottsdale Road.)

Measurements were defined as simple yes/no responses or in numerical terms, when possible, in order to keep field time efficient. The consultant added a few measurements in some categories, to help further define the field parameters. Also included were photographic references by element that documented the field notation (see **Figure 4**, sample photograph sheet).

Figure 2 Definitions for Combined MAG and City Guidelines

CITY OF SCOTTSDALE PEDESTRIAN MOBILITY STUDY - DEFINITIONS			
MAG Design Guidelines Definition	SAFETY	COMFORT	DESTINATION
Criteria	The pedestrian area is safe for users of all abilities. The walkway is safe for users of all abilities. Provides a defined walkway for exclusive ped use that is a min 6-ft wide, a walkable surface that is clear of impediments, ramps where needed, physically or horizontally separated from vehicular traffic, lit roadway crossings.	There is design options & amenities that can make pedestrian areas comfortable & encourage more walking. The walkway is comfortable & encourages more walking. Includes wider walkways (6-12 ft or more); 2-3 options for physicality or horizontally separation from traffic, reduces the number of driveway crossings, provides places to sit, or adds traffic calming features.	The pedestrian area is safe & comfortable & is a place where walking is dominant or the only form of transportation. A place where walking is dominant or the only form of transportation. Has extensive amenities including: specialty paving, themed signs & site furnishings, decorative lighting fixtures, street vendors, active streets. Incorporates the principles of universal design: equitable use, flexible use, simple & intuitive use, perceptible information, tolerance of error, low physical effort, size & space for approach & use.
COS Urban Design & Architectural Guidelines			
Type 1 (compact) Contain most of the Old Town, West Main, & Fifth Avenue & Marshall Way - Craftsman's Court districts.			
Downtown Development Areas	Goals for these districts: -preservation of existing ped-scale & strengthening of fine-grain building character -development of strong ped linkages between districts -improvement of the quality & continuity of "street spaces" -compatibility of architectural character		
Type 2 (intermediate) Comprise the major portion of Downtown, ranging from from small infill projects to large assemblies of land for multi-building developments			
Districts	Goals for these districts: -development of unified street spaces with consistent design principles for the building setback zone -development of ped & vehicular linkages between adjacent large projects -consistent planting design principles to achieve visual structure on important arterial streets		
Old Town	n/a	n/a	Key element of Scottsdale's reputation as "the West most Western Town". Its history & identity as a specialty shopping district for Western goods, Indian jewelry & crafts, & Southwestern artifacts is to be preserved by strong measures to protect & strengthen its frontier town character.
Main Street	n/a	n/a	As one of Scottsdale's most attractive gallery districts, it benefits from a continuity of character based on its pedestrian scale, covered walkways, individual shops & distinctive palm planting along Main St. Focuses on the street frontage of Main St from Scottsdale Rd west to 70th St, & Marshall Way from Main St north to Indian School.
5th Avenue	n/a	n/a	Contains dining & specialty shops of 5th & 6th Aves. & Stetson Dr. Like Old Town & West Main, 5th Avenue's pedestrian orientation & consistent character provide a strong attraction to shoppers & visitors.
Marshall Way	n/a	n/a	Its reputation as a focus for galleries & art-oriented shops make it a key regional attracting & important asset in Downtown's mix of activities.

Figure 3 Sample Field Inventory Matrix

PAGE 1

MAP #	MAP CODE/ADD	MEASUREMENTS	Segment 1 - 2nd Street (Scottsdale Rd to Brown Ave)	Segment 2 - 1st Street (Scottsdale Rd to Brown Ave)	Segment 3 - Main Street (Scottsdale Rd to Brown Ave)	Segment 4 - 1st Avenue (Scottsdale Rd to Buckboard Trl)	Segment 5 - Brown Avenue (Indiana School Rd to 2nd St)	Segment 6 - Buckboard Trail (Indiana School Rd to 1st Ave)
1	Sidewalk Width	Mainstreet & remains within	7'	3' 6" to 7' sidewalk supports	6' 11" to 7' 2"	5' sidewalk	6' to 12'	2' 4" to 3'
2	Sidewalk Surface & Texture	Slabs (greater than 18")	Yes	No	Yes - 12" 3/4" Expansion joints	No	Yes - 12" - 1" Expansion joints	No
3	Sidewalk Slopes	Slopes greater than 1:12	No	No	No	No	Yes	No
4	Number of Intersections	Number of Intersections	2	2	2	2	1	1
5	Types of Intersections	Types of Intersections	Boom Fresh Concrete, Striped Concrete, Asphalt	Boom/Salt Fresh Concrete, Striped Concrete, Slabs	Boom/Salt Fresh Concrete, Striped Concrete	Boom/Salt Fresh Concrete, Colored & Striped Concrete, Tile	Boom/Salt Fresh Concrete & Asphalt	Boom/Salt Fresh Concrete, Colored
6	Are there any obstructions (or signs) in the way of least 2' clearance on any sidewalk?	Are there any obstructions (or signs) in the way of least 2' clearance on any sidewalk?	No	No	No	No	No	No
7	Are there any obstructions (or signs) in the way of least 2' clearance on any sidewalk?	Are there any obstructions (or signs) in the way of least 2' clearance on any sidewalk?	Yes	Yes	Yes	Yes	Yes	No
8	Are there any obstructions (or signs) in the way of least 2' clearance on any sidewalk?	Are there any obstructions (or signs) in the way of least 2' clearance on any sidewalk?	Yes	Yes	Yes	Yes	Yes	Yes
9	Is there a 12'x6' frontage zone provided for opening doors & window shopping?	Is there a 12'x6' frontage zone provided for opening doors & window shopping?	Yes	Yes	Yes	Yes	Yes	Yes
10	Curbs	Curbs height maximum & minimum; Types of curbs; Paved; Vertical; Rubicon	6" Vertical	6" Vertical	9" Vertical	9" Vertical	6" Vertical	6" Vertical
	Greenhouse		0-0 covered with sidewalk; Unshaded Signage @ Midblock; Down open inward	0-0 covered with sidewalk; Unshaded Signage @ Midblock; Down open inward	0-0 covered with sidewalk; Unshaded Signage @ Midblock; Down open inward	0-0 covered with sidewalk; Unshaded Signage @ Midblock; Down open inward	0-0 covered with sidewalk; Unshaded Signage @ Midblock; Down open inward	0-0 covered with sidewalk; Unshaded Signage @ Midblock; Down open inward
	Plants		Sidewalk Width- 1.3, 1.8 Sidewalk Surface & Texture- 1.4 Theme- 2.2 Potential Obstructions- 2.5 Curbs- 2.15	Sidewalk Width- 2.1, 2.8, 3.1 Sidewalk Surface & Texture- 2.1 Theme- 2.2 Potential Obstructions- 2.5 Curbs- 2.15	Sidewalk Width- 3.9 Sidewalk Surface & Texture- 3.1, 3.3, 3.12 Theme- 3.6 Potential Obstructions- 3.8, 3.10, 3.18, 3.29 Curbs- 3.14	Sidewalk Width- 4.5, 4.13, 4.8 Sidewalk Surface & Texture- 4.1 Theme- 4.1 Potential Obstructions- 4.8, 4.9, 4.11, 4.12 Curbs- 4.16	Sidewalk Width- 5.25, 5.26, 5.28, 5.29 Sidewalk Surface & Texture- 5.13, 5.14 Theme- 5.59 Potential Obstructions- 5.11, 5.48, 5.54, 5.47 Curbs- 5.22, 5.30, 5.51	Sidewalk Width- 6.11, 6.9 Sidewalk Surface & Texture- 6.11 Potential Obstructions- 6.2 Sidewalk Obstructions- 6.3, 6.10 Curbs- 6.12




