

# ROOSEVELT ROW

DESIGN GUIDELINES - APRIL 2011

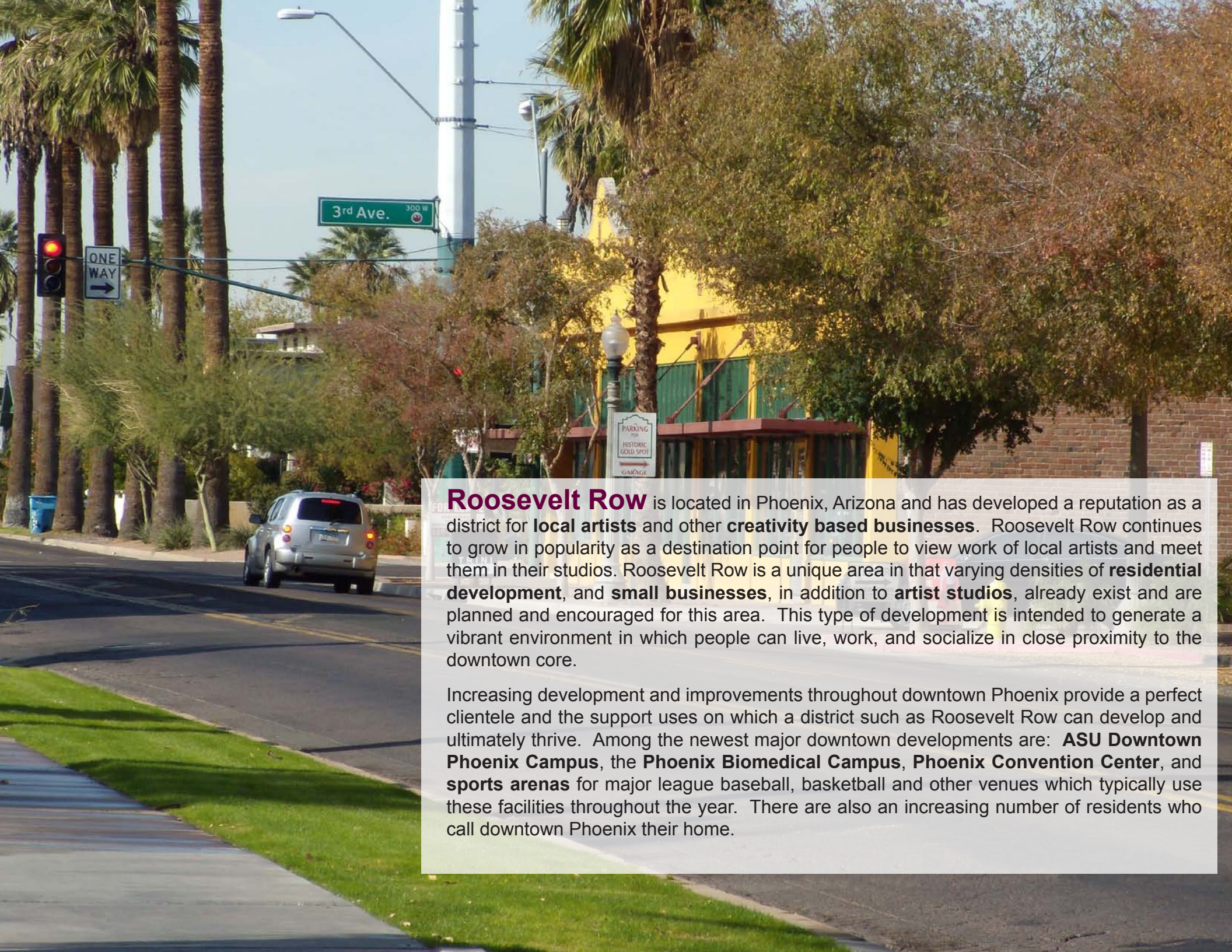




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**Roosevelt Row** is located in Phoenix, Arizona and has developed a reputation as a district for **local artists** and other **creativity based businesses**. Roosevelt Row continues to grow in popularity as a destination point for people to view work of local artists and meet them in their studios. Roosevelt Row is a unique area in that varying densities of **residential development**, and **small businesses**, in addition to **artist studios**, already exist and are planned and encouraged for this area. This type of development is intended to generate a vibrant environment in which people can live, work, and socialize in close proximity to the downtown core.

Increasing development and improvements throughout downtown Phoenix provide a perfect clientele and the support uses on which a district such as Roosevelt Row can develop and ultimately thrive. Among the newest major downtown developments are: **ASU Downtown Phoenix Campus**, the **Phoenix Biomedical Campus**, **Phoenix Convention Center**, and **sports arenas** for major league baseball, basketball and other venues which typically use these facilities throughout the year. There are also an increasing number of residents who call downtown Phoenix their home.

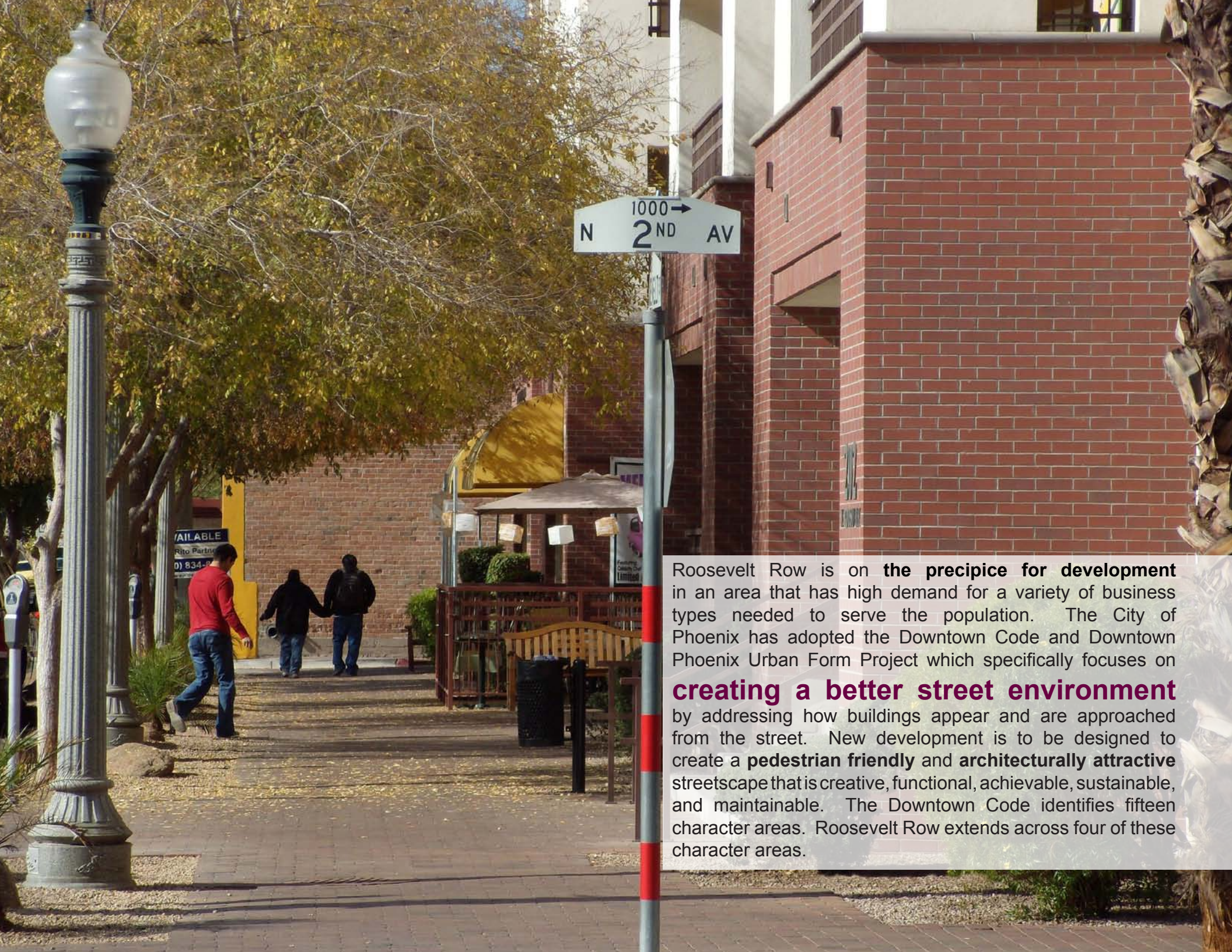




Roosevelt Row is accessible by many modes of transportation.


**Public transportation** is available by **light rail**, several city **bus routes**, and the **downtown area shuttle**. There are surface lots and parking garages within walking distance. Sky Harbor International Airport is approximately 4 miles from Roosevelt Row and major freeways are within less than a mile.





