

Fry Boulevard West End Corridor Study

Fry Boulevard Between Buffalo Soldier Trail and 7th Street



City Council / MPO Work Study Session
November 17, 2015



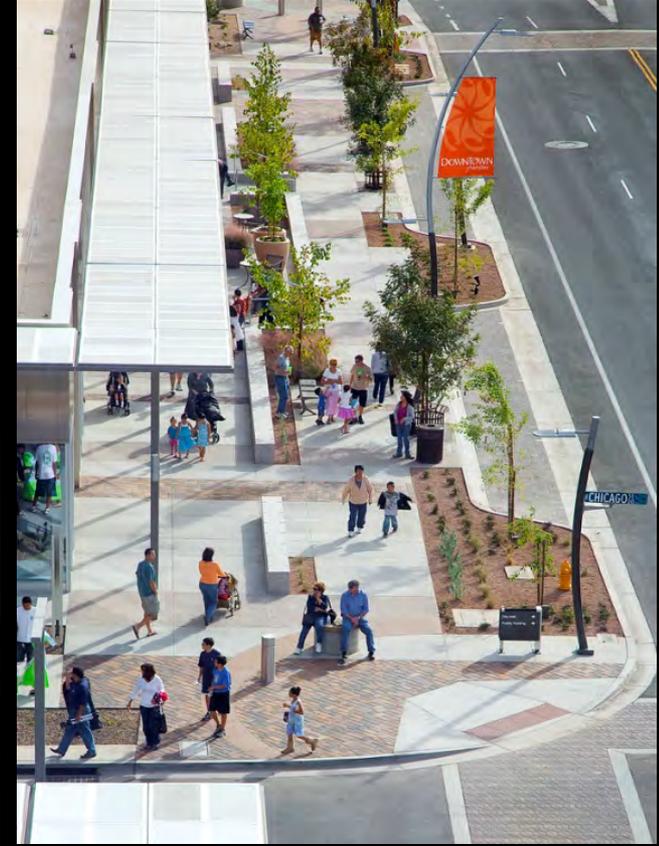
Placemaking: Downtown & District Redevelopment:



Fry Boulevard: West End Corridor Study
November 17, 2015



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Stakeholder Outreach & Public Involvement



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The Arizona Avenue Improvement Project

Streetscape and Downtown Redevelopment Improvements

Building More than 'Just a Road'



Downtown Chandler



State Route 87

1941 AZ Ave
Relocation

Strip
Commercial
and Industrial
Development
Follows

Arizona Avenue Improvement Project
Chandler, Arizona



Arizona Avenue - Before



Arizona Avenue Improvement Project
Chandler, Arizona



Elements of the Arizona Avenue Streetscape

Declining Businesses



Arizona Avenue Improvement Project
Chandler, Arizona



Conceptual Options



Concept 'A' Bird's-Eye View



Concept 'B' Bird's-Eye View



Concept 'C' Bird's-Eye View



Concept 'D' Bird's-Eye View

Arizona Avenue Improvement Project
Chandler, Arizona



Arizona Avenue – Selected Option

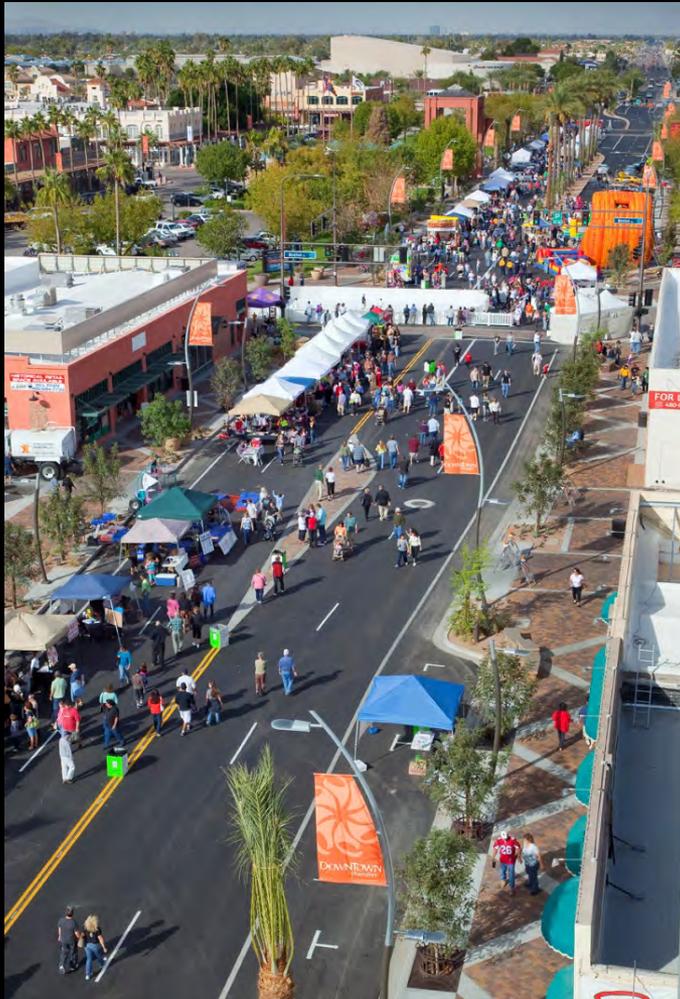
4 Travel Lanes, Bike Lanes, Parallel On-Street Parking
(Future Room for Light Rail)



