



**City of Phoenix**  
PLANNING & DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT  
STAFF ANALYSIS**

October 19, 2020

|  |  |
|--|--|
| <u>Application:</u>                      | GPA-1-19   |
| <u>Applicant:</u>                        | City of Phoenix Planning Commission  |
| <u>Requested Change:</u>                 | Add Character Plans for the Alhambra, Camelback East, Central City, Encanto, and North Mountain Villages and the resulting formatting edits to the General Plan.         |
| <u>Reason for Requested Change:</u>      | The 2015 General Plan Update committed staff to work with the Village Planning Committees on the development of the Character Plans.                                     |
| <u>Village Planning Committee Dates:</u> | Alhambra – October 27, 2020<br>Encanto – November 2, 2020<br>Central City – November 9, 2020<br>Camelback East – November 10, 2020<br>North Mountain – November 18, 2020 |
| <u>Staff Recommendation:</u>             | Approval   |

**BACKGROUND**

This request is to update the General Plan with the Character Plans for the Alhambra, Camelback East, Central City, Encanto, and North Mountain Villages. In 2015, the Phoenix City Council adopted an update of the Phoenix General Plan. The 2015 General Plan update made a commitment to continue collaborating with the community on a variety of planning efforts. Each of the Village Planning Committees were charged with working with their respective village planner to develop Character Plans.

In 2018, GPA-1-17 was approved to update the General Plan with Character Plans for the Ahwatukee Foothills, Deer Valley, Desert View, Estrella, Laveen, Maryvale, North Gateway, Paradise Valley, Rio Vista, and South Mountain Villages. On October 3, 2019 the City of Phoenix Planning Commission initiated a General Plan Amendment to add Character Plans for the five remaining villages: Alhambra, Camelback East, Central City, Encanto, and North Mountain. If approved, the Character Plans will be embedded

into the General Plan and provide an additional layer of policy guidance and clarity for their respective villages.

## **CHARACTER PLANS**

Character Plans serve three primary purposes. First, Character Plans provide residents and Village Planning Committees the opportunity to celebrate the unique assets and characteristics of their respective village. The Character Plans celebrate village assets through photos and maps and spotlight unique facts and figures for each village. Second, Character Plans recognize the past planning efforts of the village and highlight the policies and principles of the General Plan update that are most relevant to the village. Finally, the Character Plans will serve as tools for the community, Village Planning Committees, applicants and staff when collaborating on future planning efforts and requests.

## **CHARACTER PLAN DEVELOPMENT**

The northern villages (Deer Valley, Desert View, North Gateway, Paradise Valley and Rio Vista) began work on their Characters Plans in the fall of 2015, followed by the southwest villages (Ahwatukee Foothills, Estrella, Laveen, Maryvale, and South Mountain) in the fall of 2016. The remaining villages, Alhambra, Camelback East, Central City, Encanto and North Mountain, began in the fall of 2017 and continued through the spring of 2020. After several months of work, the last five Villages completed their Character Plans.

## **ACKNOWLEDGEMENT AND THANKS**

The City of Phoenix thanks the community and Village Planning Committee members for their hard work and dedication to this effort. The completed Character Plans are a testament to the passion and pride they each have for their communities.

## **RECOMMENDATION**

Staff recommends approval of GPA-1-19.

### **Writer**

Sarah Stockham  
October 19, 2020

### **Team Leader**

Samantha Keating

### **Exhibits**

Exhibit A: Alhambra Character Plan  
Exhibit B: Camelback East Character Plan  
Exhibit C: Central City Character Plan

Staff Analysis

GPA-1-19

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Exhibit D: Encanto Character Plan

Exhibit E: North Mountain Character Plan

Exhibit A



# Alhambra

phoenix.gov

VILLAGE CHARACTER PLAN



# Narrative



The Alhambra Village area grew primarily when neighborhoods were becoming popular in the late 1940's and early 50's to satisfy the housing needs of a growing population after World War II. Many of these new residents discovered Phoenix when they were stationed at Luke Air Base to the west of town. It is now characterized by small ranch-style homes of the postwar era. The beautiful Spanish name of "Alhambra" was first used by W.J. Murphy, the builder/developer of the Arizona Canal and the namesake of the Bridle Path, to designate one of four areas of north Phoenix that he subdivided and later developed with residential homes. The eastern portion of the village is graced by large homes and the tree-lined historic Murphy Bridle Path which runs alongside Central Avenue, an area that first saw growth in the 1920's and 30's as the wealthy built large estates north of the city limits. The central Uptown area boasts the Windsor Square Neighborhood which is the city's only historic district that features homes built in primarily the 1930's through the 50's and Uptown Plaza, the first strip shopping center in Phoenix, originally built in 1957. The village core focuses around the Christown Spectrum Mall (formerly Chris-Town Mall), a shopping center built in the 1960's and originally named after the Chris family who had a farm on this site.

# Alhambra Village

## BY THE NUMBERS

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### Population

Existing: 139,030 (2015)  
Projected: 189,630 (2030)

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## 61%

Residential  
0-5 du/acre

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## 1.8%

Parks/Open Space

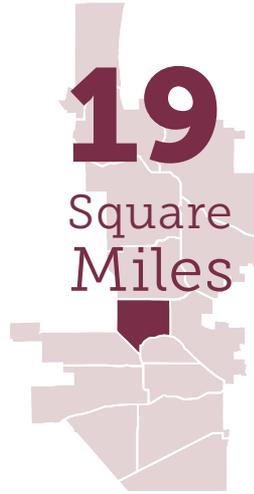
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## 51 Miles

of bicycle lanes

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## 46,620

Households (2015)

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## 11.8%

Commercially Zoned  
Properties

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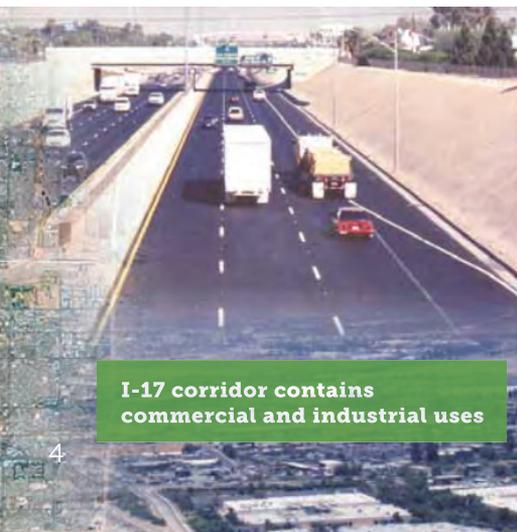
# Alhambra Village

## CHARACTER

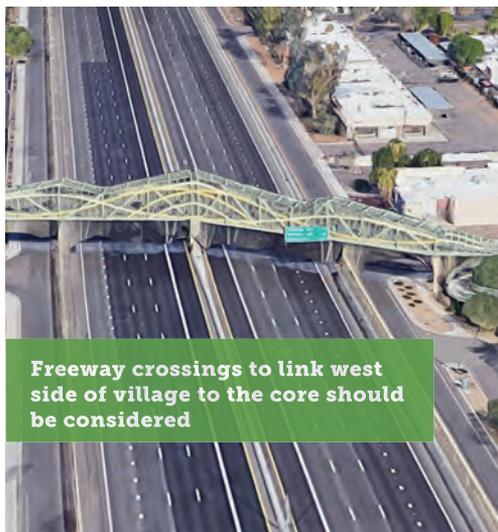
Core contains library, open space, school, multi-family residential, retail and light rail station



Stable, single-family neighborhoods, filled with architecturally interesting and historic homes



I-17 corridor contains commercial and industrial uses



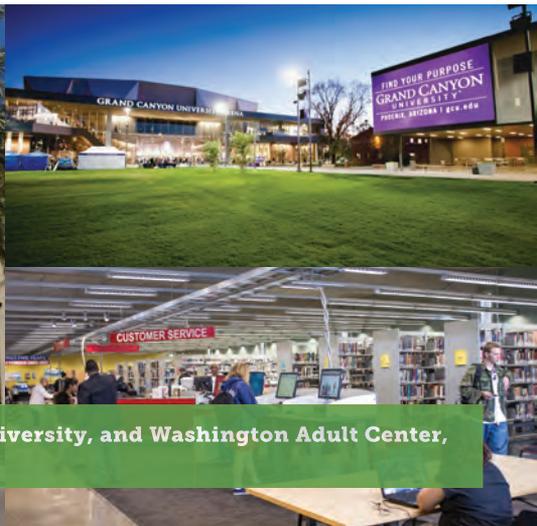
Freeway crossings to link west side of village to the core should be considered



**Extensive streetscapes and landscaping along corridors and in neighborhoods**



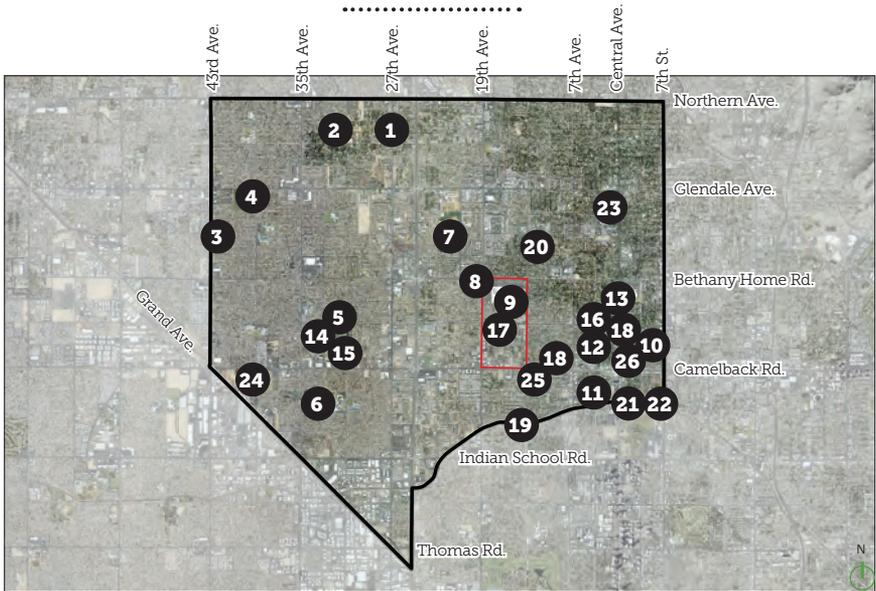
**Baptist Hospital, Grand Canyon University, and Washington Adult Center, public facilities**



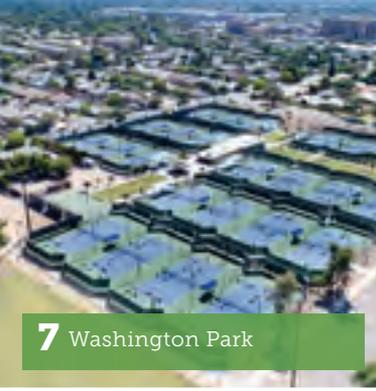
**Growing international population**

# Alhambra Village

## ASSETS



- |   |  |
|---|--|
| 1. Helen Drake Senior Center  | 13. Murphy Bridle Path                     |
| 2. Mariposa Park  | 14. Grand Canyon University                |
| 3. West Plaza Park  | 15. Little Canyon Trail                    |
| 4. La Pradera Park  | 16. Phoenix Sonoran Bikeway                |
| 5. Little Canyon Park   | 17. Christown YMCA                         |
| 6. Cielito Park   | 18. Adaptive Reuse Restaurants             |
| 7. Washington Park and Activity Center, dog park and tennis complex | 19. Grand Canal                            |
| 8. Phoenix Baptist Hospital (Abrazo Mecial Center)                  | 20. Palo Verde Golf Course                 |
| 9. Christown Spectrum Mall  | 21. Brophy College Preparatory             |
| 10. Windsor Square Historic Neighborhood                            | 22. Xavier College Preparatory High School |
| 11. Pierson Place Historic Neighborhood                             | 23. Madison Meadows                        |
| 12. Medlock Place Historic Neighborhood                             | 24. Alhambra High School                   |
|   | 25. Amerischools Academy                   |
|   | 26. Uptown Plaza                           |



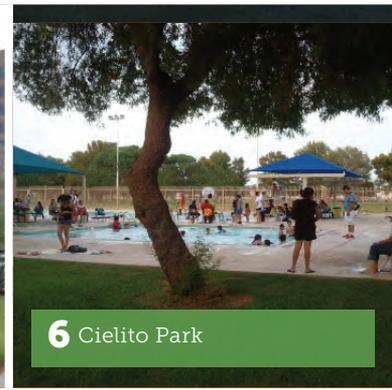
**7** Washington Park



**20** Palo Verde Golf Course



**18** Adaptive Reuse Restaurant



**6** Cielito Park



**8** Phoenix Baptist Hospital



**19** Grand Canal



**10** Windsor Square Historic Neighborhood



**11** Murphy Bridle Path

# PLANS & CODES:

## A Strategic Set of Tools

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Already established plans and codes throughout the village help guide investment and growth. It is important to continually evaluate these previously desired plans and codes as they relate to the character, assets, and challenges of today. There is also opportunity to evaluate and establish new plans and codes for areas that have yet to be addressed.

