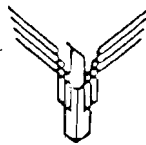


DHX- Streets.

CITY CLERK DEPARTMENT
SPECIAL SERVICES SECTION



CITY OF PHOENIX

PRESS CLIPPINGS

ARIZONA BUSINESS GAZETTE
NEWSPAPER:

DATE: MAY 12 1989

REVIEWED BY: *Sag*

FILE:

McDowell / 1989
RT

'Golden' McDowell

Merchants mull Phoenix thoroughfare's new, but tardy, look

BY TED RUSHTON
SPECIAL TO THE ABG
ABG 5-12-89

After eight long months of dusty street construction on East McDowell, some merchants hope the street's new look will mean a return to the days when it was the Golden Mile of Phoenix.

"I'm delighted with the new look, it's certainly an improvement," said David Stanfel, owner of Brookshires Coffee Shop at 16th Street and McDowell.

"We're just inching back up in regaining lost business," Stanfel said. "But when they redo Thomas, it may drive everyone

My major complaint is that poor planning by the city meant we were hit a lot harder than we expected.

back to our neighborhood and I'll be smiling again."

Mona Garcia, manager of Mario's Imports, is delighted with the appearance of the new street and said their business "is already a

little better than before the construction."

Other business people are not so optimistic. Some have already left, others are looking to relocate because of the street work.

"We moved because of the construction," said Ernest Lamadrid, manager of a Skil Corp. tool repair center. "We came out much better; we got a better location for less rent."

Bob Anthony, assistant manager of a Rent-a-Center store, and Johnny Rodriguez, manager of Luis' Barber Shop, also said they expect to relocate.

Phoenix officials gave the go-ahead Aug. 6 for the \$4.6

McDowell/9

CONTINUED

MAY 12 1989

Sag

McDowell

Continued/4

million project to rebuild, widen and beautify 1.8 miles of East McDowell from Central Avenue to 19th Street.

In January, merchants in the block from 16th Street to 17th Street were surveyed by the *Arizona Business Gazette* to determine their feelings about the progress of the construction.

At the time, business people cited the loss of 21 jobs, reductions in take-home pay for 75 to 100 other employees, managers and owners and two businesses having left the block.

Now, with only finishing touches to add, merchants praise city employees for their courtesy and skill in doing a great job. However, some are wondering whether their businesses can survive.

The project changed East McDowell from four lanes to six and added landscaping, but it also eliminated on-street angle parking in front of the businesses.

"The city knocked down the building next to us and put in a parking lot," Garcia said. "It's given us a lot more parking and made it very nice."

Stanfel also praised the city for "installing left-turn signals at the corner, which literally doubles the access into our place."

"I'm glad it's not a concrete jungle; they really put some thought into it. It'll certainly help this whole neighborhood; there are multiple plusses to it."

"My major complaint is that poor planning by the city meant we were hit a lot harder than we expected. When you give people dates, I think you should stick by them."

The original completion date was Feb. 2, but 29 change orders by the city added more than \$1 million to the cost and numerous extra working days.

Cato Esquivel, assistant district engineer for the city, explained, "The original work was done in the 1930s and almost no records exist on it."

"We drilled test holes and made our estimates on that basis. When the work was started, we found a lot more problems than we anticipated."

One problem was the condition of the 48-inch water main and the need to replace 16 hubs on it without disrupting the large business and residential areas it supplies.

"We couldn't just shut off the water at our convenience," Esquivel said. "Sometimes we had to wait days, and play it on a day-by-day basis."

City officials and Tanner Construction Co. are negotiating final payments, based on work days added to the work schedule because of the change orders.

Although the "streetscape" is much improved, its short-term impact on local merchants depends largely on the nature of their business. A major concern is the removal of on-street parking.

At 17th Street and McDowell, Gopher Club co-owner Herb Mitchell said, "We're down about 50 percent because of the loss of street parking, although our night business is starting to come back."

"The city put lights up for our parking lot in the back, but it's still not as secure as the street and people worry about the opportunity for petty thievery."

"We used to get a lot of drive-by traffic during the day because of the parking out front. I don't think that trade will ever come back."

Because of his loss of business, Mitchell has cut back to part-time help. One person he hired to tend bar at night is Johnny Rodriguez, from Luis Barber Shop.

The barbershop had an 80 percent loss of business during construction, and Rodriguez said, "We're regaining a little of our old business, but we're one of those who depended on street-front parking."

"Our shop backs up to the billiards hall, so we can't get an alley entrance. We'll probably have to relocate so we can have better parking for our customers."