Arizona Avenue Improvement Project
Chandler, Arizona



Dimensions: “Metrics” of the Streetscape

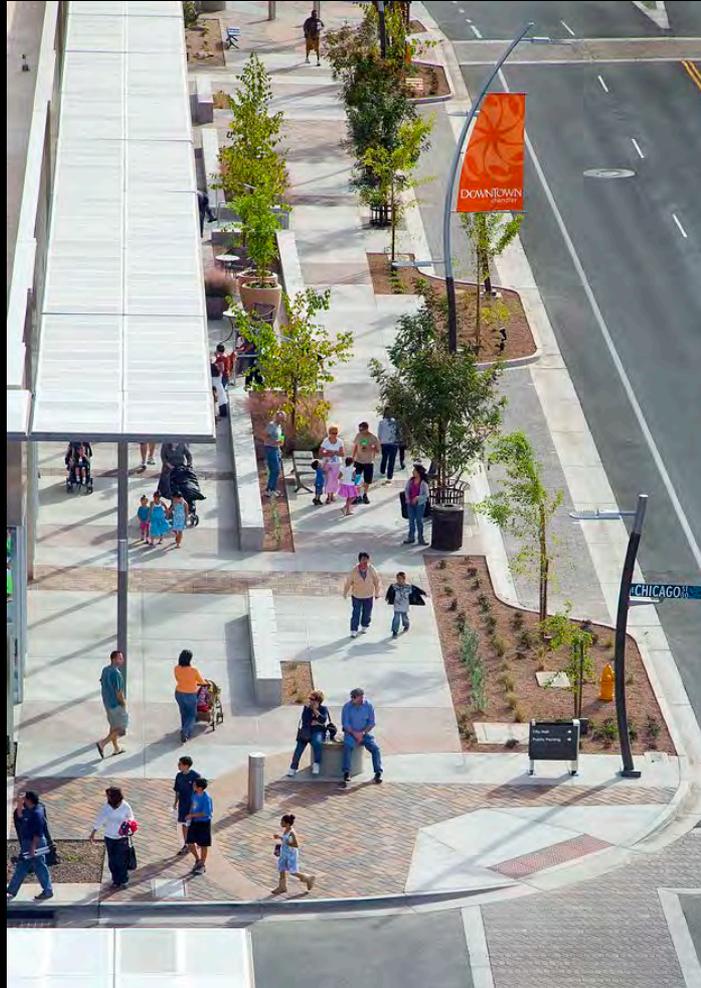


- Reduced Pedestrian Crossings from the 88' to 90' Range Down to the 58' Range
- Reduced Asphalt Width
- Reduced Lane Widths from the 14' range to 10.5' (maintained 35 mph speeds)
- Added Bike Lanes
- Increased Sidewalk / Pedestrian Zone from the 5' to 8' Range to the 15' to 20' Range to Allow for a Variety of Uses
- Designed “Bulb-outs” at Corners to Reduce Crosswalk Width, Enhance Aesthetics, and Visually Reduce Street Width for Vehicular Traffic

Arizona Avenue Improvement Project
Chandler, Arizona



Bulb-out Example



Arizona Avenue Improvement Project
Chandler, Arizona



Pedestrian Crossings / In-Roadway Lighting



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Designing for Pedestrian Scale & Vehicular Scale



