

Downtown Phoenix Streetscape Improvements

Phoenix, AZ



All the streets in Downtown Phoenix looked the same. Pedestrian activity was a rarity. FTB redesigned the primary tourist and employment corridors. The designs reorganized traffic flow, parking and sidewalk areas, and provided Downtown with its first comfortable and memorable thoroughfares for walking, sitting or driving through. As a result of the improvements, new investment has been drawn to these corridors and Downtown vitality and identity substantially enhanced.



Dramatic "light columns" line Second Street and create a memorable setting for downtown cultural, civic, and sports venues.

BEFORE



Second Street, flanked by major convention and sports venues, was wide and auto-dominated before the project.



Monroe Street, a one-way traffic corridor that provided nothing to attract shops or pedestrians.



Monroe Street's pedestrian environment has been transformed with the introduction of coordinated furnishings, trees placed in the parking lane, angled parking, and two-way traffic. The design has drawn in new shops.

ASSIGNMENT

- Make streets more pedestrian-friendly and supportive of ground floor businesses.
- Provide more shade and greenery using indigenous desert plant species.
- Improve lighting on streets and sidewalks.
- Enhance downtown's cultural and historic identity.

AWARD

- Project received 1995 "Design for Transportation" Merit Award from the U.S. Dept. of Transportation, and 1996 American Society of Landscape Architects Merit Award.

CLIENT: The Downtown Phoenix Partnership and the City of Phoenix

IN COLLABORATION WITH: Cella Barr Associates, Ray Vote Graphics, Herrick Rothwell Schweiger-Nitchals

FTB: When this project was completed the firm name was Freedman Tung & Bottomley (FTB).



The project area included the three major development corridors in downtown Phoenix. Along these corridors are major convention, sports, and cultural venues and most of downtown's largest office towers and hotels.