

**44TH STREET CORRIDOR
SPECIFIC PLAN**

Phoenix, Arizona

Final Report

January 1991

**A
SPECIFIC PLAN
FOR THE
44TH STREET CORRIDOR**

Phoenix, Arizona

Prepared for:

The 44th Street Corridor Specific Plan Advisory Committee

The City Planning Commission

The City Council

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Summary

1. SUMMARY

1.1. PURPOSE OF THE SPECIFIC PLAN

The 44th Street Corridor planning area (Corridor) has been predominantly a residential area since the late 1950's when the citrus groves began to be replaced by single family dwellings and neighborhood serving commercial establishments. More recently, the real estate market has favored increased commercial development, both retail and office, and several of the neighborhoods, particularly those most affected by the construction of freeways and expressways, are experiencing a transition from stable owner occupied communities to uses of greater density and intensity.

The purpose of the 44th Street Corridor Specific Plan (Specific Plan) is to establish a framework so that development projected in the Corridor will occur in a manner compatible with the many residential neighborhoods that today and in the future will comprise the major land use in the Corridor.

1.2. BASIS FOR PLANNING

The Specific Plan is based on the goals and objectives included in the Phoenix General Plan 1985-2000 (General Plan) supplemented by additional goals and objectives identified by the community. The Specific Plan provides a greater level of planning standards and development guidelines so that a subarea of the General Plan can be implemented. Planning in the Corridor is greatly influenced by: 1) existing and approved land uses in the Corridor, 2) the transitional condition of several neighborhoods, and 3) the existing local and regional traffic conditions. Recently approved land uses in the Corridor correspond to the land use pattern shown in the General Plan.

Several issues were identified by the community during the public participation program as being important to the Specific Plan. The most critical issues concern neighborhoods, and traffic and transportation planning both now and in the future. The traffic impacts relate to the existing land use patterns, both locally and regionally, and the projected impacts associated with the already approved but yet unbuilt development. The neighborhood issues centered around the community's desire to preserve and protect the existing residential neighborhoods. Another issue focused on the community's concern with traffic and the associated air and noise pollution along 44th Street where single family residential dwellings are located adjacent to the roadway. Other issues included the location and amount of office, retail and park space in the Corridor.

The main goal of this Specific Plan is to maintain and enhance the unique character and beauty of the Corridor. The community also set goals for maintaining and enhancing the quality of life and the character of the existing neighborhoods while recognizing that the Corridor is the major gateway into Phoenix from three directions.

1.3. EXISTING CONDITIONS

1.3.1 Location

The Corridor includes a number of neighborhoods and two village cores, a primary core at 44th Street and Van Buren Street and a secondary core at 44th Street and Thomas Road. The Corridor extends from McDonald Drive on the north to the Sky Harbor International Airport (Airport) on the south. North of Osborn Road, the Corridor is bounded by 46th Street on the east and by 42nd Street on the west. South of Osborn Road, the Corridor is wider, extending from 48th Street to 40th Street. The Corridor is approximately six and one-half miles long and covers an area of about 3,100 acres.

1.3.2 Subareas

The Corridor can be broken down into six subareas, each exhibiting its own unique character. The three northern subareas are located between McDonald Road and Thomas Road, and are predominantly residential in character with commercial retail and office uses occupying the edges of each subarea along 44th Street and the east - west major streets. South of Thomas Road, extending to the Airport, many of the residential neighborhoods are in transition, from owner-occupied residential to retail to conversion or replacement. Planning in the three southern subareas is affected by the construction of the Freeway and the Expressway and the relationship of the area to the Airport.

1.3.3 Existing Land Use

In 1989, when the specific plan process was initiated, the Corridor contained approximately 2,503,000 square feet of office space, 1,591,100 square feet of retail space, 925,000 square feet of industrial space, 1201 hotel rooms, 110 acres of park and 7,452 single family and multi-family residential units. The estimated population in the Corridor was 20,900 people, approximately seven persons per acre.

1.3.4 Approved Projects

In addition to the existing development in the Corridor, the City has approved 7,804,000 square feet of office space, 1,270,000 square feet of retail space, 1,250 hotel rooms and 760 multi-family dwelling units. The approved but unbuilt projects represent approximately 98 percent of the projected demand for the next 25 years. The location of approved development, and the impact it will have both on existing residential neighborhoods and on the street system in and around the Corridor, greatly influenced the land use recommendations of the Specific Plan.

1.3.5 Transportation

The grid pattern of streets that establishes the land use framework for Phoenix dominates the framework for the Corridor as well. Three north - south streets, 40th, 44th, and 48th, create one axis. Camelback Road, Indian School Road, Thomas Road, McDowell Road, Van Buren Street and Washington Street provide the east - west axis. Two major components of the local transportation

network, the Papago Freeway and the Hohokam Expressway, are under construction at the time of this writing. The introduction of these major roadways has created a major disruptive impact on the existing residential neighborhoods in the Corridor.

The major intersections of the east - west roads and 44th Street experience a peak hour level of service at or below the acceptable level of service identified by City policy.

1.4. MARKET PROJECTIONS

The Corridor is expected to have very strong market appeal for office development during the 1990's and beyond given its: 1) proximity to portions of the Phoenix metropolitan area that are experiencing the greatest population growth, 2) enhanced accessibility and visibility provided by the numerous freeway extensions, and 3) proximity to the Airport and the Phoenix downtown.

The Corridor is expected to capture much of the near term office demand projected for the east Phoenix submarket. When the improvements to the transportation network, including Terminal 4 at the Airport, are completed during the early 1990's, the Corridor's share of the east Phoenix submarket is expected to be quite high and then to decline steadily over the next 15 years.

Approximately 8 to 10 million square feet of office space will be required in the Corridor to meet the projected demand over the 1990 through 2015 period. This total is in addition to the office space that will be completed by the end of 1989. In addition to the office demand, approximately 900,000 square feet of retail space and 5,000 new hotel rooms could be supported. The Gateway area (44th Street and Van Buren Street) will experience the greatest concentration of hotel development due mainly to its proximity to the Airport. The majority of retail space will be located in the Thomas Mall area (Thomas Road and 44th Street) with about one-third being located in the Gateway area. In addition to the retail, office and hotel development, approximately 3,600 multi-family residential units could be supported in the Corridor by 2015.

1.5. LAND USE PLAN

The process used to formulate the Specific Plan included the development of a series of generalized land use concepts. These land use concepts identified the basic elements of the plan which were then expanded and refined as a second series of alternative land use plans. These concepts and alternative plans represent the goals and objectives suggested by the Specific Plan Advisory Committee (SPAC) and the local community during the specific plan process. The preferred alternative recognizes the existence and the development potential of a pair of cores, a secondary core at 44th Street and Thomas Road and a primary core at 44th Street and Van Buren Street. The community's preference indicated that the most favorable alternative reflected a composite of elements from the various concepts melded together in a two core plan that does not require a significant change in the existing land use pattern. Defining the boundaries of the core and gradient, and their role in the Corridor, had a significant influence on the character of the Corridor.

The land use categories described in the Specific Plan specify the type, intensity and density of the uses preferred by the community for the Corridor. In general, the land uses reflect existing conditions and previously approved development projects. The land uses recommended are meant to be generic in character but specific enough to allow sound planning decisions to be made by the City.

Some of the strategically positioned areas are designated for a mix of uses to allow flexibility so that development can be responsive to changes in market demand. Three mixed use categories are included in the Specific Plan: MU1, the secondary level of the core gradient, has a floor area ratio (F.A.R.) range of 0.25 to 0.6 with a maximum building height of 90 feet; MU2, the first level of the core gradient, has an F.A.R. range of 0.5 to 0.7 with a maximum height of 120 feet; and MU3, the central area of the core, has an F.A.R. range of 0.8 to 1.2 with a maximum building height of 150 feet.

The six subareas in the Corridor are characterized by the recommended land use plan as follows:

- o McDonald Road to Camelback Road remains predominantly single family residential in character.
- o Camelback Road to Indian School Road also remains as a single family residential area with an average density of five units per acre. Some multi-family developments are located in this subarea. Commercial office and retail uses are located at the major intersections.
- o Indian School Road to Thomas Road includes a mix of uses including single family and multi-family residential, commercial office and retail uses.
- o Thomas Road to McDowell Road includes a balance of mixed uses with the secondary core and gradient located around the Thomas Mall site.
- o McDowell Road to Washington Street represent the greatest density of development in the Corridor and also includes the greatest amount of required changes from the current land use and zoning categories. The intersection of Van Buren Street and 44th Street is the center point of the primary core.
- o Washington Street to the Airport includes a mix of uses including commerce park and park/open space.

The land use statistics for the Corridor including the existing land uses, the projects currently approved, and the recommended land use plan are given below.

	Office (sq.ft.)	Retail (sq.ft.)	Hotel Rooms	Dwelling Units	Industrial (sq.ft.)
Existing Land Use	2,503,000	1,591,000	1,201	7,452	925,000
Approved Projects	7,804,000	1,270,000	1,250	760	0
Recommended Land Use	3,547,500	1,055,550	3,525	2,972	-145,000
Total Land Use Plan	13,854,500	3,916,550	5,976	11,184	780,000

1.6. USE OF SPECIFIC PLAN

This Specific Plan is a non-regulatory policy document that is a more detailed element of the General Plan for the Corridor. It is intended to guide decision-makers in the review of development proposals and in planning capital improvements.

This Specific Plan does not supercede existing development regulations. It will be administered and interpreted in a manner consistent with the policies contained in the introduction to the General Plan.

1.7. TRANSPORTATION SYSTEM IMPROVEMENTS

Listed below are the transportation system improvements recommended by the SPAC. These improvements represent a balance in accommodating projected growth in the Corridor, while, to the extent possible, minimizing the impact of greater traffic levels on existing residential neighborhoods.

- o Widen 44th Street to six lanes from north of Thomas Road to Camelback Road.
- o Widen 44th Street to eight lanes south of Thomas Road.
- o Widen McDowell Road, Thomas Road and Indian School Road to six lanes from 40th to 48th streets.
- o Widen 40th Street to six lanes from Washington Street to McDowell Road, and to four lanes from McDowell Road to Thomas Road.
- o Provide full Airport access from 40th Street/Air Lane.
- o Extend 42nd Street from Washington Street to the East Papago frontage road and connect to the Gateway Loop Road. Connect Fillmore Street to the Gateway Loop Road.

The purpose of widening 44th Street is to provide additional traffic capacity and to create a buffer for the adjacent neighborhoods. These recommended improvements will require a detailed engineering study to determine the extent of the physical changes needed in the Corridor. There are several areas along the Corridor where residential units front 44th Street. The widening of the roadway will have some impact on these units. Until the engineering study is completed, the extent of these impacts is not clear.

1.8. DESIGN GUIDELINES

Development standards and design guidelines are key elements of the Specific Plan. The primary intent of these standards and guidelines is to provide a tool for implementation of the Specific Plan through the subsequent adoption of the guidelines by ordinance. The design guidelines establish a concept or

theme for the key areas of the Corridor. Design guidelines focus on the visual image of each subarea and the creation of a cohesive set of development projects as the Corridor is developed over time.

The design guidelines and standards are arranged with a hierarchy of three levels similar to the City's design review guidelines. In descending order, the standards are either requirements, presumptions or considerations. When adopted by ordinance, requirements must be met (unless a variance is allowed), presumptions should be included in a proposed development plan, but can be omitted if the applicant can exhibit that compliance with the guidelines is not possible, and considerations can be used to overcome difficult presumptions.

1.9. IMPLEMENTATION

The Specific Plan recommends a combination of three strategies to implement the improvement projects recommended. These strategies are community facilities districts (for limited areas), development impact fees and public funding. The Specific Plan represents the initial step in a long planning and implementation process. During the specific plan process, numerous planning studies and potential mitigation strategies were identified that could not, due to timing and budgeting constraints, be fully evaluated or developed. The Specific Plan recommends that during the next phase of planning for the Corridor the following items be prepared:

- o an engineering analysis to determine potential right-of-way needs for the potential widening of 44th Street;
- o an urban design guidelines program for the widening of 44th Street;
- o a historic resources analysis and survey of the Corridor;
- o a landscape master plan, and a long term landscape maintenance program;
- o a more detailed park land acquisition study;
- o a facilities use program for schools and churches;
- o a pedestrian and bicycle system including a promenade plan for the Arizona, Grand, and Crosscut canals; a trails plan within the cores and connecting the two cores in the Corridor to other cores; a plan connecting neighborhoods and activity centers;
- o a sidewalk improvement plan;
- o a signage program for the pedestrian and bicycle circulation systems;
- o an urban design plan and construction program for the Gateway area between the railroad bridge and the Grand Canal;
- o an urban design plan and construction program for the area north of Campbell Avenue and the Arizona Canal on 44th Street for a recreation activity area;

- o a transit stop plan for all canal crossings; and
- o an urban design plan for the northern gateway to the Corridor at McDonald Road.

1.1.0. RELATIONSHIP TO PHOENIX GENERAL PLAN 1985-2000

The Specific Plan and the General Plan, including the existing zoning designations within the Corridor, are generally in concert, with a few exceptions. The most important deviation involves the areas designated as cores and the importance given the core definition. The Specific Plan shows the secondary core at Thomas Road and 44th Street as occupying a smaller area than in the General Plan. In addition, the primary core, located around the four quadrants of the Van Buren Street - 44th Street intersection, occupies a much greater area than the future core in the General Plan.

Introduction

2. INTRODUCTION

2.1. PURPOSE

The City Council adopted a specific plan ordinance in April 1988 which added a new Chapter 10 to the city's Zoning Ordinance. According to the Ordinance, the purpose of a specific plan is to provide a greater level of detail needed to implement a subarea of the General Plan such as a village core, along a transportation corridor, a large vacant area, a conservation or redevelopment area, or any other geographical or functional area in which the need for special study and planning exists. A specific plan is based on the goals and objectives of the General Plan, and represents the necessary detailed land use decisions and implementation techniques necessary to implement the General Plan.

Specific plans may include such regulations, criteria and guidelines as may be necessary or desirable for the systematic execution of the General Plan. Specific plans may recommend modifications to the Zoning Ordinance and Subdivision Regulations such as:

- o regulations, criteria or guidelines determining the location of buildings and other improvements with respect to rights-of-way, flood plains and public areas and facilities; and
- o regulations on the use of land, buildings and structures, the height and bulk of buildings and structures, and open areas about buildings and structures.

A specific plan may recommend other measures required to insure the execution of the General Plan.

A specific plan may be regulatory or non-regulatory. A regulatory plan is defined as any plan containing provisions with restrictions on land use that differ from existing regulations. Specific plans that only contain statements of goals, standards, or policies that will be implemented by other means are deemed to be non-regulatory. The 44th Street Corridor Specific Plan (Specific Plan) is non-regulatory.

The City Council in the late 1980's was faced with several zoning decisions, the most significant of which centered around the Thomas Mall area and the area between the proposed Papago Freeway alignment and Sky Harbor International Airport (Airport). These areas had been designated as a secondary core and a future core, respectively, in the General Plan. The General Plan, however, did not clearly define these core designations.

In May of 1988, the City Council approved a zoning change on the Thomas Mall site for the development of a mixed use project. The approved project includes a resort hotel, office and retail space and high rise multi-family residential. A stipulation of zoning required a major contribution by the property owner to the funding of a specific plan for the 44th Street Corridor (Corridor).

The City's purpose for the Specific Plan is to provide:

- o a guide for future decisions related to land use, development and preservation;

- o a guide for public and private investments including transportation system improvements, other public facilities and services, and urban design improvements;
- o a more specific geographic and use definition of the future core and the secondary core, and their gradient (or transition) areas; and
- o greater predictability of future conditions.

In addition to the City's intent and expectation for the Specific Plan, various public groups with an interest in the Corridor also had some significant expectations. Several neighborhoods were undergoing assemblages caused in part by real and by perceived negative impacts relating to the construction of the Papago Freeway and the Hohokam Expressway, as well as the intensity of the development in and around the Gateway area at 44th Street and Van Buren Street. Other neighborhoods, some outside the designated Corridor, but included in the Camelback East Village, saw the specific plan process as a chance to expand the City's goals and objectives to better define the long range expectations for their community.

2.2. DESCRIPTION OF THE CORRIDOR

The Corridor is located in the portion of east Phoenix identified in the General Plan as the Camelback East and the Central City villages, two of nine villages established in 1985 for planning purposes. Figure 2.1, Vicinity Map, indicates the relationship of the Corridor to the Phoenix metropolitan area. The Corridor has a strong, strategic position in the metropolitan area due to its relationship to the Airport, accessibility to freeways and the Expressway, and proximity to high population growth areas to the east and north.

The Corridor extends from McDonald Drive on the north to the Airport on the south. North of Osborn Road, the Corridor is bounded by 46th Street on the east and 42nd Street on the west. 48th Street and 40th Street form the east and west boundaries between Osborn Road and Sky Harbor Boulevard. The Corridor was expanded south of Osborn Road for two primary reasons: (1) to include the existing neighborhoods most directly impacted by the redevelopment of the Thomas Mall and the additional development adjacent to the mall site, and (2) to include the neighborhoods south of McDowell Road that were being affected by the construction of the Papago Freeway and the Hohokam Expressway, and the growth of the Airport. In addition, the Corridor was expanded to include the two cores as currently designated in the General Plan (refer to Figure 3.2). The 6-1/2 mile long Corridor encompasses approximately 3,100 acres. Figure 2.2: Planning Area Boundaries (oversized map in separate packet), shows the boundaries of the Corridor.

The Corridor is predominantly residential in character. It is beginning to experience pressure for significant changes in the existing land use pattern as regional serving office and retail uses are introduced into the area. Several existing single family neighborhoods are being affected by the construction of

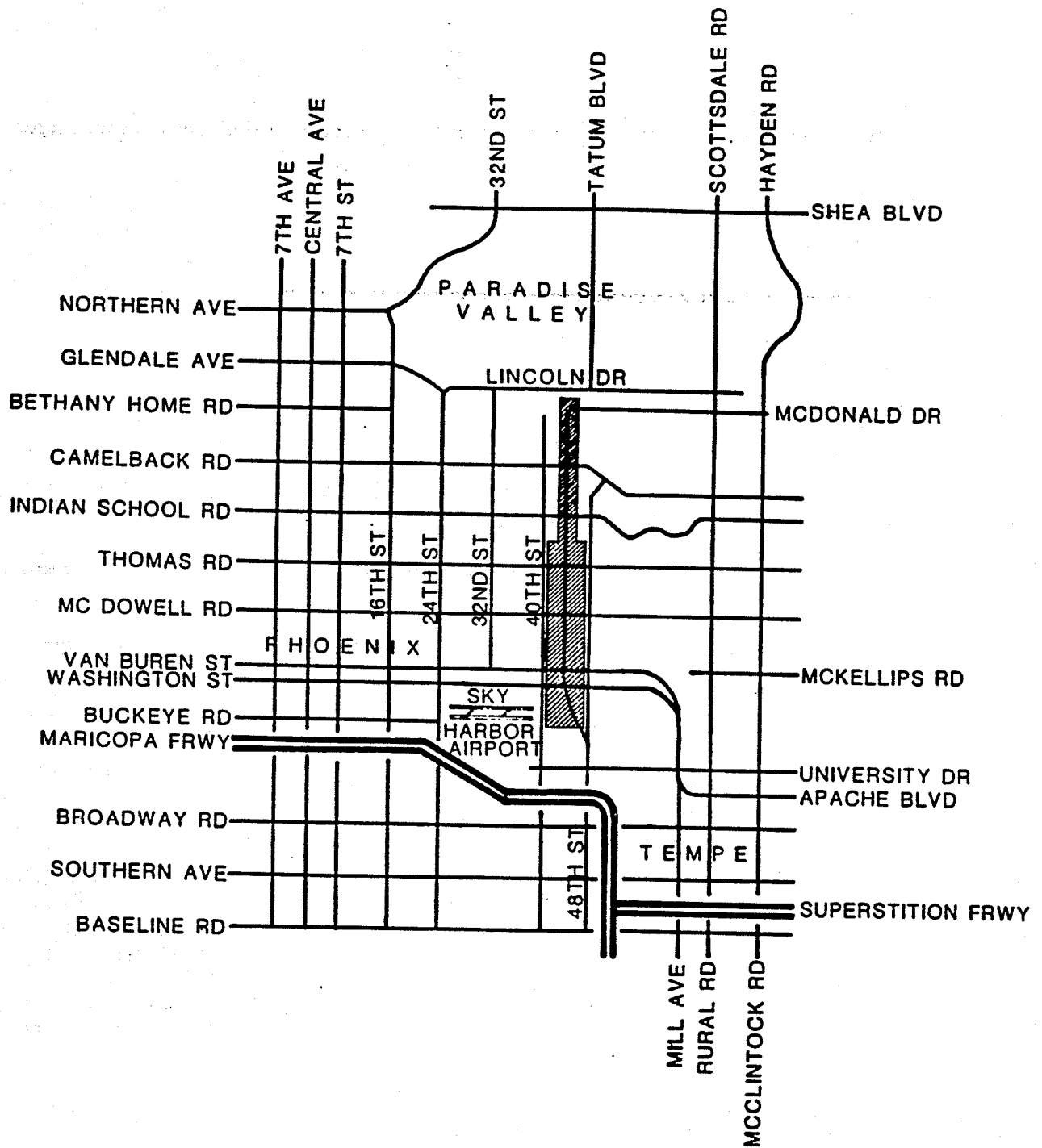


Figure 2.1 Vicinity Map

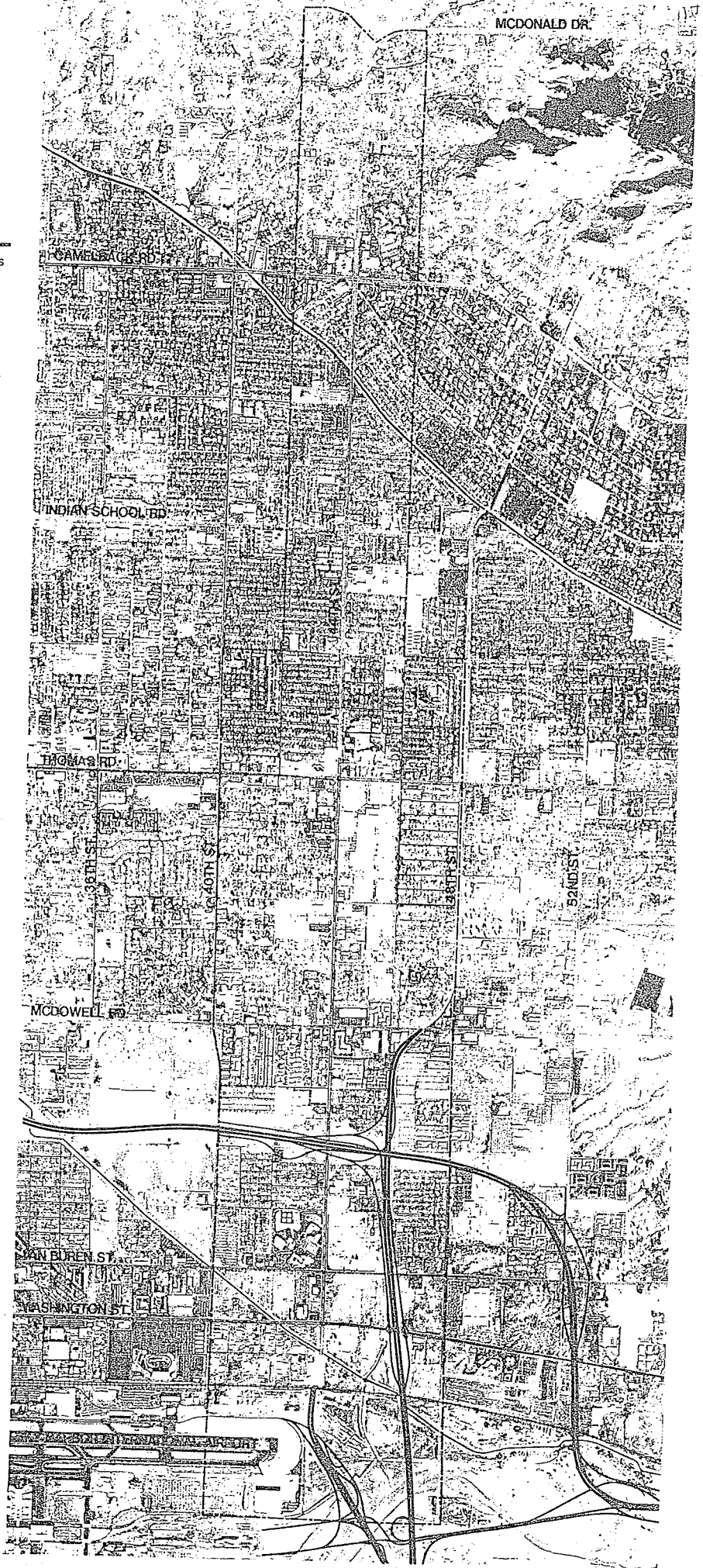
44TH Street Corridor Specific Plan

Planning Area Boundaries / Figure 2.2

LEGEND



PLANNING AREA BOUNDARIES



the Papago Freeway and the Hohokam Expressway as land clearing continues and property values change. In addition to the residential land uses, other uses representing the typical array of neighborhood supporting land uses, such as schools, churches, retail shops, and small office buildings, are found in the Corridor. Existing park land is limited to Pierce Park located at Oak Street and 46th Street, and the Pueblo Grande Park near Washington Street and 44th Street.