CITY OF SCOTTSDALE MOBILITY STUDY
SEGMENTED INVENTORY - OLD TOWN
MARCH 2006

LEGEND:
■ DOCUMENTED
■ IDENTIFIED/NOT DOCUMENTED
■ IDENTIFIED/DOCUMENTED
■ IDENTIFIED/NOT IDENTIFIED

Figure 4 Sample Photograph Sheet

PAGE 3

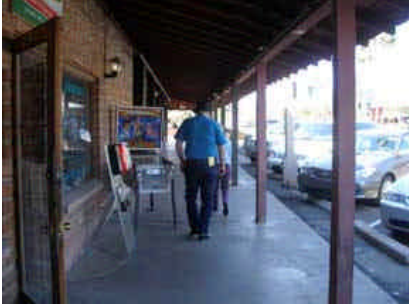
SIDEWALK CLEARANCE & POTENTIAL OBSTRUCTIONS

 <p>15.1 SCOTTSDALE RD. & 8TH AVE.</p>	 <p>15.2 NORTH SIDE OF 8TH AVE.</p>	 <p>15.3 MARSHALL WAY & 8TH AVE.</p>	 <p>15.4 8TH AVE & STETSON BLVD.</p>
 <p>16.1 NORTH SIDE OF 8TH AVE.</p>	 <p>16.2 EAST SIDE OF STETSON DR.</p>	 <p>16.3 SCOTTSDALE RD. & 8TH AVE.</p>	
 <p>17.1 SCOTTSDALE RD. & 8TH AVE.</p>			

CITY OF SCOTTSDALE MOBILITY STUDY
SEGMENT INVENTORY - 5TH AVENUE DISTRICT
 MARCH 21 & 23, 2006







Old Town District

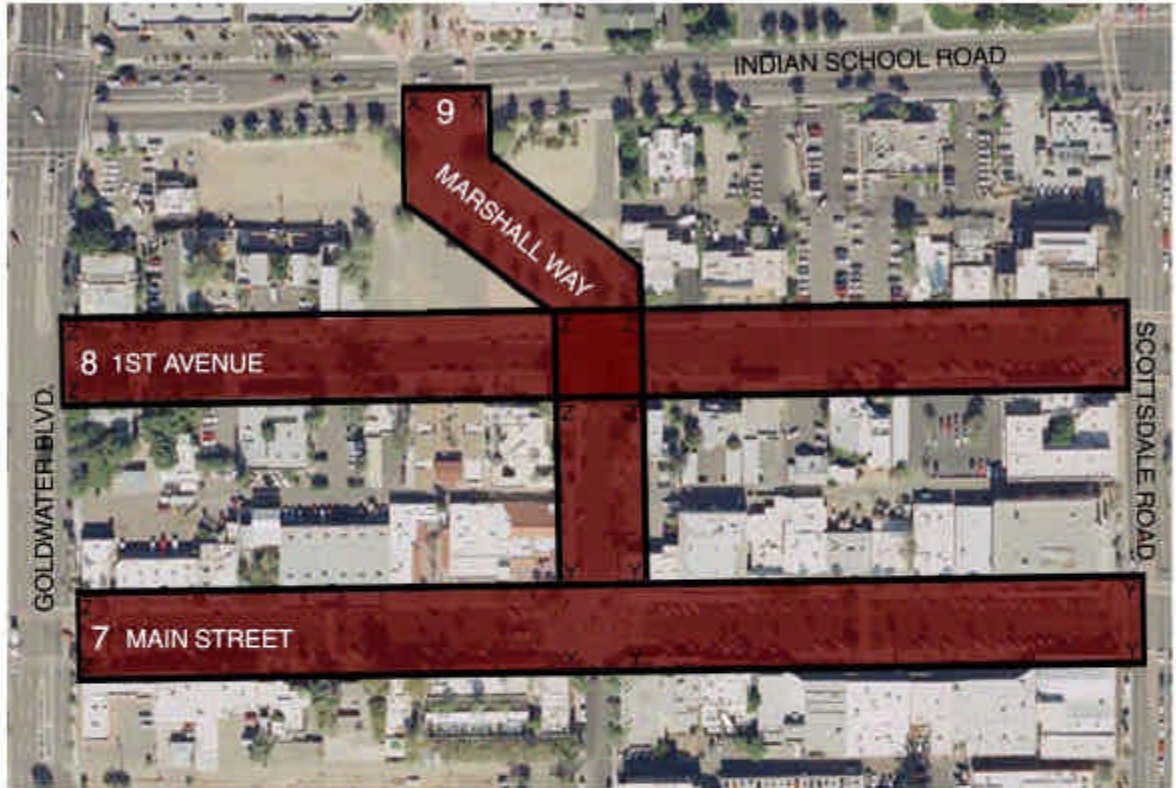
Each criteria was mapped according to the categories of safety, comfort and destination. These maps provide a quick way to visually assess the mobility of each district (see **Figure 5**).

In order to determine how a segment of street ranked once the physical features were measured, each element is keyed as "Does not meet Safety (or minimum parameter)", "Meets Comfort", or "Meets Destination". Areas were shaded, with the most intense being problem areas. This visual cue gives an immediate sense of how well the individual street segment performed and how pervasive non-compliance was within a specific pedestrian element or along a segment of street. After completing the matrices, the deficiencies in each district became apparent by observing the different shadings used for the criteria.

Each district inventory and matrix analysis was presented to and reviewed separately by the staff group. Major deficiencies were highlighted, with trends identified and discussed.

Figure 5 Sample Mobility Map

ACCESSIBLE RAMPS - TYPES OF RAMPS
 Dual/non-directional ramps meet safety; dual/directional ramps that align pedestrians within the crosswalk meet destination.



COS/MAG GUIDELINES

SEGMENTS 7-9 MARCH 2006

- DOES NOT MEET MIN. STD.**
Segment does not meet min. safety and/or design guideline per MAG pedestrian guidelines.
 - MEETS SAFETY**
Segment meets acceptable COS urban design criteria and/or min. safety per MAG.
 - MEETS COMFORT**
Segment meets acceptable urban design guidelines for COS and comfort criteria for MAG.
 - MEETS DESTINATION**
Segment meets desirable urban design guidelines for COS and destination criteria for MAG.
- X - DUAL-DIRECTIONAL
 - O - DUAL-NON-DIRECTIONAL
 - Y - SINGLE-DIRECTIONAL
 - Z - SINGLE-NON-DIRECTIONAL





Old Town

District Character- Defining Elements

Since each district has a perceived theme based on land uses, streetscape features, or other elements, each segment was discussed as to whether the segment conformed to the theme. The outcome of this discussion resulted in a list of character-defining elements for each district:

OLD TOWN DISTRICT – “Western Frontier Town”

- Wood (covered walkways with wood posts) w/lighting
- Stone
- Evolved to southwest/ stucco
- Western art and artifacts for sale
- Board/ batten
- Brick
- Southwest plant palette
- Hinges, lamps, hitching posts (horse related items)

(Notes from staff: Lots of buildings don't conform; rolled security doors do not meet current guidelines.)