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Chandler, Arizona



Placemaking: A Destination Environment

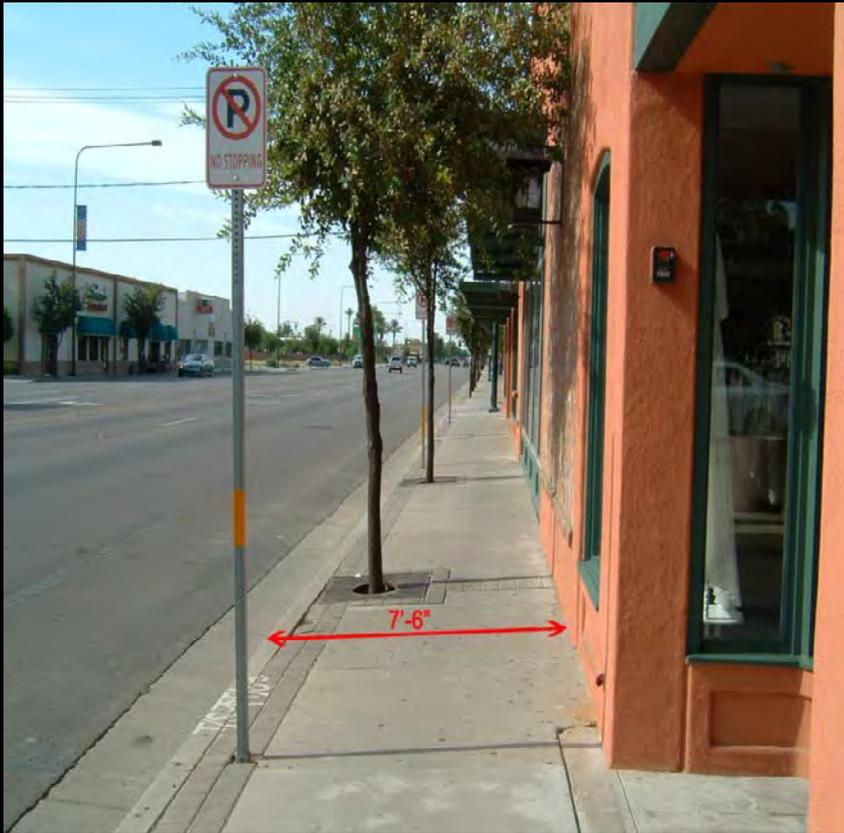
ADA Accessibility / Design for All Ages / Multi-Modal
Memorable Environment / Signage Wayfinding / Places to Rest



Arizona Avenue Improvement Project
Chandler, Arizona



A Road in Balance is a 'Place'



Arizona Avenue Improvement Project
Chandler, Arizona



ROW Encroachment



Before



After

Arizona Avenue Improvement Project
Chandler, Arizona



Develop a True Sense of Place For a Variety of Users



Arizona Avenue Improvement Project
Chandler, Arizona



Design Affects Speed

Date	Average Speed	85th Percentile
June 2008	36.7	40.4
February 2011	29.2	33.6

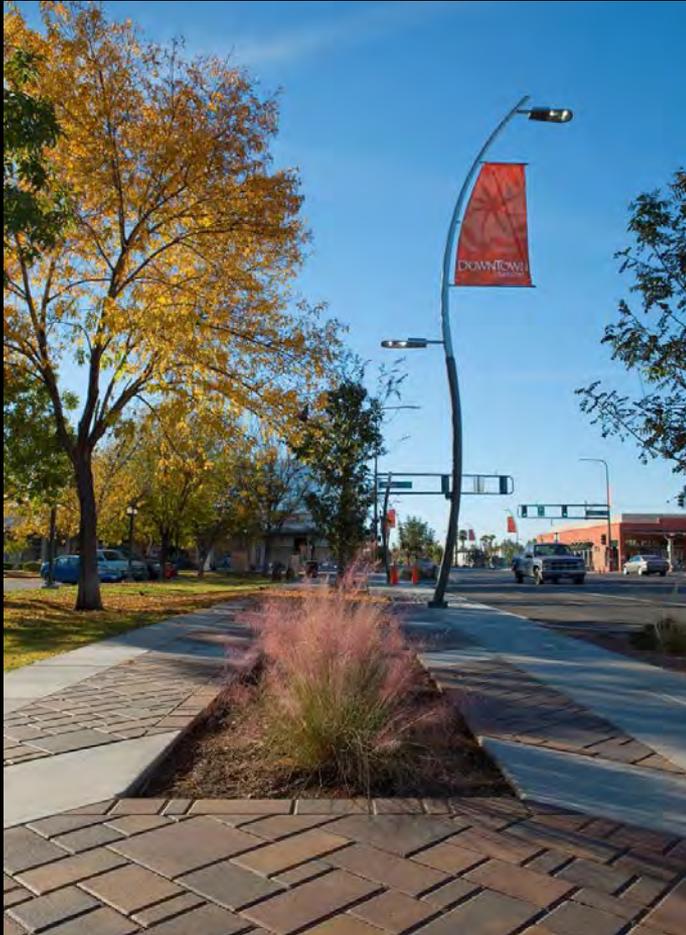
Lighting (Before Improvements)



