

Esteban



Park Area Plan

CITY OF PHOENIX PLANNING DEPARTMENT  
OCTOBER 2003

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# RESOLUTION OF ADOPTION

RESOLUTION NO. 20028

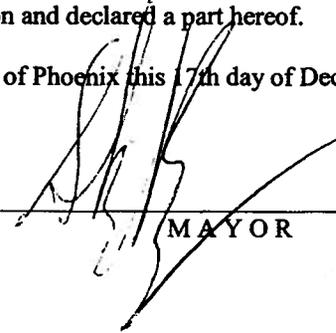
A RESOLUTION ADOPTING THE ESTEBAN PARK AREA PLAN (EPAP).

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF PHOENIX as

follows:

SECTION 1. The Esteban Park Area Plan (EPAP) is hereby adopted, a copy of which accompanies and is annexed to this resolution and declared a part hereof.

PASSED by the Council of the City of Phoenix this 17th day of December, 2003.

  
\_\_\_\_\_  
MAYOR

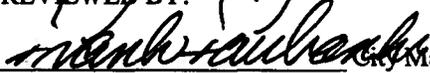
ATTEST:

  
\_\_\_\_\_  
City Clerk

APPROVED AS TO FORM:

  
\_\_\_\_\_  
City Attorney **ACTING** MLW

REVIEWED BY:

  
\_\_\_\_\_  
City Manager

MLW:tmb/CM#128/12-17-03/157486

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Prepared by the City of Phoenix Planning Department

Adopted by City Council December 17, 2003 and reflecting  
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## INTRODUCTION AND PURPOSE

The Esteban Park area is located in the city of Phoenix South Mountain Village (Figure 1). The boundaries of the Esteban Park Area Plan (EPAP) are Roeser Road to the north, Southern Avenue to the south, 36<sup>th</sup> Street alignment to the east and 24<sup>th</sup> Street to the west (Figure 2) on the following page. The planning area is approximately 430 acres.

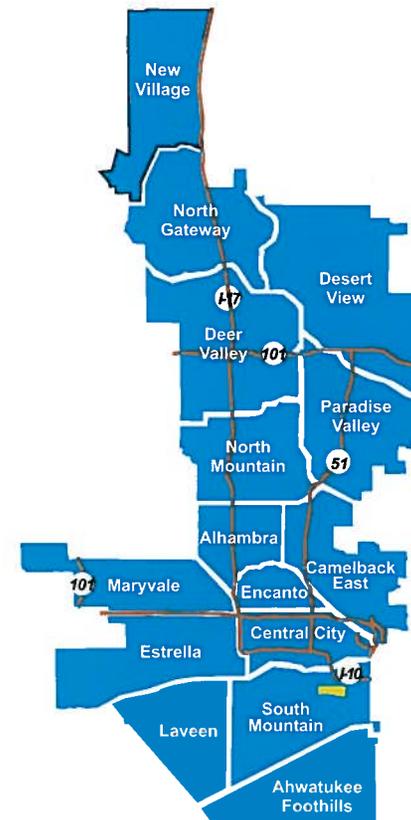
The Esteban Park area is at a crossroads between diverse development patterns. North and east are commerce park land uses, with some limited residential farther north. South is primarily agricultural and large lot residential. The immediate area to the west, as well as the surrounding southwest area, is developed and planned for primarily residential land uses. Over time, the character of the planning area has transitioned from agricultural to include a mixture of large-lot residential with agricultural and commerce park land uses.

Because of the substantial vacant and/or underutilized land in the planning area, there is a need for comprehensive planning to help ensure compatibility with other adopted plans in the area. The EPAP examines the areas history and existing characteristics, as well as land uses, circulation, safety, drainage, and recreation concerns identified by area stakeholders. It provides goals and recommended actions to address these concerns. The Planning Commission has initiated several General Plan Amendments to begin the implementation phase of this plan.

## RELATED PLANS AND ORDINANCES

A number of planning efforts have been undertaken within the South Mountain Village (Figure 3). It is important to ensure that EPAP land uses complement the community's vision for these nearby areas.

- The **Baseline Area Master Plan (BAMP)** includes an area south of Southern Avenue to South Mountain Park, from Central Avenue to 40<sup>th</sup> Street. It is one of the six growth areas identified by the General Plan. The BAMP seeks to balance new growth with the historic agricultural character of the area. It led to the creation of the mixed use agricultural land use designation and zoning district.
- **Target Area B Redevelopment Plan** encompasses an area generally between Broadway Road and Southern Avenue from 7<sup>th</sup> Avenue to 24<sup>th</sup> Street. This plan guides commercial and residential stabilization and revitalization efforts for this redevelopment area.

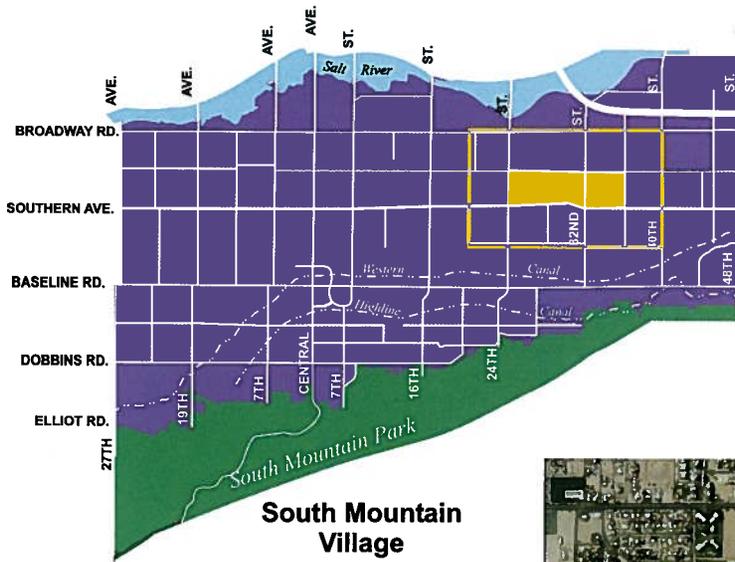


**Figure 1**  
Esteban Park Area Plan  
Location Map



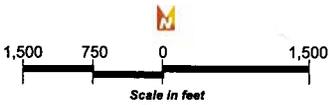
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March, 2003

- The **South Phoenix Village Redevelopment Plan** covers an area between the Salt River and Roeser Road from 24<sup>th</sup> Street to 36<sup>th</sup> Street. It seeks residential and commercial revitalization of the area through public actions that encourage and assist private investment.
- The **Rio Salado Interim Overlay (RSIO) Zoning District** and study area includes the area from Interstate-17/Interstate-10 on the north, Broadway Road to the south, 32<sup>nd</sup> Street to the east and 19<sup>th</sup> Avenue to the west. This overlay is designed to protect the investment in and maximize the benefits of the **Rio Salado Habitat Restoration Project (RSHRP)**. It controls outdoor and other land uses that may have an impact on the RSHRP and adjacent land. The related Beyond the Banks Area Plan is underway and will provide direction leading to the area's revitalization.