Main Street Arts

MAIN STREET ARTS DISTRICT – “THE MAIN STREET”

- Traffic circle
- Palms
- Lighting
- Mid-block crossings
- Covered walkways
- Picture windows/ gallery feel
- Private/ Public Right of Way

1ST AVENUE (subset within Main Street Arts)

- Setbacks – landscape area ‘garden space’
- Residential
- Big shade trees
- ‘Suburban’
- Gardenesque (White House, Arcadia Farms)



Marshall Way / 5th Avenue Arts



Northeast Quadrant

MARSHALL WAY ARTS & 5TH AVE. – “ARTS DISTRICT”

- Prominent Intersections –
 - Marshall Way and 5th Avenue
 - Stetson Drive and 5th Avenue
- Fountain art
- Sissoo trees
- Transition area – north development will change it – new residents will infuse change
- Eclectic composite of things past
- Galleries are the anchor use
- Arcades –deteriorating although are an important element

NORTHEAST QUADRANT

- Club atmosphere ‘10 bars in a night’ - known for cruising, clubbing
- Small streets have a pedestrian scale at night; pedestrians take over the streets
- Bar hopping/jaywalking are common
- Dark, almost uncomfortable nooks and crannies, scary
- Place known as ‘celebrity sighting’
- More upscale than Mill Avenue
- Sophisticated, edgy, older 25+ ‘cache’ (Jetz, Stix)
- Near Fashion Square and other uses that create synergy
- Extension of resort feel
- Unique to Valley excluding Biltmore
- Looks (and smells) better at night than day
- Proximity and scale
- Daytime totally different - Incubator business park; space w/ low overhead; hair salons, professional services dominate
- Generating new condo uses/ hotels
- Galleria-small office building (condo)
- Culture and education- Culinary school

(Note: The 5th Avenue gateway features were created in the 1980s. Many portions of that streetscape work are now seen as unnecessary additions (such as large planters). Trees are more mature and prominent in the area now, with more vitality. Many of these streetscape elements may not be needed. Some additional evaluation of this is needed.)



Old Town – obstructions



Old Town – limited accessibility



Main Street Arts – clearance



Main Street Arts – no shade

4. ANALYSIS

After completing the matrices, the deficiencies in each district became apparent by observing the different shadings used for the criteria. The following list is a summary of the top deficiencies by district:

OLD TOWN

- Sidewalk clearance and obstructions – Most segments have light posts and canopy supports that do not allow for the minimum 3 foot horizontal clearance; many areas have wall-mounted objects protruding more than 4 inches from a wall;
- Curbs – Three (3) segments had high curbs, or inconsistent curb height varying from 0 to 8 inches high;
- Accessible ramps – Corners lack tactile strips, color contrast, and dual/directional types of ramps;
- Lighting – Significant ranges of bright to dark exist from existing light fixtures;
- 2nd Street & Buckboard Trail – These segments do not have the same level of amenities as the other segments in this District. These streets lack seating, have more frequent driveways making for a discontinuous path of travel, and lack the thematic landscaping/shade and architectural elements common within the District.

MAIN STREET ARTS

- Sidewalk width – maximum and minimum widths are variable, ranging from less than 4 feet to over 8 feet in width;
- Sidewalk surface and texture – A number of sidewalk surface materials prevail in this District;
- Curbs – Curb height varies;
- Accessible ramps – Segments lack of tactile strips and portions have double or triple curbs;
- Driveway crossings – First Avenue has a frequent driveway crossings;
- Lighting – Light fixtures have a wide range of bright to dark;
- Shade – Infrequent tree spacing offers little shade;



Marshall Way / 5th Avenue Arts – outdoor dining



Marshall Way / 5th Avenue Arts – amenity obstructions



Northeast Quadrant – driveway



Northeast Quadrant – lack of theme

- Theme – First Avenue and Marshall Way segments lack a cohesive theme and seating.

MARSHALL WAY / 5TH AVENUE ARTS DISTRICT

- Sidewalk width - Sidewalk width varies in these districts from less than 3 feet to more than 14 feet, with an isolated section of 3rd Avenue at 22 feet;
- Sidewalk clearances and obstructions - Some wall-mounted objects and landscaping protrude into the walkway; the frontage zone for opening doors and window shopping is insufficient. Some boulders, benches and planters are obstacles in the pedestrian travel path. Some outdoor dining uses appear to infringe on the pedestrian travel way;
- Sidewalk surface and texture – Many areas with sidewalk joints have expanded, and buckled curbs and sidewalks;
- Driveways and crossings – large number of driveways that makes the pedestrian path of travel discontinuous;
- Accessible ramps – lack of tactile strips and color contrast, ramps do not provide direction to the crosswalk or to the ramp across the street;
- Theme – An overall theme is lacking in this area, where public art is scarce and seating is infrequent.

NORTHEAST QUADRANT

- Sidewalk width - Sidewalk width in this area varies from 4' to more than 10' in width;
 - Sidewalk surface and texture – All segments have uneven surfaces with indents greater than 1/4".
 - Driveway crossings - Most segments have a large number of driveway crossings;
 - Accessible ramps - All segments lack ramps with tactile strips and color contrast, ramps do not provide direction to the crosswalk or to the ramp across the street;
 - Lighting - In general, most segments have very low lighting or none;
- Theme - No cohesive theme in this area. Landscaping is lacking, along with seating, shade and architectural elements. No public art or public space exists in this District.



Old Town – multiple curbs



Old Town – lack of ramp



Marshall Way / 5th Avenue Arts – pavements



Main Street Arts – pavements

5. SUMMARY OF FINDINGS

Overall, Downtown districts showed common problem areas between districts. Several criteria did not achieve the minimum criteria set by the consolidated guidelines. For an area known as a significant national tourist destination, this information will be helpful in raising the standard expected by local and tourist public alike. The major inventory findings are summarized below according to horizontal, vertical, navigation, comfort, and theme categories.

HORIZONTAL

This includes width of walkways, their surface and texture, frequency of driveways, alleys, and the type of parking available, whether on-street, structure, or open lot.

Walkway Width

All districts had areas where walkway pavement was less than 3' wide, the minimum width for ADA accessibility. (While the MAG Guidelines state 3 feet width, 4' is preferred in Scottsdale to meet ADA best practice guidelines.) Beyond ADA accessibility, this criterion has relevance to families with strollers, accommodation of crowds, and anyone with a disability, whether temporary or permanent.

Variable Walkway Surfaces

Variable walkway surfaces, whether from joint widening, heaving or uneven pavement or variations in pavement types, were also noted, particularly along Main Street. This condition often occurs when pavements are constructed at different times, or differential settlement occurs. The disparity in pavement heights can create tripping hazards. This is a concern with so many evening/night events, especially if combined with poor lighting conditions.



Main Street Arts – ADA parking with no ramp



Old Town – lack of ADA walkway and ramps



Northeast Quadrant – lack of walkway connectivity



Northeast Quadrant – lack of ramp

VERTICAL

Sidewalk clearance and obstructions to pedestrians, along with curb heights, and ramp locations and styles were noted here.

Clearance and Obstructions

Obstructions varied from overgrown plants to merchandise on display to overhang supports, especially in Old Town, where overhanging canopies are supported by wooden or stucco supports. In some cases low hanging signs were a problem. Some of these issues are enforcement-related; others are more fundamental and inherent to the architecture of the district, which may be a greater challenge.