The General Plan shows the area around Thomas Road and 44th Street as a secondary core, and the area east of 44th Street between Gateway Loop Boulevard and the Grand Canal as a future core. Neither of these core designations is defined in the General Plan. The approved and existing of mixed use projects around the Van Buren Street and Washington Street intersections with 44th Street have created a land use pattern and development intensity distinctly different from the rest of the Corridor.

2.3. PUBLIC INVOLVEMENT PROCESS

In December 1988, the City Council created the 44th Street Corridor Specific Plan Advisory Committee (SPAC) and charged the Committee:

- o to select a qualified, independent planning consultant who will be engaged to provide the services necessary to the specific plan process;
- o to review and to recommend the consultant's scope of work for developing a specific plan;
- o to conduct public meetings and maximize public input into the development of a specific plan;
- o to advise and guide the consultant in preparation of a specific plan; and
- o to make recommendations to the Planning Commission and to the Mayor and City Council regarding the specific plan.

Mr. Bert Stanfield-Pinel, a former member of the Camelback East Village Planning Committee, was appointed as the Chair of the SPAC. The committee consisted of four former and current members of the Camelback East Village Planning Committee (Jasper Hawkins, Ruth MacEachern, Eric Rasmussen and Sally VanderLaan), four individuals representing the development community (Jerry Dixon, John Graham, Scott Jablonow and John Theobald), three unaffiliated residents of the Corridor (Ernie Coen, Charles Schiffner and Jeanne Somers), and two community volunteers residing outside of the Corridor (Leslie Hatfield and Diane Olson).

Since March 1989, after the selection of the consultant team lead by EDAW, Inc., the SPAC held frequent meetings until the draft Specific Plan was released in May 1990. The regular agenda for these meetings provided for public questions and comments on the specific plan process, as well as for comments on particular substantive issues. Approximately 50-100 people attended these meetings on a regular basis.

In addition to the regular SPAC meetings, four special public meetings were held during the process. The first and last meetings were required by the Specific Plan Ordinance; the second and third meetings were included as part of the citizen participation program established by the consultant. Approximately 6,000 notices were mailed to the Corridor's property owners and interested residents prior to the meetings. The four special meetings are described below.

1. Kickoff Meeting (held March 30, 1989). The purpose of this meeting was to inform the public about the specific plan process (required by the Specific Plan Ordinance) and to receive public input on issues in the Corridor. Approximately 1,300 people attended the informational portion of this meeting and approximately 300 people participated in the break-out issue identification group meetings. The issues identified were used to focus the Specific Plan on key concerns.
2. Land Use Alternatives Meeting (held June 15, 1989). The purpose of the meeting was to present to the public three land use concepts. Approximately 1,000 people attended and 334 people returned a questionnaire to indicate their preference among the concepts. This input was used to reduce the alternative land use concepts to two.
3. Open House on the Draft Land Use and Transportation Recommendations (held February 15, 1990). The purpose of this open house was to present to the public the draft land use and transportation recommendations. Approximately 1,000 people attended and 466 people returned a questionnaire to indicate whether they supported the draft recommendations. This input was used in the preparation of the draft Specific Plan.
4. Draft Specific Plan Meeting (held June 28, 1990). The purpose of this meeting was to present the draft Specific Plan to the public and receive their comments. This was the second of the two public meetings required by the Specific Plan Ordinance. There were approximately 1,000 people in attendance.

The SPAC meetings provided the basic communication channel for the community. In addition, an extensive series of one-on-one interviews were conducted by the consultant team. The consultant team met with organized community groups representing the neighborhoods, agency representatives and knowledgeable individuals in order to discuss their concerns and understand the issues from their point of view. This outreach program included informational meetings with members of the City Council, particularly Councilwoman Nadolski and Councilman Goode, whose districts fall within the boundaries of the Corridor. These meetings were to provide periodic status reports on the progress of the specific plan process.

City staff, particularly the members of the Planning Department, played a significant role in the specific plan process. Staff assisted in the preparation of portions of this document, and were responsible for the planning and notification of all public meetings, including driving and walking tours of the Corridor. City staff was also responsible for assisting in data collection and research, printing and distribution of materials for public use, contract administration, and review of the Specific Plan. Appendix C includes many of the names of the City staff,

community groups and organizations and individuals that contributed to the preparation of this Specific Plan.

2.4. ISSUES

Several important issues were identified by the SPAC and the community in general during the public involvement process. These issues served as the basis for the goals and objectives that directed the formulation of the Specific Plan.

One of the most important issues identified concerned the existing and future conditions of traffic and transportation within the Corridor. The magnitude and location of the recommended land uses (Section 5) is based in part on the set of transportation system improvements that were deemed physically, economically and socially feasible.

Land use issues were also important. The community's concerns on land use were related directly to their particular area of interest along the Corridor. North of Thomas Road, the important issues included the maintenance and enhancement of the residential neighborhoods. South of McDowell Road, the community was most concerned with the neighborhoods in transition, and the intensity and density of non-residential development.

One issue which was universally expressed by the community was the concern over the conflicts along 44th Street where single family residential dwellings were located adjacent to the street. Several problems were associated with this relationship including conflicts of direct vehicular access to 44th Street, noise and air pollution, and general safety issues. These problems led to the recommendations for creating buffer zones along 44th Street that are included in Section 6 of this Specific Plan.

While the primary land use issues centered on the amount and location of office and retail development, several other issues were identified by the community. The Corridor is deficient in the amount of public park and open space. Other than Pierce Park and play areas associated with the various school sites, there is no existing "close to home" park space in the Corridor. Close to home parks are the parks traditionally referred to as mini, neighborhood, community and district parks in Phoenix according to the city's Parks and Recreation Long Range Plan (1988). Another important issue focused on the recognition that the partially developed area between McDowell Road and the Airport is a significant core area, distinct from the secondary core planned for the area around 44th Street and Thomas Road.

These issues, and other minor ones discussed by the community, led to the creation of a series of land use concepts, described in Section 5. These concepts were refined as a series of alternative land use plans that were evaluated during the public planning process.

2.5. GOALS AND OBJECTIVES

The goals and objectives included in the General Plan are general in nature and only indirectly address the Corridor with the exception of the discussion of the

secondary core at Thomas Road and 44th Street. The discussion in the General Plan on the specific purpose of the secondary core is vague. During the specific plan process, the SPAC reviewed and discussed the existing goals and objectives of the General Plan which are listed in Appendix A. The SPAC, using this information as a framework, prepared a set of goals and objectives that were specific to the Corridor.

The Specific Plan's goals and objectives are intended to supplement the goals and objectives already included in the General Plan. They are meant to reinforce the village core concept of the General Plan and to establish the area as a gateway to Phoenix and the region. These supplemental goals and objectives reflect the community's desires to enhance the vitality, overall quality and character of the Corridor, and to contribute to citywide goals. When coupled with the Specific Plan policies and programs, these supplemental goals and objectives reflect the community's emphasis that the Corridor be oriented toward the people of Phoenix, particularly those who live in the Corridor.

Overall Goal:

Maintain and enhance the unique character and beauty of the Corridor.

Land Use Goals:

- o Maintain and enhance the quality of life and the character in the existing neighborhoods.
- o Ensure that new development contributes to the quality of life and the character in the existing neighborhoods.
- o Land Use Objective 1: The Corridor shall be established as a major gateway to the City, with major land use components located strategically along the entire length of the Corridor that reinforce the gateway function while enhancing the neighborhood structure of the Corridor.
- o Land Use Objective 2: The land use plan for the Corridor shall establish targets and limits for development in the area.

Circulation Objective:

- o The City shall provide for public facilities to service the existing and the recommended land uses within the Corridor.

Implementation Objective:

The Specific Plan shall seek public input and consensus by informing the public as to the basis and relative consequences of plan alternatives.

Existing Conditions

3. EXISTING CONDITIONS

3.1. INTRODUCTION

This section provides a description of the historical development, and the existing physical, cultural, and political conditions of the Corridor. Six subareas have been identified within the Corridor which have their own individual character and development patterns. Each of these subareas will be discussed in this section.

3.2. HISTORY OF DEVELOPMENT

An Indian people known as the Hohokam populated the southern portion of the Corridor around the time of Christ to A.D. 1450. The Hohokam were farmers who built canals and diverted water from the Salt River for irrigation until they mysteriously disappeared around 1450. It was not until the construction of the Arizona Canal and its support system in 1885 (a system similar to that of the Hohokam) that the majority of the land within the Corridor was again settled and used for farming. Agricultural uses consisted primarily of citrus orchards, particularly in the northern portion of the Corridor near what is now known as the Arcadia area. Until additional water was supplied, land in the Arcadia area sold for 35 cents an acre. In the 1920's, the Arcadia area began to be known as a residential area for the wealthy of Phoenix as land prices rose to \$400 dollars an acre. The area remained primarily agricultural until the Phoenix population increased 311% during the 1950's, and a large population influx took place in the area. Remnants of the agricultural heritage are exemplified by the numerous citrus trees still growing in the various residential neighborhoods.

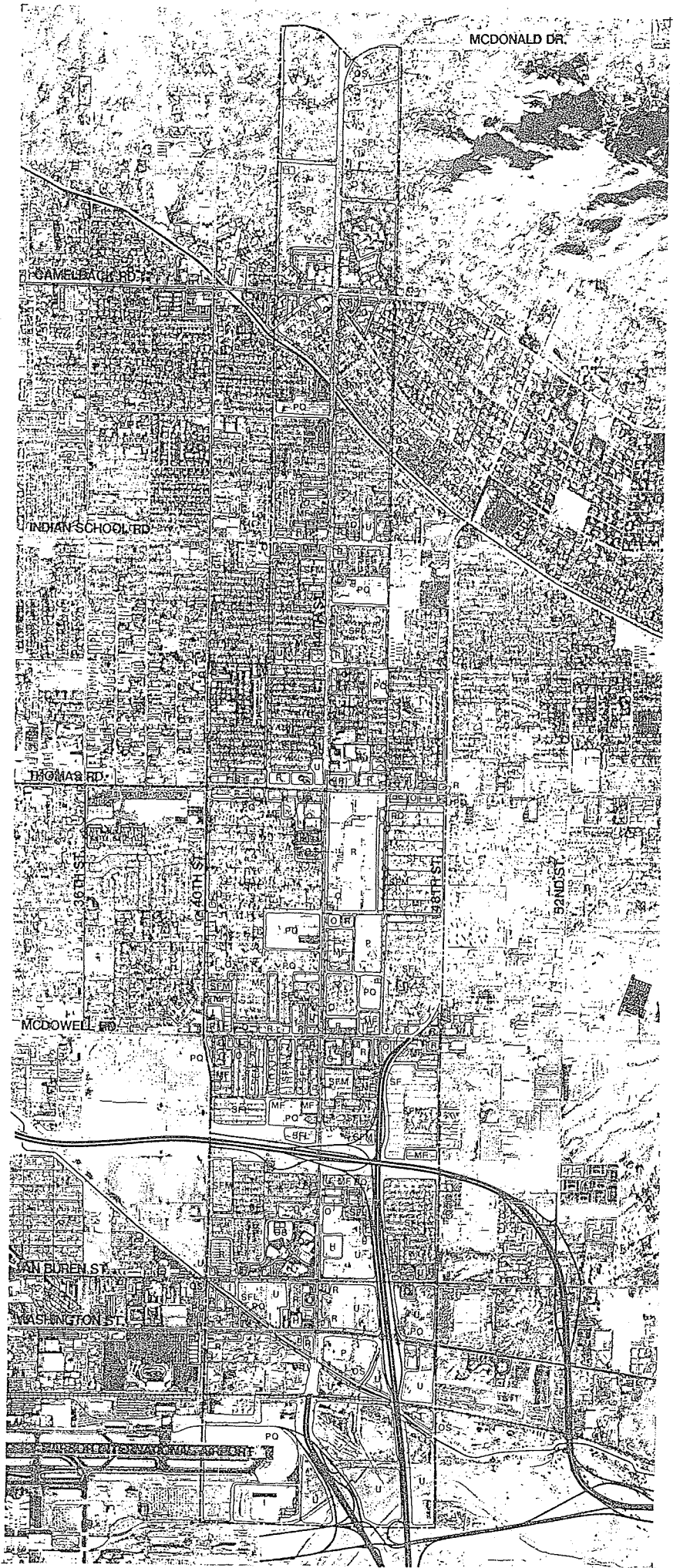
Development was further spurred on during the 1950's by the mass production of residential air conditioning units. Major developers such as Del Webb, David Murdock, and John F. Long led the way in residential development in and around the Corridor. The physical growth of Phoenix continued through the 1960's and was marked by increased automobile traffic and retail development outside of Phoenix's central business district. During the 1960's, major department stores began to move from the Phoenix downtown area to the suburbs into enclosed air-conditioned shopping malls. Thomas Mall at 44th Street and Thomas Road was one of the first such malls in the Valley. During the 1970's and 1980's, the Corridor also saw an increased shift to office uses along 44th Street as homes on large lots were purchased for redevelopment. With the continued growth of the Airport and the recent construction of the Papago Freeway and the Hohokam Expressway, traditional residential uses within the Corridor continue to experience pressure to change to more intensely developed commercial office and retail uses.

In 1989, the Corridor contained an estimated 2,503,000 square feet of office space, 1,591,000 square feet of retail space, 925,000 square feet of industrial space, 1,201 hotel rooms, 110 acres of parks, and 7,452 dwelling units with an estimated population of 20,900 people. Public/quasi-public space in the form of public facilities such as schools, places of worship and community centers were also part of the Corridor. The following narrative describes how these various land uses are distributed within the Corridor.

44TH Street Corridor Specific Plan

LEGEND

- SFL SINGLE FAMILY - LOW DENSITY
- SFM SINGLE FAMILY - MEDIUM DENSITY
- MF MULTI - FAMILY RESIDENTIAL
- R RETAIL
- O OFFICE
- H HOTEL / RESORT
- I INDUSTRIAL
- CP COMMERCE PARK
- PQ PUBLIC / QUASI - PUBLIC
- P PARK
- OS OPEN SPACE
- U UNDEVELOPED



Existing Land Use/Figure 3.1

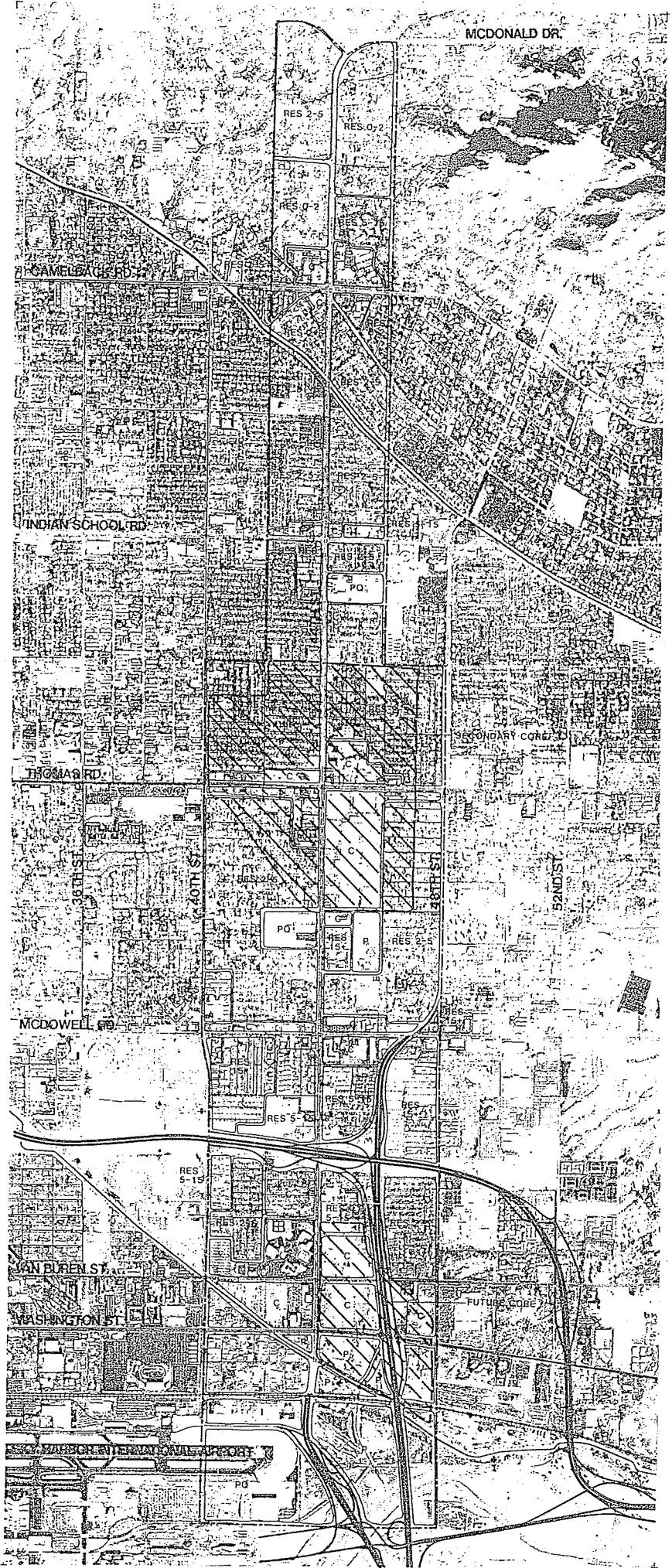


44TH Street Corridor Specific Plan

Phoenix General Plan 1985-2000 / Figure 3.2

LEGEND

- RES 0-2 0-2 DU/AC
- RES 2-5 2-5 DU/AC
- RES 5-15 5-15 DU/AC
- RES 15+ 15+ DU/AC
- C COMMERCIAL
- I INDUSTRIAL
- PQ PUBLIC - QUASI PUBLIC
- P PARKS / OPEN SPACE



3.3. EXISTING LAND USE

The most significant land uses that existed in 1989 in the Corridor are discussed below in terms of six subareas. These six subareas are delineated by a north and south boundary street as follows:

- o McDonald Drive to Camelback Road,
- o Camelback Road to Indian School Road,
- o Indian School Road to Thomas Road,
- o Thomas Road to McDowell Road,
- o McDowell Road to Washington Street, and
- o Washington Street to Sky Harbor Boulevard.

The east/west boundaries are 42nd Street to 46th Street from McDonald Drive to Osborn Road, and from 40th Street to 48th Street south of Osborn to Sky Harbor Boulevard. Figure 3.1: Existing Land Use (oversized map in separate packet), shows the existing land use in the Corridor.

3.3.1 McDonald Road to Camelback Road

This northern portion of the Corridor is predominantly single family residential in use containing approximately 500 dwelling units. The existing density is low, ranging up to an average of approximately two units per acre. Near Camelback Road, small areas of a slightly higher density, up to five units per acre, also exist. The Foothills, Heritage Hill, Rancho Marizona and The Village are some of the named residential subdivisions found in this subarea. Camel Square and Camelback Village are part of the office and retail development centered around the two northern quadrants of the Camelback Road and 44th Street intersection.

3.3.2 Camelback Road to Indian School

Single family residential is the primary land use with an average density of five units per acre. A portion of the Central Arcadia Neighborhood Special District is located on the east side of 44th Street just north of the Arizona Canal. Six different multi-family developments contribute to the approximately 1,100 dwelling units. A multi-family residential development, including a small neighborhood park, is proposed to replace the former Kachina School at Campbell Street and 44th Street. The Reorganized Church of Jesus Christ of Latter-Day Saints facility represents the only other existing quasi-public land use in the subarea. The Arizona Canal bisects the subarea from the northwest to the southeast and provides recreational open space adjacent to the canal. An approximately five acre vacant lot is located on Indian School Road east of 44th Street. It is the only other significant undeveloped land in this portion of the Corridor. Commercial developments are located along Camelback and Indian School roads with Camel Point and The Park being the major office developments in the subarea.

3.3.3 Indian School Road to Thomas Road

Single family residential also represents the most common land use in this subarea. The residential density ranges from two to five dwelling units per acre with some scattered higher density multi-family complexes. The area includes an estimated 1,576 dwelling units. The Scottsdale School District maintains its administration office on 44th Street and a storage facility adjacent to the Pierce House on Osborn Road. Commercial uses are clustered along Indian School Road and around the 44th Street and Thomas Road intersection. Strip commercial development along both Indian School and Thomas roads is primarily neighborhood serving retail. Office buildings are concentrated in the northwest corner of 44th Street and Thomas Road. The only significant amount of vacant land is near 44th Street and Thomas Road. It is planned to be used for a second phase of a commercial development project.

3.3.4 Thomas Road to McDowell Road

This subarea represents an area of transition from primarily single family residential to higher density development. The density of the single family uses ranges from two to five units per acre with the lower density areas located near the edge of the Corridor, near 40th and 48th streets. Several multi-family residential complexes are located along 44th Street. The Thomas Mall site, located in the southeast quadrant of the intersection of 44th Street and Thomas Road, is a major retail land use. Current plans are to redevelop the mall site into a large mixed use development which would include a regional mall. The 20-acre Pierce Park is located within this subarea and is the only "close to home" or neighborhood park in the Corridor. Gerard High School closed in 1989; plans are being prepared to redevelop the parcel for multi-family and retail uses. Griffith Elementary School and the Saguaro Branch Library are other public/quasi-public land uses.

3.3.5 McDowell Road to Washington Street

Higher density residential uses (greater than ten dwelling units per acre), and undeveloped land are the primary land use categories in this subarea. The Papago Freeway and Hohokam Expressway are currently under construction. Some large areas of single family residential dwellings (ranging from two to five dwelling units per acre) are located between the Papago Freeway alignment and Van Buren Street. Five hotels (Embassy Suites, Marriott, Doubletree, Ramada, and Holiday Inn) are located in this subarea. Strip commercial developments are located primarily along McDowell Road, and to a lesser extent along Van Buren and Washington streets. Gateway, a major office development, is situated at 44th Street and Van Buren Street. The vacant land along 44th Street south of the Papago Freeway is currently being planned for mixed use development projects. The subarea provides the most concentrated commercial land uses within the Corridor.

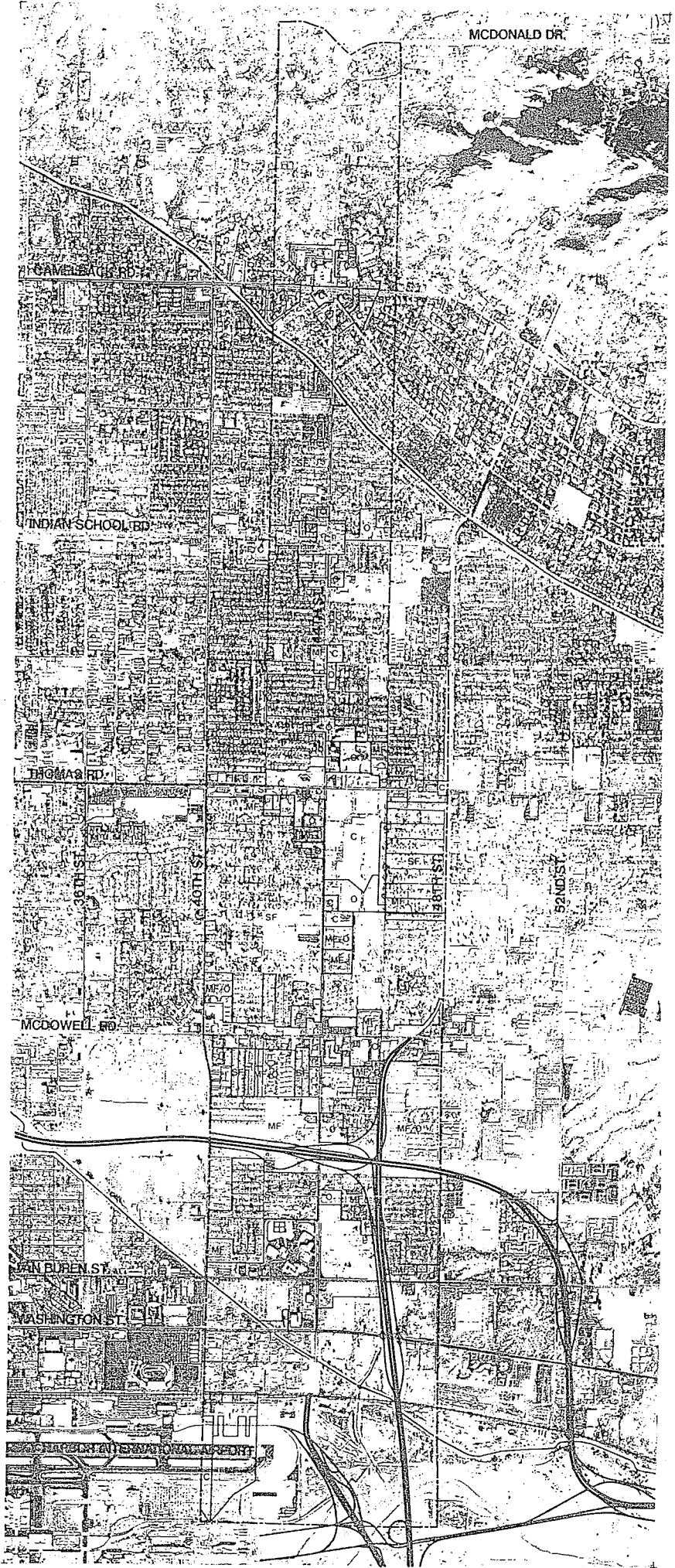
3.3.6 Washington Street to Sky Harbor Boulevard

The southern most subarea includes a mix of industrial, vacant land, and park/open space. The 90-acre partially developed Pueblo Grande Park site is a cultural resource unique to the City of Phoenix. A portion of the Airport is within the Corridor.