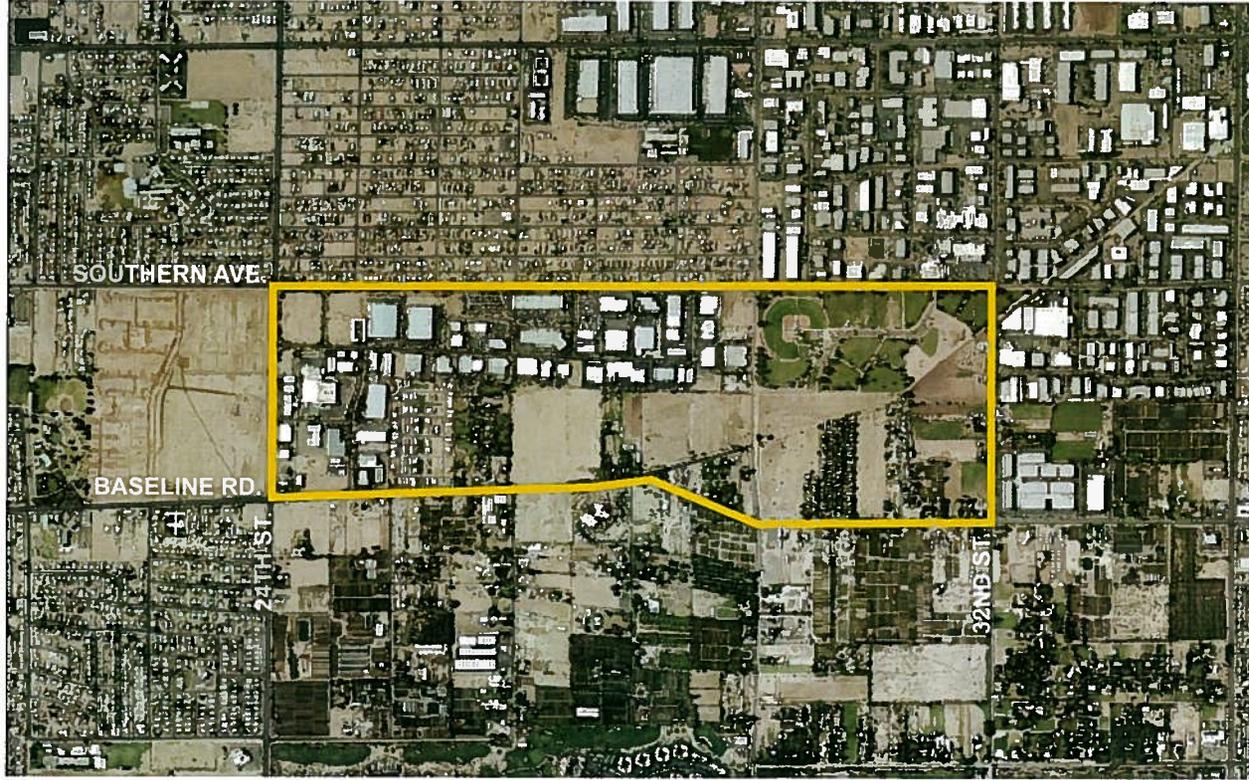


**South Mountain Village**

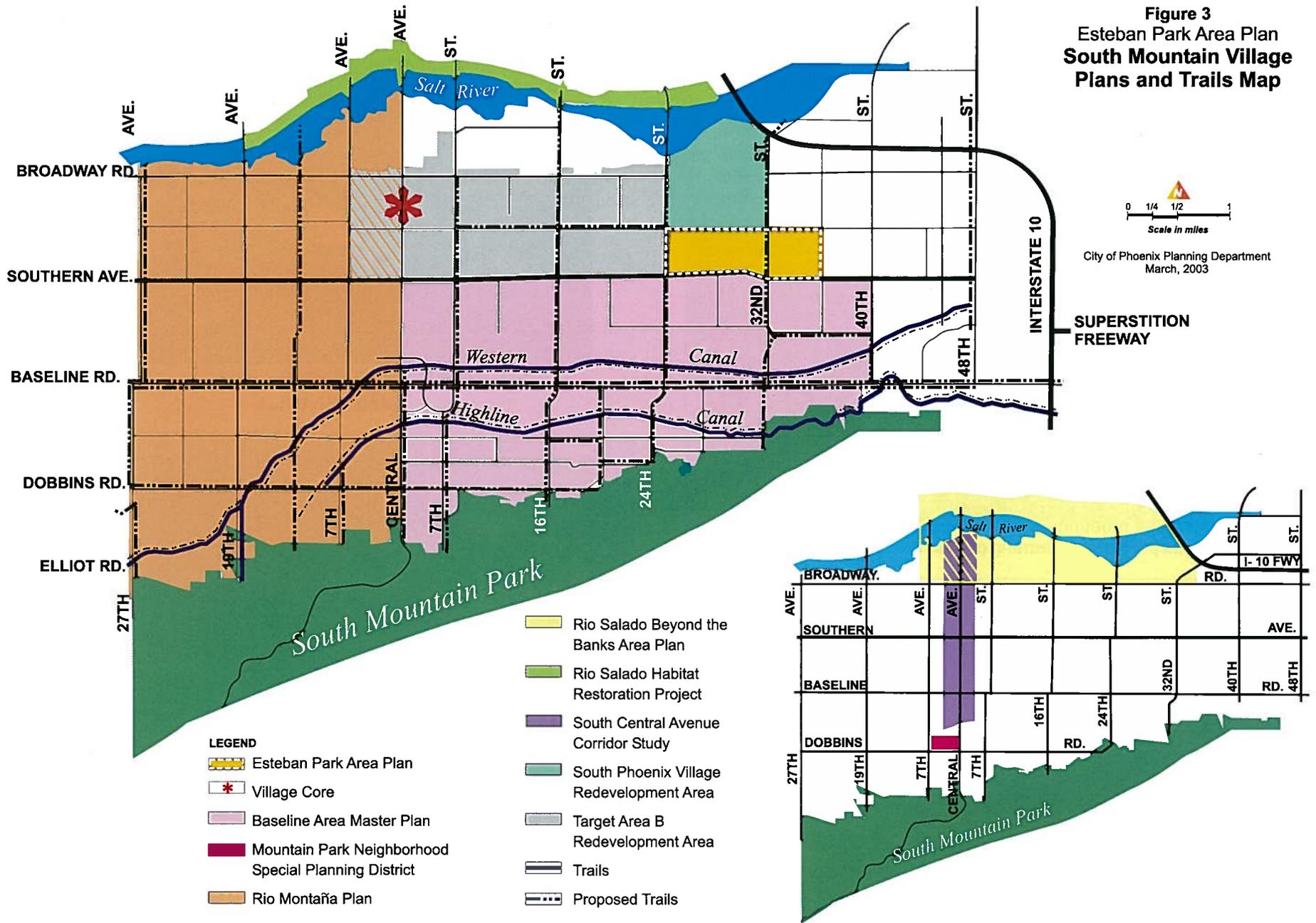
**Figure 2  
Esteban Park Area Plan  
Boundary Map**



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**Figure 3**  
**Esteban Park Area Plan**  
**South Mountain Village**  
**Plans and Trails Map**



- The **Rio Moñtana Area Plan** covers an area between the Salt River to the north, South Mountain to the south, Central Avenue to the east and 27<sup>th</sup> Avenue to the west. This plan seeks to preserve the rural development character and natural desert areas, while encouraging economic development and investment in the community.
- The **South Central Corridor Study** encompasses an area from 3<sup>rd</sup> Street to 3<sup>rd</sup> Avenue and from Rio Salado to the Highline Canal in the south. It creates a four point approach to revitalize the commercial along South Central Avenue: organization, visual appearance/design, promotion, and economic restructuring.

## PLANNING PROCESS

Public participation is a major component of the planning process. All area property owners, residents, businesses, neighborhood organizations and other concerned citizens were invited to participate in this process. Public meetings were held on:

- August 21, 2000;
- November 13, 2000;
- January 29, 2001;
- December 11, 2001;
- February 28, 2002;
- June 13, 2002;
- September 4, 2002;
- May 20, 2003;
- July 10, 2003.

As a result of these meetings, the following key issues were evaluated and reviewed as part of the planning process:

- Proposed General Plan land use designations;
- Illegal dumping;
- Lighting and cut through traffic along Old Southern Avenue;
- Traffic safety along Southern Avenue;
- Drainage problems;
- Trail maintenance and access;
- Concerns about illegal activities in Patrick Park;
- Site and building design concepts

These issues are addressed through the goals, objectives and recommendations. Some will require follow-up with various city departments.



**Figure 4: Illegal dumping at San Francisco Drive and 34th Place**



**Figure 5: Southern Avenue Streetscape**

## BACKGROUND INFORMATION

### Historical

The EPAP area was part of the historic Bartlett-Heard cattle ranch, which operated from 1900-1920. In the 1920's portions of the Bartlett-Heard ranch were sold as 10-40 acre mini-ranches and later sections were sold for residential subdivisions. The Historic Preservation Office reports that a historic 1915 bungalow is located west of the northwest corner of Southern and Old Southern Avenues. This parcel also has a historic preservation zoning overlay to preserve its historic value.

Historically, land use within the Esteban Park area was predominately agricultural and residential. In the late 1970's commerce park and employment uses began locating north and east of the planning area.