Walkway Ramps

ADA Guidelines for rights-of-way have evolved in recent years to recommend dual ramps at corners, each providing a clear path of travel to the adjoining corner. Tools such as contrasting pavement and tactile warning strips at the bottom of ramps have also been added to alert pedestrians to the presence of traffic. The Downtown districts' inventory shows a broad array of ramp configurations, from the original MAG standard ramp located at the corner point to some dual ramps, but without a directional component. Overall, the areas do not comply with the current ADA standard. **Figure 6** outlines existing conditions.

NAVIGATION

The level of light, in foot-candles, at various points along a segment of street was measured. The types of traffic signals (buttons, countdown features), the frequency of transit (trolley) stops and their amenities, if any, and the presence and type of wayfinding were noted.

Figure 6 Existing Ramp Configurations

Intersection	Dual-directional	Dual-non-directional	Single-directional	Single-non-directional
Old Town				
Indian School Rd & Brown Ave	0	0	0	2
Indian School Rd & Buckboard Tr	0	0	0	2
Scottsdale Rd & 1 st Ave	2	0	2	0
Scottsdale Rd & Main St	2	0	2	0
Scottsdale Rd & 1 st St	2	0	0	0
Scottsdale Rd & 2 nd St	2	0	0	0
1 st Ave & Brown Ave	0	1	5	1
1 st Ave & Buckboard Tr	0	0	0	4
Main St & Brown Ave	2	0	2	0
1 st St & Brown Ave	0	2	0	2
2 nd St & Brown Ave	0	0	0	4
Main Street mid-street crosswalk	0	0	1	0
1 st St mid-street crosswalk	0	0	2	0
Main Street Arts District				
Indian School Rd & Marshall Way	2	0	0	0
Goldwater Blvd & 1 st Ave	0	0	0	2
Goldwater Blvd & Main St	0	0	0	2
Marshall Way & 1 st St	0	0	0	4
Marshall Way & Main St	0	0	4	0
Marshall Way & 5th Avenue Arts District				
Scottsdale Rd & 3 rd Ave	0	0	2	0
Scottsdale Rd & 5 th Ave	0	2	0	0
Scottsdale Rd & 6 th Ave	0	0	2	0
Scottsdale Rd & Stetson Dr	0	0	2	0
Stetson Dr & 6 th Ave	0	0	0	2
Stetson Dr & 5 th Ave	0	0	2	1
5 th Ave & Craftsman Ct	0	0	0	2
5 th Ave & Marshall Way	0	0	6	0
Marshall Way & 3 rd Ave	0	0	0	4
Craftsman Ct & 3 rd Ave	0	0	2	2
Goldwater Blvd & 5 th Ave	0	0	2	0
Goldwater Blvd & 3 rd Ave	0	0	2	0
Northeast Quadrant				
Camelback Rd & Buckboard Tr	0	0	1	0
Camelback Rd & Saddlebag Tr	0	0	0	2
Indian Plaza & Buckboard Tr	0	0	0	2
Indian Plaza & Saddlebag Tr	0	0	0	2
Shoeman Ln & Buckboard Tr	0	0	0	0
Shoeman Ln & Wells Fargo Ave	0	0	0	2
Civic Center Plaza & Stetson Dr	0	0	0	4
Civic Center Plaza & 6 th Ave	0	0	0	2
6 th Ave & Drinkwater Blvd	0	0	0	2
Stetson Dr/5 th Ave & Drinkwater Blvd	0	0	0	5
Scottsdale Rd & Drinkwater Blvd	0	0	0	2
Scottsdale Rd & 5 th Ave	0	0	0	2
Scottsdale Rd & Shoeman Ln	0	0	2	0
Wells Fargo Ave & 6 th Ave	0	0	1	2
Civic Center Plaza & Indian Plaza	0	0	0	0
Saddlebag Tr & Shoeman Ln	0	0	0	0
5 th Ave & Windfield Scott	0	0	4	0
Wells Fargo Ave & Stetson Dr	0	0	0	4



Old Town / 2nd Street – no shade



Old Town / Brown Avenue – clearance



Old Town / Brown Avenue – lack of walkway clearance



Main Street Arts – discontinuous path of travel

Lighting

The inventory mapping shows the level of footcandles for lighting for each of the segments in all districts. Significant variability can be seen in all districts, where activity areas such as a restaurant may have a high level of light but the overall walking route between destinations may leave pedestrians literally in the dark. Not just an issue for personal security, consistent light levels would facilitate pedestrian movement within and between districts. **Figures 7 – 10.**

Wayfinding

Wayfinding in the form of directional and informational signs are few and far between in all districts, even with the recent addition of public parking structures, and increasing movement between districts. While the need for wayfinding in Downtown was discussed in the 2003 Wayfinding System Evaluation Report, most of these recommendations have not been funded and a pedestrian-oriented wayfinding system is lacking in Downtown.

COMFORT

This group of features focuses on how well the pedestrian is accommodated from a human comfort point of view, including provisions for shade and seating, along with whether traffic calming has been constructed to slow traffic and if there is a physical separation such as a landscape strip or furnishings to buffer pedestrians from traffic.

Seating

According to the Guidelines, seating should occur frequently and consistently to provide comfort to pedestrians, and an opportunity to take in the sights. All districts had seating, but without consistency in frequency, design, or placement.