44TH Street Corridor Specific Plan

LEGEND

- SF SINGLE FAMILY
(R-E, R-1, PAD 9 OR LESS.)
- MF MULTI - FAMILY
(R-2, R-3, R-4, R-4A, PAD 10 OR MORE)
- MF/O MF/O
(R-5)
- C COMMERCIAL (C-1, C-2, PSC, P-1,
P-2, C-MR, C-2HR)
- O OFFICE
(R-5, R-O, C-O)
- I INDUSTRIAL
(A-1, A-2)



Existing Zoning/ Figure 3.3



3.4. RELATIONSHIP TO PHOENIX GENERAL PLAN 1985-2000

Phoenix adopted the General Plan in October 1985. The General Plan consists of ten elements and a generalized land use map in addition to goals, policies and recommendations. As a policy plan, the document provides general guidance for more detailed decisions. Figure 3.2: Phoenix General Plan 1985-2000 (oversized map in separate packet), shows the General Plan designations for the Corridor. A description of the General Plan designation for the six subareas is described below.

3.4.1 McDonald Drive to Camelback Road

The subarea between McDonald Drive to Camelback Road is designated in the General Plan primarily as residential. The residential density ranges from zero to fifteen with the majority of the residential land use at two to five dwelling units per acre. Commercial development is focused at the intersection of 44th Street and Camelback Road. There is very little difference between the General Plan and the existing land use pattern.

3.4.2 Camelback Road to Indian School Road

The majority of the land use is residential at a density of two to five dwelling units per acre. The General Plan shows small areas of commercial development along Camelback and Indian School roads. As with the preceding subarea, there is very little difference between the General Plan and the existing land use pattern.

3.4.3 Indian School Road to Thomas Road

The General Plan designates the majority of this subarea as residential at two to five dwelling units per acre, with higher density residential uses located in the southwest quadrant of Indian School Road and 44th Street. The Scottsdale School District parcel is designated public/quasi-public. Commercial land uses are shown along Thomas Road with a larger area designated commercial at the northeast quadrant of 44th Street and Thomas Road. A portion of the secondary core is included in this subarea. (The discussion on the core areas follows). The existing land use pattern conforms to the General Plan with a few exceptions. A few office buildings have developed along 44th Street in an area shown as residential on the General Plan.

3.4.4 Thomas Road to McDowell Road

Commercial land uses are shown on the General Plan along Thomas Road and McDowell Road, as well as on the Thomas Mall site. The southeast portion of the secondary core, the Thomas Mall site, is included in the subarea. Gerard High School and Pierce Park are designated as quasi-public and park land uses, respectively. Residential at two to five dwelling units per acre is still the predominant land use. Residential development is at a slightly higher density than shown on the General Plan. Overall, however, the existing land uses are consistent with the General Plan.

3.4.5 McDowell Road to Washington Street

The Papago Freeway and the Hohokam Expressway are both shown on the General Plan. North of the Papago Freeway, the residential densities are greater than five dwelling units per acre with commercial areas centered around the intersection of McDowell Road and 44th Street. South of the Papago Freeway, commercial is the primary land use. Some small areas of residential also exist in this area. The existing land uses south of the Papago Freeway do not yet reflect the intense commercial land uses indicated on the General Plan. However, once the approved projects in the subarea are built, land use will reflect the designations in the General Plan. A future core is designated in the General Plan for this subarea.

3.4.6 Washington Street to Sky Harbor Boulevard

Industrial, park and quasi-public land uses are designated in the General Plan for this subarea. There currently are no plans to purchase the area south of the Pueblo Grande Park for a city park as shown by the General Plan.

3.4.7 Secondary and Future Cores

According to the General Plan, "The core is to be the clearly identifiable central focus for the village...providing basic employment, service employment, and multi-family housing units...." The Corridor lies primarily within the Camelback East Village. The Village currently has a primary core, a secondary core, and a future core. The definitions of a secondary core and a future core are not clearly stated within the General Plan. Overall, the general location of the secondary core area is consistent with the existing land uses around the Thomas Road and 44th Street intersection. The future core area is shown only on the east side of 44th Street near Washington Street in the General Plan. The existing land use pattern indicates a more intense development on the west side of 44th Street.

3.5. EXISTING ZONING

As stated previously, the General Plan serves as a broad guide for the City Council, the Planning Commission, the City staff and the public regarding future growth and development in the City. Zoning is a tool to implement the General Plan's policies, goals, and objectives. Figure 3.3: Existing Zoning (oversized map in separate packet), illustrates the current zoning in the Corridor as of December 31, 1989.

The General Plan, which is the City's policies for advanced planning, and the local tradition of adjusting the areawide zoning pattern on a project by project basis, which is current planning, have created internal inconsistencies in the City's planning process. The Specific Plan will establish the General Plan as the guide for future land use changes and the Zoning Ordinance as a tool to implement the General Plan. Historically, zoning changes were approved that were not consistent with the intent of the General Plan, and without an evaluation of the cumulative impacts related to increased traffic caused by more intense development.

Existing zoning generally reflects the existing land use condition and land uses shown on the General Plan within the Corridor. High density development (mid-

rise office and retail) projects have been approved around Thomas Road and 44th Street, and around Van Buren and 44th streets. Less dense strip commercial development has been approved along the east/west streets, while residential remains as the predominate land use in the rest of the Corridor. The zoning designations around the Thomas Road and 44th Street area also carry a special mid-rise and high-rise "overlay" district to allow for greater building height and density. The high-rise district at Thomas Road and 44th Street does not correspond to the secondary core boundary as shown in the General Plan, although it includes part of the secondary core. The mid-rise development on the east side of Van Buren Street and 44th Street is not within the boundary for the future core shown in the General Plan. Existing zoning identifies the potential intensity of the future development, especially around Van Buren and Washington streets, where several parcels are currently vacant. These approved, but not yet built, projects are described in the following subsection.

3.6. APPROVED PROJECTS

As of December 31, 1989, an estimated 7,804,000 square feet of office space, 1,270,000 square feet of retail space, 1,250 hotel rooms, and 540 dwelling units have been approved in the Corridor. Table 3.1 lists the additional development potential on sites with zoning approval. The majority of these approved projects are a mix of uses which generally includes office, retail and hotel components. Based on the long range projections of future demand, the 7.8 million square feet of approved office space represents approximately 98% of the total future office demands over the next 25 years (refer to Section 4). Nationally, the approved to build out ratio is considerably less than the amount of approved zoning. However, in certain recently developed areas of the City, the actual build out of projects has been nearly 100% of the approved zoning allowances. In the Corridor, the build out rate is expected to be close to the approved zoning.

3.7. SURROUNDING LAND USES

Land uses within a half-mile of the Corridor boundaries are similar to the land uses existing within the Corridor. Residential is the primary land use north of McDowell Road with strip commercial development extending along Indian School, Thomas and McDowell roads. South of McDowell Road, there are large parcels of vacant land, industrial and public/quasi-public uses, with limited amounts of residential uses. There is a potential for development in the adjacent areas outside of the Corridor between 36th Street and 56th Street, of approximately 900,000 square feet of office space, 250,000 square feet of retail space, 4,630,000 square feet of commerce or research park facilities, 2,320 dwelling units and 20 acres of park land. The greatest potential for development is in the area east of the Corridor, including a substantial development currently being considered by the Salt River Project (SRP). The proposed SRP project, mostly in the City of Tempe east of 56th Street, includes 3,618,00 square feet of hotel/commercial space, 3,079,000 square feet of office space, and 331,000 square feet of research and development/exposition center space.

Table 3.1 Estimate of Potential Development on Sites With Zoning Approvals in the Planning Area (as of 12-31-89)*
















<u>Site Name</u>	<u>Office sq.ft.</u>	<u>Retail sq.ft.</u>	<u>Hotel</u>	<u>Dwelling Units/ Other</u>
DiCor	27,900			
White	1,500			
Makaus	104,000			
4302 E. Indian School	19,000			
SWC 44th & Monterosa	36,000			
Camelhead Bus. Park/Concord Place	230,732			
Camelhead Point (Thomas Mall)	903,167	780,400	1 hotel	460 DU's
NEC 40th & Oak	9,200			
SWC 44th & Earll	9,000			
SWC 44th & Coronado	30,000			
SunState Financial II	102,000			
SEC 44th & Moreland	218,840			
NEC 44th & McKinley (Tanner)	94,520			
Gateway NEC (Opus and Sunbelt)	514,205	12,000		
Gateway NEC	1,115,126	75,000		
Pensus/Wash. Park	1,396,809	100,000	2 hotels	
Phoenix Compass Center (Van Buren)	498,012	29,500	1 hotel	150 DU's
Spelts/Airport Plaza	512,477	50,000		Heliport
Phoenix Concourse	471,300	30,000	1 hotel	
Gateway NWC	971,193			
Greyhound	96,767		1 hotel	
SWC 48th & Wash. (A-2)	120,051			
Total Potential	7,481,799	1,076,900	6 hotels 1	610 DU's 1 Heliport

Note: The statistics in this table include portions of projects which are currently built. For example, the retail statistic for Camelhead Point does not include the existing square footage of retail already existing on site.

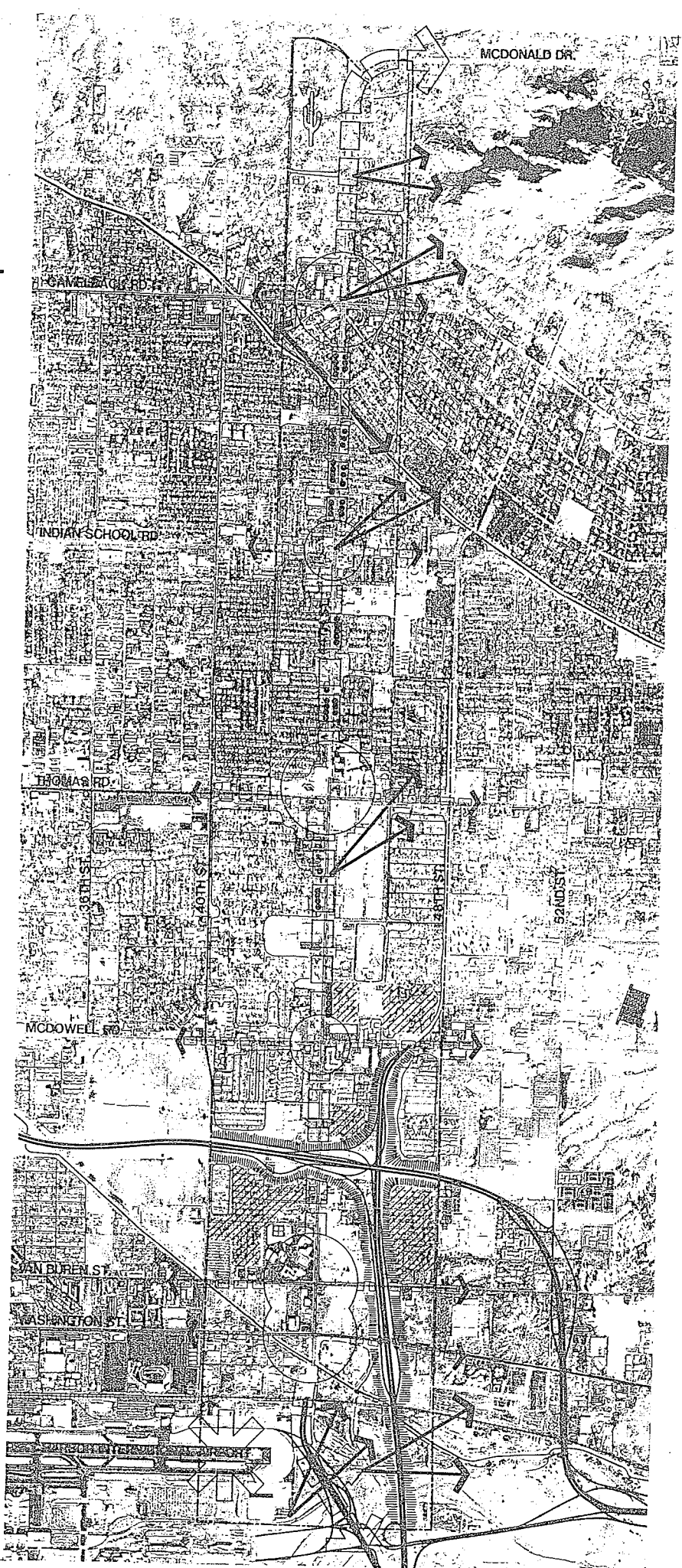
* The Oasis project approved by City Council on February 7, 1990 is not included in this table.

44TH Street Corridor Specific Plan

LEGEND

-  44TH STREET
-  EAST / WEST CONNECTOR
-  DESERT CHARACTER
-  VIEWS
-  MAJOR INTERSECTIONS
-  MINOR INTERSECTIONS
-  THOMAS MALL SITE
-  PARK / OPEN SPACE
-  PAPAGO FREEWAY AND HOHOKAM EXPRESSWAY
-  SKY HARBOR AIRPORT
-  CANAL
-  DATE PALM GROVE
-  SINGLE FAMILY RESIDENCES ADJACENT TO 44TH STREET
-  RESIDENTIAL AREAS
-  NEIGHBORHOODS IN TRANSITION

Site Conditions / Figure 3.5



3.8. TRANSPORTATION

The Corridor includes three north-south through streets: 40th, 44th and 48th Streets. East-west access is provided by Camelback Road, Indian School Road, Thomas Road, McDowell Road, Van Buren Street and Washington Street. There are other less traveled roads in the Corridor; however, the above streets represent the main thoroughfares.

Limited access roads: There are two major roadways currently under construction which will play a significant role in the areas's transportation system. They are the Papago Freeway and the Hohokam Expressway. The Papago Freeway will provide access from areas southeast of the Corridor as well as from downtown Phoenix, and from the north via the Squaw Peak Parkway. The Hohokam Expressway will be a more local serving facility, terminating in the northeast portion of the Corridor. Southbound, it will provide access to the Airport and a connection to the City of Tempe. Northbound, the Hohokam Freeway will be extended from McDowell Road to Thomas Road as a four-lane facility and to Indian School Road as a two-lane facility.

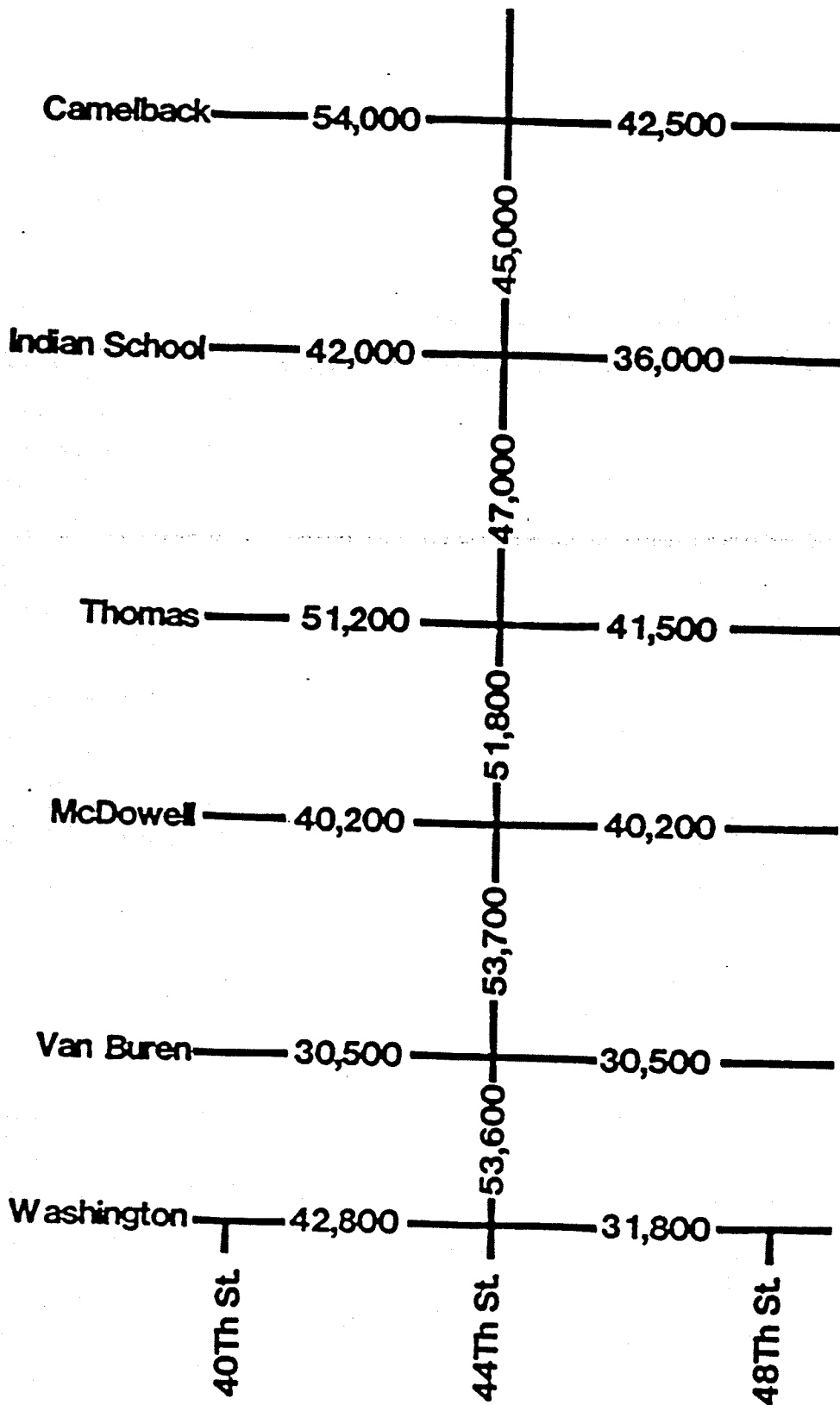
North-south streets: 40th Street is a four lane* collector street. It primarily serves the development directly adjacent to it and carries relatively little through traffic. Forty-fourth Street is a major street which varies in width (between four and six through lanes). While serving the needs of adjacent development, it also provides access to the Airport, and points south and to Paradise Valley and Scottsdale on the north. Forty-eighth Street is a collector street serving the neighborhoods and development adjacent to the street.

* The number of lanes refers to the through lanes along major sections of the road being described. Acceleration/deceleration lanes and turn lanes are included, in most cases, in the design, but not in the roadway descriptions.

East-west streets: Camelback Road is a major street which serves as a connection from Scottsdale and Paradise Valley on the east, through the Corridor, to 24th Street, Central Avenue, and points west. The typical section is six lanes. Indian School Road similarly serves commercial development along its route and also provides access to the adjacent neighborhoods. It is generally a five-lane facility. Thomas Road is a major street providing access to commercial developments as well as major employment centers. Typically, it is five lanes with signaled left-turn lanes provided at a limited number of intersections. McDowell Road serves commercial and residential development, and is typically a four-lane major street. Van Buren Street also serves as a connector route between residential areas and downtown Phoenix. It is generally a four-lane facility. Washington Street is a seven-lane east-west major street which connects downtown Phoenix, the Corridor, and residential areas to the east.

3.8.1 Daily Traffic Volumes and Level of Service Analysis

Figure 3.4 indicates the average daily traffic volumes (1988) as provided by City staff. They are based on 24 hour machine counts and have been adjusted to account for daily or seasonal variations. The lowest volumes were observed on Van Buren Street, with just over 30,000 vehicles per day. Large volumes, over 50,000 vehicles per day, were counted on segments of Thomas Road and Camelback Road, as well as most of 44th Street. All of the mile street



Source: City of Phoenix

Figure 3.4 Average Daily Traffic Volumes

intersections with 44th Street have far side bus stops. Most of the intersections have separate, protected turn lanes, with arrows on the signals. Presently, Washington Street and Thomas Road have pedestrian activated signal buttons.

Based on current turning movements volumes, the level of service (LOS) at each major intersection with 44th Street was calculated for the a.m. and p.m. peak hours. Table 3.2 presents the results of this analysis.

Table 3.2 Current Peak Hour Level of Service

<u>Intersection with 44th Street</u>	<u>LOS*</u> <u>A.M. Peak</u>	<u>LOS*</u> <u>P.M. Peak</u>
Camelback Road	F	F
Indian School Road	E	F
Thomas Road	D	D
McDowell Road	E	D
Van Buren Street	D	D
Washington Street	F	F

* The methodology for calculating LOS is based on the guidelines found in the 1985 Highway Capacity Manual.

According to the Highway Capacity Manual, level of service is a complex measure of delay which takes into account signal progression, cycle length, amount of green time and volume to capacity ratios. The current definitions are based on average stopped delay as follows:

LOS A	≤	5 Secs
LOS B	≤	15 Secs
LOS C	≤	25 Secs
LOS D	≤	40 Secs
LOS E	≤	60 Secs
LOS F	≥	60 Secs

As input to the analysis, a great deal of information is required relating to the geometrics (physical characteristics of the intersection), control (signal type and timing), and traffic (vehicular and pedestrian activities). The calculated LOS provides one measure of the road conditions for a specified time period.

Generally, LOS is calculated for the peak periods, either a.m. or p.m., to evaluate the adequacy of the infrastructure under the greatest demand. The peak conditions usually occur for approximately 30 minutes to one hour. When a design level is chosen the costs and benefits of providing facilities to serve the peak demand must be weighed against the conditions during the balance of the day. It may be prohibitive to provide for LOS A, B, or C during the peak hour when the typical non-peak condition at the same location is LOS A with a much narrower road configuration.

The City has a policy of no less than LOS D during the peak hour. In most locations, this implies a road configuration which is reasonable during the balance of the day. This is because the difference between peak and off-peak conditions is not very great. However, in locations where the traffic volumes vary dramatically, applying the LOS D concept may be problematic. High

density development often creates a peak hour which has markedly different characteristics from off-peak hours. Proximity to a freeway may create substantial peak/off-peak differences as well.

Traffic is only one aspect of an evaluation of a land use plan. It may be necessary to accept peak hour congestion if the land use plan satisfies other criteria, such as the development demand and the core planning concepts. If the City applies only its policy of LOS D to an area such as a core, this one factor may overwhelm the other planning issues. Generally, a lower LOS is tolerated for short periods of time in highly urbanized areas to achieve a planning balance.

3.9. CHARACTER ANALYSIS

The existing physical, social, and aesthetic character of the Corridor was assessed. Elements considered were building condition and heights, amount of open space or vacant land, presence and character of landscaped areas, parking, views, neighborhood character, street amenities, and site features. The site conditions of the Corridor are depicted diagrammatically in Figure 3.5: Site Conditions (oversized map in separate packet). The following narrative describes the conditions and the character of the six subareas.

3.9.1 McDonald Drive to Camelback Road

The northern gateway for the Corridor occurs at the bend of 44th Street as it becomes McDonald Drive. The residential areas are predominantly large lot, single family homes within a desert landscape. These neighborhoods appear very stable with few vacant parcels. The homes and front yards are in excellent to good condition. Uses are generally compatible, and a reasonable transition to other land uses is established. Camelback Mountain is the dominant landform in this subarea and direct, expansive views to this topographic feature are frequent. The frontage road on the west side of 44th Street between Stanford Drive and Camelback Road provides a buffer between the homes and the traffic on 44th Street. This section of 44th Street is characterized by single story buildings with landscaped areas between the street and buildings. Parking is generally screened. The streetscape character is informal, being defined in general by the individual walls of the residences. The area along the north side of Camelback Road is primarily commercial with single story buildings with parking between the building and street. Mature eucalyptus and olive trees are the dominant trees found along the roadway edges.

3.9.2 Camelback Road to Indian School

The south side of Camelback Road contains commercial development. The development ranges from one to three stories in height with minimal landscaped buffers between the building and the street. Parking lots along the south side of Camelback Road are not screened from view from the street. The intersection of 44th Street and Camelback Road is a major east/west traffic intersection. It has a strong regional identity with exceptional views to Camelback Mountain. The commercial and retail land uses are a compatible transition to the adjacent neighborhoods with the exception of Camel Point, the office building on the southwest corner, which does not transition well in scale with the development around it.

The Arizona Canal is a significant recreation trail link to the rest of the City, but a pedestrian/vehicular conflict is created by people crossing from one side of 44th Street to the other. Overhead transmission lines cross the street and run adjacent to the canal. Views northwest to Squaw Peak and southeast to the Papago Buttes are notable from 44th Street at the canal.

The majority of the neighborhoods appear to be stable, with the overall conditions of the homes and yards being good. A limited number of vacant or abandoned properties exists. The Central Arcadia Neighborhood Special Planning District is included in this subarea. Overall, the residential area is compatible with the surrounding uses. There are sixty homes fronting, or directly adjacent to 44th Street. The existing conditions are not favorable for single family residential land use due to increasing conflicts caused by traffic along 44th Street. The homes directly behind the Camel Point building seem to be negatively affected by the size of the building; many of the houses are either for sale or currently used as rental property. The single family residential uses at the north end of the 42nd Street cul-de-sac adjacent to the Camel Point building should be re-evaluated for a more appropriate use that could act as a transition from the commercial building to the remaining single family residential neighborhood. Twenty-two single family houses along Monterosa Place in the northeast quadrant of the intersection of Indian School Road and 44th Street are in transition. This area no longer represents a stable neighborhood. Single family residential uses may not be an appropriate use for this area because of the impacts from the development of the commercial area around the intersection, the traffic impacts from both Indian School Road and 44th Street, the poor condition of the structures, the number of abandoned properties, the high percentage of rental property, and the increasing pressure for new development as evidenced by the trend in rezonings in the area.