The 1981 aerial photo shows a mosaic of light and dark color within the area bounded by 24<sup>th</sup> Street, 32<sup>nd</sup> Street, Roeser Road and Southern Avenue, indicating agricultural fields at various stages of production (Figure 6).



Figure 6: Landiscor Aerial Photo - 1981

In the 1989 aerial photo, commerce park rooftops have replaced the agricultural fields along Roeser Road between 24<sup>th</sup> Street and 32<sup>nd</sup> Street (Figure 7). Aerial photography shows that by 1989, developed land uses in the study area transitioned from agricultural to predominantly industrial with a mix of residential and vacant land comprising the remainder of the area. In the 2003 aerial photo, there are more industrial rooftops along Roeser Road between 24<sup>th</sup> Street and 32<sup>nd</sup> Street (Figure 8). Additionally, the ballfields have been added in Esteban Park.

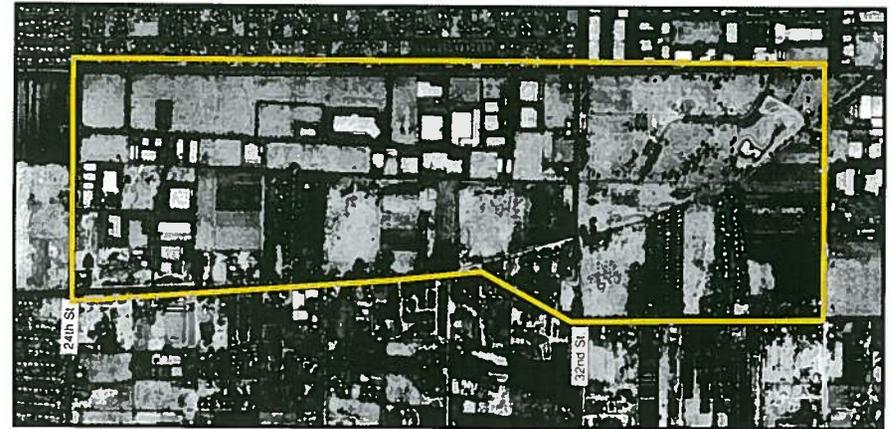


Figure 7: Landiscor Aerial Photo - 1989



Figure 8: Landiscor Aerial Photo - 2003

Esteban Park consists of 63-acres located at the southeast corner of 32<sup>nd</sup> Street and Roeser Road. Esteban Park, formerly a county park, was annexed into the city of Phoenix in the 1960's. Park amenities include lighted ball fields, picnic areas, and playground areas. The park attracts regional use because of the ballfields. The expanse of "air space," due to the low number of large trees within the park, attracts model plane enthusiasts.

Esteban Park is also the location of Las Canopas, a Hohokam village. The Esteban Park planning area contains prehistoric canals used by Las Canopas inhabitants, constructed around 925 A.D. A ballcourt, possible plaza surface, and cremations found east of 36<sup>th</sup> Street suggest that the area may have been an important living center. Prehistoric artifacts associated with Las Canopas village have been recorded in the Esteban Park planning area.

## Demographics

Demographic information is summarized from the 2000 U.S. Census. The 2000 U.S. Census block groups fit the Esteban Park Area Plan boundaries. Information provided at this geographic level includes population, number of households, housing units, occupancy, and vacancy rates. Detailed census data, such as economic characteristics, educational attainment, and housing types are compiled at the census tract level which encompasses a much larger area, and is not necessarily representative of the planning area.

### Population and Households

The 2000 U.S. Census reported that the total population of Esteban Park area was 449 (Figure 9). There were 143 households in the area. The average household size (persons per household) of 3.09 in Esteban Park exceeds the city's average household size of 2.79 by 11%. Household size, in combination with other demographic information, helps identify areas with an above average number of children, elderly and/or additional persons residing in the same dwelling unit.

**Figure 9: Population and Households Table**

	EPAP Area	City of Phoenix
Population	449	1,321,045
Households	143	465,834
Persons per Household	3.09	2.79

Source: U.S. Census 2000

### Housing Units

Homeownership rates are an indication of economic health and neighborhood stability. Residents that own properties are more likely to invest in property maintenance and generally have a stronger commitment to the neighborhood. Although renters may be committed to the improvement of their surroundings, the resident turnover rate is higher than in owner-occupied properties and area stability and continuity are more difficult to establish.

The 2000 U.S. Census provided information on housing ownership and rentals. In the Esteban Park planning area, 50 percent of housing units were owner-occupied and 50 percent were renter-occupied. In Phoenix, the percentages of owner-occupied housing units were 61 percent, and renter-occupied units were 39 percent.

### Vacancy Rate

Vacancy rates are used to evaluate the overall state of a housing market. Vacancy rates tend to be higher in areas with renter occupied housing. Owner-occupied housing is less likely to become vacant because owners typically sell before moving. Increasing vacancy rates in an area may indicate that the area is in transition or is becoming less desirable to live in than areas with lower vacancy rates. It may reflect local and national economic conditions if similar to city rates.

The percent of vacant units reported in the Esteban Park planning area by the 2000 U.S. Census was more than double the number reported for the city as a whole. In the planning area, 14 percent of housing units were vacant compared to 6 percent of housing units in Phoenix. This is primarily due to the number of vacant mobile homes in the two mobile home parks located east of the northeast corner of 32<sup>nd</sup> Street and Southern Avenue.

## Land Use Character

The land use character is determined by the type and quality of existing developed land uses and amenities within the planning area, as well as the larger surrounding region. Significant existing character elements may be utilized to help define the character of future development.

### Planning Area Character

Patrick Park forms the east and west apex of the triangular intersection of Southern and Old Southern avenues (Figure 10). The park buffers adjacent residential areas from the 17,300 vehicles per day<sup>2</sup> traveling between 24<sup>th</sup> and 32<sup>nd</sup> streets. It is built on the site of an old bar that was removed when Southern Avenue was widened.



**Figure 10: Patrick Park at Southern and Old Southern Avenues is a mini-park.**

Patrick Park includes green canopy covers and arena style bench seating. The focus of the park is two centrally located art pieces by artist Jody Pinto. The art pieces are a swirl of paving separated by river rock and bubbling water. The two pieces are on opposite sides of Old Southern Avenue and are joined symbolically by brickwork that traverses Old Southern Avenue (Figure 11). The Police Department reports that no illegal activities have been observed at the park, but there are occasional skateboarders who use it.



**Figure 11: Artist Jody Pinto's work at Patrick Park**

There are several areas with homes on large lots. These areas have significant mature vegetation, and many have agricultural uses. These areas developed in an eclectic manner, mostly under Maricopa County jurisdiction. In addition, some properties have miscellaneous outdoor storage. Approximately 16 percent of the built area within the EPAP is large-lot residential.

There are several canals that traverse the study area, ranging from the historically significant San Francisco Canal on Old Southern Avenue to small laterals that still deliver water to large lot residential properties (Figures 12 and 13). These canals are visual open space areas, providing physical linkage to the areas agricultural roots. Additionally, the area has a smattering of mature trees indicative of its long settlement history (Figure 14 on the following page). Landscaping and, to a somewhat lesser extent, canals are design features that could be incorporated in future developments to reinforce the existing character.



**Figure 12: Rural street with lateral canal**



**Figure 13: San Francisco Canal on Old Southern Avenue**



**Figure 14: Typical vegetation within the planning area.**

There are no dominant tree types; rather the number, size and variety of trees define this area. A few examples are Pecan, Mesquite, Eucalyptus, Oleander, Ironwood, and a variety of Palm trees. There are also two plant nurseries just south of the planning area. They house rows of small trees that are then shipped to other places for planting. These rows also provide landscaped relief from the surrounding development around the EPAP.

Surrounding Area Character

There are two distinct land uses surrounding the planning area: commerce park/office and residential. The commerce park/office area is predominately in the north and northeast. The residential area is a mix of small lot single-family and multi-family residential in the area north of Roeser between 24<sup>th</sup> Street and 32<sup>nd</sup> Street. Additionally, south of the study area is a mix of large-lot residential and agricultural uses as depicted on Figure 2, Page 2. These existing land uses gave rise to the Mixed-Use Agricultural Zoning District.