Rent-a-Center manager Bob Anthony said he faces similar complaints and added, "Every other customer asks us, 'Where's your parking?'"

"Our type of business offers convenience. People want to run in, pay their bill and be gone. They don't want to hassle with finding a parking lot somewhere down the street."

"We get new business when they come in and see something new they like. Now, a lot of people just drop their payments through the slot at night."

Frank Dowling, manager of the Kentucky Fried Chicken restaurant at 16th Street and McDowell, said, "The finished work is marvelous. They're trying to improve the whole neighborhood and they certainly did a great job."

"Our business is still down 10 to 15 percent, but at times it had been down 50 percent. People have been avoiding this area for too long and it'll take time for them to come back."

Stanfel added wistfully, "I listen to KTAR radio and I always used to dread their morning traffic reports when they'd warn people to avoid 16th Street and McDowell."

"Now, even if it's just once, I wish they'd tell everyone to head for our corner and see the best new intersection in the city."



Ahx - Streets

PRESS CLIPPINGS

Changes coming to East McDowell

GB 6-10-86

By Mark Fleming Jr.
The Phoenix Gazette

They bellied up to the bar at Ernie's, sipping beer cut with tomato juice and offering no excuses for it. It was just shy of 10 a.m.

Ernie's is a 37-year-old bar in a strip mall that is for sale at 24th Place and East McDowell Road. There's an erotic theater, a stereo store and a furniture store in the strip, one of several along the road and a snapshot of one of Phoenix's most storied stretches of land.

Two groups of businessmen — the East McDowell Civic Association and the Medical Center Redevelopment Corp. — hope to push that image to the back of people's minds.

Their efforts feature an unusual amount of public-private cooperation and include help from the city, thousands of hours of donated time, a lot of new roadways and some sweeping plans that in some cases won't reach fruition for 15 years or more.

"We've seen a lot of changes in this area, and you know more changes are coming," Bob Carlisle, 32, a native of the area, said at Ernie's. "Everyone's just heard so many rumors, we don't really know what is coming."

Property owners generally seem to agree with the envisioned increased land values, new buildings and lush landscaping.

"It will be better with the street widened," Jim Love, owner of Factory Furniture at 2454 E. McDowell Road, said. "Already people are building new places and there's a little more of the junk buildings going away. I think East McDowell is going to be one of the main streets in the city."

Mainly, people in the area just wonder how the reshaping of McDowell will turn out.

"I think eventually this will be a Circle K — or a Taco Bell or an Arby's or a Jack-in-the-Box," said Pam Keith, manager of the Blue Door Cocktail Lounge, a 50-year-old bar at the corner of 24th Street and East McDowell. She said the bar owner has had numerous offers from those companies.

Bernie Dalton, whose father started a service station at 1621 N. 24th St. 37 years ago, said he has seen surveyors along 24th Street and heard rumors that a large chunk of his land might be taken for street widening.

"You wonder what they'll give you for the property, or if you'll be in business, or if there'll be a relocation or what," Dalton said.

McDowell once was known as the Miracle Mile (from Central to Seventh Street) and Governor's Row, one of Phoenix's most glamorous streets. Now, it's a street full of almost 300 businesses, with angled parking spots that can jangle the nerves.

Even before a formal plan by the civic association swings into action later this year, improvement is evident, both on an individual and corporate level.

Tim Ransom, 40, who migrated to Phoenix from Amarillo, Texas, in 1969 to work as a Volkswagen mechanic, gradually has built up his Ransom's Import Car Service business to its present location at 2911 E. McDowell.

After operating smaller shops on East Jackson and East Van Buren, Ransom

See ■ McDowell, D-6

JUN 10 1986

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■ McDowell

From D-1

bought about three-quarters of an acre on East McDowell in 1982 for \$8.75 a square foot.

He waited until the street was widened from 28th Street to 40th Street before constructing his six-bay shop and an adjacent 4,000-square-foot office-warehouse building. His total investment: \$500,000.

"Real estate in the area now goes for \$10 to \$13 a square foot," Ransom said. "When I bought the property, there weren't any new buildings between 24th and 34th streets. There are a dozen new buildings now."

There also are new buildings in the Medical Center Redevelopment Corp., a 100-acre area between Seventh and 13th streets, McDowell Road and the East Papago Freeway alignment.

The medical project forced the relocation of about 140 families and 12 businesses — as well as gangs, adult entertainment and deteriorating rental housing, said Michael Brinkley, executive director of the enterprise that started in 1980.