Forty-fourth Street is characterized by single story buildings reflective of the scale of adjacent residential uses with an informal mixture of mature plant material. A large grove of date palms, located south of the Arizona Canal on the west side of 44th Street, is recognized as a community landmark. Though the areas beneath the palms have been developed, the canopy and rigid grid pattern of the grove is a very strong visual element in the streetscape. The street character along Indian School Road is dominated by single story buildings with minimal landscaped areas, obtrusive signage, and unscreened parking. The intersection of 44th Street and Indian Road School generally lacks a positive image as a result of the existing overhead transmission lines and billboards.

3.9.3 Indian School Road to Thomas Road

The majority of single family residences are on quarter acre lots, and reflect relatively stable neighborhoods with few abandoned properties. The houses and yards are generally well maintained. There are 32 single family homes fronting or directly adjacent to 44th Street. Other than these homes and those adjacent to the Thomas Road and 44th Street intersection, there are no apparent pressures or reasons to change the residential character and land use. Two significant historical resources, the Rancho Joaquina House and the Pierce House are located in this subarea. They are described in more detail in Section 3.11.

The street character along 44th Street reflects predominantly one story residential buildings with some one story commercial properties. The

commercial properties at Osborn Road and 44th Street have limited landscape buffers to screen the parking areas from the street. The streetscape consists primarily of a random mixture of mature trees on property adjacent to the street with the exception of the row of Ash trees on the west side of 44th Street just south of Indian School Road. The streetscape becomes more organized where the landscaped area fronting the office buildings creates a positive streetscape image at the south end of the subarea as 44th Street approaches Thomas Road.

3.9.4 Thomas Road to McDowell Road

This subarea transitions from single family residential north of Thomas Road to a more intense mix of residential and commercial uses south of McDowell Road. The intersection of 44th Street and Thomas Road lacks a positive visual image. The office tower in the southwest corner does not relate well to the street or the scale of the adjacent neighborhoods. The strip development along Thomas Road consists of single story buildings with minimal landscape area and a large parking area visible from the street. Medians in 44th Street would provide the opportunity to create a stronger streetscape and unify the Corridor. Date palms are sporadically located in the medians. The streetscape along 44th Street is primarily a random mix of mature trees in the lawns of the existing residential homes adjacent to the street.

In general, the character of the single family residential area appears to be stable, but the neighborhoods have been affected by the recent changes in land use, the amount of approved office and retail zoning, and the increase in traffic, including an increase in the non-residential traffic traversing the residential areas. Neighborhood areas which seem to be in the early stages of transition, are located south of Palm Lane (this includes the Griffith neighborhood just east of 44th Street). Pierce Park is located in this subarea and contributes to the residential quality of the neighborhood. Nineteen single family residences front or are adjacent to 44th Street.

3.9.5 McDowell Road to Washington Street

The residential character of this subarea is notably different from the other subareas north of McDowell Road. The impact of the construction of the Papago Freeway and Hohokam Expressway, the expansion of the Airport, and the development of significant commercial projects and the amount of approved zoning for projects not yet developed, have significantly affected the neighborhoods. The neighborhoods to the south of the Papago Freeway have already experienced a transition to the point where the continuation of single family residential uses may no longer be appropriate. There are a substantial number of abandoned properties, and a large percentage of rental property. Poor maintenance of house and yards, little neighborhood retail to support the area, and significant traffic congestion from McDowell Road, Van Buren Street and Washington Street also contribute to the overall decline.

The intersection of McDowell Road and 44th Street is currently characterized by the visually unorganized single story strip commercial development with minimal landscaped areas and expansive asphalt parking lots with obtrusive signage. With the widening of McDowell Road, the opportunity exists to create a positive image and upgrade the aesthetics of the subarea. The character of 44th Street south of McDowell Road ranges from the intensely landscaped areas around the Gateway project on the west side of 44th Street; to the large vacant areas with

little, if any, landscaping on the east side of 44th Street; to the large bridge structures of the Papago Freeway which are creating a tunnel effect along 44th Street. The date palms planted in the right-of-way and in the medians provide a framework for an organized streetscape theme. The future development of the properties adjacent to 44th Street provides an opportunity to create a strong image for, and positive statement about, the Corridor. Overhead transmission lines and billboards are visually disruptive to the streetscape and aesthetic character of the subarea. Portions of the Papago Freeway and the Hohokam Expressway will be elevated and will constitute a visual disturbance in the landscape and negatively affect the distant views of Camelback Mountain and South Mountain.

3.9.6 Washington Street to Sky Harbor Boulevard

This subarea represents the primary gateway to the Corridor from the south, and provides many people with their first and last images of the City. There are many elements which contribute to the existing poor visual character of the subarea such as the industrial tanks, the railroad overpass, the billboards, and the overhead transmission lines. Elimination of these conditions will improve the visual image of the area. The street character along the west side of the intersection of Washington Street and 44th Street consists primarily of single story buildings with minimal landscaped areas, parking lots visible from the street and dominant signage. The east side of Washington Street and 44th Street is undeveloped with very little landscaping.

The subarea also contains two major features, the Grand Canal and the Pueblo Grande Museum and Ruins. Both provide important opportunities for cultural, social and recreational resources for the City and for the region. The canal system in the Corridor is a special resource in the Phoenix area. It ties the City to the agricultural past and is a constant reminder of the importance of water in the desert. The canals provide an opportunity for enhancement as a recreational resource. It is anticipated that restrictions currently limiting the use of the canals and canal water for purposes other than irrigation will be modified in the near future to allow the creation of landscaped areas and other amenities.

3.10. INFRASTRUCTURE AND PUBLIC FACILITIES

Street infrastructure has been described in detail in Section 3.8; Transportation. This section will describe the existing pedestrian and bicycle facilities, bus system, utilities and public service facilities.

3.10.1 Pedestrian and Bicycle Circulation

Public pedestrian amenities within the Corridor are minimal. Parallel sidewalks are provided along most of 44th Street, but street furniture, such as trash receptacles, benches and signage, are infrequently provided and are limited to private developments. There are a few bus shelters along 44th Street, but not for each designated bus stop. Alleys present an opportunity to provide both pedestrian and bicycle circulation.

The City's bikeway system includes committed and proposed bikeways within the Corridor. Non-street routes follow the Crosscut Canal and on-street routes follow Oak Street and portions of 48th Street. Other committed bike routes

include Campbell Street west of 44th Street and 48th Street south of McDowell Road.

3.10.2 Bus System

The Phoenix Transit System provides both local and express route services in the Corridor. Local Route 44 provides bus service the entire length of the Corridor in both directions. Connecting routes going east/west include local Routes 50, 41, 29, 17, 3, and 1, and express Routes 512 and 510. There is a Park N'Ride lot at Thomas Mall. Other bus routes include Campbell Street west of 44th Street and 48th Street south of McDowell Road.

3.10.3 Utilities

US West provides telephone services and Southwest Gas supplies natural gas services. Arizona Public Service provides electrical services north of Stanford Drive and east of 44th Street and to the area south of the Papago Freeway. Salt River Project (SRP) furnishes electricity to the remaining portion of the Corridor. Domestic water is furnished by the City and irrigation water is provided by SRP. The majority of the wastewater mains run along 40th, 44th, 48th, Oak and Van Buren streets and Osborn, Thomas and McDowell roads. Mains vary in size from 10 to 15 inch lines.

3.10.4 Public Facilities and Services

The "first-due responsibility area" is by Fire Station Number 12 (4243 North 32nd Street), Number 13 (2828 North 48th Street), and Number 29 (4056 East Washington Street). Police services are provided by the Sky Harbor (500) and Squaw Peak (700) Precincts located at 2020 South 26th Street and 6206 North 24th Street, respectively.

The portion of the Corridor north of Thomas Road is included in the Scottsdale School District. None of the Scottsdale schools are located within the Corridor. South of Thomas Road is the Balsz School District 31. Two schools, Griffith and Balsz, are located within the Corridor. Both Griffith and Balsz schools include kindergarten through the eighth grade.

The Saguaro Branch Library is located just south of Thomas Road on 46th Street. Two park facilities exist within the Corridor. Pierce Park is a 20-acre park located at Oak Street and 46th Street. It contains a swimming pool, basketball courts, playground equipment, and two lighted softball fields. The Pueblo Grande Museum and Ruins is a 90-acre partially developed park for which a master plan is currently being prepared. A third park facility is proposed at Campbell Road and 44th Street at the former Kachina School site. This three-acre park facility is being purchased with funds provided by the recent city bond issue. The three canals in the Corridor provide informal linear recreation opportunities.

3.11. CULTURAL RESOURCES

A preliminary survey of historical resources within the Corridor identified several resources which are significant. A formal survey should be conducted to

accurately determine the extent and number of resources present within the boundaries of the Corridor.

3.11.1 Pueblo Grande Museum and Ruins (4619 East Washington Street)

Pueblo Grande is a large prehistoric Hohokam village which dates from around the time of Christ to A.D. 1450. It is believed that what is now a 100-acre site originally covered an area of over 1,100 acres. Many pithouses, adobe rooms and cemeteries still remain buried at the ruin. Also evident are over a dozen prehistoric canals that channeled water to other Hohokam villages in the Salt River Valley. The Pueblo Grande Ruin represents one of the last remaining architectural structures of its kind. It was dedicated as a City park in 1920.

3.11.2 Rancho Joaquina House (4630 East Cheery Lynn Road)

When the Rancho Joaquina House was originally constructed in 1924, it was located in a large orange grove and was the focal point of an expansive ranch. It was once described as "one of the most beautiful estates in Arizona." Approximately two acres of the original ranch headquarters remain. The Ranch was established by Col. J.E. Thompson and named after his wife, Elizabeth Joaquina Boner Thompson. The principle facade of the building faces north-northeast toward Camelback Mountain. The house is a large two-story structure of the Spanish Colonial Revival design with twelve inch thick stuccoed adobe walls and gabled red roofs. Interior features include wooden cabinets, a cast-stone drainboard, dumb-waiter and ceramic drinking fountain. The Rancho Joaquina House has been placed on both the Phoenix Historic Property Register and the National Register of Historic Places.

3.11.3 Pierce House (4505 East Osborn Road)

The Pierce House, located at the corner of 46th street and Thomas Road, was constructed in 1926-27 by N. Clyde Pierce. It is a large symmetrical one and two-story stucco building with a red tile roof of distinctive historic Spanish Colonial Revival style. External features of note include a second story sleeping porch, a first floor porch with turned columns, round wood casement windows and stylized wood rafters. The Pierce House characterizes a popular building style throughout Phoenix in the 1920's and 1930's. The house is currently used as an administrative facility by the Scottsdale School District. It was placed on the Phoenix Historic Property Register in May 1990.

3.11.4 Arizona Canal

The Arizona Canal and its supporting canal system was completed in June 1885. These canals were constructed from many of the prehistoric ruins of the Hohokam canal system. The construction of the Arizona Canal served to reclaim desert lands which had previously been unproductive for cultivation. Many investors benefitted both from the construction of the canal and the acquisition of land next to the canal.

Land Use Program

4. LAND USE PROGRAM

4.1. INTRODUCTION

This section focuses on an analysis of the existing market conditions and the projected market demand for the region, as a whole, and the Corridor specifically. It also addresses how the results of the market analysis were used to generate a recommended land use program. The land use program in turn was used to generate the recommended land use plan.

4.2. EXISTING MARKET CONDITIONS

The market analysis to determine office development potential within the Corridor focused first on the Phoenix metropolitan area and then on the future and secondary cores within the Corridor. Three previous market studies that were prepared in late 1988 by Hammer, Siler, George Associates; Development Economics; and Robert Charles Lesser & Company were used as background data. In addition, both historical office space absorption information provided by Coldwell Banker and December 1988 population and employment forecasts prepared by the Maricopa Association of Governments (MAG) were reviewed.

The decade of the 1980's was a period of rapid growth and intensive office development for the Phoenix metropolitan area. At the beginning of 1980, the Phoenix metropolitan area had 16 million square feet of office space, of which over 14 million square feet were occupied. By the end of 1989, the area had an estimated 50 million square feet of office space, with approximately 35 million square feet occupied. (Refer to Table 4.1 for detailed estimates.)

Due to very rapid population growth and economic expansion, demand for office space in the Phoenix metropolitan area increased quickly during the early and mid-1980's. Measured on a three-year moving average basis to facilitate trend analysis, annual office space net absorption increased from 1.4 million square feet in 1981 to over 3.1 million square feet by 1986. (Net absorption is the increase in occupied space. Due to internal movement within the market place, leasing or gross absorption is typically a higher number.) Developers responded to this shortage and the resulting high lease rates by constructing over 21 million square feet of space between 1986 and 1988. In addition, 3.4 million square feet were expected to be constructed in 1989.

Demand for office space, however, peaked in 1986 at 3.7 million square feet. Demand has dropped to 2.6 million square feet in 1987, and 1.6 million in 1988. In 1989, demand was estimated at 1.7 to 1.8 million square feet. Construction has also been slowing, but because office buildings typically require three years or more for planning, design, financing and construction, a timelag exists between a downturn in demand and a slowdown in supply. Due to this timelag, the Phoenix metropolitan area is expected to have approximately 15 million square feet of vacant office space by year end 1989 and a vacancy rate of around 30 percent. This amount is 10 to 11 million square feet in excess of

Table 4.1 Historical Analysis of Phoenix Metropolitan Area Office Market (Square Feet in Thousands)

Year	Total Inventory	Occupied	Vacant	Vacancy Percentage	Est. Annual Absorption	3yr Moving Avg Absorp.	Space Needed @Equilibrium	Excess Inventory	Annual Construction
1980	16,379	14,375	2,004	12.2%	976	-	-	-	-
1981	18,690	15,819	2,771	14.8%	1,544	1,364	18,646	44	2,311
1982	21,191	17,490	3,701	17.5%	1,571	1,805	21,099	82	2,501
1983	23,861	19,789	4,072	17.1%	2,299	2,056	23,902	(41)	2,670
1984	25,148	22,088	3,060	12.2%	2,289	2,565	27,219	(2,071)	1,287
1985	31,467	25,186	6,281	20.0%	3,098	3,032	31,249	218	6,319
1986	37,423	28,884	8,539	22.8%	3,698	3,134	35,152	2,271	5,956
1987	41,832	31,490	10,342	24.7%	2,606	2,629	36,747	5,085	4,409
1988	46,344	33,072	13,272	28.6%	1,582	1,969	37,011	9,333	4,512
1989	49,744	34,782	14,962	30.1%	1,720	-	38,892	10,852	3,400

Note: Market Equilibrium is Occupied Space Plus Two Years Absorption.

Source: Coldwell Banker, R. C. Lesser & Co., Del Webb Real Estate and Economics Research Associates

market need. Unlike many older cities which have a strong concentration of office space in a single downtown area, office development in the Phoenix metropolitan area is dispersed over many submarkets. The extensive amount of new freeway construction will tend to accelerate this dispersion. The most important criteria for office location is access to a large and high-quality labor pool, although proximity to areas of executive housing is also very important. As population growth patterns and new transportation system improvements are completed, the locations which best satisfy these criteria, and therefore have the strongest market appeal for office development, will also change. In the Phoenix metropolitan area, different submarkets have had strength during different time periods. In the 1980's, it was the Camelback Corridor, during the 1990's it could be the 44th Street Corridor.

An examination of the performance of the various submarkets, particularly the Camelback Corridor submarket, provides some insight as to how the Corridor might perform during the 1990's. As shown in Table 4.2, the Camelback Corridor captured 17.7 percent of the Phoenix metropolitan area office space absorption during the 1981 to 1986 period. The Midtown area (Central Avenue) captured 13.3 percent of the demand during the same period, while the Downtown area experienced almost no real growth. It is also interesting to note that the East Valley submarket (basically the communities of Tempe, Mesa, Chandler and Gilbert) captured 21.4 percent of the space developed, indicating a strong market pull toward this very rapid population growth area.

4.3. MARKET ANALYSIS AND PROJECTIONS

Table 4.3 forecasts the Phoenix metropolitan area office demand from 1990 to 2015. This forecast is based on population and employment forecasts generated locally and on the consultant's experience with the growth of office markets as a metropolitan area expands and matures. As indicated in Table 4.3, the forecasted demand is for the construction of 90.4 million square feet of office space by 2015. This demand is in addition to the office projects which will be completed by the end of 1989 and recognizes that approximately 10.8 million square feet of excess inventory will exist in the metropolitan area.

In Table 4.4, the Phoenix metropolitan area demand is allocated to the important office submarkets: the Central Corridor (Midtown and downtown Phoenix), the Camelback Corridor, Scottsdale, East Phoenix, East Valley (Mesa, Tempe and Chandler) and the remaining Metropolitan area. The east Phoenix submarket extends from Seventh Avenue on the west to the eastern boundary of Phoenix on the east side, and from the Salt River on the south to just north of Indian School Road. A share of the demand allocated to the East Phoenix submarket is then allocated to the Corridor. For the purposes of this analysis, the Corridor is defined as the area within the East Phoenix submarket that is between 40th and 48th streets.

Since the most important criterion for office location is convenient access to a large and high quality labor force, two important forces will be at work in the region over the next ten to fifteen years to change the areas preferred by office tenants and developers. The first is freeway construction, and the second is the high rate of population growth projected for the East Valley. Combined, these

Table 4.2 Historical Change by Submarket (Square Feet in Thousands)

<u>Submarket</u>	<u>1981</u>	<u>1986</u>	<u>1981-86</u>	<u>Market Share</u>
West	1,096	2,539	1,443	11.1%
Northeast	852	2,181	1,329	10.3%
Scottsdale	1,370	3,039	1,669	12.9%
Downtown	2,672	2,839	167	1.3%
Midtown	4,084	5,803	1,719	13.3%
Camelback	1,067	3,359	2,292	17.7%
East Phoenix	1,144	2,721	1,577	12.2%
East Valley	1,127	3,896	2,769	21.4%
Total	13,412	26,377	12,965	100.0%

Source: Del Webb Real Estate, Coldwell Banker, and R C Lesser & Co.

Table 4.3 Forecast of New Construction Needed in the Phoenix Metropolitan Area (Square Feet in Thousands)

Five Year Periods	AT THE END OF FIVE YEAR PERIOD					Vacancy Percentage
	Avg Annual Net Absorption	Occupied	Demand @ Equilibrium	Estimated Inventory	Excess Inventory	
1980-1984	1,738	22,088	27,219	25,148	(2,071)	12.2%
1985-1990	2,541	34,792	38,892	49,744	10,852	30.1%
AT THE END OF FIVE YEAR PERIOD						
Five Year Periods	AT THE END OF FIVE YEAR PERIOD					Vacancy Percentage
	Avg Annual Net Absorption	Occupied	Demand @ Equilibrium	New Const Required	Vacancy Percentage	
1990-1994	2,900	49,292	55,092	5,348	10.5%	
1995-1999	3,300	65,792	72,392	17,300	9.1%	
2000-2004	3,700	84,292	91,692	19,300	8.1%	
2010-2015*	4,450	131,242	140,142	27,500	6.4%	
	Total			90,398		

* Covers six year period.

Source: Research Associates

Table 4.4 Phoenix Metro Area Office Demand Forecast By Subarea

Phoenix Metro Area Office Submarkets	1990 - 94		1995 - 99		2000 - 04		2005 - 09		2010 - 15*		1990 - 15	
	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent	Total	Percent
Central Corridor	631	11.8%	1,782	10.3%	1,853	9.6%	1,781	8.5%	2,503	9.1%	8,549	9.5%
Camelback	679	12.7%	1,695	9.8%	1,641	8.5%	1,613	7.7%	1,898	6.9%	7,526	8.3%
East Phoenix	952	17.8%	3,408	19.7%	3,493	18.1%	3,415	16.3%	4,153	15.1%	15,421	17.1%
44th Street Corridor**	600	11.2%	2,079	12.0%	1,956	10.1%	1,571	7.5%	1,744	6.3%	7,950	8.8%
Scottsdale	471	8.8%	1,298	7.5%	1,390	7.2%	1,487	7.1%	1,980	7.2%	6,625	7.3%
East Valley***	1,032	19.3%	3,477	20.1%	4,111	21.3%	4,379	20.0%	5,170	18.8%	18,169	20.1%
All Other	1,583	29.6%	5,640	32.6%	6,813	35.3%	8,275	39.5%	11,798	42.9%	34,108	37.7%
TOTAL SF (1,000)	5,348	100.0%	17,300	100.0%	19,300	100.0%	20,950	100.0%	27,500	100.0%	90,398	100.0%

*Covers six year period.

**44th Street Corridor is included in East Phoenix statistics.

***Tempe, Mesa & Chandler.

two forces will shift office development to the south and the east of the areas popular over the past ten or fifteen years (Midtown and the Camelback Corridor).

The more accessible portions of the East Valley will be developed and the freeway ring around what is now the periphery of the Phoenix metropolitan area will be approaching completion over the next fifteen years. New population growth will then distribute more evenly around the circumference of the urbanized area. These changes will affect office development in two ways. First, the center of population will move back toward the west, and the Central Corridor could gain new strength. Second, a portion of the office demand will move to the outer freeway ring, resulting in a more decentralized pattern of office location.

The allocation of Phoenix metropolitan area office space development to the key submarkets considered these regional forces:

- o The Central Corridor will suffer some loss of market share, although not necessarily an absolute development decrease, because of an expanding market, until around 2010 or 2015. This area is expected to rebound at that time.
- o The Camelback Corridor will steadily lose market share; however, its absolute demand will remain reasonably strong until land supply becomes a constraint.
- o The East Phoenix submarket will experience a sharp gain in market share, with its strength peaking in the late 1990's.
- o Scottsdale's market share, which is not very large, will decline slightly and then remain relatively constant.
- o The market share for the very large East Valley submarket will increase steadily until around 2004 or 2005 and then recede gradually as new growth shifts to other areas.
- o The market share allocated to the remainder of the Phoenix metropolitan area is projected to increase steadily from under 30 percent in the 1990 to 1994 period to over 40 percent in the 2010 to 2015 period because of growth of the region and the creation of new office centers due to freeway construction.

The Corridor is expected to have very strong market appeal for office development during the 1990's and beyond for a number reasons, the most important of which are summarized below:

- o With the southeast portion of the Phoenix metropolitan area being the area of greatest population growth, and the northeast area being the area most popular for executive housing, the north-south corridor with the best commute-hour access to the largest and highest quality labor pool has been moving eastward from Central Avenue to 24th Street.

- o Construction of an extensive freeway system is making the area between Broadway and McDowell roads the east-west corridor with the best peak-hour labor force access.
- o Extension of the Papago Freeway across 44th Street (linking it into both the Maricopa Freeway and subsequently the Pima and Superstition freeways via the Hohokam Expressway) makes the area around the 44th Street and Papago Freeway interchange, the Gateway area, a very strong office location. It may be as convenient to the higher income labor force as any location in the region.
- o In addition to having a downtown-type location, the Gateway area also has all the advantages of an airport location.
- o With the expected completion of the Hohokam Expressway to Thomas Road, the Thomas Mall area is nearly as good a location for office development as the Gateway area. It is slightly further from the hub of the freeway system but closer to the areas of executive housing.
- o Unlike certain portions of the Camelback Corridor, which have a number of locational advantages similar to the Corridor, the Corridor does not need to overcome the weak image of an older commercial strip.

Because the Corridor is already an established office and hotel location, it is expected to capture much of the nearer term office demand projected for the East Phoenix submarket. When the new freeways and their associated interchanges and the new Airport terminal are completed over the next several years, the development momentum will spread to other properties in the vicinity of the Corridor. The Corridor's share of the East Phoenix submarket is expected to be quite high during the early 1990's and then to drop steadily over the next three successive five year periods from 61 percent to 56, 46, and 42 percent, respectively. Over the 1990 through 2015 period, the Corridor is expected to capture 8.8 percent of the Phoenix metropolitan area office space demand. This can be compared to 9.5 percent for the Central Corridor, 8.3 percent for the Camelback Corridor, 8.3 percent for the East Phoenix submarket outside the Corridor and 20.1 percent for the East Valley. The 8.8 percent capture rate of 90.4 million square feet translates into just about 8.0 million square feet of development for the Corridor. This demand forecast assumes no severe policy constraints on the amount of land which is available for office development in the Corridor.

Based on this analysis, between the beginning of 1990 and the end of 2015, 8.0 million square feet of office space could be supported in the Corridor. This total is in addition to the completed office space which will exist by year end 1989. By the year 2015, the total amount of retail commercial space supportable in the Corridor is estimated to be 900,000 square feet. Two-thirds of this space is expected to be in the Thomas Mall area and one-third to be in the Gateway area. The retail space (department stores and discount stores) in the Thomas Mall area will be primarily oriented toward the local population and the retail space (restaurants and entertainment) in the Gateway area will be much more oriented toward office workers and hotel guest. The Corridor should be able to support a total of about 5,000 hotel rooms by 2015. The hotel projects during the 1990's will likely be 250 to 300 rooms each; the later projects will be larger. Most of these hotels will cluster at the southern end of the Corridor in order to be near

the Airport. The Corridor should also be able to support approximately 3,600 additional multi-family residential units by 2015. These multi-family projects will likely have densities in the 24 to 36 units per acre range and will be three-to-four story low-rise construction. Multi-family development will become more difficult over time because of land cost increases fueled by office and hotel development.

Land Use Plan

5. LAND USE PLAN

5.1. INTRODUCTION

The specific plan process included the development of a series of generalized land use concepts. These land use concepts identified the basic elements of the plan which were then expanded and refined as a second series of alternative land use plans. These concepts and alternative plans are based on the goals and objectives suggested by the SPAC and the local community during the specific plan process. The land use categories described specify the type, intensity and density of the uses preferred by the community for the Corridor. In general, the recommended land uses reflect existing conditions and previously approved development projects. The land uses presented here are meant to provide flexibility but be specific enough to ensure that a rational development pattern evolves.

