




# North Gateway

2017 VILLAGE CHARACTER PLAN

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



# Narrative



The North Gateway Village serves as the northern gateway into Phoenix, and strives to offer a high-quality regional employment center, emerging retail development and diverse residential communities to support the various employment opportunities. The area is composed of quality employers, master-planned communities, and natural amenities such as scenic washes, mountains, trails, natural wildlife and open Sonoran Desert. The area also offers close proximity to various recreational opportunities as well as easy access to multiple freeways for travel across the State.

# North Gateway Village

## BY THE NUMBERS



### Population

Existing: 21,090 (2015)

Projected: 35,600 (2030)



### 29%

Residential  
0-5 du/acre  
(General Plan Land Use)

### 1%

County Jurisdiction  
(0.06 square miles)

### 69%

State Trust Land  
(31 square miles)



### Trails and Bikeways

Existing: 33 miles

Proposed : 86 additional miles



### 7,480

Households



Sonoran Preserve

### 2,838

Acquired Acres

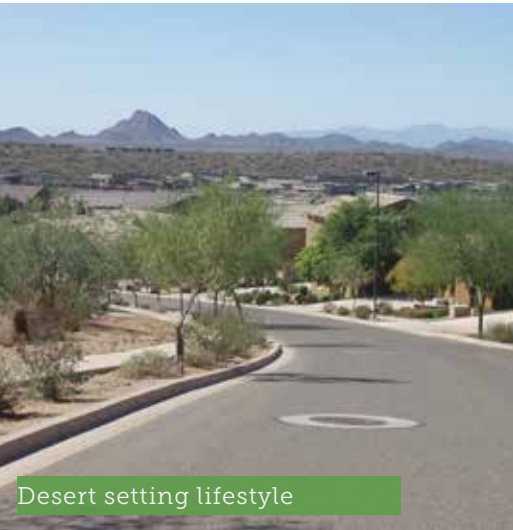
### 4,789

Additional Acres Proposed

# North Gateway Village **CHARACTER**

Scenic corridors and trails

Source: LVA Urban Design Studio



Desert setting lifestyle



Regional employment center  
opportunity



Integration between old and new





Large, master-planned communities



Trail systems connecting neighborhoods



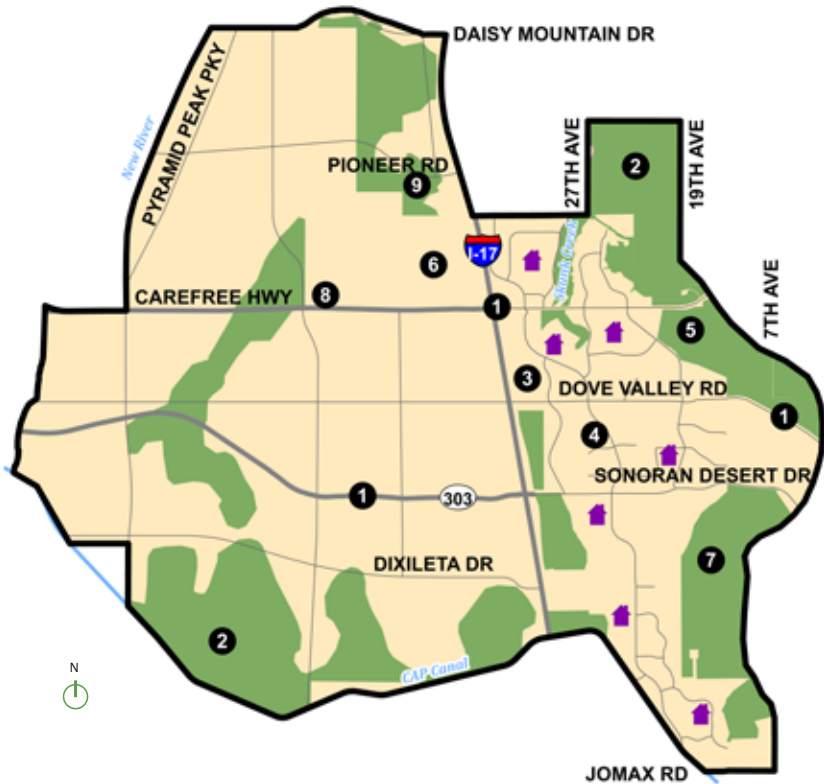
Design with nature



Undeveloped Sonoran Desert, mountains, and washes

# North Gateway Village

## ASSETS



1. Connectivity via highways and scenic drives: Interstate-17, State Route-303, Carefree Highway, Dove Valley Road/ Sonoran Desert Drive & proximity to Northern Arizona
  2. Natural desert environment, mountains and washes
  3. Sonoran Health and Emergency Center
  4. W.L. Gore and Associates
  5. Trail System
  6. Ben Avery Shooting Facility
  7. Sonoran Preserve Master Plan
  8. Arizona Game and Fish Department Headquarters
  9. Pioneer Living History Village & Museum
-  Master planned community



