

# Camelback East Primary Core Specific Plan, 2006 Update



City of Phoenix Planning Department



# **A Specific Plan for the Camelback East Primary Core**

Adopted by City Council  
May 29, 1991

Paul Johnson, Mayor

## Council Members

Alan Kennedy, Vice Mayor, District 3  
Anton "Skip" Rimsza, District 1  
Thelda Williams, District 2  
John Nelson, District 4  
Craig Tribken, District 5  
Linda Nadolski, District 6  
Mary Rose Wilcox, District 7  
Calvin C. Goode, District 8

Prepared for:  
Primary Core Specific Plan Subcommittee  
Camelback East Village Planning Committee

Prepared By:  
City of Phoenix Planning Department

# **2006 Update of the Camelback East Primary Core Specific Plan**

Approved by City Council May 17, 2006

Ordinance No. S-33318 Adopted, September 6, 2006

Phil Gordon, Mayor

## Council Members

Doug Lingner, Vice Mayor, District 7  
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Peggy Neely, District 2  
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Greg Stanton, District 6  
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Prepared By:  
City of Phoenix Planning Department

ORDINANCE S-33318

AN ORDINANCE AMENDING THE CAMELBACK EAST  
PRIMARY CORE SPECIFIC PLAN AND ITS POLICY AND  
REGULATORY SECTIONS.

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WHEREAS, the General Plan for Phoenix identifies village cores as the appropriate location for development of the greatest height and intensity of use within a village;

WHEREAS, the Phoenix City Council Adopted Ordinance S-20180 which created a regulatory specific plan for the Camelback East primary core, (the "Specific Plan") and;

WHEREAS, the Specific Plan established general design principles and guidelines for designated subareas within the Specific Plan boundaries, and also established policies for unique and specified locations within the core center, and;

WHEREAS, the regulatory elements of the Specific Plan established maximum heights for development within individual core center subareas, and;

WHEREAS, Applications GPA-1-05-6 and GPA-1-06-6 involved a comprehensive review of the Specific Plan, which involves an area generally bounded by 16<sup>th</sup> Street on the west, 32<sup>nd</sup> Street on the east, the Medlock Drive, Pasadena Avenue and Colter Street alignments on the north and Campbell Avenue on the south, and proposed to amend its policy provisions and its regulatory provision, including changes to building heights, lot coverage, building setbacks, and private and public open space requirements;

WHEREAS, this update of the Camelback East Primary Core Specific Plan involved extensive negotiations between neighborhood interests and developers;

WHEREAS, this comprehensive update of the Specific Plan is intended to provide guidance on development within the core area for the next ten years.


BE IT ORDAINED BY THE COUNCIL OF THE CITY OF PHOENIX, as follows:

SECTION 1. That Ordinance S-20180, adopted May 29, 1991 which established the Camelback East Primary Core Specific Plan, is hereby amended by deleting the attachment to the ordinance and substituting Exhibit A which accompanies and is annexed to this Ordinance and declared a part hereof.

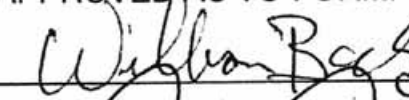
PASSED by the Council of the City of Phoenix this 6th day of September, 2006.

  
MAYOR

ATTEST:

  
City Clerk

APPROVED AS TO FORM:

  
Acting City Attorney *MLW*

REVIEWED BY:

  
City Manager

MLW:tk/655582  
CM 4; 8/30/06 Agenda

CITY CLERK DEPT.  
2006 SEP - 5 AM 10:11  
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ORDINANCE NO. S20180

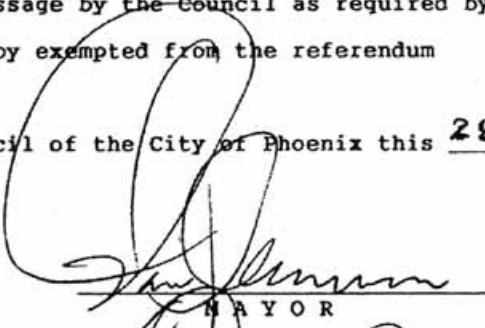
AN ORDINANCE ADOPTING THE CAMELBACK EAST  
PRIMARY CORE SPECIFIC PLAN.

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF PHOENIX as follows:

SECTION 1. The Camelback East Primary Core Specific Plan, which accompanies and is annexed to this Ordinance and declared a part hereof, is hereby adopted as a Regulatory Specific Plan in accordance with Title 9, Chapter 4, Article 6, Arizona Revised Statutes.

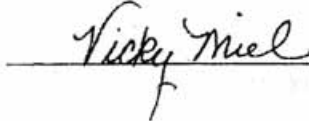
SECTION 2. WHEREAS, the immediate operation of the provisions of this Ordinance is necessary for the preservation of the public peace, health and safety, an EMERGENCY is hereby declared to exist, and this Ordinance shall be in full force and effect from and after its passage by the Council as required by the City Charter and is hereby exempted from the referendum clause of said Charter.

PASSED by the Council of the City of Phoenix this 29 day of May, 1991.

  
MAYOR

  
COUNCILWOMAN

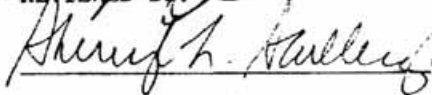
ATTEST:

  
City Clerk


APPROVED AS TO FORM:

  
ACTING  
City Attorney

REVIEWED BY:

  
ASSISTANT  
City Manager

EST MAY 28 PM 2:42  
CITY CLERK DEPT.

  
MDH/aja/2375A/#33/5-29-91

-2- Ordinance No. S20180

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# Overview








# Overview




## 1.1 2006 Update of Specific Plan

The Camelback East Primary Core Specific Plan, adopted in 1991, was developed with considerable input and effort by property and business owners, residents and other stakeholders in the area. It arose from concern over piecemeal development and the desire for greater predictability over future development; and it responded to a desire to create a unique and identifiable urban form with consistent development design guidelines and a pedestrian-friendly environment.

Since adoption of the Specific Plan, the land use mix in the area more clearly fits the village core model and goals of the General Plan. Retail, entertainment activity, and office development is in place, and some housing is being developed. The 1991 Specific Plan, however, did not promote residential uses which today are seen as critical to the Core's long term health and sustainability. Recent interest in developing mid-rise residential, changing conditions in the area and a need to strengthen the Specific Plan's design guidelines gave cause for the Planning Commission, in July 2004, to initiate an amendment to the Specific Plan (GPA-CE-1-05-6). Under that application, a comprehensive review of the Specific Plan took place. This review included an analysis of the Plan's impact on the area, changing conditions over the last 14 years and the possible need for amendments to regulatory development standards and design guidelines. Public meetings were held with the following groups:

-  Core Subcommittee of Camelback East Village Planning Committee (17 meetings);
-  Community (three meetings) – Notices were mailed to property owners within and 600 feet surrounding Specific Plan boundaries;
-  Camelback East Village Planning Committee (two meetings);
-  Planning Commission (two hearings) - Continued design guidelines section of Specific Plan;
-  City Council (September 21, 2005 hearing) - Approved amendments to the Specific Plan.

Following the City Council's approval of amendments to the Specific Plan, a referendum petition drive obtained sufficient signatures to send the matter to voters citywide. On December 21, 2005, the City Council rescinded its action of September 21, 2006 and requested:

-  That the Planning Commission initiate a new application to amend the Camelback East Primary Core Specific Plan (GPA-CE-1-06-6);
-  That the application be brought back to the City Council as quickly as possible through the public hearing process; and,
-  That review under the new amendment involve discussions/mediation between neighborhood representatives and development interests, with the intent that areas of mutual understanding and compromise should be reached.

The city hired an independent mediator who, over several months, worked with Council specified property owners and neighborhood representatives involved in the earlier review on issues of building height, setbacks from residential areas and other development and entitlement matters. Agreements were reached on issues specific to properties in the CC1 (Colonnade), CC2 (Town & Country), CC3b (Biltmore Fashion Park) and the proposed CG2a site (Bayrock Property) areas identified on Maps 3 and 4. Consensus was not reached on the CC3a parcel (Hines) or the proposed Core Gradient 2B properties (Gray Development). Hines desired that additional building heights in the Core Center include office, as well as recommended residential and hotel uses. Gray Development issues included building height and setbacks and increased residential density. Additional private agreements were also reached on a number of issues enforceable either through the Specific Plan update or subsequent rezoning actions.

Results of the mediation process were included as staff recommendations to the Camelback East Village Planning Committee, Planning Commission and City Council. The staff recommendations, including those on design guidelines, were approved unanimously by each hearing body. The City Council recognized the mediation effort and commended those involved for reaching fair and meaningful compromises in the best interest of the village Core, surrounding commu-

nity and city. They further noted that this comprehensive review of the Specific Plan was intended to guide development within the Core for the next ten years, although individual property owners may file Plan amendments as they would apply to their own property.

Much of the focus in the 2006 review and amendment of the Camelback East Primary Core Specific Plan was directed towards encouraging development that supported continued vitality of retail activity in the area and to minimize future traffic congestion. Incentives added to the Plan encourage mid-rise residential over office development and the placement of buildings with height adjacent to the area's designated pedestrian spine. Development standards have been added to encourage appropriately located development, that is consistent with the desired urban form of the Core, and which is intended to protect adjacent neighborhoods and their residential character and quality of life. The Core area design guidelines have also been refined to ensure quality design and a pedestrian friendly development envisioned when the Specific Plan was adopted in 1991

Throughout the mediation process, both developers and neighborhood representatives agreed that a short-coming in implementation of the 1991 Specific Plan was the lack of a streetscape plan that would have identified or "branded" the Core area. A corroborative outcome of the mediation were private agreements to fund the development of designs for signage, light fixtures, walkway surface patterns and other street furniture elements for the pedestrian spine, as well as to fund architectural and engineering drawings for theming, landscaping and other related improvements in the Core area. A Steering Committee, consisting of contributing developers, neighborhood representatives and a representative of the Biltmore Area Partnership, is to be formed to manage the design process and the funds for the design work. Once completed, the streetscape design plan should be adopted as part of the Specific Plan and implemented as redevelopment occurs and other funding sources are secured.

The 2006 update of the Camelback East Primary Core Specific Plan entailed a comprehensive review and legislative edit of Chapter 5, Implementation. This chapter contains the regulatory development standards and design guides governing development within the planning area. The remaining chapters of the Specific Plan have been amended to reflect corresponding changes found in Chapter 5.





## 1.2 Executive Summary





When the **General Plan for Phoenix 1985-2000** was adopted, it established a vision for the future of Phoenix. This vision called for the development of nine urban villages, each having at least one core that would be a focus of community activity and employment. In the **General Plan** the Camelback East Primary Core was designated as the primary core for the Camelback East Village. Phoenix' **General Plan** provides goals and objectives for Village and core development, and it recognizes that these Villages and cores should be unique. However, it does not provide any goals which are specific to each core. This Plan provides a set of unique goals and policies that are specific to the Camelback East Primary Core.

This plan, as adopted in 1991, was developed by the staff of the Phoenix Planning Department, under the guidance of a subcommittee of the Camelback East Village Planning Committee, and according to Appendix B - Zoning Ordinance Section 406. Specific Plans. The plan was developed through a long series of public workshops and reflects many of the desires and concerns of business owners and residents in and around the Core.

This Specific Plan is both a regulatory and policy plan. The plan contains policies that provide guidance for public and private decisions regarding land use, transportation and infrastructure decisions. It provides regulations that govern the maximum height which may be approved through a request for mid-rise zoning and includes a set of design guidelines.

The policies contained within the plan reflect a vision for the Core, based on community desires for the future. These policies address a variety of specific issues and concerns including:

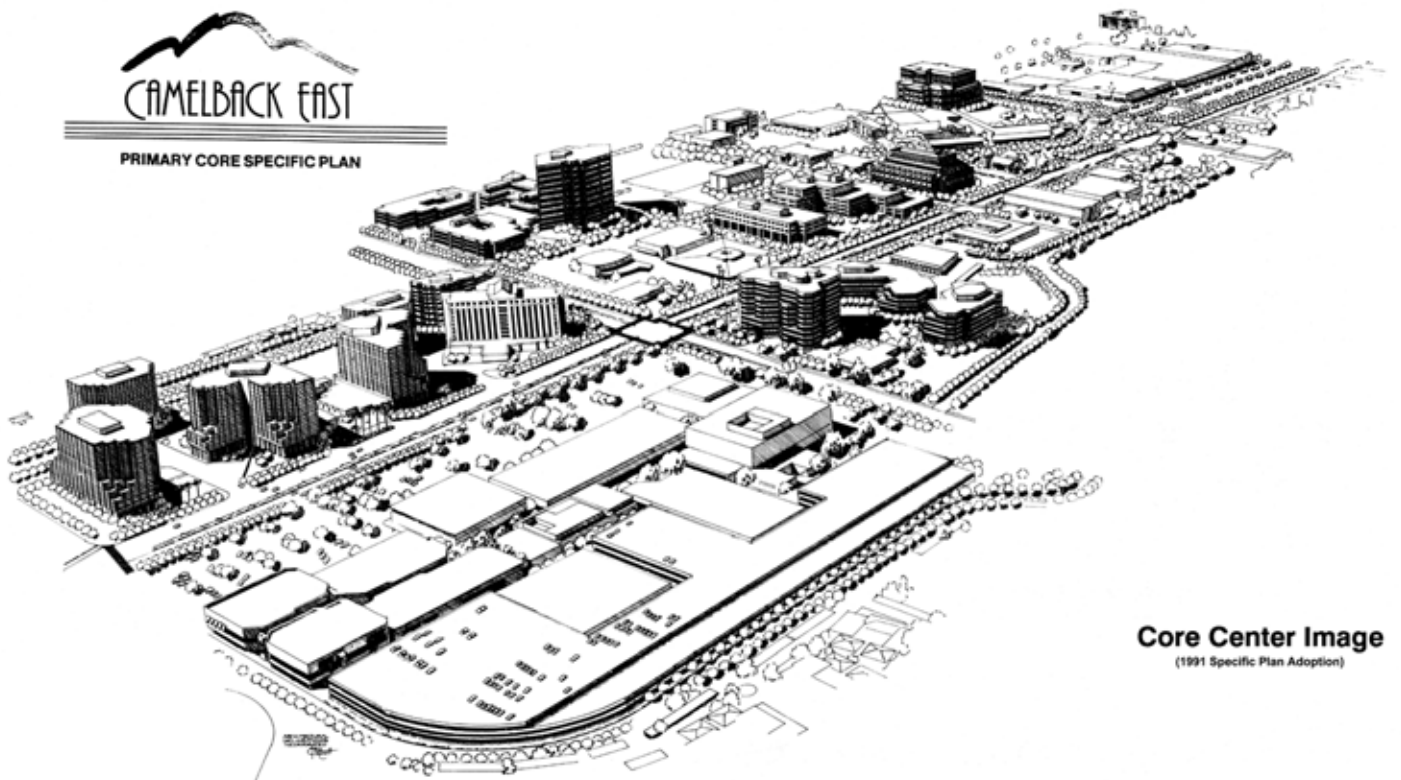
-  What should be the urban form of the Core?
-  How should the Core function and what services and employment opportunities will be available in the Core?
-  What limits, if any, should there be to the size of the Core?
-  What is an appropriate mix of land uses?







-  How can the problems of adjacent neighborhoods be addressed?
-  What is the appropriate height and placement of buildings?
-  How should the automobile be supported and what will the streetscape look like?
-  What public facilities should be provided and where should they be located?

In addition to these policies, the plan establishes a regulation to control the maximum building height which may be achieved through a request for mid-rise and high-rise zoning. Requests for building heights beyond the base heights (heights permitted by right without a public hearing process) are to be evaluated based on an incentives chart which reflects the types of amenities the community desires.

The design guidelines recognize the need to create a character or theme for the area. The guidelines will implement that theme through regulation of development proposals and through the provision of public amenities designed to tie the Core together as a functional and attractive unit. The design guidelines are based upon, and are considered an extension of, the Urban Design charrette held within the Core area on December 9-11, 1989. They are presented in a format which is consistent with the city-wide standards (requirements, presumptions and considerations).

The plan also calls for several implementation actions. These actions provide the means to accomplish the goals and objectives of the plan. These include:



-  The use of the height regulation as a cap and the policies as guidelines during zoning request evaluation and approval;
-  The use of the design guidelines as part of the city's development review process;
-  The completion of a detailed transportation study and identification of strategic improvements needed to support access to the Core with only six lanes of through traffic on Camelback Road;
-  The completion of a detailed study to determine the need and financing of specific public improvements and facilities, which may include park facilities, a community commons facility, transit improvements, and streetscape improvements;
-  The development of an urban design study to support the design guidelines with detailed design components which would be included as a regulatory amendment to this Specific Plan; and
-  The completion of an amendment to the Specific Plan that provides for the creation of a Core improvement district which will fund the construction of a variety of transportation and streetscape improvements.



# Introduction






# Introduction

## 2.1 Purpose of the Specific Plan

The fundamental purpose of the Camelback East Primary Core Specific Plan is to provide a more detailed level of planning in order to implement the goals and policies of the **General Plan** for this area.

More specifically, the purpose of the Specific Plan is to provide:





-  A guide for future decisions related to land use, development and preservation.
-  A guide for public and private investments including transportation system improvements, other public facilities and services, and urban design improvements.
-  Greater predictability of future conditions for all concerned, including developers, business owners, homeowners, and City staff.

## 2.2 Authority

The authority to prepare the Camelback East Primary Core Specific Plan is provided by Chapter 10 of the City of Phoenix Zoning Ordinance (as of 2006 found in Section 406 of the Zoning Ordinance). This chapter, "Specific Plans" was adopted by the City Council in April 1988 (see Appendix B).

Specific Plans may be prepared for an urban village core, a transportation corridor, a large vacant area, a conservation area, a redevelopment area, or any other area which needs special study and planning.

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, in addition to recommended zoning ordinances and subdivision regulations, include:

-  Regulations, criteria or guidelines determining the location of buildings and other improvements with respect to rights-of-way, floodplains and public areas and facilities.
-  Regulations of the use of land, buildings and structures, the height and bulk of buildings and structures, and open areas about buildings and structures.
-  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 differs 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.

## 2.3 Location of Study Area

The study area of the Specific Plan is located within the Camelback East Village in east central Phoenix (see Figure 1). The study area is located approximately five miles northeast of Downtown Phoenix.

The study area consists of approximately 1,400 acres mostly developed in commercial and residential uses. The boundaries of the study area are Georgia Avenue on the north, Montecito Avenue on the south, 32<sup>nd</sup> Street on the east and 14th Street on the west (see Map 1). The study area is generally bisected by Camelback Road, a major east-west street, and by 24<sup>th</sup> Street, a major north-south street. The north-south Piestewa Peak Freeway cuts through the western part of the study area.



## 2.4 Relationship to the General Plan

The Land Use Element of the **General Plan for Phoenix** sets forth goals and policies to guide future growth and development. Growth is to be structured into a series of urban villages characterized by a core(s), gradient and periphery. The core is to be the activity center and identifiable focus for the village. The gradient is the transition or area decreasing intensity between the core and periphery. The periphery contains the least intense land uses in the Village.

The core is to contain the greatest building height and most intense uses within limits based on village character. A variety of land uses are encouraged, including office, retail, entertainment, hotel/resort, and housing. The core is intended to provide a pedestrian environment, functional urban design and amenities.

The **General Plan for Phoenix** identified three cores for the Camelback East Urban Village:

- 1) A "Primary Core," located at 24<sup>th</sup> Street and Camelback (subject of this Specific Plan).
- 2) A "Secondary Core," located at 44th Street and Thomas Road.
- 3) A "Future Core," located at 44th Street and Van Buren Street, (designate Primary Core in 1991).

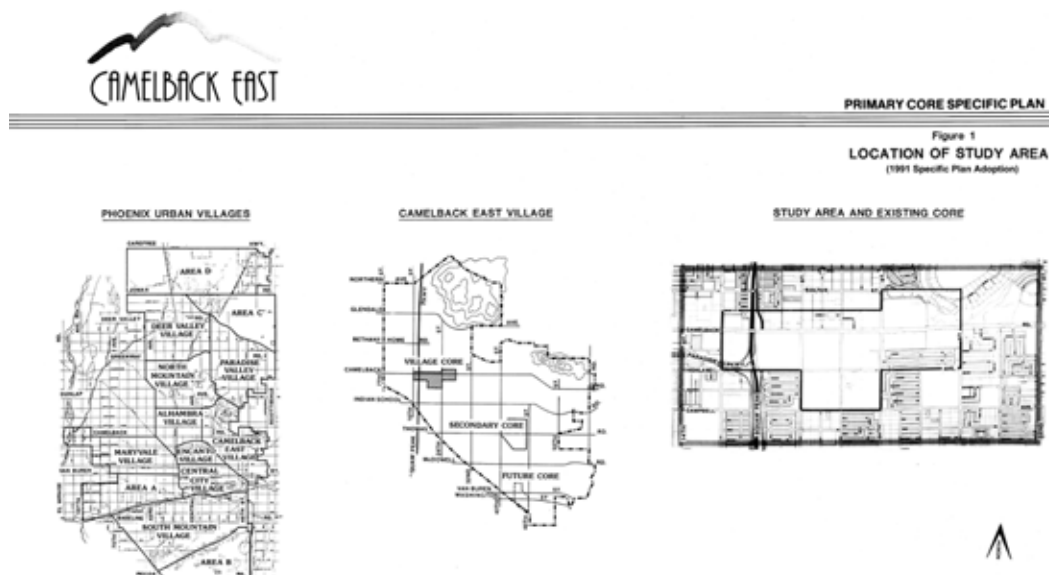
Among the issues associated with the Specific Plan are the evaluation of the current boundaries and development regulations for the Primary Core. In the absence of an adopted Specific Plan, the City used the boundaries shown in Map 1 to delineate the Primary Core. In addition, the City's Zoning Ordinance distinguishes between core and non-core properties in development standards such as building height and lot coverage.