Roosevelt Row is on the precipice for development in an area that has high demand for a variety of business types needed to serve the population. The City of Phoenix has adopted the Downtown Code and Downtown Phoenix Urban Form Project which specifically focuses on **creating a better street environment** by addressing how buildings appear and are approached from the street. New development is to be designed to create a **pedestrian friendly** and **architecturally attractive** streetscape that is creative, functional, achievable, sustainable, and maintainable. The Downtown Code identifies fifteen character areas. Roosevelt Row extends across four of these character areas.



A photograph of a building facade with a large mural of birds in flight. The mural is painted on a light-colored, textured wall and features numerous black silhouettes of birds in various stages of flight, creating a sense of movement. The birds are scattered across the entire visible wall area. In the foreground, a white-framed window and a white-framed door are visible. The sky is a clear, bright blue. A utility pole with wires is visible in the upper left corner.

**The Downtown Code** contains ordinances which vary between character areas and address architectural creativity, historical character and preservation, pedestrian comfort, and a variety of **decorative and practical elements** for many types of uses. The Downtown Code includes a means for development to receive entitlements for the **incorporation of sustainable elements**. Parking requirements are more lenient, and the allowable lot coverage is higher for areas governed by the Downtown Code compared to the standard zoning code.



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## PURPOSE OF DESIGN GUIDELINES

The Roosevelt Row Design Guidelines are specific to Roosevelt Street between 2nd Avenue and 7th Street in downtown Phoenix. The Guidelines do not supersede any part of the Downtown Code or Historic Preservation Overlay Zoning, which are already in place. Roosevelt Row Design guidelines are a supplement to the municipal code and are intended to inspire interest for development along Roosevelt Row and convey the uniqueness of the corridor. The guidelines offer examples of how a variety of elements can fulfill requirements and accomplish design intentions of the Downtown Code.

The primary objective for development within Roosevelt Row is to create an area that evokes a type of development that is complimentary to the historic character already in place. There are several perspectives from the public and private sectors to be considered in order to reach goals and achieve these objectives:

- I. Planning
- II. Development
- III. Design
- IV. Protection of Historic Properties and Streetscape Characteristics
- V. Maintenance
- VI. Sustainable Practices

The Design Guidelines make recommendations for the following areas:

### I. Planning

- A. Coordinate streetscape amenities, features, and architectural treatments and elements to enhance the appearance and contribute to unifying the streetscape between 2nd Avenue and 7th Street.
- B. Create a recognizable district identity for the Roosevelt streetscape especially between 2nd Avenue and 7th Street.
- C. Offer recommendations and suggestions for streetscape amenities and architectural treatments which will result in a unified, coordinated and creative appearance.
- D. Create a destination point which is specifically designed, built, and maintained to attract pedestrian activity.
- E. Promote the existing presence and increase awareness toward the arts community in Phoenix.

### II. Development

- A. Create collaborative relationships between private business and the City of Phoenix.
- B. Increase awareness and generate enthusiasm regarding the potential for development along Roosevelt Row.
- C. Attract businesses to Roosevelt Row that provide services and goods for downtown residents, education and business operations, event attendees, and downtown employment centers.
- D. Provide convenience amenities within the streetscape infrastructure that allow for private property owners to successfully incorporate and maintain streetscape features.
- E. Protect historic properties and elements within the streetscape that currently contribute to the character within Roosevelt Row.

### III. Design

- A. Increase opportunities for incorporation of artwork and lighting into the streetscape.
- B. Coordinate the landscape materials along the streetscape to create a unified appearance.
- C. Preserve existing mature shade trees.
- D. Preserve and enhance historic character elements.
- E. Coordinate styles, colors, and types of street furnishings for a unified appearance throughout the corridor.
- F. Provide amenities and features for pedestrian comfort.
- G. Integrate creative architectural features and finishes at time of property development.
- H. Provide accessibility features and enhancements throughout the streetscape.
- I. Include amenities, hardware, and facilities to promote decoration for seasonal events, occasions, and holidays.



#### **IV. Protection of Historic Properties and Streetscape Characteristics**

- A. Submit improvement plans for historically designated properties to Historic Preservation for review.
- B. Do not apply treatments that are non-conforming with the historic character of properties and districts.
- C. Recognize Roosevelt Historic District as the first designated historic district in the City of Phoenix and create awareness of other historic districts surrounding Roosevelt Row.
- D. Tearing down historic properties is not permitted, except where specified in Chapter 8 of Phoenix Municipal Code and as allowed by the City of Phoenix Historic Preservation Department, contingent on their full review.
- E. Recognize historic properties and districts as points of interest.
- F. Consider incorporation of built shade structures and awnings if historically appropriate. Plant shade trees where possible.
- G. Provide planters and appropriate landscaping at historic properties and along streets to conform with stipulations.
- H. Protect existing trees during construction periods.
- I. Semi enclosed spaces and front yards are generally not appropriate for historically designated properties, except when approved by Historic Preservation.
- J. All plans for proposed modifications and work on historically designated property are to comply with Chapter 8 of Phoenix Municipal Code. Plans are to be submitted for review and approval by the Historic Preservation Department.

#### **V. Maintenance**

- A. Develop standards for consistent maintenance of hardscape, electrical, irrigation, structural elements, and landscaping throughout the streetscape to retain a unified appearance.
- B. Form property owner association for consistent maintenance of all elements within the corridor.

- C. Define areas of maintenance responsibility by private property owners and by the City of Phoenix.
- D. Identify occasions and durations for which decorative elements would be added, changed, and removed within the corridor.
- E. Apply practices to ensure the best possible aesthetic and longevity of the landscape and irrigation investment.

#### **VI. Sustainable Practices**

- A. Apply sustainable practices to design and selection of materials.
- B. Incorporate sustainable practices to obtain sustainability bonus points or entitlements in accordance with the Downtown Code, Section 1223, and the Sustainability Matrix.
- C. Identify opportunities and define priorities for sustainable practices that property owners throughout the corridor can participate in as a community.
- D. Coordinate maintenance tasks and responsibilities with the City of Phoenix to generate the best practices for sustainability and to avoid overlap of tasks between the City and private property owners.
- E. Document the benefits realized by application of sustainable practices with conventional methods.



□ □ □ Roosevelt Row



**A. Roosevelt Historic District:** Designated September 1986.

Bounded by McDowell Road, Fillmore Street, Central Avenue and Seventh Avenue (Period of Significance: 1895-1930).

The Roosevelt Historic District was Phoenix's first neighborhood to be designated historic. Designed in the typical streetcar neighborhood style of its time, the Roosevelt Historic District offers an eclectic mix of period revival and bungalow-style homes, historic landmarks such as Kenilworth Elementary School and Trinity Episcopal Cathedral, as well as various contemporary infill developments.

**B. North Garfield Historic District:** Designated November 2005

Bounded by Interstate 10, Roosevelt Street, Seventh Place and 16th Street (Period of Significance: 1887-1942).

**C. Garfield Historic District:** Designated November 2005

Bounded by Roosevelt, Van Buren, Seventh and 16th streets (Period of Significance: 1883-1942).

The Garfield neighborhood is east of the downtown area and is made up of the two of largest historic districts in the city (Garfield and North Garfield). This area is undergoing a tremendous revitalization as evidenced by rehabilitation of homes built between the 1890's and 1930's, and development of contemporary infill condominium projects. Garfield is an attractive choice for faculty, researchers and students who attend nearby educational facilities.