**1** Connectivity via highways and scenic drives



**2** Natural desert environment



**3** HonorHealth Sonoran Health and Emergency Center



**4** W.L. Gore and Associates

Source: Justin Baker



**5** Trail System



**6** Ben Avery Shooting Facility



**7** Sonoran Preserve Master Plan



**8** Arizona Game and Fish Department Headquarters



**9** Pioneer Living History Village & Museum

# 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. Peripheral Areas C & D
2. Carefree Highway Scenic Corridor Design Policies
3. Sonoran Preserve Master Plan
4. North Black Canyon Corridor Plan
5. North Gateway Village Core Plan

### Codes

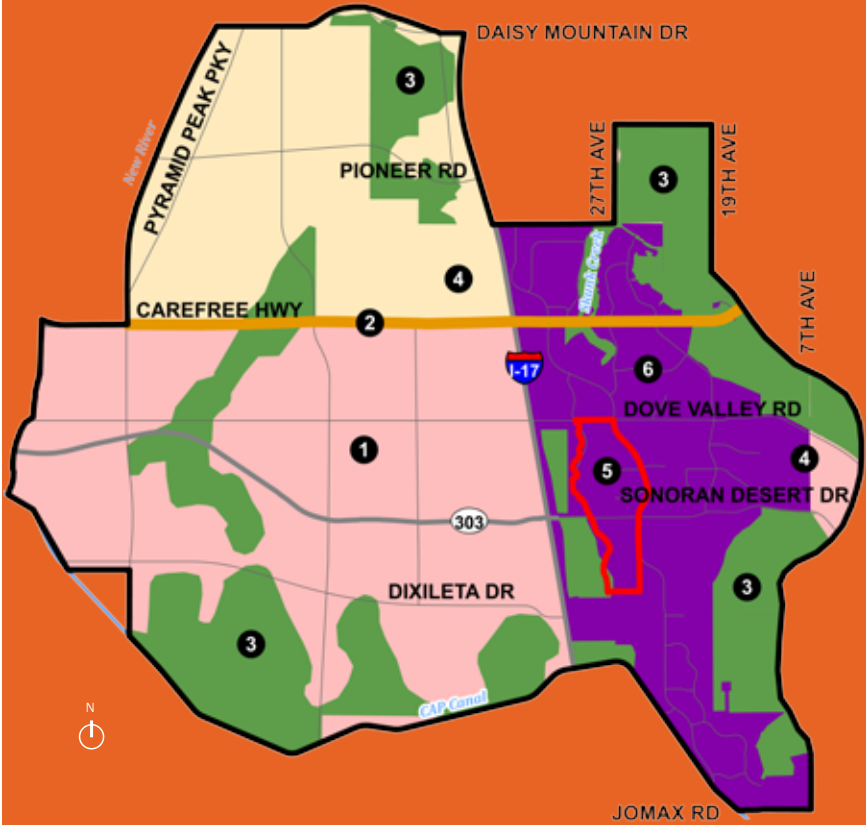
6. North Black Canyon Overlay District

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



# North Gateway Village Planned Areas

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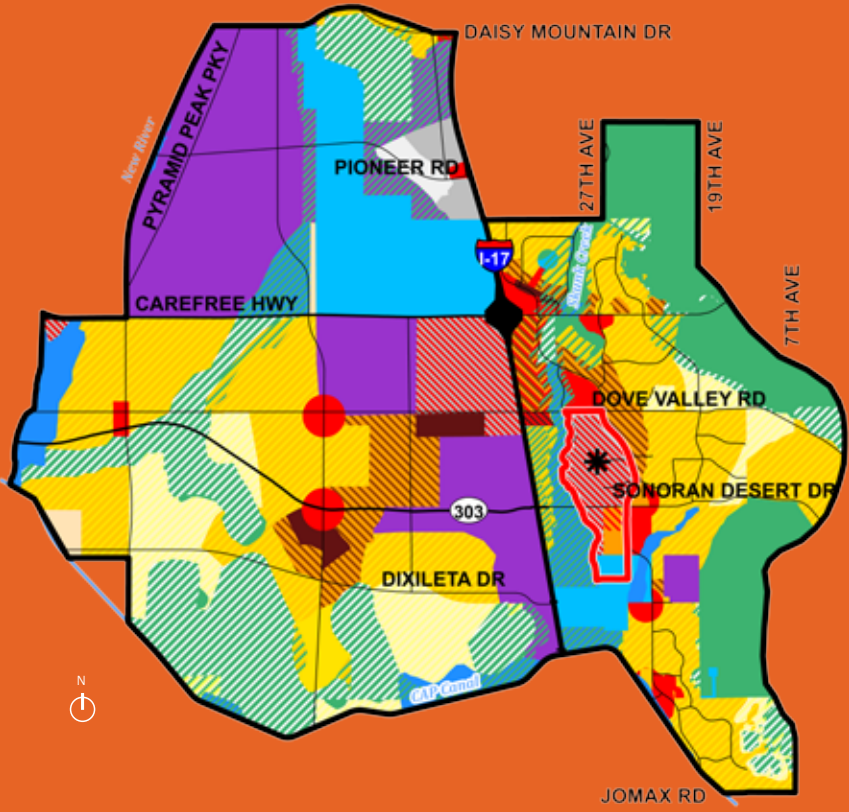
# LAND USE