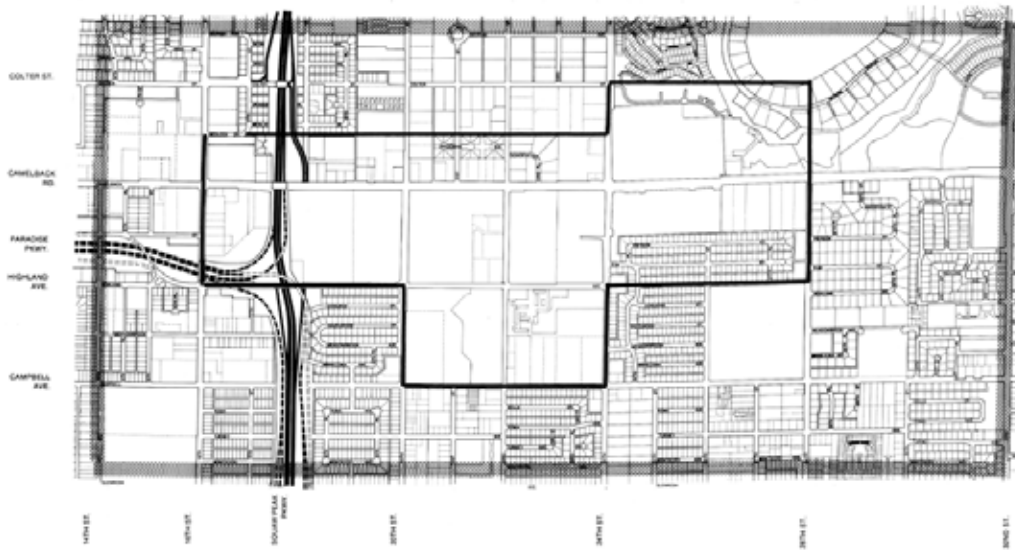
## 2.5 Existing Conditions and Trends (Part I of the Specific Plan)

A report on the Existing Conditions and Trends in the study area is provided under separate cover as Part I of the Specific Plan. This report includes the background information and data for the Specific Plan, including:

- Historical Overview
- Land Use and Zoning
- Neighborhood Conditions and Trends
- Economic Conditions and Trends
- Existing Circulation System and Traffic Conditions
- Public Facilities and Services
- Community Attitudes and Perceptions

This report references previous studies prepared for the Core, including land use plans, economic analyses, traffic analyses, and urban design studies.

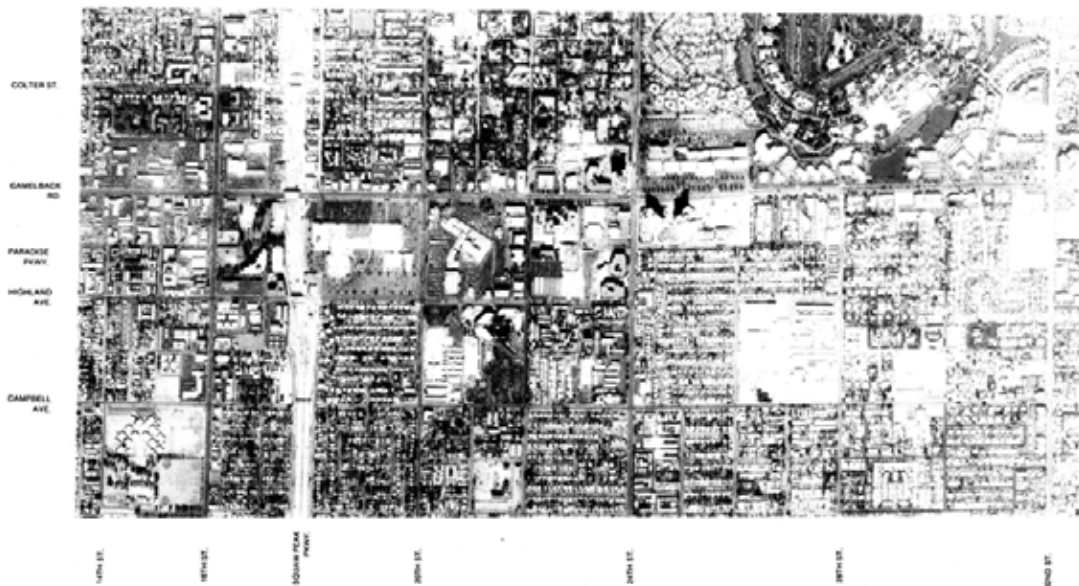




MAP 1  
STUDY AREA AND  
EXISTING CORE  
(1991 Specific Plan Adoption)

LEGEND

- Village Core Boundaries
- Study Area Boundaries



Map 2

AERIAL PHOTO OF STUDY AREA  
(1991 Specific Plan Adoption)

1 ACRE  
1/4

0 500 1000 1500  
GRAPHIC SCALE IN FEET



## 2.6 A Vision for the Camelback East Primary Core

The overall vision for the Camelback East Primary Core has always been based on the unique history and environmental quality in the area. Earlier studies have identified both natural and man-made features which have produced an expression desirable to the community. The Charrette team (urban design charrette, December 9-11, 1989) rediscovered and documented many of these features within the Charrette Report.

The Camelback East Core Design Guidelines were developed to capture the essence of the unique qualities of the area and execute, in a tangible expression, the vision of the Core. The guidelines attempt to guide creative expression in the development of an exciting and dynamic sense of place, while respecting the environment of the people residing within or adjacent to the Core.

The Vision:

**The planning, design and development of the Core should reflect its unique history and environmental context.**

Major public street rights-of-way represent the Core's most valuable public open space. From these streets, people form their impressions of the Core. Piestewa Peak and Camelback Mountain are prominent reminders of the desert's presence close-at-hand, primary orientation points and unique elements of Core image. View corridors to these mountains must be protected and enhanced by "framing" views along major streets with appropriate street landscaping and architectural forms. A strong landscaped edge for major streets is envisioned, with a double row of formally spaced "theme" trees....and buildings that are sited or stepped-back so they frame, rather than block, mountain views.

Phoenix is a city in a desert. Here in the Core, the desert has historically been presented as a scenic "attraction." Native plants are placed in the context of "old Phoenix" lawns, trees, flowers and shrubs. This strong and historic landscaping theme should be continued, updating it through addition of new and colorful arid region plant materials and a sensitivity to seasonal cycles of sun and shade.

Architectural design should reflect an awareness of its context within the Core, the Southwestern region and the desert environment. The way buildings relate to their surroundings in terms of shade, views, reflected light, heat gain, noise and other factors should be carefully considered. In particular, the effects of summer shade and winter sun on pedestrian spaces should be studied, and used to good advantage.

The Arizona Biltmore Hotel, with its strong Frank Lloyd Wright influence and rich history, can set a strong design theme for the Core. Biltmore Fashion Park already includes contemporary design elements related to the Biltmore's architectural style. An urban design theme based on this style can be developed and used to create a unifying streetscape for the Core with light standards, paving patterns, benches, gateways, landscaping and many other design elements. The "Biltmore" style is unique, adaptable, an historic part of the Core that symbolizes quality design and development. It can be perhaps the single most important contributor to a distinctive Core image.

There is a strong pattern in the vicinity of the Core of public and private pedestrian places. Many people go out of their way to walk through the Core's neighborhoods. The experience is pleasant, traffic generally light and the streets visually appealing. The neighborhoods should retain this quality as the Core develops; it is an important amenity for all. The canal banks, Biltmore Fashion Square and parks near the Core also offer good walking environments. Many people walk for exercise and pleasure as well as to specific destinations; and the Core should be developed with many types of "good places to walk."

**The Core should become a destination, not a conduit for through, regional traffic.**

The Core should become a place for people — active and lively, with many options for shopping, entertainment, employment and services. People should be encouraged to live within and adjacent to the Core and be able to select from a broad range of housing types. There should be an emphasis on creating high-quality pedestrian experiences throughout the Core, not just in isolated areas.

The Core should become a destination, a place that is so visually rich and active that motorists slow down to take a closer look. Camelback Road and other major streets should be given distinctive design treatment. Art, landscaping, street lighting, gateways, benches, paving patterns and other streetscape elements should be added to create a unique street environment that relates to the history and culture of the Core area. People will know they are entering a special district when they enter the Core.

Pedestrians should be given greater priority. Camelback Road should not be widened. Pavement width, in fact, should be minimized and street design improved so pedestrians can cross in greater safety and comfort. Walking along the streets should also be a pleasant experience. Sidewalks should be separated from motor traffic. There should be amenities such as shade, benches, drinking fountains and waste receptacles. There should be things to see and enjoy — sidewalk cafes, window shopping, exhibits, public art, music, water and, best of all, other people.

Bicyclists and transit users should be recognized as increasingly important. Streets should be designed with bicycle and transit use in mind. Convenient bicycle parking and comfortable transit waiting areas should be provided, to encourage use of these resource-conservative transportation modes.

The Core should be a showcase for good design, reflecting its unique context of the desert oasis and the area's cultural history. People walking along streets or through other public spaces should be treated to ground-level architectural details and displays that delight the eye and uses that invite interaction. Blank walls and impenetrable building facades are strongly discouraged in the Core. Building service areas, parking, mechanical equipment and other “underpinnings” of commerce should be sited and screened for minimum impact on passers-by.

Pedestrians should be able to identify building entrances easily, and access buildings directly from the street and other pedestrian spaces rather than having to detour by an inconvenient route to a building entrance oriented primarily to motor vehicles.

Pedestrian plazas and walkways should be continuous, linked with one another and with nearby shops, offices, neighborhoods and open spaces. Active, visually exciting outdoor public spaces (plazas, courtyards, promenades, gardens) can be created throughout the Core. A linked series of pedestrian places and walkways is envisioned south of Camelback Road between 26th Street and 18th Street, a combination of indoor and outdoor spaces that extends, mid-block, for the length of the Core.

To make the Core more attractive to all users, the Core must concentrate its greatest intensity within a central, walkable area. Where there is greater intensity, there are more likely to be pedestrians. Although there may (and should) be secondary concentration points linked to the center by a spine of plazas and walkways, a distinct hierarchy of districts should be created.

Development intensity and building height should be centered around 24th Street and Camelback Road and along the pedestrian spine. This area's history of mid-rise, high-floor-area ratio zoning approvals and its central location make it the logical focus. Within this area, there should be an exciting array of experiences, uses and Core “theme” features designed with pedestrians in mind. This should be the 100% Camelback East Primary Core experience — focused, vital, and unique to the place.

There should be plenty of places to live within easy walking distance of the Core's many attractions. Pedestrian and bicycle access to the Core from nearby residential areas should be provided, with continuous sidewalks, bicycle lanes, gates and other improvements.

Housing types should include a balanced range from low-density single-family to high-density condominium and/or apartments. Community facilities such as a library, meeting rooms, day care, museums and other cultural centers should be provided, along with attractive parks, open spaces, plazas and “good places to walk.”

Existing residential neighborhoods should be protected and enhanced as valuable assets to the Core. Immediate steps should be taken to eliminate short-cut traffic through neighborhoods, treating neighborhood streets as quality open space. Buffers, screening and transitions between residential areas and commercial or higher-intensity residential uses must be provided. Steps should be taken to ensure resident privacy and security, protection from noise, glare, vibrations, dirt and unsightly intrusions. In general, building height and intensity should be decreased with proximity to single-family residential areas.

People should be able to live right next to the Core if they want to, and maintain a high-quality residential lifestyle. This can be seen as a real asset for Core neighborhoods, with easy access to all the exciting Core uses and amenities. It brings the vision for the Camelback East Primary Core full-circle, back to the original Urban Village concept. Here, in this Core, is the potential to demonstrate that the Urban Village concept is alive and well.....that the concept of a village core — designed to reflect its unique history and environment, surrounded by neighborhoods of people who can shop, work, live and play right there if they want to — is viable, and a step closer to reality.



# Goals, Objectives and Policies



# Goals, Objectives and Policies

The goals and objectives for the Camelback East Primary Core are listed below. These goals and objectives are presented based on the Urban Village Concept expressed in the General Plan, the Specific Plan Design Guidelines and the Specific Plan Objectives (expectations of the Camelback East Primary Core Community).

The goals, policies and objectives provide a framework from which future land use, design, circulation and public facility decisions can be made. Public officials and the development community will look upon these goals, policies and objectives as the desire of the Camelback East Primary Core Community.

## 3.1 General Plan Goals and Policies

The **General Plan for Phoenix** serves as a guide to the City's growth and development. The **General Plan** provides goals and policies for 16 "elements" of the City's development. Special emphasis is given to implement the urban village concept.

Growth and development is encouraged to be structured into urban villages with the land use components of a core, gradient and periphery. The following is a summary of the goals and policies related to these land use components.







### Land Use Goal

Growth should be structured into a series of urban villages characterized by core(s), gradient and periphery.

### Core

The core is to be a clearly identifiable central focus for the village. An ideal village core could contain as much as 50 percent of a village's basic employment (industry, corporate or regional office, utilities, communications, state and federal government), 25 percent of its service employment (neighborhood, office and retail, and local government), and up to 50 percent of the multi-family housing units exceeding 15 units per acre. A core may include some regional serving activities such as special educational or cultural facilities, not duplicated in any or most other cores. While village cores will vary they should all follow the same policies:

### Core Policies

-  Contain the greatest height and most intense uses within limits based on village character, land use needs, and transportation system capacity.
-  Encourage development of the taller and larger buildings in the center of the core and away from single-family and low-rise, multi-family housing.
-  Include a variety of land uses: office, retail shopping, entertainment and cultural, housing, hotel and resort, and some types of industry.
-  Provide a pedestrian environment with plazas, common open space, shaded walkways, separation of pedestrian and vehicular traffic, and parking in structures or underground as much as possible.
-  Provide sophisticated urban design, and amenities that reflect the best of urban living.
-  Reserve additional height for projects providing the best mix of uses, the most amenities and infrastructure improvements, and creating the least impact on adjacent land uses due to height, traffic or view obstruction.

### Recommendation

Develop village core master plans to be incorporated into the General Plan or adopted as Specific Plans to provide the desired mixture of uses, to separate vehicular and pedestrian traffic, to reduce through-traffic when practical and desirable, and to achieve a high level of integrated urban design. Major property owners and developers, staff, and citizen volunteers should cooperate to develop individual core plans based on the above principles and village plan policies.

Village core master plans and tools to implement them should be developed to coordinate and integrate individual core developments.

### Gradient

The gradient is the area of progressively decreasing land use intensity between the core and periphery, but is not a precise geographical area. It might include concentrations of offices, community level shopping and services, and medium density housing. The gradient concept should not be used to justify redevelopment of existing land uses where other reasons for such redevelopment are lacking.

### Periphery

The periphery is near the village's outer boundary and generally contains its least intense land uses. It might include low density housing, neighborhood shopping, agricultural land, and open space.

Refinement of gradients and peripheral areas beyond the conceptual stage will occur during the implementation phases of the General Plan (such as Specific Plans).

## **3.2 Design Guideline Goals and Objectives**

Based on the vision for the Core (Section 2.6) the following goals and objectives were developed. The goals and objectives are general, yet they establish a conceptual framework for the Camelback East Core Design Guidelines (see Section 5.4.4). Each guideline relates back to a specific objective and goal.

**Goal 1** The Core should become a destination, not a conduit for through, regional traffic.

Objective 1.1. Enhance the Core's pedestrian environment in terms of circulation, activities and overall quality of experience.

Objective 1.2. Provide for vehicular access to the Core, including private motor vehicles, transit and bicycles.

**Goal 2** The physical, cultural and environmental context of the Core should be respected.

Objective 2.1. Maintain and enhance views of Camelback Mountain and Piestewa Peak.

Objective 2.2. Design for responsiveness to the desert environment.

Objective 2.3. Create a distinct district image based on the Core's history, cultural context and environment.

Objective 2.4. Establish appropriate transitions between the Core Center and Gradient and adjoining residential areas.

## **3.3 Specific Plan Objectives**

Based on the issues and problems identified by the community and the information obtained from the Existing Conditions and Trends Report, city staff identified alternative objectives for the Primary Core. These objectives represented a range of alternatives for land use (core function), transportation, neighborhood concerns, urban design, and pedestrian circulation. Many of the alternatives were mutually exclusive but some were not.

### Core Function

1. Maintain a core function which balances regional and community services.
2. Expand the core's housing opportunities.

3. Promote a mix of uses within the Core Center while maintaining the Core Gradient as an area of primarily residential uses with supporting neighborhood retail.

#### Transportation

1. Discourage movements of through traffic on Camelback Road.
2. Maximize opportunities for bicycle access to the Core.
3. Provide a form of internal circulation for the movement of people who desire to go beyond acceptable walking distances.
4. Develop transportation improvements for a pedestrian environment that link both surrounding neighborhoods and an internal circulation pattern to regional and community land uses within the core.

#### Neighborhood Concerns

1. Maintain existing residential areas surrounding the core and mitigate the impact of adjacent core development.

#### Urban Design

1. Develop a streetscape design that will establish the character of the Core as unique and separate from the rest of the Village.
2. Protect views of the mountains.





# Specific Plan Elements



# Specific Plan Elements

## 4.1 Purpose and Intent

The purpose of this section is to describe in full the elements of the Specific Plan. These elements are based on the alternatives selected by the Subcommittee of the Camelback East Village Planning Committee for issues related to land use, urban design, circulation and public facilities. Following each of the elements discussed, a recommendation for action is provided. These recommendations are tied into the rezoning process (Sections 5.2, Specific Plan Regulations and 5.3, Development Incentives Program), the site plan review process (Section 5.4, Camelback East Core Design Guidelines) or the action program (Section 5.5, Action Program).

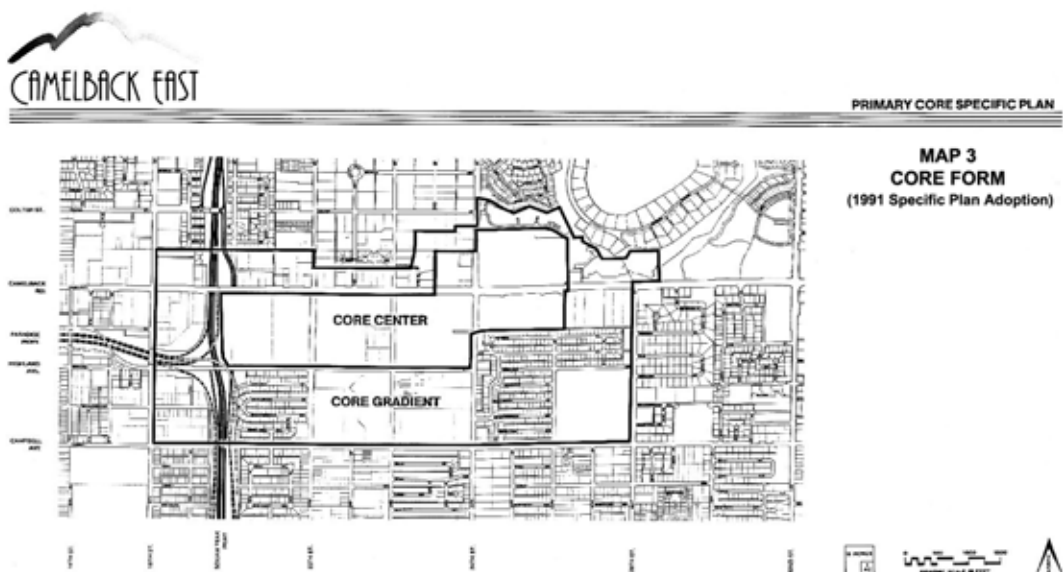
## 4.2 Land Use

The **General Plan for Phoenix 1985-2000** describes cores as places that provide an identifiable focus for village residents while encouraging employment opportunities. This identity is an important goal to the residents of the Camelback East Village. Village residents view the Camelback Core as a unique place for their village, but also for the region. They take pride in the identity this Core provides to their community, and wish to maintain and enhance its image and sense of place. To this end, they wish to achieve the **General Plan** goal of cores being places with a desirable and viable pedestrian environment, to which people are encouraged to travel by auto and transit, and within which they are encouraged to walk. These goals are also shared by those who work or own/operate businesses within the Core. Achieving these goals will require careful planning and consideration of the “built” environment. It will require creating a core that functions as an accessible automobile destination with activities that are located close together to encourage walking from one place to another rather than using an automobile.

The **General Plan** further describes the need for a gradient in which a transition from intense core activities to surrounding residential areas is provided. Services to the Village and neighborhoods would be provided in the gradient. The gradient is also critical to those living in and around the Camelback Core. Previous development approvals have resulted in abrupt changes in land use intensity between central core activities and single-family residential areas. These changes have been complicated by recent major transportation improvements. It is critical that the Core Gradient be given a higher focus in future development decisions in order to ensure smooth transitions between core and non-core uses.

### 4.2.1 Core Form

A two-tier core form, consisting of a Core Center (intense land uses serving the village) and a Core Gradient (area of transition from the core to surrounding single-family area) meet the above goals in the Camelback East Primary Core. The Core Center (see Map 3) is generally bounded by the Piestewa Peak Freeway, 26th Street, Camelback Road and Highland Avenue. The Core Gradient is generally bounded by Medlock Drive, Campbell Avenue, 16th Street and 28th Street.





### Core Center

The Core Center is to contain the most intense development within the Camelback East Village. The character of the area will be established by the zoning ordinance for core properties. Buildings in the Core Center will be taller and have greater lot coverage than in other areas of the Core or Village. Specific urban design elements and facilities to promote a pedestrian environment and the movement of people will also define the Core Center. Further, this area will provide a focus for residents of the Camelback East Village.



### Core Gradient

The Core Gradient is to act as an area of transition between building intensity within the Core Center and the area beyond the Core Gradient or the Periphery. Development standards for this area are to be transitional between the standards contained within the City of Phoenix **Zoning Ordinance** for non-core development and standards provided for the Core Center. The design guidelines provide standards which are unique to the Core Gradient. For non-residential uses, building heights of 4 stories (56 feet) are permitted in the Core Gradient subject to the granting of a height waiver and the setback and landscaping standards provided within the **Zoning Ordinance** (commercial districts 622, 623, 624). Residential uses which are otherwise limited to 48 feet in height in the Core Gradient should be governed by the same 56-foot height provision. This may allow one additional floor in a residential structure, based on current industry standards for residential floor to floor building heights.

The Core Center is large enough to accommodate the majority of commercial development projected for the Camelback East Primary Core until at least 2015 and likely for several years beyond. Currently, the intensity within the majority of the Core is too low to develop a viable pedestrian environment. The portion of the Core around 24th Street and Camelback Road will soon have a level of development intensity needed to support a pedestrian environment, although it lacks needed pedestrian amenities.

#### Recommendations:

1. Process a General Plan Amendment to modify the core boundaries. Zoning Ordinance standards for building heights, setbacks and landscaping which apply to Core properties shall apply to the Core Center. Core Gradient properties shall conform to Zoning Ordinance standards for setbacks and landscaping for non-core properties. (Note, core boundaries amended under General Plan Application SE/CE-01-90.)
2. Develop standards which provide for an appropriate transition between core development and area neighborhoods (see Section 5.4.4, design guidelines B.1.4, B.2.2, and B.2.3).
3. Develop residential incentive development standards to encourage the placement of high density and high quality residential uses within the Core Center and appropriately located Core Gradient properties.

### **4.2.2 Core Function**

The Camelback East Primary Core currently has a mix of regional and community activities. The Core serves the residents of the Camelback East Village and is also a major retail and employment center for the entire Valley. Desirable future development should provide a balance of community support and regional activities without decreasing the current level of existing community services and housing. The following definitions provide a description of these functions.