Source: [www.downtownphoenix.com](http://www.downtownphoenix.com)





Stoddard - Harmon House



DeMund House



Sergeant - Oldaker House



Farish House

**1. Barbara Jean Apartments**

212 - 214 E. Portland St.  
Construction Date: 1927  
Listed: September 2004

**2. Brockway (Dr. George M.) House**

506 E. Portland St.  
Construction Date: 1909  
Listed: February 2005

**3. Knipe (Leighton G.) House**

1025 N. Second St.  
Subdivision: Evergreen  
Construction Date: 1909  
Listed: September 2004

**4. Gold Spot Marketing Center**

1001 N. Third Ave.  
Subdivision: Simms Addition  
Construction Date: 1925

**5. The Episcopal Diocese of Arizona**

100 W. Roosevelt St.  
Subdivision: Simms Addition

**6. Campbell (Rev. Henry M.) House**

826 N. Third Ave.  
Construction Date: 1910  
Listed: September 1986

**7. Valentine Property**

825 N. Third Ave.  
Subdivision: Bennett Place  
Construction Date: 1908

**8. Stoddard - Harmon House**

801 N. First Ave.  
Subdivision: Bennett Place  
Construction Date: 1910  
Listed: September 1986

**9. Roosevelt Community Church**

924 N. First St.  
Subdivision: Churchill Addition  
Construction Date: 1925  
Listed: September 2004

**10. Knights of Pythias Building**

829 N. First Ave.  
Subdivision: Bennett Place  
Construction Date: 1928  
Listed: September 1986

**11. Sergeant - Oldaker House**

649 N. Third Ave.  
Subdivision: Bennett Place  
Construction Date: 1909  
Listed: September 1986

**12. DeMund (Herman P.) House**

649 N. Second Ave.  
Subdivision: Bennett Place  
Construction Date: 1910  
Listed: September 1986

**13. Dunlap (Charles H.) House**

650 N. First Ave.  
Subdivision: Bennett Place  
Construction Date: 1914  
Listed: September 1986

**14. Merryman Funeral Home**

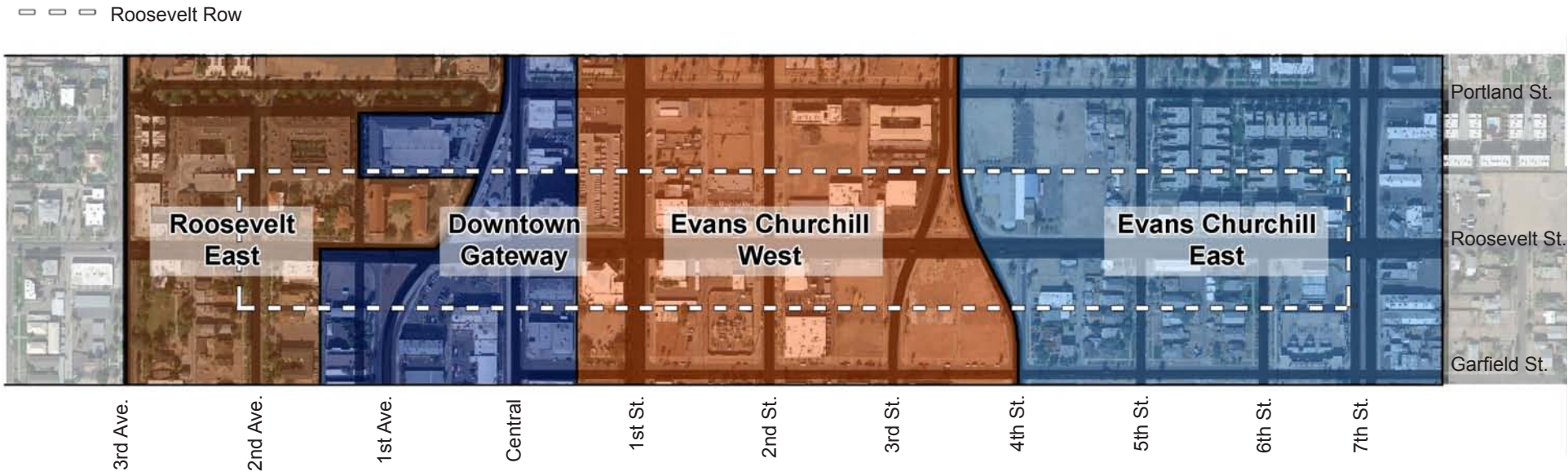
817 N. First St.  
Construction Date: 1937  
Listed: November 2005

**15. Farish (William A.) House**

816 N. Third St.  
Construction Date: 1900  
Listed: October 2002



Downtown Character Areas



Roosevelt Street crosses multiple character areas between 2nd Avenue and 7th Street. Each character area reflects various features and qualities of the neighborhood. Each character area has criteria for development with regard for specifications on land use, frontage types, parking and loading. There are also general standards and guidelines for height transitions, shading of adjacent surfaces, landscaping, streetscape treatments, pedestrian issues, alleys, bicycle parking, storage, amenities, building forms, windows, lighting, and screening.

Areas generally bounded by McDowell Road, Fillmore Street, Central Avenue and Seventh Avenue are considered the Roosevelt Historic District, the city’s first local historic district. Designated in 1986, this district has laid the groundwork for other historic districts in the city. Roosevelt Row’s was most significant development activity occurred between 1895 - 1930. Development in the Roosevelt Row area should be sensitive to historic buildings within the vicinity. Historic designated properties must comply with the guidelines and review comments from the Historic Preservation Office.

Standards for streetscape development change from one character area to the next along Roosevelt Street between 2nd Avenue and 7th Street. The following matrix identifies various options for private development along the street frontage:

	Ground Floor Use	Minimum Building Setback	Maximum Building Setback	Building Frontage	Allowed Frontage Types	Minimum Sidewalk Width	Minimum Green Zone Width
Evans Churchill East	Non-residential	5’	15’	Minimum 75%	AFY, SD, DY, S	10’	8’
Evans Churchill West	Non-residential	5’	15’	Minimum 75%	SD, DY, S	12’	6’
Downtown Gateway	Non-residential	0’	5’	Minimum 75%	SD, DY, S	8’	8’
Roosevelt East	Non-residential	0’	5’	Minimum 75%	SD, S	6’	10’



**AFY = Active Front Yard:**

The area between the property line and main facade of the building when the building is setback more than 15' from the property line creating a front yard with permanent hardscaped area that can accommodate seating.

**DY = Dooryard:**

The area between the property line and main facade of the building when the building is located within 15' of the property line which is elevated or surrounded by a solid or masonry wall to provide differentiation from the adjacent public sidewalk.

**SD = Stoop / Door Well:**

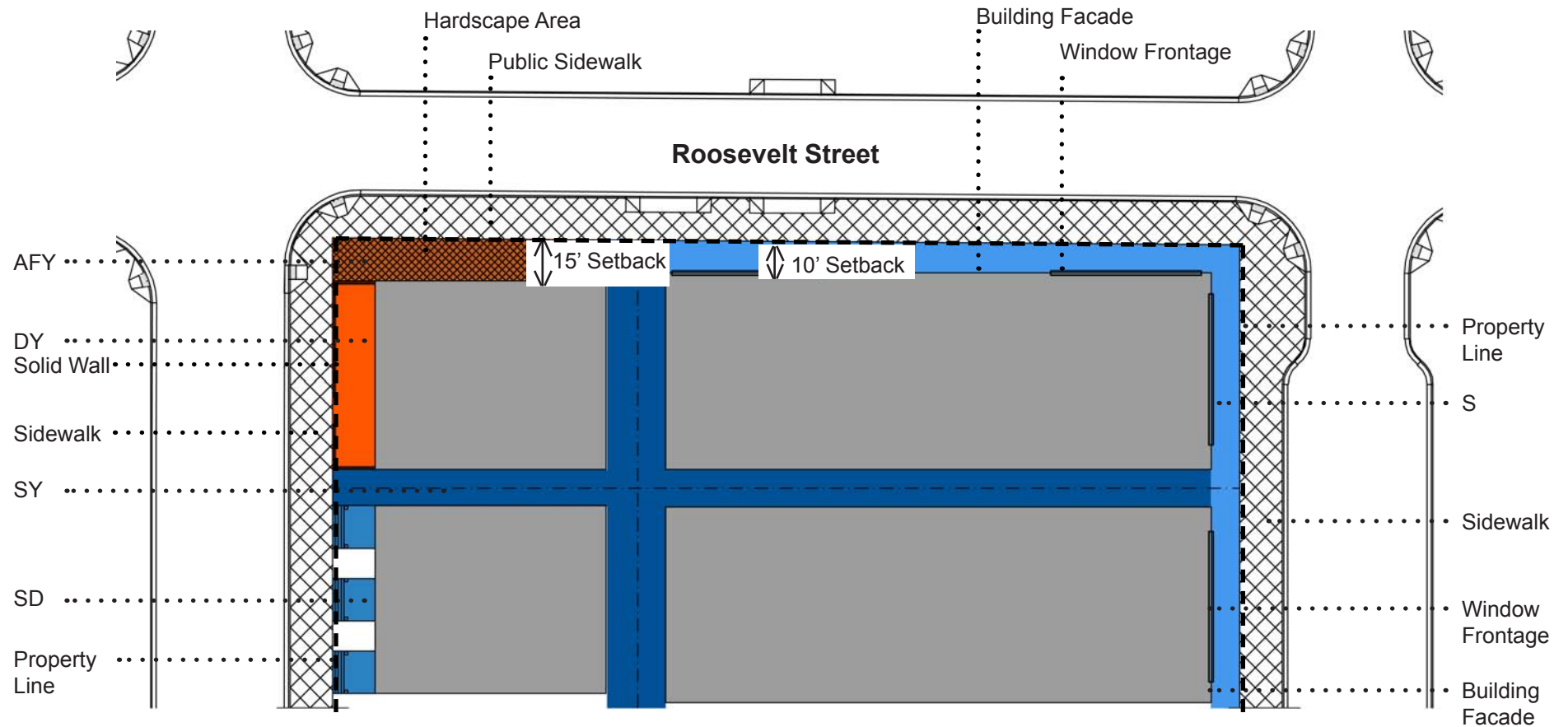
The area between the property line and main facade of the building when the building is located within 15' of the property line and is elevated (stoop) or depressed (door well) to provide differentiation from the adjacent public sidewalk.