"I suspect if we started to do this now, it would not be very popular," Brinkley said. "Neighborhoods and preservation are receiving more attention."

The private, non-profit offshoot of Samaritan Health Service is scheduled to expire in November 1989. Brinkley said all projects planned should be in at least the first construction phase by then.

"As for completion dates, who knows?" Brinkley said. "Probably seven or eight years from now on those we're starting in the next three years."

Since 1981, Samaritan has spent \$110 million to build a new hospital. In addition, \$150 million has been committed by Samaritan and other groups for new construction and improvements in the redevelopment area.

Current construction includes a three-story, \$14 million Samaritan Health Service corporate office at 12th and Brill streets; a \$9 million nursing home at Ninth and Willetta streets; a \$2.8 million YWCA at 755 E. Willetta; and an office building at 1301 E. McDowell.

Brinkley hopes to see mid-rise office and retail space on redevelopment land along Seventh Street south of McDowell and a hotel and health club at McDowell and 12th Street.

The only residential component is a 100-unit apartment complex planned for the site bounded by 12th and 13th streets, Willetta and the East Papago Freeway.

Completed projects include four medical buildings, the Phoenix Children's Hospital outpatient clinics, CIGNA Healthplan of Arizona's regional care center, a renovated Whataburger restaurant and the Circle K Corp.'s international headquarters.

Bob Wojtan, project manager for the city Economic Development Department, said the city is pleased with the redevelopment corporation.

"Good Samaritan" is doing extremely well and is one of the more extensive and successful projects," Wojtan said. "For a minimal city investment — basically some building permit fee waivers and using

our condemnation powers — the city receives millions of redevelopment in return."

The East McDowell facelift has been made possible largely because of its location parallel to and just north of the East Papago Freeway. The East Papago and the Squaw Peak Parkway cross just south of McDowell at about 20th Street. The roads are due for completion in 1991 in those areas, said Jackie Trotter, public information officer for the Arizona Department of Transportation, said.

The increased traffic that will be caused by the highways prompted the city to include McDowell in its six-year major street program announced last year, Phil Arthur, deputy city engineer, said.

The 28th to 40th street section was finished in 1985.

The remainder of the road from Central Avenue to 64th Street is scheduled for widening in sections, with work likely to begin in late 1987 or early 1988, Arthur said. Current plans call for five lanes through 40th Street, with six lanes to 64th Street.

7-29-87

East McDowell design gets City Council's OK

By JULIA LOBACO
The Arizona Republic

A new design plan, which could help bring East McDowell Road "back to its former glory," was unanimously approved by the Phoenix City Council on July 21.

The plan for McDowell Road, from Central Avenue to 19th Street, is a joint effort of the city and the East McDowell Civic Association.

"If it hadn't been for this group, the city would have marched right down there and built the road the way it always has," said city engineer Phil Arthur, who has worked with the civic association on the plan.

Instead, shared "parking courts," pedestrian walkways lined with enhanced landscaping, business-sign guidelines and new facades for businesses were among the ideas being presented.

The East McDowell Civic Association, established in 1979 and made up of 80 area business and property owners, has been working with city officials for 2½ years to come up

with a beautification plan to go along with the city's widening of the street.

The street-widening project eventually will extend from Central Avenue to 64th Street. Street widening between 28th and 40th streets already has been completed.

The phase between Central and 19th Street has an estimated budget of \$3.1 million for land purchases and \$3.8 million for the widening. Construction is expected to begin in July 1988 and take about six months.

The rest of the widening project beyond 19th Street should be completed by late 1989, and estimates are it will cost \$2.7 million for land and \$6.2 million for construction.

Before the council vote, about 50 property owners got a glimpse into the street's future during a July 15 presentation held at the Heard Museum Auditorium, 22 E. Monte Vista Road.

The plan for Central to 19th Street was presented by a consultant from The Planning Center, a private land-planning and land-

scape architectural firm in Phoenix. In March, the center received a \$35,000 contract to come up with a general plan to improve the street's image.

The idea was to bring East McDowell Road "back to its former glory" at the same time the city widened the street, said Alex Pappas, chairman of the association's image and beautification committee.

Its former glory includes being known as the Miracle Mile, from Central Avenue to Seventh Street, and as Governor's Row, when it was considered one of the city's most elegant streets in the 1950s.

Several businesses moved out of the McDowell Road area in 1957 when Park Central mall opened. Other businesses, such as adult bookstores, theaters and bars, began moving in, causing a change in the street's image.