Regional Uses- These generally are retail uses whose primary market area exceeds 5 miles, an office use that provides services to clients throughout the Valley, or an office use whose employees primarily live outside the Camelback East Village. A large percentage of the trips to and from these uses will use the major arterials and freeways to access the Core.



Community Uses- These generally are retail uses whose primary market area is less than 5 miles, an office use that provides services to neighborhoods within the northern portion of the Camelback East Village, or an office use whose employees primarily live within the Camelback East Village. Patrons of community uses prefer community uses because they are conveniently located and easily accessible. A large percentage of the trips to and from these uses will use local arterials and streets to access the core.

Regional and community commercial, and high density multifamily (40 or more dwelling units per acre) uses should be encouraged within the Core Center. Development of these uses in the core should not replace existing community uses. High density multifamily should be encouraged as an infill use in the Core Center. Community commercial and low to medium density multifamily (10 to 40 dwelling units per acre) uses should be encouraged within the Core Gradient.

Recommendations:

1. Use the Land Use Plan (Map 6) as a guide for decisions regarding appropriate land use for rezoning requests (for Specific Plan Policy see Appendix D, policy 1A).
2. Encourage active uses at ground level on development sites (see Section 5.3, Development Incentives Program and Section 5.4.4, design guideline A.4.2).
3. Discourage surface parking in the Core Center. Orient access points of parking facilities to major arterials, orient pedestrian access points to an internal core street network (for Specific Plan Policy see Appendix D, policy 4A).
4. Use shared parking or parking waivers to encourage the most intense and centralized level of development possible to support a pedestrian and various transportation modes (for Specific Plan Policy see Appendix D, policy 4D).
5. Due to the abundance of commercial development potential and the goals of Core development, discourage land use conversions of residential property to commercial use (for Specific Plan Policy see Appendix D, policy 8B).

### 4.2.3 Development Limits

As of 1990, there were 4.3 million square feet of office and 2.6 million square feet of retail space within the Camelback Core Study Area. This totals 6.9 million square feet of commercial space. It has been estimated that an additional four million square feet of office and .5 to 1 million square feet of retail space would be absorbed over the next 25 years. By 2015, a possible eight million square feet of office and three million square feet of retail could be built within the Core, totaling 11 million square feet of commercial development. All of this development could be accommodated by existing zoning, which currently allows a conservative estimate of 10 million square feet of new commercial development.

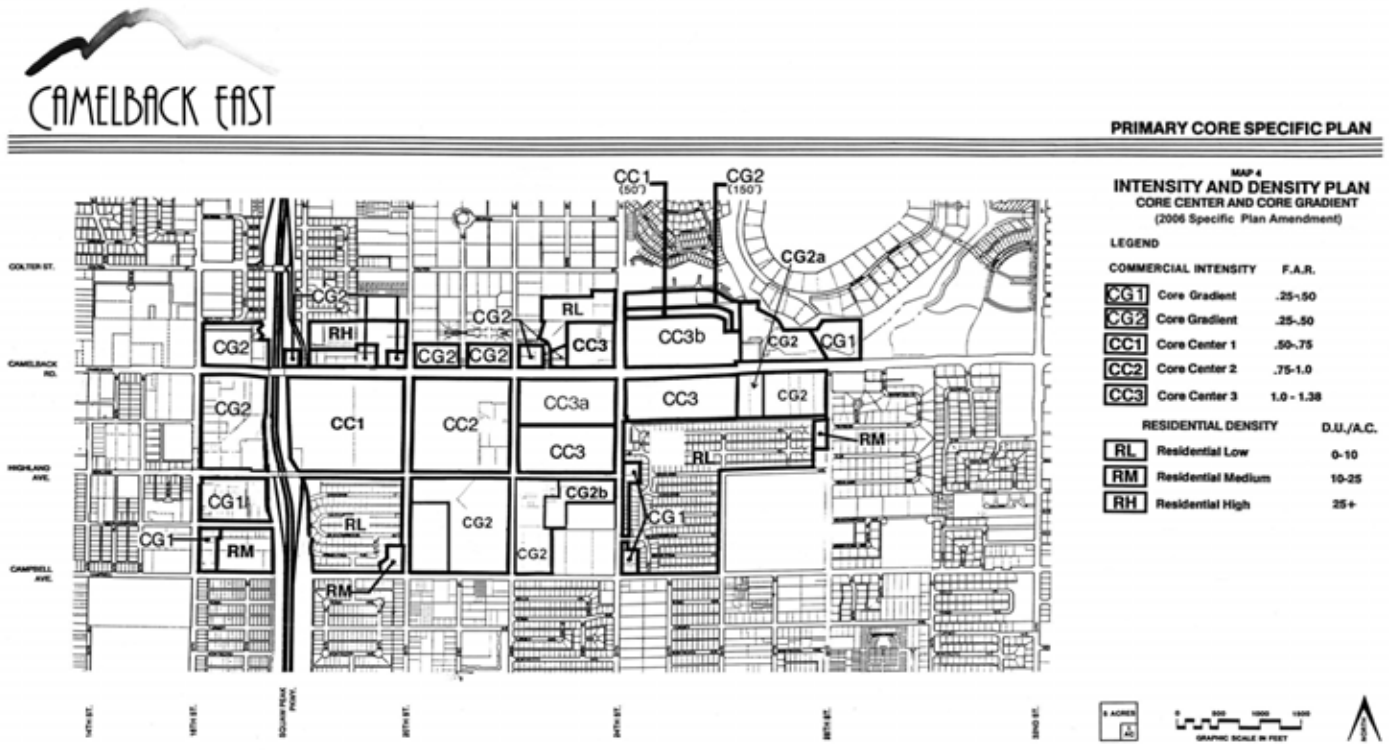
**Table A: Possible Development within Camelback East Core Study Area**

Period	Office	Retail	Total
Existing 1990	4.3	2.6	6.9
2015 Demand	4.2	.5 to 1.0	4.7 to 5.2
Existing Plus 2015 Demand	8.5	3.1 to 3.6	11.6 to 12.1
Zoning build out Potential Estimate	12.3	4.3	16.6

The estimated development potential under existing zoning provides for at least 40% more office and retail development than the 2015 market based development projections. This suggests that there is an abundance of commercial zoning in the Core and that rezoning of residential properties to commercial uses is not justified by market demand.

If future development is allowed to spread out over the entire Study Area, the intensity of development within the Core Center would be fairly low. The creation of a more viable pedestrian environment and a clear sense of place within the Core Center would be more difficult.

In order to ensure timely and appropriate development levels to achieve the desired urban form goals for the Core, development within the Core Center and Core Gradient of Camelback East Primary Core should be limited to a maximum Floor Area Ratio (FAR) for non-residential uses. These FAR standards are structured into subareas to provide a tent of intensity, with the Core Gradient less intense than the Core Center, and the western portions of the Core Center less intense than the eastern portions (see Map 4 and Table B). Each area has a base maximum FAR that is associated with the processing of a development plan (site plan/design review, Development Services Department) under an umbrella of the design guidelines. Each area also has a maximum incentive FAR standard which provides a range of FARs that are appropriate if a project includes elements of design and Core support incentives (see Figure 2).



This system of bonus FARs and building heights recognizes approved site plans and zoning with stipulated FARs. Projects with stipulated FARs, however, should provide base level design elements (see Figure 2).

**Table B: Table of Building Height and Floor Area Ratio**

Location (see map 4)	FAR Standards		Building Height (Stories)	
	Base	Bonus	Base	Bonus
Core Gradient 1	.25	.50	2(30')	4(56')
Core Gradient 2	.25	.50	4(56')	4(56')
Core Gradient 2a	.25	.50	4(56')	75'3"
Core Gradient 2b	.25	.50	4(56')	70'
Core Center 1	.5	.75	4(56')	6(84')* or 165'

Location	FAR Standards		Building Height (Stories)	
	Base	Bonus	Base	Bonus
Core Center 2	.75	1.0	4(56')	8-9(112') or 165'
Core Center 3	1.0	1.38	8(112')	10-11(140') or 165'
Core Center 3a	1.0	1.38	8(112')	140' or 165'
Core Center 3b	1.0	1.38	8(112')	140' or 165'

Note: Floor area ratio (FAR) is defined for the purposes of this Specific Plan as the ratio of the gross floor area of the building(s) to the gross land area of the site. Residential and hotel uses within a mixed use development are excluded from the gross floor area of the buildings but are included in the gross land area of the site. The gross land area includes one half of all abutting streets and alleys which are dedicated to public use.

\* An urban mall development alternative is available for the CC1 site adjacent to the Piestewa Peak Freeway. This development alternative would allow greater building height and intensity than what is otherwise allowed within the CC1 Subarea. If the urban mall alternative is pursued, the Colonnade site should be permitted to increase height up to 10 stories (126') with a maximum FAR of up to 1.0 subject to the following conditions:

1. The retail component shall at no time be less in gross leasable area than that existing as of January 1, 2005.
2. The following additional design standards should be included as part of the zoning approval process:
  - a. Highly visible and direct pedestrian access to buildings (see guideline B.4.2).
    - i. Building entries shall be architecturally prominent.
    - ii. Ground floor businesses along the 20th Street frontage shall have direct pedestrian access to the street frontage.
  - b. A strong building frontage shall be provided along the 20th Street frontage (see guideline B.1.1).
    - i. A minimum building facade of 300 feet shall be located along a build-to line approximately 130 feet from the 20th Street right-of-way. An urban plaza and a two lane drive (connecting the parking lot on the north side of the site with the lot on the south side of the site) shall be provided between the building facade and the east property line fronting 20th Street. The plaza and drive shall be improved with a consistent hardscape material which promotes a pedestrian zone.
    - ii. Streetscape elements (landscaping, art, and special paving) with visual interest where buildings are not at the setback line shall be provided to ensure continuity.
  - c. Continuous sidewalks or pedestrian walkways (of a distinct paving pattern to be identifiable to pedestrians) shall be provided to link private shops and offices with sidewalks along public streets (see guideline A.5.1).
  - d. A Core gateway shall be provided within the public right-of-way at Piestewa Peak Freeway and Camelback Road. The theme shall be established with public input, by an artist or artist collaboration selected through the Phoenix Arts Commission's public art guidelines and process (see guideline A.3.4.1).

- e. A pedestrian/shuttle crossing, with a distinct pedestrian zone paving pattern, shall be provided midblock between Camelback Road and Highland Avenue across 20th Street (see guideline A.5.2 and A.10.1.a).
- f. Consideration should be given to the relocation of the public library and providing a community commons area.

The aforementioned conditions are in addition to the applicable Specific Plan provisions and regulations.

The floor area ratio (FAR) standards in the table above would result in approximately 11.5 to 14.5 million square feet of office and retail development in the study area. The range reflects the difference between the base and incentive levels of development.

Note: The height of buildings next to residential uses is subject to setback requirements as stated in the Specific Plan design guidelines and as provided by the City of Phoenix **Zoning Ordinance**.

Recommendations:

1. Due to the abundance of commercial development potential and the goals of Core development, discourage land use conversions of residential property to commercial use (for Specific Plan Policy see Appendix D, policy 8B).
2. Use the floor area ratio standards from Table B above as a guide (policy) in the review of requests for zoning (for Specific Plan Policy see Appendix D, policy 2A).
3. Develop residential incentive development standards to encourage the placement of high density and high quality residential uses within the Core Center and appropriately located Core Gradient properties.

#### **4.2.4 Land Use Mix**

In 1990, in terms of square feet of the built environment, office is the predominant use within the Camelback Core. Office space totals about 60% of the total Core area square footage, while retail totals about 30% and the rest a mixture of multi-family and public facilities. This mix is desirable and should be maintained in the Core. Future development should be encouraged to provide a mix of uses on site. This mixed use can encourage pedestrian movement between activities, and reduce auto oriented trips. It is also desirable to have a mix of uses that serve both community and regional markets. Serving both markets within a single area can create a sense of greater activity and community, and create a dual market niche for many businesses that may have only marginal regional or marginal community markets.

New development or redevelopment within the Core Center should contain a meaningful retail component. Retail uses should be provided first at grade level before they are provided at other levels within a project. High density residential development should be encouraged in the Core Center, along the pedestrian spine and appropriately located Core Gradient properties. Medium density residential development should be discouraged in the Core Center unless it is integrated into the second or third level of a mixed use project.

New projects in the Core Center and Core Gradient, and if possible existing projects, should be designed to not only facilitate pedestrian movement between these different types of activities (regional/community, office/retail) on site, but also activities on adjacent sites.

It is desirable to have some pedestrian movement from residential areas surrounding the Core to community uses in the Core. However, because of the relatively low densities of surrounding residential areas, the distances to the Core for most residential areas exceeds what people could be expected to walk on a regular basis. This means that most people, if they are to travel to the Core, will do so by auto. These types of trips are generally made for a short visit time (1 hour or less). Parking adjacent to community shopping is important since experience from other areas has shown that people are least willing to walk for short visits.

This type of trip is different than the commuting and regional trips to the Core. These trips are generally longer in length and for a longer period of time (3 to 8 hours). The time of stay is longer and the distance of acceptable walking is further, and may even include multiple pedestrian trips in one visit.

These two types of trips can often result in conflicting designs of sites and facilities trying to accommodate one or the other type. For example, there is a general resistance to using a parking garage for community retail trips. Projects within the Core need to have a mix of parking options that match the type of services being provided and the clients being served (see Section 4.3.4, Parking).

Recommendations:

1. Encourage developers to incorporate retail uses at the lower levels (see Section 5.3, Development Incentives Program).
2. Encourage developers to incorporate residential uses within development projects to achieve a desirable mix of uses through the provision of a residential development incentive (see Section 5.3, Development Incentives Program).
3. Provide linkages between Core developments and surrounding neighborhoods to promote opportunities to walk to the Core (see Section 5.4.4, design guidelines A.4.1, A.5.1, A.5.3, A.6.3.1, A.10.3, A.10.4, and B.1.1).

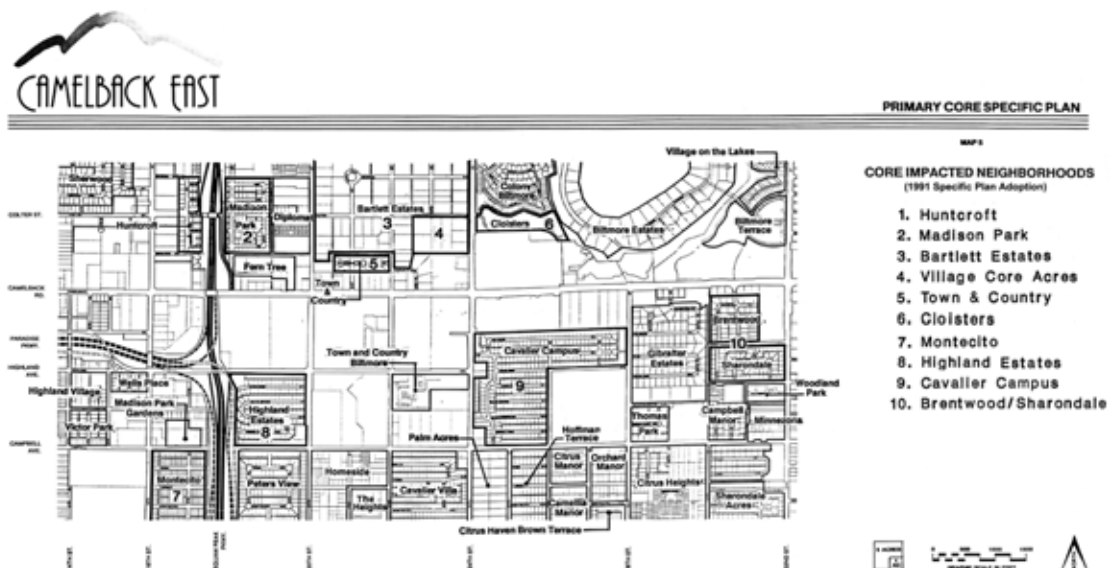
### 4.2.5 Neighborhood Preservation

Single-family neighborhoods around the Core are encouraged to remain single-family. The City should initiate a coordinated neighborhood protection effort which includes both service and capital programs to aggressively attack the problems impacting neighborhoods. Special strategies should be applied to those neighborhoods adjacent to the Core Center or Piastewa Peak Freeway, Camelback Road, and Highland Avenue (see the 10 neighborhoods identified in Map 5, Core Impacted Neighborhoods). These strategies should include (but not be limited to) street and traffic mitigation measures, purchase of buffer zones in critical areas, recruitment of voluntary business mitigation programs, crime prevention programs, neighborhood organization assistance, continued public education and information, expanded open space, and school district assistance. A complete list of strategies for the nine neighborhoods is provided in Appendix H.

Neighborhoods are critical aspects of a successful community. The “highest and best use” of real estate should be based on the best interests of society as a whole. Conservation and rehabilitation may be the highest and best use. In some instances, buffers must be developed to enhance the quality of existing neighborhoods. Through traffic must be eliminated and residential streets developed as quality open space.

The city should initiate a program to provide advice to single-family neighborhoods which are adjacent to the Core Center with regard to converting to multifamily use, if the majority of the property owners desire this land use change.

The Highland Estates Neighborhood, however, should remain a residential neighborhood due to the City purchase of the single-family homes which front on Highland Avenue. The purchase of the homes will allow for the development of a









landscaped buffer between Highland Avenue and the neighborhood. The purchase of homes fronting Highland Avenue will also eliminate any potential for land use conversion because of accessibility constraints. The remaining land area within the Highland Estates Neighborhood will be physically separated from Highland Avenue.

Recommendations:

1. Use the neighborhood strategies provided in Appendix H to mitigate problems which neighborhoods are currently experiencing. Specific actions to problems should be based on specific agreements between city staff and the individual neighborhood associations (see Appendix H).

#### 4.2.6 Land Use Plan

A generalized land use plan has been developed based on the Plan Elements related to core form, core function, development limits, land use mix and neighborhood preservation (see Map 6). The major characteristics of the land use plan are:

-  A mixed use Core Center, large enough to accommodate the majority of commercial development projected for the Primary Core through at least 2015;
-  No significant new commercial land use sites;
-  Single-family neighborhoods encouraged to remain single-family through a commitment to neighborhood strategies (unless a multi-family residential option is adopted); and
-  Identification of two other potential public acquisition sites, for the purpose of neighborhood buffering and enhancement of visual gateways to the Core Center.

The generalized land use plan should be used for future land use decisions in conjunction with the Intensity/Density Plan (Map 4) and the various land use policies contained within the Specific Plan. All requests for zoning modifications will immediately be distributed to the Village Planning Committee Chairperson (or the Vice Chair if unable to reach the Chair) by the Planning Department. Communication shall be by phone and by mail to provide an immediate warning and a subsequent distribution of appropriate materials. This notification shall provide the Village Chair the opportunity to appeal the staff decision as to whether or not a Specific Plan amendment is needed in reference to the non-regulatory land use map within the 10 day appeal period.

The following list describes the land use categories in Map 6, Land Use Plan.

##### **Single-Family Residential (SF)**

Detached and attached single-family homes, patio homes, and duplexes. Community recreation and amenity areas, parks and public open spaces, public buildings, schools and places of worship.

##### **Multi-Family Residential (MF)**

Townhouses, apartments, group homes and nursing homes. Community recreation and amenity areas, parks and public open spaces, public buildings, schools and places of worship.

##### **Office (O)**

Residential office, professional office, corporate office, medical office, health care facilities, and limited services related to office development such as health clubs, day care centers, and related parking. Quasi-public and public open space such as plazas and courtyards.

##### **Commercial (C)**

Office uses, neighborhood stores, convenience stores, supermarkets, drug stores, general retail sales, business and residential related services, health clubs, restaurants, bars and related parking. Business hotels, motor lodges, resorts and related guest services and ancillary uses.

## Neighborhood Retail (NR)

Light retail and service uses intended to primarily serve the immediate neighborhoods.

## Mixed Use (MU)

An integrated combination 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 with consideration of General Plan and Specific Plan goals and policies, existing zoning and land uses, and site considerations.

## Public/Quasi-Public (PQ)

Public facilities such as community centers, cultural facilities and museums, schools, places of worship, post offices, library, government offices, public open spaces, and related parking.

## Public Park and Open Space (P)

Public controlled land developed as park with improved landscaped areas, active and passive recreational facilities and public gathering places.

## Private Park, Open Space and Recreation (PR)

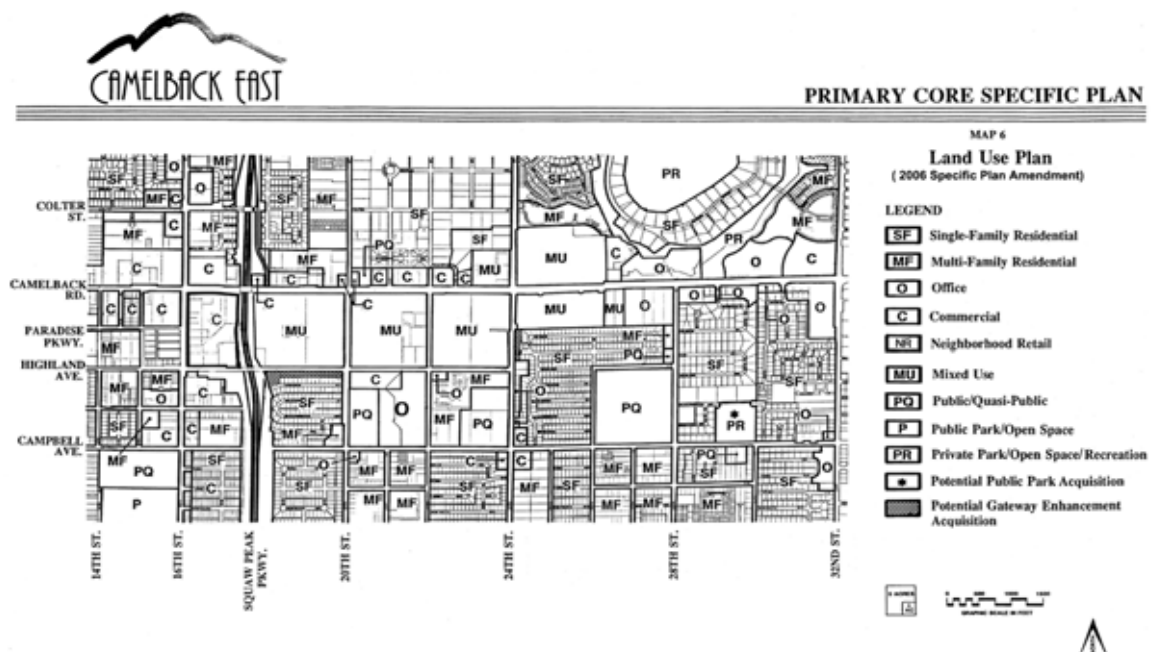
Private controlled land development as park with improved landscaped areas, and active and passive recreational facilities including golf courses.