### Plans

1. North Central Avenue Special Planning District & Historic Streetscape
2. Black Canyon/Maricopa Freeway Specific Plan
3. Canalscape
4. Transit Oriented Development Strategic Policy Framework
5. Uptown TOD Policy Plan
6. Solano TOD Policy Plan
7. Windsor Square Special Planning District

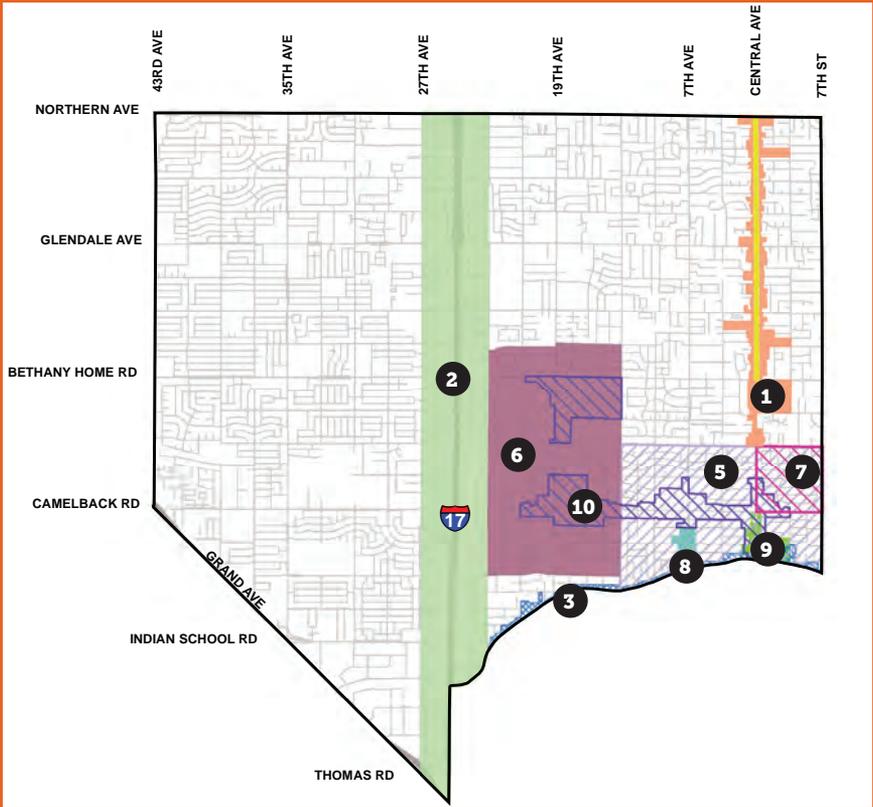
### Codes

8. Seventh Avenue Urban Main Street Overlay District
9. Central Avenue Development Standards
10. Transit-Oriented Zoning Overlay District One (TOD-1)

For more information on Alhambra Village Plans & Codes, please visit

[phoenix.gov/villages/alhambra](https://phoenix.gov/villages/alhambra)

# Alhambra Village Planned Areas



Key Map

-  Central Avenue Development Standards
-  Seventh Avenue Urban Main Street Overlay District (SAUMSO)
-  Black Canyon/Maricopa Freeway Specific Plan
-  Canalscape
-  North Central Avenue Historic Streetscape
-  North Central Avenue SPD
-  TOD District - Solano
-  TOD District - UpTown
-  Transit Overlay District (TOD-1)
-  Windsor Square Neighborhood SPD

# LAND USE



Alhambra Village Planning Committee helped identify specific land use principles from the approved 2015 General Plan to better equip all stakeholders with the ability to preserve and protect the Village Character while encouraging growth and investment.

## **Land Use Principles**

Minimize traffic through lower-density residential areas by locating heavy traffic generating land uses on or near arterial streets.

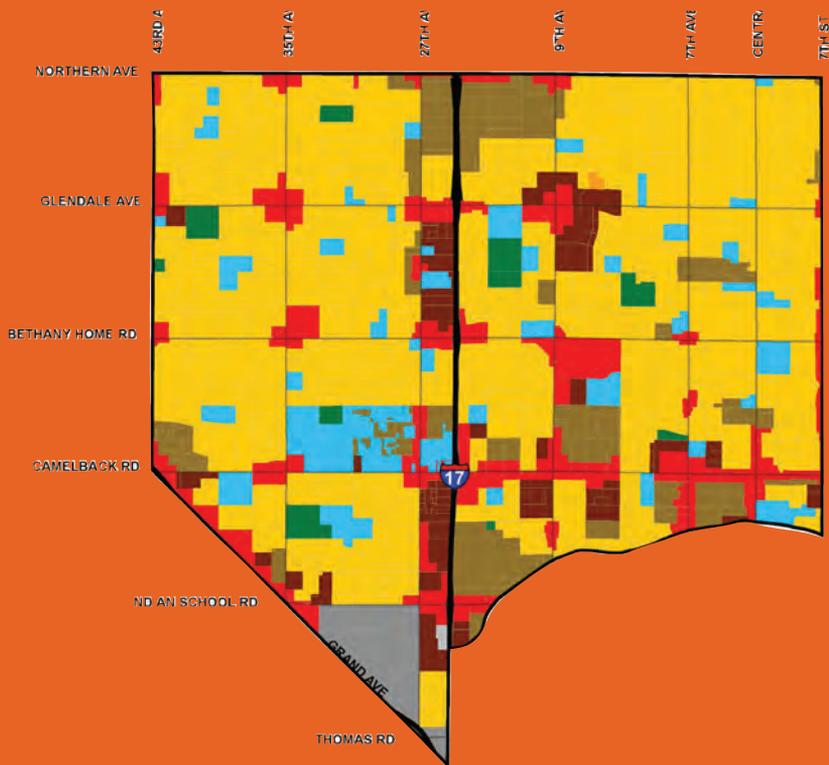
Locate neighborhood retail to be easily accessible to neighborhoods.

Facilitate the acquisition of vacant, underutilized and blighted parcels for appropriate redevelopment, compatible with the adjacent neighborhood character and adopted area plans.

Facilitate adaptive reuse of older, underutilized properties to create mechanisms for new local and small businesses to operate, thrive and grow.

Encourage land uses that promote the growth of entrepreneurs or new businesses in Phoenix in appropriate locations.

# ALHAMBRA VILLAGE



Key Map





## Land Use Principles continued

Evaluate the current land use designations on the General Plan Land Use Map surrounding education and training facilities in each of the urban villages and determine if updates to the land use mix would be appropriate. Support the expansion of education and training facilities where appropriate.

Support the expansion of education and training facilities where appropriate.

Support temporary creative neighborhood uses for vacant properties and greyfields.

Promote and encourage compatible infill development with a mix of housing types in neighborhoods close to employment centers, commercial areas and where transit or transportation alternatives exist.

Locate major traffic-generating land uses on major streets in areas planned for such uses, or near parkway and freeway access and transit centers or light rail transit stations, and avoid use of local streets.



Include a mix of housing types and densities where appropriate within each village that support a broad range of lifestyles.

Locate land uses with the greatest height and most intense uses within village cores, centers and corridors based on village character, land use needs, and transportation system capacity.

Support compact, small block, mixed use development in appropriate locations.

Develop land use and design regulations governing land close to transit centers and light rail stations to maximize the potential for ridership.

Promote land uses that encourage continued use of historic resources through rehabilitation and adaptive reuse.

# DESIGN



Alhambra Village Planning Committee helped identify specific design principles from the approved 2015 General Plan to better equip all stakeholders with the ability to preserve and protect the Village Character while encouraging growth and investment.

## **Design Principles**

Provide seamless connection between significant regional parks and public open spaces, with utility corridors, bike paths, light rail/public transit access points, canals, rights-of-way, and recreation areas managed by city, county, state, and federal agencies.

Integrate trees and shade into the design of new development and redevelopment projects throughout Phoenix.

Plant drought tolerant vegetation and preserve existing mature trees in new development and redevelopment.

Protect and enhance the character of each neighborhood and its various housing lifestyles through new development that is compatible in scale, design and appearance.

Ensure new development and infill that is responsive to the historic surroundings and is compatible in size, scale, massing, proportion and materials.

Incorporate Crime Prevention Through Environmental Design (CPTED) guidelines, into site plan and design guidelines as appropriate.

Design and locate new neighborhoods to promote access (both physical and visual) to parks and open space. New developments should also provide convenient pedestrian and bicycle access to transit stops, schools and other neighborhood amenities.

Plan and design communities and neighborhoods to be pedestrian friendly and walkable.

Address the screening of legal but incompatible land uses from adjacent residential neighborhoods as new development or redevelopment occurs.

Encourage centers to provide a pedestrian environment with plazas, common open space, shaded walkways, separation of pedestrian and vehicular traffic, bicycle parking, and vehicle parking in architecturally disguised structures or underground where feasible.

Locate parking to the rear of a site to create a more pedestrian environment, when adequate shielding from noise and light can be provided to adjacent established neighborhoods. On-street parking in some areas may also promote a pedestrian environment.

In order to balance a more sustainable transportation system, development should be designed to include increased amenities for transit, pedestrian and bicyclists such as shade, water, seating, bus shelters, wider sidewalks, bike racks, pedestrian scale lighting and way-finding.

Consider the feasibility of grade-separated crossings of freeways and arterials for pedestrian and bicycle travel, at locations where pedestrian and bicycle travel is significant and the freeway or arterial provides a barrier to safe movement. If grade-separation crossing is not feasible, crosswalks, traffic signals, High-intensity Activated crossWalk (HAWK) should be incorporated into the design of bicycle lanes, bike routes and canal paths where they traverse any road.

Adopt design guidelines for new public spaces and improvements to existing facilities to strengthen environmental benefits and provide visitor amenities.

Plan, design, and develop pedestrian linkages between parks, open spaces, village cores, neighborhood shopping centers, neighborhood schools, and neighboring municipalities.

Provide multi-use trail connections where appropriate.

## Alhambra Village

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# OPPORTUNITIES FOR GROWTH & INVESTMENT

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Using the community's feedback from General Plan Update activities and outreach, as well as working with the Alhambra Village Planning Committee, the following opportunities for growth and investment have been identified and are to be addressed by urban planning.

# Opportunities for Growth & Investment

## **Support Mixed Use Development Opportunities**

Mixed Use development opportunities can be found throughout the Village, especially close to light rail. These opportunities should be supported to provide additional services and housing choices to those that live or work in the area.

## **Support Mixed Income and Cultural Diversity**

The Alhambra Village is home to a diverse population. Opportunities to engage the entire community and embrace the cultures of the people that live and work in the Village should be prioritized.

## **Support redevelopment and adaptive reuse of commercial strip centers and underutilized properties**

The Alhambra Village is home to many older structures. Existing buildings can be rehabilitated and used for new purposes.

## **Support innovative design solutions to accomplish more shade**

Shade is an important element that should be integrated into the public realm and private development. In addition to landscape features, shade can be accomplished through creative building design.

## **Encourage multimodal connectivity with emphasis on bikeability and walkability**

Projects in the Alhambra Village should be designed to focus on alternate modes of transportation to encourage use by all residents.

# NEXT STEPS

## GOALS

Goals set a strategic path to growth, preservation and investment all with the desire to sustain established village character and assets while advancing village identified opportunities for growth and investment. This Village has identified the following top Goals:





Build the Sustainable Desert City



Connect People & Places



Strengthen Our Local Economy



Create an Even More Vibrant Downtown



Celebrate Our Diverse Communities & Neighborhood

**6**  
Highly connected mobility infrastructure and choices.



Connect People & Places



Build the Sustainable Desert City

**5**  
More diverse Housing choices.



Strengthen Our Local Economy



Celebrate Our Diverse Communities & Neighborhood

**4**  
Lead in Urban Heat Island mitigation



Build the Sustainable Desert City



Celebrate Our Diverse Communities & Neighborhood



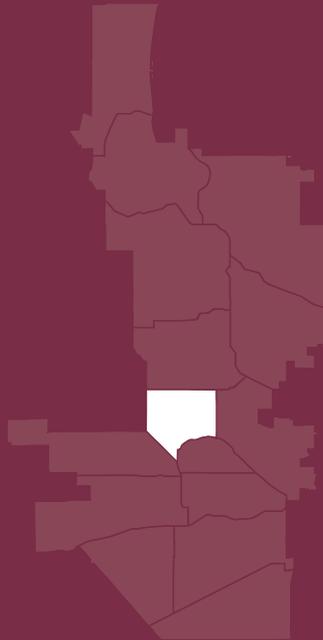
Strengthen Our Local Economy



## Alhambra Village

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For more information, or to view the electronic version of the document please visit **[phoenix.gov/villages](http://phoenix.gov/villages)**. This publication can be made available in alternative format upon request. Contact the Planning and Development Department at 602-262-7131 TTY: Use 7-1-1



**PDD**



# Camelback East

VILLAGE CHARACTER PLAN

[phoenix.gov](http://phoenix.gov)



# Narrative



The Camelback East Village is known for its natural physical beauty encircled by natural desert parks and mountain preserves which include Camelback Mountain, Piestewa Peak and Papago Park. The Camelback East lifestyle is also widely shaped by its natural features which offer outdoor activity to include hiking, biking, walking and other outdoor opportunities at one of the many parks, playgrounds, golf courses or canals located within the Village.

The Village consists of 36 square miles and is enriched with long-standing established neighborhoods with flood irrigated lots located in areas which once were occupied by citrus groves. The Village's residential character is diverse and includes quaint residential neighborhoods that exhibit mid-century modern design elements. The Village's geographical placement is central eastern and provides urban amenities with a variety of land uses that include a mix of housing types and a highly successful commercial and office corridor located within the village core at 24th Street and Camelback Road. The mission of the Village is to preserve the character of the established neighborhoods and promote healthy development.