Included in the plan approved by the City Council is the purchase of land for parking to replace the 131 angled parking spaces that line

— McDowell, Extra C

McDOWELL

Continued from Extra A

part of the street between Central Avenue and 19th Street and now are considered illegal.

The city also would agree to purchase additional plants for enhanced landscaping.

The loss of the angled parking has been a major concern to business owners whose only parking has been provided by those spaces.

Therefore, city staff recommended purchasing vacant lots near the stores and creating "parking courts," landscaped lots to be shared by several businesses.

"It's hard for them (business owners) to see beyond that (parking loss)," said Susan Bagley of the Planning Center.

"You lose your parking and you lose your business. It's hard to think about making the street look pretty when you might not have a business to make look pretty."

The plan proposed by the Planning Center is a modified version of one of the city's three options for widening McDowell. It calls for three eastbound lanes, two westbound lanes and one two-way turn lane in the center.

The difference comes with the

addition of 5 extra feet that property owners are being asked to dedicate to the city as a permanent easement.

The extra footage would be added to the 2½-foot-wide strip that generally separates curbs from the sidewalk and would be used for landscaping.

"It's the key factor in making the concept work and the only thing that will allow you to do any landscaping," Bagley said.

The effect of the extra footage would be a planted strip of variable width, ranging from zero to 18 feet, depending on how near the storefront already is to the street. The strip would separate the curb from a 5-foot sidewalk.

Now that the council has approved the general plan, city staff expects to work with the East McDowell Civic Association and other property owners to come up with details such as specific parking locations, the types of landscaping and access to parking and businesses.

A final design plan is to be presented to the council for review in early 1988.



CITY
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SPECIAL SERVICES SECTION

NEWSPAPER: GAZETTE MORNING E JN

DATE: SEP 25 1985

FILE: MAR

PRESS CLIPPINGS

Plans for East McDowell unveiled

By Mark Fleming Jr.

The Phoenix Gazette

GB9-25-85

A team of urban designers and architects turned loose for a weekend with East McDowell Road harkened to the past for their beautification theme: "The Miracle Six Miles."

The preliminary results of the brainstorming were unveiled Tuesday to about 60 area residents at the Heard Museum.

McDowell and environs between Central Avenue to Seventh Street once marked the northern city limits. The once-stately area was dubbed "The Miracle Mile."

Now, East McDowell is one of the city's busiest streets, with a variety of small businesses and corporate offices dominating to 52nd Street. A number of angled parking spaces jangle motorists' nerves in between.

Most of East McDowell will be widened to five lanes with a left turn lane, starting in about two years.

Another lane at 16th Street will be added to aid access to the Squaw Peak Parkway and Papago Freeway.

This will make East McDowell a showpiece for Phoenix, Michael E. Fifield, the project leader and an assistant professor in the Arizona State University School of Architecture, said.

"There's a tendency in many cities — and Phoenix is included — to make all the streets the same," Fifield said. "In our 6-mile plan, the only consistency is the inconsistency."

Many of the group's suggestions would require city approval while others would need funding from businesses or improvement districts. The team's suggestions include:

- A boulevard-like, "more urbane and cosmopolitan" atmosphere between Central and the Squaw Peak Parkway (roughly 20th Street), Fifield said.

See • McDowell, B-3

● McDowell

From B-1

- One or more "superblocks" on the south side of McDowell between Central and the Squaw Peak Parkway. The areas could house office parks of up to 10 stories, with strong residential components.

- A "more relaxed, mixed-use and residential scheme," east of the Squaw Peak Parkway to 52nd Street, Fifield said. This would be a parkway with landscaping between the curb and the sidewalk.

- Identifying landmarks at Seventh Avenue, Seventh Street and 52nd Street.

- Aesthetic improvements to the Grand Canal near 31st Street, possibly by planting pine trees.

- Trellises or other arrangements for flowers and foliage around streetlights.

- New sidewalks, possibly with intermittent brick patches or decorative concrete that could be seen by motorists.

- Flags and pay telephones at bus bays.

- Controls on business signs and coordinated landscaping.

- Moving utility poles to the rear of properties, likely a long-term possibility.

No price tag was put on the improvements.

In five years, after the street is widened, the city is slated to build a curb, 5 feet of sidewalk and 2½-foot-wide space where trees are to be planted.

"We didn't go out and say that at 32nd Street and McDowell this person will have to move his business," Fifield said.

"Likewise, we didn't say a park bench will improve the design guidelines of the roadway 20 years down the road," he added.