## Potential Public Park Acquisition (\*)

Sites identified for possible public acquisition as a park, subject to negotiation with private property owner. These sites are designated with an underlying land use should public acquisition not be possible.

## Potential Gateway Enhancement Acquisition (///)

Sites identified for possible public acquisition as a special landscape or buffer area, subject to negotiations with private property owner. These sites are designated with an underlying land use should public acquisition not be possible.



Recommendations:

1. Use the Land Use Plan (Map 6) as a guide for decisions regarding appropriate land use for rezoning requests (for Specific Plan Policy see Appendix D, policy 1A).
2. Use the policies provided in Appendix D as a guide (policy) in the review of requests for rezoning.

### 4.3 Urban Design

Urban design is concerned with the functional and visual relationships between people and the built environment and the way in which these relationships can be physically improved. A unique character of the Camelback East Village Primary Core can be created if there is a vision and understanding by all participants involved in the development and experience of the area.

#### 4.3.1 Building Height

Both commercial property owners and residents adjacent to the Camelback East Village Core have expressed concerns regarding permitted building heights. Commercial property owners are interested in maximizing development potential by constructing mid-rise buildings that maximize views of the mountains. Optimum views translate into optimum rents (office and residential space). The residents adjacent to the Core Center are concerned with a loss of privacy due to building heights.

Building heights for both the Core Center and the Core Gradient are based on a base maximum (building heights allowed by right) and an incentive maximum (building heights permitted through a public hearing process and the provision of special amenities and off-site improvements). For residential and hotel uses a maximum building height of 165 feet is encouraged within the CC1, CC2, CC3 Subareas, when located along the pedestrian spine. Additional building height is also encouraged for residential and hotel uses for CG Subareas 2a and 2b. For all areas, additional building height should be considered through the rezoning public hearing process.

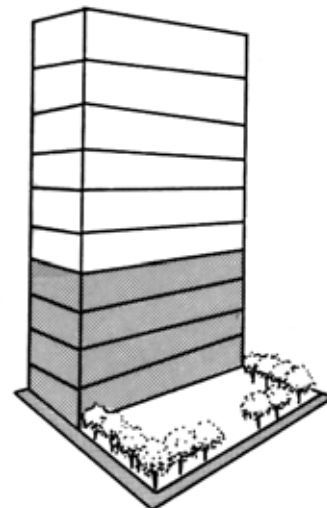
Base Requirements - The design guidelines, contained within Section 5.4.4, should be a prerequisite to all development within the Core Center and the Core Gradient. The requirements, presumptions and considerations are to be associated with development of buildings between the one (1) and four (4) story height range within both the Core Center and the Core Gradient. All future development should be required to provide improvements provided under the Base Requirements as per the applicability statement contained in Section 5.4.2 (see Figure 2).

Incentive Requirements - In addition to the incorporation of the base requirement standards (design guidelines) through the site plan review process, the incentive requirements are to be incorporated as a part of the public review process associated with requests for mid-rise and high rise zoning. Requests shall be filed for consideration of building heights above four (4) stories within the Core Center and Core Gradient 2a and 2b Subareas. Approval of mid-rise and high rise zoning should incorporate elements provided within the Incentive Program contained within Section 5.3 (see Figure 2).

Figure 2  
**Maximum Building Height and  
Floor Area Ratio in the Core Center**

**Incentive  
10-11 Stories**

**Base Maximum  
4 Stories (CC1)  
4 Stories (CC2)  
8 Stories (CC3)**



## **Core Center**

**Base Maximum Height** – The Core Center should be limited to a base maximum of 56 feet within the CC1 and CC2 Subareas and 112 feet within the CC3 Subarea (see the Intensity/ Density Plan, Map 4). Base maximum development within the CC1 and CC2 Subareas should incorporate the Camelback East Core Design Guidelines (Section 5.4.4). Base maximum development within the CC3 Subarea should include high architectural and site plan standards as provided within the building height regulation (Section 5.2) and the Camelback East Core Design Guidelines (Section 5.4.4).

**Incentive Maximum Height** - The Core Center should be limited to an incentive building heights of 140 within the CC3, CC2 and CC1 Subareas. For residential and hotel uses located along the pedestrian spine an additional building height, to a maximum 165 feet, may be considered in the CC3a, CC3b, CC2 and CC1 Subareas. Proposals for building heights within the incentive maximum building height range should incorporate the design guideline standards and one or more of the incentives provided within the Development Incentive Program (Section 5.3).

## **Core Gradient**

The Core Gradient shall be limited to four (4) stories (56 feet) as per the City of Phoenix Zoning Ordinance for core sites. Other than for Core Gradient 2a and 2b, requests for additional height waivers should not be granted. Additional building heights should be reserved for developments within the Core Center. Development within the Core Gradient (CG1 and CG2) Subareas should incorporate the Camelback East Core Design Guidelines (Section 5.4.4).

### Recommendations:

1. Provide a regulation that would limit the building heights which may be granted through requests for height waivers to reflect the heights depicted on Table B (see Section 5.2, Specific Plan Regulations).
2. Provide a regulation which would permit an increased base maximum building height within the CC3 Subarea subject to high architectural and site plan standards (see Section 5.2, Specific Plan Regulations).
3. Provide a set of design guidelines which provide a standard for Core development while promoting a uniform Core character (see Section 5.4, Camelback East Core Design Guidelines).
4. Provide a set of development incentives that reflect amenities which the community desire, to be used during considerations for additional building height beyond the base maximum heights (see Section 5.3, Development Incentives Program).
5. Encourage the development of residential uses within the Core Center and appropriately located Core Gradient subareas, as necessary to promote a mixed use village core, pedestrian environments and healthy relationships with retail uses within the Core, by allowing greater building heights than office uses.

## **4.3.2 Site Coverage**

The design of the ground floor level throughout the Core Center is critical to the success of a pedestrian environment. The spaces that are defined at the ground floor level, by the placement of buildings, are what create the critical building mass needed for a desirable pedestrian environment.

Lot coverage provides one means of measuring the pedestrian view of building mass (site and ground floor intensity). Lot coverage and building placement on the site, in combination with other design standards, can be used to define a building form that promotes pedestrian interaction.

Site coverage within the Core Center and the Core Gradient should be regulated by existing Zoning Ordinance standards for core properties (Core Center, City of Phoenix **Zoning Ordinance**, Section 701) and for non-core properties (Core Gradient, City of Phoenix **Zoning Ordinance**, commercial district standards - 50% maximum coverage permitted).

## Recommendations:

1. Process a General Plan Amendment to modify the core boundaries. The new reflected boundaries would correspond with City of Phoenix **Zoning Ordinance** standards for site coverage. Site Coverage for properties within the Core Center should be regulated by **Zoning Ordinance** standards for core development while properties within the Core Gradient should be regulated by **Zoning Ordinance** standards for non-core development (see Section 5.4.1, General Plan Provisions).

### 4.3.3 Building Placement

The Camelback East Village Core, as we know it today, has changed from orange groves and a rural ranch atmosphere to a suburban retail and office center. The relationship between buildings and the street provide a sense of place. The placement of buildings generally creates either an urban, suburban or rural flavor. Present development within the Camelback East Village Core provides a suburban character.

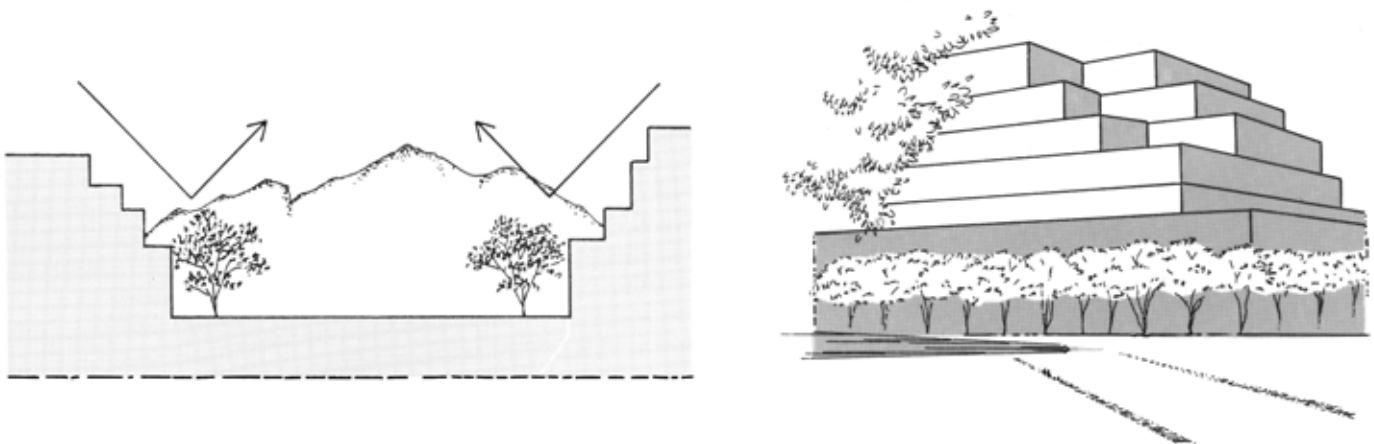
The future of the Core, and goals related to that future, require direction on the appropriate character of this village core. Decisions regarding building placement, building scale and street width will contribute to the Core character. That character and the development of a human scale between buildings, the street, and open spaces should be established to strengthen the sense of place.

Building placement addresses building setbacks while considering aspects of urban design (the creation of spaces between buildings, i.e. pedestrian plazas, pedestrian linkages, etc.). The placement of buildings can make a positive contribution to the areas sense of place by creating a unique environment. Setbacks are provided for buildings adjacent to streets (front yard setback) and interior situations (side and rear yard setbacks). Building placement (setbacks) within the Core Center and the Core Gradient should be regulated by existing **Zoning Ordinance** standards for core properties (Core Center, City of Phoenix **Zoning Ordinance**, Section 701) and for non-core properties (Core Gradient, City of Phoenix **Zoning Ordinance**, commercial district standards).

While setback standards are provided within the City of Phoenix **Zoning Ordinance**, buildings within the Camelback East Primary Core are encouraged to conform to a “build to” line. Buildings should be placed along street frontages to support a pedestrian friendly environment.

Above two stories, buildings should step back at approximately a 60 degree angle with the street property line for properties fronting on Camelback Road, 24th Street, 22nd Street, 20th Street and Highland Avenue (see Figure 3). The step back is intended to frame mountain views.

Figure 3  
**Camelback Road Stepback**



## Recommendations:

1. Process a General Plan Amendment to modify the core boundaries. The new reflected boundaries would correspond with City of Phoenix **Zoning Ordinance** standards for building setbacks. Setbacks for properties within the Core Center should be regulated by **Zoning Ordinance** standards for core development while properties within the Core Gradient should be regulated by **Zoning Ordinance** standards for non-core development (see Section 5.4.1, General Plan Provisions).
2. Develop standards which provide for an appropriate transition between core development and area neighborhoods (see Section 5.4.4, design guidelines B.1.4, B.2.2 and B.2.3).
3. Encourage buildings within the Core Center and Core Gradient to build upon a “build to” line (see Section 5.4.4, design guideline B.1.1).
4. Above two stories, buildings should step back at approximately a 60 degree angle (see Section 5.4.4, design guideline B.2.1).

### 4.3.4 Parking

Currently the automobile is the dominant means of access to the Camelback East Village Primary Core. Parking for these vehicles should be provided. Community retail establishments strive to promote convenience for its customers by having some parking visible from the street. This is particularly true for businesses that cater to the one trip shopper (grocery, drug, etc.). This need, however, works against many of the components of achieving a viable pedestrian environment (i.e. building placement that is in close proximity to the right-of-way). Core development should strive to provide a unique experience to village residents, the merchants and patrons. It should also strive to provide a variety of environments that best meet the needs of the community and regional visitor.

Parking for regional activities, where parking accessibility is not as critical, could be provided within parking structures (preferably in the rear of the site) or in the case of surface parking the site design should focus the parking in the rear of the buildings (see Figure 4). Either solution works toward achieving a pedestrian environment.

Parking for community activities could focus on highly visible surface parking (parking patio, see Figure 5) that provides convenience while not creating a pedestrian obstruction. In projects with a mix of regional and community uses, parking design could be varied to provide a range of parking opportunities.

Figure 4  
Parking in the Rear

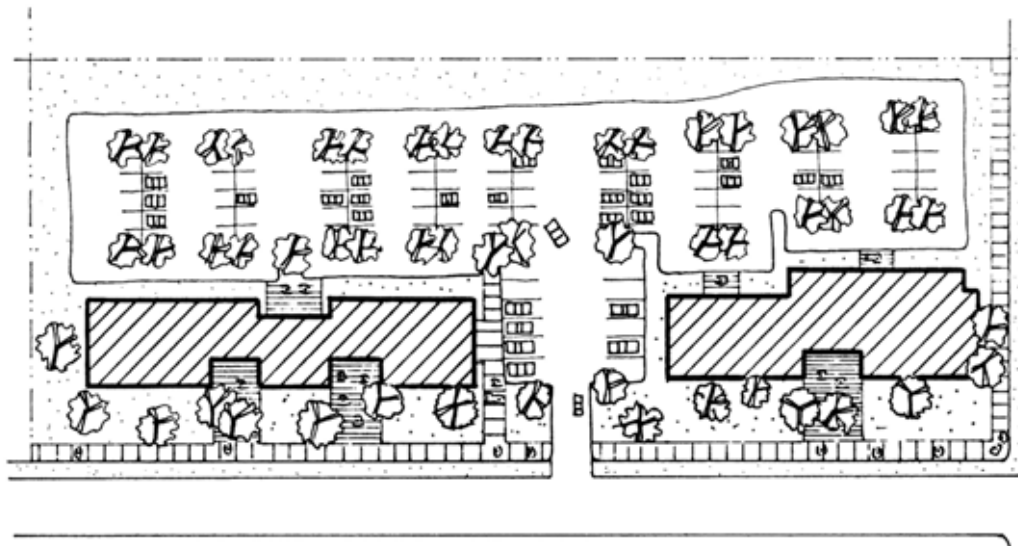
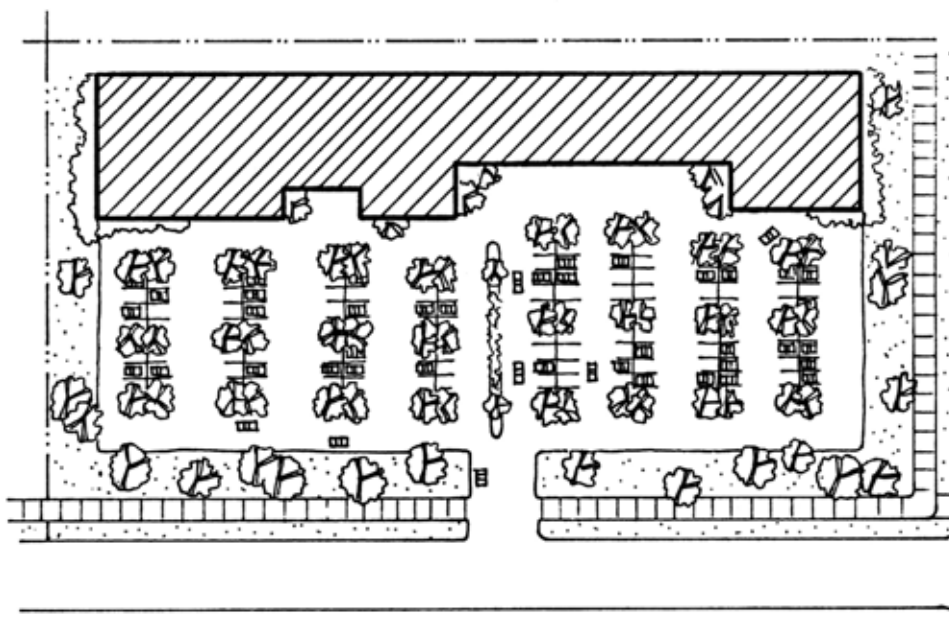


Figure 5  
Parking Patio



Reductions in parking standards and shared parking conditions should be considered within the Core Center. Proposals to reduce parking or incorporate shared parking should be submitted to the Planning Department through a parking waiver procedure. These proposals will be evaluated based on the current mass transit conditions and opportunities. Proposals should include transit and ridesharing contributions to promote transit alternatives.

Recommendations:

1. Parking within the Core Center should be within a parking structure for regional type uses. Below grade structures are preferred (see Section 5.4.4, design guideline A.6.1.2).
2. Above grade structures should be architecturally integrated with adjoining buildings (see Section 5.4.4, design guideline A.6.1.1).
3. Parking in the rear of buildings (see Figure 5) or parking patios (see Figure 6) should be considered for community type uses requiring short term parking (for Specific Plan Policy, see Appendix D, policy 4C).

### 4.3.5 Streetscape

**The General Plan for Phoenix** contains core policies which refer to providing a pedestrian environment with plazas, common open space, shaded walkways, and a separation of pedestrian and vehicular traffic. A well designed streetscape could be one element of this core plan which creates a sense of place unique to the Camelback East Village Core. Such a streetscape plan should include design details identifying plant materials, street furniture and an identifiable style. The plan could define both public and private elements of the streetscape, and provide a common theme for pedestrian improvements as a basis to guide public and private investments.

The Camelback East Village Primary Core should develop as a unique place through specific streetscape improvements. Improvements should include street trees (which provide shade to pedestrians), sidewalks separated from the streets, median pedestrian islands with groundcover and shrubs, street furniture, pedestrian oriented transit stops (bus or rapid transit), special pedestrian scale lighting fixtures and drought tolerant plants.

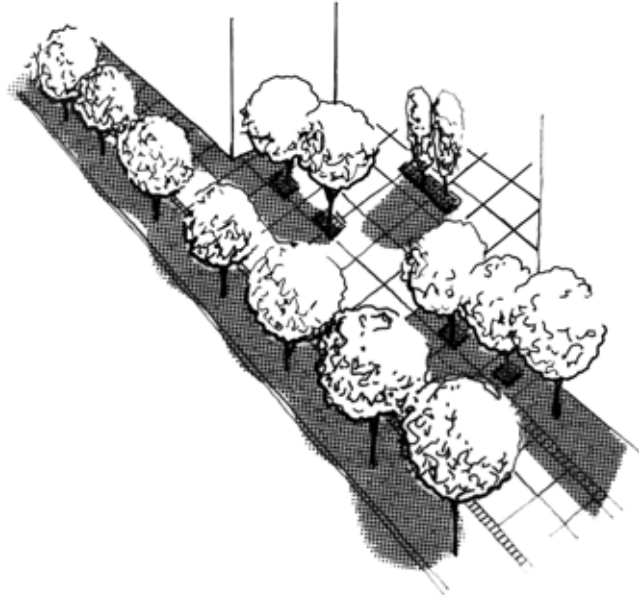
The following streetscape components should be constructed and installed as part of private developments and improvements in public rights-of-way:



## Plazas and Courtyards

The Design Charrette team identified the concept of “outdoor rooms” within the Camelback East Village Primary Core. The team recommended maximizing opportunities to create new, and expand existing, outdoor rooms (Biltmore Fashion Square and Town and Country Plaza). Proposed buildings should be reviewed with this idea in mind. Buildings can be used to create courtyard spaces, which if designed properly are inviting to pedestrians (see Figure 6).

Figure 6  
**Creation of Outdoor Rooms**

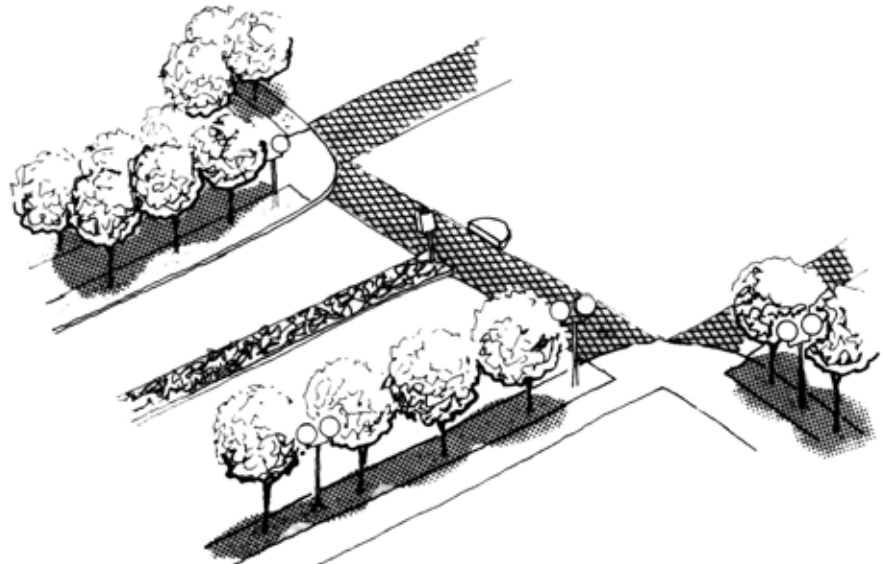


## Sidewalks, Pedestrian Linkages and Median Islands

Based on public input, the idea of providing a pedestrian network was prioritized above the movements of automobiles. A separated sidewalk (using a landscaped parkway) along all streets within the Core Center and along the edge of the Core Center is appropriate. Street sidewalks should be linked to individual projects within the Core Center and to a mid-block pedestrian corridor between Camelback Road and Highland Avenue.

All streets within the Core Center and adjacent to the Core Center should contain landscaped median islands designed to provide a feeling of safety to pedestrians crossing these streets. Pedestrian signals should be provided where warranted and appropriately timed to allow sufficient crossing time for all users (elderly and handi-capped) (see Figure 7).

Figure 7  
**Pedestrian Crossing Detail**





## Core Gates and Street Furniture

The Camelback East Village Primary Core should be an identifiable place to all Camelback East Village residents and regional visitors. Core Gates are one component that would provide a degree of identity. Core gates should be located within the medians or landscaped parkways of streets. These gates should be strategically located at major access points to the Core Center (see Figure 8 and Map 7).

A unique style of street furniture should be developed. Street furniture includes elements such as bus shelters, benches and planters. These elements should be encouraged and should be consistent in style and theme. The Design Charrette team suggested a design style consistent with the Biltmore Resort Hotel (a rough, heavy massing which enhances a shadow casting pattern throughout a surface or wall). This theme could possibly be established through the design of the core gates as the initial element.

## Landscaping

Landscape improvements within the Camelback East Primary Core are to be provided through both public and private improvements. Public improvements should occur within the public right-of-way (streets and sidewalks). A first (of two) row of street trees should be placed along streets within the landscaped parkway and adjacent to the Core Center (see Figures 9 and 10). This street tree planting would complement the core gates in providing district identity. Groundcover and shrubs should be provided within the median islands with consideration of preserving corridors to mountain views.