The Mixed-Use Agricultural (MUA) District helps preserve the character of agricultural areas in the South Mountain Village, while allowing appropriate development that will reflect and promote that character. It combines low density residential (no greater than 2 du/ac), low intensity commercial (such as office and restaurant uses) and many agricultural uses (such as farms devoted to raising animals and crops, plant nurseries, riding academies, and stables).

The MUA District design standards specify how residential and retail uses can develop to minimize their impacts on area character. An ideal land use could combine a working nursery or other growing operation with retail and restaurant activity, or could cluster single family homes on large acreage with citrus trees.

The General Plan designates most of the parcels immediately south of Southern Avenue between 24<sup>th</sup> and 36<sup>th</sup> streets as MUA.

The Farm at South Mountain was the prototype for the MUA District with its mix of agriculturally related uses. It is located along the west side of 32<sup>nd</sup> Street, just south of Southern Avenue (Figure 15).

The Farm at South Mountain is nestled within a 12-acre pecan grove, and serves breakfast, lunch and dinner. Visitors can learn sustainable organic gardening and participate in cooking classes in the Arizona farmhouse situated near the back of the site. There is also a garden store/gift shop. It provides a setting for weddings, cocktail receptions or corporate events. Property owners in the Esteban Park planning area are interested in the MUA District because of the flexibility it allows to continue farming, while pursuing other related business opportunities.



**Figure 15: The Farm at South Mountain combines agriculture, open space and two restaurants.**

## EXISTING CONDITIONS

The existing conditions are comprised of existing land use, zoning and General Plan land uses. Land use describes the primary activity found on a parcel. Zoning is a land use classification system that designates permitted land uses. It is intended to protect the health, safety, and welfare of residents and property owners. General Plan land uses state the city's future desired land uses.

### Land Use

The planning area is primarily a mixture of residential, commerce park and vacant land uses as shown on the Existing Land Use map (Figure 19 on the following page). Residential neighborhoods are primarily located in the southern portion and comprise 18 percent (70 acres) of the planning area. A new 116 lot single-family residential subdivision is under construction at 26<sup>th</sup> Way and Southern Avenue. These homes are constructed with metal framing instead of traditional wood framing (Figure 16). Based upon the citywide average of 2.79 persons per dwelling unit, upon completion this project will result in approximately 320 additional residents. See Figure 17, Existing Land Use chart.



Figure 16: Metal Framed House at 26<sup>th</sup> Way and Southern Avenue in new subdivision.

Figure 17: Existing Land Use Table

Description	Acres	Percent
1 to 2 dwelling units per acre	42 acres	11%
2 to 3.5 dwelling units per acre	1 acre	0%
3.5 to 5 dwelling units per acre	27 acres	7%
Neighborhood Retail Center	2 acres	1%
Commerce Park	128 acres	32%
Recreational Open Space	64 acres	15%
Vacant Land	134 acres	34%
<b>TOTAL</b>	<b>397 Acres</b>	<b>100%</b>

Two mobile home parks, with approximately 90 spaces are located to the west of 34<sup>th</sup> Place and north of Southern Avenue (Figure 18). Approximately, 45 percent of them are either vacant spaces or vacant mobile homes. Approximately 32 percent (128 acres) of the planning area is commerce parks, which are located in the northern and western portions, and 34 percent (134 acres) of the planning area is vacant, primarily in the southern portion.



Figure 18: Mobile Home Park at 34<sup>th</sup> Street and Southern Avenue

Figure 19  
 Esteban Park Area Plan  
 Existing Land Use Map



LEGEND

Esteban Park Planning Area

Rural (0 to 1 du/ac.)

Large Lot Residential (1 to 2 du/ac.)

Small Lot Residential (2 to 5 du/ac.)

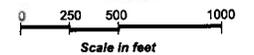
Medium Density Residential (5 to 15 du/ac.)

Neighborhood Retail Center ( less than 100,000 sq. ft.)

Commerce Park

Recreational Open Space

Vacant



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## Zoning

The purpose of zoning is to identify permitted land uses and development regulations. Zoning should promote the orderly, harmonious, and progressive development of a city while protecting the health, safety, and welfare of its residents. **Figure 20** summarizes the existing zoning in the Esteban Park area. **Figure 22** on the following page is a map of the existing zoning districts.

**Figure 20: Existing Zoning Table**

	Acres	Percent	Max. Density (per acre)
Residential Estate RE-24 District	14	3%	1 unit/min. lot area 24,000 sq. ft.
R1-6 Single-Family Residential District	187	43%	5.5*
R-3A Multiple Family Residential District	12	3%	23.1*
R-5 Multiple Family Residential District	43	10%	43.5*
Commercial C-2 District	4	1%	14.5*
Commerce Park/Business Park District (includes Industrial Park)	174	40%	
<b>TOTAL</b>	<b>434</b>	<b>100%**</b>	

\*Maximum density allowed in district development options without bonus. Some district development options may restrict densities to fewer units per acre. Percentages add up to more than 100% due to rounding.

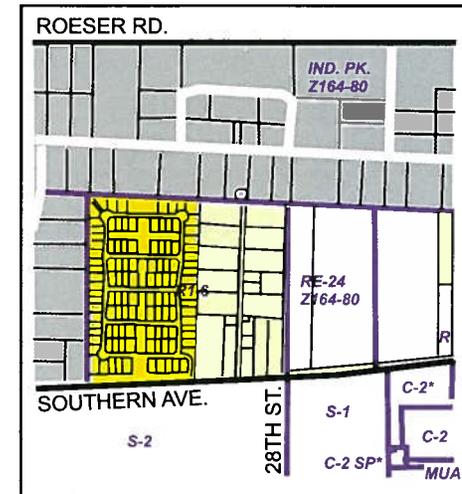
The primary zoning districts in the Esteban Park planning area are R1-6 and Commerce Park/Business Park (CP/BP). R1-6 zoning applies to 43 percent of the study area (200 acres). Uses permitted in R1-6 include single-family dwellings, churches and schools. Development under the R1-6 district is at a higher density than allowed under the MUA district. Additionally, one residential parcel has a historic preservation overlay, which preserves the historic value of the parcel.

CP/BP zoning applies to 40 percent of the study area (174 acres) and includes areas designated "Industrial Park" on **Figure 22** on the following page. Land uses permitted by the CP/BP designation include research parks, office uses, wholesaling, warehousing, and limited restaurants. Significant land area developed under the Industrial Park zoning category, which became the Commerce Park/Business Park zoning category in 1986. They differ from A-1 and A-2 industrial districts by the more limited range of land uses allowed and increased site design standards.

A request was recently approved that rezoned a 12-acre triangular property south of Esteban Park and northeast of Old Southern Avenue and 32<sup>nd</sup> Street from R1-6 to R-3A. The R-3A Multi-Family Residential District allows alternate housing types such as apartments, condominiums, and townhomes. The city does not regulate individual ownership of dwelling units. The request approved 204 dwelling units. The project is required to provide view fencing and create an internal trail system that will help reinforce the character of the area.