Phoenix Planning Director Rick Counts said in an interview that it was possible for some of the lighting and landscaping features to start showing up within two or three years.

"The thing I like best about it is it doesn't force the same thing on the whole 6 miles," Counts said, adding that this was the first study of its type for the city.

One architect each from San Francisco and New York joined Fifield, three Valley architects and seven ASU graduate urban design students in preparing the project.

The group worked with a \$4,500 grant to ASU from the East McDowell Road Civic Association and the city. The 7-year-old association represents about 70 of the 280 businesses along the road.

Phoenix plans \$41 million in street work

seventeen miles' worth of asphalt, price tag of more than \$41 million, will be poured onto streets in the next year as part of the city's Six Year Major Street Program.

99 percent of the cases, (the is widening streets," said Bob Petrillo, a civil engineer with the Streets and Traffic Department.

Other projects include rail-crossing improvements and widening the Seventh Avenue bridge over the Salt River.

The major-street program is a long-range plan, revised annually, that sets projects to design, acquire and build major streets. It was adopted last month by the City Council calls for 104 miles of streets to be built through 1987, with 19 miles built in 1987. Most of the construction is of widening existing streets rather than building roads where previously there were none.

Some projects, although scheduled for construction during 1987, may not be started in time, Petrillo said. As an example, he pointed to the planned widening of Broadway Road between 16th and 19th streets. Plans call for Camel-

back to have eight lanes, four in each direction, with left-turn lanes and several double left-turn lanes.

The project is estimated to cost \$6.7 million, with the city scheduled to contribute \$1.7 million and developers fronting Camelback paying the remaining \$5 million. But Petrillo said negotiations on how the project's costs should be shared and how the construction should be done have bogged down, possibly pushing the start of construction to the 1987-88 budget year.

In 1986-87, work is planned on the following major streets:

- Fourth and Fifth streets at Van Buren Street. City engineers will create a crossover connecting northbound Fifth Street with northbound Fourth Street. The crossover will create uninterrupted traffic flow north from downtown, said Cliff Bedell, traffic-engineering supervisor. Currently, Fifth Street dead ends at Monroe and traffic must jog east and then north to hook up with Fourth Street, which runs to Roosevelt Street. The project is estimated to cost \$729,000.

- The Seventh Avenue bridge over the Salt River, at a cost of \$4.5 million. However, Petrillo said

the nearly \$2.3 million of federal money for the project is in jeopardy because of budget balancing.

The project would widen, strengthen and raise the bridge, which has not held up in past floods.

- Seventh Street from Jefferson to Roosevelt streets and McDowell to Granada roads. These segments will be widened to six lanes with a left-turn lane. The cost is estimated at \$2.4 million.

- The First Avenue underpass at Jackson Street. The \$3.5 million underpass will divert traffic from the railroad crossing at First Avenue and Jackson.

- 67th Avenue, Indian School to Camelback roads. This one-mile segment will be widened to three lanes northbound and two lanes southbound, with a left-turn lane, at a cost of \$994,000.

- 51st Avenue, Cactus to Thunderbird roads. The street will be widened to three lanes northbound and two lanes southbound. The cost of the project is \$950,000.

- 27th Avenue, Camelback to Glendale Avenue. This two-mile stretch of 27th Avenue will be widened to three lanes northbound

and two lanes southbound, with a left-turn lane. The \$2.8 million price tag includes \$2 million of federal money given to Phoenix for major street improvements. That money is not threatened by budget legislation, Petrillo said.

- 19th Avenue, Greenway to Bell roads. This two-mile stretch of road will be widened to six lanes, three in each direction, plus a left-turn lane. Federal money will cover \$1 million of the project's estimated \$1.4 million price tag.

- Baseline Road, Seventh to 16th streets. Baseline will be widened to two lanes each way, with a left-turn lane. A horse trail will be built on the street's northern side. Total cost is estimated at \$2.4 million.

- Broadway Road, 27th to 19th avenues. Broadway will be widened to two lanes in each direction, with a left-turn lane, at a projected cost of \$978,000.

- Seventh Street, Camino Via Verde to Bell Road. A bridge will be built on Seventh Street so it can pass over the east fork of the Cave Creek Wash, which parallels Camino Via Verde. The estimated cost is \$1.3 million, with \$175,000 coming from developers' contributions.

4- Streets
McDowell

8/1/85

McDowell Road to get face lift

By James Kendley ^{6 B}
The Phoenix Gazette 8-01-85

The East McDowell Road Civic Association will co-sponsor a long-term beautification project for the busy thoroughfare from Central Avenue to 52nd Street.