5.2. BASIS FOR PLANNING

The land use plan is based on several significant factors. Three existing conditions had great influence on the Corridor: (1) the existing and approved land uses in the planning area; (2) the transitional condition of several neighborhoods; and (3) the existing local and regional traffic conditions. The existing and approved land uses in the Corridor reflect a definite pattern. The section of the Corridor north of McDowell Road, and specifically the area north of Thomas Road, is primarily residential in character, with lower density single family detached housing the most representative residential type. With the exception of the Thomas Mall area, most of the approved but unbuilt large scale projects are adjacent to the Papago Freeway and Hohokam Expressway alignments. These approved projects are a mixed use character, including a dominance of office, hotel and support retail uses, with some multi-family residential uses at a density higher than currently found in the Corridor. The amount of approved office square footage represents a significant portion of the projected demand for the next twenty-five years. Consequently, the opportunities for new office development in the Corridor are limited and the location of the intense urban development predetermined.

The specific plan process revealed that the current traffic condition of each major intersection in the Corridor is at or below the acceptable level of service (LOS) established by City policy. In addition, the approved but not yet built development projects would cause the LOS to deteriorate even further below the City's level of acceptance. Even with a realistic program of transportation system improvements, the conditions of congestion that exist during certain time periods, mainly during the morning and evening commute hours, could not be improved significantly.

Several neighborhoods between McDowell Road and Van Buren Street are declining and are in a state of transition because of conditions imposed by major roadway construction, the expansion of the Airport, and the pressure for development other than residential. Single family residential uses may no longer be an appropriate use for these neighborhoods.

Another significant factor forming the basis for planning are the two cores that were established in concept in the General Plan. The two cores are a secondary core centered at Thomas Road and 44th Street, and a future core centered at Van Buren Street and 44th Street. Defining the boundaries of the cores and gradients and their role in the Corridor greatly influenced the character of the surrounding area.

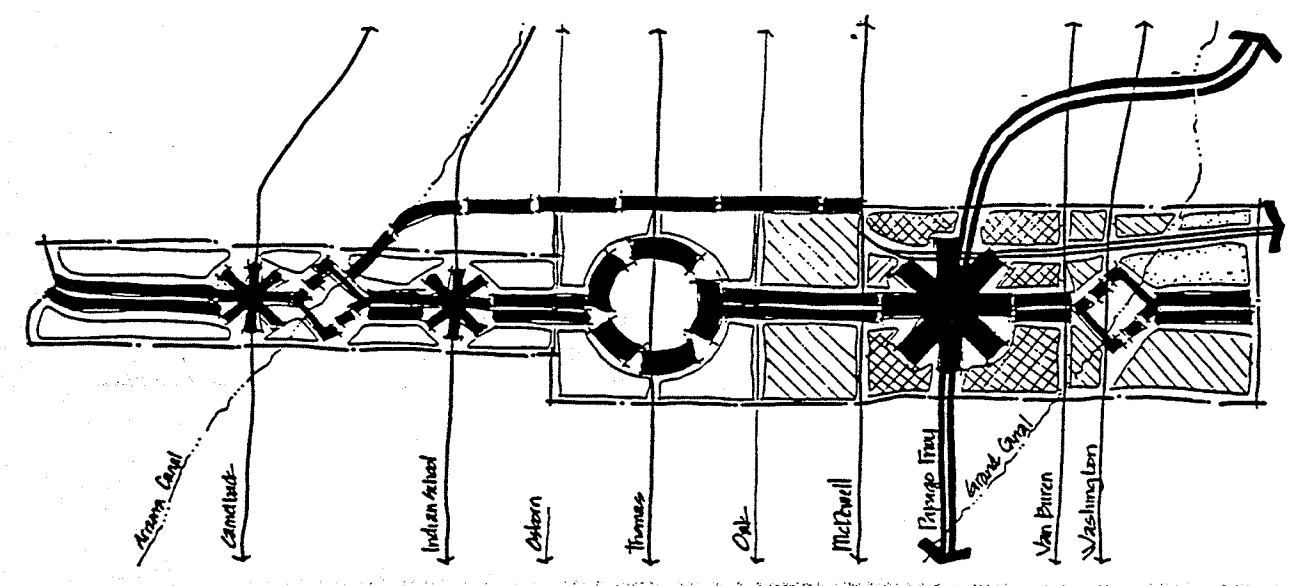
The definitions of cores and gradients that is included in the Camelback East Village Primary Core Specific Plan are used in this Specific Plan. The Specific Plan designates the future core as a primary core.

5.3. LAND USE CONCEPTS

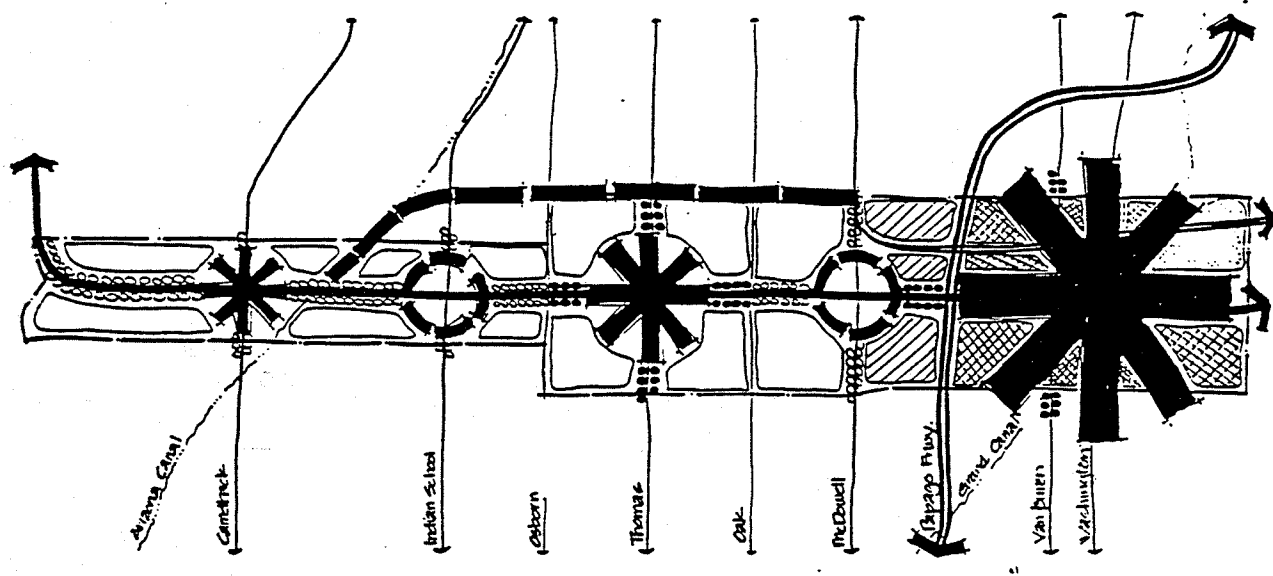
In June of 1989, three generalized land use concepts were reviewed by the community at a public meeting held at the Arcadia High School. Figure 5-1 illustrates the three concepts.

Concept A suggests an urban design solution to the problems facing the Corridor. This concept does not reflect the development limitations generated by an analysis of the market demand for office, retail and residential development; it is instead based on the function of various land uses and their relationships to the existing land use pattern in the Corridor. The focus of Concept A is the creation of a grand boulevard and the development of two villages cores with community activity nodes located at the intersection of the two canals with 44th Street. In this concept, a village core is created in the area of the intersection of the new Papago Freeway and 44th Street. This concept is predominantly residential in nature, reflecting the City's preference for enhancing the availability of residential opportunities in Phoenix. Concept A provides the opportunity for optimal community and corridor development consistent with public policy, social needs, and environmental concerns. Substantial zoning changes would be necessary and significant physical improvements and infrastructure changes would be required. The concept relies on considerable public and private investment adjacent to and within the 44th Street right-of-way. Implementation would be long term in nature. In some instances, the public commitment could extend to perhaps 2035.

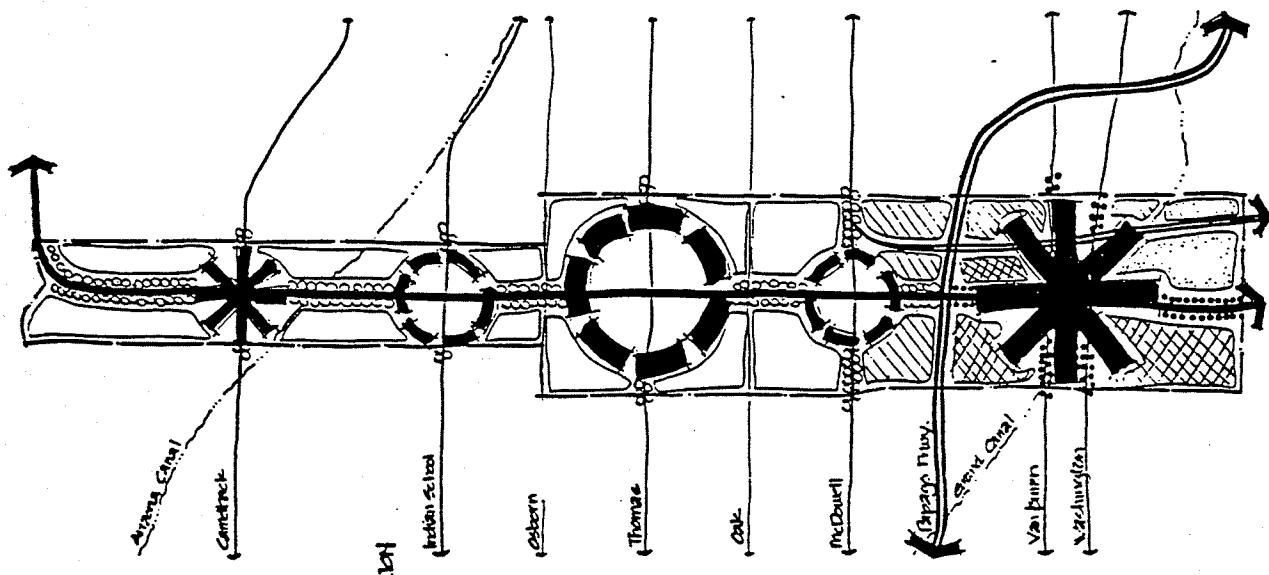
Concept B introduces a new type of core, a regional core, for the Corridor. It also includes a much less intense secondary core at Thomas Road and 44th Street. The regional core located at 44th Street and Van Buren Street is intended to reflect development opportunities identified for the southern end of the Corridor as discussed in Section 4. The concept minimizes development north of the Papago Freeway, thereby mitigating the negative impact of development on existing residential uses and on major streets north of McDowell Road. The private sector would take the lead in the implementation of the concept. Concept B would require a regional core designation in the General Plan. The creation of a regional core could negatively impact the City's goal of increasing the prominence of the Central Corridor as the most intense commercial centers of the City.



Concept C



Concept B



Concept A

Figure 5.1 Land Use Concepts

Concept C emphasizes housing. The secondary core serves as a neighborhood service center and the primary core area serves as the commercial/business center for the Corridor. The goals and objectives of the General Plan which focus commercial development in the Central Corridor and in village cores would be reinforced. Existing neighborhoods would be stabilized and in some instances enhanced. The concept requires additional public open space/parks and service facilities, and a substantial increase in high density, multi-family housing.

It was clear from the comments received at the public meetings and subsequent meetings with the SPAC and the community that a variation of Concept C that included the regional core concept from Concept B was the preferred combination. The SPAC was not, however, unanimous in its preference.

From these concepts, several alternative land use plans (Alternatives A through F) were generated. Three of the alternatives reflected the development parameters associated with Concept C which ranged from approximately 17,000,000 to 11,000,000 square feet of office development. Land use Alternatives D, E, and F most closely represented the preferences of the SPAC and the community. Alternative F, which includes a secondary core at the Thomas Mall area and a primary core centered at 44th Street and Van Buren Street, became the preferred alternative. This alternative was then refined as the preferred land use plan.

5.4. LAND USE CATEGORIES

The land uses shown in the Specific Plan do not represent a significant change in the existing land use pattern. The area of most change centers around the primary core between Belleview Street and the Airport. The existing land use pattern is expected to remain fairly constant throughout the life of the Specific Plan. Section 5.5 describes the land use plan by subarea. The land use categories represent land use intensities and development densities that are reflective of existing uses and existing zoning approvals. Single family residential uses that may be affected by the potential widening of 44th Street are shown along some portions of this road. Until the recommended engineering studies are completed and the needed right-of-way is determined, this use category will be included as part of the plan. However, the City must be aware of the potential for widening the street and provide appropriate setbacks wherever possible. The following list explains the various recommended use categories and identifies the related zoning designations shown in the land use plan. All recommended zoning designations include uses permitted by conditional approvals, such as use permits and special permits.

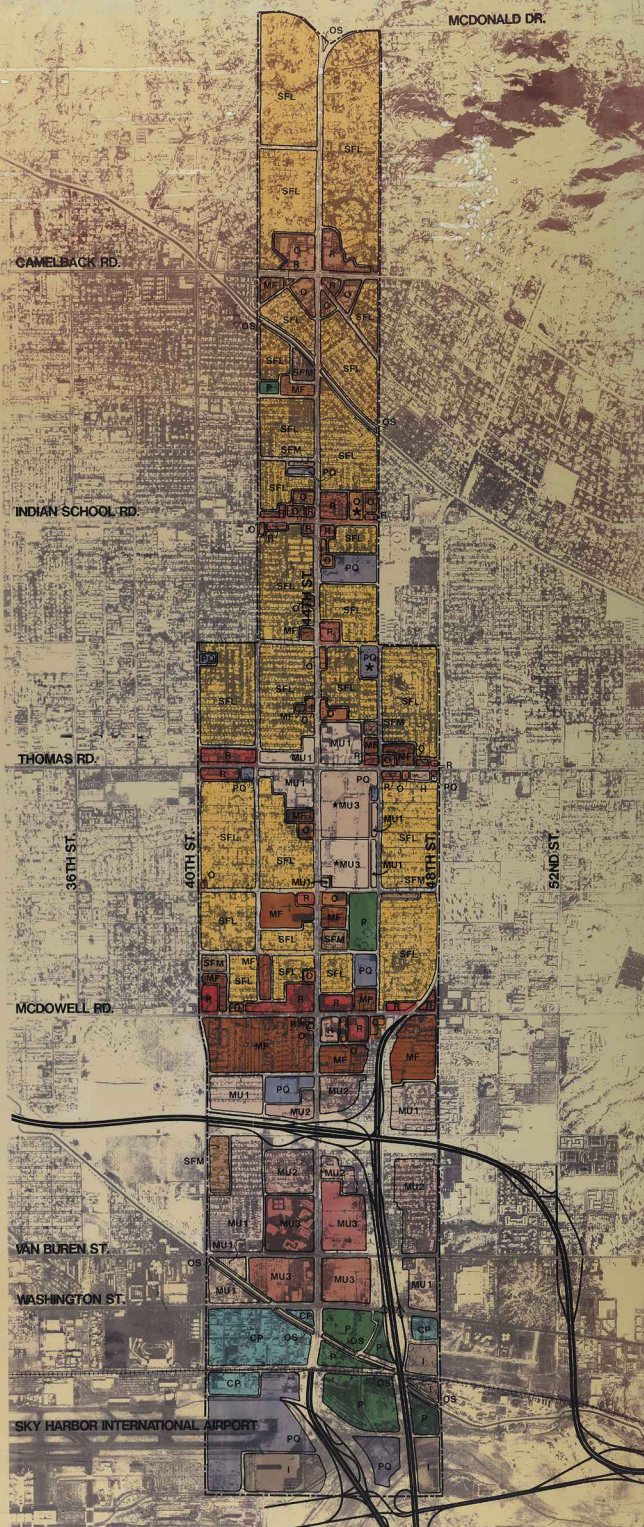
5.4.1 Single Family Residential - Low Density (SFL):

- o This designation includes detached single family homes and detached patio homes at a density of less than 1 to 5 dwelling units per acre, and community recreation and amenity areas, parks and public open spaces, public buildings, schools, and places of worship.
- o Appropriate zone district classifications include permitted and conditional uses within RE-35, R1-18, R1-14, R1-8, R1-6, and PAD 1-8.

LEGEND

- SFL SINGLE FAMILY - LOW DENSITY
- SFM SINGLE FAMILY - MEDIUM DENSITY
- MF MULTI - FAMILY RESIDENTIAL
- R RETAIL
- O OFFICE
- H HOTEL / RESORT
- MU1 MIXED USE I
- MU2 MIXED USE II
- MU3 MIXED USE III
- I INDUSTRIAL
- C COMMERCE PARK
- PQ PUBLIC / QUASI - PUBLIC
- P PARK
- OS OPEN SPACE
- * POTENTIAL PARK SITE

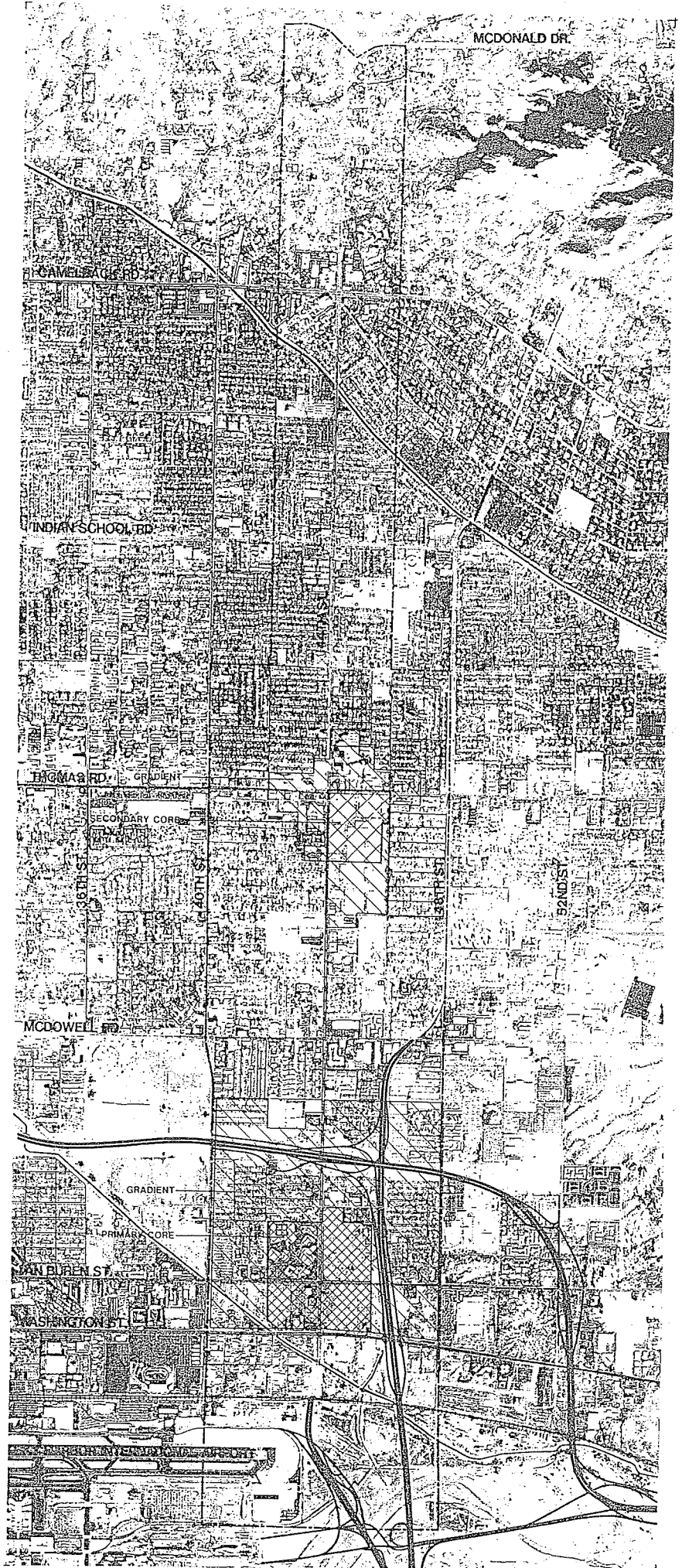
*MU3 LIMITED TO THE CURRENTLY APPROVED HEIGHT AND FAR STANDARDS. REQUESTS TO EXCEED THESE STANDARDS REQUIRE SPECIFIC PLAN AMENDMENTS.



44TH Street Corridor Specific Plan

Core Areas and Gradient Boundaries/ Figure 5.3

LEGEND



5.4.2 Single Family Residential - Medium Density (SFM):

- This designation includes detached and attached patio homes, duplexes, townhomes, and condominiums at a density of 5 to 15 dwelling units per acre, and community recreation and amenity areas, parks and public open spaces, public buildings, schools, and places of worship.
- Appropriate zone district classifications include permitted and conditional uses within R-2, R-3, and PAD 8-13.

5.4.3 Multi-Family Residential (MF):

- This designation includes apartments, group homes and nursing homes at a density of 15 or more dwelling units per acre, and community recreation and amenity areas, parks and public open spaces, public buildings, schools and places of worship.
- Appropriate zone district classifications include permitted and conditional use within R-3A, R-4A, R-5, and PAD 13-15.

5.4.4 Retail (R):

- This designation includes neighborhood stores, convenience stores, supermarkets, drug stores, discount stores, and general retail sales, auto-oriented commercial, business and residential related services, wholesale outlets, banks, and financial services, health clubs, restaurants, bars, and related parking.
- Appropriate zone district classifications include permitted and conditional use within C-1, C-2, C-3, and A-1.

5.4.5 Office (O):

- This designation includes residential office, professional office, corporate office, medical office, health care facilities, and limited services related to the office development, such as health clubs, day care centers and related parking, and quasi-public and public open space such as plazas and courtyards.
- Appropriate zone district classifications include R-0, C-0, M-0, C-1, and C-2.

5.4.6 Hotels/Resort (H):

- This designation includes business hotels, motor lodges and resorts, and related guest services and ancillary uses such as restaurants, bars, gift shops, conference centers, ballrooms, banquet halls, recreational facilities, and related parking.
- Appropriate zone district classifications include permitted and conditional uses within C-2, C-3, and R-5.

5.4.7 Industrial (I):

- o This designation includes planned light industrial, warehousing, light manufacturing and assembly, storage, limited internally oriented commercial services, and related parking.
- o Industrial uses in this designation are intended to serve the needs of the community for industrial activity not offensive to nearby uses.
- o Appropriate zone district classifications include permitted and conditional uses within A-1 and A-2.

5.4.8 Commerce Park (CP):

- o This designation is intended to provide for a planned industrial business park environment including office, research and development, light manufacturing, warehousing, storage, limited retail sales, and services and related parking, public and quasi-public open space.

The land use mix guide for commerce park is 50% office and research and development, and 50% light manufacturing, warehousing, storage, and services.

- o Appropriate zone district classifications include permitted and conditional uses within CP.

5.4.9 Public/Quasi-Public (PQ):

- o This designation includes public facilities such as community centers, cultural facilities and museums, schools and places of worship, post offices, library, government offices, public open space, and related parking.
- o Cultural facilities and museums are permitted in all districts subject to approval of a special permit. Public schools are permitted in residential and commercial districts, while business, technical and trade schools require C-2 zoning. Places of worship are permitted in all districts except C-O, R-O, and P.S.C. Community centers, post offices, libraries, government offices, and public open spaces are permitted in all districts, and are encouraged to locate and comply with the Zoning Ordinance districts and standards for equivalent non-government uses where they are located.

5.4.10 Park/Open Space (P)/(OS):

- o This designation includes public land developed as park with improved landscaped areas, active and passive recreational facilities and public gathering functions.
- o This designation is also intended to serve as a buffer and as a pedestrian circulation system in areas such as the proposed canal path system.

5.4.11 Mixed Use Categories:

- o A mixed use is defined as an integrated variation of land uses designed with compatible relationships and transitions between uses. A market analysis should be required prior to project approval. The analysis should contain a study of existing and approved projects, current market conditions and forecasts, and an explanation of how the proposed project helps attain the goals and policies set forth in the specific plan. Some flexibility is provided in determining the maximum development intensity of a proposal to allow incentives to be offered for transportation improvements, common usable open space improvements, or exceptional design.
- o The General Plan defines mixed-used as an integrated variation of uses which may include residential, service and basic commercial, general office, entertainment and cultural functions with a compatible relationship. This land use category would allow any or all of these uses within an area so designated. The Specific Plan recommends a desired mix of uses in these areas based on the General Plan's goals, existing zoning and uses, and site considerations.
- o Reasonable standards for population density and building intensities are established for non-residential land uses by using floor area ratios (F.A.R.). In the Specific Plan, the recommended F.A.R. factors for the office, retail, commerce park and mixed use categories were determined as identified below.
 - The gross acreage (in square feet) for specific sites was determined using the City's criteria. The Phoenix Development Guide states that "...The floor area ratio of a building shall be the ratio of the gross floor area of the building, excluding those parts of the building specifically excluded, to the gross land area of the site which gross land area may include one half of all abutting streets and alleys which are dedicated to public use". The gross land area of a mixed use site includes all land use areas within the site.
 - The gross land area includes one half of all streets and alleys which are dedicated for public use, and 25 feet for freeways.