**S = Storefront:**

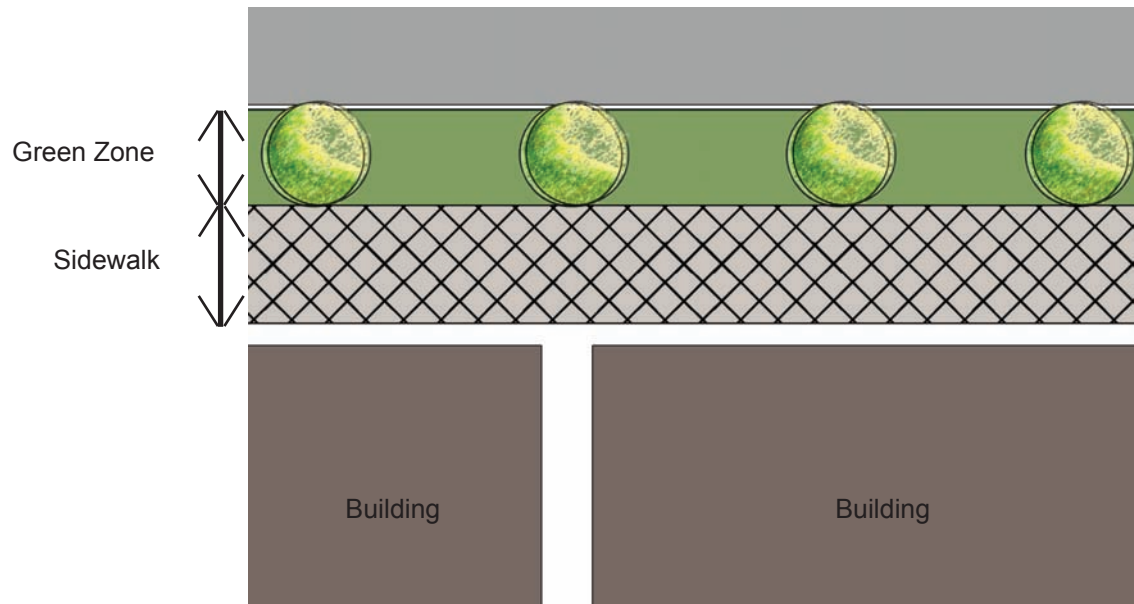
The area between the property line and main facade of the building and is located within 10' of the property line. The building facade includes a ground floor elevation that has a high percentage of transparent windows which create visual interest from the adjacent public sidewalk and street.

**SY = Side Yard:**

Area between the property line and main facade of the building where the building borders another property line, and not the street.







Character Area	Minimum Sidewalk Width	Minimum Green Zone Width
Evans Churchill East	10'	8'
Evans Churchill West	12'	6'
Downtown Gateway	8'	8'
Roosevelt East	6'	10'

- The Green Zone is the area between the back of the curb along the street and the sidewalk. Each character area has guidelines specific for the width of the Green Zone and the sidewalk.
- Street trees are required on every street with a Green Zone.
- Street trees within the Roosevelt East character area are to be Arizona Ash or Evergreen Elm. Street trees in Evans Churchill East, Evans Churchill West, and Downtown Gateway may be any of the tree varieties that are recommended by the Downtown Code.
- Tree types and on-center spacing are specified within the Downtown Code according to Character Area and specific streets.
- The minimum caliper for trees planted within the Green Zone is 3" at time of planting. Tree calipers are measured a 6" - 12" above the root flare (where the trunk flares to meet the rootball.)
- Existing sidewalk and Green Zone widths may vary in historic areas. No changes are to be made to widths in areas zoned as historic, by the Historic Preservation Office.

#### Downtown Code Reference

- 1207 General Guidelines and Requirements
- H. Streetscape Standards



## Building Height Restrictions

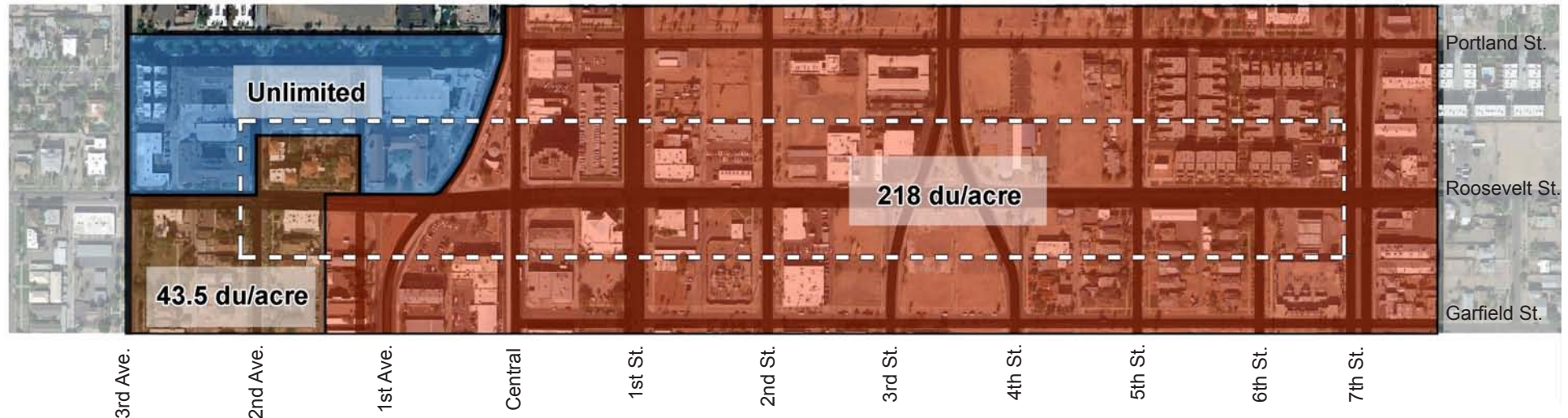
□ □ □ Roosevelt Row



Building height restrictions are defined for Roosevelt Row and the Downtown Phoenix Character Areas. Building heights generate character along streets and create definition to spaces which can promote a variety of development options and activities. Properties designated as historic must also comply with Historic Preservation Office Guidelines.

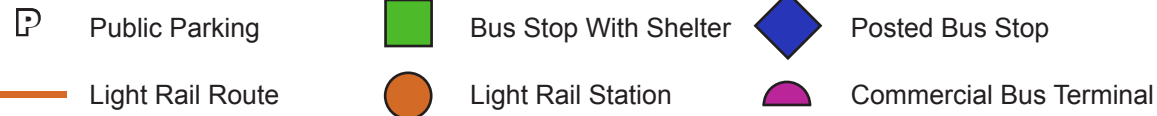
## Density Allowances

□ □ □ Roosevelt Row



The Downtown Code defines allowable residential density in dwelling units/acre within downtown Phoenix. Densities along Roosevelt Row range from 10 du/acre to unlimited. The majority of parcels Roosevelt Row allow a density of 218 du/acre. Refer to the Downtown Code for sustainability bonus points which can be obtained to increase density. Properties designated historic must comply with Historic Preservation Office Guidelines.