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

- Plan cores, centers and corridors to include a variety of land uses: office, retail shopping, entertainment and cultural, mix of housing types, hotel and resort, and where appropriate, some types of industry.
- Encourage integrated land uses and transportation systems, which furthers the urban village model and minimizes the adverse impacts of the transportation system on housing, businesses and public uses.
- Support General Plan Land Use Map and zoning changes that will facilitate the location of employment generating uses in each of the designated employment centers.
- Support the expansion of education and training facilities where appropriate.
- Locate police, fire and paramedic facilities to provide efficient emergency service to neighborhood residents.
- Encourage the provision of art in all new development for both public and private.

# NORTH GATEWAY VILLAGE



# DESIGN



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

- Protect scenic corridors and the neighborhood’s views of open space, mountains, and man-made or natural landmarks.
- Design and connect neighborhoods via streets, sidewalks and trails, and discourages through-traffic and provides safe pedestrian travel. Discourage the abandonment of streets, sidewalks and alleys that compromise connectivity.
- Design libraries to provide access to technology for the general public.
- Design industrial sites to be well screened from adjacent sensitive land uses such as residential.
- Protect and enhance the character of each neighborhood and its various housing lifestyles through new development that is compatible in scale, design, and appearance.
- 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.
- All housing should be developed and constructed in a quality manner.





- 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.
- 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 trees and shade into the design of new development and redevelopment projects throughout Phoenix.
- Consider modification of subdivision design standards to allow flexibility in lot configurations where developers anticipate incorporating solar designs or solar energy devices in their buildings.
- Encourage water efficient building and site design in growth areas in order to reduce infrastructure capacity requirements, water supply needs, and operating costs.
- Pursue creative, innovative, and environmentally-sound methods to use reclaimed water and capture and use stormwater and urban runoff for beneficial purposes.

# North Gateway Village

# CHALLENGES

Using the community's feedback from GP Update activities and outreach, as well as working with each Village Planning Committee, challenges facing the village have been identified. Ideally challenges are items to be addressed by urban planning.

# Challenges

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## **1. Lack of commercial retail/services: grocery, fuel stations, etc.**

Although the North Gateway Village has a large amount of commercially entitled land, it has been slow to develop.

## **2. No village core - slow to develop**

The village has a designated core area, which has significant zoning entitlements, however it has been slow to develop.

## **3. Lack of destination activities: arts, culture, entertainment, etc.**

Most of the North Gateway Village has developed over the past 15 years. There has not been time for many destination activities to develop.

## **4. Lack of city services: parks, library, fire stations, community center, farmers markets, etc.**

As a fairly new village, and due to economic conditions and a small population size, many standards city services have not been provided yet.

## **5. Lack of public transportation**

Currently, there are no public transportation options available in the North Gateway Village. A Park and Ride facility, as well as bus rapid transit is planned for the near future. Additional public transportation options should be explored.

# 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 top Goals:





# 5

**Encourage community destination activities**



Strengthen Our Local Economy



Connect People & Places



Build the Sustainable Desert City

# 4

**Improve residential design/housing opportunities**



Celebrate Our Diverse Communities & Neighborhood



Strengthen Our Local Economy



Connect People & Places

# 3

**Improve public transportation**



Create an Even More Vibrant Downtown



Build the Sustainable Desert City



Connect People & Places



Strengthen Our Local Economy



**HELP  
IMPLEMENT  
OUR GOALS**





# North Gateway Village TO DO LIST

## North Gateway Village Accomplishments

- [✓] Sonoran Preserve Master Plan
- [✓] North Gateway Village Core Plan
- [✓] North Black Canyon Corridor Plan
- [✓] General Plan Update