Figure 7 Lighting Map – Old Town



Figure 8 Lighting Map – Main Street Arts District

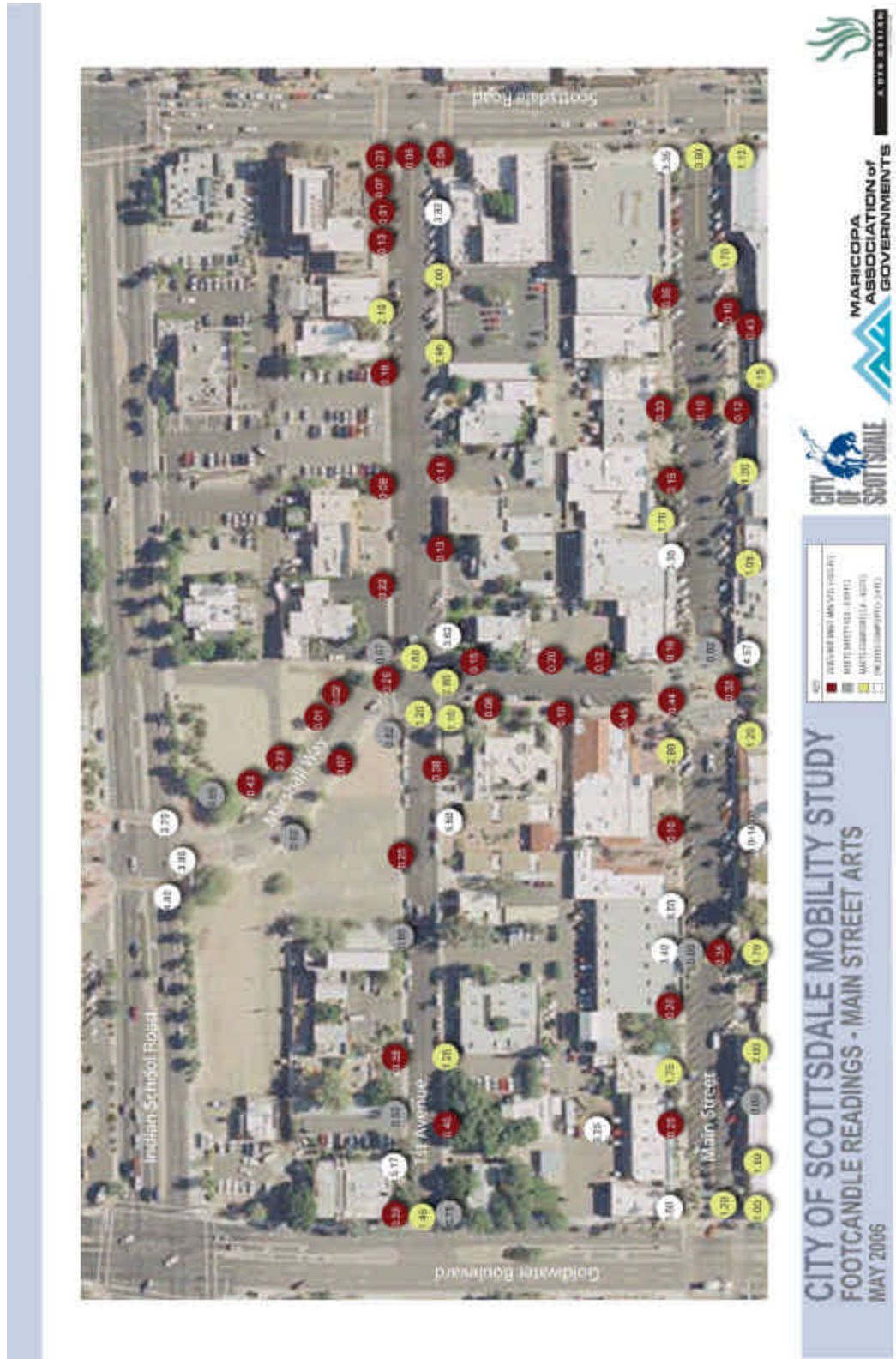


Figure 9 Lighting Map – Marshall Way / 5th Avenue Arts District

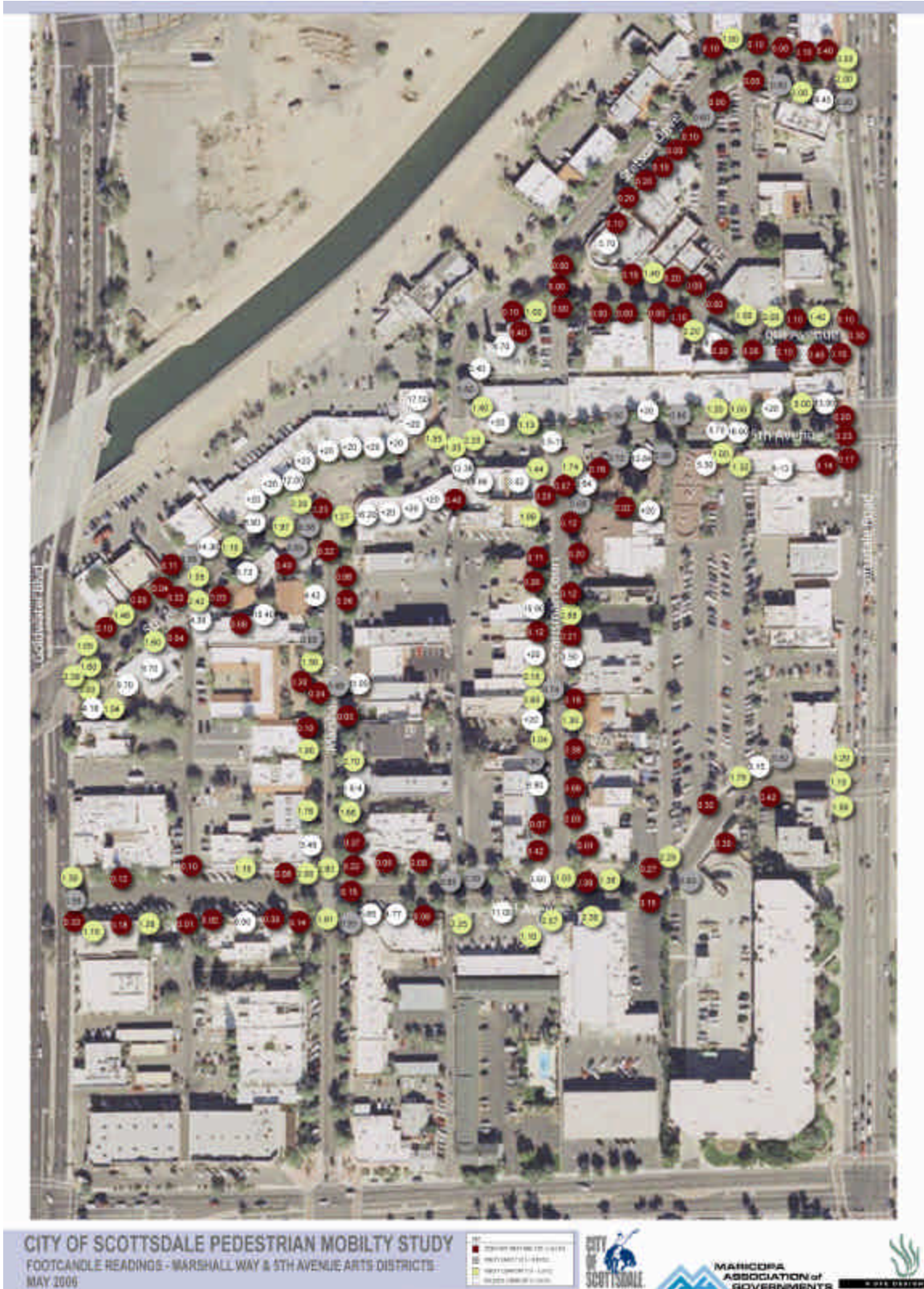
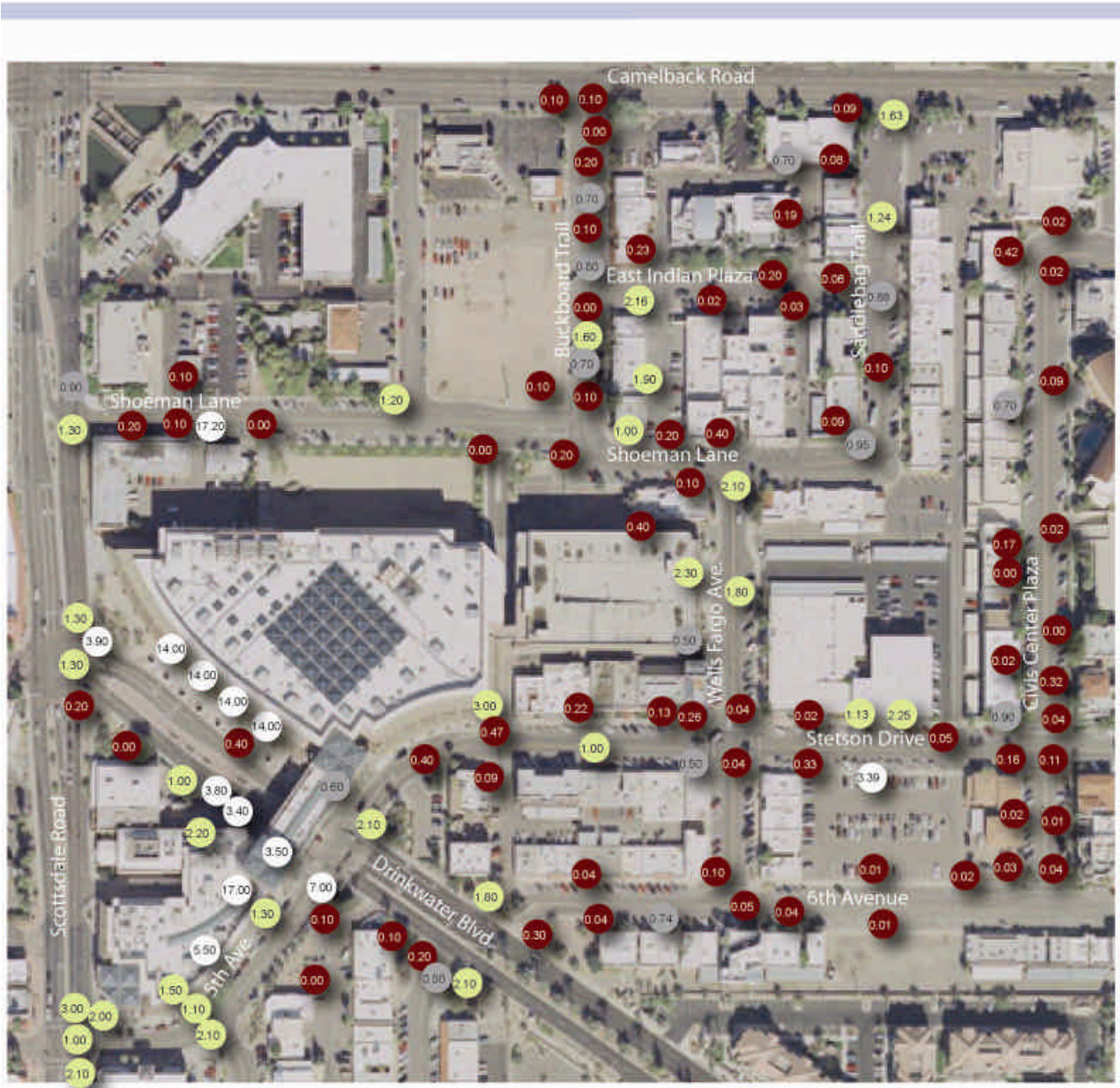