0.50mi radius



0.75mi radius



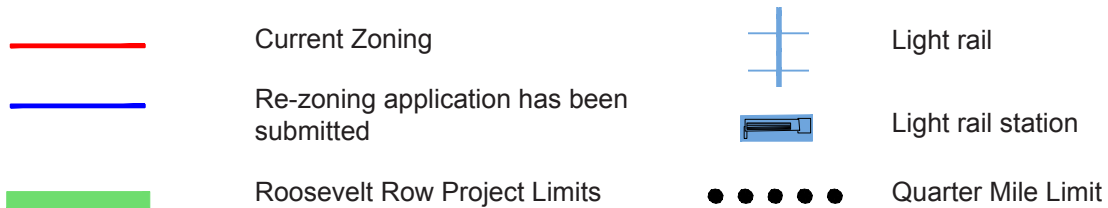
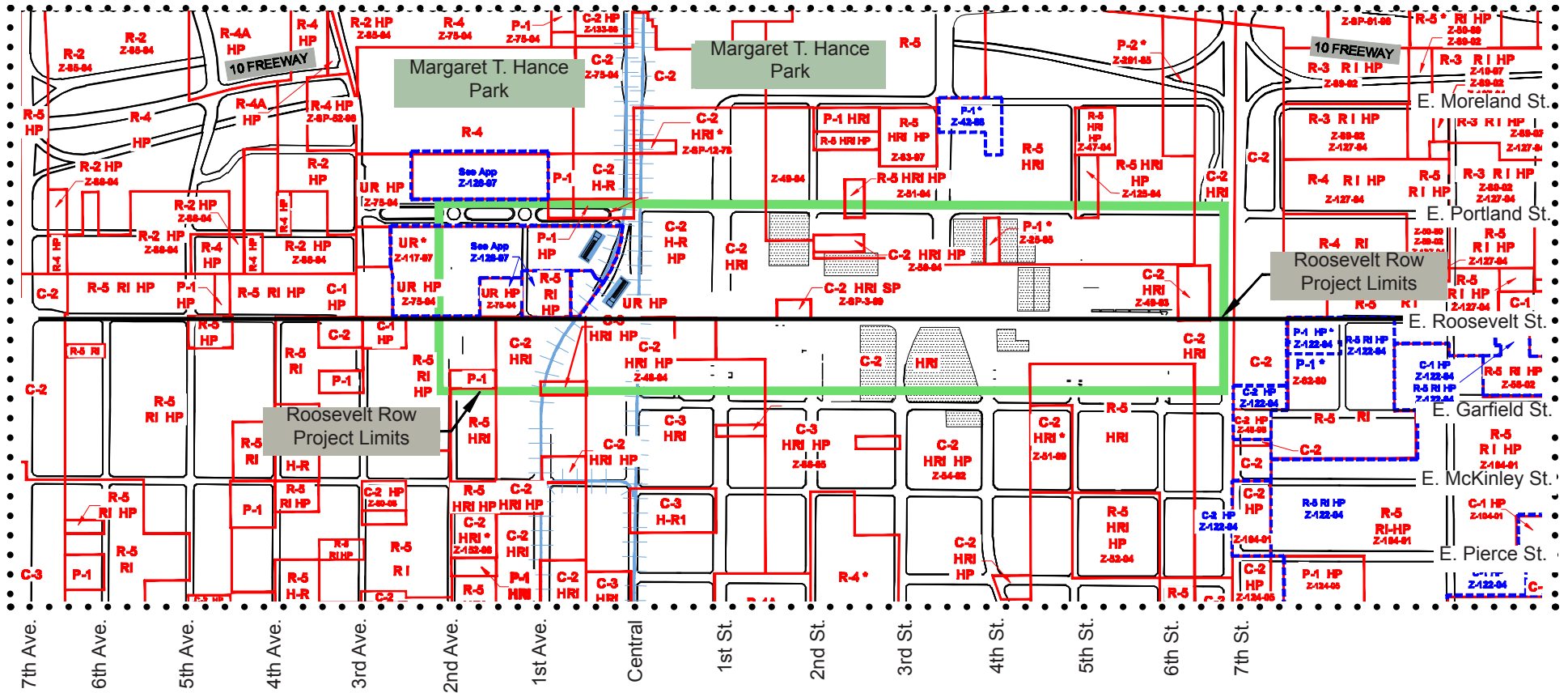
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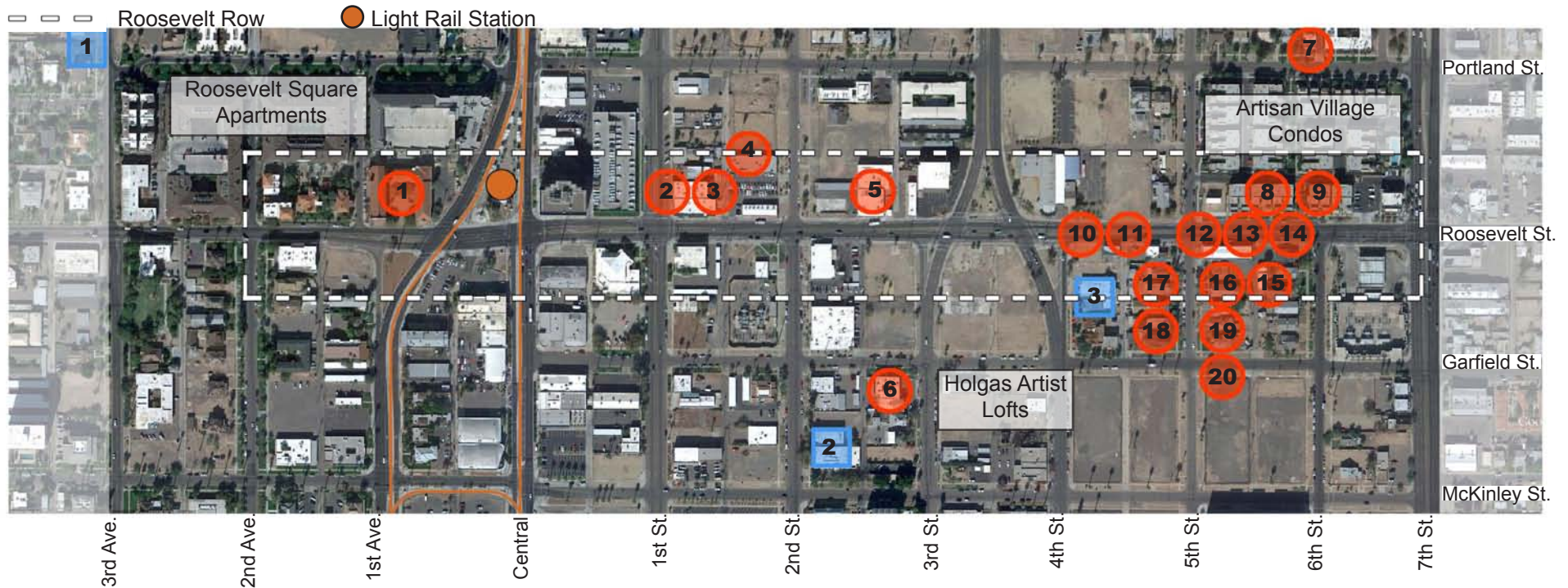
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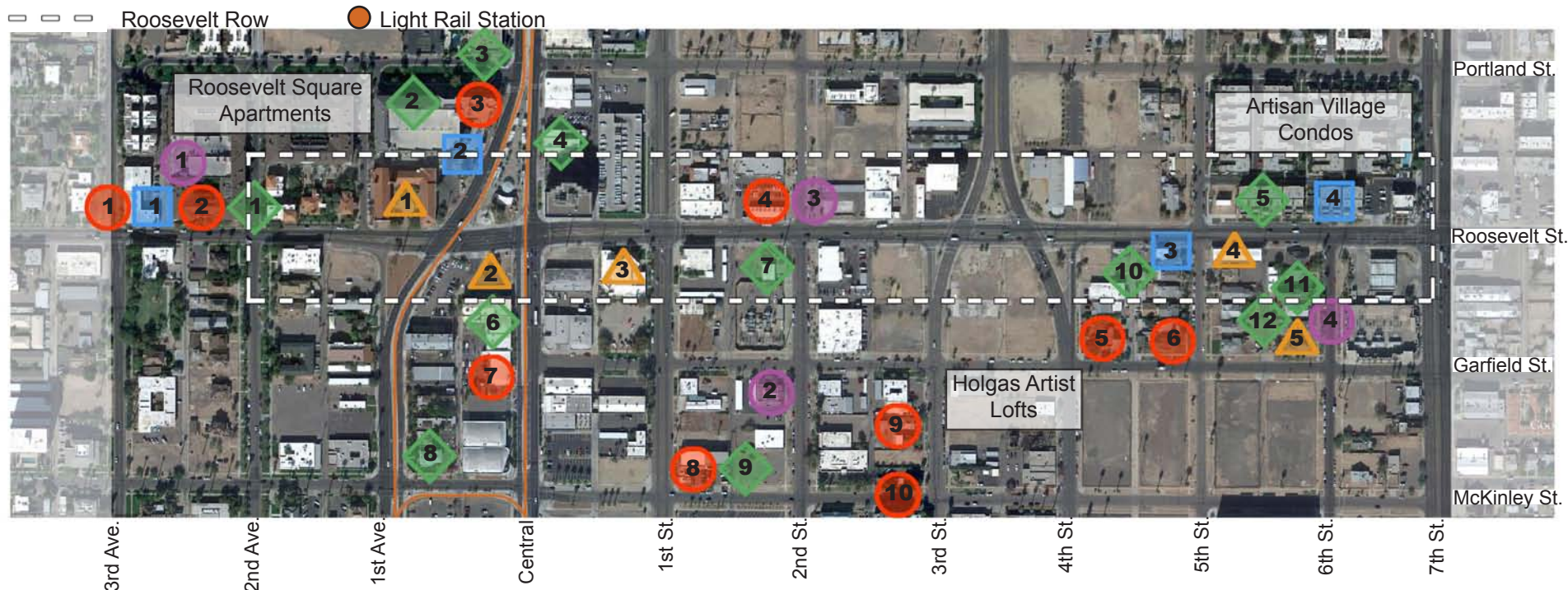
### Creative Studio / Gallery