Figure 8  
**Core Gateway**



Figure 9  
**Camelback Road Streetscape**



MAP 7

**PUBLIC FACILITIES PLAN**  
(1991 Specific Plan Adoption)

**LEGEND**

**STREETSCAPE IMPROVEMENTS**

- Parkway/Sidewalk Improvement, Double Row of Street Trees, Pedestrian Scale Lighting
- Median Island
- Core Gate

**OTHER**

- Potential Park Site
- Potential Community Commons Facility

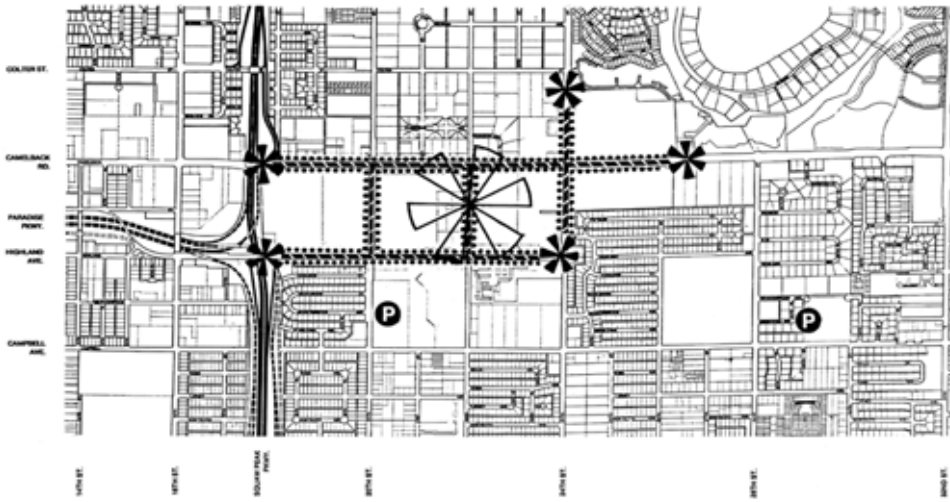
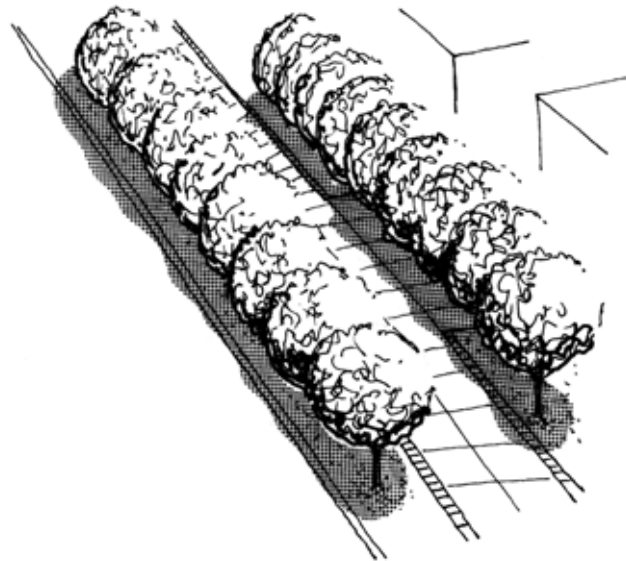


Figure 10  
Landscaped Parkway Detail



Private improvements would include a second formal row of street trees which canopy the sidewalk. Street trees within this formal arrangement should be consistent with the first row within the landscaped parkway. Private development would be encouraged to provide additional informal landscaping which in function would create space (plazas or courtyards) and as providers of shade.



Lighting

Pedestrian scale (10 to 20 foot tall fixtures) lighting should be placed within the formal row of street trees. The placement of the fixtures should be staggered and within the landscaped parkway. Fixtures should be designed to be consistent with the theme established by the core gates.

Public art should be encouraged through the rezoning process for all rezoning proposals. Public art should not be limited to on-site works but should include art improvements which relate to the streetscape program. Some public art examples which could be incorporated into the streetscape are a contribution to core gates, street furniture, fountains or pedestrian lighting fixtures.

Recommendations:

1. The streetscape elements described above should be incorporated into the design guidelines for the Core. Some elements should be required of all developments while others should be encouraged through the Development Incentives Program (see Section 5.3, Development Incentives Program and Section 5.4.4, Camelback East Core Design Guidelines).

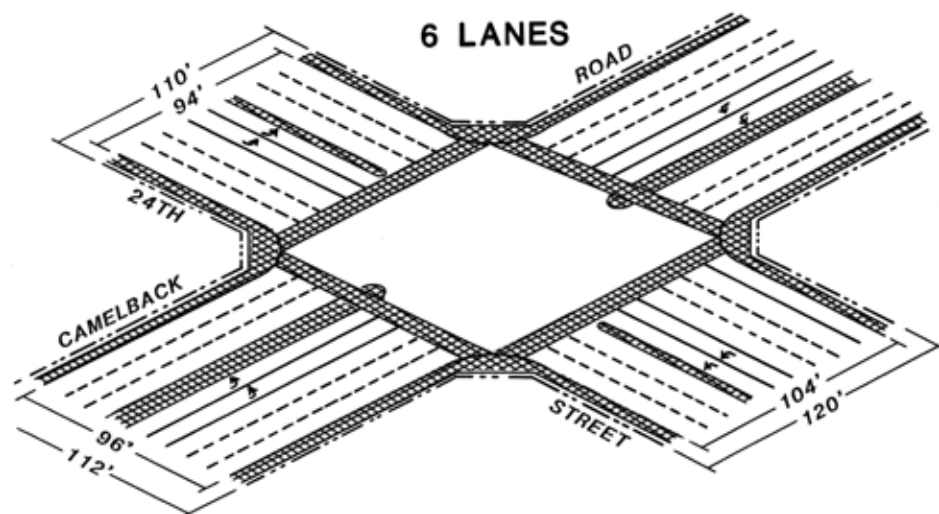
## 4.4 Circulation

### 4.4.1 Relationship to Regional Transportation

Camelback Road is currently, and will likely remain a major focus for the Camelback Core's identity. Currently it is the primary means of automobile access to the Core. Unfortunately, Camelback Road is also a major east-west regional arterial, providing access from East Phoenix to the Piestewa Peak Freeway and other major north-south arterials in Central and West Phoenix. Current projections show that over time, Camelback Road will be carrying very large amounts of regional traffic. This creates a dilemma for the Core, a conflict between access to the Core, the image and identity of the Core, and the smooth conveyance of regional travel.

The continued priority of conveying regional traffic on Camelback Road conflicts directly with the goals and development potential of the Core. This plan establishes that the functioning and design of this Core must take precedence over the need to convey regional traffic. Therefore, this plan attempts to provide every means possible to allow regional traffic to pass through the Core on a facility that enhances the Cores image, and does not deter from its image and pedestrian environment. To this end, the level of service maintained on Camelback Road should be allowed to decline below the level of service "D" standard at all hours. Level of service improvements should be made only if they do not deter from maintaining and enhancing the Core's sense of place and pedestrian environment. Specifically, Camelback Road should be maintained at six through lanes, and be enhanced with improved pedestrian amenities and streetscape landscaping and furnishings. These pedestrian amenities should include but not be limited to raised landscaped medians with enhanced pedestrian protection (see Figure 11).

Figure 11  
**Six through Lanes at  
Camelback Road  
Intersection**



In order to reduce the impact of regional traffic within the Camelback East Primary Core, a traffic management policy is provided. This policy is provided to encourage 1) the submittal of traffic studies at the time of requests for zoning, 2) the submittal of a traffic management plan at the time of requests for zoning, and 3) the formation of a traffic Management Organization to work towards programs designed to lessen the impacts of Core traffic. Specifically the program includes the following:


















1. Traffic Study Submittal Policy

All zoning applications for projects within the Core Center which generate 5,000 or more vehicular trips per day are encouraged to submit a traffic study for review and approval. The traffic study should demonstrate how project traffic generation will be handled on-site and off-site and how traffic generation will be coordinated with traffic management measures described by the Traffic Management Plan (item 2). Traffic Management Measures may be stipulated as a part of zoning approval to lessen the impacts of site generated traffic. Recommendations in the traffic study should be consistent with the policies of the Specific Plan.

2. Traffic Management Plan Submittal Policy

All zoning applications for projects within the Core Center which generate 5,000 or more vehicular trips per day are encouraged to submit a traffic management plan for review and approval. The following traffic reduction measures should be considered in the traffic management plan. In addition, these measures may be stipulated as a part of zoning approval to lessen traffic congestion within the Core area, particularly when requests for parking reductions are filed.

Traffic Management Measures

-  Provide an on-site transportation coordinator or contribute to a traffic management organization.
-  Provide a carpool matching service; post information on carpool and vanpool formations and the cost savings achieved by ridesharing.
-  Provide priority parking for carpool and vanpool employees.
-  Require all employees to pay for parking; provide a reduced fee for carpools.
-  Provide free and/or subsidized transit passes to employees.
-  Provide transit information and promotion, post fares, schedules, etc. in central location.
-  Provide showers and lockers for bicycle commuters in major buildings or parking structures.
-  Actively participate in the City of Phoenix/Maricopa Association of Governments' Regional Ridesharing Program.
-  Provide for the on-site sale of transit tickets.
-  Provide commuter alternative information packages for new tenants and their employees.
-  Build or contribute to the cost of transit amenities (e.g. bus shelters, benches, bus turnouts).
-  Conduct an annual survey of employee commuter patterns.
-  Annually distribute information on rideshare/transit to all employees.
-  Develop incentives program to promote the use of ridesharing, transit, bicycling or walking (e.g. recognition awards program, transportation fares, etc.) by employees.
-  Encourage the use of staggered work hours, flex times or compressed work hours for employees.
-  Provide shuttle stop improvements for the comfort of shuttle patrons.
-  Dedicate right-of-way for transit use (i.e. for rapid transit).

3. Formation of Traffic Management Organization

A Transportation Management Organization (TMO) should be formed and funded by employers within the Core. The TMO would consolidate traffic management activities in a single organization thus eliminating duplicative traffic management activities by individual projects within the Core area. The TMO would provide, coordinate and monitor the traffic management measures listed above, and coordinate demand management strategies required by the Maricopa County Regional Travel Reduction Program. The TMO would also be responsible for monitoring bicycle parking in the Core as recommended by Camelback East Primary Core Design Guideline A.6.4.1.

The formation of the Traffic Management Organization should be initiated by a focus group comprised of representatives of area employers, a representative of the City of Phoenix and the Regional Public Transit Authority. This formation of the focus group and the development of its charge are listed as an element under the Action Program (Section 5.5.9). The overall charge to the focus group would be to provide a recommendation to the City Council on an appropriate organizational structure and financing for the Traffic Management Organization. The Planning Department will take the lead in organizing the focus group.

Recommendations:

1. Camelback Road should be maintained at six through lanes, and be enhanced with improved pedestrian amenities and streetscape landscaping and furnishings (see Section 5.4.4, design guideline A.10.1).

#### 4.4.2 Local Traffic Access

Camelback Road at peak hour currently operates at a level of service (LOS) F. Projections show that even under all scenarios, and all configurations, sections of Camelback Road will continue to operate at LOS F. Thus Camelback Road over time will become a less than desirable means for access to the Core. For this reason this plan focuses on discouraging the use of Camelback Road as a means of access to the Core, and enhancing other access routes. (Level of Service F means that traffic exceeds the street or intersection capacity, resulting in long delays with drivers having to wait for more than two signal cycles. The length of delay may vary within Level of Service F.)

Recommendations:

1. Discourage future access to Camelback Road. Focus on using other arterials to provide access to the Core (for Specific Plan Policy, see Appendix D, policy 7A, also see Section 5.4.4, and design guideline A.6.3.1).

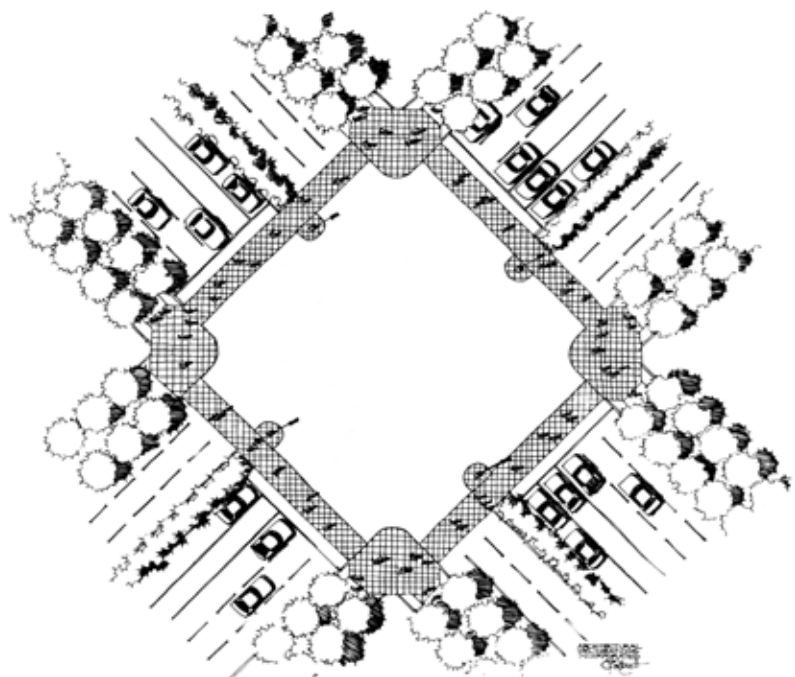
#### 4.4.3 Pedestrian Facilities

The Camelback East Village Core streets are currently constructed with standard sidewalk widths which provide little protection to pedestrians from noise, fumes, and the wind sweep caused by automobile and truck traffic. The intersections are hostile places to cross streets, with long walks and turning traffic. The emphasis of the street and intersection design is oriented towards cars and, therefore, most pedestrians feel uncomfortable walking in the Core. Aside from sidewalks and minimal bus shelters, there are few pedestrian amenities to attract people to walk around the Core. This environment must be drastically altered in order to enhance the pedestrian environment of the Core.

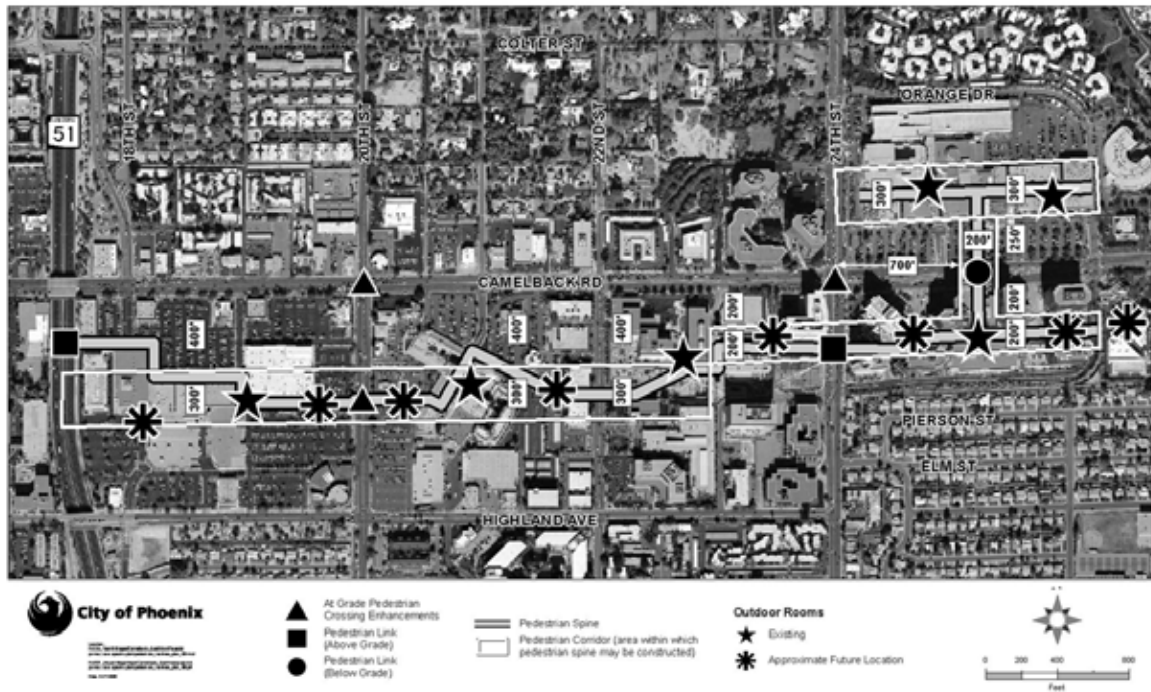
Generally, an at grade crossing of the streets is the most realistic and functional solution for crossing Camelback Road. A below grade passage is acceptable if commercial development warrants such a solution in the future. A below grade facility would supplement the at grade crossing (see Map 8, Pedestrian Facilities Plan).

Camelback Road will require special attention to facilitate at grade crossings. A large pedestrian waiting area is critical within the medians at the intersections to facilitate crossing.

Figure 12  
**Camelback Road and 24th Street  
Intersection Detail**

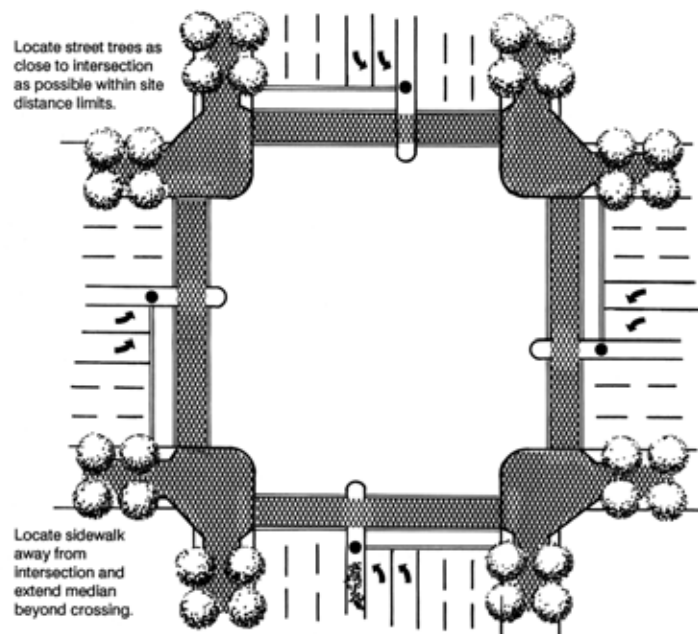


Map 8  
**Pedestrian Facilities Plan**  
 (2006 Specific Plan Amendment)



This may require a slightly larger median than currently exists. This area needs to clearly provide people a high level of security while being stranded during a light cycle (see Figure 13).

Figure 13  
**Intersection at Grade Pedestrian Crossing**



A mid-block pedestrian passage (spanning from 24th Street on the east to the Piestewa Peak Freeway on the west) should be incorporated between Camelback Road and Highland Avenue. Consideration for pedestrian linkages to the Core Gradient should be based on opportunities and possible conflicts with individual commercial uses and neighborhoods.

Recommendations:

1. At grade pedestrian crossings should be provided across Camelback Road at the 24th Street intersection with medians to provide a pedestrian refuge area. Pedestrian bridges should not be considered in order to preserve mountain views. The at grade crossing should provide a distinct paving to indicate a pedestrian “zone” (see Section 5.4.4, design guidelines A.10.1.a and A.10.7).
2. A mid-block pedestrian passage (spanning from 24th Street on the east to the Piestewa Peak Freeway on the west) should be incorporated between Camelback Road and Highland Avenue (see Map 8, Section 5.4.4, design guideline A.5.2).
3. Pedestrian linkages should be provided to the Core Gradient based on opportunities and possible conflicts with individual commercial uses and neighborhoods (see Section 5.4.4, design guideline A.5.3).

#### 4.4.4 Bicycle Facilities

The **General Plan for Phoenix** contains a Proposed Phoenix Bikeway System map which identifies locations of existing and proposed bikeways. The **General Plan** also refers to cores as being destination locations. Destination locations require primary access conditions and should incorporate multiple modes of transportation. The city-wide network provides a framework which can enhance access to village cores.

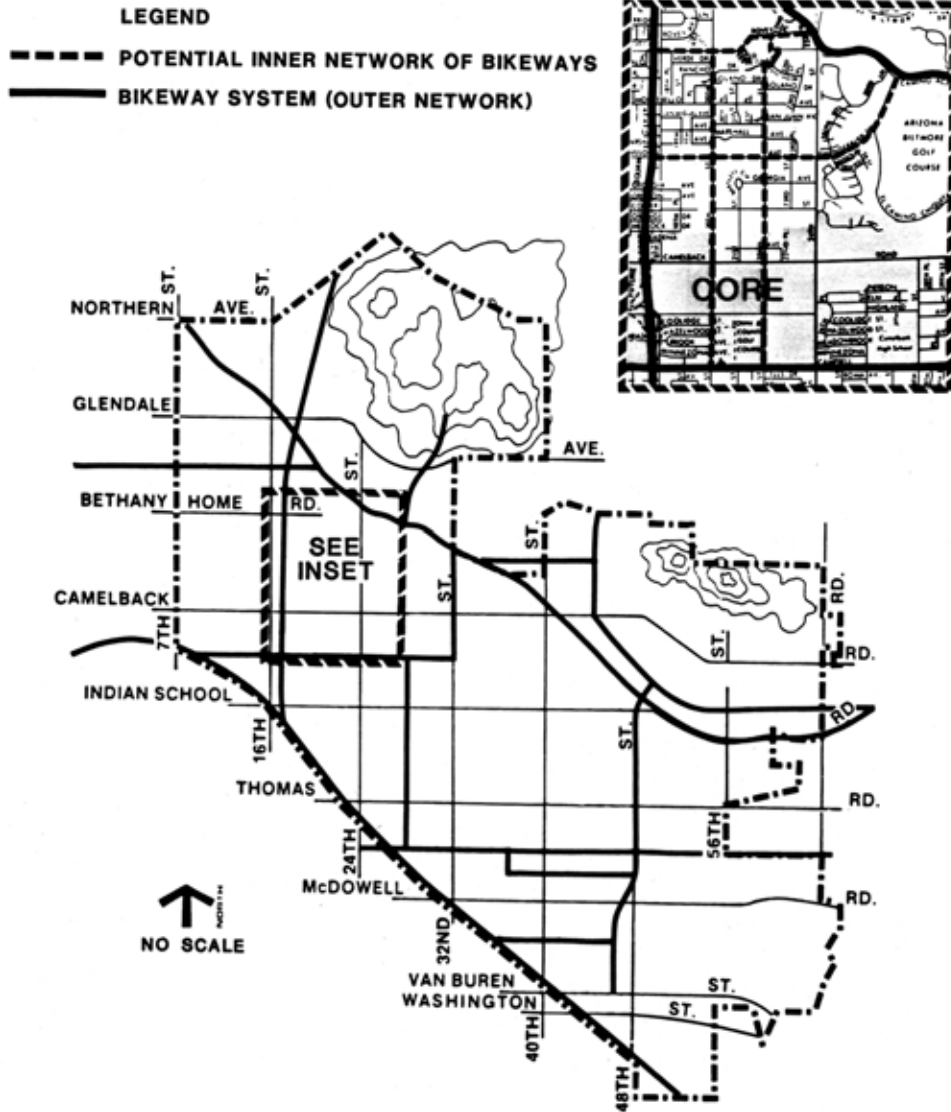
Access to the Camelback East Village Core is critical to the success of the Core and its function. People need to be moved between the Core and the Camelback East Village as well as the region in general. A bikeway network within the Camelback East Village Core can provide an alternate mode of transportation and increase accessibility.