Figure 10 Lighting Map – Northeast Quadrant



CITY OF SCOTTSDALE MOBILITY STUDY
 FOOTCANDLE READINGS - NORTHEAST QUADRANT
 MAY 2006

Red Circle	CONFORM WITH THE CODE
Yellow Circle	NEARLY MEETS THE CODE
Green Circle	EXCEEDS THE CODE

CITY OF SCOTTSDALE | **MARICOPA ASSOCIATION of GOVERNMENTS** | **A DYE DESIGN**



Marshall Way / 5th Avenue Arts

Shade

The inventory measured both vegetated and architectural shade, noting the recommended percentages of shade at thresholds taken from the MAG checklist. Another criterion was the spacing of trees to achieve 50% or 75% shade on walkways. Downtown districts did well for shade. As would be expected, Old Town with its covered boardwalks ranked the highest; however, Main Street Arts was the most open and exposed, particularly along Marshall Way and 1st Avenue.

THEME

This combination of features contributes to whether the area is memorable and unique. Contributing elements such as public art, distinct landscaping or uses, and special amenities may create a general theme that leaves an impression on the visitor.

Courtyards & Passages

Noted as a major architectural feature in the *City Guidelines*, courtyards, alcoves, passageways, and niches have created interesting areas for art expression, seating, gardens, and connections between shops and galleries. Courtyards have added character and have a thematic intent within a given district. However, some courtyards are not open to the public, or are often treated as strictly utilitarian and underdeveloped as a pedestrian linkage. Public spaces are generally few and poorly connected.

Amenities

Drinking fountains, emergency telephones, trash receptacles at regular intervals, restrooms, and character-giving items such as the Western-themed streetscape furnishings in Old Town make up this category. Many of these items were not available, or were only with sporadic frequency.



Old Town – obstructions



Old Town – walkway width and clearance



Old Town – clearance and obstructions

6. RECOMMENDATIONS & PRIORITIES

After discussion of all the individual District deficiencies, a set of the top 3 prioritized improvements was formulated based on discussions with city staff. See **Figure 11**.

OLD TOWN DISTRICT – STAFF PRIORITIES

#1 Priority

- Create an accessible entrance to Brown/Main into Civic Center Mall
- Sidewalk reconstruction*
- Sidewalk surface renovation
- Expand western themed improvements
- Make all trolley stops accessible and comfortable

#2 Priority

- Fix clearance issue on all streets, minimum 3 foot clearance.
- Streetscape installation – landscaping, pedestrian facilities
- Adjust covered walkway supports (for clearance) or modify design standards
- Replace thorny plants with friendlier vegetation

#3 Priority

- Brown Avenue – fix slopes, update ramps, add landscaping and shade
- Add lighting and street amenities
- Upgrade lighting in pedestrian areas
- Improve sidewalk surfaces, ramps, and alleys

Other Suggestions

- Main Street: fix surfaces, update ramps
- Buckboard Trail: widen sidewalk, add shade, seating, and landscaping, add additional amenities north of Indian School to connect to hotels
- Downtown (overall): Create/adopt guidelines for outdoor dining, sidewalk cafes, and other uses in R/W

* sidewalk reconstruction = increases sidewalk width, improve surface/texture by smoothing surfaces, adding clearance and ramps; modifying curb heights.

Figure 11 Overall Recommendations for District Improvements – Staff Rankings

CITY OF SCOTTSDALE PEDESTRIAN MOBILITY STUDY - RECOMMENDATIONS FOR DISTRICT IMPROVEMENTS								
OVERALL								
		Old Town	Main	NE Quadrant	Marshall/ 5th	AVERAGE	RANKING	
HORIZONTAL	1	Sidewalk Width	4	3	4.2	3.8	3.75	2
	2	Sidewalk Surface & Texture	1.8	3.6	3.8	3.8	3.75	1
	3	Driveways & Crossings	11.2	11.6	11.4	8.4	10.65	10
	4	Alley	17.4	18.6	13.2	17.2	16.6	
	5	Parking Lots & On Street Parking	14.8	15.4	13.4	18	15.4	
VERTICAL	6	Crosswalks at Intersections	13.2	13.2	11	12.6	12.5	
	7	Sidewalk Clearance & Obstructions	3.2	3.6	9.4	5.4	5.4	4
	8	Curbs	11.2	13.4	18	12.6	13.8	
	9	Ramps	6.8	6.6	3.4	3.8	5.15	3
NAVIGATION	10	Lighting	8	9.6	6.4	11	8.75	7
	11	Signals	17.2	16.6	13.2	16.2	15.8	
	12	Transit Stations/ Trolley Stops	15.4	15.8	16	16.6	15.95	
	13	Wayfinding Signs	10.4	10.2	10.2	9.8	10.15	9
COMFORT	14	Traffic Calming	18.4	17.6	19	16.6	17.9	
	15	Physical Separation from Traffic	15.2	17.2	18.6	16.2	16.8	
	16	Seating	10	8.6	7.6	7	8.3	6
	17	Shade	6.2	5.4	9.6	10	7.8	5
THEME	18	Courtyards & Passages	10.4	10.6	12.2	11.2	11.1	
	19	Public Art	17.6	14.2	14.2	15.4	15.35	
	20	Landscape Character	12.6	10.4	12.6	10	11.4	
	21	Amenities	10.6	9.2	11	9.4	10.05	8
	22	Uses in Segment	17.4	19.2	14.6	18	17.3	