1. Cathedral Center for the Arts - 114 W. Roosevelt Street
2. Anamorphics Studio - 1001 N. First Street
3. Golden Rule Tattoo - 120 E. Roosevelt Street
4. Art Awakenings - 1014 N. Second Street
5. monOrchid Creative Studios - 214 E. Roosevelt Street
6. Kitchen Sink Studios - 828 N. Third Street
7. Jones - 516 E. Portland Street
8. Karmic Calamity - 610 E. Roosevelt Street
9. Perihelion Arts - 610 E. Roosevelt Street
10. Modified Arts - 407 E. Roosevelt Street
11. Eye Lounge - 419 E. Roosevelt Street
12. Gallery Celtica - 509 E. Roosevelt Street
13. Daughters of the Frozen North - 511 E. Roosevelt Street
14. 515 arts - 515 E. Roosevelt Street
15. Hayden Art & Design Studio - 519 E. Roosevelt Street
16. Longhouse Studios - 915 N. Fifth Street
17. Gallery De Los Muertos - 905 N. Fifth Street
18. Spread the Weird Animation Studio - 906 N. Fifth Street
19. THINK! Graphics - 917 N. Fifth Street
20. Conspire Gallery - 901 N. Fifth Street

### Theater / Film

1. Great Arizona Puppet Theater - 302 W. Latham Street
2. FilmBar - 815 N. Second Street
3. Actor's Theatre Phoenix - 911 N. Fourth Street





### Restaurant / Bar

1. Pita Jungle - 1001 N. Third Avenue
2. Centurion - 214 W. Roosevelt Street
3. Portland's - 105 W. Portland Street
4. Carly's - 128 E. Roosevelt Street
5. Bliss / reBar - 905 W. Fourth Street
6. Lost Leaf - 914 N. Fifth Street
7. Athenian Express - 814 N. Central Avenue
8. Matt's Big Breakfast - 801 N. First Street
9. The Roosevelt Tavern - 816 N. Third Street
10. Moira Sushi - 215 E. McKinley Street



### Coffee Shop / Bakery

1. Lola Coffee - 1001 N. Third Avenue
2. Fair Trade Cafe - 1020 N. First Avenue
3. Jobot Coffee Shop - 918 N. Fifth Street
4. Tammie Coe Cakes and MJ Bread - 610 E. Roosevelt Street



### Salon / Wellness

1. Trini Salon - 1001 N. Second Street
2. Just Breathe, A Wellness Sanctuary - 828 N. Second Street
3. Afida's Hair Culture - 116 E. Roosevelt Street
4. The Rose Parlour and Spa - 906 N. Sixth Street



### Community

1. Trinity Cathedral - 114 W. Roosevelt Street
2. KMLE, KOOL, KZON Radio - 840 N. Central Avenue
3. Roosevelt Community Church - 924 N. First Street
4. Roosevelt Row CDC - 922 N. Fifth Street
5. Roosevelt Grow Collective Garden - 902 N. Sixth Street



### Shopping / Services

1. Dry Cleaning and Alteration - 214 W. Roosevelt Street
2. State Farm Insurance - 109 W. Portland Street
3. Lexington Hotel Central Phoenix - 1100 N. Central Avenue
4. PTE Real Estate Group - 1017 N. Central Avenue
5. RooPho Realty - 610 E. Roosevelt Street
6. Vintage Clothing Store - 822 N. Central Avenue
7. Revolver Records - 918 N. Second Street
8. Downtown Antiques - 801 N. First Avenue
9. Coronado Hotel and Motel - 807 N. First Street
10. MADE Art Boutique - 922 N. Fifth Street
11. Butter Toast Boutique - 908 N. Sixth Street
12. GROWop - 902 N. Sixth Street

# Current Development - Business



Art display opportunities at enhanced corners

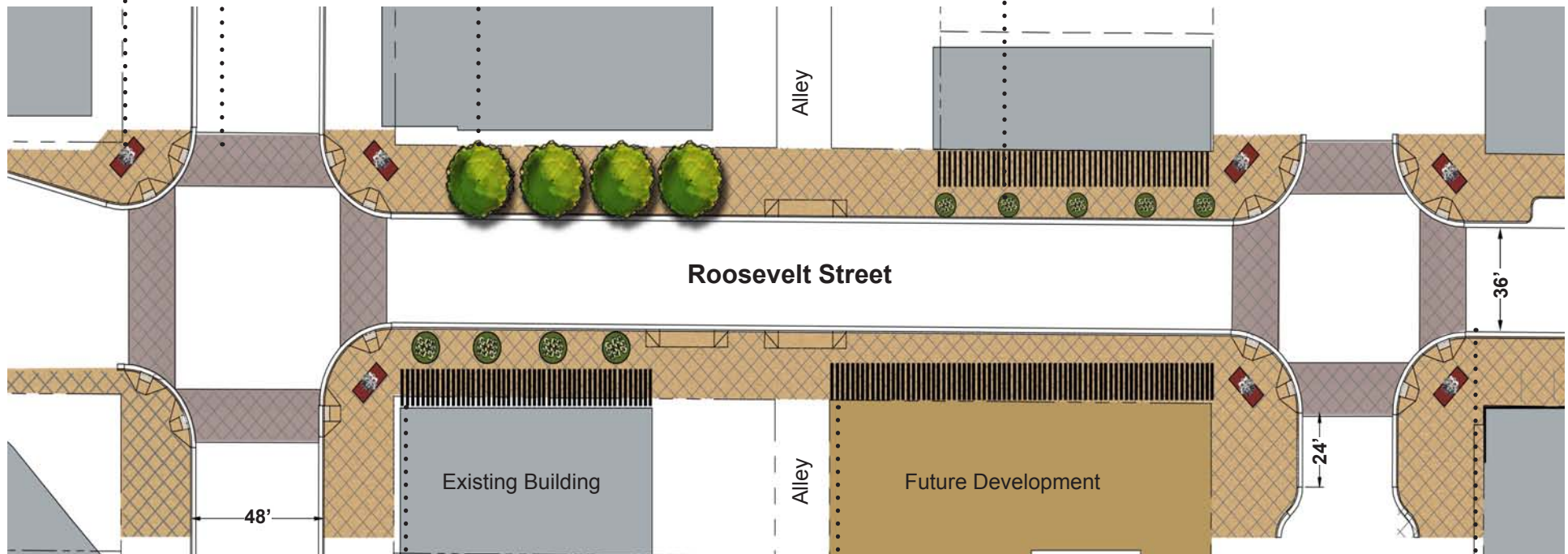
Exposed aggregate crosswalks

Planted Trees and Optional Grates by Owner at time of project development if there are no overhead or underground utility conflicts. Irrigation and maintenance of all landscape shall be by Owner.

Sleeving for irrigation will be installed by COP street improvement project under sidewalks for use by Owner to install irrigation system.

Above Grade Planters as Streetscape Landscape Element where there are overhead or underground utility conflicts. Irrigation, installation, and maintenance shall be by Owner.

Sleeving for irrigation will be installed by COP street improvement project under sidewalks for use by Owner to install irrigation system.



Shade Structures for existing buildings will be installed by COP street improvement project.

Shade Structures for future development to be constructed by Owner at time of project development.

Street Narrowing at time of COP street improvement project.

# 13 **Summary of Improvements** Public and Private Improvements



## Legend

City of Phoenix

Private Property Owners



Improvements by City of Phoenix (COP)

Improvements by Private Property Owner at time of development

Shade Structures - Shade along Roosevelt Row is a priority for the City and properties along the corridor. Construction of shade structures will be accomplished by a collaborative effort between the City, private property owners, and future development.

Above Grade Planters or Planted Pots - Pots and/or above grade planters are a recommended landscape element where underground utilities create conflict for installation of trees or in-ground plantings.

Sleeves for irrigation or other items will be installed with the City of Phoenix street improvement project. Property owners will be able to use them to install their own irrigation systems or other items such as electrical wiring. All items are to be reviewed and approved by Street Transportation and Planning and Development Departments.