Potential bikeways are shown on Map 9. These bikeways would provide an “inner” network which compliments the “outer” network provided by the existing City of Phoenix Bikeway System. Determinations of facility types and design can be made following further study as identified within Section 5.5.5 (Streetscape Design Study of the Action Program).

Recommendations:

1. Encourage the use of bicycles as an alternate means of access to the Core through the provision of bicycle lanes, bicycle racks and showers for employees (see Section 5.4.4, design guidelines A.6.3.2 and A.6.4.1).
2. Provide bicycle for bicycle access to the Core based on the Map 9, the Bicycle Facilities Plan (for Specific Plan Policy, Appendix D, policy 7C).

Map 9  
**Bicycle Facilities Plan**  
 (1991 Specific Plan Adoption)



#### 4.4.5 Local and Regional Transit

Currently, the usual way of making a trip within the Core (e.g., to go to lunch, to shop at a store) is to use an automobile. These midday trips significantly add to congestion in the Core and at times make the area inaccessible (for congestion reasons) from adjacent neighborhoods. The existing and projected congestion on Camelback Road suggests that an alternative mode is needed for these internal movements.

A shuttle or jitney system which utilizes the existing, and possible expanded, loop road system could provide one alternative to the automobile for internal Core trips. This system could even be designed to have priority access at Core intersections during non peak hour periods. This option should be explored for immediate implementation. However, as the Camelback East Village Core evolves over time towards the recommended core form, a mid-block shuttle/tram may provide a viable means for internal trips to move within the Core (see Map 10).



Though the future of an expanded regional transit system in Phoenix is currently unclear, The Camelback East Village Core is a significant destination for not only the Camelback East Village, but also for the Paradise Valley, North Mountain, and Encanto Villages. For this reason, it is likely that if the regional transit system is expanded, the Camelback East Primary Core will be a major destination for such a system. However, as the Core develops, it will be important to orient development in ways that will increase rather than decrease the opportunities for any of these types of transit service.

The current bus system carries approximately one percent of all trips Citywide and five percent of trips to, from, and through the Camelback East Core. The small amount of the mode split for buses is due to limited bus service, and the figures refer to overall travel, not the peak hour in which bus ridership is higher. (Bus ridership peak hour figures are not available.) Nevertheless, the figures reflect higher bus ridership in the Camelback East Core than the City average. Buses serve the Camelback East Core on seven routes on the following streets: Camelback Road, Missouri Avenue, 16th Street, 24th Street, 28th Street, and 32nd Street.

Increases in public transportation service are anticipated in the Camelback East Core, but service levels are not yet programmed. The Citywide Transit Committee and the Transit Department are discussing the expansion of current service levels. Specifically, Camelback Road is currently under discussion as part of a Central Phoenix transit loop (connecting with 44th Street, Airport/Buckeye Road, and Central Avenue).

With this expanded service, a central bus center would greatly increase the convenience of bus travel to and from the Core. This bus center should be constructed in the area between 20th Street and 24th Street, between Camelback Road and Highland Avenue (see Map 10). The bus center may be converted to a fixed guideway station should this mode become viable.

Figure 14  
**Core Transit Center**



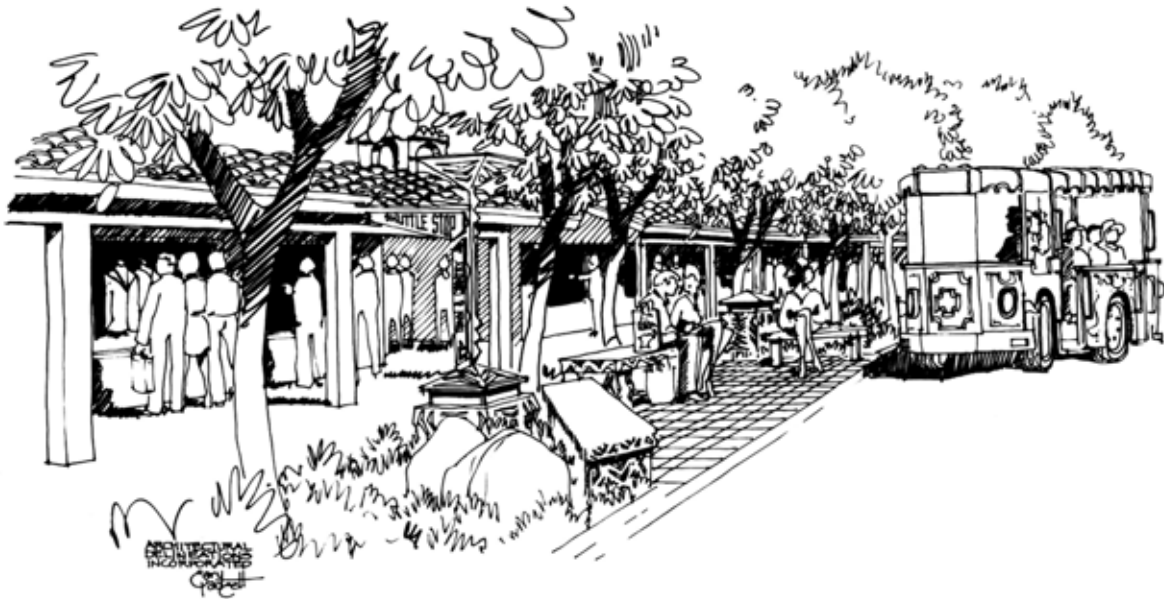
A single mid-block transit center provides the greatest opportunities towards integrating various transportation modes. The location suggested serves the Core while supporting other recommended transportation improvements. Other stations may be needed within the general vicinity to serve neighborhoods.

Recommendations:

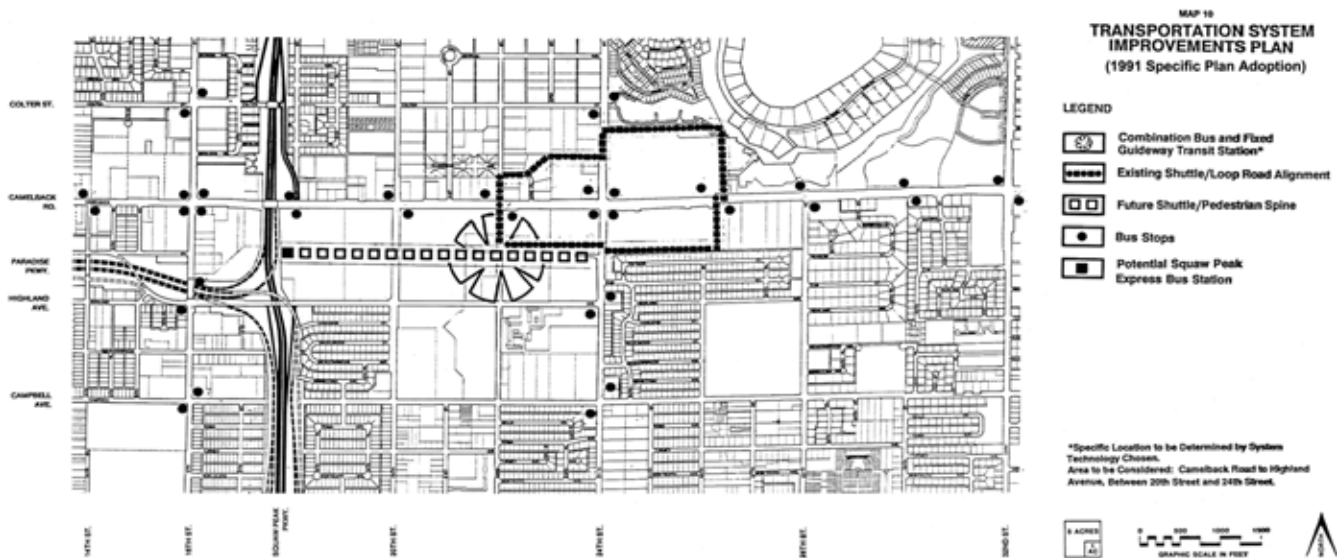
1. Plan for a shuttle or jitney system within the existing loop road as a short term internal transportation solution (for Specific Plan Policy, Appendix D, policy 7B).
2. Explore the feasibility of a mid-block shuttle/tram to serve as a means of moving people within the Core and into the Core Center from Core Gradient residences (see Section 5.3, Development Incentives Program and Section 5.4.4, design guideline A.5.2).

- Plan for a transit center between Camelback Road and Highland Avenue, between 20th Street and 24th Street (see Section 5.3, Development Incentives Program).

Figure 15  
Core Center Shuttle



PRIMARY CORE SPECIFIC PLAN



### 4.5 Public Facilities

Public facilities provide communities with a focus. These facilities provide recreational, educational and general gathering locations for community residents. Parks and schools traditionally have provided an element of cohesiveness to neighborhoods. A consideration of maintaining and providing additional facilities may assist in stabilizing neighborhoods

adjacent to the Camelback East Village Primary Core. This plan encourages additional park space, educational opportunities and a community commons facility.

### 4.5.1 Parks

The residents within and adjacent to the Camelback East Village Primary Core have identified the lack of park space as being an issue. Opportunities for providing additional park space should focus on a Core Gradient location based on proximity to neighborhoods. Current open space opportunities are provided by two school sites within the area (Madison Elementary and Camelback High). Additional opportunities are provided by the Madison Park (approximately 16 acres) at the southwest corner of 16th Street and Campbell Avenue.

Within the **Parks and Recreation Long Range Plan** are goals pertaining to future parks development and the number of estimated acres of additional park land anticipated to serve community needs. The primary goal of the plan is that the park and recreation system meet the needs of residents and visitors, be easily accessible and convenient, and offer a diversity of locations and facilities. The Parks Plan refers to maintaining the current city average for park land of 2.71 acres per 1000 residents as a high priority; obtaining a national average of park land of 6.25 acres per 1000 residents as a medium priority; or obtaining an ideal national standard of 10.5 acres of park land per 1000 residents as a low priority. The following table provides figures associated with meeting each of these standards in the Camelback East Village based on the number of acres to be acquired, developed and redeveloped while pertaining to a twenty year (2008) time-frame.

<b>Table C: Camelback East Village Parks Priority Chart</b>			
	<b>City Standard - High Priority (2.71 ac/1,000)</b>	<b>National Standard - Medium Priority (6.25 ac/1,000)</b>	<b>Ideal National Standard - Low Priority (10.5ac/1,000)</b>
<b>To Be Acquired</b>	226 Acres	485 Acres	583 Acres
<b>To Be Developed</b>	75 Acres	485 Acres	583 Acres
<b>To Be Redeveloped</b>	45 Acres		

Two potential park locations within the Core Gradient are the Madison Elementary School site (northeast corner of 20th Street and Campbell Avenue) and the Phoenician Swim Club site (northwest corner of 30th Street and Campbell Avenue).

Recommendations:

1. The City should actively seek suitable park space within the Core Gradient which is consistent with long range goals and park standards (for Specific Plan Policy, see Appendix D, policy 9A).

### 4.5.2 Schools

While the Madison School District has determined that it has no further need for the Madison #2 School site (northeast corner of 20th Street and Campbell Avenue) after the 1990-91 school year, this plan recommends that the Madison School District reassess this decision. (Note, since the 1991 adoption of the Specific Plan the Madison School District has determined the school is needed and has made substantial improvements to the facility.)

This is recommended primarily for two reasons. First, it is important to the area neighborhoods to have adequate public facilities such as schools in close proximity to foster a sense of community and cohesiveness. Second, the **General Plan for Phoenix** refers to core locations as being appropriate locations for increasing residential densities for purposes of encouraging pedestrian circulation and an increased reliance on transit. This area may experience an increase in residential densities due to infill of vacant land and land use conversions. Further, the neighborhoods adjacent to the Camelback East Primary Core may change from a dominant condition of empty nesters to young households with children.

Recommendations:

1. The Madison School District should reconsider the decision of need for the Madison School #2 site (for Specific Plan Policy, see Appendix D, policy 9B).

### 4.5.3 Community Commons Facility

The Design Charrette team provided the idea of encouraging the development of a community commons space. This space would function similar to the traditional town hall as a community meeting and special events space. Over time additional community facilities could cluster within the community commons space.

As the Camelback East Village and its Primary Core evolve, the need for a community focus may increase. Certain government services may better serve the population if centrally located to that population. Further, a consideration for clustering certain uses may increase convenience to residents while reducing vehicular trips.

Implementation of some components associated with the community commons facility may require a substantial change in City policy. Currently the City of Phoenix focuses many of its services within the Downtown. However, the extent to which various types of services are provided may vary. The City should seek the means of accomplishing a community commons facility within the Core Center.

This facility should primarily provide meeting space and a large public plaza for Village events and gatherings as well as a public notification center (kiosk). This facility should be a place where local groups will be enticed to plan festivals, political and non-political speeches, general activities and gatherings while developing social traditions among residents. Secondary consideration should be given to providing a primary Village library, a media center and some City, Federal or County services (see Figure 16, Community Commons Facility Diagram).

Recommendations:

1. Plan for a community commons facility within the Core Center (see Section 5.3, Development Incentives Program).
2. Maintain a village library within the Core Center (for Specific Plan Policy, see Appendix D, policy 9C; also see Section 5.4.4, design guideline B.3.1).

Figure 16  
Community Commons Facility Diagram

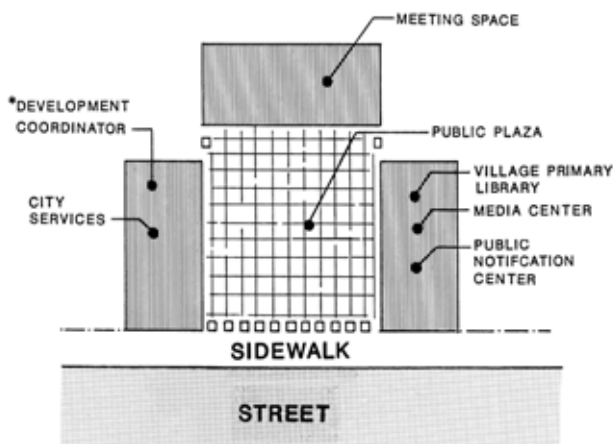


Figure 17  
Community Commons





# Implementation



# Implementation

## 5.1 Purpose and Intent

The purpose of this section is to provide the tools necessary to implement the recommendations within the Specific Plan. Chapter 4, Specific Plan Elements, provides a series of recommendations, following discussion of the various planning elements. These recommendations are tied to this Chapter (Implementation) through the provision of a Development Incentives Program (rezoning process), Camelback East Core Design Guidelines (site plan/design review process) and an Action Program (additional studies and actions). The Camelback East Primary Core Specific Plan acknowledges the need for a balanced range of housing types and for plenty of places to live within easy walking distance of the Core's many attractions. Increasing housing and hotel activity is vital to the creation of a dynamic, mixed use, pedestrian-oriented environment, and will help to maintain a healthy retail base within the area. Housing and hotel development will reduce land area that might otherwise be used for office activity, which generates more vehicular traffic, particularly during the morning and evening peak periods. Regulatory provisions added with the 2006 update encourage mid-rise housing and hotel uses.

## 5.2 Specific Plan Regulations

The following regulations modify and supersede provisions within the City of Phoenix **Zoning Ordinance**. The purpose of these regulations is to implement the policies identified within Chapter 4 (Specific Plan Elements) of this Specific Plan, as modified by the City Council action of May 17, 2006. These regulations will be used during rezoning and the development review process.

### Applicability of Specific Plan Regulations to applications for Rezoning or Amendments to Existing Zoning Approvals.

All regulatory provisions of the Specific Plan shall govern regardless of contrary provisions of the underlying zoning and conditions of prior zoning approval. Where regulatory provisions do not prevail, all conditions and stipulations of development approved prior to the effective date of the Specific Plan, including particular development plans, provisions for maximum development square footage and/or floor area ratios, minimum setbacks or maximum building heights, shall remain in effect, subject to all other applicable City regulations, and shall not be amended or affected by the Specific Plan. Any amendments to pre-existing zoning approvals or development plans which would have the effect of increasing the approved building heights or approved project floor area ratio will become subject to the applicable Specific Plan provisions and regulations. Any amendments to pre-existing zoning approvals or development plans which would not have the effect of increasing the approved building heights or approved project floor area ratio will not become subject to the applicable Specific Plan provisions and regulations.

### 5.2.1 Permitted uses

The regulations governing the uses of land and structures shall be as set forth in the underlying zoning districts. Within the Core Center two height limits are established, a base maximum (permitted building height limit by right) and an incentive, or bonus maximum building height limit (that which can be approved through rezoning). The purpose of the base/incentive building height regulation is to encourage the implementation of the core policy contained within the **General Plan**. This policy is to reserve additional height for projects which provide the best mix of uses and the most amenities and infrastructure improvements. Additional building height for residential and hotel uses is an incentive that supports the desired mixed use environment of the core.

Base maximum building height – Four (4) stories not to exceed 56 feet is the maximum building height that is permitted by right within the CC1 and CC2 subareas as per the Intensity/Density Plan (Map 4). and eight (8) stories not to exceed 112 feet is the maximum building height that is permitted by right within the CC3 Subarea as per the Intensity/Density Plan (Map 4). Base maximum height (the height that is permitted by right pursuant to existing zoning and the provisions of this ordinance) is listed in Table D below. Where the base height specified in this Specific Plan, is greater than that permitted within the base zoning or as stipulated as part of zoning approval, then this base height becomes the new permitted height limit. Where the base height specified is less than a height limit stipulated as part of a previous zoning approval, the height stipulated in the previous approval will remain the height limit.

Building height within the CC3 Subarea as per the Intensity/Density Plan (Map 4) may exceed the four (4) story by right limitation of the City of Phoenix **Zoning Ordinance**, providing the following conditions are met through the Development Review Process, in accordance with procedures defined by Section 507 of the Phoenix Zoning Ordinance:

- a. Underground parking shall be provided for required office use parking.
  - b. Design elements at ground level shall be provided with sufficient variety and detail to be of interest to pedestrians as per design guideline B.4.1.
  - c. Highly visible and direct building access shall be provided per design guideline B.4.2.
  - d. Streetscape elements with visual interest if buildings are not built to the “build to” line as per design guideline B.1.2.
  - e. Continuous pedestrian circulation shall be built into the project design per design guideline A.5.1.
  - f. Active pedestrian outdoor spaces public spaces shall be provided as per design guideline A.4.4.
  - g. A linkage for the mid-block spine shall be provided per design guideline A.5.2 and the Streetscape Design Study (Action Program 5.5.5).
  - h. A double row of street trees and landscape elements along street frontages shall be provided as per design guideline A.10.10.
  - i. Buildings adjacent to a single-family residential zoning district shall be subject to the commercial setback standards per design guideline B.2.2.
- b. Incentive maximum height –Within the Core Center building heights higher than the base maximum but not exceeding an incentive maximum, or bonus height, as listed in Table D below, may be granted by the City Council through a request for additional height through the city’s rezoning hearing process.

**Table D: Building Height Regulation**

<b>LOCATION (SEE MAP 4)</b>	<b>BUILDING HEIGHT (STORIES AND FEET)</b>	
	<b>BASE</b>	<b>Bonus</b>
Core Center Subarea 1	4 (56')	84' or 165'*
Core Center Subarea 2	4 (56')	112' or 165'*
Core Center Subarea 3	8 (112')	140' *
Core Center Subarea 3a	8 (112')	140' or 165'*
Core Center Subarea 3b	8 (112')	140' or 165'*
Core Gradient Subarea 2a	4 (56')	75'3"
Core Gradient Subarea 2b	4 (56')	70'

(\*) Heights provided are for the habitable portion of the building. Fourteen additional feet may be added to the habitable height (provided in the table above) to allow for the provision of architectural screening of mechanical equipment. The highest point of the structure should not exceed the habitable building height plus the fourteen (14) foot non-habitable height provision.

Note: Buildings heights within the CC1 Subarea may exceed the 84 foot height limitation based on the development of an urban mall as outlined within Section 4.2.3 of the Specific Plan.

Such approval by the City Council should be contingent on the provision of additional on-site and off-site amenities as outlined by the Incentive/Bonus Matrix (Section 5.3.5).

### 5.2.3 Camelback East Core Design Guidelines

The Camelback East Core Design Guidelines, set forth in Section 5.4.4, are presented in a consistent manner as the citywide Design Review Manual (Section 507) of the City of Phoenix **Zoning Ordinance** as requirements (R), presumptions (P) and considerations (C). The requirements set forth within the Camelback East Core Design Guidelines are enforceable as regulatory elements of the City of Phoenix **Zoning Ordinance**.

### 5.2.4 Development Standards

The development standards in Table E shall prevail when different from those otherwise permitted by the underlying zoning.