# Camelback East Village

## BY THE NUMBERS

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### Population

Existing: 141,250 (2015)  
Projected: 165,120 (2030)

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**45.5%**

Residential  
0-5 du/acre

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**12.8%**

Commercial

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**17.6%**

Parks/Open Space

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**4**  
resorts

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**62,730**

Households (2015)

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**62**

miles of trails

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**84 Miles**  
of bike lanes

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# Camelback East Village

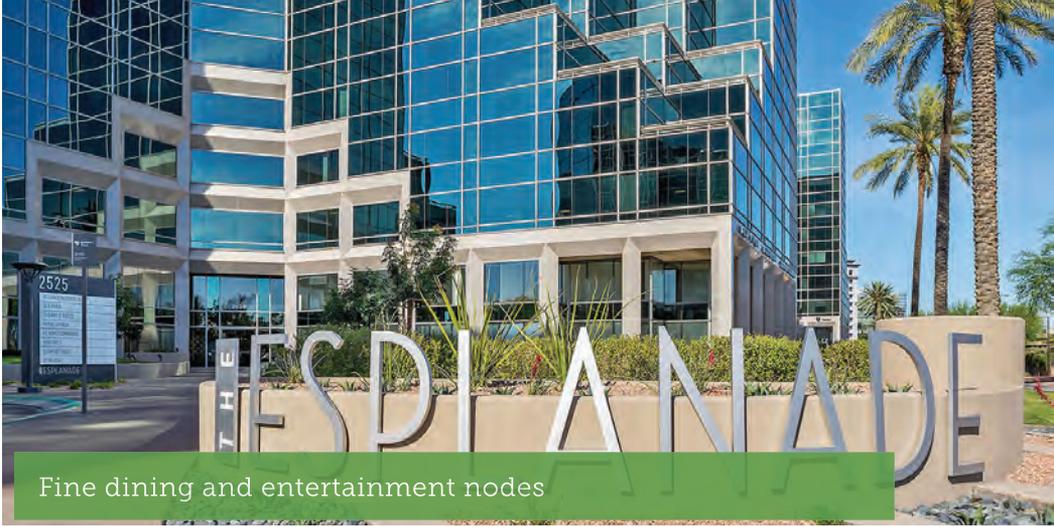
## **CHARACTER**

Prominent natural landmarks, open space and trails



Strong and attractive single-family neighborhoods

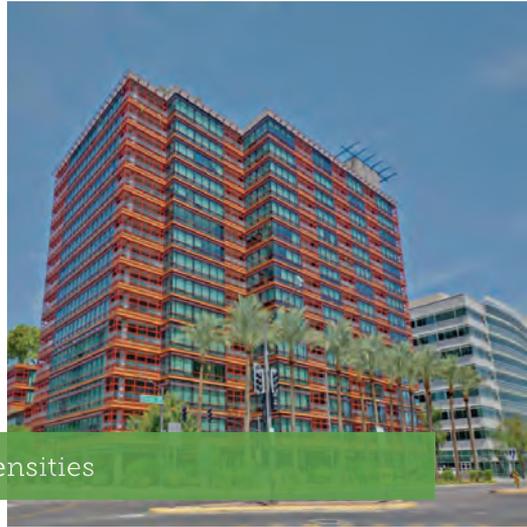




Fine dining and entertainment nodes



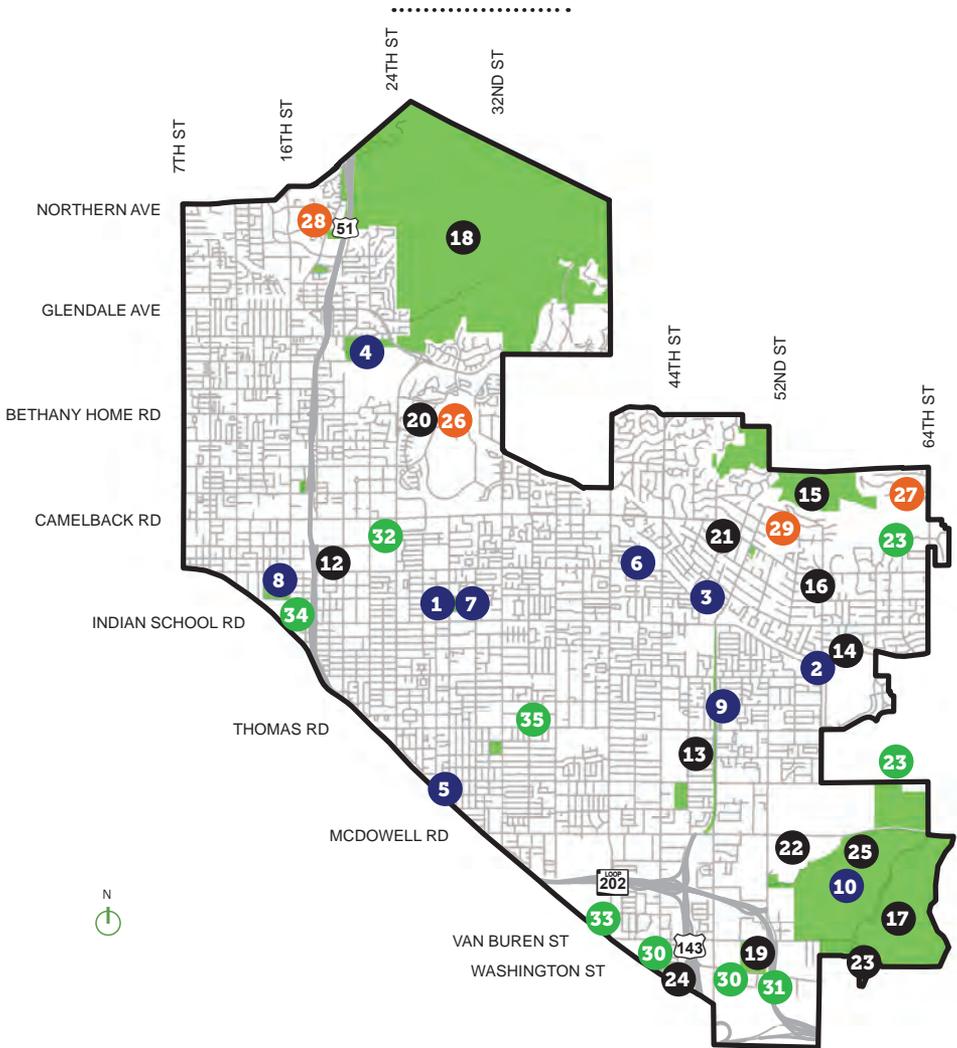
Variety of housing types and densities



High-quality office options

# Camelback East Village

## ASSETS



## Canals / Schools / Parks:

1. Devonshire Senior Center
2. Arcadia Park
3. Arizona Canal
4. Granada Park
5. Grand Canal
6. Kachina Park
7. Los Olivos Park
8. Madison Park / Madison Pool
9. Cross-Cut Canal Park
10. Papago Park

## Landmarks:

12. Century Library
13. Saguaro Library
14. Arizona Falls
15. Camelback Mountain
16. David & Gladys Wright House
17. Phoenix Zoo
18. Piestewa Peak
19. Tovera Castle
20. Wrigley Mansion
21. Schemer Art Center
22. Arizona Military Museum
23. Hall of Flame Museum
24. Pueblo Grande Museum & Archaeological Park
25. Desert Botanical Garden

## Resorts / Golf Courses:

26. Arizona Biltmore Resort & Golf Club
27. Phoenician Resort
28. Pointe Hilton Squaw Peak Resort
29. Royal Palms Resort and Spa

## Other:

30. Light Rail Transit Stations
31. Ability 360 Center
32. Biltmore Cancer Center
33. Oasis Hospital
34. Phoenix Indian Medical Center
35. Valley Hospital



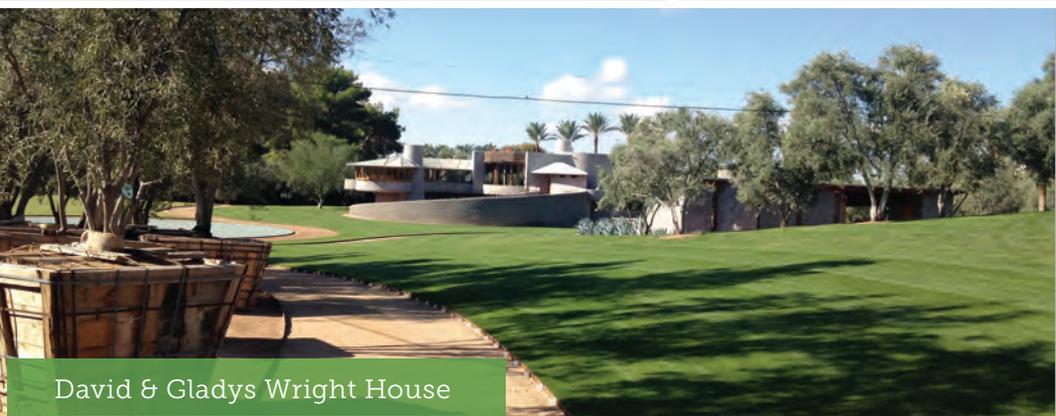
Wrigley Mansion



Ability 360



Arizona Military Museum



David & Gladys Wright House



Hall of Flame Fire Museum



Oasis Hospital



Devonshire Senior Center



Papago Park



Phoenician Resort



Saguaro Library



Royal Palm Resort

# PLANS & CODES:

## A Strategic Set of Tools

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Already established plans and codes throughout the Village help guide investment and growth. It is important to continually evaluate these previously desired plans and codes as they relate to the character, assets, and goals of today. There is also opportunity to evaluate and establish new plans and codes for areas that have yet to be addressed.

### Plans

1. 44th Street Corridor Specific Plan
2. Arcadia Camelback Special Planning District
3. Squaw Peak Freeway Specific Plan
4. Squaw Peak Parkway Specific Plan
5. Camelback East Primary Core Specific Plan
6. 44th Street Residential Office Study
7. Missouri Avenue Land Use Study
8. Gateway TOD Plan

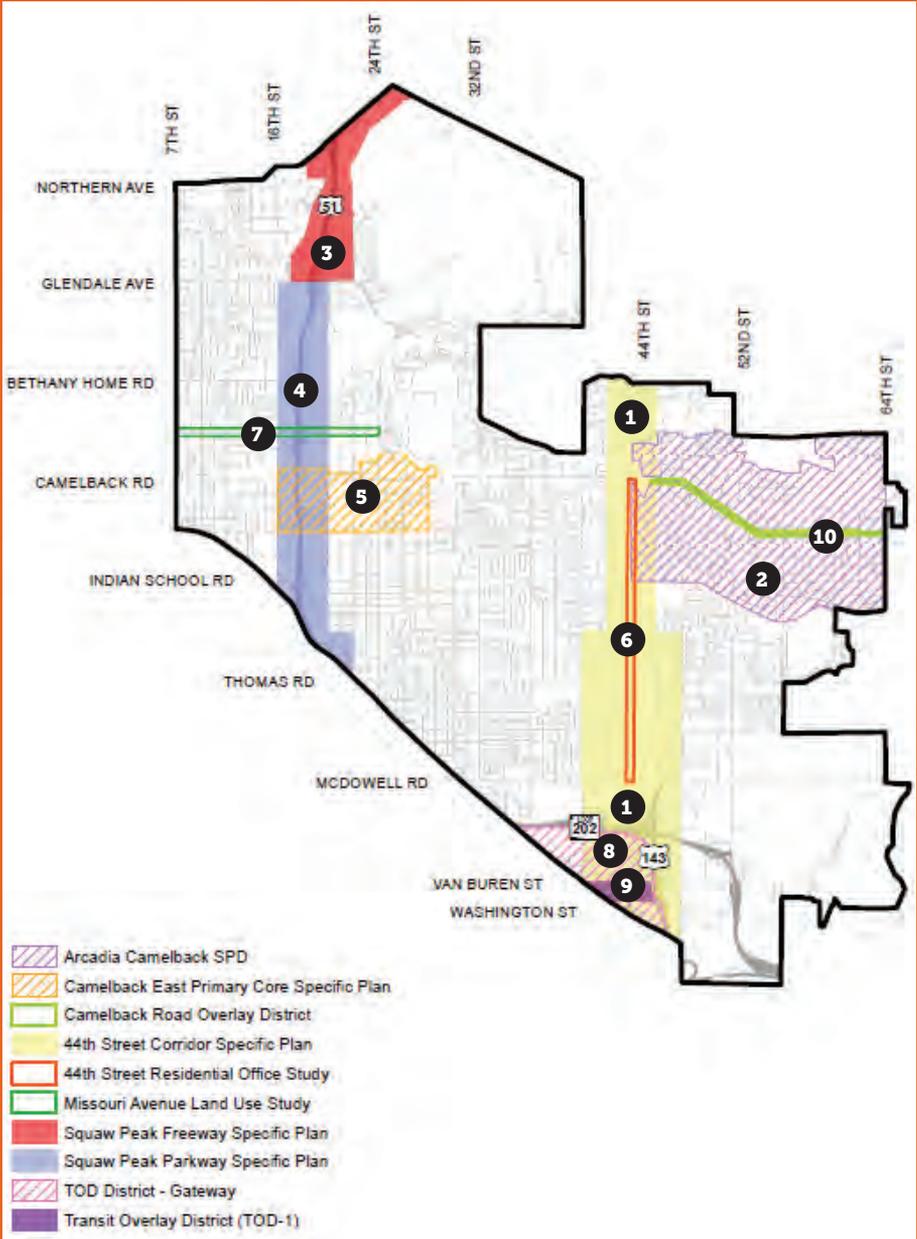
### Codes

9. Interim Transit-Oriented Zoning Overlay District One (TOD-1)
10. Camelback Road Overlay

For more information on Camelback East Village Plans & Codes, please visit [Phoenix.gov/villages/Camelback-East](https://phoenix.gov/villages/Camelback-East)

# Camelback East Village Planned Areas

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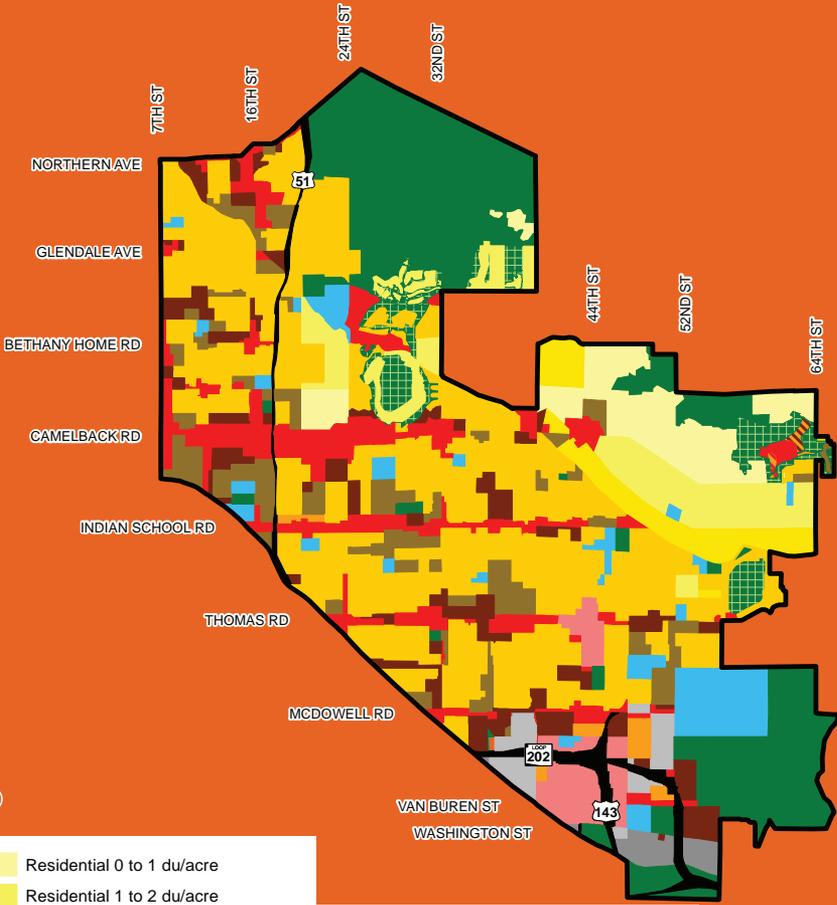
# LAND USE



The Camelback East Village Planning Committee helped to identify specific land use principles from the approved 2015 General Plan and representative examples to better equip all stakeholders with the ability to preserve and protect the Village Character while encouraging growth and investment.