The Specific Plan includes three mixed use categories as identified below:

Mixed Use 1 (MU1):

- o MU1 includes one or more of the following land uses as major elements: single family residential (5-15 dwelling units/acre), multi-family residential (15+ dwelling units/acre), hotel/resort, and public quasi-public uses. Minor land use components in this category include retail, entertainment, office, commerce park, and park/open space.
- o MU1 is the lowest intensity mixed use category with an F.A.R. of 0.4 - 0.6 for commercial retail and office uses, 0.25 for freestanding retail uses, 0.35 for commerce park, and a maximum building height of 90 feet for all uses. F.A.R. of 0.4 is allowed for commercial retail and office uses. F.A.R. may be increased up to 0.6 F.A.R. if certain incentive conditions are met. These incentive conditions could include off-site improvements to the

transportation system, open space improvements, integrated mixed-use projects or exceptional design.

- o This category will function as the secondary or lesser level of gradient to the core by providing a transition in intensity of uses between the core and the periphery.

Mixed Use 2 (MU2):

- o MU2 includes one or more of the following land uses as major components: multi-family residential (15+ dwelling units/acre), retail, office and hotel/resort. Minor land use components in this category include public/quasi-public and park/open space.
- o This category allows an F.A.R. of 0.5 - 0.7 for commercial uses and a maximum building height of 120 feet for all uses. F.A.R. of 0.5 is allowed for commercial uses. F.A.R. may be increased up to 0.7 F.A.R. if certain incentive conditions are met. These incentive conditions could include off-site improvements to the transportation system, open space improvements, integrated mixed-use projects or exceptional design.
- o This category will function as the first level of gradient around the core, decreasing in land use intensity as distance from the core increases.

Mixed Use 3 (MU3):

- o MU3 includes one or more of the following land uses as major components: multi-family residential (15+ dwelling units/acre), retail, office, and hotel/resort. Minor land use components include public/quasi-public uses and park/open space.
- o This category is the highest intensity mixed use category with an allowed F.A.R. of 0.8 - 1.2 for commercial uses, and a maximum building height of 150 feet for all uses. An F.A.R. of 0.8 is allowed for commercial uses. F.A.R. may be increased up to 1.2 if certain incentive conditions are met. These incentive conditions could include off-site improvements to the transportation system, open space improvements, integrated mixed-use projects or exceptional design.
- o This category will be limited to the central area of the cores.

Following is a summary of the recommended development intensity/building height for each mixed use area:

Land Use Plan Designation	Maximum Development Intensities (Floor Area Ratio)	Maximum Building Heights (Feet)
MU1	0.6	90
MU2	0.7	120
MU3	1.2	150

5.5. LAND USE PLAN

The description of the recommended land use plan is divided into subareas and described in greater detail below and is illustrated in Figure 5.2: Land Use Plan (oversized map in separate packet). Listed first are the recommended zone district classification(s) for each land use plan designation in Figure 5.2.

<u>Land Use Plan Designation</u>	<u>Recommended Zone District Classification</u>
SFL McDonald Drive to Camelback Road	RE-35, R1-18
SFL Camelback Road to Arizona Canal	RE-35, R1-18, R1-10
SFL Arizona Canal to McDowell Road	RE-35, R1-18, R1-10, R1-8, R1-6
SFM	R-2, R-3
MF	R-3A, R-4, R-4A, R-5
R	C-1, C-2, R-3A, R-4, R-4A, R-5
O	R-O, C-O, R-3A, R-4, R-4A, R-5
H	C-2, R-5
I	A-1, A-2
CP	CP

5.5.1 McDonald Road to Camelback Road

This subarea, which extends from 42nd Street to 46th Street, is predominantly single family residential in character and is expected to remain so during the life of the Specific Plan. Bracketing the Camelback Road and 44th Street intersection are office and retail uses.

5.5.2 Camelback Road to Indian School Road

This area is also seen as a fairly stable residential area with no significant changes in the existing land use pattern. While the area north of Camelback Road is seen as having no multi-family residential developments in the near future, the area south of Camelback Road currently includes some limited areas of multi-family residential uses. No new multi-family development, beyond that existing or soon to be built on the former Kachina School site, or multi-family which may be considered under Section 6.5, Special Projects, is recommended in the Specific Plan.

The office and retail uses adjacent to both Indian School Road and Camelback Road are to be maintained. A small area, currently in single family residential use, would be added to the area of office development around the office complex at the southwest corner of 44th Street and Camelback Road. Along Indian School Road, expanded office and retail development has already been approved by the City. The Specific Plan reflects these changes. The recommended land use plan shows that the twenty single family residences along Monterosa Place (located above the northeast neighborhood retail corner of 44th Street and Indian School Road) could change to a retail land use, if incorporated into a redevelopment of the existing commercial uses on the corner. The area is in transition and is no longer viewed as a viable, single family neighborhood.

A three-acre neighborhood park is to be developed as part of the multi-family development under construction at the former Kachina School site. A potential

park site has also been identified along Indian School Road at 46th Street. A five-acre vacant lot is currently zoned for office use but is a suitable site for a park.

There are several areas along 44th Street where residential uses are adjacent to or have access from 44th Street. These areas are seen as candidates for a change in use to create a safe relationship between residential uses and the roadway and to create a physical buffer between the street and the residential neighborhoods.

5.5.3 Indian School to Thomas Road

A potential public park site has been identified on the Scottsdale School District site at 46th Street south of Osborn Road. The site contains the historic Pierce House. It is approximately 7.5 acres in size.

On the north side of Thomas Road the gradient of the secondary core extends from 42nd Street to 47th Street in an irregular pattern reflecting the mix of uses that are similar to but less dense than the heart of the secondary core at the Thomas Mall site. These uses are office and retail in nature rather than residential. Two small areas are recommended for change in use and in zoning in this area. One, located on 44th Street north of Thomas Road adjacent to the existing Sunstate Financial development, is currently vacant and zoned residential. This parcel is included as part of the mixed use area of the core gradient. The other, adjacent to the existing multi-family area along Thomas Road near 47th Street, is a single family residential area in transition and could become an extension of the multi-family area.

5.5.4 Thomas Road to McDowell Road

The mix of uses in this area is more balanced than those of the areas north of Thomas Road. While substantial areas of single family residential neighborhoods, ranging up to five units per acre, exist and will continue to exist, some higher density single family and multi-family residential developments are also included. The approved Camelhead (Thomas Mall) project includes 240 residential units. The site of the former Gerard School is being considered for a zone change to permit the development of multi-family residential uses with retail uses at the 44th Street-Oak Street intersection.

The major land use element of this area is the designation of the Camelhead project area as the center of the secondary core. This area, designated on the plan as MU3, is the area of highest intensity in the core. The area on the west-side of 44th Street that is designated MU1 is part of the gradient. Also included in the gradient are small areas of office and multi-family uses adjacent to the areas designated MU1.

There are two neighborhoods within this subarea that need special attention and should receive the City's commitment to develop strategies to aid in their preservation. The Griffith Neighborhood is located on the east side of 44th Street between Palm Lane and McDowell Road, and the Coronado Neighborhood is located along the Coronado Street cul-de-sac on the west side of 44th Street between Palm Lane and McDowell Road. Both neighborhoods appear to be relatively stable, with the exception of the homes adjacent to 44th Street, but are facing the increasing impacts from traffic noise, air pollution, retail

and commercial pressures, increased crime and an increasing number of rental properties. Specific help through the City's neighborhood assistance programs is needed to help maintain the neighborhoods' integrity and assist in the mitigation of other problems commonly found in urban residential neighborhoods.

The retail areas along McDowell Road are neighborhood serving. They relate primarily to the higher density residential areas surrounding McDowell Road.

5.5.5 McDowell Road to Washington Street

This subarea represents the greatest density of development in the Corridor and also includes the greatest amount of change from the current land use and zoning categories. Most important is the recognition of the primary core centered at the intersection of Van Buren Street and 44th Street. The four quadrants of the intersection, designated as MU3 on the Land Use Plan, form the core. The neighborhoods shown in the mixed use categories should be redeveloped as neighborhood units rather than piecemeal. The remainder of the area is seen as the gradient of the core. North of the gradient, between Belleview Street and McDowell Road, the major land use is seen as multi-family residential with densities slightly higher than 15 units per acre. The existing Balsz School site will continue serving the adjacent neighborhoods.

The areas adjacent to the two major highways that are in the rights-of-way for the freeway and the expressway should be included as elements of a regional open space system. They should not be developed as active park spaces.

5.5.6 Washington Street to Sky Harbor Boulevard

This subarea is distinct from the Gateway area north of Washington Street. Because of the all-inclusive nature of the current zoning designations for this area (A-1 and A-2), no changes are necessary to accommodate the commerce park uses recommended in the Specific Plan. If a non-commerce park use is proposed, the City should consider whether the project helps attain the goals and policies set forth in the Specific Plan. The triangular shaped parcel north of the Arizona Canal at the corner of 44th Street and Washington Street is an example of a specific site which could successfully develop into uses other than commerce park.

The areas east of 44th Street in this subarea should contain uses relating to the Airport. Appropriate uses include commerce park, including research and development, warehousing and light manufacturing. Most of the remainder of the area, including the area around Pueblo Grande, is seen as being in park use or some similar public use.

5.6. LAND USE STATISTICS

The land use statistics for the Corridor, including existing development, the projects currently approved and the recommended land use plan, are given in Table 5.1.

Table 5. 1 Land Use Plan Statistics

	Office (sq.ft.)	Retail (sq.ft)	Hotel Rooms	Dwelling Units	Industrial (sq.ft.)
Existing Land Use	2,503,000	1,591,000	1,201	7,452	925,000
Approved Projects	7,804,000	1,270,000	1,250	760	0
Proposed Land Uses	3,547,500	1,055,550	3,525	2,972	-145,000
Total Land Use Plan	13,854,500	3,916,500	5,976	11,184	780,000

5.7. CORE AREAS AND GRADIENT BOUNDARIES

Figure 5.3: Core Areas and Gradient Boundaries (oversized map in separate packet), shows the two cores and core gradients for the Corridor. The secondary core consists of the Camelhead (Thomas Mall) project site (generally bounded by Thomas Road on the north, 44th Street on the west with the exception of the parcel at the 44th Street-Oak Street intersection, Oak Street on the south, and just west of 46th Street on the east). The Camelhead project site is designated as MU3 with a limitation at the currently approved height and F.A.R. standards on the land use plan. Requests to exceed the currently approved height and F.A.R. limits will require a Specific Plan amendment processed in concordance with the procedures for amending non-regulatory Specific Plans. The other quadrants of the 44th Street and Thomas Road intersection represent the gradient portion of the core. These areas are designated as MU1 on the land use plan.

The primary core, centered at 44th Street and Van Buren Street and including the Oasis parcel (generally bounded by 42nd Street on the west, Gateway Boulevard on the south, 44th street on the east, and just south of the Papago Freeway on the north), represents a much larger and more intensely developed area than the secondary core. The areas designated as MU3 on the land use plan form the center of the core with the adjacent areas, identified by the MU2 and MU1 designations, representing the gradient of the primary core. The MU3 for the Oasis parcel is limited to the currently approved height and F.A.R. standards. Requests to exceed the currently approved height and F.A.R. limits will require a Specific Plan amendment processed in concordance with the procedures for amending non-regulatory Specific Plans.

5.8 CONSISTENCY WITH THE PHOENIX GENERAL PLAN 1985-2000

The Specific Plan will require amendments to the General Plan to bring the General Plan and Specific Plan into conformance. The amendments will be considered concurrently with the Specific Plan's approval. The amendments consist of changes to the boundaries of the core and the gradient and to the land use designations.

5.9. INFRASTRUCTURE AND PUBLIC FACILITIES

The City is able to provide sewage disposal services under the existing development conditions. A major sewer main in 40th Street would probably be required to serve the increased development potential recommended by the Specific Plan. The 24"/36" diameter main would be funded by the City. Existing recommended improvements south of Bethany Home Road could serve as an interim or long term measure for sewer service. This service would be dependent on development concentrations and timing of major projects within the Corridor.

No major water facilities would be required to accommodate the increased development potential in the Corridor. Some 12" and 16" water mains may be required depending upon development concentration and industrial water needs. Private developers would be required to construct all mains needed to serve their development. The existing electricity and natural gas systems are sufficient to serve the projected development with improvements to the system being required on a project by project basis.

Completion of the development projects already approved will require sixteen additional police personnel, and eleven additional firefighters. The increased police personnel and facilities would require an approximately \$700,000 increase in their annual budget. An estimated \$550,000 increase in budget would be required for fire protection in the Corridor.

The city's Public Works Department projects that a maintenance service center will be needed in the Corridor. The city's Human Resources Department has also indicated a potential need for a human resource facility to service the Corridor.

Existing public park and recreational open space is limited to 20 acres at the Pierce Park site which is primarily a community serving facility. No neighborhood level parks, other than athletic areas or playgrounds at Griffith School and Balsz School, are located within the Corridor. The athletic fields which were open for community use at the former Gerard High School will be eliminated when the site is redeveloped. The redevelopment of the former Kachina School site will include the development of a three acre neighborhood park. Few opportunities exist to use vacant or undeveloped parcels in the Corridor for park use. The Pierce House site, located at Osborn and 46th Street, has the potential for redevelopment as a community serving facility and public park space. The site area is 7.5 acres. Its location in the Corridor makes it both accessible to the adjacent neighborhoods and the larger region as a whole. An approximately five-acre vacant lot along Indian School Road just east of 44th Street has also been identified as a potential park site within the Corridor. It is currently zoned C-O.

The current City standard is 6.25 acres of close to home park or recreation space per 1000 population. The Corridor should currently have approximately 131 acres of public park space based on this standard and considered as an isolated area rather than in a regional context. By 2015, the Corridor should have 174 acres of public park space due to the increase in population.

Transportation System Improvements

6. TRANSPORTATION SYSTEM IMPROVEMENTS

6.1. INTRODUCTION

During the specific plan process numerous transportation system improvements were suggested to assist in accommodating development in the Corridor. Even without technical analysis of these improvements, it was recognized that without both major impacts on the community and substantial costs, it is unlikely that transportation service in the Corridor will reach an acceptable level. Suggested transportation improvements ranged from improvements to existing major streets to extensions of the freeway/expressway system in the area.

The SPAC and the community, through participation at SPAC meetings, evaluated each suggested transportation improvement to determine whether it was acceptable based on the impact it would have on the community and its associated cost. Only improvements that were determined socially acceptable were recommended for inclusion in the Specific Plan. This evaluation by the SPAC provided the basis for the recommended transportation system improvements that are contained in the Specific Plan.

However, due to the limited scope of the charge to the SPAC and given the constraints in both time and in funding for the study, the feasibility in terms of funding and in benefit of these recommended improvements was not fully explored. These recommended improvements have not been technically accepted by the City staff. However, the recommendations in the Specific Plan do represent the range or limit of transportation improvements that can be considered for the area. Within the Corridor, implementation of any major transportation improvements, local street and collector street widenings which are not recommended in this Specific Plan will require an amendment to the Plan. Furthermore, the desirability of constructing transportation improvements in the Corridor as opposed to other areas in the City was not studied.

6.2. LAND USE PLAN AND THE RECOMMENDED TRANSPORTATION SYSTEM IMPROVEMENTS

To determine the recommended transportation improvements, all suggested transportation improvements were reviewed in terms of their traffic, social, budgetary, and land use/planning impacts. A recommendation on each suggested transportation system improvement was made based on these impacts, and presented to the SPAC. The SPAC then reviewed and voted on each transportation system improvement. Those that were recommended for inclusion in the final network were incorporated into the final transportation analysis. The proposed transportation system improvement to extend the Hohokam Expressway north of McDowell Road was strongly opposed by the SPAC, the Greater East Phoenix Neighborhood Association, the Arcadia Neighborhood Association, and by the general public.

Based on the SPAC recommendations, the following transportation system improvements were added to the road network:

- o widen 44th Street to six lanes from north of Thomas Road (4-5 lanes exist) to Camelback Road;

- o widen 44th Street to eight lanes from south of Thomas Road to Washington Street (6 lanes exist);
- o widen McDowell Road, Thomas Road, and Indian School Road to six lanes from 40th to 48th streets;
- o widen 40th Street:
 - to four lanes from McDowell Road to Thomas Road, and
 - to six lanes from Washington Street to McDowell Road (four lanes exist; five lanes planned by the City);
- o provide full Airport access from 40th Street/Air lane;
- o extend 42nd Street from Washington Street to the East Papago frontage road and connect to the Gateway Loop Road by tunnelling under the Papago Freeway; and
- o connect Fillmore Street to the Gateway Loop Road and widen it to 4 lanes to 40th Street.

The last two transportation system improvements were recommended only if they were privately funded.

6.3. SPECIAL PROJECTS

One of the most important issues in the Corridor is the impacts caused by the implementation of the recommended transportation system improvements. The Specific Plan suggests an alignment for the widening of 44th Street to accommodate the necessary expansion of the right-of-way. This recommendation is advisory only and the actual design of the right-of-way must be a result of detailed engineering studies which are beyond the scope of the Specific Plan. The suggested alignment identifies in a general nature the impacts that will result along the Corridor.

Some of the recommended transportation improvements are included in the stipulations of approved development plans such as the Camelhead (Thomas Mall) project. Others, such as the widening of 40th Street and McDowell Road, and the construction of the Hohokam Expressway, are public projects. These improvements have significant impacts on existing uses in the Corridor. In order to provide sufficient right-of-way to add additional traffic lanes and to provide space for landscaped median strips, some existing residential dwellings, retail and office developments might have to be eliminated or relocated. The widening of 44th Street will also increase the difficulty for pedestrians to cross safely. Grade separated crossing should be investigated, especially in the area near Balsz School.

There are several areas along 44th Street where single family residences may not be physically affected by the road widening projects; nevertheless, they may be impacted due to their proximity to the road. These residential areas may

also be considered for redevelopment¹ and the existing uses replaced with new development which reflects the goals of the community and contributes to the overall quality of life in the area. The overall widening program for 44th Street should begin as soon as possible after the Specific Plan is adopted because of the existing congestion problems. Detailed engineering plans should be prepared as soon as possible to inform affected landowners and residents in the Corridor as to how this widening will be accomplished.

The remainder of this section describes possible alignments for the recommended widenings of 44th Street and other streets in the Corridor. The discussion is by subarea. Two general redevelopment opportunities are discussed and illustrated as possible solutions to the land use and the roadway widening problems.

6.3.1 McDonald Road to Camelback Road

No roadway improvements are recommended between McDonald Road and Camelback Road. This area is predominantly characterized by single family residences and very stable neighborhoods. From Colter Street to Camelback Road office and retail commercial uses are located on both sides of 44th Street. The right-of-way for 44th Street in this subarea ranges from 80 to 90 feet, with the existing roadway including four travel lanes and a continuous left turn lane which is modified slightly to accommodate raised or painted traffic islands north of Colter Street and just north of the intersection of Camelback Road and 44th Street. A frontage road between Colter Street and Stanford Drive serves twelve residential units. This frontage road eliminates the potential for conflict between the vehicles using the southbound lanes of 44th Street and those entering or leaving the residential driveways. Residential units adjacent to the northbound lanes have access to their driveways by way of side streets thereby avoiding the potential conflicts with vehicles on 44th Street.

6.3.2 Camelback Road to Indian School Road

The existing roadway contains two southerly lanes and three lanes in the northerly direction, with a continuous left turn lane. The Specific Plan recommends that a sixth lane and a landscaped median be added to increase the roadway capacity. The typical right-of-way is 80 feet. Adding a sixth lane and a landscaped median would require an additional 30 feet of right-of-way.

This widening may require the removal of several residential units and business establishments on the east side of 44th Street. Between Camelback Road and the Arizona Canal seven residential units, five of which have direct access to the northbound lanes of 44th Street, could be acquired to accommodate the additional right-of-way. Widening the roadway at the intersection of Camelback Road and 44th Street may also have an impact on the access lane to the bank drive-up teller window and the small office building at the corner of Lafayette Boulevard and 44th Street. Eliminating the buildings on these sites and

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Note: In the Specific Plan the word "redevelopment" refers only to the reuse or changing of use of a particular site or parcel. The use of the powers of the City's redevelopment agency is not recommended by this Plan.

increasing the roadway right-of-way may result in the creation of several irregular remnant parcels. These remnant parcels could be converted to landscape buffers or other uses which would serve to buffer the residential neighborhood east of 44th Street from traffic impacts. In this case, because of the diagonal pattern of the streets connecting with 44th Street and the single family character of the existing neighborhood, the remnant parcels could form a landscaped edge between the street and the residential area beyond. In this way, the buffer would also contribute to the enhancement of the visual quality of this section of Corridor. This type of opportunity is described and illustrated in Section 6.4. Figure 6.1 illustrates the typical street pattern where the streets intersect with 44th Street on a diagonal.

The existing bridge over the Arizona Canal may require widening to accommodate the additional traffic lanes and to provide a safe pedestrian crossing. South of the Arizona Canal, twenty-three residential units on the east side of 44th Street may be affected by the widening of the roadway and the construction of a landscaped median. In addition, three commercial parcels near the intersection of Indian School Road and 44th Street may also require property line adjustments to accommodate the recommended widening. Most of the residential units have driveway access from the side streets that are perpendicular to 44th Street. Removal of residential units may create remnant parcels of approximately 70 to 90 feet in depth. The redevelopment opportunities in this area could include the creation of a landscaped buffer area between the roadway and the single family residential neighborhoods. Figure 6.2 illustrates the existing street pattern for a portion of this area. If redevelopment occurs along segments of the Corridor where widening of the right-of-way is not necessary, the City should encourage the redevelopment to include individual single family residential units that otherwise would be isolated.

If public funding is not available, small clusters of multi-family uses could be developed as a visual and a sound attenuation buffer between 44th Street and the remaining single-family residential units. Multi-family developments already exist or will be constructed south of the Arizona Canal. Additional multi-family developments would be compatible with the mix of uses in this area. Approximately five acres of land would be required to achieve a feasible redevelopment site. Where possible, access to new multi-family developments should be provided on side streets rather than directly from 44th Street. This may be very difficult to achieve in this area. Any redevelopment within the Central Arcadia Special District must comply with the districts regulations and policies.

