

## Downtown Area Master Plan Flagstaff, Arizona



*After improvements:* In 1998, sidewalks were filled with outdoor activities. Street furniture invites pedestrian use.

### Services:

Downtown Area Master Plan including:

- Streetscape plan
- Parking strategies
- Civic facilities
- Pedestrian hierarchy system
- Street facilities designs
- Public arts system
- Public sign system

### Client:

Planning Department and  
City Manager's Office

**Date:** 1990

Flagstaff is the gateway to the Snowbowl ski area and Grand Canyon National Park as well as being the regional economic center for northern Arizona. Within the context of a comprehensive downtown master plan, Winter & Company developed a streetscape and public arts plan that focused on enhancing the area for pedestrians and bicyclists. The streetscape design linked proposed arts facilities with civic buildings and the retail core of the city and was compatible with the historic character of downtown buildings.

The inspiration for the streetscape design was a Navajo blanket, in which the retail core was framed with a "border pattern" that defined the boundaries of the precinct. In the interior of the "blanket," a decorative paving was used to establish a woven



*Before streetscape improvements, downtown Flagstaff contained a varied collection of buildings from early settlement through the Route 66 era. Design guidelines encouraged rehabilitation of each building type to respect its period of design.*



*After improvements:* The design guidelines for building rehabilitation work in concert with urban design improvements to make the downtown a place that builds upon the heritage of the community.

**Downtown Area Master Plan  
Flagstaff, Arizona (continued)**



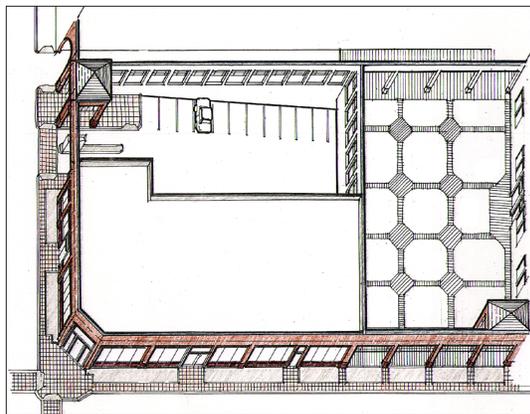
pattern. Mosaic patterns at major intersections acted as accents within the "blanket". A pedestrian and bikeway plan was proposed to link parks, plazas and shopping facilities and the Rio de Flag, a drainage way that runs through the downtown.

Design guidelines for building rehabilitation were initially developed as a component to the City's Main Street program. They encouraged rehabilitation of historic buildings and promoted new designs that would be compatible with the historic context.

The streetscape design component teamed artists with urban designers and engineers to enrich the streetscape elements along downtown's major thoroughfares. Intersection and sidewalk paving designs and street furniture, such as banners, benches and planters, were to be created by local artists. Each intersection was assigned a specific level of pedestrian-oriented improvements, based on the anticipated level of use along defined circulation corridors.



Winter & Company produced a sign system plan for the downtown that identified a range of information categories that should be provided. A new logo was also created and incorporated in public signs throughout the area.

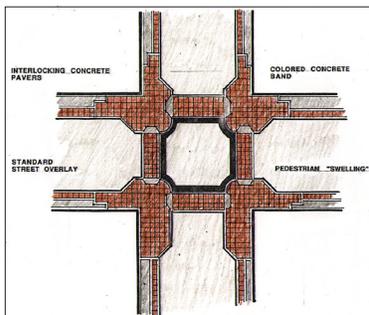


The downtown master plan proposed construction of a parking facility below grade, with an events plaza at the street level. A retail building was illustrated to anchor the corner of the site.

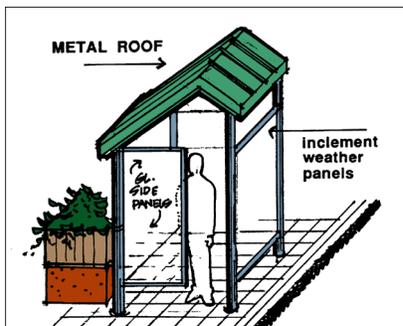


The parking facility and new downtown civic plaza

**Downtown Area Master Plan for Flagstaff, Arizona (continued)**



A typical intersection paving concept is evocative of a Navajo blanket border. The level of decorative paving and street furnishings corresponds to the level of anticipated activity.



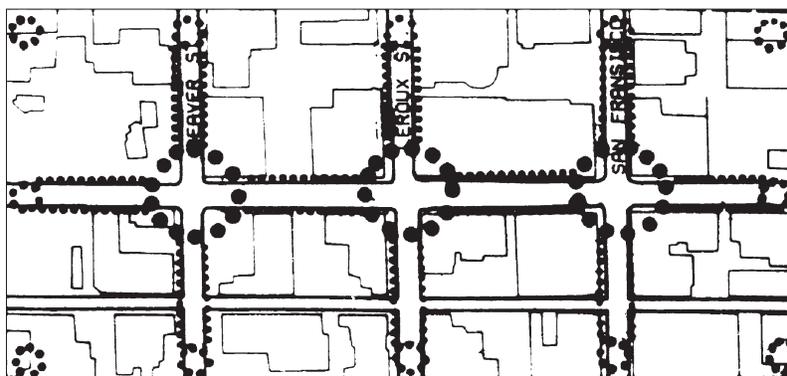
The plan also recommended capital investments, including pedestrian-friendly features that promote walkability and use of the City's transit system.



An example of the pedestrian and transit improvements implemented in the downtown area.



Streetscape improvements in place in 1998 provide a framework for activity in the downtown and have helped to stimulate significant private investment in building rehabilitation.



A "Navajo blanket" concept is the basic organizing principle for the downtown streetscape design. The blanket borders define the edges of the downtown precinct.

**"Flagstaff has a great downtown. Historic preservation is evident. There are stylish signs. . . . The appearance and atmosphere were inviting and appealing. The downtown is alive."**

--Bob Zaltsberg  
Herald Times, Bloomington, Indiana, after a visit to Flagstaff