- Protect residential areas from concentrations of incompatible land uses that could change their character or destabilize land values. **EXAMPLES:**
- Facilitate adaptive reuse of older, underutilized properties to create mechanisms for new local and small businesses to operate, thrive and grow. **EXAMPLES: 40 East live-work lofts at 41st Place and McDowell Road and 44th Street and 7th Street commercial corridor.**
- Support reasonable levels of increased intensity, respectful of local conditions and surrounding neighborhoods. **EXAMPLES: Hospice of the Valley at 44th Street and Indianola, AC Hotel and 28th Street and Camelback Road and Gadzooks at Camelback Road and Arizona Canal trail.**
- Encourage development of the taller and larger buildings in Areas of Change away from single-family and low-rise, multifamily housing. **EXAMPLES: Hotels at 44th Street and Washington, 32nd Street and Camelback Road, and Indian School commercial corridor.**
- Support new compatible land uses that remove extremely deteriorated structures, excessive trash and debris, and other blight in neighborhoods. **EXAMPLES: McDowell data center at 40th Street and McDowell Road and MorningStar assisted living at 32nd Street and Glenrosa Avenue.**

# CAMELBACK EAST VILLAGE



- Residential 0 to 1 du/acre
- Residential 1 to 2 du/acre
- Residential 0 to 1 du/acre
- Residential 3.5 to 5 du/acre
- Residential 5 to 10 du/acre
- Residential 5 to 10 or 5 to 15 du/acre
- Residential 10 to 15 du/acre
- Residential 15+ du/acre
- Commercial
- Industrial

- Commerce / Business Park
- Public/Quasi-Public
- Transportation
- Parks/Open Space - Publicly Owned
- Parks/Open Space - Privately Owned
- Mixed Use (Commercial/15+ du/ac)
- Mixed Use
- Mixed Use Commercial / 5-10 Du / acre

# DESIGN



The Camelback East Village Planning Committee helped to identify specific design principles from the approved 2015 General Plan and representative examples to better equip all stakeholders with the ability to preserve and protect the Village Character while encouraging growth and investment.

- In order to balance a more sustainable transportation system, development should be designed to include increased amenities for transit, pedestrian and bicyclists such as shade, water, seating, bus shelters, wider sidewalks, bike racks, pedestrian scale lighting and way-finding. **EXAMPLES: Ability 360 at 50th Street and Washington Street, Light Rail at 51st Street and Washington Street, Tovrea Castle and residential office uses and commercial uses at 32nd Street and Campbell Avenue. Detached and shaded sidewalks should be integrated into all developments.**
- Plan, design, and develop pedestrian linkages between parks, open spaces, village cores, neighborhood shopping centers, neighborhood schools, and neighboring municipalities. **EXAMPLES: Papago Park, Los Olivos Park, Pedestrian walkways at the Esplanade and Cross Cut Canal at 48th Street and McDowell Road.**
- Integrate trees and shade into the design of new development and redevelopment projects throughout Phoenix. **EXAMPLES: Phoenix Homesteads on 28th Street between Osborn Road and Thomas Road, AC Hotel at 28th Street and Camelback Road, Luci's at the Orchard.**



- Plant drought tolerant vegetation and preserve existing mature trees in new development and redevelopment. **EXAMPLES: Intersection of 24th Street and Camelback Road and Phoenix Homesteads. All new developments should integrate drought tolerant trees and preserve existing mature trees.**
- Protect and enhance the character of each neighborhood and its various housing lifestyles through new development that is compatible in scale, design, and appearance. **EXAMPLES: The Orchard at 12th Street and Glendale Avenue and Rafter House at 44th Street and Indian School Road.**

Camelback East Village

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# **OPPORTUNITIES FOR GROWTH & INVESTMENT**

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Using the community's feedback from General Plan Update activities and outreach, as well as working with the Camelback East Village Planning Committee. The following opportunities for growth and investment have been identified and are to be addressed by urban planning.

# Opportunities for Growth & Investment

## **Maintain shaded streetscapes and promote detached sidewalks.**

While there are many areas within the Village that exhibit walkable shaded environments there are other areas where this environment is lacking. Shaded streetscapes and detached sidewalks should be encouraged whenever possible.

## **Promote shade and sustainability features with private development.**

More effort should be made to promote multimodal transportation and green building. Developments are encouraged to provide bicycle parking, shaded pedestrian pathways, recycling services and application of sustainable materials.

## **Promote high quality development of housing types and commercial amenities while promoting the Village's unique character.**

New developments should express high quality design. Projects should be visually attractive and endorse live, work, play and relax environments for residents. Special attention should be given to the context of the surrounding area and promote the unique character of the village.

## **Encourage developments that are compatible and respectful to surrounding uses and conditions.**

As growth continues, new developments should be respectful to the surrounding built environment. Encourage developments that are context-sensitive and are designed to complement the neighboring area. Promote design standards that advance project compatibility.

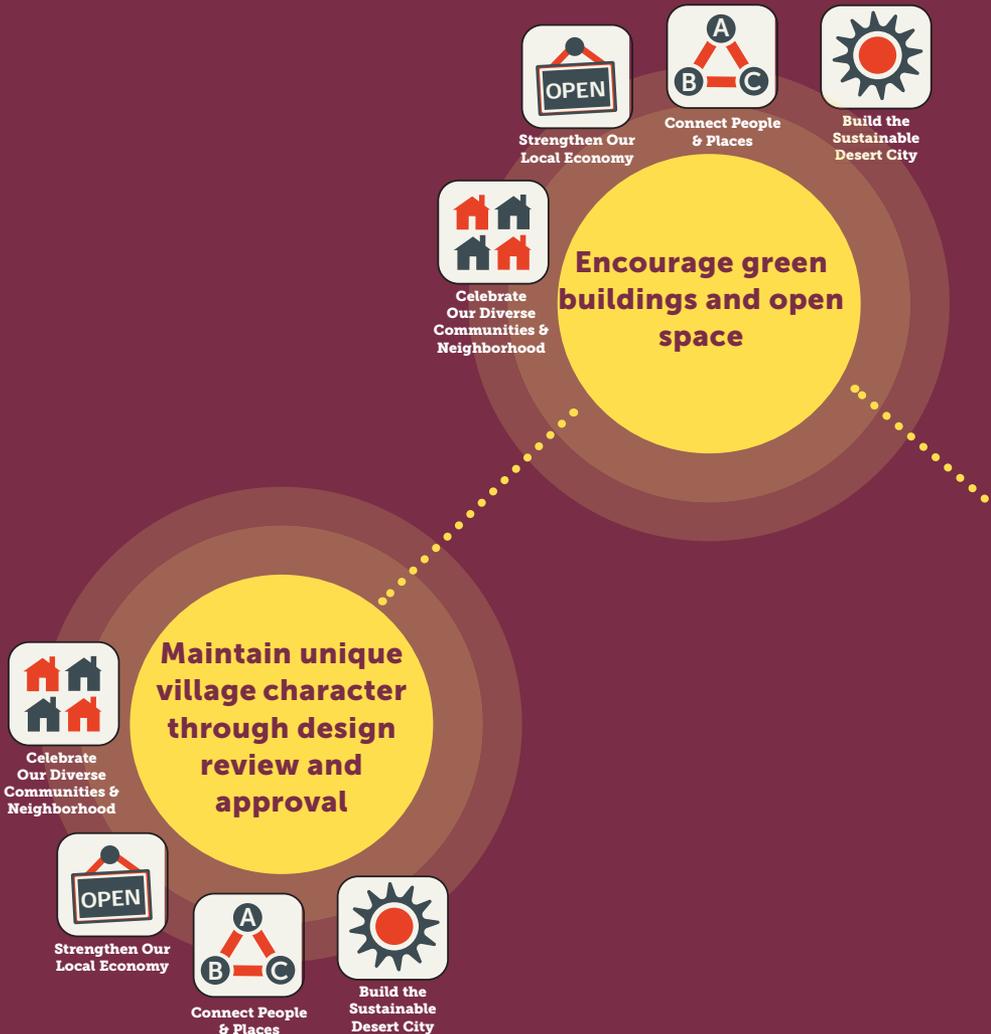
## **Promote the goals and policies of existing plans.**

Special attention and consideration should be given to existing policies established in area plans. New developments are expected to promote the established goals and policies identified.

# NEXT STEPS GOALS



Goals set a strategic path to growth, preservation and investment all with the desire to sustain the established Village character and assets while advancing Village identified opportunities for growth and investment. This Village has identified the following top Goals:





Connect People & Places



Strengthen Our Local Economy

Promote high-quality development with diverse uses



Celebrate Our Diverse Communities & Neighborhood



Connect People & Places

Encourage context-sensitive development



Build the Sustainable Desert City



Strengthen Our Local Economy



Celebrate Our Diverse Communities & Neighborhood

Improve streetscapes to promote walkability and cyclist safety along major arterials



Strengthen Our Local Economy



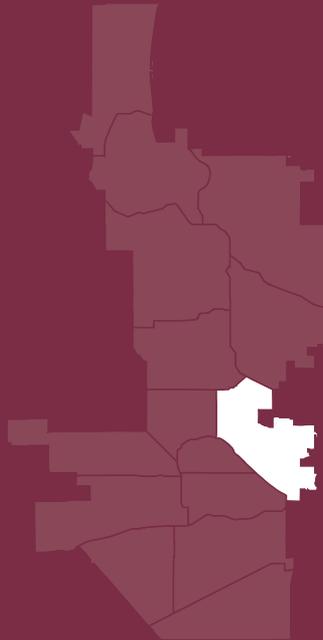
Connect People & Places



## Camelback East Village

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For more information, or to view the electronic version of the document please visit **[phoenix.gov/villages](http://phoenix.gov/villages)**. This publication can be made available in alternative format upon request. Contact the Planning and Development Department at 602-262-7131 TTY: Use 7-1-1



**PDD**



# Central City

VILLAGE CHARACTER PLAN

[phoenix.gov](http://phoenix.gov)



# Narrative



Central City Village is unique among the villages because its core is downtown, the urban center for the entire city. The Central City Village is bounded by the Grand Canal on the northeast, Black Canyon Freeway and 19th Avenue on the west, McDowell Road on the north and the Salt River on the south.

Central City contains the downtown with its sports venues, government and business functions, Margaret T. Hance Park, Burton Barr Central Library, Gateway Community College, Phoenix Sky Harbor International Airport, seven light rail stations, and nine designated historic neighborhoods.

The downtown core is home to the Arizona State University Downtown Campus, the University of Arizona School of Medicine and a thriving biomedical campus. The eastern portion of the village contains land primarily with industrial uses, although with the advent of the light rail, residential uses have begun to develop.

# Central City Village

## BY THE NUMBERS

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### Population

Existing: 63,020 (2015)  
Projected: 104,250 (2030)

---



## 13%

Residential  
0-5 du/acre

---



## 5%

Parks/Open Space

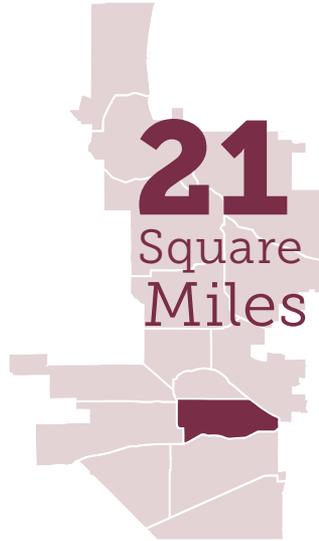
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## 53 Miles

of bike lanes

---



## 20,440

Households

---



## 12%

Commercial

---

# Central City Village

## CHARACTER



Downtown and City Center



Strong education opportunities



Opportunities for vacant, publicly owned land



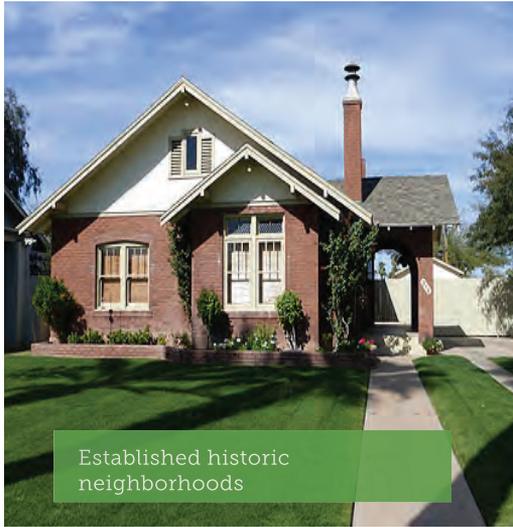
Walkable communities



Thriving artists culture



Large parks and open space



Established historic neighborhoods

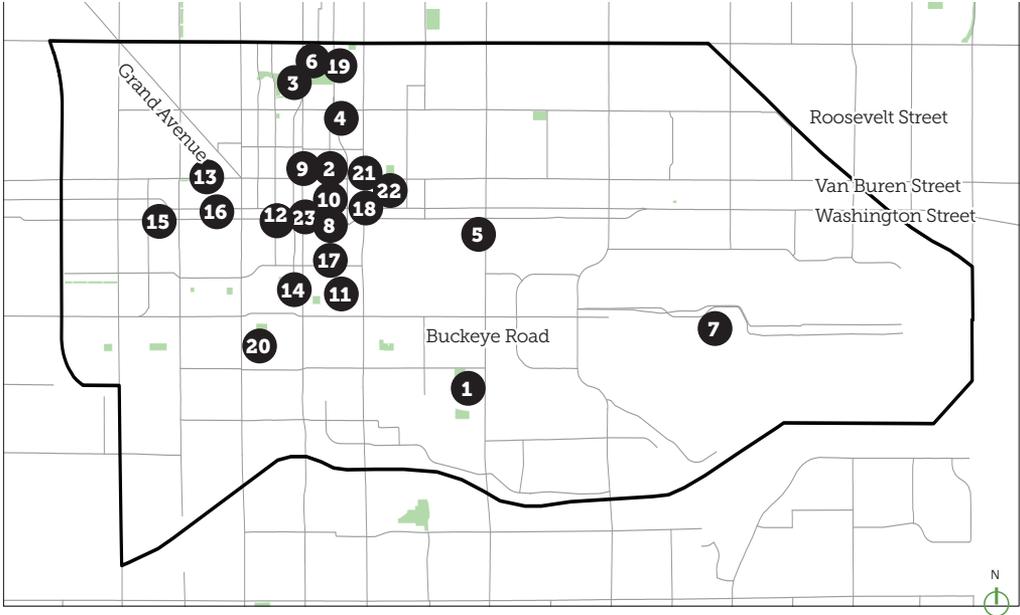


Abundance of transportation options

# Central City Village

## ASSETS

19th Avenue  
15th Avenue  
7th Avenue  
Central Avenue  
7th Street  
12th Street  
16th Street  
24th Street  
32nd Street