"Over the years, McDowell has had its ups and downs, but it's on the upswing now," Association President Shelby Austin said Wednesday. "We're just pleased to be able to begin a long-range project like this."

The project, which is a joint effort with the city of Phoenix, will begin with a \$4,500 grant to Arizona State University from the association and the Phoenix Streets and Traffic Department.

Mike Fifield of the ASU School of Architecture will choose two architectural/urban planners to draw up a proposal. Seven graduate urban design students from Fifield's fall semester class will assist.

The plan will include landscaping and street-lighting.

The 7-year-old association is made up of more than 70 businesses along East McDowell Road.

Association Image and Beautification Committee Chairman Alex Pappas said the project is a unique cooperation between the association and the university.

"It is, as far as we know, the first time there's been this kind of collaboration between a civic organization, the university and outside experts," he said.

Merchants plan to beautify

E. McDowell Road

8/2/85
R8-2-85
**Face lift would cover
6-mile section from
Central to 52nd St.**

By ANDY HALL
Arizona Republic Staff

A group of east Phoenix business owners is trying to revive one of the city's oldest and most congested streets.

The businessmen announced Wednesday that they plan to beautify McDowell Road from Central Avenue to 52nd Street, a hodge-podge of mom-and-pop operations and corporate offices.

The road is noted for a high accident rate, bumpy pavement and narrow, angled parking spaces that force motorists to back into traffic.

"It used to be known as the Miracle Mile. I want to rename it the Miracle Six Miles," Shelby Austin, president of the the East McDowell Civic Association, said in introducing the group's plan at a news conference. The association, formed in 1979, represents about 70 of the 280 businesses located on the road.

Austin, a real-estate broker, said a plan for the face lift will be developed in September through a

\$4,500 grant from the group and the city to Arizona State University.

Two urban planners will be brought in for several days of intense work. Then the plan will be shown to the public. The work is being coordinated by ASU's School of Architecture.

The move comes as business owners brace for a project two years from now to widen much of the road. That work will wipe out parking spaces and even some landscaping.

It will be East McDowell's largest renovation in more than two decades, said Ralph Goodall, a city

project engineer who harbors more than a passing interest in the area because he grew up and lives there.

The thoroughfare will grow to five lanes and a left-turn lane, plus another lane at 16th Street to aid entry to the nearby Squaw Peak Parkway and Papago Freeway.

Dennis Scholtz, a landscape architect with the city, warned in an interview that the beautification plan's success hinges on businesses rather than the city because only a 2½-foot strip near the sidewalks would be landscaped by the city.

"We just don't have the room we have in newer neighborhoods," Scholtz said.

phot - Streets
McDowell

REPUBLIC

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SOUTHWEST

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Road-projects schedule

Major street widening or resurfacing projects in Phoenix Districts 7 and 8 for 1985-86 through 1990-91 are:

Projects scheduled in 1985-86:

- Seventh Avenue Bridge at the Salt River — Phase 1.
- 16th Street Bridge at Western Canal.
- 40th Street Bridge at Western Canal.
- Baseline Road Bridge at Western Canal.
- 48th Street — Baseline Road to Broadway Road.
- McDowell Road — 19th Street to 22nd Street.
- 35th Avenue — Lower Buckeye Road to Buckeye Road.
- Central Avenue — Baseline Road to Southern Avenue.
- Baseline Road — Seventh Avenue to Seventh Street.
- Van Buren Street — 51st Avenue to 39th Avenue.
- Thomas Road — 83rd Avenue to 75th Avenue.

Projects scheduled in 1986-87:

- Seventh Avenue Bridge at the Salt River — Phase 2.
- 16th Street — Van Buren Street to Papago Freeway.
- Seventh Street — Jefferson Street to Garfield Street.
- Seventh Street — Garfield Street to Roosevelt Street.
- Seventh Street — McDowell Road to Granada Road.
- First Avenue underpass at Jackson Street.
- Van Buren Street — Crossovers for Fourth and Fifth streets.
- Lower Buckeye Road — 35th Avenue to 27th Avenue.
- Baseline Road — Seventh Street to 16th Street.
- Baseline Road — 24th Street to 32nd Street.
- McDowell Road — 22nd Street to 28th Street.
- Southern Avenue — Seventh Avenue to Seventh Street.
- Southern Avenue — 16th Street to 24th Street.
- Broadway Road — 27th Avenue to 19th Avenue.
- McDowell Road — 67th Avenue to 59th Avenue.