**THANK YOU FOR HELPING US ACCOMPLISH THESE MAJOR MILESTONES!**

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**NOW, HOW CAN YOU HELP REINFORCE OUR CHARACTER AND ASSETS, ADDRESS OUR CHALLENGES, AND HELP IMPLEMENT OUR GOALS?**

Tools	North Gateway Village Priorities	Completed
 Plans	Review & potentially update existing design guidelines to require unique home design.	[ ]
	Identify areas on the General Plan Land Use map that need to be updated.	[ ]
 Partnerships	Invite Valley Metro and city staff to provide information and presentation to discuss public transportation options for the village.	[ ]
	Initiate discussion and collaborate with the Parks and Recreation Department regarding a potential multi-use facility, for a community center, park, swimming pool, library, and/or a public safety facility.	[ ]
 Codes	Initiate discussion and collaborate with the Community and Economic Development Department to encourage growth in or near the village core.	[ ]
	Work with the Community and Economic Development Department to encourage uses that promote community destination activities.	[ ]
 Knowledge	Encourage more public involvement.	[ ]

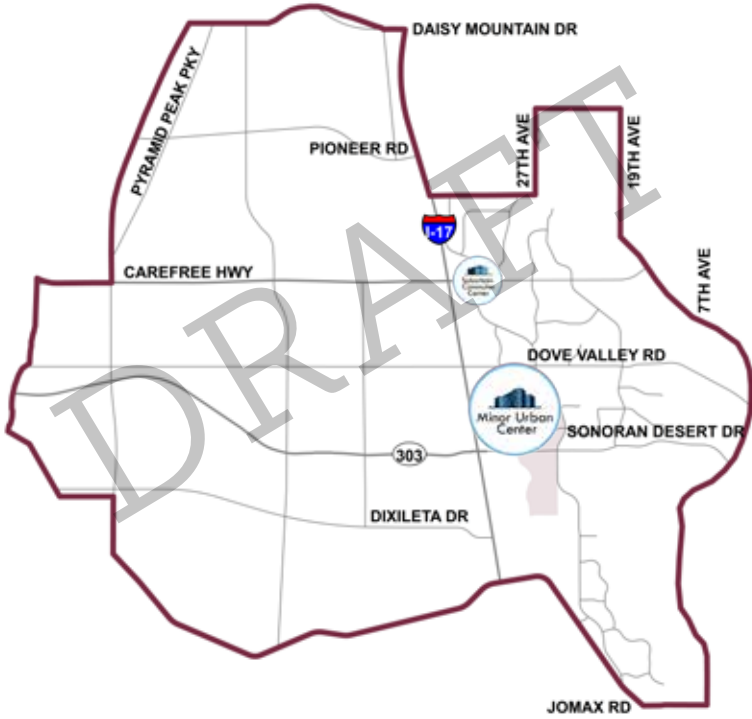
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To contribute to a suggestion for North Gateway Village TO DO list, or to learn more about North Gateway Village, please visit [phoenix.gov](http://phoenix.gov)

# North Gateway Village

## PLACE TYPES

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Carefree Highway, east of the I-17



Existing North Gateway Village Core



# North Gateway Village

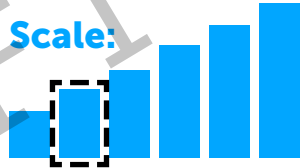
## PLACE TYPES

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### Suburban Commuter Center



#### Scale:



- 2-4 Stories
- Bonus: 7 Stories

#### Intensity:



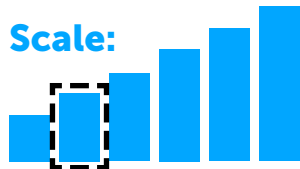
- Medium-Low Intensity

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### Minor Urban Center



#### Scale:



- 2-5 Stories
- Bonus: 7 Stories

#### Intensity:



- Medium-Low Intensity

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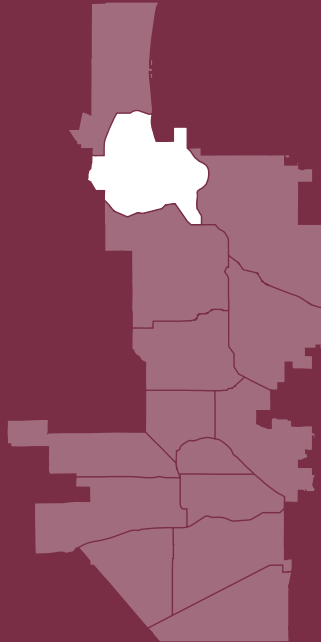
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## North Gateway Village

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



**PDD**