6.3.3 Indian School Road to Thomas Road

This area has more constraints affecting a potential road widening than the previous two subareas. The land uses along 44th Street between Indian School Road and Thomas Road contain a greater proportion of retail and office uses. The mix of uses and the relative newness of many of the structures in the subarea make a street widening program more difficult to implement. The existing roadway section is similar in lane capacity to the section north of Indian School Road. The typical right-of-way area varies from 80 to 90 feet. A right-of-way of 110 feet would be required to add a sixth lane and a landscaped median strip as recommended in the Specific Plan. Unfortunately, the need for the

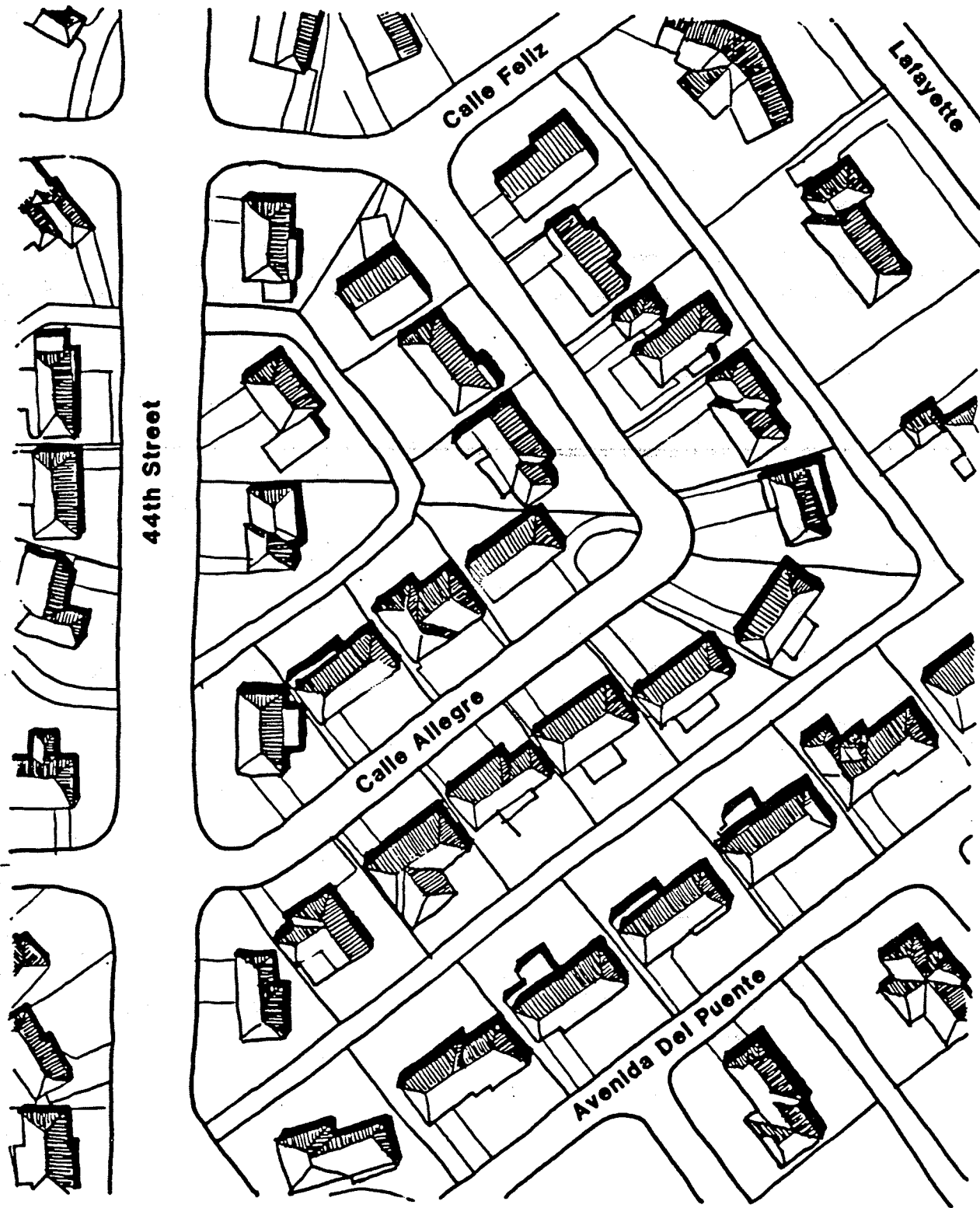


Figure 6.1 Typical Condition for Streets Diagonal to 44th Street

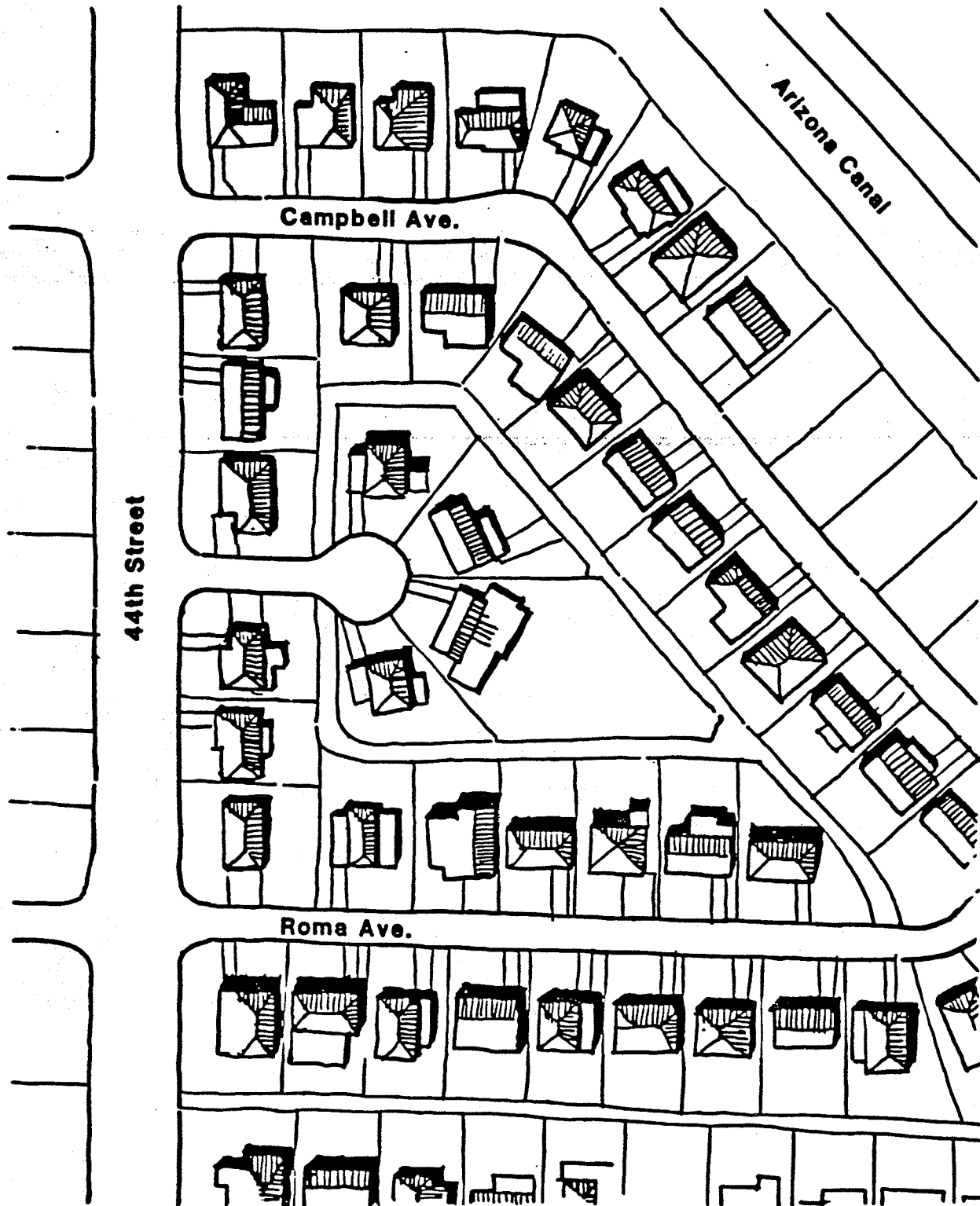


Figure 6.2 Typical Condition for Streets Perpendicular to 44th Street

eventual widening of 44th Street was not anticipated and was not included in the development standards when new office and retail projects were approved along 44th Street. The setbacks between the building face and the existing street do not appear to be sufficient to accommodate the expansion of the right-of-way. Similarly, the Ingleside Christian Church at Indianola Drive and 44th Street may be a constraint to the right-of-way expansion.

The segment of the street between Indian School Road and Clarendon Street appears to be the most difficult to expand. Single family homes are located adjacent to 44th Street. Five of the eleven dwelling units adjacent to the east side of the street have direct driveway access onto 44th Street. Similarly, ten dwelling units on the west side of the street have direct access to 44th Street. Several multi-family developments are also on the west side of 44th street. Both sides of the street could be redeveloped as landscaped buffers if the residential land was acquired.

New office and retail developments, with a limited setback are located on the east side of the street between Osborn Road and Cheery Lynn Road, and between Earl Drive and Thomas Road. Widening of the right-of-way in these areas may require the elimination of some fairly expensive and relatively new office buildings, some of which have never been occupied. The west side of the street south of Osborn Road is occupied primarily by single family dwellings which could be taken as part of the road widening in a fashion similar to the program for the segments of the Corridor north of Indian School Road. Neither side of the street exhibits a simple solution to the problem of widening the roadway through a densely developed area. However, it is possible that some widening could occur on both sides of the street in some situations. This condition may cause the alignment of 44th Street to meander in certain segments. A detailed engineering alignment analysis is necessary to identify a specific solution.

Redevelopment of the parcels along this portion of 44th Street could be accomplished by the creation of a landscaped edge, or clusters of multi-family development, as a visual and noise buffer between the activity on the street and the residential neighborhoods on either side. Using the remnant parcels as a landscaped buffer and the development of a higher density use may be more appropriate due to the estimated cost for acquiring the land and buildings along this segment of the street. Up to five acres may be needed to develop a feasible multi-family project.

6.3.4 Thomas Road to Washington Street

There is a greater mix of land uses south of Thomas Road. The Specific Plan recommends that 44th Street be widened from six lanes to eight lanes, including a landscaped median in this area. The redevelopment of the Thomas Mall site includes widening of the roadway section on the east side of the street between Thomas Road and Oak Street. This condition fixes the standards for development at the Thomas Road intersection and requires the right-of-way expansion on the north side of the intersection to match the expansion on the south side. The southwest quadrant of the intersection of Thomas Road and 44th Street has been extensively developed leaving limited opportunities for right-of-way expansion.

At Oak Street and 44th Street, a reverse condition exists. A recently built office building is situated on the southeast quadrant of that intersection with virtually no setback. The southwest quadrant is proposed for redevelopment as a mix of multi-family and retail uses. Expansion of the roadway right-of-way could be negotiated as part of the conditions of approval for redevelopment of that site. However, shifting the right-of-way expansion to the west side of the street would require adjusting the alignment to the west at approximately Wilshire Drive. This adjusted alignment may eliminate four single family residential units on the west side of 44th Street north of Oak Street. None of these units has driveway access onto 44th Street. A landscaped buffer could be used to compliment the landscaped edge of the Camelhead project on the Thomas Mall site and thereby create a gateway image as an amenity for the Corridor. However, landscaping alone does not produce a satisfactory noise mitigation condition. Some form of sound attenuation structure, such as a solid wall, may be necessary.

Between Oak Street and the Papago Freeway, the proposed alignment remains on the west side of 44th Street. Four single family residential units may be affected between Oak Street and McDowell Road. The church site on the southwest corner of Palm Lane and 44th Street may be proposed for redevelopment and negotiation of the reuse of that site should include provision for the required widening. Commercial sites will also be affected in this area. The typical right-of-way is 100 feet with the recommended expansion including a landscaped median to extend it to 132 feet.

The roadway expansion could be on the west side of 44th Street from the Papago Freeway to Gateway Boulevard. The proposed Oasis mixed use project is located in this area. The recommended widening should be a condition of approval when development of this area is considered. South of Gateway Boulevard, the right-of-way expansion could shift back to the east side of 44th Street to avoid existing development at the Gateway project and the area between Van Buren Street and Washington Street. This area is to be redeveloped through large scale planned projects. Improvements to the roadway should be conditions of approval.

6.3.5 Other Major Streets

Several special projects are either scheduled or proposed for streets other than 44th Street in the Corridor. Thomas Road is scheduled for widening to six lanes from 44th Street east to 48th Street as part of the redevelopment of the Thomas Mall site. McDowell Road is to be widened to six lanes from 40th Street to 48th Street as part of the city's Capital Improvement Plan.

Indian School Road is recommended for expansion to six lanes in the Specific Plan. This expansion could occur on the north side of the street. The existing right-of-way ranges from 80 feet to 90 feet and the recommended expansion would create a right-of-way of 110 feet. Several structures containing office and retail uses may be affected by this expansion west of 44th Street. Redevelopment of this area could occur by replacing the existing uses with similar types of uses. East of 44th Street the existing office and retail development could be replaced by similar uses either on a parcel by parcel basis or by an assemblage. Regardless of the implementation mechanism, the development standard for providing the expanded right-of-way should remain fixed.

Another special project area in the Corridor involves the expansion of 40th Street to six lanes from McDowell Road to Washington Street. This would expand the planned five lane improvement by the City and increase the right-of-way to 110 feet.

6.4. LAND USE IMPLICATIONS

Three generalized conditions exist along 44th Street that were described in the Special Projects section above. These conditions include:

- o residential and commercial uses situated on parcels adjacent to 44th Street with direct driveway access to 44th Street;
- o residential and commercial uses situated on parcels adjacent to 44th Street with driveway access to side-streets that are perpendicular to 44th Street; and
- o residential and commercial uses situated on parcels adjacent to 44th Street with driveway access to streets intersecting 44th Street on a diagonal.

Three general redevelopment opportunities exist which could be implemented by either the public or private sector, or as a partnership of both. For those segments of the Corridor where the predominate areawide use is single family detached dwelling units and where the driveways have direct access to 44th Street (e.g. between Campbell Road and Indian School Road) on either side of the street, the expansion of the right-of-way would require approximately 30 feet of additional space from the edge of the existing pavement to the new boundary. Remnant parcels of approximately 70 to 90 feet are created by expanding the right-of-way into the parcels adjacent to 44th Street. In this segment of the Corridor and in other segments with similar characteristics, these remnant parcels are too narrow to be redeveloped for multi-family or commercial uses. They may be appropriate for reuse as a landscaped buffer between 44th Street and the residential neighborhoods. Sound attenuation walls could be added to mitigate the noise impacts resulting from the increase traffic flows. Figures 6.3 and 6.4 illustrate how a landscape buffer could be created from the remnant parcels left over after the right-of-way expansion. As an alternative, the parcels on the west side of the street may be considered for multi-family development if a reasonable development site could be assembled.

By utilizing additional parcels, in addition to the remnant parcels adjacent to 44th Street, larger parcels can be created that provide multi-family redevelopment opportunities with limited access to either 44th Street or the side streets intersecting 44th Street. To achieve this type of redevelopment, a minimum assemblage of approximately five acres would be necessary. This may not be feasible in most places along the Corridor.

Similar redevelopment opportunities can be realized for those parcels that are adjacent to 44th Street but where the side streets intersect 44th Street on a diagonal. This condition exists between Camelback Road and the Arizona Canal. The predominate use characteristic in this area is single family residential with office and retail uses clustered around the intersection of Camelback Road and 44th Street. Redevelopment of the remnant parcels could take the form of a landscaped buffer, possibly working in concert with similar landscaped areas

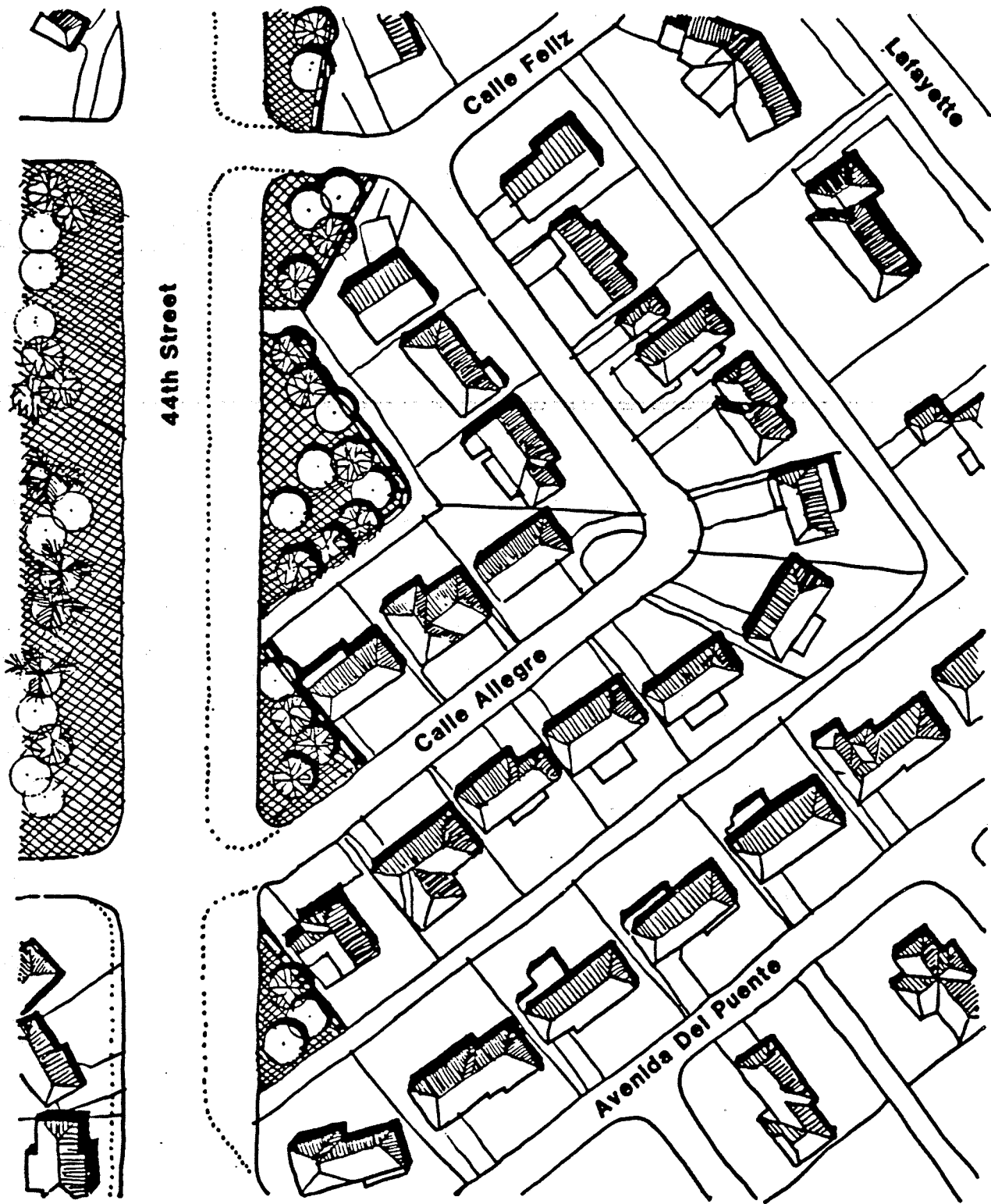


Figure 6.3 Landscape Buffer for Streets Diagonal to 44th Street

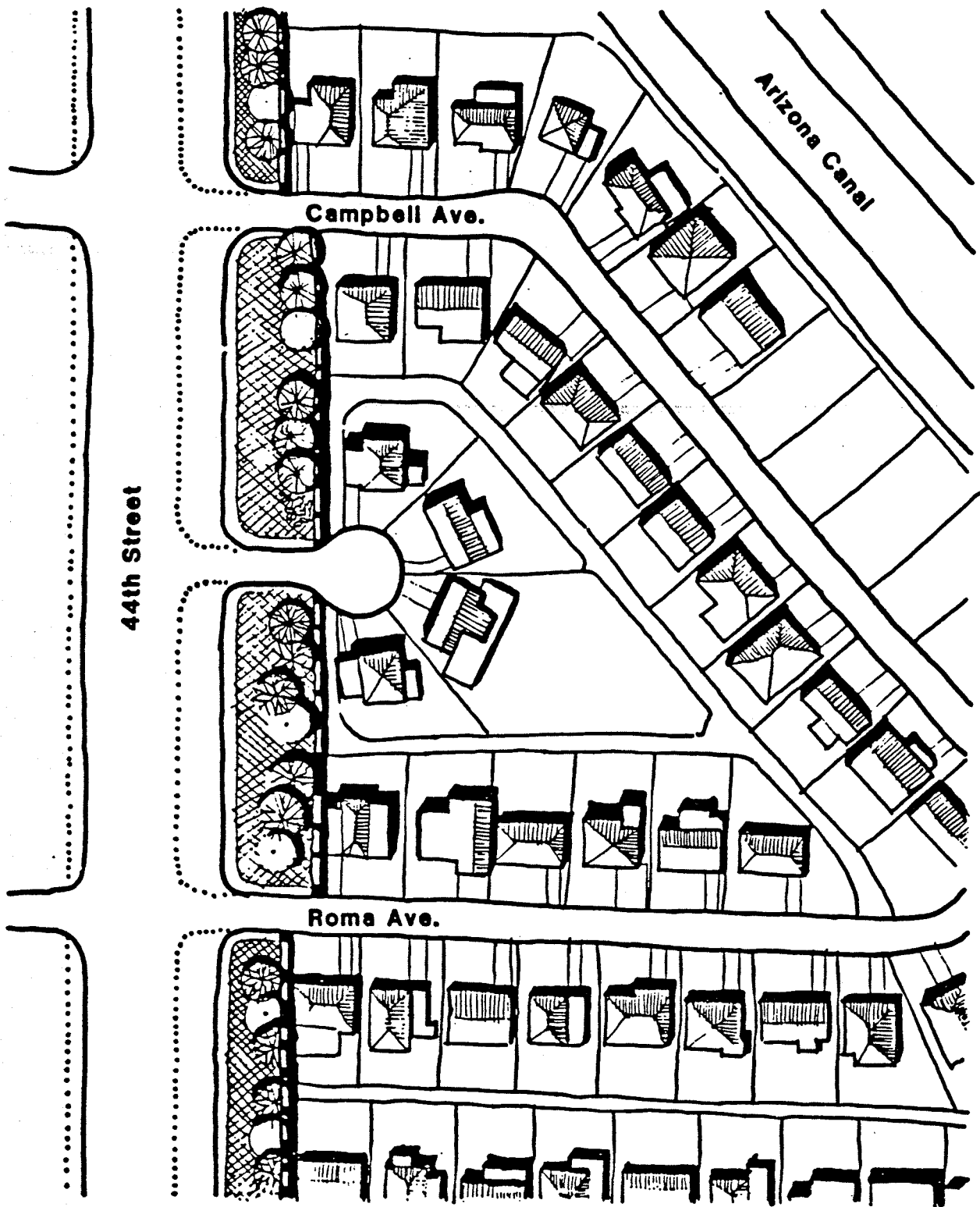


Figure 6.4 Landscape Buffer for Streets Perpendicular to 44th Street

along the edges of the Arizona Canal, to establish a gateway at this end of the Corridor. These land use solutions can also be applied to the areas along either side of 44th Street where the expansion of the right-of-way causes the elimination of residential dwellings or other uses. These guidelines also may be applied to the parcels adjacent to the street where right-of-way expansion is not necessary, but where the residential property owners desire relief from the impacts resulting from increased traffic and the hazardous conditions due to driveway access onto 44th Street.

Design Review Guidelines

7. DESIGN REVIEW GUIDELINES

7.1 INTRODUCTION

Development within the Corridor shall comply with the City's development review process and the guidelines established in this section through the subsequent adoption of these design guidelines by ordinance. The design review guidelines contained herein shall be an extension of the City's development review process.

7.2 HIERARCHY OF GUIDELINES

The design review guidelines are organized in the same hierarchy as the City's design review guidelines. The operation of the different standards is explained below.

Requirements. When adopted by ordinance, the design standards listed as requirements and denoted by (R) shall be demonstrated by a site plan seeking approval through the design review process. If an applicant is unable to meet a requirement, relief must be sought from the Zoning Ordinance (through a variance procedure) before the site plan may be processed further.

Presumptions. The design standards listed as presumptions and denoted by (P) are not required to be incorporated into a site plan submitted for design review. However, when adopted by ordinance, a site plan is incomplete if it does not demonstrate that the presumptions have been in some way incorporated. If a presumption cannot be successfully incorporated into a project, the applicant shall provide a way to overcome the presumption. In the event that a presumption cannot be overcome, the applicant must file an appeal with the Design Review Appeals Board.

Considerations. The design standards listed as considerations and denoted by (C) are issues and concepts that an applicant should consider in preparing a site plan. The omission of a consideration is not grounds for rejecting a site plan, but their inclusion may assist in overcoming presumptions and in gaining acceptance for a plan.

7.3. DESIGN GUIDELINES

The objective of these guidelines is to establish a framework and a basic working knowledge of the elements to achieve an overall unified organization of systems and forms that are both functional and attractive. Guidelines which describe setback distances from right-of-way lines refer to the ultimate right-of-way alignments established by the widening of 44th Street as part of the Specific Plan's recommended transportation system improvements.

7.3.1 Streetscape

The following streetscape guidelines are intended to establish a framework to integrate a central theme for all the various components in the Corridor. Streetscape treatments are intended to enhance the relationship of the pedestrian to building masses, the aesthetics of the public right-of-way, the

driving experience along the roadway, and the environment in general. To incorporate the streetscape treatment, landscaped setbacks along the major streets within the Corridor are recommended. Development impact fees or community facilities districts could be used to implement the enhanced character and image of the Corridor in accordance with the guidelines in this section.

General streetscape guidelines which apply to the entire Corridor are described first. They are followed by guidelines for specific subareas.

- o Existing overhead utility lines adjacent to or crossing 44th Street shall be buried underground as part of any new development or redevelopment project where feasible. The expense shall be borne by the developer of the project. (R)
- o New outdoor advertising structures are prohibited within the Corridor in any new development or redevelopment project. (R)
- o Every reasonable effort should be made to eliminate existing outdoor advertising from the 44th Street frontage. (C)
- o Entries to buildings and parking areas from all streets should be landscaped and indicated by signage which compliments the overall design concept for the street. (C)

7.3.1.1 44th Street - Colter Street to Osborn Road

- o Redevelopment at or near the area of the date palm grove at 44th Street south of the Arizona Canal should include landscaped areas that reflect or compliment the presence and character established by the date palms. (C)
- o The use of date palms is encouraged on sites adjacent to the date palm grove to strengthen the identity of the area. (C)
- o A 10 foot minimum landscaped setback from the right-of-way line shall be included in all new development projects along 44th Street between Camelback and Osborn Road. (R)

7.3.1.2 44th Street - Osborn Road to McDowell Road

- o A 10 foot minimum landscaped setback shall be included in all development or redevelopment projects along 44th Street between Osborn Road and McDowell Road. (R)

7.3.1.3 44th Street - McDowell Road to Sky Harbor Boulevard

- o A 10 foot minimum landscaped setback shall be included in all new development projects along 44th Street between McDowell Road and the Southern Pacific railroad bridge. (R)
- o The date palm street tree theme that exists in the Gateway development near Van Buren and 44th streets, and in the median strip of 44th Street south of McDowell Road, should be considered as the landscape theme for

the remainder of this subarea. All new development projects should incorporate this theme. (C)

- o The date palm street tree theme should be embellished with other approved plant materials. Landscaping should be accomplished with low shrubs, ground covers, turf and or crushed aggregate. Smaller canopy trees should be provided for additional shade at the pedestrian level. Spacing of date palms should not exceed twenty (20) feet in parking areas, street setbacks, and entries. (P)

7.3.1.4 Other Major Streets (Van Buren Street, Washington Street, Thomas Road, McDowell Road, Indian School Road, and Camelback Road)

- o A 10 foot minimum landscaped setback line shall be created along these major streets for the installation of plant materials consistent within the Corridor theme. (R)

7.3.2 Landscape

The landscape guidelines apply generally to the entire Corridor including the landscape of private developments. It is anticipated that private developments will refine and embellish these guidelines, responding to their particular location.

- o All proposed development or redevelopment projects in the Corridor shall include a landscape plan as a stipulation of approval. (R)
- o All new development projects proposed in the Corridor shall provide pedestrian scale planting of smaller canopy trees, shrubs, and flowering ground cover to define focal points such as entries, road crossings, and public spaces. (R)
- o Plant materials in plazas and along major pedestrian corridors should be used to define and create spatial enclosure, to allow for shade opportunities, and to create pleasant micro-climates. (C)
- o Landscaping should be used to direct and frame views to Camelback Mountain and the Papago Buttes, and it should interrelate with the landscaping of buildings on adjacent sites. (C)

7.3.3 Pedestrian and Bicycle Circulation

- o New development projects shall be required to provide open space easements or setbacks for the City's bikeway system. Bike path configurations should reflect the recommended width and location standards established by national cycling standards. (R)

7.3.4 Special Features

- o Water features, such as fountains and cascading pools, are encouraged in small quantities within prominent activity centers in the Corridor. Water consumption should be kept to a minimum in these features. (P)

7.3.5 Canal Edges

- o Public oriented uses which lie adjacent to the canals should be open toward them and should expand upon the use of water as a design feature. (C)
- o Any modification to the Arizona Canal adjacent to the Central Arcadia Neighborhood Special Planning District shall comply with their plan. (R)

7.3.6 Freeway Buffer

Where residential developments occur adjacent to freeways, consideration should be given to additional landscape buffers and/or sound attenuation techniques. (C)

Sound attenuations measures, such as solid walls, for existing residential areas should be pursued by the City. (C)

7.3.7 Testing for Archaeological Resources

Developers in archaeological sensitive areas should test for the presence of archaeological resources prior to ground disturbing activity and should undertake a recovery program. (C) (See Appendix D for additional information).