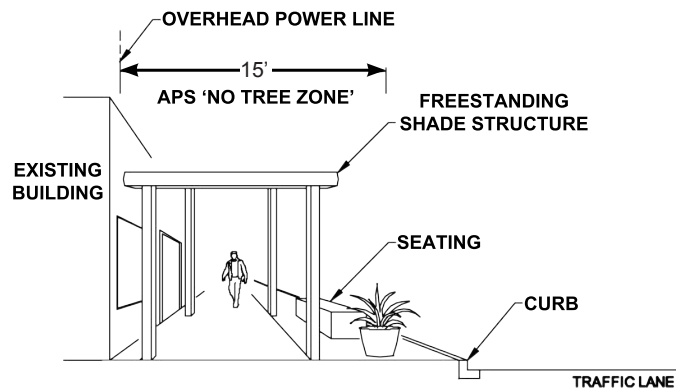
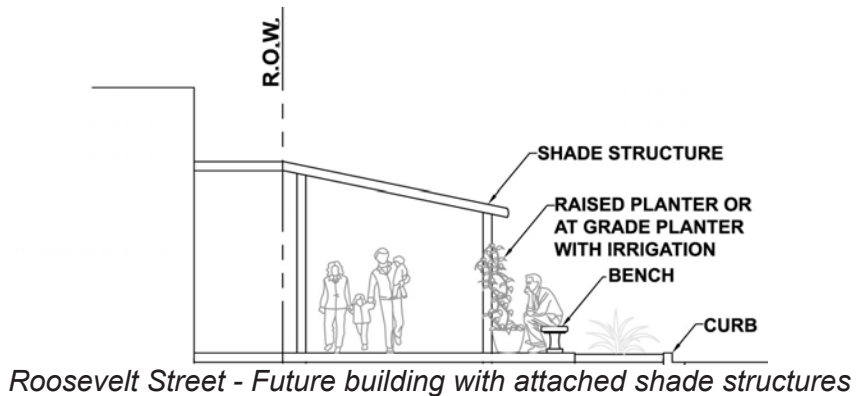
Exposed Aggregate Sidewalk and Crosswalks- Constructed by City of Phoenix at time of street improvement project.

Art Display Areas - Available for possible art displays which would be coordinated and arranged for by the private arts community.

Planted Trees with Optional Tree Grates - Where there are no underground utility conflicts. Sleeves for irrigation will be installed with street improvement project by the City of Phoenix. Private property owners will be able to use the sleeves to extend and tie into private property irrigation systems. Comply with planter size per Downtown Code for Green Zone.

## Summary of Improvements

### Public and Private Improvements



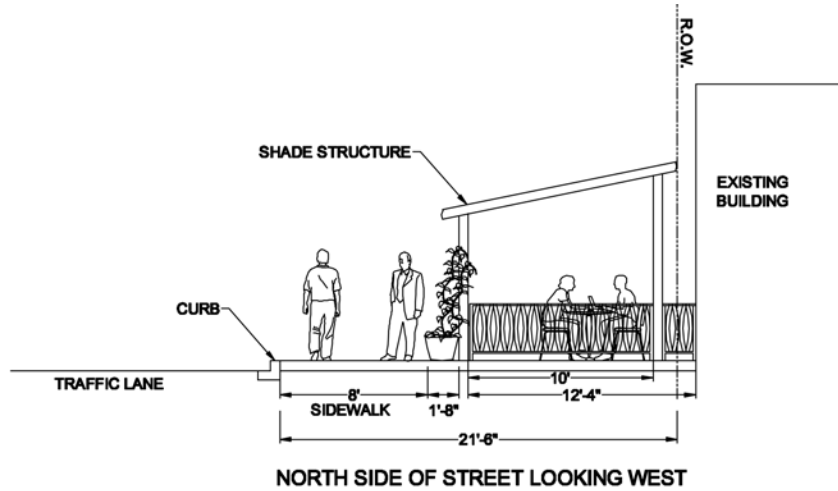
### Downtown Code Reference

#### 1207 General Standards & Guidelines

- D. Shade Standards
- E. Landscaping Standards
- F. Landscaping Guidelines
- G. Tree Species
- H. Streetscape Standards
  1. Sidewalk and Green Zone

- Shade structures provide shade along pedestrian sidewalks and protection from the sun.
- Where planted or potted trees cannot be placed due to underground or overhead utility conflicts, shade structures to shade sidewalks are to be built in accordance with the Downtown Code, Historic Preservation Office, Green Zone requirements and the Tree and Shade Master Plan.
- Shade structures should complement architecture of the building and be designed to reflect the artistic nature of Roosevelt Row. Future buildings may build attached shade structures, while existing buildings can build detached shade structures.
- Properties designated for historic preservation require separate review and approval by the City of Phoenix Historic Preservation Office in order to obtain a Certificate of Appropriateness/No Effect.
- Review and permits are also required from City of Phoenix Street Transportation and Planning and Development Departments.





### Downtown Code Reference

1212 Downtown Gateway

- B. Development Standards
- D. Streetscape Standards

1214 Evans Churchill East

- B. Development Standards
- F. Streetscape Standards

1215 Evans Churchill West

- B. Development Standards
- C. Building Form Guidelines
- F. Streetscape Standards

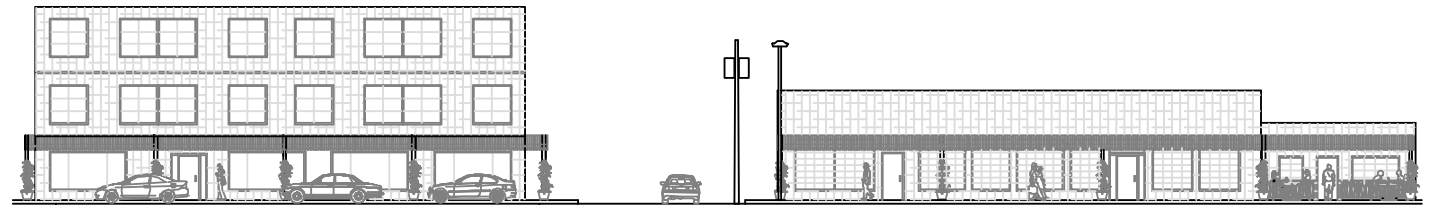
1217 Roosevelt East

- B. Development Standards
- C. Building Form Guidelines
- E. Streetscape Standards

- Semi-enclosed spaces define outdoor areas as belonging to businesses and create separation between public and private spaces. These spaces can provide a variety of opportunities for businesses and their customers.
- Semi-enclosed patio areas defined by decorative fencing, low shrubbery, or other defining element, encourages pedestrian friendly activities which can contribute toward a positive street environment for most of the year.
- Fence materials should be selected to complement building architecture.
- Construction and maintenance of fencing is the responsibility of the property owner.
- Fencing materials, size, and placement on site are to be reviewed and approved for construction and installation by the Planning and Development Department.
- Alternatives to fencing, such as shrubbery or planters may be more appropriate in some cases.
- Properties designated for historic preservation require separate review and approval by the City of Phoenix Historic Preservation Office in order to obtain a Certificate of Appropriateness/No Effect.
- Review and permits are also required from the City of Phoenix Street Transportation and Planning and Development Departments.

## Fencing and Patio Areas

### Private Improvements



#### Downtown Code Reference

- 1212 Downtown Gateway
  - B. Development Standards
    - 6. Fences
  - C. Building Form Guidelines
- 1214 Evans Churchill East
  - B. Development Standards
  - C. Building Form Guidelines
    - E. Frontage Modifications
- 1215 Evans Churchill West
  - B. Development Standards
  - C. Building Form Guidelines
    - E. Frontage Modifications
- 1217 Roosevelt East
  - B. Development Standards
  - C. Building Form Guidelines
  - D. Open Space Guidelines

- The buildings along Roosevelt Row and in surrounding neighborhoods display a mix of architectural treatments some of which are historic and those which are more contemporary.
- Architectural detailing and attention to materials and aesthetics can contribute positively to creating a pedestrian friendly environment and bring buildings into a relatable human scale if appropriately selected
- Facade features may include: covered porches, arched openings, shade structures, awnings, and various window types.
- Added facade features or trim work are not appropriate for Historic Preservation properties.
- Properties designated for historic preservation require separate review and approval by the City of Phoenix Historic Preservation Office in order to obtain a Certificate of Appropriateness/No Effect.
- Building plans for redevelopment are also required to be reviewed and permitted by City of Phoenix Development Services Department.