- |  |  |
|--|--|
| 1. Barrios Unidos Park   | 13. University Park                                |
| 2. ASU Downtown Campus   | 14. American Legion Post 41                        |
| 3. Hance Park, Japanese Friendship Garden                              | 15. Arizona State Capitol                          |
| 4. Roosevelt Row   | 16. Carnegie Public Library                        |
| 5. Eastlake Park   | 17. Warehouse District, Talking Stick Resort Arena |
| 6. Burton Barr Central Library   | 18. Arizona Science Center                         |
| 7. Phoenix Sky Harbor Airport  | 19. Irish Cultural Center                          |
| 8. Herberger Theater Center  | 20. Harmon Park                                    |
| 9. Downtown Civic Space Park   | 21. Arizona Center, Phoenix Biomedical Campus      |
| 10. Phoenix Convention Center, Arizona Latino Arts and Cultural Center | 22. Arizona State University Mercado               |
| 11. George Washington Carver Museum                                    | 23. CityScape                                      |
| 12. Phoenix City Hall  |  |



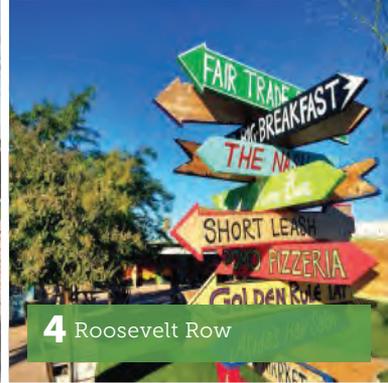
**2** ASU Downtown Campus



**3** Hance Park



**5** Eastlake Park



**4** Roosevelt Row



**8** Herberger Theatre Center



**7** Phoenix Sky Harbor Airport



**10** Phoenix Convention Center



**15** Arizona State Capitol

# PLANS & CODES:

## A Strategic Set of Tools

Already established plans and codes throughout the village help guide investment and growth. It is important to continually evaluate these previously desired plans and codes as they relate to the character, assets, and challenges of today. There is also opportunity to evaluate and establish new plans and codes for areas that have yet to be addressed.

### Regulatory Plans and Overlays

1. Airport Noise Impact Zone Overlay
2. Arts Culture and Small Business Overlay
3. Rio Salado Interim Overlay
4. Transit-Oriented Overlay District One (TOD-1)
5. Transit-Oriented Overlay District Two (TOD-2)
6. East Buckeye Road Overlay District
7. Story Neighborhood SPD
8. Roosevelt Neighborhood SPD
9. Capitol Mall Overlay District
10. Central City South Interim Overlay District

### Other Plans

11. 44th Street Corridor Specific Plan
12. Black Canyon/Maricopa Freeway Specific Plan
13. Squaw Peak Parkway Specific Plan
14. Eastlake Garfield TOD Policy Plan\*
15. Gateway TOD Policy Plan\*
16. Garfield Redevelopment Plan

\*Boundaries not delineated on map

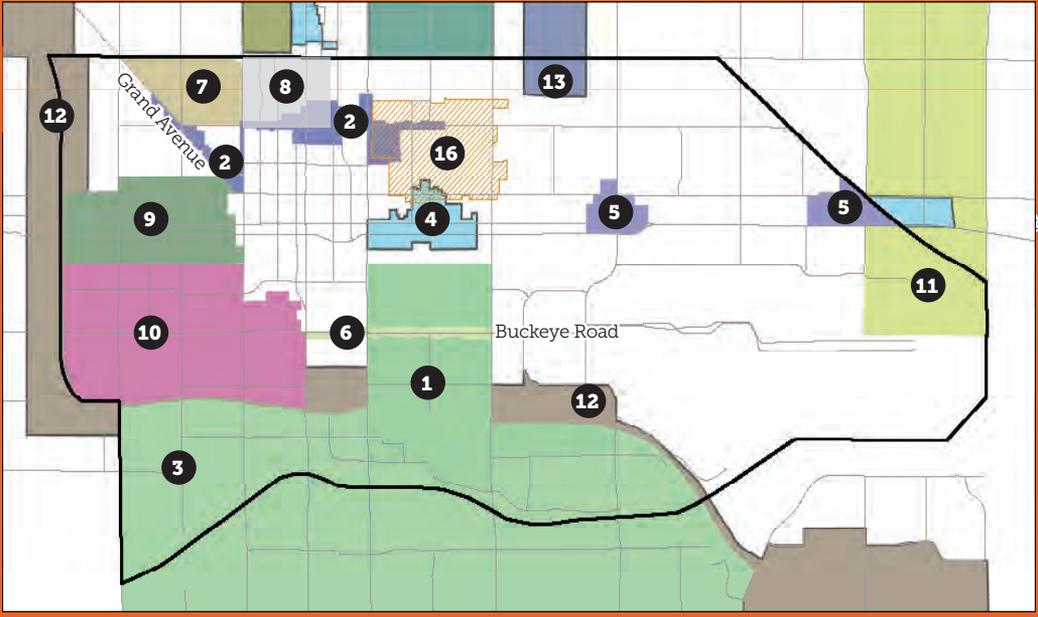
For more information on Central City Village Plans & Codes, please visit

[phoenix.gov/villages/central-city](https://phoenix.gov/villages/central-city)

# Central City Village Planned Areas

.....

32nd Street  
24th Street  
16th Street  
12th Street  
7th Street  
Central Avenue  
7th Avenue  
15th Avenue  
19th Avenue



# LAND USE

.....

The Central City Village Planning Committee helped to identify specific land use principles from the approved 2015 General Plan and representative examples to better equip all stakeholders with the ability to preserve and protect the Village Character while encouraging growth and investment.

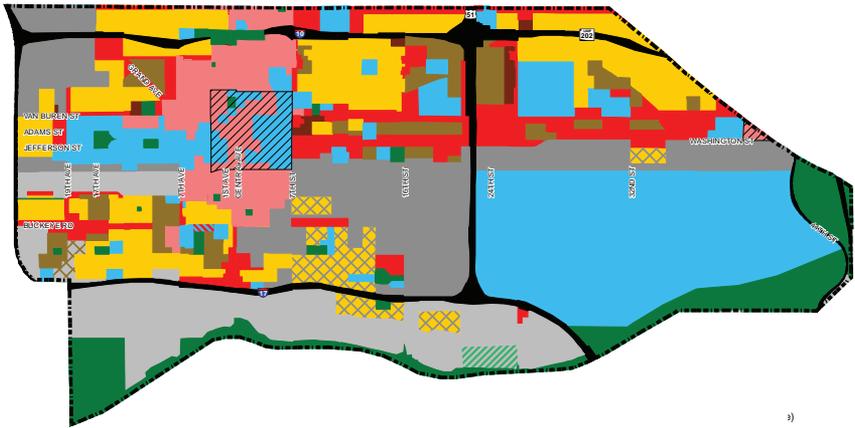
## Land Use Principles

- Locate land uses with the greatest height and most intense uses within village cores, centers and corridors based on village character, land use needs, and transportation system capacity.
- Plan cores, centers and corridors to include a variety of land uses: office, retail shopping, entertainment and cultural, housing, hotel and resort, and where appropriate, some types of industry.
- Disperse group homes and homeless shelters throughout the city in locations where they are compatible with surrounding densities. They should not be concentrated in any one neighborhood or urban village.
- Support the growth of land uses that contribute to a healthy and sustainable food system (i.e. grocery stores, community gardens, urban farms and other urban agriculture elements).
- Include a mix of housing types and densities where appropriate within each village that support a broad range of lifestyles.
- Protect residential areas from concentrations of incompatible land uses that could change their character or destabilize land values.
- Preserve natural washes coming from the preserves and promote access and views of the preserves by the public.
- Locate land uses with the greatest height and most intense uses within limits based on village character, land use needs, infrastructure and transportation system capacity.

# CENTRAL CITY VILLAGE



## Central City General Plan Land Use



3)

-  Central City Village
-  Village Core
-  Residential 3.5 to 5 du/acre
-  Residential 5 to 10 du/acre
-  Residential 10 to 15 du/acre
-  Residential 15+ du/acre
-  Commercial
-  Industrial
-  Commerce / Business Park

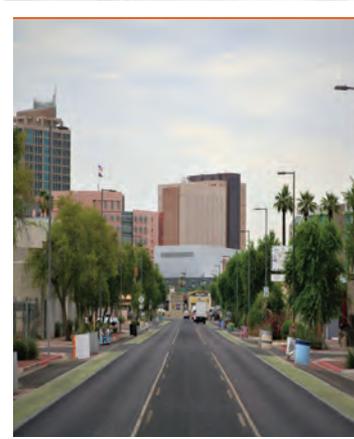


-  Mixed Use (Commerce Park / Park-Open Space)
-  Public/Quasi-Public
-  Transportation
-  Parks/Open Space - Publicly Owned
-  Mixed Use
-  Mixed Use (Commercial / Public Quasi/Public)
-  Mixed Use Transition Residential 3.5-5 du/acre to Industrial
-  Mixed Use Transition Commerce/Business Park to 10-15 du/acre



## Land Use Principles

- Communities should consist of a mix of land uses to provide housing, shopping, dining and recreational options for residents.
- Locate neighborhood retail to be easily accessible to neighborhoods.
- Continue to provide adjacent park/school facilities that are highly effective in meeting the overall educational and recreational needs of the community, while not limiting park access to the general public while school is in session
- Encourage properties and neighborhoods planned for residential use to continue as residential uses rather than being assembled for nonresidential development.
- New development and expansion or redevelopment of existing development in or near residential areas should be compatible with existing uses and consistent with adopted plans.



# DESIGN

.....

The Central City Village Planning Committee helped to identify specific design principles from the approved 2015 General Plan and representative examples to better equip all stakeholders with the ability to preserve and protect the Village Character while encouraging growth and investment.

## Design Principles

- In order to balance a more sustainable transportation system, development should be designed to include increased amenities for transit, pedestrian and bicyclists such as shade, water, seating, bus shelters, wider sidewalks, bike racks, pedestrian scale lighting and way-finding.
- Protect and enhance the character of each neighborhood and its various housing lifestyles through new development that is compatible in scale, design, and appearance.
- Encourage centers to provide a pedestrian environment with plazas, common open space, shaded walkways, separation of pedestrian and vehicular traffic, bicycle parking, and vehicle parking in architecturally disguised structures or underground where feasible.
- Create new development or redevelopment that is sensitive to the scale and character of the surrounding neighborhoods and incorporates adequate development standards to prevent negative impact(s) on the residential properties.
- Design neighborhood retail to be compatible in scale and character and oriented towards the residential areas that it serves, in terms of both design and pedestrian linkages. Traffic, noise or other factors should not negatively impact adjacent residential areas.
- Design public infrastructure to include pedestrian and bicycle amenities.
- Promote neighborhood identity through planning that reinforces the existing landscaping and character of the area. Each new development

should contribute to the character identified for the village.

- Promote development in compact cores, centers and corridors that are connected by roads and transit, and are designed to encourage walking and bicycling.
- Encourage high-performance building designs that conserve resources, while balancing energy-efficient, water-efficient, cost-effective and low-maintenance engineering solutions and construction products through whole building life cycle assessment.
- Integrate art into transit facilities and neighborhoods.
- New development should minimize surface parking areas and provide an abundance of shade through either trees or structures on any planned parking areas.
- Protect the neighborhood's views of open space, mountains, and man-made or natural landmarks.
- New developments should also provide convenient pedestrian and bicycle access to transit stops, schools and other neighborhood amenities.
- Encourage bicycle and pedestrian amenities in new major development projects in high density, mixed-use areas or near transit stations or employment centers.
- Provide seamless connection between significant regional parks and public open spaces, with utility corridors, bike paths, light rail/public transit access points, canals, rights-of-way, and recreation areas managed by city, county, state, and federal agencies.
- Design major streets in residential areas to buffer adjacent residential uses from their negative impacts.
- Plant drought tolerant vegetation and preserve existing mature trees in new development and redevelopment.

## Central City Village

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# OPPORTUNITIES FOR GROWTH & INVESTMENT

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Using the community's feedback from General Plan Update activities and outreach, as well as working with the Central City Village Planning Committee. The following opportunities for growth and investment in the village have been identified and are items to be addressed by urban planning.

# Opportunities for Growth & Investment

## **1. Preserve Historic Downtown Neighborhoods**

Central City has a number of historic neighborhoods and buildings that make up the unique character of the Village. As new development occurs, it is important to preserve this historic character to be cohesive with the existing neighborhoods.

## **2. Diversify Retail Options**

Currently, there are limited retail options located in the Downtown Phoenix area. Providing a mix of retail options from small, local businesses to larger stores will provide residents and visitors with more retail options and bring more vibrancy downtown.

## **3. Encourage Adaptive Reuse**

Central City is rich with historic buildings that complement the neighborhoods. There is a desire to ensure that these buildings are adaptively reused, rather than demolished, to maintain the unique character of the Central City Village.

## **4. Reduce Superblock Development**

With Downtown Phoenix growing over the last few years, more developments have been taking up full city blocks. While development is good for the City, it is important to maintain walkability through alleys, walkways, and breaking up the building facades.

## **5. Expand pedestrian and bike connectivity**

With an increase of public transit options in the area, there is an opportunity to increase the connectivity of bike lanes and develop more walkable communities throughout the Village.