Arizona Avenue Improvement Project
Chandler, Arizona



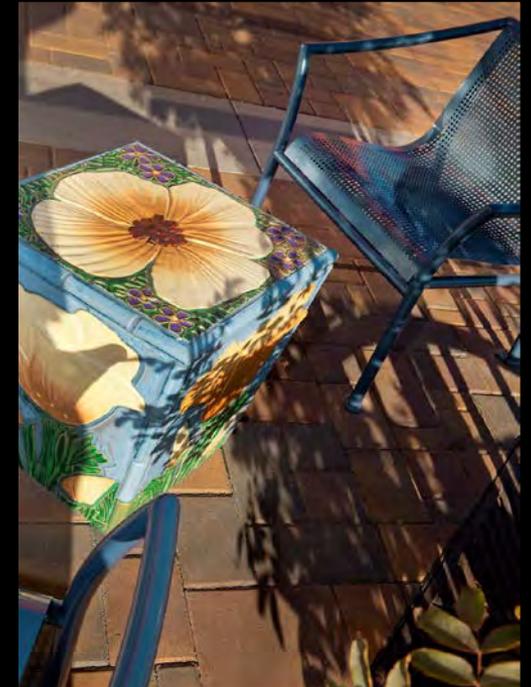
Custom Lighting (After Improvements)