Projects scheduled in 1987-88:

- Seventh Avenue Bridge at the Salt River — Phase 3.
- McDowell Road — Central Avenue to 15th Street.
- McDowell Road — 15th Street to 19th Street.
- Central Avenue — Portland Street to Thomas Road.
- Seventh Avenue — Van Buren Street to Roosevelt Street.
- 16th Street — Southern Avenue to Broadway Road.

Projects scheduled in 1988-89:

- Broadway Road — 32nd Street to 40th Street.
- Thomas Road — Seventh Street to 18th Street.
- Thomas Road — Seventh Avenue to Seventh Street.
- Thomas Road — 19th Avenue to Seventh Avenue.
- Seventh Avenue — McDowell Road to Coronado Road.
- Baseline Road — 40th Street to 48th Street.
- 52nd Street — Washington Street to McDowell Road.
- Baseline Road — 32nd Street to 40th Street.

Projects scheduled in 1989-90:

- Baseline Road — 24th Street to 32nd Street.

Projects scheduled in 1990-91:

- Buckeye Road — 16th Street to 24th Street.

Roads

Continued from Extra 1

some cases construction or replacement of curbs and gutters.

About 75 percent of the new six-year program is for street construction in the south and north areas of Phoenix.

Matteson said the 25-year-old program is only now reaching the outer city areas.

"The city started this program in 1960 and it began with our downtown and central area," Matteson said. "Through the years we've worked our way outward, and only now are reaching those areas on the edges. It's much like throwing a pebble in a pond and the resultant outward rippling effect."

Matteson said the city's rapid growth over the past 20 years has created a lag in major-streets construction in the newly developed areas.

Keeping up with the city's development "is an uphill battle," Matteson said. "We've been averaging more than 17 miles of new streets a year now for several years, but we're still behind."

South Phoenix streets in line for improvement or reconstruction over the next six years include Baseline Road from Seventh Avenue to 48th Street, Lower Buckeye Road from 27th to 35th avenues, Broadway Road from 19th to 27th avenues and from 32nd to 40th streets, and Buckeye Road from 16th to 24th streets.



CITY OF PHOENIX

PRESS CLIPPINGS

REPUBLIC
ZONE ADDITION
NORTHEAST
NEWSPAPER: _____
DATE: JUL 29 1987
REVIEWED BY: CMM
FILE: _____

Design to renew 'glory' of East McDowell Road gets City Council's OK

By JULIA LOBACO
The Arizona Republic

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A new design plan, which could help bring East McDowell Road "back to its former glory," was unanimously approved by the Phoenix City Council on July 21.

The plan for McDowell Road, from Central Avenue to 19th Street, is a joint effort of the city and the East McDowell Civic Association.

"If it hadn't been for this group, the city would have marched right down there and built the road the way it always has," said city engineer Phil Arthur, who has worked with the civic association on the plan.

Instead, shared "parking courts," pedestrian walkways lined with enhanced landscaping, business-sign guidelines and new facades for businesses were among the ideas being presented.

The East McDowell Civic Association, established in 1979 and made up of 80 area business and property owners, has been working with city officials for 2½ years to come up with a beautification plan to go along with the city's widening of the street.

The street-widening project eventually will extend from Central Avenue to 64th Street. Street widening between 28th and 40th streets already has been completed.

The phase between Central and 19th Street has an estimated budget of \$3.1 million for land purchases and \$3.8 million for the widening. Construction is expected to begin in July 1988 and take about six months.

The rest of the widening project beyond 19th Street should be completed by late 1989, and estimates are it will cost \$2.7 million for land and \$6.2 million for construction.

About 50 property owners got a glimpse into the street's future during a July 15 presentation held at the Heard Museum Auditorium, 22 E. Monte Vista Road.

The plan for Central to 19th Street was presented by a consultant from The Planning Center, a private land-planning and landscape architectural firm in Phoenix. It received a \$35,000 contract in March to come up with a general plan to improve the street's image.

The idea was to bring East McDowell Road "back to its former glory" at the same time the city widened the street, said Alex Pappas, chairman of the association's image and beautification committee.

Its former glory includes being known as the Miracle Mile, from Central Avenue to Seventh Street, and as Governor's Row, when it was considered one of the city's most elegant streets in the 1950s.

Several businesses moved out of the McDowell Road area in 1957 when Park Central mall opened. Other businesses, such as adult bookstores, theaters and bars, began moving in, causing a change in the street's image.