Implementation Strategies

8. IMPLEMENTATION STRATEGIES

8.1. INTRODUCTION

This section provides an evaluation of the strategies that might be considered for implementation of the improvements recommended in the Corridor. Three funding options, redevelopment area tax increment financing, community facilities district, and fiscal impact fees are reviewed and their applicability assessed. A fourth funding option, use of public funds, is assumed and not discussed in detail. This section identifies how the Specific Plan might be implemented and who should be responsible for the implementation actions. In addition, action programs are identified for the City to undertake in order to fulfill the Specific Plan.

8.2. IMPLEMENTATION RESPONSIBILITIES

The recommended improvements to the transportation system represent the most significant cost in the Specific Plan. As discussed in Section 6, some of the recommended improvements will be the responsibility of the private sector through stipulations of development approval and therefore public funding is not required. However, the recommended street widening projects where no new development is proposed should also be funded. The primary goals for the widening of 44th Street are to buffer the existing neighborhoods, to increase traffic capacity, and to create areas for landscaping. The widening of 44th Street from Camelback Road to McDowell Road should provide a landscaped parkway as a buffer for the surrounding neighborhoods from the air and noise pollution associated with increased traffic on 44th Street. The widening of 44th Street from McDowell Road to Washington Street will increase the capacity of 44th Street to carry both regional and local traffic, with a minimum of congestion and of other traffic related impacts on surrounding neighborhoods. As described in Section 6 under Special Projects, possible implementation strategies for creating the neighborhood buffers include the following.

- o The removal and, where possible, the relocation of single family residential dwellings that face or side on 44th Street. These parcels would be redeveloped, where possible, as publicly maintained landscaped parkway buffer areas. Pedestrian and bicycle paths would be included as part of the landscape program.
- o The creation and the maintenance of a landscaped median, where possible, in the middle of 44th Street.
- o The installation and the maintenance of more extensive landscaping along 44th Street. It is conceivable that the recommended widening of 44th Street may eliminate the opportunity to use single parcels along 44th Street as buffer areas. In this case, several lots beyond those adjacent to 44th Street may be assembled for redevelopment as a public facility, such as a park.

If the widening of 44th Street is not sufficient to create a landscaped parkway buffer, or if funding sources are not available for the widening, private redevelopment options may be considered to buffer the neighborhoods. Such an option may include a low-density multi-family project. Access to 44th Street

would be limited where feasible. Side street access may be preferred over access directly onto 44th Street. Landscaped buffer areas would be established at the rear of these office redevelopment projects that are adjacent to residential neighborhoods.

The recommended transportation system improvements are intended to mitigate a majority of the impacts resulting from the increases in peak hour traffic generated primarily by the increased commercial development proposed in the Corridor. Regional growth in the Phoenix metropolitan area outside the Corridor also contributes to the projected traffic impacts and the regional responsibility should not be overlooked. The primary beneficiary of the recommended transportation system improvements in the Corridor will be the approved and proposed new commercial development projects, particularly the office projects, which generate the greatest peak hour traffic. A secondary beneficiary is the regional population as a whole due to increased mobility throughout the regional transportation system.

The existing and projected population in the Corridor and in the neighborhoods immediately adjacent to the Corridor will not necessarily benefit from the transportation system improvements nor will the Corridor's existing commercial development. Residential neighborhoods will be affected by the projected increase in local traffic and the associated increase in noise and air pollution. However, in addition to adding to the road's capacity, the widening of 44th Street should be designed to mitigate these impacts and buffer neighborhoods.

The success achieved by the new commercial development projects, facilitated by the improvements to the roadway system, may come in part at the expense of the smaller and older existing commercial development projects in the Corridor. Therefore, the brunt of the costs of the roadway system improvements should be borne by the new development projects. Because of the regional benefits derived by the improvements, the City should be responsible for a portion of the costs. The City should also consider a way to apply the City's cost of improvements on a uniform basis.

Three funding options appear to merit consideration as part of this Specific Plan. Two of the three exhibit certain implementation difficulties described below.

8.2.1 Redevelopment Area Tax Increments

Redevelopment area tax increment financing is a fairly common funding technique, particularly used by municipalities with an active redevelopment agency and identified redevelopment areas. This technique is frequently used to finance public infrastructure improvement. If the Corridor were designated as a redevelopment area, the City could engage in land assembly, site preparation, public infrastructure improvements and its financing through tax increment bonds. However traditional redevelopment activity has been limited in Phoenix.

Tax increment financing involves freezing revenues to other taxing districts, such as school districts, based on present assessments. The City can then capture the additional revenue accruing from new development projects in the district. Bonds are sold against the future property tax increases, or "increments," in the district and the revenue from these bonds can then be used to finance the improvements. The usual use of the proceeds of these bonds is to remove blight and to construct improvements to the public infrastructure which in turn

stimulates new development in the district. The bonds are eventually retired by using the additional property taxes that are generated by the new development projects. This implementation technique takes advantage of the increase in property taxes generated by specific improvements in a blighted area.

The Arizona Revised Statutes (Title 36 Public Health and Safety, Chapter 12, Article 3 and Article 4) are clear in stipulating that the powers and tax advantages assigned to the redevelopment process are intended for the clearance of slums. Qualifying the Corridor as a redevelopment area would be a difficult task and would require a careful and very liberal interpretation of the law. Taxing jurisdictions, such as school districts, which lose revenues when redevelopment laws are abused, are increasing their challenge to redevelopment agencies in the courts. For these reasons, the use of redevelopment area tax increment financing is not recommended as a realistic implementation strategy for the construction of the recommended improvements to the roadway system.

8.2.2 Community Facilities District

Community facilities districts are a fairly traditional form of assessment district. A community facilities district can be used by the City and the property owners in a district to implement a variety of infrastructure improvements. As with the redevelopment area option discussed above, bonds are sold in order to generate funds for the construction of infrastructure improvements. The property owners included in the community facilities district are then assessed an annual amount which is used to retire the bonds over a specific period of time. In order to provide security for the bond holders, a lien is placed against each parcel of property in the district. These liens are then removed when the bonds are retired. In the Corridor, the district could be limited to the property owners adjacent to the streets being improved, or it could include all property owners in the Corridor, or just the property owners south of McDowell Road.

A community facilities district is a simple enough concept in general. However, two very important conditions must be satisfied for it to become reality. First of all, the property owners, which are the district voters, must determine that the overall benefits received or perceived outweigh the costs to them as individuals. Secondly, the assessment assigned to each property owner must be fair and equitable when compared to all the other beneficiaries. Because of the potential to involve a very large number of property owners, it will be difficult for a majority of the property owners in the Corridor to reach consensus on these two conditions.

The difficulty in achieving a consensus will be due primarily to three significant characteristics. First, as was stated above, most of the residential property owners in the Corridor might not receive significant benefits from the roadway improvements and would probably vote against any assessment if included. The strategy would be to identify an assessment area where the voting participants in the designated district benefit the most.

Secondly, the owners of already built commercial developments could view the street widening projects as facilitating additional and possibly stronger competition. The owners of these existing developments, unless they are also proposing additional development, have little or no incentive to pay for improvements, and will most likely vote against the formation of a community facilities district.

Finally, the problem of the timing of benefits versus the costs exists in the form of the real or perceived equity among owners of vacant or potentially redevelopable commercial property. When the bonds used to finance the improvements are sold, the property owners are assessed, regardless of when their property is developed. For example, if a residential neighborhood was subject to assemblage in anticipation of future commercial development and that neighborhood were included in the community facilities district, the property owners would be assessed immediately after the bonds were sold but would not derive any benefit until the residential property was sold. Since the real estate market is limited in size at any point in time, the owners and developers of property that is able to develop in the near future (generally, sites with the best locations and the strongest financial backing) will benefit most from the new infrastructure improvements. The owners and developers of the less strategic properties will be forced to carry their properties at higher holding costs because of the new assessments, and could face difficulties in maintaining ownership until such time as they can develop.

In addition to the above, the City has a policy that establishes the development of residential projects as a priority for the formation of community facilities districts. The recommended road widening projects extend throughout the Corridor but mainly serve the commercial project areas rather than the residential neighborhoods. For the reasons stated above a community facilities district may not be an appropriate funding mechanisms for the major street improvements included in the Specific Plan. The community facilities district could be used to finance the construction of specific local improvements which benefit a limited number of properties in a similar manner.

8.2.3 Development Fees

The City has the ability to levy fees against new development projects to finance a proportionate share of the improvements to or the expansion of the infrastructure required to serve it. This implementation technique has a greater potential than the other two discussed above for several reasons as indicated below.

- o The road widening projects are primarily intended to facilitate new development as well as to mitigate the traffic related impacts caused by the increased development. Development fees place the cost burden more directly on the primary beneficiaries.
- o The fees are structured to assign the highest fees to the projects which generate the greatest impacts.
- o The fees are levied at the time the City issues building permits, thereby placing the burden on those projects which directly benefit from the improvements. In contrast to a community facilities district, the timing of benefits versus costs is much less of an issue.

The use of development impact fees means there is not going to be an exact match between the cost of the improvements and the amount of revenue collected, or between the timing of construction and the collection of revenues. The City is responsible for ensuring a stable cash flow. Since a portion of the

planned improvements will have community-wide benefit, it is reasonable that the City bear some portion of the costs through traditional financing methods.

The Corridor has the potential to add approximately 13.7 million square feet of development. This total includes 11.4 million square feet of office space, 2.3 million square feet of retail space, 4,775 hotel units and 3,732 residential units. However, the overall market characteristics in the Phoenix area, it is unlikely that during the next twenty-five years more than 10.3 million square feet, or 75 percent of the capacity planned, will be built.

The methodology of the Phoenix Development Fee Program allocates the costs for the required capital facilities in a planning area to equivalent dwelling units (EDUs). EDUs are based on the impact a particular use has on a capital facility category, such as major streets. In the major streets category, EDUs are determined by traffic generation. The following EDUs apply:

Office	=	1.4 EDUs/1,000 square feet of space
Retail	=	7.5 EDUs/1,000* square feet of space
Hotel	=	1.03 EDUs/room
Residential	=	1.00 EDUs/dwelling unit

* This is an average. Some retail uses (e.g. shopping centers) will have lower rates; others (e.g. restaurants) will have higher rates.

8.3. RECOMMENDED FUNDING STRATEGIES

A combination of implementation strategies is recommended. The City should establish community facilities districts for limited areas, for example the two core areas, where specific improvement schedules can be identified and direct benefits assigned. The financing of improvements in these limited areas could then be subject to the normal bond financing process.

A second part of the funding strategy should involve impact fees assigned to new development including already approved but unbuilt projects. The final component of the funding strategy should be public funds since citywide benefits are to be realized through contribution by Corridor development to the expansion of the City's economic base and through improvement in the overall traffic conditions in the City.

8.4 RECOMMENDED ACTION PROGRAMS

Recommendations for additional planning include the following supplementary studies.

- o An engineering analysis to determine the right-of-way requirement and the detailed alignment for the widening of 44th Street from Camelback Road to Washington Street, including estimates of the cost of property acquisition and construction, and the feasibility and location of pedestrian bridges. The analysis should also consider bus pullouts and queue jumpers, transit right-of-way reservation, commuter bicycle facilities and turn lanes.

- o Urban design guidelines should be developed for the improvements required for the widening of 44th Street as identified by the engineering analysis. These guidelines would identify, on a parcel by parcel basis, the required improvements necessary to carry out the intent of the Specific Plan. Sites which have potential for redevelopment as multi-family residential uses should be identified.
- o A historic resources testing study should be undertaken by the City.
- o A landscape master plan should be developed. It should include guidelines for medians, buffers or landscaped areas throughout the Corridor and address the following items:
 - A separate vehicular and pedestrian movement along 44th Street and along other major streets should be provided.
 - A landscaped setback along 44th Street and McDonald Road should be provided, where possible.
 - Where an existing frontage road exists along 44th Street, the island separating the frontage road from 44th Street should be enlarged by the City to a width of fifteen feet by reducing the width of the frontage road.
 - Plant material selected for the area north of Camelback Road should be consistent with appropriate desert plant material. Landscaping along 44th Street between Colter Street and McDonald Road should take on a natural or informal character respecting the natural desert context of the area.
 - A landscaped setback from the right-of-way line should be included in all new development projects along 44th Street between Camelback and Osborn Road.
 - A date palm/street tree theme along 44th Street should be extended from Osborn Street south to McDowell Road. The date palm street tree theme should be embellished with approved plant materials. Landscaping should be with low shrubs, ground covers, turf, and/or crushed aggregate ground covers. Small canopy trees should be provided for additional shade at the pedestrian level.
 - The street furniture along the length of 44th Street should be developed to contribute to a common theme. Bus stops, traffic lights, street lights, street signs, trash receptacles and bollards at major intersections should be consistent with the image of 44th Street.
- o A strategy for the long-term maintenance of the recommended landscaped buffers and medians should be developed.
- o Based on city park space standards, 174 acres of park and open space will be needed by the year 2015 based on the land use program for the Corridor. The Specific Plan recommends areas for improved open space/park and public oriented uses. The City should pursue the feasibility

of acquisition and improvement of these properties. Refer to Figure 5.2 for the location of potential sites.

- o The open spaces and facilities associated with schools and churches can contribute to meeting open space needs for the community. Where possible, the City should facilitate the arrangements to allow general public use of these facilities.
- o A landscaped pedestrian and bicycle promenade should be developed along the banks of the Arizona, Grand and Crosscut canals as a portion of the proposed regional canal/open space network.
- o A pedestrian path adjacent to 44th Street and other major streets should be developed as part of an urban trail system for the core areas of the Corridor. Cores in the Corridor should be connected to other cores in the City through this trail system.
- o Neighborhood pedestrian and bicycle trails are intended to serve as linkages between neighborhoods and activity centers within the Corridor. These routes should be located and developed along collector and residential streets and should include bicycle lanes on both sides of the street. Bike path configurations should reflect the recommended standards (width and location) established by national cycling standards.
- o A sidewalk improvement program addressing conditions where sidewalks are absent or where curbs prevent the use of the sidewalk by handicapped individuals should be implemented by the City.
- o A coordinated, unified informational and directional signage system shall be developed by the City to mark the pedestrian/bicycle circulation system throughout the Corridor.
- o A major gateway statement should be designed and built in the area from the railroad bridge to the Grand Canal at the south end of 44th Street. It should include improvements to the railroad bridge, a public plaza with landscape/hardscape features, and improvements to the canal edges.
- o A recreation activity area should be developed to celebrate the linear recreational opportunities of the canal and the historical date palm groves adjacent to the area north of Campbell Street on 44th Street at the Arizona Canal crossing. This feature could include public parking, ramadas, canal bank enhancement and open space improvements.
- o A grade separated underpass or overpass or a signalized crosswalk for pedestrian crossing of 44th Street should be evaluated and implemented to avoid further pedestrian/vehicle conflict at the Arizona Canal.
- o Bus stops should be located at all canal crossings along 44th Street. The City should consider locating public art at these canal crossing and bus stops.

- o An entry statement should be designed and located at the northern end of the Corridor. It should be designed as a visible landmark and located in the large median where 44th Street turns east. Public art or specimen plant materials could be placed in the median to reflect the image of the Corridor.

Specific Plan Administration

9. SPECIFIC PLAN ADMINISTRATION

9.1. INTRODUCTION

This section establishes responsibility for administering the Specific Plan. A comprehensive and long term commitment by both the public and private sectors will be required to achieve Plan recommendations. The major responsibility for implementation rests with the City through the development approval process and the financing and construction of capital improvements. Various City departments must consider Plan recommendations in their decisions and operations.

The realization of the Specific Plan will also depend on the private sector. Contributions by developers to supplement public funds will be necessary to finance needed capital improvements. The commitment of developers to incorporate the guidelines of the Specific Plan into new developments will be essential if a unique and cohesive image is to be created.

The major procedures that will be used by the City to implement the Specific Plan are the development review process, Capital Improvement Program, and the establishment of development fees as a financing mechanism for the Corridor.

9.2. CITY PROCEDURES

9.2.1 Zoning Review

Zoning is one of the major tools of the City to implement the goals and policies of the General Plan and specific plans. Zoning is used to regulate the location, type, intensity and development standards of land use.

In the review of a zoning application, the City will determine whether the proposed project conforms to the General Plan and the Specific Plan. Applications will be evaluated pursuant to the General Plan Amendment Procedure to determine whether Plan amendments will be required. As part of the approval of a zoning application, the City Council may attach special stipulations to ensure conformance with the adopted plans. These may include one or more of the following.

- o Use, intensity or other development stipulations:

A zone change may allow only specific uses or certain intensities or building heights which are acceptable in terms of compatibility and impact (506.B.1.b of the Zoning Ordinance). The project may be required to substantially conform to a site plan which consists of an appropriate use mix, building arrangement, or access plan.

- o Time limitations:

A zone change may include a schedule for the development of the proposed uses (506.B.1 of the Zoning Ordinance). The Planning Commission may initiate the reversion of the new zoning to its former classification if a building

permit or occupancy permit has not been taken out prior to the expiration of the stipulated period.

- o Use Permits and Special Permits:

Stipulations may be attached to the approval of uses which require special review. These uses include drive-in restaurants, car dealers, and alterations to non-conforming uses. The Zoning Ordinance should be examined for a complete list of these uses.

In addition to stipulations, the Zoning Ordinance provides incentives which encourage development amenities in village cores (701.D.2.b of the Zoning Ordinance). Streetside building setbacks may be reduced in commercial developments if amenities are provided, such as underground parking, pedestrian plazas, additional landscaping and art enhancements.

9.2.2 Design Review

A development review process is currently being studied by the City. The intent is to improve the visual appearance and functional quality of development by requiring projects to meet standards of subdivision and site design, pedestrian and vehicular circulation, landscaping, signage, streetscaping, building orientation and environmental responsiveness. The process through which the design expectations are administered is intended to be as objective as possible and not create undue delay in the procedures of permitting development.

The review process is to be incorporated into the current Site Plan Review Process provided in the Zoning Ordinance (Section 507). All future development, with the exception of single family homes, will be subject to this review process.

The development review process will be codified in the Zoning Ordinance. Subject to approval by the City Council, the development review process is expected to be in operation by the Spring of 1991. The City Council, by adopting a development review process, would authorize City staff to review proposed projects with respect to the requirements, presumptions and considerations contained in the citywide design review guidelines.

An appeal process has been incorporated into the review process. Disagreements regarding elements of design are appealed to the Design Review Appeals Board. An additional appeal can be filed with Superior Court. The design review process is based on a set of urban design principles and a set of design review guidelines. The principles provide the foundation for the guidelines.

When adopted by ordinance, the development review process will incorporate design guidelines in the Specific Plan which are intended to promote a special character for the Corridor. Design review responsibility would be through the citywide development review process.

9.2.3. Capital Improvement Program

The Specific Plan should be considered in the annual update of the city's Capital Improvement Program (CIP). The CIP represents the City's plan for short and for long range development of capital facilities. It provides a framework for identifying capital requirements, for scheduling of projects over a period of years, for coordination of related projects, and for developing the proposed financing plan. Program elements include street improvements, public transit, utilities, and parks. The CIP is reviewed and updated each year to reflect changing priorities, cost changes, or alternative financing strategies.

Formal City Council adoption of the CIP indicates the City's commitment to the five-year plan, but does not in itself authorize expenditure. The necessary funding mechanisms must be adopted each year to pay for the improvements.

9.2.4 Development Fees

Development fees (or fiscal impact fees) are currently being used in the peripheral areas of the City to pay for the proportionate share of new infrastructure that will be required to serve new development. Development fees may be used in combination with traditional municipal bond issues paid for by the taxpayers and ratepayers at large.

Should the City Council decide to apply development fees to a non-peripheral area of the city such as the Corridor, a specific infrastructure financing plan must be adopted. This would identify future infrastructure needs and their associated costs.

9.2.5 Enforcement and Penalties

The Development Services Department inspects development projects to ensure that zoning stipulations have been met and that the project conforms to the approved site plan. The Neighborhood Improvement and Housing Department investigates zoning violations such as illegal uses and inadequate maintenance.

9.2.6 Monitoring of the Specific Plan

The planning process is dynamic and should be responsive to changes generated by the community for whatever purpose, be it political, economic, social or physical. The Specific Plan should be subject to periodic review, such as on a yearly or biennial basis, so that adjustments can be made. Reviews should also occur when significant events occur, such as the completion of the engineering study for the 44th Street widening or the realization of a major development project like the redevelopment of Thomas Mall. The initial review can be the responsibility of the Planning Department or a community based advisory committee.

Appendices

APPENDIX A. RELATED CITY POLICIES

This appendix is intended to include the City's goals objectives and policies reviewed in the first working paper prepared during Phase I of the specific plan process.

APPENDIX B. BIBLIOGRAPHY

This appendix is intended to reference all the planning studies, reports and other documents used in the planning process. These references include:

- o traffic studies prepared by private developers;
- o the city's General Plan and Zoning Ordinance;
- o design guidelines prepared for Sunbelt Corp;
- o economic studies prepared by various consultants for individual developers;
- o agency studies, such as those prepared by MAG;
- o the studies used by the RBA Group to do the traffic analysis; and
- o studies prepared by the various village committees that may be applicable.

APPENDIX C. PERSONS INVOLVED IN PREPARING THE SPECIFIC PLAN

The following lists include the members of the community and the City staff who made a contribution to the Specific Plan.

Specific Plan Advisory Committee

Bert Stanfield-Pinel (Chair)
Ernest Coen
Jerry Dixon
John Graham
Leslie Hatfield
Jasper Hawkins
Scott Jablonow

Ruth MacEachern
Diane Olson
Eric Rasmussen
Charles Schiffner
Jeanne Somers
John Theobald
Sally VanderLaan

Camelback East Village Planning Committee

B. Paul Barnes, Chair
Jennifer Martin Theobald
Avrom Green
Carolyn Berry
Carol Campbell
Eric Rasmussen
Jackie Flowers
Richard Spiegel
Randy Todd
Sally VanderLaan

Laurel Kimball
Bernie Leider
Heather Litton
Ruth MacEachern
Lisa McFadden
Pat Coultrap
Lorraine Frank
John Gordon
Marc Isaacs
Ruth Riley

Other Major Groups and Individuals Contacted

Arcadia Camelback Mountain Homeowners Association

Gerrit Steenblik
Tom Smith
Mike Phelan

Cudia Homeowners Association

Jim Goodman

Gateway Area Neighborhoods Representatives

Velma Dunn
Peter Drake
Norman Fox
Gary Steer
Claudette Quirk

Greater East Phoenix Neighborhood Association

Steve Noel
Kathy Bishop
Sam Coppersmith

Griffith Homeowners Association

Russ Graf
Gene Plautz

Hacienda Granada Association
Jackie Flowers

Heritage Hills Homeowners Association

Richard Silverman

Kachina Neighborhood Association

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Jim Matteson
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Fred Osgood
John Parks
Ray Quay
Dave Richert
Sheryl Sculley
Ron Short
Tijana Stojsic-Hamilton
Bob Wolcott

APPENDIX D. HISTORIC RESOURCES/TESTING RECOMMENDATIONS

Formal Survey of Historic Resources

A formal survey should be conducted to accurately determine the extent and number of historic resources present within the boundaries of the Specific Plan. This would provide the basis for possible preservation strategic.

Testing for Archaeological Resources

Any ground disturbing activity in the archaeological sensitive area should include a provision for testing for the presence of archaeological resources. The developer should be required to cover the cost of archaeological testing. It is most likely that the costs for testing will not exceed \$10,000 (1989 dollars). If archaeological resources are located, discussions between the Phoenix Historic Preservation Officer and developer should ensue to determine the significance of the resources and the need for additional scientific study. (The State Historic Preservation Office is available for technical assistance.)

For the purpose of establishing where testing should occur, the archaeological sensitive area is defined to have the following boundaries: north - McDowell Road; south - Salt River; east - 48th Street; and west - 40th Street. These boundaries may need to be adjusted if the testing finds or does not find archaeological resources.

An archaeological testing program usually includes the placement of a series of backhoe trenches within the parcel being tested to determine the presence of subsurface resources. Trenches are usually placed in a systematic fashion and area only a sample of the parcel. Once trenches have been excavated, they are examined to determine the presence of buried cultural deposits. If deposits are noted, these are evaluated for their significance (per National Register criteria), integrity and classification (e.g. house, pit). A map of each feature located is completed, as well as maps of the location of the trenches and location of features within the features. An estimation of the total number of features present on the parcel is provided based on the sample testing program.

In the event that archaeological testing identifies prehistoric cultural deposits that are deemed significant, a data recovery program should be undertaken to mitigate the adverse impacts to these resources that is caused by ground disturbance. Data recovery includes the complete excavation of at least a sample of the features identified. If only a few features are identified, all may be excavated. The extent of any data recovery program is the result of negotiation and consultations among all parties. Costs of data recovery are impossible to estimate without an actual program.