<b>Table E - Development Standards</b>			
	<b>Density (du's/acre)</b>	<b>Building Height</b>	<b>Lot Coverage</b>
<b>CC1 - Colonnade</b>	96.8 dwelling units per acre	<u>Commercial and residential:</u> total site is allowed 56' feet as of right. Subject to Urban Mall option outlined in Section 4.2.3, 140' is allowed with additional setback provisions and on pedestrian spine (1), and subject to rezoning approval <u>Residential/hotel:</u> Subject to Urban Mall option outlined in Section 4.2.3, 165' is allowed with additional setback provisions and on pedestrian spine (2), and subject to rezoning approval	Per underlying zoning
<b>CC2 - Town and Country</b>	96.8 dwelling units per acre	<u>Commercial and residential:</u> total site is allowed 56' feet as of right and up to 112' subject to rezoning approval; 140' is allowed with additional setback provisions and on pedestrian spine (1), and subject to rezoning approval <u>Residential/hotel:</u> 165' is allowed with additional setback provisions and on pedestrian spine (2), and subject to rezoning approval	Per underlying zoning
<b>CC3a - Hines</b>	96.8 dwelling units per acre	<u>Commercial and residential:</u> total site is allowed 112' as of right and up to 140' subject to rezoning <u>Residential/hotel:</u> total site 165' subject to rezoning approval.	Per underlying zoning



**Table E - Development Standards continued**

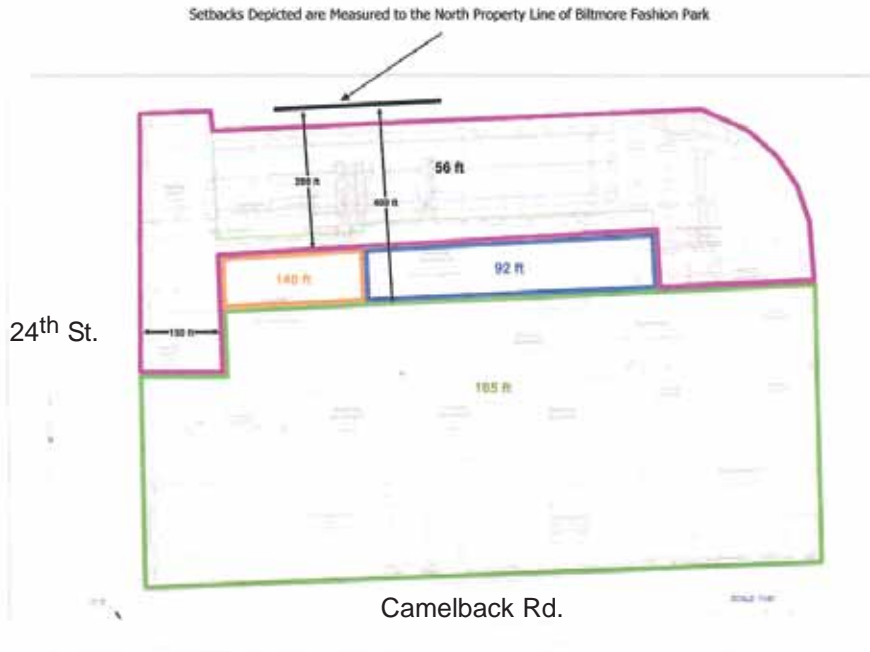
	Density (du's/acre)	Building Height	Lot Coverage
<b>CC3a - Hines cont'</b>		The first 56 feet of height may be used for commercial, office or retail activity	
<b>CC3b - Biltmore Fashion Park</b>	96.8 dwelling units per acre	<u>Commercial and residential:</u> height allowed as per Exhibit A except that building height between 112' and 140' is subject to reaoning approval 112' <u>Residential/hotel:</u> as per Exihibit A, 165' subject to rezoning approval. The first 56 feet of height may be used for commercial, office or retail activity	Per underlying zoning
<b>CC3 - Other Sites</b>	96.8 dwelling units per acre	<u>Commercial and residential:</u> total site is allowed 112' by right and up to 140' subject to rezoning approval	Per underlying zoning
<b>CG2a - Bayrock</b>	96.8 dwelling units per acre	<u>Commercial and residential:</u> per underlying zoning <u>Residential/hotel:</u> 75'3" subject to step back provisions and rezoning approval	53%
<b>CG2b - Gray Development</b>	96.8 dwelling units per acre	<u>Commercial:</u> per underlying zoning <u>Residential:</u> total site is allowed 56' feet as of right; up to 70' subject to step back provisions and rezoning approval	Per underlying zoning
<b>CG1 and CG2</b>	96.8 dwelling units per acre for development over four stories	<u>Commercial:</u> per underlying zoning <u>Residential:</u> per underlying zoning with max height of 56' allowed	Per underlying zoning

	<b>Front Setback</b>	<b>Rear Yard Setback</b>	<b>Side Yard Setback</b>	<b>Step Back From Single-Family</b>	
<b>CC1 - Colonnade</b>	Per underlying zoning	Per underlying zoning	Per underlying zoning	Per underlying zoning and presumptive design guideline B.2.2	
<b>CC2 - Town and Country</b>	Per underlying zoning	Per underlying zoning	Per underlying zoning	Per underlying zoning and presumptive design guideline B.2.2	
<b>CC3a - Hines</b>	Per underlying zoning	Per underlying zoning	Per underlying zoning	Per underlying zoning and presumptive design guideline B.2.2	
<b>CC3b - Biltmore Fashion Park</b>	Per underlying zoning	Per underlying zoning	Per underlying zoning	Per underlying zoning and presumptive design guideline B.2.2	
<b>CC3 - Other Sites</b>	Per underlying zoning	Per underlying zoning	Per underlying zoning	Per underlying zoning and presumptive design guideline B.2.2	
<b>CC2a - Bayrock</b>	Per underlying zoning	Per underlying zoning	Per underlying zoning	Per underlying zoning and presumptive design guideline B.2.2, except for development in excess of 56' building height	
				<u>Building Height</u> 15' 32'6" 43'3" 54' 64'9" 75'3"	<u>Step Back Distance from Single-Family</u> 25' 50' 100' 150' 200' 250'
<b>CG2b - Gray Development</b>	Per underlying zoning	Per underlying zoning	Per underlying zoning	<u>Building Height</u> 15' 30' 42' 56' 70'	<u>Step Back Distance from Single-Family</u> 25' 50' 100' 150' 192'
				Step Back ratio 1:1 from property line adjoining residential other than single family	
<b>CG1 and CG2</b>	Per underlying zoning	Per underlying zoning	Per underlying zoning	Per underlying zoning and presumptive design guideline B.2.3	

	Open Space			Parking Spaces Required
	Total (3)	Total Public (4) & Semi-Public	Semi-Private	
<b>CC1 - Colonnade</b>	<u>Commercial Use:</u> 10% of Gross Site Area <u>Residential Use:</u> 15% of Gross Site Area <u>Mixed Use (5):</u> 15% of Gross Site Area	<u>Commercial Use:</u> Minimum 5% of Gross Site Area <u>Residential Use:</u> Minimum 5% of Gross Site Area <u>Mixed Use (5):</u> Minimum 5% of Gross Site Area	<u>Commercial Use:</u> Balance provided through combination of other open space categories <u>Residential Use:</u> Contributes to total Minimum 5% of Gross Site Area <u>Mixed Use (5):</u> Contributes to total Minimum 40 Square Feet per dwelling unit	Commercial Use: Per Section 702 Residential Use: 1.0 per efficiency 1.5 per 1,2 or 3 bedroom unit
<b>CC2 - Town and Country</b>	Same as CC1 Colonnade	Same as CC1 Colonnade	Same as CC1 Colonnade	Same as CC1 Colonnade
<b>CC3a - Hines</b>	Same as CC1 Colonnade	Same as CC1 Colonnade	Same as CC1 Colonnade	Same as CC1 Colonnade
<b>CC3b - Biltmore Fashion Park</b>	Same as CC1 Colonnade	Same as CC1 Colonnade	Same as CC1 Colonnade	Same as CC1 Colonnade
<b>CC3 - Other Sites</b>	Same as CC1 Colonnade	Same as CC1 Colonnade	Same as CC1 Colonnade	Same as CC1 Colonnade
<b>CC2a - Bayrock</b>	Same as CC1 Colonnade	Same as CC1 Colonnade	Same as CC1 Colonnade	Same as CC1 Colonnade
<b>CG2b - Gray Development</b>	Same as CC1 Colonnade	Same as CC1 Colonnade	Same as CC1 Colonnade	Per Section 702
<b>CG1 and CG2</b>	Per Ordinance	Per Ordinance	Per Ordinance	Per Section 702

- (1) Bonus building height up to 140 feet for commercial, office, retail residential and hotel use, or any combination thereof shall be setback 250 feet from Camelback Road and 250 feet from Highland Avenue and shall be located on the pedestrian spine or within 100 feet of the pedestrian spine and facing an outdoor room.
- (2) Bonus building height up to 165 feet for residential and hotel uses only except that the first 56 feet of height may be used for commercial, office or retail activity. The same 250-foot setback from Camelback Road and Highland Avenue shall apply for any portion of the building 140 feet or higher and the building shall be located on the pedestrian spine or within 100 feet of the pedestrian spine and facing an outdoor room.
- (3) Total open space required. To be calculated as a percentage of gross site area defined on a Final Site Plan. Compliance with open space requirements is demonstrated on a Final Site Plan as a whole and not necessarily on a parcel by parcel basis.
- (4) Public Open Space (defined with a dedicated Pedestrian Access Easement) required only when a development proposal seeks Site Plan Approval immediately adjoining the defined pedestrian/spine alignment
- (5) Any combination of commercial uses with hotel and/or residential use(s).

Exhibit A  
**Biltmore Fashion Park Building Heights**



### 5.2.5 Pedestrian Spine

All development along the Pedestrian Spine shall provide a pedestrian pathway easement a minimum of 20 feet wide, of which twelve (12) feet of the width shall always be kept completely free of any and all impediments to pedestrian travel including poles, bollards, signs benches, tables, chairs, easels, stalls, space heaters, etc, while the remaining eight (8) feet may be used for such pedestrian friendly uses such as restaurant seating, vendors' stalls, artists' displays, etc.

### 5.2.6 Rubber Wheel Trolley

Rubber wheeled trolleys or other means of public conveyance shall not travel upon the surface of the pedestrian spine, although they may travel over or under it, or parallel to it.

### 5.2.7 Defined Terms

This section is intended to supplement and supersede standards of general applicability provided by Phoenix Zoning Ordinance Chapter 2 (Definitions). Each of these Ordinance provisions is modified as provided below:

Open Space, Private: Outdoor space defined on an approved Final Site Plan which is not accessible to the general public and is typically accessible only through a private residence. Private open space is typically affiliated with residential uses only and could include exterior space defined by a patio or balcony. This type of space contributes to social activity while providing "eyes on the street" along the pedestrian spine and outdoor rooms.

Open Space, Public: Outdoor space defined by legal description and presented as an easement granted to the City of Phoenix as necessary to maintain pedestrian access for the general public. Public open space is affiliated with the development and function of the Camelback East Primary Core Pedestrian Spine as defined by Map 8 (Pedestrian Facilities Plan).

Open Space, Semi-Public: Outdoor space defined on an approved Final Site Plan which is typically accessible to the general public but is not defined by an easement of dedication to the public. This space is managed and controlled by a property management company or property owners association with the control of use and access being managed by the

board of directors of the management company or property owners association. An example of this type of space is provided by the common walkways / outdoor rooms affiliated with the Biltmore Fashion Park. This type of space will accommodate outdoor rooms as well as pedestrian pathways linking various types of open spaces to the pedestrian spine and parking facilities on development sites and adjoining sites.

Open Space, Semi-Private: Outdoor space defined on an approved Final Site Plan which is typically not accessible to the general public and is typically accessible only through private indoor space. In the case of non-residential use, this space is typically managed and controlled by restaurant or retail management with complete control of use and access being managed by the management company. In the case of residential use, this space is typically managed and controlled by a property owners association with complete control of use and access being managed by the management company. In both cases, the space is defined by some form of barrier which controls general public access which typically includes some form of low solid partition or fence. An example of this type of space is provided by the outdoor dining within the Camelback Esplanade and the roof pool area affiliated with the Esplanade Place Condominiums. This type of space is encouraged along the pedestrian spine, adjacent to outdoor rooms and adjacent to public streets to promote social interaction in these outdoor spaces.

Outdoor Room: Outdoor space defined by the placement of buildings which typically frame and define the space by providing a defined edge for 80% or more of the perimeter of the intended outdoor room. This form of semi-public outdoor open space is typically located along the pedestrian spine at intervals of one outdoor room located every 600-800 feet of pedestrian spine length and should range in size between 6,000 and 20,000 square feet while maintaining a maximum width to depth ratio of 3:1. Desirable locations for outdoor rooms are defined on Map 8 (Pedestrian Facilities Plan).

Pedestrian Access Easement (PAE): An easement dedicated to the public to ensure that pedestrian public access is maintained to the Pedestrian Spine. The responsibility for maintenance of the improvements and facilities within the PAE are the responsibility of the property owner.

Pedestrian Spine: A pedestrian walkway, which alignment is shown on Map 8 and envisioned as the primary pedestrian connection linking Core Center subareas. The pedestrian spine is intended to transverse a mid-block location between Camelback Road and Highland Avenue for the area west of 23<sup>rd</sup> Street alignment, and a mid-block location between Camelback Road and Esplanade Lane alignment extended east of the 23<sup>rd</sup> Street alignment and providing connectivity between the Esplanade and Biltmore Fashion Park (via grade separated crossing) east of 24<sup>th</sup> Street. North of Camelback Road the pedestrian spine traverses a mid-block location between 24<sup>th</sup> Street and 26<sup>th</sup> Street. Terminus points of the pedestrian spine should be improved with architecturally prominent building(s) or other significant focal points. Public access to the pedestrian spine should be protected through the provision and recordation of a pedestrian access easement (PAE) dedicated to the public (City of Phoenix) which is defined with a minimum width of twenty (20) feet.

## 5.3 Development Incentives Program

### 5.3.1 The Purpose of the Incentives/Bonus Program

The height and intensity of projects built within the Core are a primary determinant of its form, function and character. Height and intensity, particularly for office and more recently residential buildings, has been the commodity which property owners and developers seek to acquire in the Camelback Core. For residential development, height is an incentive that attracts a narrow but growing housing market that supports and is complementary to the desired form, function and character of the Camelback East Primary Core area. Properly regulated, located and considered, height and intensity can be desirable in furthering the goals of the Core.

The design guidelines (Section 5.4.4) recognize the need to appreciate the unique character of this village center and to encourage urban design elements and motifs. This is accomplished through regulation of development proposals and through the provision of public amenities designed to unify the village center functionally and visually. Many of the goals of the design guidelines can be accomplished through required or presumed elements of design, as outlined in the design guidelines section.

Some of the goals of the plan are more costly to achieve, however. The construction of pedestrian improvements and enticements along the pedestrian spine and street sidewalks, the creation of truly significant open space or ensuring land uses other than office, for example, may require either expensive public subsidy, coordinated direct public and private

expenditures, or the recognition of appropriate private trade-offs. The plan proposes the use of bonuses and incentives to achieve some of these goals. This aspect of the plan continues a practice that had previously occurred in ad hoc zoning decisions within the Core area.

### 5.3.2 Applicability of the Incentive/Bonus Program

The city of Phoenix often applies incentives as part of its zoning decisions. Such incentives allow additional development intensity for projects that include extraordinary design or amenities. While the design guidelines may impact a project as a result of the site plan approval process, the incentive/bonus development decisions should not be made outside of the public hearing/zoning process.

An incentive analysis is needed to exceed the base levels of development. This includes any new zoning request for such levels of development or any modification of an existing zoning approval which seeks to exceed levels previously approved. The request should present an argument for the bonuses being sought and an analysis of the amenities being offered. City staff shall then review the proposal for consistency with the system as outlined in the Specific Plan and makes a recommendation to the Village Planning Committee, the Planning Commission and the City Council.

### 5.3.3 Operation of the Incentive/Bonus Program

#### 1. The Amenity Analysis: Desirability and Impact.

The bonus/incentive system does not provide a rigid mathematical formula for determining the height or intensity of a development based upon adding up “points” or deriving a “score” for a project. Rather, the intent is to provide a framework to determine an acceptable level of development given a package of amenities. The consideration of this analysis revolves around two questions.

#### A. How desirable is the proposed amenity?

Appropriate amenity items are listed and rated within Section 5.3.5, the Incentives/Bonus Matrix, and should be addressed and incorporated into a project seeking to reach incentive development levels. Importance ratings are assigned: H (Highly desirable); M (Medium level of desirability); or L (Lower level of desirability). Designation of an incentive with “L” does not mean that the incentive is undesirable or unimportant; such a rating means only that the incentive has a relatively lower priority than other items.

#### B. What is the quality and cost impact of the proposed amenity?

Not all open space is created equal. The level of improvements made to the open space, its design quality and its usefulness to the public should all be a part of the analysis. An acre of open space built on a 10 acre site in the CC3 area obviously has a much greater cost impact on that site than the same acre provided on a 40 acre site in the CC1 area. It is also important to note that all items assigned an “H” are not equal. Dedication and construction of a transit center is a multimillion dollar commitment that would represent a truly extraordinary private sector contribution to the City. Street trees are also a highly desirable amenity, but are a relatively minor contribution.

The relative quality and cost impact of each incentive can vary greatly depending upon the site and project. Table F quantifies the relative significance of possible amenities. The relative quality and cost should be determined at the time an application is being considered as well as the necessity of the amenity at any given time. Once certain amenities have been provided, the need for that amenity may have been exhausted. The amount of credit given for any particular amenity proposed will be determined by weighing both the significance of the amenity and its impact on the development. This determination is initially made by the staff recommendation which is then reviewed through the zoning process.

Table F, the Incentive/Bonus Matrix, is not intended to be an all inclusive list of possible amenities. Others which are of equal or greater importance and which further complement the goals of

the Specific Plan might be proposed, although the categories and types of amenities listed should be used as guidance in offering any alternatives. The table is also not intended to imply that all amenities worth consideration must be new construction. Many existing projects in the Core already incorporate significant amenities which deserve recognition. This table should provide strong guidance to staff and the decision making process so as to minimize ad hoc or unexpected proposals. Most importantly, the table, as a part of the Specific Plan, should communicate to owners, developers and designers what is expected in this Core.

Within Table F, comments on many of the amenities are intended to illustrate the meaning of various terms and the way in which an amenity should be handled. The comments may also reflect that a given amenity is more important to a particular area within the Core. Many of the amenities also cross reference the Camelback East Primary Core Design Guidelines (Section 5.4.4). The design guidelines provide ways that may lead to bonus increases in development rights. In order to qualify for bonus consideration, the design guidelines must be observed.

### 5.3.4 Development Limits

The bonus/incentive system of the plan operates explicitly with regard to building height limits, which are a regulatory component of the plan. Floor area ratio (FAR) limits in the plan are guidelines, rather than regulations, but are also a legitimate part of the bonus/incentive consideration.

Base levels - These are the permitted levels of development which can be obtained under this plan by meeting the base requirements. The base requirements are set forth in the design guidelines (Section 5.4.4).

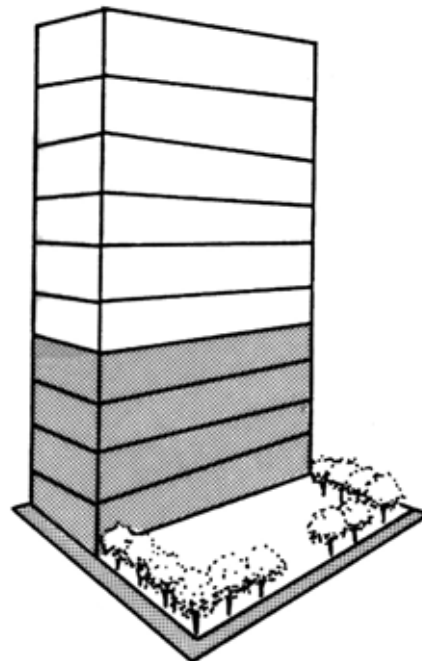
Bonus levels - These are the levels of development which may be achieved by providing amenities. These levels are to be approved only through a public review process associated with requests for previously unapproved building heights or rezoning which seek to exceed the base level. The maximum incentive level building heights represent the regulatory height limits of this plan which may not be exceeded without a plan amendment (building height regulation, Section 5.2, Table D).

#### Bonus Levels

CC3:	10-11 Stories/FAR 1.38
CC3a:	165 feet
CC3b:	165 feet
CC2:	8 Stories/FAR 1.0
CC1:	6 Stories/FAR .75*
CG2a	75 feet, 3 inches
CG2b	70 feet
CG2	56 feet
CG1	56 feet

#### Base Maximum

CC3:	8 Stories/FAR 1.0
CC3a:	8 Stories
CC3b:	8 Stories
CC2:	4 Stories/FAR .75
CC1:	4 Stories/FAR .50*
CG2a:	30 feet
CG2b:	30 feet
CG2:	30 feet
CG1:	30 feet



\* Height and intensity may be increased on the CC1 site adjacent to the Piestewa Peak Freeway if the urban mall alternative is selected and certain development conditions are met (see Section 4.2.3, Development Limits, for specifics).

Note: Building heights within the CC1 Subarea may exceed the 84 foot height limitation based on the development of an urban mall as outlined within Section 4.2.3 of the Specific Plan.

### 5.3.5 Development/Bonus Matrix

**TABLE F**  
**Amenity Ratings and Explanation**  
 Office Desirability Followed by Residential  
 (Office/Residential)

Desired “Amenity”	Desirability Rating in CC areas	Notes
<b><u>Mix of Land Uses</u></b>		
Preserve or build Retail Neighborhood/Community	H/M	Community based retail is a substantial asset and should be encouraged, especially in the CC1 and CC2 areas. It is less significant in CC3.
Regional	M/L	Regional retail is an asset anywhere in the Core.
Entertainment	M/L	Entertainment uses add diversity and life to the Core area. Might merit “H” consideration in CC3.
Restaurants	M/M	Restaurants are especially desirable in extending the hours of nighttime activity in the CC3 area. Might merit “H” treatment in CC3.
Hotel	H/M	Hotels bring activity into the Core. Hotels with full service restaurants and meeting facilities are especially to be encouraged.
High density housing	H/na	The provision of Core housing is one of the most significant potential contributions, and may require the maximum possible bonus to subsidize its inclusion in a project.
<b><u>Community Facilities</u></b>		
Provide community commons	H/L	The “commons” concept is described in the text of this plan. It represents a very costly amenity that is extremely desirable and should therefore be accorded great weight if offered as part of a project. A commitment to dedicate an area for the commons is highly desirable but a less costly proposal and would therefore be accorded less of a bonus. See Design Guideline B.3.1.
Daycare/Preschool	H/H	In order to be counted toward a bonus, it is important that a significant number of spaces be available to the general public. Any analysis must also take into account previously “bonused” daycare/pre-school uses in light of continuing needs.
Museums, Art Galleries Library or other Cultural Amenities	H/L	These are highly desirable amenities. They should adhere to Design Guideline B.3.1.
Provide public meeting rooms	H/H	This is much less extreme commitment than the “commons” concept, but should still adhere to Design Guideline B.3.1.



Desired "Amenity"	Desirability Rating in CC areas	Notes
Public open space	H/H	A major commitment to public open space could be either a park or a significant public plaza with a high level of improvement and the ability to accommodate a high level of activity. It should be in the 1-3 acre range. If a city park, it should be dedicated with improvements.
<b>Individual Project Design</b>		
Public Art	M/H	Incentive bonus is given for incorporating public art in accord with City's private % for art guidelines. Incentive bonus may also be given for construction, installation and dedication of works of public art located within or adjacent to pedestrian walkways, the pedestrian spine or street-side pedestrian walks. See Design Guideline A.3.4.3.
Extraordinary design quality	M/H	While design quality is highly desirable, it is less significant than items of direct public benefit. Any evaluation of design quality should be based directly on the Design Guidelines in section A.3.4.
Active uses at ground level along public pedestrian walkways	H/H	See Design Guideline A.4.2. Active uses can include retail, restaurant, cultural or public uses. May warrant "H" in CC3. Emphasis should be given to high traffic pedestrian areas like the pedestrian spine, where activities may spill out into the pedestrian areas.
Green building design and technology	H/H	Green buildings are environmentally friendly and should be encouraged with the enhanced building design.
Exceptional mitigation of impact on adjacent property	M/H	See Design Guidelines B.1.4.
Under grounding of utility lines	H/H	Placement underground of larger, community serving utility lines, whether adjacent or not adjacent to project site. This is considered only for those facilities not required to be placed underground through normal development review processes.
<b>Parking</b>		
Exceptional mitigation of structured parking design	H/H	Structured above grade parking should be designed to buffer the negative visual quality of such a structure. This is to be considered for incentive/bonus treatment only if it is significantly above base requirements. See guideline A.6.1.1 and A.6.1.2.