# NEXT STEPS GOALS



Goals set a strategic path to growth, preservation and investment all with the desire to sustain the established village character and assets while providing potential solutions to village identified challenges. This Village has identified 6 top Goals:



Celebrate Our Diverse Communities & Neighborhood



Strengthen Our Local Economy



Connect People & Places

**Diversify retail options**

**Preserve historic neighborhoods**



Celebrate Our Diverse Communities & Neighborhood



Connect People & Places



**Celebrate Our Diverse Communities & Neighborhood**



**Connect People & Places**



**Strengthen Our Local Economy**



**Build the Sustainable Desert City**

**Expand pedestrian and bicycle connectivity**

**Increase affordable housing options**



**Connect People & Places**



**Celebrate Our Diverse Communities & Neighborhood**



**Strengthen Our Local Economy**

**Reduce superblock developments**



**Connect People & Places**



**Celebrate Our Diverse Communities & Neighborhood**



**Build the Sustainable Desert City**

**Encourage adaptive reuse of buildings**



**Celebrate Our Diverse Communities & Neighborhood**



**Strengthen Our Local Economy**



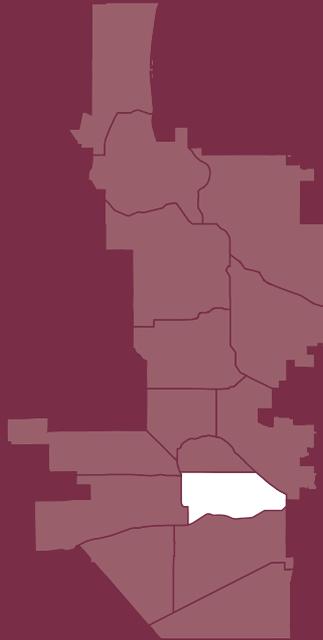
**Connect People & Places**



## Central City Village

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**PDD**



# Encanto

VILLAGE CHARACTER PLAN

[phoenix.gov](http://phoenix.gov)



# Narrative



The Encanto Village has twenty-two historically designated neighborhoods, which makes it the greatest concentration of historic districts in all of Phoenix. Historic neighborhoods are mixed in with the Central Avenue high-rise corridor, abundant parks and local and national businesses that blend together to create Encanto's unique character.

The core of the Encanto Village is the Park Central Mall and surrounding mid-density area. The core also contains a portion of the Central Avenue Corridor where commercial, high-rise office, and high-rise residential development coexists. Palm trees and ornamental and decorative landscaping line the Central Avenue Corridor. The Valley Metro light rail system spans along the Central Avenue corridor within the Village, connecting many amenities, residential neighborhoods, employers, and points of pride.

# Encanto Village

## BY THE NUMBERS

---



### Population

Existing: 55,950 (2015)  
Projected: 100,810 (2030)

---



# 47%

Residential  
0-5 du/acre

---



# 5%

Parks/Open Space

---



# 27 Miles

of bike lanes

---



# 23,130

Households

---



# 20%

Commercial

---

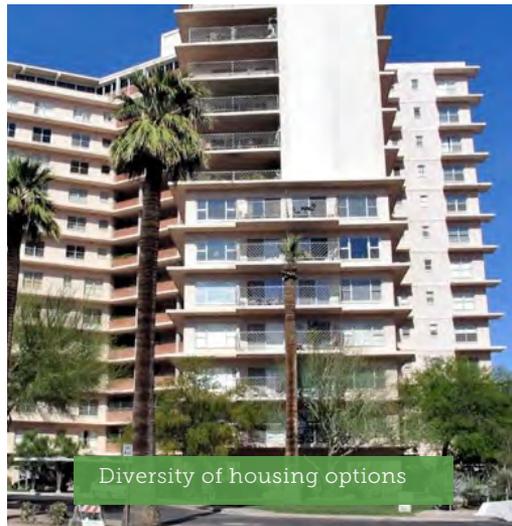
# Encanto Village

## CHARACTER

Arts and Culture hub of the City



Strong employment base



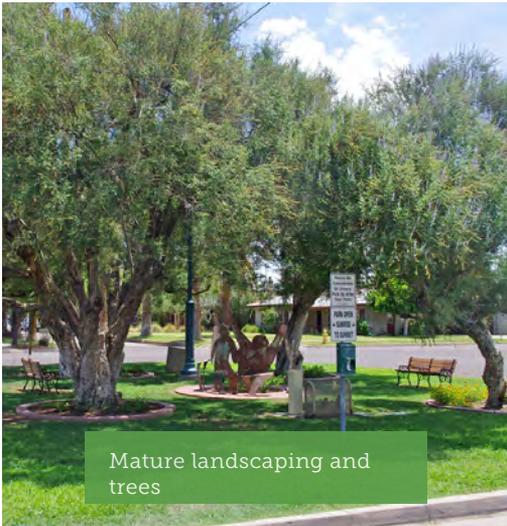
Diversity of housing options



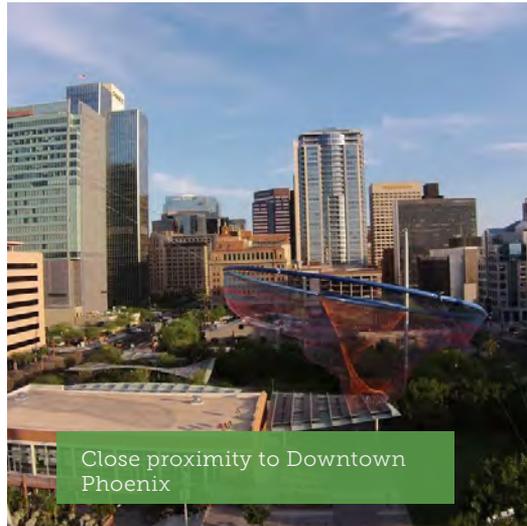
Connected bike lanes and canals



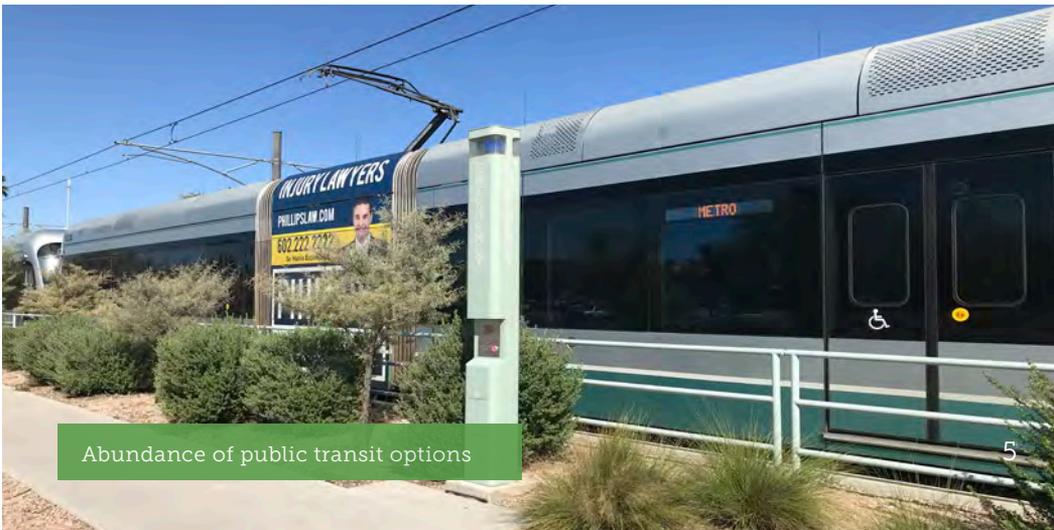
22 historically designated neighborhoods



Mature landscaping and trees



Close proximity to Downtown Phoenix

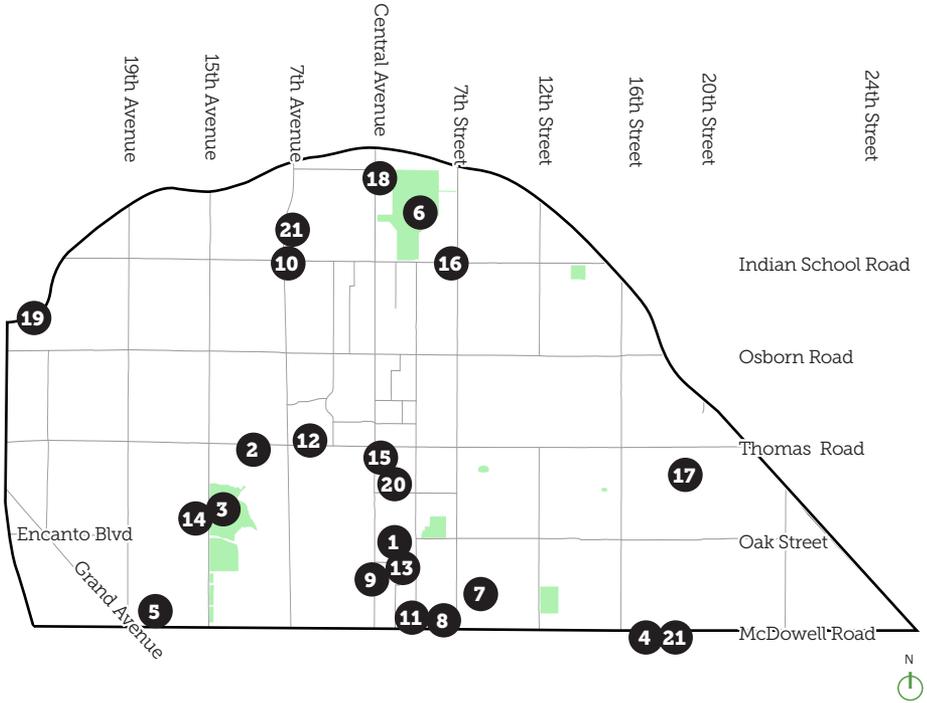


Abundance of public transit options

# Encanto Village

## ASSETS

.....



- |                                  |   |
|----------------------------------|---|
| 1. Heard Museum                  | 12. St. Joseph's Hospital                                 |
| 2. Phoenix College               | 13. The Phoenix Towers                                    |
| 3. Encanto Park and Golf Course  | 14. Norton House  |
| 4. Miracle Mile on McDowell Road | 15. Public Art at Central and Thomas                      |
| 5. State Fair Grounds            | 16. Carl T. Hayden Veterans Administration Medical Center |
| 6. Steele Indian School Park     | 17. Phoenix Children's Hospital                           |
| 7. Emerson Court                 | 18. Light Rail  |
| 8. Phoenix Theatre               | 19. Grand Canal Trail                                     |
| 9. The Viad Building             | 20. U-Haul Headquarters                                   |
| 10. Melrose Gateway Arch         | 21. Local businesses                                      |
| 11. Phoenix Art Museum           |   |



**1** Heard Museum



**2** Phoenix College



**3** Encanto Park



**4** Miracle Mile on McDowell



**5** State Fair Grounds



**7** Emerson Court (Phoenix Elementary School District #1)



**10** Melrose Gateway Arch



**8** Phoenix Theatre



**21** Local Businesses

# PLANS & CODES:

## A Strategic Set of Tools

---

Already established plans and codes throughout the village help guide investment and growth. It is important to continually evaluate these plans and codes as they relate to the character, assets and challenges of today. There is also opportunity to evaluate and establish new plans and codes for areas that have yet to be addressed.

### Regulatory Plans

1. 7th Avenue Urban Main Street Overlay
2. Coronado Neighborhood Conservation Plan
3. Transit-Oriented Overlay District One

### Other Plans

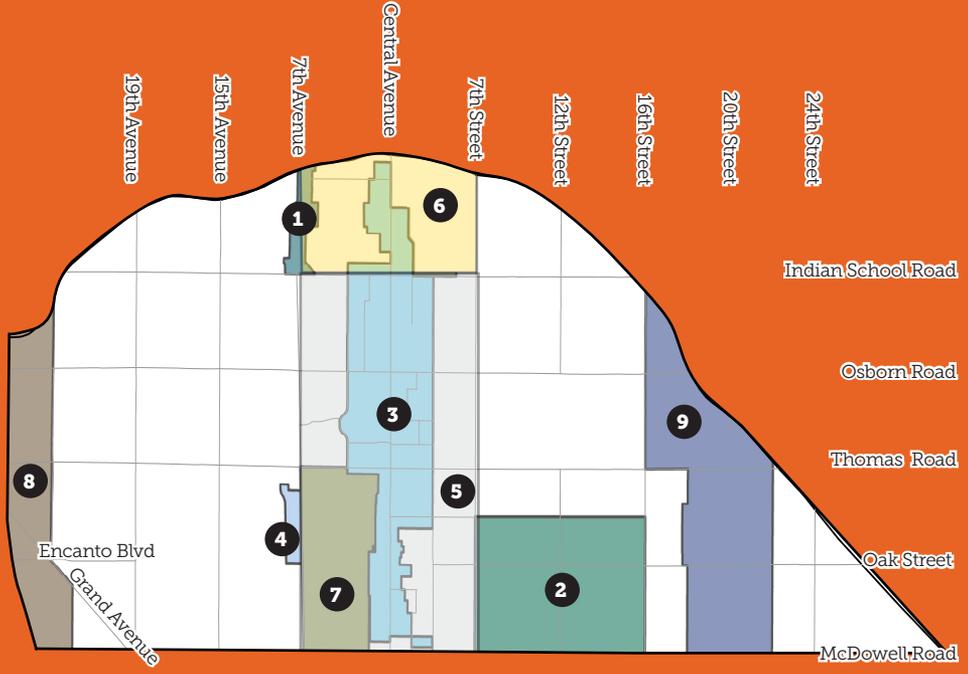
4. Encanto Vista Neighborhood Conservation Plan
5. Midtown TOD Policy Plan
6. Uptown TOD Policy Plan
7. Willo Neighborhood Conservation Plan
8. Black Canyon/Maricopa Freeway Specific Plan
9. Squaw Peak Parkway Specific Plan

For more information on Encanto Village Plans & Codes, please visit

[phoenix.gov/villages/encanto](https://phoenix.gov/villages/encanto)

# Encanto Village Planned Areas

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# LAND USE

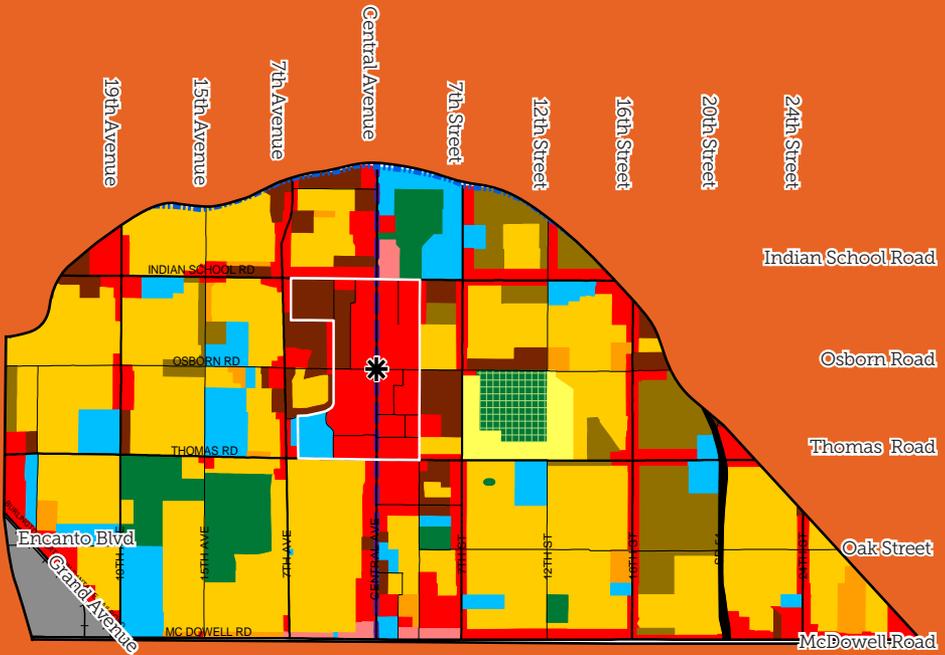
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The Encanto Village Planning Committee helped to identify specific land use principles from the approved 2015 General Plan to better equip all stakeholders with the ability to preserve and protect the Village Character while encouraging growth and investment.