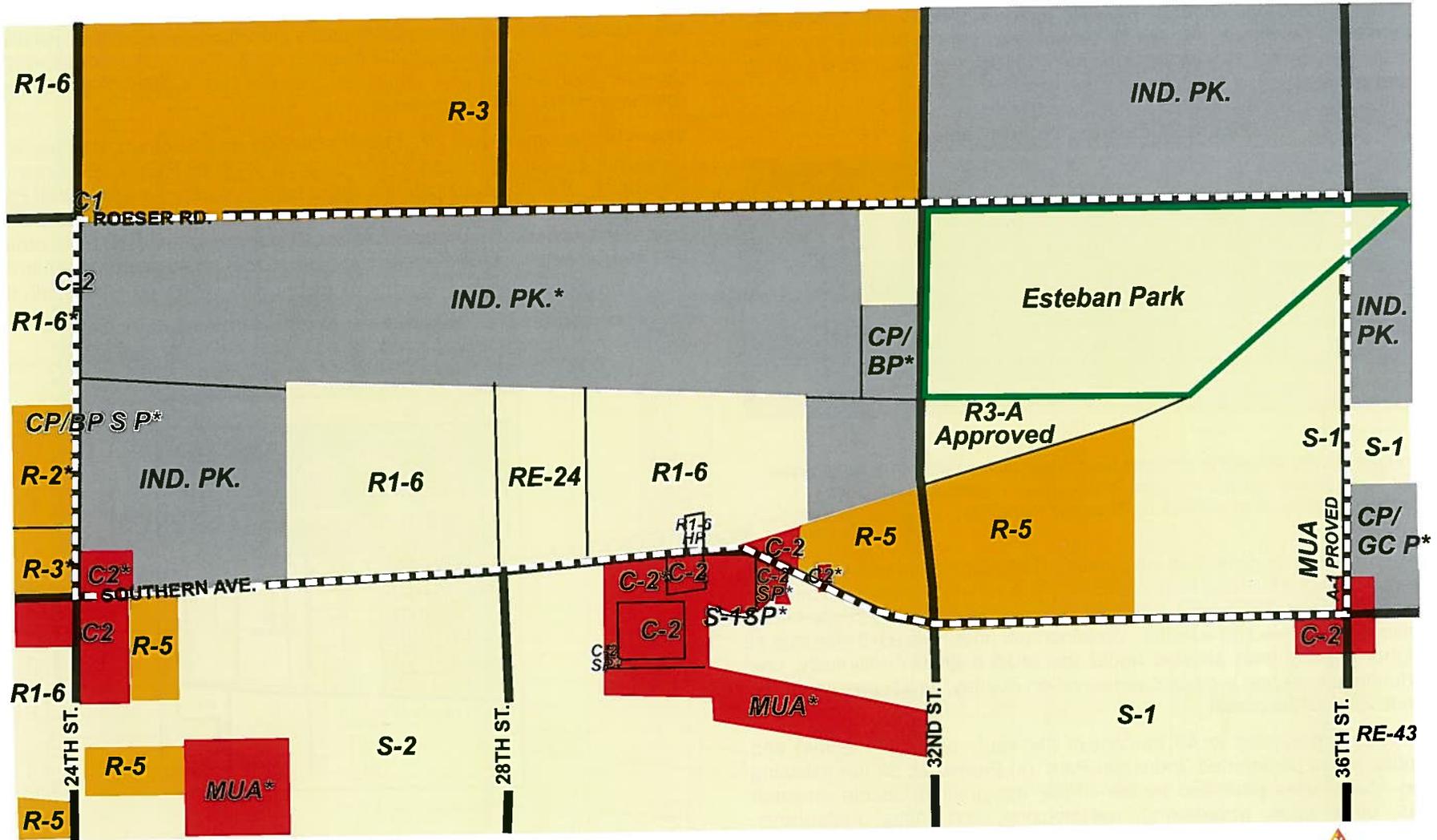
The northeast corner of 28<sup>th</sup> Street extended and Southern Avenue was downzoned with application Z-164-80 from R1-6 to RE-24, as shown in **Figure 21**. This area was part of a larger case that approved Industrial Park Zoning north of the site and along 24<sup>th</sup> Street. The downzoning was offered in response to community interests that supported the Industrial Park rezoning and desired larger lot residential development that would extend south to the Bartlett-Heard Estates. The property owner was in full agreement with the approved RE-24 rezoning.

**Figure 21: RE-24 Zoned Area**



Future larger lot residential development will help blend the existing large lot residential at the northeast corner with the planned smaller lot residential to the east. Any consideration to rezone this property should be sensitive to the adjoining residences.

Figure 22  
 Esteban Park Area Plan  
 Existing Zoning Map

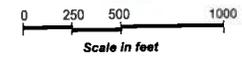


LEGEND

- Esteban Park Planning Area
- Esteban Park
- SF Residential

- MF Residential
- Commercial

- Industrial
- County Land



City of Phoenix Planning Department  
 March, 2003

## General Plan

The General Plan is the community's vision for future development and growth of the city. The General Plan is both long range and visionary, and provides guidance for future actions.

**Figure 24** summarizes the existing General Plan land use designations for the Esteban Park area. **Figure 25** on the following page is a map of the Existing General Plan land use designations. The General Plan designates 44 percent of the area Commerce Park/Business Park (192 acres) and 37 percent of the area Residential. The residential densities range from medium (2-3.5) to high (15+). Other land use designations include Parks/Open Space - Public and Commercial.



**Figure 23: Commerce Park Development within EPAP**

**Figure 24: Existing General Plan Table**

Description	Acres	Percent
2 to 3.5 dwelling units per acre	17 acres	4%
3.5 to 5 dwelling units per acre	100 acres	23%
10 to 15 dwelling units per acre	12 acres	3%
15+ dwelling units per acre	30 acres	7%
Commercial	19 acres	4%
Commerce Park/ Business Park	192 acres	44%
Parks/Open Space - Public	63 acres	15%
<b>TOTAL</b>	<b>433 acres</b>	<b>100%</b>

In addition to the land use designation, the General Plan provides guidance for future action through the use of goals, policies and recommendations. There are multiple General Plan goals that will be evaluated prior to any rezoning action in the planning area. In addition, the EPAP will serve as a policy document with specific recommendations for this area. It is viewed as a refinement of the General Plan for this area.

## GOALS, OBJECTIVES AND RECOMMENDATIONS

The Esteban Park Area Plan identifies five specific goals. These goals relate to the following issues:

- Land use compatibility
- Urban design
- Neighborhood preservation
- Transportation safety
- Drainage
- Recreational amenities

Each goal includes objectives and recommendations that are the result of extensive public involvement, and are compatible with adopted plans for adjacent areas. Collectively, the plan provides a framework to help guide future area development. Many strategies are needed to implement the goals and objectives of this plan and achieve land uses that are balanced with the existing commerce park/employment and large-lot residential land uses

### GOAL 1 - Land Use Compatibility:

The Esteban Park area should be a community stabilized by a balanced mix of residential, neighborhood retail and commerce park development. New residential will support further development of Esteban Park and neighborhood retail in the village, while preserving area character and history.

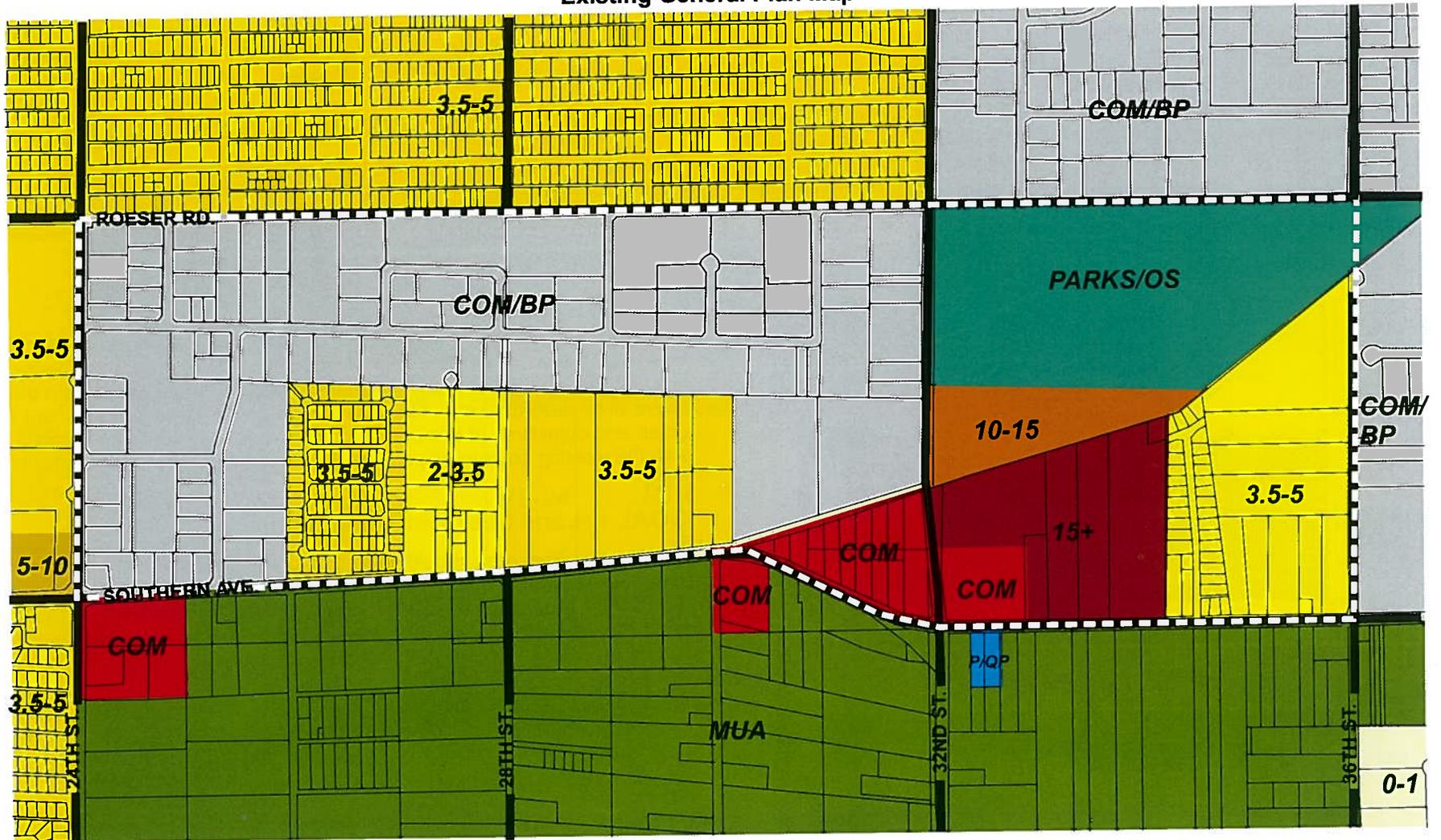
#### Objective A:

Ensure development of vacant parcels with compatible land uses and promote improvement of existing development intended to remain.

#### Objective B:

Encourage land assemblage and master plan development for existing vacant parcels and parcels to be redeveloped.

Figure 25  
 Esteban Park Area Plan  
 Existing General Plan Map



LEGEND

Esteban Park Planning Area

General Plan

0 to 1 du/ac.

2 to 3.5 du/ac.

3.5 to 5 du/ac.

5 to 10 du/ac.

10 to 15 du/ac.

15+ du/ac.

Parks/Open Space Publicly Owned

Commercial

Commerce/Business Park

Public/Quasi-Public

Mixed Use Agricultural

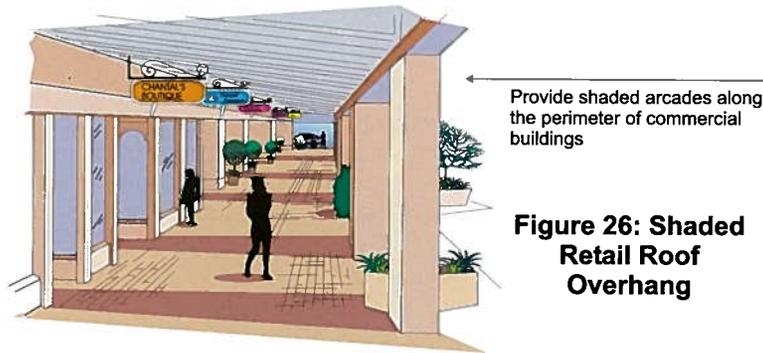


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**Recommendation:**

Rezoning for commercial development on the northwest corner of 32<sup>nd</sup> Street and Southern Avenue should only be considered if assembled in a manner that allows the entire block to transition and develop so as to avoid impacts on remaining properties. Master planning allows access control for traffic safety, better site design and building layout considerations that minimize impacts on adjacent properties.

The parcel at the northeast corner of Old Southern and Southern Avenues should develop with enhanced architectural design standards that compliment the existing Univision facility to the south and the Mixed Use Agricultural designations along Southern Avenue. The site should be planned to utilize the adjacent eastern parcel for at least one access point to the site. The site is appropriate for office type commerce park uses but not warehouse or open storage type commerce park uses because of the adjacent residential uses.



**Figure 26: Shaded Retail Roof Overhang**

There are parcels zoned and planned for residential land uses starting at the northeast corner of 28<sup>th</sup> Street and Southern Avenue. These three parcels comprise approximately 24 acres of land that is zoned RE-24 and R1-6. This land should be master planned to provide combined open space opportunities for on-site retention, increase perimeter landscaping along Southern Avenue and transition to larger lot sizes to compliment the larger lot residential areas east of 28<sup>th</sup> Street. Land assemblage will also minimize the number of subdivision entryways onto Southern Avenue and improve site layout and subdivision design.

**Objective C:**

Revise the General Plan map to encourage more residential and Mixed Use Agricultural designations that will support retail, existing housing, Esteban Park and character preservation.

**Recommendation:**

Two proposed land use changes are recommended as shown on **Figure 27** on the following page. The following General Plan Amendments were initiated by the Planning Commission in December of 2002 and are anticipated to be acted upon during the adoption of this plan:

**Parcel 1**

Location: Northwest corner of Old Southern and Southern avenues.  
Size: Approximately 9 acres  
Existing Zoning: R1-6  
Existing General Plan (GP) Designation: Residential 3.5-5 du/acre.  
**Proposed GP Designation: MUA**



**Figure 27: Potential MUA Development**

This request is consistent with other MUA designated properties to the south, and will help preserve existing landscaping and the agricultural character of the area. It will also encourage any substantial new investment to be consistent with the MUA development character.

**Parcel 2**

Location: Northeast corner of 32<sup>nd</sup> Street and Southern Avenue.

Size: Approximately 6 acres

Existing Zoning: R-5

Existing GP Designation: Commercial

**Proposed GP Designation: Residential 15+ du/ac.**

Land to the north and east already has a Residential 15+du/ac designation. The equivalent designation of this parcel would allow the combination of multiple lots for a more comprehensive development. Such a development could provide site amenities and/or improvements not otherwise possible. This is a marginal retail site because of its small size and the lack of surrounding support residential. Additional residents could help support retail aspects of the MUA Zoning District, as well as the planned retail uses along Baseline Road. **Figure 28** summarizes the above proposed land use changes.

**Figure 28: Proposed General Plan Table**

Description	Acres	Percent
2 to 3.5 du/ac	17	4%
3.5 to 5 du/ac	92	21%
10 to 15 du/ac	12	3%
15+ du/ac	36	8%
Commercial	13	3%
Commerce Park/ Business Park	191	44%
Parks/Open Space - Public	63	15%
Mixed Use Agriculture	9	2%
<b>TOTAL</b>	<b>433</b>	<b>100%</b>

**GOAL 2 - Urban Design:**

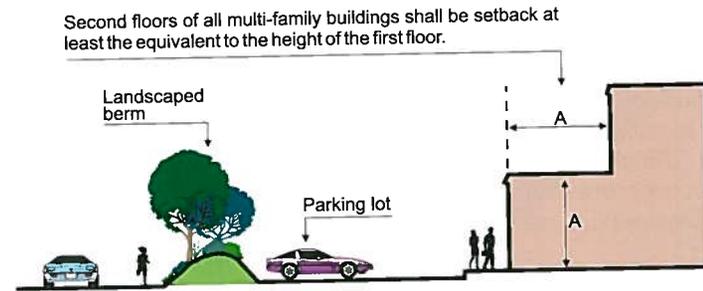
The Esteban Park Area is a vibrant community. Recognizing, enhancing and preserving its rich history and character may be addressed through design policies applied to development in the area.

**Objective A:**

Protect mixed-use agriculture and residentially zoned land from views of outside storage and from loss of privacy through additional landscaped buffers, stair-stepped building heights and window location controls.

**Objective B:**

Encourage height transitions in multi-family zoned parcels adjacent to single-family residential along with stepping back the height adjacent to the 32<sup>nd</sup> Street and Southern intersection.