### Downtown Code Reference

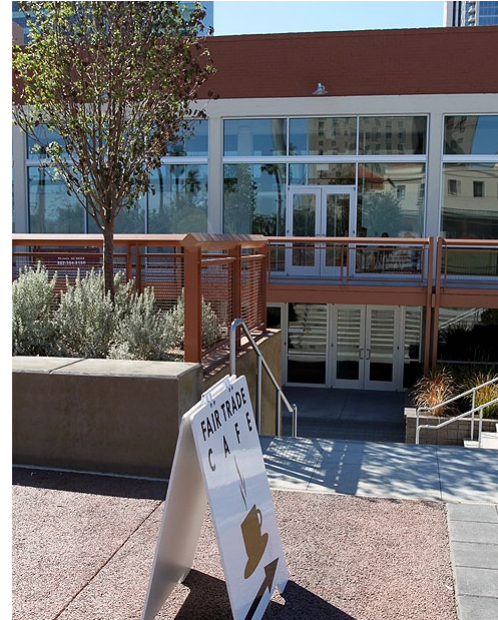
- 1212 Downtown Gateway
  - C. Building Form Guidelines
- 1214 Evans Churchill East
  - C. Building Form Guidelines
  - E. Frontage Modifications
    1. Dooryard and Stoop
- 1215 Evans Churchill West
  - C. Building Form Guidelines
  - E. Frontage Modifications
    1. Dooryard and Stoop
- 1217 Roosevelt East
  - C. Building Form Guidelines

- The colors and materials of buildings and features along Roosevelt Row between Central Avenue and 7th Street reflect the nature of the street as an artists' community with murals and installations dotting the streetscape.
- Colors and materials personalize outdoor areas to a business and create a separation between public and private spaces. These spaces provide opportunities for expression, advertisement, and enhancement of structures.
- Building colors, materials, size, and placement on site are to be reviewed and approved for construction and installation by the Planning and Development Department.
- Construction and maintenance of any building or hardscape color or building material is the responsibility of the private property owner.
- Hardscape materials could consist of painted or stained concrete, tile, or other paving materials on private property.
- Properties designated for historic preservation require separate review and approval by the City of Phoenix Historic Preservation Office in order to obtain a Certificate of Appropriateness/No Effect.
- Hardscape in the right of way is to comply with City of Phoenix Street Transportation Department requirements.

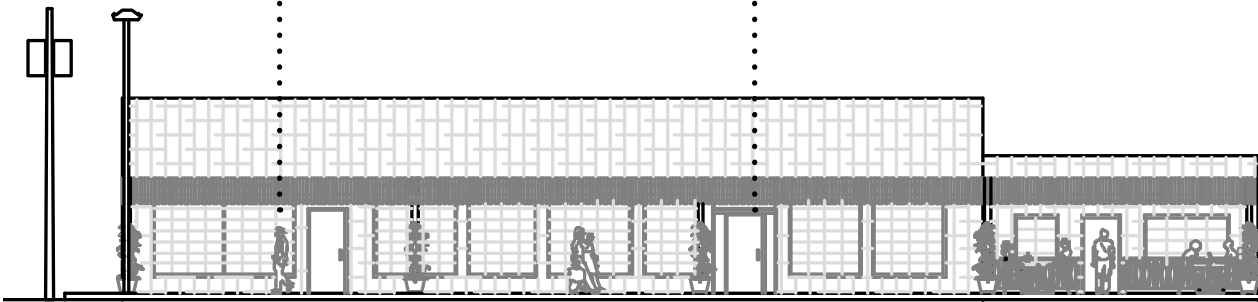
# Colors and Materials

## Private Improvements





Large windows and doors provide viewing opportunities to storefronts and galleries.

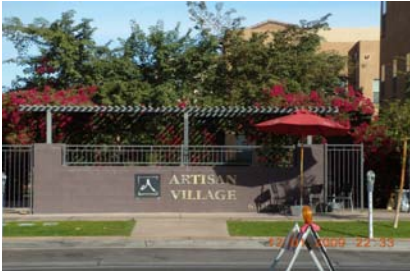


- Windows and doors may be large in size, storefront type, for visibility into businesses and viewing of gallery pieces by pedestrians along the street.
- Windows and doors should complement the architectural style of the building.
- Styles for doors, such as sliders, architectural garage doors, picture windows, and frosted glass may be used to enhance the character of the building.
- Buildings with historic preservation designation are required to retain the size and style of windows and doors. Repair work, as opposed to replacement, for historic windows and doors is encouraged.
- Properties designated for historic preservation require separate review and approval by the City of Phoenix Historic Preservation Office in order to obtain a Certificate of Appropriateness/No Effect.
- Architectural features need to be reviewed and permitted by the City of Phoenix Planning and Development Department.

#### Downtown Code Reference

- 1212 Downtown Gateway
  - C. Building Form Guidelines
- 1214 Evans Churchill East
  - C. Building Form Guidelines
- 1215 Evans Churchill West
  - C. Building Form Guidelines
- 1217 Roosevelt East
  - C. Building Form Guidelines





- Signage informs patrons and creates visibility for the business location and helps to reflect the style and nature of the business.
- Signage should contribute to creating a coherent architectural appearance that is consistent and complementary to surroundings.
- Opportunities for signage can be in the form of folding street signs, signs affixed to buildings where approved, or shade awnings, and painted signage along frontage walls.
- Historically designated properties have different criteria which require conformance to the original signage of the building. Signage which has the potential to damage historic building materials is discouraged.
- Signage may be either permanent or temporary.
- Properties designated for Historic Preservation require separate review and approval by the City of Phoenix Historic Preservation Office in order to obtain a Certificate of Appropriateness/No Effect.
- All signage, permanent or temporary, is to be reviewed and permitted by the City of Phoenix Planning and Development Department.

#### Downtown Code Reference

- 1214 Evans Churchill East
- C. Building Form Guidelines
- 1215 Evans Churchill West
- C. Building Form Guidelines
- 1217 Roosevelt East
- C. Building Form Guidelines

## Signage Private Improvements





### Downtown Code Reference

#### 1207 General Standards & Guidelines

- E. Landscaping Standards
- F. Landscaping Guidelines

#### 1212 Downtown Gateway

- D. Streetscape Standards
- 1214 Evans Churchill East
- D. Open Space Guidelines
- C. Landscape

#### 1215 Evans Churchill West

- D. Open Space Guidelines
- C. Landscape
- F. Streetscape Standards

#### 1217 Roosevelt East

- B. Development Standards
- 7. Street Trees
- D. Open Space Guidelines
- C. Landscape
- F. Streetscape Standards

- Landscaping along Roosevelt Row and in surrounding neighborhoods reflects a mixture of the historic nature of the area and modern influences from the art and design community.
- Landscape features added to a property provides for function, design, and spaces that are comfortable and pleasant to spend time in, as well as to offer space for aesthetic expression along the streetscape.
- Landscape features with attention to water-wise plantings and shade, contribute to creating a pedestrian friendly environment because they engage the street and create opportunities for outdoor amenities.
- Landscape features may include trees, raised planters, pots, and vines. Landscaping in the form of low shrubbery can appropriately and effectively define outdoor spaces.
- Where practical, historic style plantings are encouraged, and should comply with Historic Preservation Office Guidelines.
- Compliance with requirements of Downtown Code is required. For landscape areas, tree types and Green Zone required maintenance of landscaping and irrigation is the responsibility of the private property owner.



# City and Public Services

Arizona Public Service: [www.aps.com](http://www.aps.com)  
602.371.7171

City of Phoenix:  
200 W. Washington Street  
Phoenix, AZ 85003

City of Phoenix Official Website: [www.phoenix.gov](http://www.phoenix.gov)

Central City Village Planning Commission: [www.phoenix.gov/planning/vpcentrl](http://www.phoenix.gov/planning/vpcentrl)

Planning and Development: [phoenix.gov/development](http://phoenix.gov/development)

Historic Preservation: [phoenix.gov/historic](http://phoenix.gov/historic)

Tree and Shade Master Plan: [phoenix.gov/PARKS/shade](http://phoenix.gov/PARKS/shade)

Downtown Phoenix Urban Form Project and Downtown Code: [phoenix.gov/urbanformproject](http://phoenix.gov/urbanformproject)

METRO Light Rail: [www.metrolightrail.com](http://www.metrolightrail.com)

Valley Metro: [www.valleymetro.org](http://www.valleymetro.org)

# Community Organizations

Artlink Phoenix and First Fridays: [www.artlinkphoenix.com](http://www.artlinkphoenix.com)

Downtown Phoenix Partnership: [www.downtownphoenix.com](http://www.downtownphoenix.com)  
602.254.8696

Phoenix Community Alliance: [www.phoenixcommunityalliance.com](http://www.phoenixcommunityalliance.com)  
602.254.7477

Roosevelt Row: [www.rooseveltneighborhood.org](http://www.rooseveltneighborhood.org)

Evans Churchill Neighborhood: [www.evans-churchill.org](http://www.evans-churchill.org)

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