## Land Use Principles

- Support the growth of land uses that contribute to a healthy and sustainable food system (i.e. grocery stores, community gardens, urban farms and other urban agriculture elements).
- Protect residential areas from concentrations of incompatible land uses that could change their character or destabilize land values.
- Continue to provide adjacent park/school facilities that are highly effective in meeting the overall educational and recreational needs of the community, while not limiting park access to the general public while school is in session.
- Include a mix of housing types and densities where appropriate within each village that support a broad range of lifestyles.
- Locate land uses with the greatest height and most intense uses within village cores, centers and corridors based on village character, land use needs, and transportation system capacity.
- New development and expansion or redevelopment of existing development in or near residential areas should be compatible with existing uses and consistent with adopted plans.
- Facilitate adaptive reuse of older, underutilized properties to create mechanisms for new local and small businesses to operate, thrive and grow.
- Encourage high-density housing and high intensity employment uses to locate adjacent or close to transit stations per adopted transit district plans.

# ENCANTO VILLAGE



## GENERAL PLAN LAND USE MAP LEGEND

- |   |  |
|---|--|
|  Parks/Open Space    |  Residential 1 to 2 du/acre   |
|  Industrial          |  Residential 3.5 to 5 du/acre |
|  Commercial          |  Residential 5 to 10 du/acre  |
|  Public/Quasi-public |  Residential 10 to 15 du/acre |
|  Mixed Use           |  Residential 15+ du/acre      |

# DESIGN

.....

The Encanto Village Planning Committee helped to identify specific design principles from the approved 2015 General Plan to better equip all stakeholders with the ability to preserve and protect the Village Character while encouraging growth and investment.

## Design Principles

- Encourage centers to provide a pedestrian environment with plazas, common open space, shaded walkways, separation of pedestrian and vehicular traffic, bicycle parking, and vehicle parking in architecturally disguised structures or underground where feasible.
- Plan, design, and develop pedestrian linkages between parks, open spaces, village cores, neighborhood shopping centers,
- Propose new design standards that address drainage, use of native plants, edge treatment, and access – both visual and physical – for private and public development adjacent to public preserves, parks, washes and open spaces.
- Encourage high-performance building designs that conserve resources, while balancing energy-efficient, water-efficient, cost-effective and low-maintenance engineering solutions and construction projects through whole building life cycle assessment.
- Protect and enhance the character of each neighborhood and its various housing lifestyles through new development that is compatible in scale, design, and appearance.
- Protect the neighborhood's views of open space, mountains, and man-made or natural landmarks.



- Enhance the compatibility of residential infill projects by carefully designing the edges of the development to be sensitive to adjacent existing housing. Create landscape buffers and other amenities to link new and existing development.
- Provide impact-mitigating features (such as extra width or depth, single story units, or landscape buffering) when new residential lots abut existing non-residential uses or are adjacent to arterial streets or freeway corridors. Dissimilar land uses often require additional separation or other measures to achieve compatibility.
- Promote neighborhood identity through planning that reinforces the existing landscaping and character of the area. Each new development should contribute to the character identified for the village.
- Integrate into the development design natural features such as washes, canals, significant topography and existing vegetation, which are important in providing character to new subdivisions.
- Maximize the use of drought-tolerant vegetation in landscaped areas throughout the city and promote the use of Xeriscape techniques.
- Create new development or redevelopment that is sensitive to the scale and character of the surrounding neighborhoods and incorporates adequate development standards to prevent negative impact(s) on the residential properties.

## Encanto Village

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# OPPORTUNITIES FOR GROWTH & INVESTMENT

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Using the community's feedback from General Plan Update activities and outreach, as well as working with the Encanto Village Planning Committee, the following opportunities for growth and investment in the village have been identified and are items to be addressed by urban planning.

# Opportunities for Growth & Investment

## 1. Preserve Historic Character

Encanto has a number of historic neighborhoods and buildings that make up the unique character of the Village. As new development occurs, it is important to preserve this historic character to be cohesive with the existing neighborhoods.

## 2. Affordable Housing Options

Providing affordable and workforce housing options, both single-family and multifamily homes, is an important opportunity for the Village.

## 3. Adaptive Reuse

Encanto is rich with historic buildings that complement the neighborhoods. There is a desire to ensure that these buildings are adaptively reused, rather than demolished, to maintain the retro, unique character of the Encanto neighborhoods.

## 4. Parks, Green Space, and Trees

Parks and green space, both large and small, are important to the residents in Encanto. There is an opportunity to incorporate more green space, vegetation, and shade trees into new developments that are built in the Village.

## 5. Development along the Light Rail

Encanto has a wonderful asset of the light rail within its boundaries. There is an opportunity for development with additional height, density and intensity to be built along the light rail corridor, especially on existing vacant lots.

# NEXT STEPS GOALS

Goals set a strategic path to growth, preservation and investment all with the desire to sustain the established village character and assets while providing potential solutions to village identified challenges. This Village has identified 5 top Goals:



Celebrate Our Diverse Communities & Neighborhood



Strengthen Our Local Economy



Connect People & Places

**2**

**Increase affordable housing options**

**1**

**Preserve Historic Character**



Celebrate Our Diverse Communities & Neighborhood



Connect People & Places



Build the Sustainable Desert City



Connect People & Places



Strengthen Our Local Economy



Celebrate Our Diverse Communities & Neighborhood

5

Encourage growth along the light rail corridor



Build the Sustainable Desert City

4

Establish more neighborhood parks and green space



Celebrate Our Diverse Communities & Neighborhood



Connect People & Places

3

Encourage adaptive reuse of buildings



Celebrate Our Diverse Communities & Neighborhood



Strengthen Our Local Economy



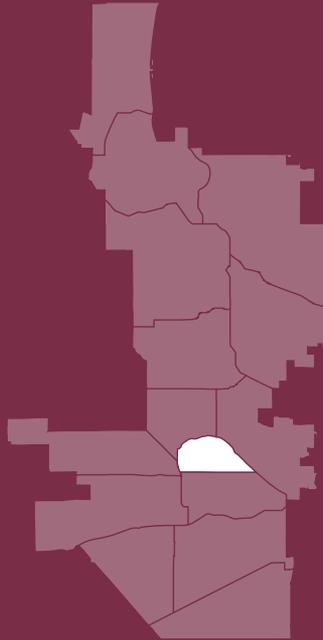
Connect People & Places



## Encanto Village

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**PDD**



# North Mountain

VILLAGE CHARACTER PLAN

[phoenix.gov](http://phoenix.gov)



# Narrative



North Mountain Village is generally bounded by Greenway Road on the north, 16th Street and mountains on the east, Northern Avenue on the south and 43rd Avenue, the Arizona Canal and 51st Avenue on the west. This central location provides easy access to the SR-51 and I-17 freeways, as well as light rail connections to and from Downtown Phoenix.

The village contains a diverse mix of residential neighborhoods and housing types including the established central corridor areas, neighborhoods in the foothills of the Phoenix Mountains, and suburban neighborhoods near the Metrocenter Village Core. The community is attractive to families with a number of high-quality schools and universities. Recreational opportunities are nearby with neighborhood parks, canal paths, and direct access to the Phoenix Mountain Preserve system.

# North Mountain Village

## BY THE NUMBERS

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### Population

Existing: 167,390 (2015)  
Projected: 201,610 (2050)

---



**65,040**  
Households

---



**51%**

Residential  
0-5 du/acre

---



**37%**

Parks and Preserves

---



**2.3 Miles**  
of light rail



**9%**

Commercial

---



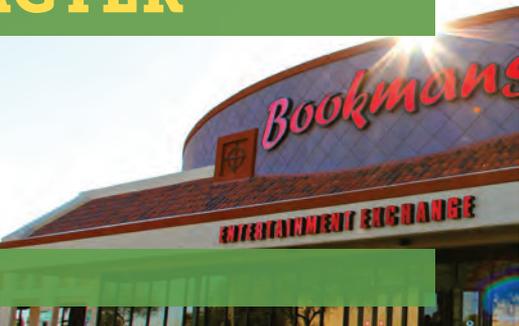
**13.6 Miles**  
of bike lanes

# North Mountain Village

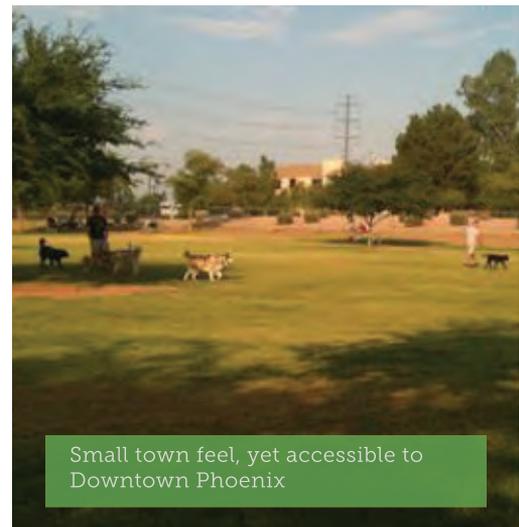
## CHARACTER



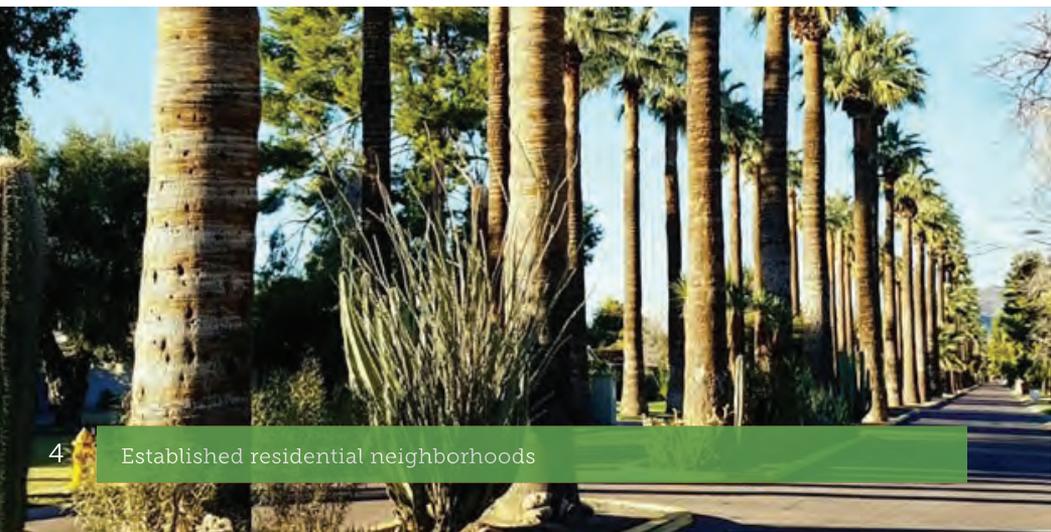
Mix of small and large businesses



Access to recreational opportunities



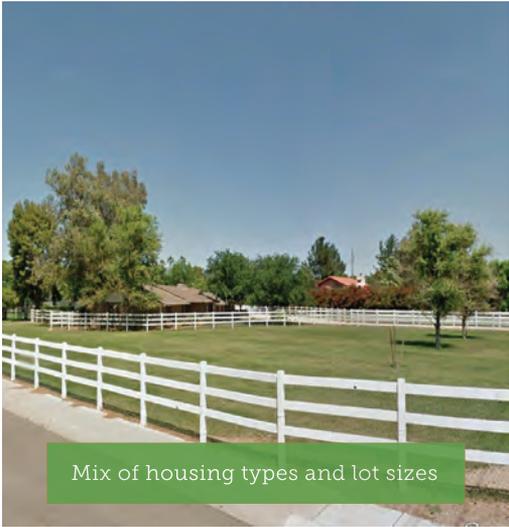
Small town feel, yet accessible to Downtown Phoenix



4 Established residential neighborhoods



Central location with high connectivity to other parts of the City



Mix of housing types and lot sizes



Growing arts and culture scene



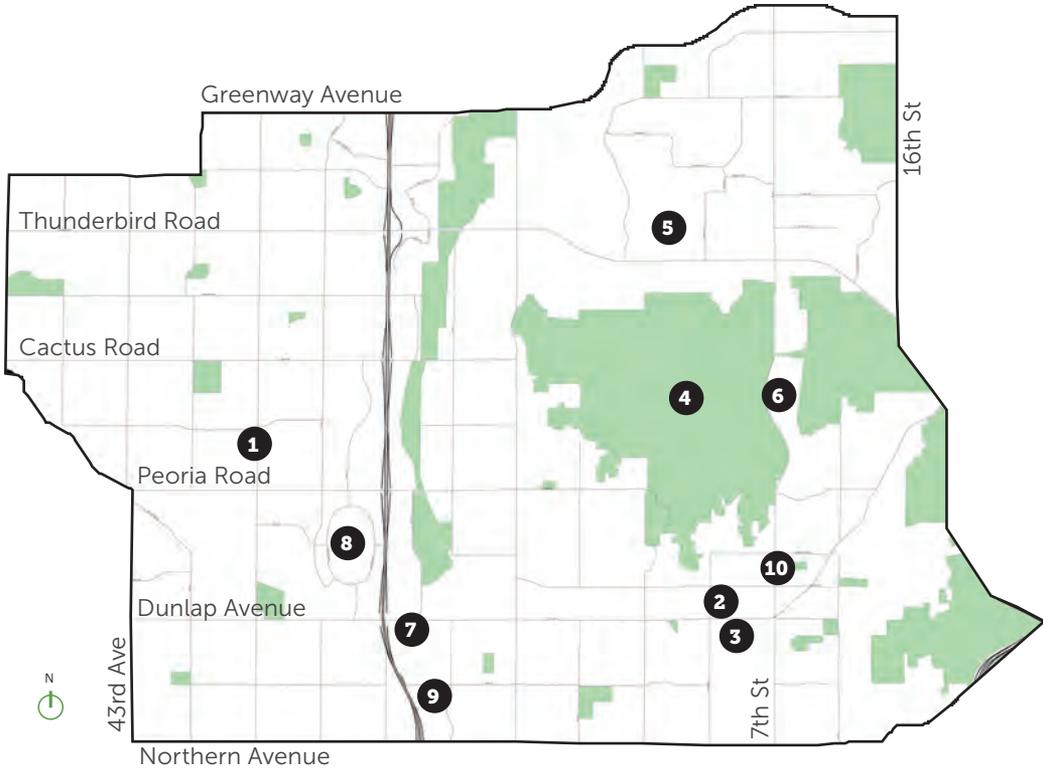
Abundant educational opportunities



# North Mountain Village

## ASSETS

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1. Arizona State University West Campus
2. HonorHealth John C. Lincoln Hospital
3. Sunnyslope Neighborhood
4. Phoenix North Mountain Preserve
5. Moon Valley Country Club
6. Pointe Hilton Tapatio Cliffs Resort
7. Devry University
8. MetroCenter
9. Blue Cross/Blue Shield
10. Sunnyslope Historical Society & Museum