**Figure 29: Example of Height Transition**

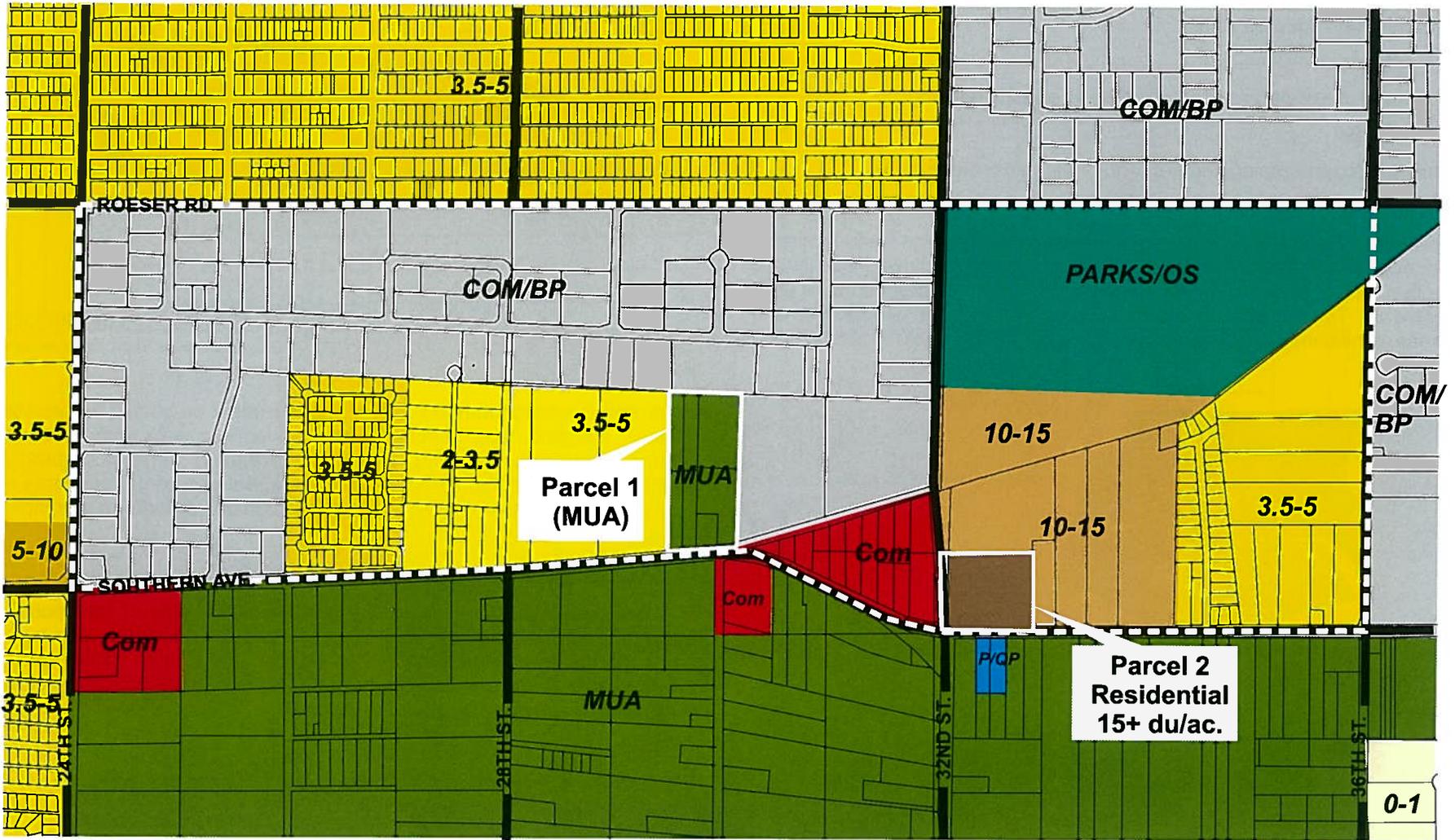
**Objective C:** Incorporate elements of the architectural history, character and scale of the area into development stipulations and design review. (For example the use of a small lateral and increased landscaping planted in rows to mimic the plant nurseries will help incorporate some of the existing character into new developments).

**Recommendation:**

Investigate property owner interest in establishing unique development standards through an overlay district, particularly focusing on Southern Avenue and 32<sup>nd</sup> Street to address building and landscape setbacks, building height and streetscape design. The use of consistent design guidelines for view fencing, entry features, central open space and landscape treatment would enhance the public experience.

Developers should utilize the approved plant list from the Baseline Area Master Plan to promote consistent landscaping along Southern Avenue. Design guidelines and development standards should focus on refining the community character experience along Southern Avenue and 32<sup>nd</sup> Street in rezoning stipulations and design review.

Figure 30  
 Esteban Park Area Plan  
 Proposed General Plan Map



LEGEND

Esteban Park Planning Area

General Plan

0 to 1 du/ac.

2 to 3.5 du/ac.

3.5 to 5 du/ac.

5 to 10 du/ac.

10 to 15 du/ac.

15+ du/ac.

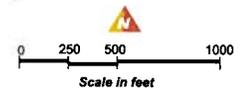
Parks/Open Space Publicly Owned

Commercial

Commerce/Business Park

Public/Quasi-Public

Mixed Use Agricultural



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### GOAL 3 - Neighborhood Preservation:

Neighborhoods should be well maintained, rehabilitated and filled in where appropriate. New development should be compatible with existing uses and consistent with adopted plans.

#### Objective A:

Encourage use of city programs to upgrade existing housing.

#### Objective B:

Eliminate illegal dumping and illegal outdoor residential storage.

#### Objective C:

Ensure that Zoning Ordinance requirements for Commerce Park/ Industrial Park outdoor storage are followed. (Outdoor storage is allowed as a limited use that cannot exceed 12-feet in height and must be screened by a solid block wall. The outdoor storage must be accessory to an allowed use and cover a significantly smaller area than the inside floor area of the business).

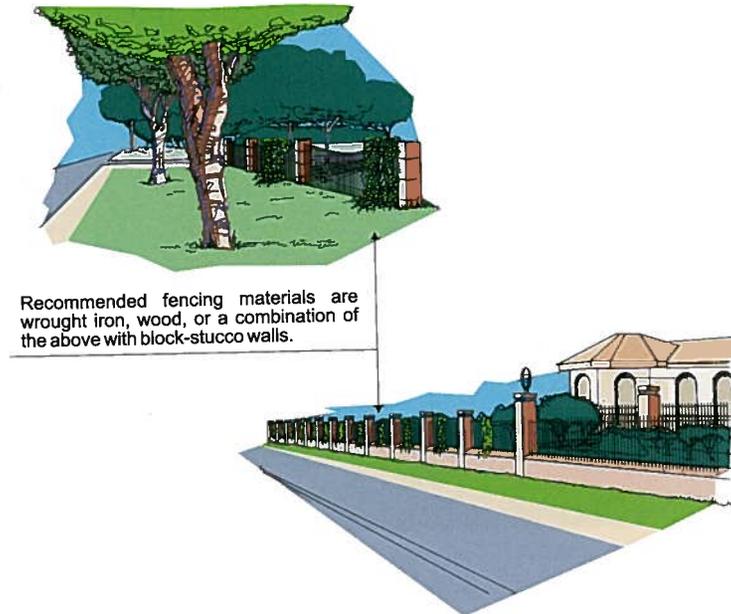


Figure 31: Residential Fence Designs

### COMMERCIAL SITE DESIGN

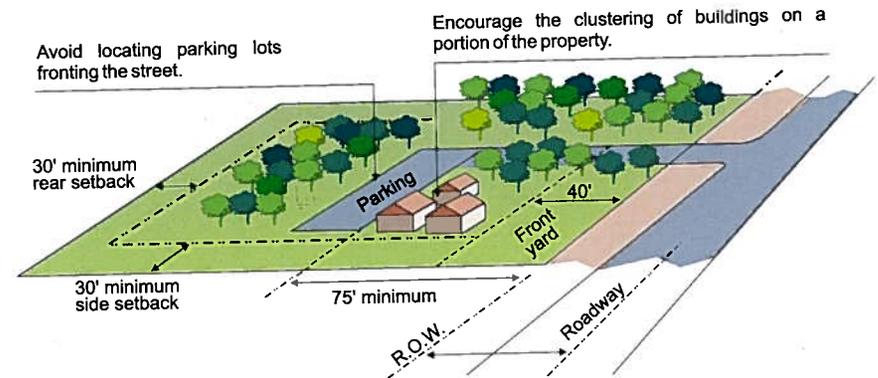


Figure 32: Typical MUA Character

#### Recommendation:

Work with the Neighborhood Services Department on zoning enforcement issues. Neighborhood Specialists are available to work with community groups and individuals to provide information regarding property maintenance, zoning and property standards, enforcement procedures and how to address these issues. Zoning enforcement is done on a complaint basis.