LEGEND

-  Top 1-5 recommendations
-  Top 6-10 recommendations



Main Street Arts – multiple curbs



Main Street Arts– offset path of travel

MAIN STREET ARTS DISTRICT – STAFF PRIORITIES

#1 Priority

- Main Street: widen sidewalk, fix slopes, curb height and surfaces, minimum 3 foot clearance, continuous path of travel, update ramps, enhance lighting
- Sidewalk reconstruction*
- Pedestrian/courtyard area improvements on Main
- Fix curbs to be consistent

#2 Priority

- Marshall Way: widen sidewalk, fix irregular surfaces, consolidate materials, minimum 3 foot clearance, continuous path of travel, update ramps, add lighting and seating, enhance theme and add trees or structured shade
- Landscaping
- Add public seating, improve streetscape (public/private)

#3 Priority

- First Avenue: widen sidewalks, fix irregular surfaces, more seating west of Scottsdale Road, and add theme and landscaping.
- Amenities
- Upgrade lighting

*sidewalk reconstruction = increases sidewalk width, improve surface/texture by smoothing surfaces, adding clearance and ramps; modifying curb heights.



Craftsman Court & 5th Avenue – vertical obstructions



Marshall Way / 5th Avenue Arts-obstructions

MARSHALL WAY /5TH AVENUE ARTS DISTRICT – STAFF PRIORITIES

#1 Priority

- Marshall Way: widen sidewalks, smooth irregular surfaces, lower curb height, update ramps, enhance signals beyond safety, consolidate driveway where possible
- Sidewalk reconstruction*
- Redesign BadaBoom restaurant corner to make it easier to get through for patrons and pedestrians. This corner should have a higher standard of accessibility.

#2 Priority

- Fifth/Stetson: widen sidewalks, smooth irregular surfaces, update ramps, improve clearance and doors, enhance lighting
- Add seating
- Improve lighting, add special lighting for art areas

#3 Priority

- Third Avenue: enhance as pedestrian corridor (widen sidewalk, update ramps, enhance lighting, add landscape character)
- Landscape and amenities
- Repair/replace curbs and building entries where steps intrude

Other suggestions

- Sixth Avenue: upgrade comparable to other streets (widen sidewalk, update ramps, enhance lighting, add landscape character); consider partial or full closure
- Craftsmen Court: consider partial or full closure to vehicles part or all day
- Arts District: enhance all features associated with ART
- 6th Avenue/Scottsdale Road: evaluate need for traffic signal

*sidewalk reconstruction = increases sidewalk width, improve surface/texture by smoothing surfaces, adding clearance and ramps; modifying curb heights.



Northeast Quadrant – unsafe pavement joint



Northeast Quadrant – lack of ramps



Northeast Quadrant – sidewalk continuity

NORTHEAST QUADRANT – STAFF PRIORITIES

#1 Priority

- Create urban design guidelines for entire district; add open space areas
- Sidewalk reconstruction*
- Complete a plan for the area
- Improve lighting

#2 Priority

- Needs character defining elements (art, landscape, furnishings, seating, etc.) widen sidewalks, fix diverse sidewalk textures, update ramps
- Shade (trees and structures)
- Improve lighting with standard and special fixtures
- Design a streetscape theme for district

#3 Priority

- Enhance lighting
- Amenities (bathrooms!)
- Improved, more visible street crossings for nighttime safety of pedestrians and drivers
- Add walk/don't walk to signals

*sidewalk reconstruction = increases sidewalk width, improve surface/texture by smoothing surfaces, adding clearance and ramps; modifying curb heights



Marshall Way / 5th Avenue Arts



Old Town



Main Street Arts



Northeast Quadrant

7. IMPLEMENTATION

A consolidation of staff rankings and suggested improvements has helped to formulate the outline of potential projects. These projects can then be prioritized, whether for capital improvement budgeting or further consultant study.

It is important to note that this list of projects is not comprehensive and all inclusive of all identified project needs, but instead focuses on the top 10 needs identified in Downtown. A range of projects are listed, including capital projects as well as programs and policies.

The projects described below include provisions for improving safety and accessibility, strengthening urban design themes, and enhancing connectivity within and between Districts, and to adjacent major destinations. The accompanying budget estimates are general estimates to be used for broad budgeting purposes.



Civic Center Mall Entrance at Brown Ave & Main St



Looking west from Civic Center Mall



Proposed project area

A. DEVELOP BETTER PEDESTRIAN ACCESS FROM BROWN AVENUE/ MAIN STREET TO CIVIC CENTER MALL

Currently, no accessible entrance exists into the Civic Center Mall from Brown Avenue/Main Street.

Project Description:

This project would reconstruct the entry to Civic Center Mall to create an accessible link with the rest of the Old Town District. This work would generally include constructing an accessible entry, enhancing the visual link into the mall from Old Town west to the Main Street Arts District, and renovating walkways and parking to promote free flow of pedestrians crossing Main Street and moving along Brown Avenue.

Estimated budget:

\$2 million to \$4 million for planning, design and construction



Old Town – streets with major pedestrian obstructions



Old Town - boardwalk with obstructions



Old Town – boardwalk clearance issues

B. ENHANCE WALKWAY CLEARANCE ALONG OLD TOWN DISTRICT BOARDWALKS

In Old Town along Main Street, Brown Avenue and First Street, insufficient horizontal clearance exists along walkways. Sidewalk width does not meet the minimum safety guideline of 6' in width. Indents of greater than ¼" along Main Street and Brown Avenue and slope along Brown Avenue exceeding 1:12 (safety guideline) are common throughout this district.

Individual segments do not meet the minimum safety standard of 3' of clearance (note that 4' of clearance is preferred under ADA Best Practice Guidance). These segments also do not meet the mounted object criteria (wall mounted objects that protrude more than 4" between a height of 27" and 7' do not meet the safety standard).

Project Description:

The scope of this project is to study and design ways to increase walkway width along boardwalk sections. Walkway widths might be increased by modifying doorways, thinning structural supports where compatible with the architecture, determining the appropriate locations/boundaries of sidewalk merchandising displays, rearranging or removing site furnishings, reconfiguring curbs and standardizing curb heights (existing curbs range from 4" to 8" in height), or reconfiguring/ removing parking.

Additional study as to the appropriate design option is needed, and to determine the cost of these improvements. For example, moving structural supports might have impacts to the structural integrity of buildings and modifying curb heights could have impacts to drainage. The scope of this project is to study and design the improvements, and to determine the cost of constructing improvements. **The actual construction of improvements is not included in the project scope.**

Estimated Budget for study and design:

Up to \$100,000 to hire an architectural consultant.



Marshall Way Arts – outdoor dining



5th Avenue Arts – outdoor dining



Old Town – outdoor dining



Old Town – outdoor dining



Northeast Quadrant – outdoor dining

C. ADOPT DOWNTOWN OUTDOOR DINING GUIDELINES FOR RETROFIT AND NEW CONSTRUCTION

As part of an update to the Downtown Urban Design and Architectural Guidelines or the Downtown Plan, a comprehensive guideline for outdoor dining needs to be written and adopted. While outdoor dining can help contribute to an active and vibrant street life that enhances the pedestrian experience, current walkway additions are hampering pedestrian movement in some locations. Because most downtown sidewalks were designed many years ago, their width is insufficient for the active use of the sidewalk by outdoor dining.