Arizona Avenue Improvement Project
Chandler, Arizona



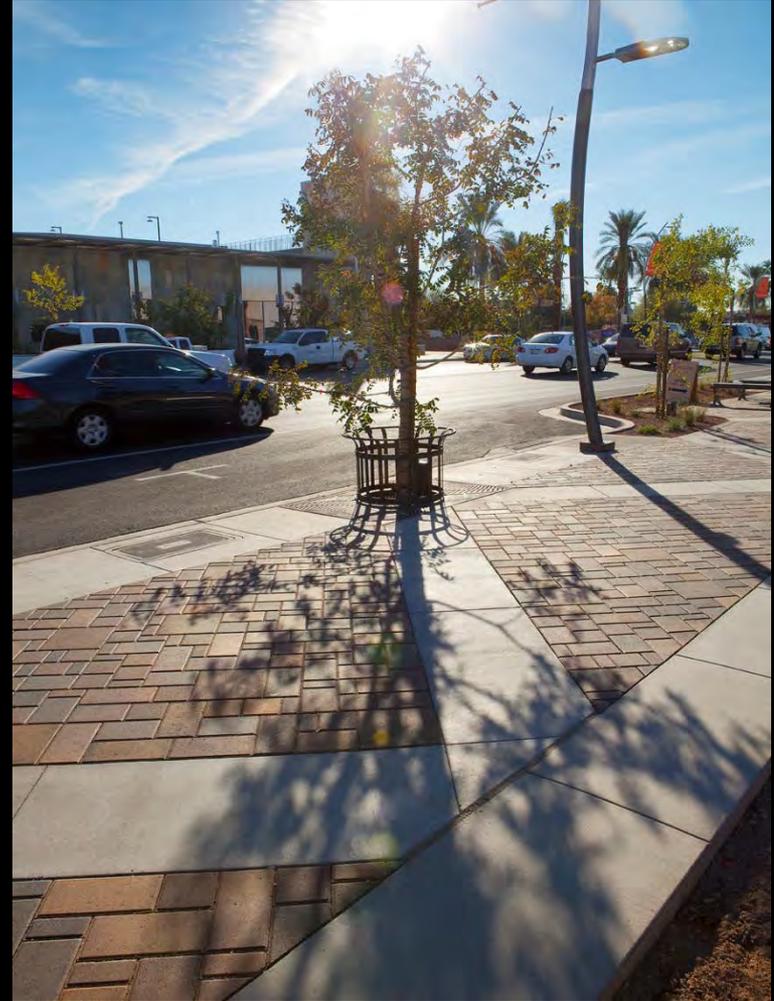
Integration of Art



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Enhanced Paving and Utilities



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Variety of Seating Options



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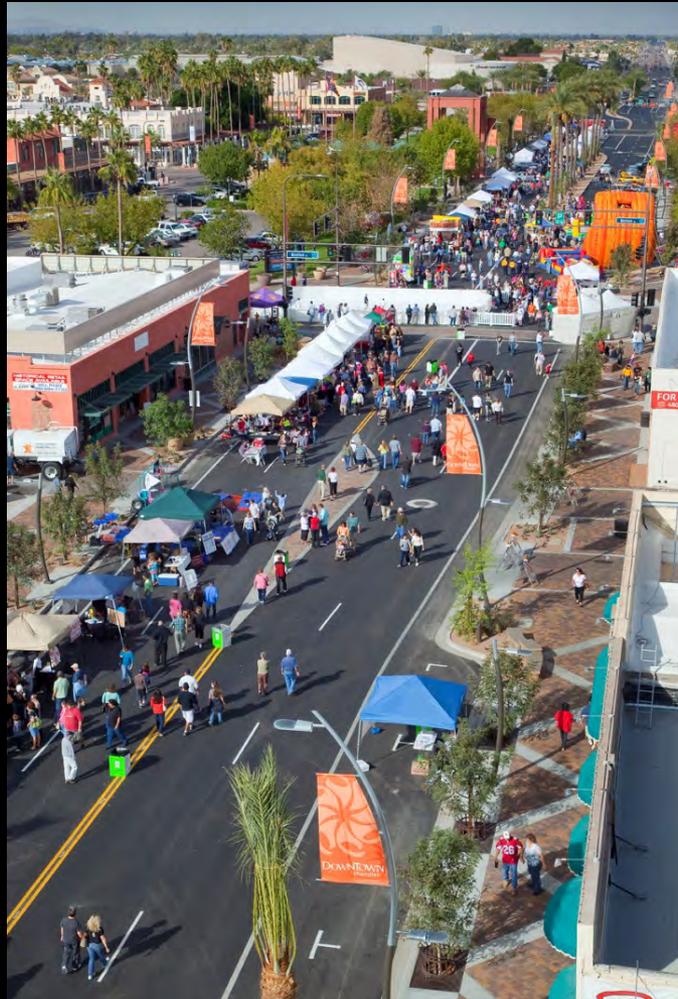
Landscape / Utilize Existing Materials



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Chandler, Arizona



Accommodate Festivals



Arizona Avenue Improvement Project
Chandler, Arizona



Arizona Avenue



Before

Arizona Avenue Improvement Project
Chandler, Arizona



The Power of Place

- *Civic pride*
- *U of A and ASU Downtown campuses*
- *625 new jobs*
- *Double digit Sales Tax Growth*
- *2% Retail vacancy*
- *Positive press – over 100 major spots*
- *Growing Special Events*
- *International, National and Local Awards*
- *20 new businesses*
- *Multiple residential developments being planned*