**1** ASU West Campus



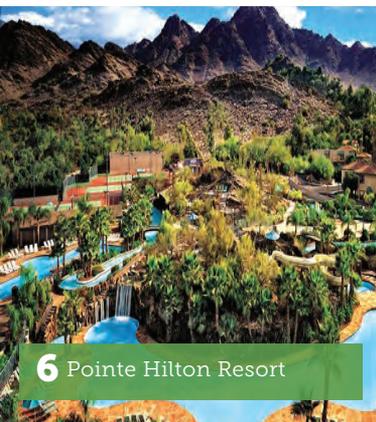
**2** HonorHealth John C. Lincoln Hospital



**4** Sunnyslope Neighborhood



**5** Moon Valley Country Club



**6** Pointe Hilton Resort



**7** DeVry University



**8** MetroCenter



**9** Blue Cross / Blue Shield



**10** Sunnyslope Historical Society and Museum

# PLANS & CODES:

## A Strategic Set of Tools

Established plans and codes throughout the village help guide investment and growth. It is important to continually evaluate these previously desired plans and codes as they relate to the character, assets, and challenges of today. There is also opportunity to evaluate and establish new plans and codes for areas that have yet to be addressed.

### Plans

1. North Mountain Redevelopment Area Plan
2. Royal Palm Neighborhood Special Planning District Plan
3. Piestewa (Squaw) Peak Freeway Specific Plan
4. Black Canyon/Maricopa Freeway Specific Plan
5. Reinvent Phoenix: Strategic Transit Oriented Development Policy Framework

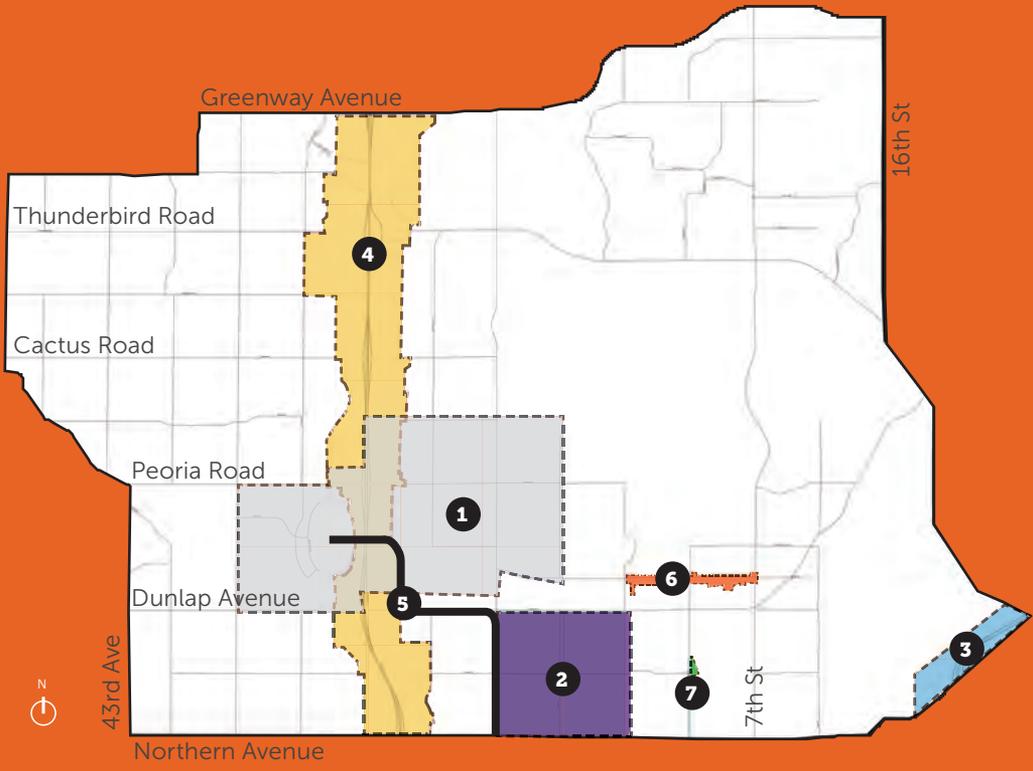
### Codes

6. Hatcher Road Overlay
7. Historic Canal-side Restaurant Overlay District

For more information on North Mountain Village Plans & Codes, please visit [phoenix.gov](https://www.phoenix.gov)

# North Mountain Village Planned Areas

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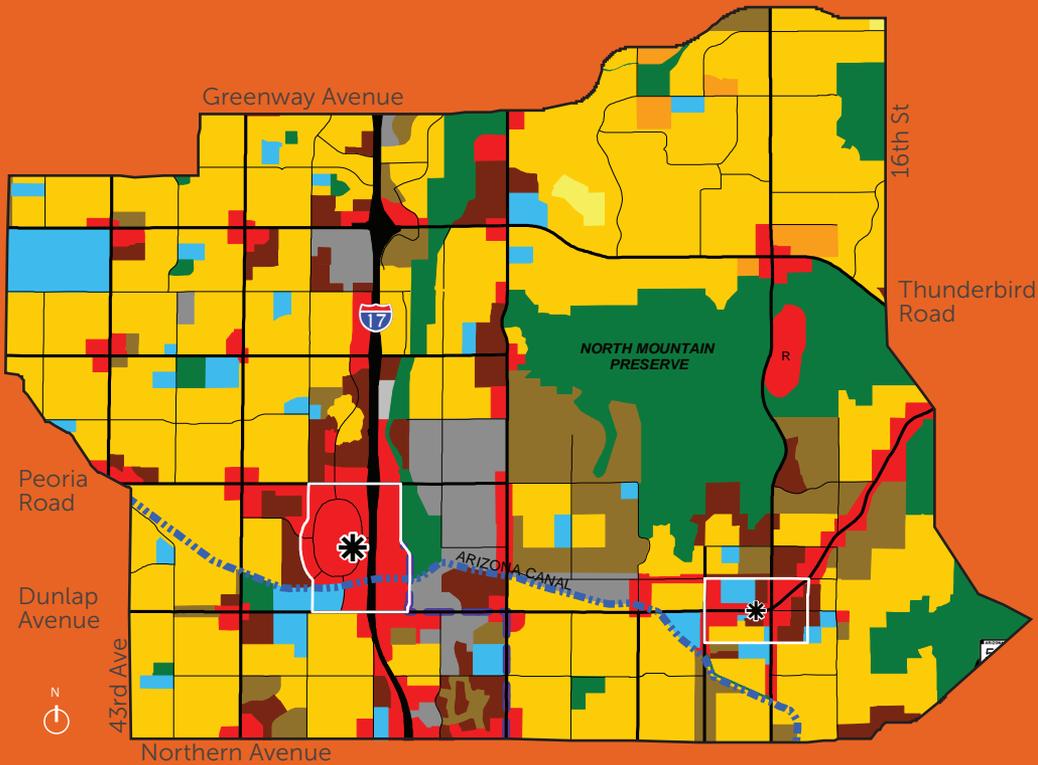
# LAND USE



The North Mountain Village helped to identify specific land use policies to better equip all stakeholders with the ability to preserve and protect the Village Character while encouraging growth and investment.

- Protect residential areas from concentrations of incompatible land uses that could change their character or destabilize land values.  
**(Example: Use washes and other natural features to separate commercial from residential uses)**
- Cores, centers and corridors to be configured in a walkable manner and include a variety of land uses: office, retail shopping, entertainment and cultural, housing, hotel and resort, and, where appropriate, some types of industry.  
**(Example: Metrocenter; 19th Avenue and Dunlap Avenue)**
- Locate land uses with the greatest height and most intense uses within limits based on village character, land use needs, infrastructure and transportation system capacity.  
**(Example: North Mountain Village Core)**
- New development and expansion or redevelopment of existing development in or near residential areas should be compatible with existing uses and consistent with adopted plans.  
**(Examples: North Mountain Brewery; B + B Appliance Store)**
- Support the growth of land uses that contribute to a healthy and sustainable food system (i.e. grocery stores, community gardens, urban farms and other urban agriculture elements).  
**(Example: 19th Avenue Community Garden)**

# NORTH MOUNTAIN VILLAGE



| LEGEND |                     |  |                              |
|--------|---------------------|--|------------------------------|
|        | Parks/Open Space    |  | Residential 1 to 2 du/acre   |
|        | Industrial          |  | Residential 3.5 to 5 du/acre |
|        | Commercial          |  | Residential 5 to 10 du/acre  |
|        | Public/Quasi-public |  | Residential 10 to 15 du/acre |
|        |                     |  | Residential 15+ du/acre      |

# DESIGN



The North Mountain Village helped to identify design policies to better equip all stakeholders with the ability to preserve and protect the Village Character while encouraging growth and investment.

- Development should be designed to include increased amenities for transit, pedestrian and bicyclists, such as shade, water, seating, bus shelters, wider sidewalks, bike racks, pedestrian scale lighting and way-finding. **(Examples: Light rail stations; the canal system)**
- Protect and enhance the character of each neighborhood and its various housing lifestyles through new development that is compatible in scale, design, and appearance. **(Examples: 19th Avenue Corridor; Royal Palm Neighborhood)**
- Encourage centers to provide a pedestrian environment with plazas, common open space, shaded walkways, separation of pedestrian and vehicular traffic, bicycle parking, and vehicle parking in architecturally disguised structures or underground where feasible. **(Examples: Roosevelt Arts District; Bridal Path Trail)**
- Integrate trees and shade into the design of new development and redevelopment projects throughout Phoenix. **(Examples: Light rail stations; 19th Avenue and Dunlap Avenue; ASU West)**



- Design public infrastructure to include pedestrian and bicycle amenities. **(Examples: Roosevelt Arts District; Midtown)**
- Develop transit facilities in appropriate cores, centers and corridors to facilitate trip reductions and use of mass transit. **(Examples: Light rail extension to Metrocenter)**
- Create new development or redevelopment that is sensitive to the scale and character of the surrounding neighborhoods and incorporates adequate development standards to prevent negative impact(s) on the residential properties. **(Examples: Fry's Grocery on Bell Road; Central Avenue and Dunlap Avenue; Hance Park)**
- Protect the neighborhood's views of open space, mountains, and man-made or natural landmarks. **(Examples: Sunnyslope; Moon Valley Golf Course; North Mountain Park)**
- Promote development in compact cores, centers and corridors that are connected by roads and transit, and are designed to encourage walking and bicycling. **(Examples: Grand Avenue; Downtown Phoenix; 15th Avenue and Dunlap Avenue)**

North Mountain Village

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# OPPORTUNITIES FOR GROWTH

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Using the community's feedback from General Plan Update activities and outreach, as well as working with each Village Planning Committee, opportunities for growth have been identified. Ideally these opportunities for growth can be addressed by urban planning.

# Opportunities for Growth

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## **1. Maintaining open space and parks**

Although the Village has a number of neighborhood parks and open space, it will be important to maintain the trees and facilities in these park for future use.

## **2. Encouraging small businesses and restaurants**

Historically the North Mountain Village was known for its small businesses; however, through the years many businesses have closed. There is an opportunity to re-evaluate the land use distribution and consider alternative uses to attract small businesses, particularly restaurants and dining options.

## **3. Preserving our character, while fostering growth**

With an mix of established neighborhoods fostering large and small lots and different housing types, the Village has an opportunity to strategically encourage growth without disrupting the much established character.

## **4. Revitalizing commercial centers**

There are a number of commercial centers in the Village that have the opportunity to revitalize and develop into more attractive places for residents to shop.

## **5. Promoting local connectivity (walking and biking)**

While there are more public transit options in the area, there is an opportunity to increase the connectivity of bike lanes and develop more walkable communities.

# NEXT STEPS GOALS

Goals set a strategic path to growth, preservation and investment all with the desire to sustain established village character and assets while providing potential solutions to village identified challenges. This Village has identified 5 Goals:





Build the Sustainable Desert City



Connect People & Places



Strengthen Our Local Economy



Celebrate Our Diverse Communities & Neighborhood

# 5

## Improve local bike and pedestrian connectivity.



Connect People & Places



Build the Sustainable Desert City

# 4

## Revitalize underutilized commercial centers.



Strengthen Our Local Economy



Celebrate Our Diverse Communities & Neighborhood

# 3

## Encourage growth while preserving the Village character.



Celebrate Our Diverse Communities & Neighborhood



Build the Sustainable Desert City



Strengthen Our Local Economy



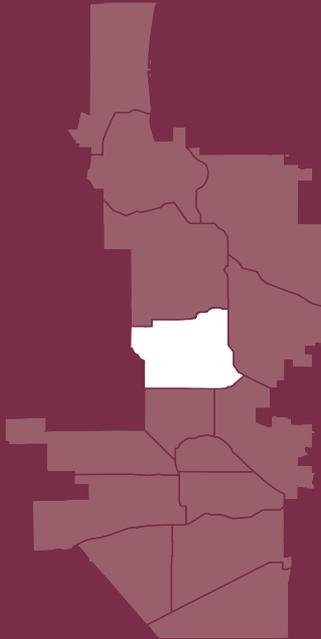
Connect People & Places



## North Mountain Village

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For more information, or to view the electronic version of this document please visit **phoenix.gov**. This publication can be made available in alternate format upon request. Contact Elaine Noble in the Planning and Development Department at 602-495-0256 TTY: Use 7-1-1



**PDD**