Project Description:

The guidelines for outdoor dining should include other solutions to expanding space in downtown areas, such as reclamation of parking spaces in some locations. The guidelines should provide clear guidance to property owners where outdoor dining is appropriate.

City of Scottsdale staff has created a set of draft guidelines for outdoor cafes in the public right of way. This draft could be used as a starting point for new guidelines.

Estimated Budget:

\$60,000 for consultant led effort; lower if integrated into other efforts mentioned above.



Proposed project area

D. DEVELOP A CONTINUOUS PATH OF TRAVEL ON MAIN STREET

Main Street has long been envisioned as a major east/west pedestrian corridor traversing downtown from 69th Street to the Civic Center Mall at Brown Avenue. Main Street connects to Southwest Village west of downtown, to the Valley Ho at 69th Street, and intersects the Civic Center Mall at Brown Avenue.

Currently, between Goldwater and Scottsdale Road, sidewalk width varies from less than 4' to more than 8'; the path of travel is inconsistent. The sidewalk surfaces include heaved and separated pavement, resulting in indents greater than ¼" and slopes greater than 1:12. Portions of Main Street have double and triple curbs. In addition, a stronger visual connection is needed from the Valley Ho to Main Street which could be achieved by extending landscaping and street furnishings.

Project Description:

This project will design and construct an improved walkway surface along both sides of Main Street from 69th Street to Brown Avenue that eliminates heaved or separated pavement, discontinuous walkway widths, and consolidates street furnishings. (Note that the crossing of Scottsdale Road will be enhanced as part of the Scottsdale Road Streetscape project.)

Estimated budget for design and construction:

\$1 million to \$2 million for planning, design and construction.



Proposed project area

E. LINK AND ENHANCE THE MARSHALL WAY PEDESTRIAN CORRIDOR FROM MAIN STREET ARTS TO THE WATERFRONT

Marshall Way is a key north/south link through downtown from Main Street north to 5th Avenue, connecting the Arts District, 5th Avenue District, and the emerging Waterfront and pedestrian-oriented development along the Arizona Canal. Unfortunately, poor lighting, variable widths in walkways and crossing challenges at intersections make Marshall Way difficult for pedestrians to traverse.

Project Description:

The scope of this project is to enhance the Marshall Way corridor from Main Street to 5th Avenue, including adding additional sidewalk width, fixing irregular sidewalk surfaces and consolidating sidewalk materials, lowering curb heights, enhancing intersections to make pedestrian crossing more comfortable, ensuring appropriate clearances for pedestrian circulation, adding lighting and seating, enhancing theme, and adding trees or structured shade. The project also includes exploration of opportunities to consolidate driveways along Marshall Way to increase its attractiveness as a pedestrian corridor.

Estimated budget:

\$1 million for planning, design and construction.



Proposed project area

F. DEVELOP AN ARTS DISTRICT STREETScape ON 1ST AVENUE TO THE VALLEY HO

1st Avenue, while in the midst of the Main Street Arts District, does not have a comprehensive streetscape, including lighting, quality walkways, shade, and other attributes found on other streets in the district. In order to better link the newly refurbished Valley Ho hotel, associated condominiums and adjacent neighborhoods, a streetscape with appropriate design elements needs to be developed.

Project Description:

This project will widen sidewalks along First Avenue from 69th Street to Scottsdale Road. The project also includes repair of irregular sidewalk surfaces, along with pedestrian-scale lighting, seating, shade, landscaping and thematic elements. The intersection at Goldwater/1st Avenue will be enhanced to improve its attractiveness to pedestrians. The project also includes exploration of opportunities to consolidate driveways along Marshall Way to increase its attractiveness as a pedestrian corridor.

Estimated budget:

\$1 million to \$2 million for planning, design and construction.



Proposed project area



G. DEVELOP A STREETScape LINK AT 3RD AVE FROM THE MARSHALL WAY/FIFTH AVENUE ARTS DISTRICT TO THE NORTHEAST QUADRANT

3rd Avenue has emerged as an important connector street and the logical link across Scottsdale Road to another emerging district, the Northeast Quadrant. In order to facilitate safe crossing, this street needs to be improved to the same standard as other streets in this district. The crossing of Scottsdale Road should be considered in the design process.

Project Description:

A complete streetscape design effort should be conceived for this linkage, from Craftsman Court to Scottsdale Road, including walkways, trees for shade, pedestrian lighting, and signage. The design effort should be consistent thematically with the rest of Marshall Way / 5th Avenue Arts District amenities. Attention should be given especially to a connection to the adjacent City parking structure to the north.

Estimated budget:

\$500,000 to \$700,000



Marshall Way / 5th Avenue Arts District



Northeast Quadrant



Old Town District



Old Town District



Main Street Arts District

H. IMPROVE WALKWAY RAMPS AND CROSSWALK ACCESS AT ALL CORNERS AND BETWEEN DISTRICTS

The single most comprehensive need in all districts is updating curb ramps and connecting crosswalks. In some areas, curb ramps do not exist. In other areas, curb ramps do not provide direction to the curb ramp across the street or to the crosswalk. Many curb ramps and crosswalks have textured surfaces in the path of travel, which creates a mobility hindrance to people using wheelchairs or pushing strollers. Refer to **Figure 6**.

Project Description:

This project would undertake to make those improvements over time, to help meet city standards that use ADA Best Practice Guidance and to enhance pedestrian movement through Downtown. This effort should be coordinated with other capital improvement projects identified earlier in this text (that would include updating of curb ramps and crossings). Improvements should be prioritized as well.

Estimated budget:

Approximately \$10,000 per intersection.



Proposed project area

I. IMPROVE LIGHTING CONSISTENCY ALONG PEDESTRIAN WALKWAYS

The lighting diagrams produced for the report noted significant ranges in the lighting along walkways, from very bright to near dark. With the number of evening events planned throughout the year in Downtown, bringing consistency to the light levels would help facilitate pedestrian wayfinding, safety, and perceived personal security. See **Figures 7 – 10**.

Project Description:

This project would identify the appropriate amount of lighting in each of the Downtown Districts, determining the appropriate blend of lighting among a combination of public lighting fixtures and adjacent properties. The project would then determine how, where and what type of light fixtures to add to enhance pedestrian wayfinding.

Estimated budget:

Approximately \$50,000 for consultant design effort and \$3,000 per fixture construction, including fixtures, wiring, and walkway repair, using existing power available from street lighting. Could be combined with other projects in immediate vicinity.



Northeast Quadrant – business



Northeast Quadrant – alley



Northeast Quadrant – outdoor dining



Northeast Quadrant – streetscape at the Galleria

J. CREATE URBAN DESIGN GUIDELINES FOR THE NORTHEAST QUADRANT (ENTERTAINMENT DISTRICT)

In general, this district lacks the amenities of other downtown districts and also lacks urban design guidelines. There is a need to add character building hardscape and landscape, furnishings and seating, public art and other amenities.

Project Description:

Urban design guidelines should address transportation needs based on desired land uses in the area, including open space. It is possible that the development of these guidelines could be done in conjunction with the Downtown Plan Update.

Estimated Budget:

Approximately \$100,000 for a separate consultant led effort; less if combined with other projects or done by city staff.