### GOAL 4 - Transportation Safety:

The Esteban Park planning area should offer a variety of transportation options, including public transportation, pedestrian, equestrian and bicycle paths that connect seamlessly to the broader region-wide transit and trail networks in a safe and attractive manner. (Figure 33 on the following page illustrates the existing transportation network).

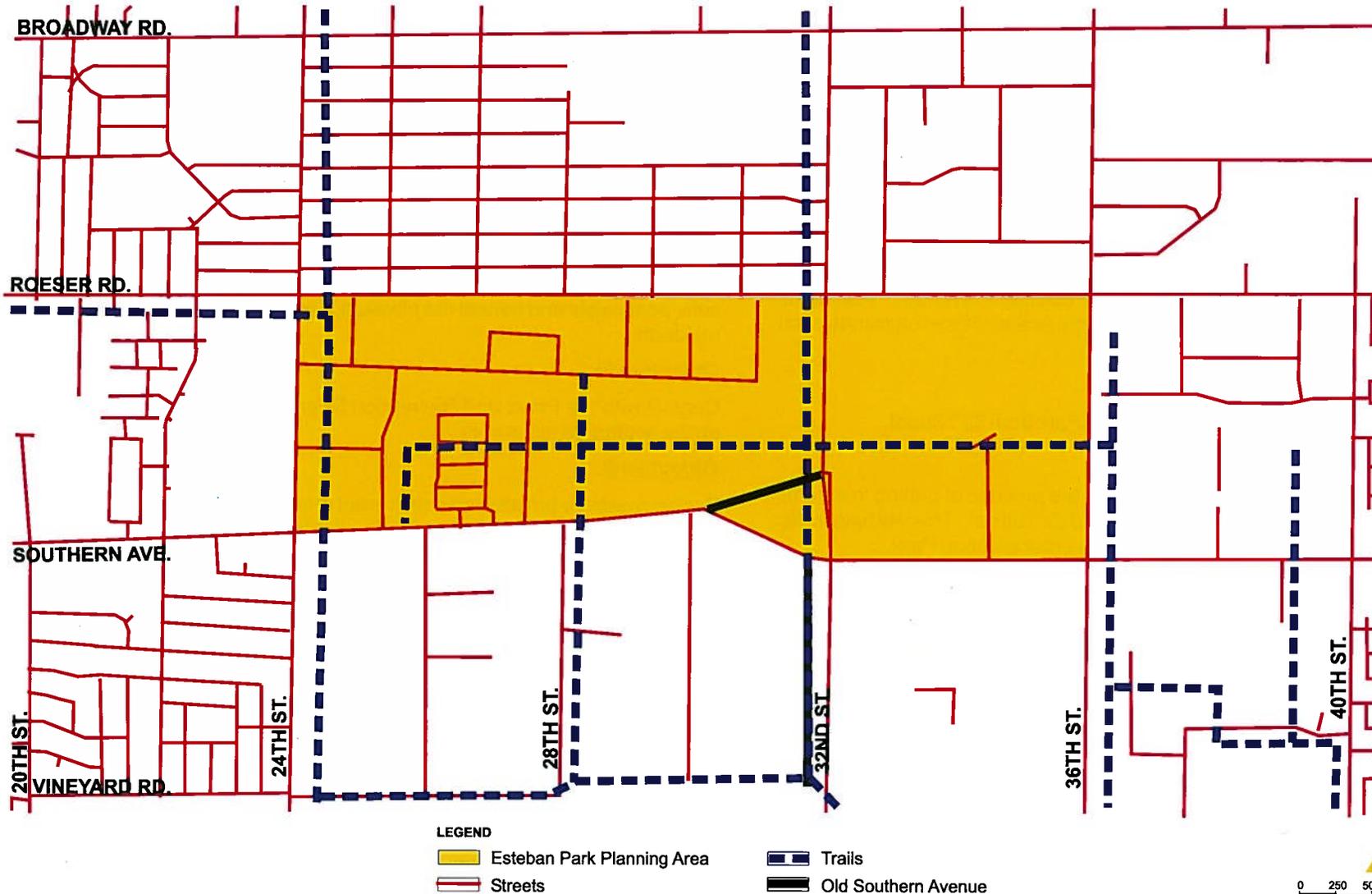
#### Objective A:

Continue to implement and promote plans for multi-use trail systems for pedestrians, equestrians and bicyclists.

#### Objective B:

Implement traffic calming measures where identified by the Street Transportation Department.

Figure 33  
 Esteban Park Area Plan  
 Transportation Network Map



0 250 500 1000  
 Scale in feet  
 City of Phoenix Planning Department  
 March, 2003

**Recommendation:**

Work with the Street Transportation Department on a future traffic mitigation plan for Old Southern Avenue. Current traffic counts indicate approximately 500 vehicle trips per day on Old Southern Avenue. Typically, the Street Transportation Department requires a minimum of 1,000 vehicles per day to provide funding for mitigation measures. Future studies along Old Southern Avenue will be needed to ascertain city participation in traffic mitigation measures.

The parcel on the northwest corner of 32<sup>nd</sup> Street and Old Southern Avenue was rezoned to Commerce Park in 2000. A condition of that approval required the developer to pay its portion of the cost to cul-de-sac Old Southern Avenue. The property owner will be required to participate in future cul-de-sac efforts if deemed necessary by the Streets Transportation Department.

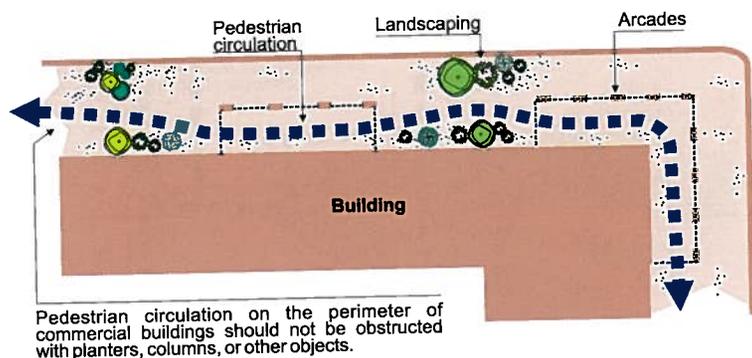
The Police Department reports that increased enforcement has lessened speeding instances along this section of Southern Avenue. Residents should continue to work with their Community Action Officer on issues such as this.

**Objective C:**

Improve safe pedestrian access to Esteban Park from 32<sup>nd</sup> Street.

**Recommendation:**

The Street Transportation Department is in the process of putting in a traffic signal at the intersection of Roeser Road and 32<sup>nd</sup> Street. This will help traffic flow and make it easier to cross 32<sup>nd</sup> Street to enter Esteban Park.



**Figure 34: Pedestrian Connection**

**GOAL 5 - Drainage:**

The Esteban Park Area should be well drained after storm events.

**Objective A:**

Alleviate flooding along Old Southern Avenue.

**Recommendation:**

Street Transportation Department staff and their consultant have completed a drainage study for flooding on Old Southern Avenue (Figure 33). The study recommends a catch basin on Old Southern Avenue, with a drain line running to the 32<sup>nd</sup> Street storm drain. The Street Transportation Department is reviewing design proposals and anticipates construction beginning in late 2003.

**GOAL 6 - Recreation Amenities:**

Esteban Park should have adequate, attractive recreation amenities that are safe, accessible and benefit the physical, social, and leisure needs of all area residents.

**Objective A:**

Consult with the Parks and Recreation Department on the addition of a trail on the south side of the park.

**Objective B:**

Pursue available private and public grant monies to construct a trail along the west-side of 32<sup>nd</sup> Street that will link South Mountain Regional Park, Esteban Park and the Rio Salado Habitat Restoration Project.

**Recommendation:**

Work with city staff from the Parks and Recreation, Street Transportation, and Planning departments along with representatives from the South Mountain Village Planning Committee to develop a grant proposal that will fund the construction of a trail along 32<sup>nd</sup> Street. North of Old Southern there have been two Commerce Park rezoning requests approved that required construction of their trail section. Grant funding would pay for areas that are not likely to redevelop.

**Objective C:**

Coordinate with the Parks and Recreation Department on the possible construction of a horse corral and shaded rest area within Esteban Park.