Included in the plan approved by the City Council is the purchase of land for parking to replace the 131 angled parking spaces that line part of the street between Central Avenue and 19th Street and now are considered illegal.

The city also would agree to purchase additional plants for enhanced landscaping.

The loss of the angled parking has been a major concern to business owners whose only parking has been provided by those spaces.

Therefore, city staff recommended purchasing vacant lots near the stores and creating "parking courts," landscaped lots to be shared by several businesses.

"It's hard for them (business owners) to see beyond that (parking loss)," said Susan Bagley of the Planning Center.

"You lose your parking and you lose your business. It's hard to think about making the street look pretty when you might not have a business to make look pretty."

The plan proposed by the Planning Center is a modified version of one of the city's three options for widening McDowell. It calls for three eastbound lanes, two westbound lanes and one two-way turn lane in the center.

The difference comes with the addition of 5 extra feet that property owners are being asked to dedicate to the city as a permanent easement.

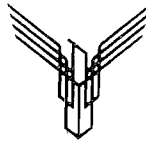
The extra footage would be added to the 2½-foot-wide strip that generally separates curbs from the sidewalk and would be used for landscaping.

"It's the key factor in making the concept work and the only thing that will allow you to do any landscaping," Bagley said.

The effect of the extra footage would be a planted strip of variable width, ranging from zero to 18 feet, depending on how near the storefront already is to the street. The strip would separate the curb from a 5-foot sidewalk.

Now that the council has approved the general plan, city staff expects to work with the East McDowell Civic Association and other property owners to come up with details such as specific parking locations, the types of landscaping and access to parking and businesses.

A final design plan is to be presented to the council for review in early 1988.



CITY OF PHOENIX

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PRESS CLIPPINGS

Phoenix OKs 6-year plan to fix streets

By CHRISTOPHER BRODERICK
The Arizona Republic

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The Phoenix City Council on Tuesday approved a plan to widen and rebuild 144 miles of city streets over the next six years to help relieve overcrowded commuter routes and keep pace with growth in outlying areas.

The plan will cost \$338 million, with most of the money going for construction and for the purchase of right of way. The money primarily will come from gasoline taxes, federal grants and bonds approved by Phoenix voters in 1984.

It assumes that voters will approve an additional \$45 million in bonds next year for street construction. Severo Esquivel, deputy city manager for transportation, said the plan would be trimmed to \$293 million if the bonds were rejected.

Esquivel and James Matteson, city streets and traffic director, said that street improvements are planned in all geographic areas of the city and that the construction will proceed at the rate of about 24 miles a year.

Among the streets to be widened in the next two years are Indian School, Bell and McDowell roads. Recent traffic counts showed that these three and most other main arterials in the city are jammed far beyond their capacity.

Widening will help, officials said, but commuters will get no major relief until a Valley freeway system takes shape in the mid-1990s.

"This program accelerates construction of previously planned major street improvements and provides for improvement of additional miles of critically needed major streets not included in previous programs," Matteson said.

Council members voted unanimously to approve the plan. Their only concern was that traffic and growth patterns may change in the next six years and that they do not want the city to be locked into the six-year

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construction schedule.

Esquivel said projects for the next two years already are on line but those planned for later years can be accelerated or postponed as needed.

The major roads to be widened in the 1987-88 fiscal year include:

- McDowell Road, from Central Avenue east to 28th Street, at a cost of \$6.6 million for 2.8 miles.

- Thunderbird Road, from 35th Avenue west to 51st Avenue, at a cost of \$4.2 million for two miles.

- 43rd Avenue, from Peoria Avenue north to Greenway Road, at a cost of \$4.8 million for three miles.

For 1988-89, the streets to be widened include:

- Bell Road, from 43rd Avenue east to Seventh Street, at a cost of \$7.3 million for four miles.

- Indian School Road, from Central Avenue east to 16th Street, at a cost of \$3.9 million for 1.5 miles.

- McDowell Road, from 40th Street east to 64th Street, at a cost of \$4.2 million for three miles.

For later years, the roads to be widened include:

- Cave Creek Road, from Cactus Road north to the Carefree Highway, at a cost of \$12.2 million for 10.5 miles.

- Deer Valley Drive, from the Black Canyon Freeway east to Seventh Street, at a cost of \$5.5 million for 2.8 miles.

- Camelback Road, from 44th Street east to 64th Street, at a cost of \$4.5 million for 2.5 miles.

Construction costs vary because some streets will be wider or will have more improvements than others.

Mayor Terry Goddard was absent from Tuesday's meeting. He is attending a mayors conference in Minnesota.