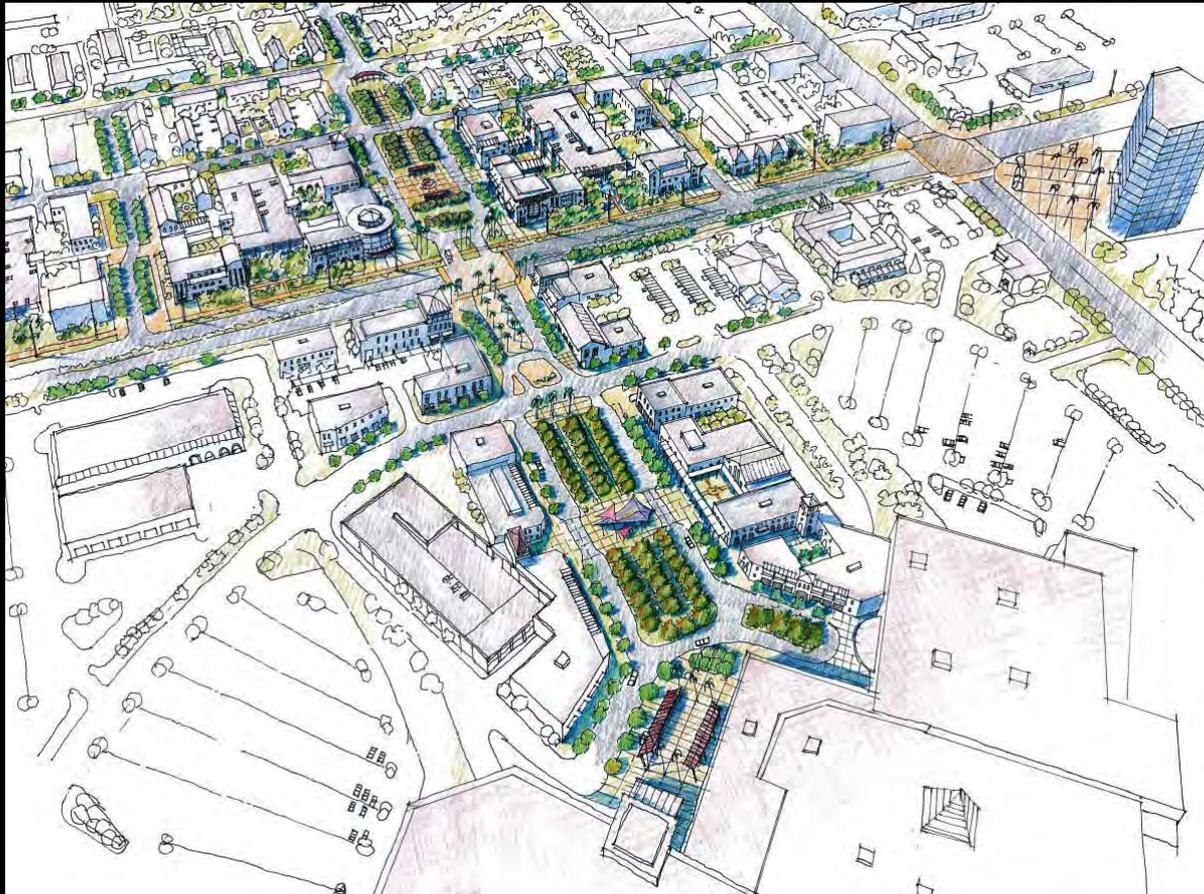
Arizona Avenue Improvement Project
Chandler, Arizona



Fiesta District Improvements

Southern Avenue Streetscape Project

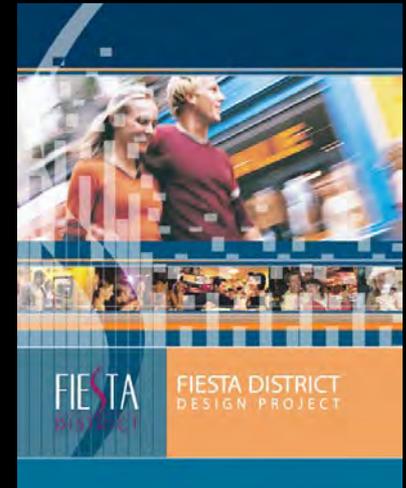
District Revitalization / Economic Development / Sustainability



Fiesta District Vision

“The District Vision creates a uniquely identifiable area for Mesa that is economically vibrant, pedestrian friendly, and an active, urban destination. Revitalization of the Fiesta District will again transform this major City employment center to a place of destination...”

- Pedestrian friendly with integrated mix of uses
- Diversity of entertainment and evening uses
- Unique branding and sense of place
- Urban Atmosphere and activated street scene
- Supported by an improved public transit system
- A place where businesses are eager to locate
 - A place to live, work, shop, learn and do business



Fiesta District Improvements

District Area: Tempe Canal to Extension Road



Existing Conditions



Fiesta District / Southern Avenue Streetscape
Mesa, Arizona