Desired “Amenity”	Desirability Rating in CC areas	Notes
Below grade parking	H/H	Below grade parking is the preferable solution for office uses in all areas of the Core. It is especially critical in the intense urban environment of CC3 and should be very strongly encouraged with a proportionately greater bonus in that area of the Core.
Parking Patio	H/L	“A parking patio” is a surface parking lot screened with landscaping and heavily planted along street-side margins as well as within and among car park spaces. In CC3 it should be regarded as an acceptable substitute for below grade parking only for non-office uses. This is to be considered for incentive/ bonus treatment only if it is significantly above requirements. See Design Guideline A.6.1.1.
<b><u>Streetscape/Pedestrian</u></b>		
Provide for midblock pedestrian spine	H/H	Spine is intended to run E/W ½ block south of Camelback. See Design Guideline A.5.1.
Midblock pedestrian street crossing adjacent to project	H/H	Locations specified in Design Guideline A.10.1. Incentive is given for constructing mid block crossing in public R.O.W. Crossing should be signalized or otherwise protected, but should not be above grade, except consideration of an overhead crossing of 24 <sup>th</sup> Street between Camelback Road and Esplanade Lane.
Pedestrian improvements not adjacent to project	H/H	Construct or contribute to completion of pedestrian linkage improvements.
Core gateways on project site	L/H	Design Guideline A.3.4.1 gives locations and standards. Gateways may only be built in those locations, and therefore are not available as a bonus elsewhere.
Creation of extraordinarily enhanced pedestrian areas within project	H/H	Consideration of open space as bonusable amenity is dependent upon its quality, usability and visibility to the public at large rather than to tenants of an individual project. In order to qualify, open space must meet Design Guidelines B.1.2. Availability of open space for public uses implies meaningful useable space, not merely increased setbacks.
Extend “Biltmore” streetscape urban design details into project open spaces	L/H	Motif can be carried out in an increased, “on project” use of the street furniture, lighting and landscape design elements used for the public ROW areas under Design Guidelines A.10.11.
Streetscape adjacent to project built above city standard	H/H	This may be required in areas of the Core. If it is not required, it should be regarded as a highly desirable amenity. Incentive bonus should be considered for construction of pedestrian improvements, particularly boulevard trees planted along the pedestrian spine or street sidewalks.

Desired “Amenity”	Desirability Rating in CC areas	Notes
<b>Transportation</b>		
Transit center construction	H/L	The transit center is not to be a park & ride function, but rather a major development. It is best located where it will obtain maximum usage and is one of the most significant amenities which could be provided. Obtaining a site or a site and construction should receive very significant bonus consideration. See Design guideline B.3.1 on community facility design.
TMO	L/L	Join a traffic management district or organization designed to install management solutions to mitigate traffic impact in the Core.
Transit stop upgrades	L/H	See Design Guideline A.6.3.3 on design.
Participation in trolley system	H/H	Financial or management and ownership participation in an intra-core trolley system.
H = High; M = Medium; L = Lower		

## 5.4 Camelback East Core Design Guidelines

### 5.4.1 The Purpose of the Design Guidelines

The City of Phoenix has established city wide design guidelines to use in the evaluation of development projects. However, the Camelback East Primary Core warrants specific urban design guidance to insure that its unique identity is respected and enhanced by future projects. This unique identity is exemplified by:

- a. the scale, motifs, and landscaping of the Arizona Biltmore Hotel;
- b. the outdoor ambience of distinctive, retail and office centers; and
- c. it being a walk-able place for people.



The Camelback Core design guidelines:

1. focus primarily on open spaces accessible to the public and pedestrian linkages;
2. encourage architectural excellence and design creativity to implement the pedestrian focus in the Core; and
3. minimize visual clutter, and preserve view corridors to Camelback Mountain and Piestewa Peak.

## 5.4.2 Applicability of the Design Guidelines

Within the Core Center and Core Gradient all development is subject to the Development Services Department, Design Review Process, as per Section 507 of the City of Phoenix Zoning Ordinance, shall be subject to the Camelback East Core Design Guidelines set forth in Section 5.4.4. This requirement applies to existing developments which do not have an approved site plan and may be modified based on the conditions below:

1. For all projects for which preliminary or final Development Services Department Development Review approval has been obtained prior to the effective date of the Specific Plan, or which conform to a site plan that has been stipulated as part of a zoning approval prior to the effective date of this Specific Plan, as amended, the Specific Plan design guidelines **shall not apply**.
2. For all projects for which preliminary or final Development Review approval has not been obtained, and which do not conform to a site plan that has been stipulated as part of a zoning approval prior to the effective date of this Specific Plan, as amended, all Specific Plan design guidelines **shall apply**.
3. For all requests for minor amendment to preliminary or final Development Review approvals or which conform to a site plan stipulated as part of a zoning approval prior to the effective date of this Specific Plan, as amended, Specific Plan design guidelines **shall not apply**.
4. For all requests for major site plan amendment approval by the Development Services Department, which amendment would have the effect of increasing the approved building heights or approved project floor area ratio, and where construction of one or more phases of development has not been commenced, all Specific Plan design guidelines shall apply as related to the requested amendment.
5. For all requests for major site plan amendment where site plan approval has been obtained or construction of one or more phases of development has been commenced prior to the effective date of the Specific Plan, Specific Plan design guidelines shall not apply, with the exception of the following selected guidelines, which will be applied by the Development Services Department to the extent that such guideline(s) are: a) directly related to the impact of the requested amendment, or b) such guidelines address improvement of areas within or immediately adjacent to the portion of the site directly affected by the amendment request. The selected guidelines are Sections A.3.1.1, A..3.1.2, A.6.3.2, A.6.4.1, A.10.1.D.1, A.10.3, A.10.6, A.10.10, and A.10.11.

## 5.4.3 Use and Organization of the Design Guidelines

The guidelines will be applied during the normal process of applications for zoning changes and Development Services Department development review. At the Pre-Application Meeting to discuss a zoning case, the design guidelines and incentive program will be discussed with the developer/applicant.

At the Development Services Department's development review Pre-Application Meeting the guidelines will be highlighted and the applicant informed about the unique development review process for projects within the Core Center and Core Gradient areas of this Specific Plan.

The Camelback East Village Planning Committee may appoint an Application Review Committee (ARC) comprised of a registered architect, a registered landscape architect, a representative with commercial interests in the Camelback East Village Core, a representative of residential neighborhood interests who resides in the area of the Camelback East Village Core, and a member of the Camelback East Village Planning Committee. All Application Review Committee members shall serve at the pleasure of the Camelback East Village Planning Committee.





The ARC will be notified of the Development Services Department's preliminary approval meetings by the Planning Department's Camelback East Village Planner. The preliminary approval meeting will be scheduled no less than 30 days nor more than 45 calendar days from preliminary filing.

Prior to or concurrent with preliminary site plan submittal to the Development Services Department, the applicant shall submit five sets of the site plan, elevations, landscape plan and associated documents, including an itemized response by the applicant as to how the development plan addresses each of the presumptions and requirements of this Specific Plan, to the Planning Departments' Camelback East village planner. The village planner shall forward these to each member of the ARC.

ARC may provide written comments to the Development Services Department or present their comments at the preliminary review meeting.

## 5.4.4 The Design Guidelines

### DESIGN GUIDELINE NOTES:

-  Sketches accompanying the design guidelines illustrate the intent of the guidelines and should be considered part of the guideline statements.
-  Letters following each guideline indicate whether it is a requirement (R), a presumption (P), or a consideration (C).
-  Unless otherwise noted, subsections of each guideline (A, B, C, etc.) shall have the same category (requirement, presumption, consideration) as the primary guideline.
-  The Camelback East Primary Core Design Guidelines are in addition to the City-Wide Design Review Guidelines found in Section 507 Tab A of the Zoning Ordinance. If conflicts exist between a city-wide and a Camelback East Primary Core design standard, the Core design standard shall prevail.

## Design Guidelines

### A. Site Design/Development

#### A.1 Desert preservation

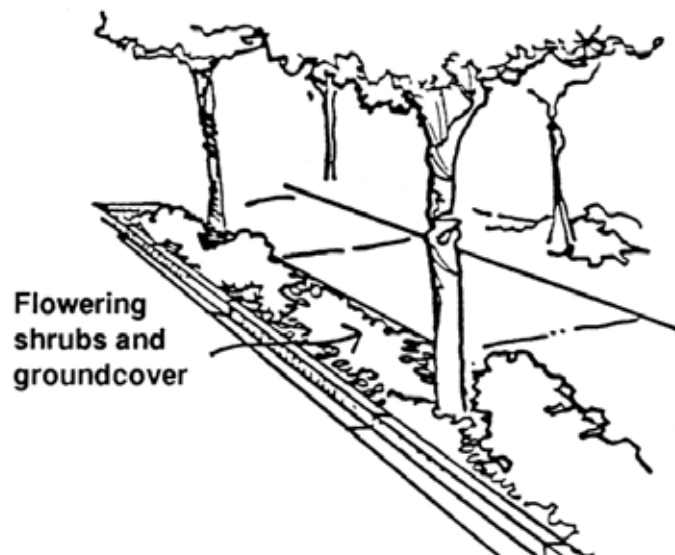
#### A.2 Grading / Drainage

#### A.3 Landscape Architecture

##### 3.1 Plant Materials

3.1.1 Materials listed on the Phoenix low-water use plant list should be used within the right-of-way. However, the selected plant material should contribute to the Biltmore landscape design theme. **(P)**

*Rational:* Planting of low water use plants which are consistent with design theme should be encouraged in our desert climate.



3.1.2 On private property, the existing “Old Phoenix” or “Arizona Biltmore” landscape theme should be continued and strengthened in the Core Center and Core Gradient through use of plant materials such as:

<u>TREES SHRUBS</u>	<u>ACCENTS</u>	
jacaranda	oleanders	roses
palms	privet	annuals
olive trees	boxwood	jasmine
eucalyptus	pyracantha	specimen cacti
pepper trees	catclaw	
juniper	bougainvillea	
mesquite		
palo verde	<u>GROUNDCOVERS</u>	
	turf	

These and other “historic” plant materials should be used in combination with native plants and other low-water use landscape materials. This landscape theme features cacti and other native plants as exotics, setting them in a framework of plant materials historically used in the Core area. **(P)**

*Rationale:* A consistent landscape design theme will give the Core identity.

3.2 Maintenance

3.3 Hardscape

3.4 Art/Water Elements

3.4.1 An overall theme should be established for the gateways with public input, by an artist or artist collaboration selected through the Phoenix Arts Commission’s public art guidelines and process. An artist or artists should be involved in the design and construction of all Core Gateways.

- A. Core Gateways should be established within the public right-of-way at:
  1. 26th Street and Camelback Road;
  2. 24th Street, south of Colter Avenue;
  3. 24th Street at Highland Street;
  4. Piestewa Peak Parkway and Camelback Road (for Camelback Road traffic)
  5. Piestewa Peak Parkway and Highland **(C)**
- B. Developers and other private sector interests should be encouraged to contribute to the development of the Gateways. **(C)**
- C. Highest priority and symbolic importance should be given to the Camelback Road Gateways. **(C)**
- D. Gateways should indicate the boundaries of special Core landscaping and streetscape treatment. **(C)**

*Rationale:* Distinctive gateways will signal to motorists, bicyclists and pedestrians that they are entering the Core.

3.4.2 Locate fountains and/or other water features at those points along the pedestrian spine where the highest concentrations of pedestrians are anticipated engage in activities other than walking through the area. **(P)**





*Rationale:* Fountains and other forms of water features enhance the pedestrian environment with the splash, sprinkle and reflections of moving water while masking the sounds of vehicle traffic from the surrounding streets and driveways. In warm weather, water in motion and in still pools provides a pleasurable sense of coolness.

3.4.3 Developers should consider planning for and installing public art within their projects or the adjoining right-of-way and provide opportunities for artist/designer collaborations in accordance with the City's "Private Percent for Art Guidelines." (C)

*Rationale:* Public art enhances both individual projects and the surrounding area.

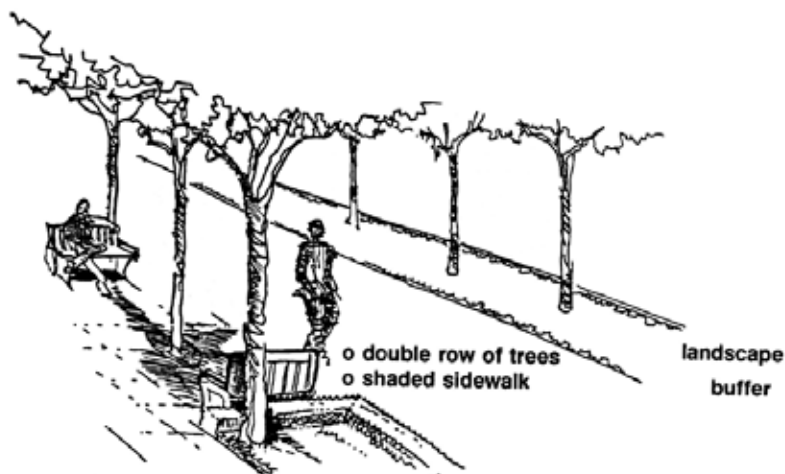
## A.4 Open Space/Amenities

4.1 Shade and street furnishings should be provided for the comfort and convenience of pedestrians especially within and/or adjoining the pedestrian spine, (see Map 8 of Specific Plan). Furnishings should include pedestrian lighting fixtures and one or more of the following:









-  drinking fountains
-  benches
-  trash receptacles
-  information kiosks

(P)

*Rationale:* Pedestrian amenities encourage the use of public outdoor spaces especially along the pedestrian spine.



4.2 The Location of active uses at ground level in high-traffic pedestrian areas with particular emphasis along the pedestrian spine should be encouraged, including one or more of the following uses:

-  retail
-  restaurants (food and beverage)
-  service (includes public, community uses)
-  entertainment
-  outdoor room with eating options
-  public art with kinetic movement or descriptive interpretation narrative
-  office space with visual interactive glazing
-  display windows or shadow boxes

(P)

*Rationale:* Activity at ground level encourages further pedestrian involvement.



- 4.3 Uses and activities that “spill out” into pedestrian areas, especially those adjoining the pedestrian spine (sidewalk cafes, etc.) should be encouraged.
- A. Open space provided in front of a building should be an extension of the public streetscape and act as a transition to the building. **(P)**

*Rationale:* Activities that “spill out” into adjoining pedestrian areas help activate the street.

- 4.4 Along the defined pedestrian spine, active, pedestrian outdoor public spaces (a plaza, courtyard, garden, “outdoor room,” or a promenade) should be provided within private developments and connected with pedestrian walkways. **(P)**

*Rationale:* Public spaces, especially adjoining the pedestrian spine, provides opportunities for pedestrian oriented activity.

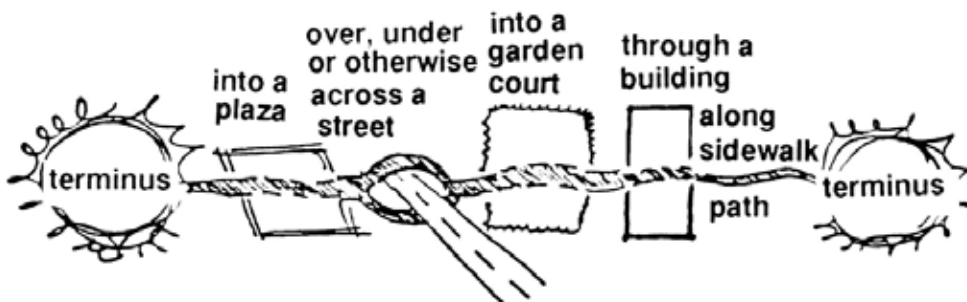
## **A.5 Trails / Paths / Walkways**

- 5.1 Continuous sidewalks or other pedestrian walkways linking private developments with side walks along public streets should be provided. **(P)**

*Rationale:* Pedestrian activity is discouraged when there are breaks in the sidewalk along a street.

- 5.2 A continuous walkway system shall be as shown on Map 8, pedestrian facilities plan. The pedestrian spine should always be continuous and provide connectivity between pedestrian destinations, even if the alignment is modified. **(P)**

*Rationale:* The mid-block pedestrian spine should be a series of linked events and activities, combining indoor and outdoor spaces. Developers should be encouraged to plan for this system as an integral part of site planning and architectural design so as to encourage pedestrian use.



**The "mid-block spine" can combine indoor and outdoor pedestrian spaces**

- 5.3 Safe and convenient means of pedestrian access should be created between neighborhoods and the Core.
- A. Access via other than public streets should be provided if requested by the affected home owners association, with consent of adjacent properties and if security measures for the neighborhood are addressed. **(P)**
- B. Access via public streets should be provided in the form of a continuous side walk connecting all residential areas within or adjacent to the Core Center or Gradient to Camelback Road. **(P)**

*Rationale:* Citizens should be encouraged to walk to the Core from their neighborhoods.



- 5.4 Vehicular access across the pedestrian spine should be minimized. Exceptions may be made for delivery access only, travel distance around project perimeters on private property, and for “main street” development that enhances the pedestrian environment. **(P)**

*Rationale:* Vehicular traffic should not interfere with pedestrian movement

- 5.5 Pedestrian spine identity items and way-finding aides shall be provided, including decorative hardscape, medallions, lighting standards and luminaries **(P)**

*Rationale:* Providing unique identity items for the pedestrian spine will enhance its sense of continuity and its attraction for pedestrians.

## **A.6 Parking/Circulation**

### **6.1 Surface Parking Design**

6.1.1 Parking must be conveniently located, but visually unobtrusive.

- A. Parking lots must be screened from street view with landscaping, berms, walls, grade changes or a combination of these elements. **(C)**
- B. For office and retail commercial projects, every parking space shall be no greater than 150 feet from a sidewalk leading to the building or from a building entrance, and unshaded segments of walkways shall not exceed 15 feet except at a driveway crossing. **(P)**
- C. For all new development a minimum of 15% of parking lot area must be landscaped with trees and shrubs. For all expansions to existing development, remodeling, or additions, a minimum of 10% of parking lot area must be landscaped. Minimum width of landscape area is five feet (seven with parking overhangs). **(P)**

*Rationale:* Location and screening can mitigate the negative visual appearance of parking lots.

6.1.2 Within the Core Center, all parking for office uses should meet the following standards.

- A. If such parking exceeds 50 spaces, 80 percent of the total number of parking spaces required for office use must be within above grade or below grade parking structures. **(P)**
- B. This requirement can be varied by 20 percent subject to approval of a use permit through the Zoning Administrator. **(P)**
- C. These guidelines apply to the review of a development plan for office uses within the Core Center. For development plans which include more than one phase of office construction, the development plan should demonstrate how this requirement will be complied with when office development exceeds 50 spaces. If an existing office development with 50 parking spaces or less proposes to expand and exceed 50 spaces, then the total existing and proposed spaces should comply with these guidelines. **(P)**

*Rationale:* Shared parking facilities should be encouraged and placed in structures to minimize land area for parking.

### **6.2 Parking Structure Design**

6.2.1 Parking must be conveniently located, but visually unobtrusive

- A. Parking structures must be either architecturally integrated with adjoining buildings or should be designed with architectural features similar to adjoining buildings for visual continuity. **(P)**
- B. Above grade parking structures should not be located within 150 feet of a major street, collector street or pedestrian spine unless the ground level of the structure is devoted to retail, service, food and beverage, entertainment uses, or has such uses between the parking structure and the pedestrian spine. **(P)**

- C. Openings in parking structures must be screened to eliminate visual impacts of headlights, cars and bright security lighting on adjacent residential properties and streets and major pedestrian areas. **(C)**
- D. Parking on the roof of a parking structure shall be screened on all sides and on the top with a structure to block visibility of cars. **(C)**

*Rationale:* Location and screening can mitigate the negative visual appearance of parking structures. Parking structures which are architecturally integrated into the near by building or located underground are most desirable. Retail and office use at the ground level of parking structures and well designed parking access encourage pedestrian activity.

### **6.3 Access/Circulation**

6.3.1 Interruptions to pedestrian circulation along streets (e.g., driveways, private streets, garage entrances) should be minimized.

- A. Driveways within or near bus stop zones should be eliminated to avoid vehicular/pedestrian conflicts and to avoid sight distance constraints around transit structures for vehicles exiting from developments. **(P)**
- B. Driveways along major streets shall be limited to one per property per street. For properties in excess of 660 feet of frontage along a street, driveways shall be allowed at a minimum separation of 330 feet. **(P)**

*Rationale:* Pedestrians should be able to walk along sidewalks with minimal danger from vehicular traffic.

6.3.2 Bicycle facilities (such as wide curb lanes, bicycle lanes or paths consistent with AASHTO standards) should be provided linking Core developments to adjoining neighborhoods and to the citywide bikeway system. **(C)**

*Rationale:* Citizens should be encouraged to bike to the Core from their neighborhoods.

6.3.3 The Core shuttle should be routed to help create activity along major pedestrian corridors and provide maximum utility for travel. **(C)**

*Rationale:* The shuttle should be easily accessible to pedestrians in the Core.

6.3.4 If the city adopts a plan for a Core shuttle system, the route should be parallel to but not more than 300 feet away from the pedestrian spine. Do not locate the Core shuttle route above the pedestrian spine. **(P)**

*Rationale:* Locating the shuttle route near the pedestrian spine will encourage both the use of the Core shuttle and the pedestrian spine. Locating the shuttle route on or above the pedestrian spine will detract from the pedestrian environment.

6.3.5 For walkways connecting the Core shuttle route to the pedestrian spine, provide continuous shade along the route and at Core shuttle stops. **(P)**

*Rationale:* A shaded walkway from the pedestrian spine linked to a shaded waiting area for the Core shuttle will encourage the use of both the Core shuttle and the pedestrian spine.

### **6.4 Bicycle Parking Design**

6.4.1 Secure bicycle parking areas must be provided, preferably in supervised enclosures or in bicycle lockers. The provision of bicycle parking may be phased per approval of the Traffic Management association. However, a minimum of 25% of the required bicycle parking shall be provided at the time of construction.

- A. Bicycle parking must be located within parking structures or other secure covered areas for employees and within convenient distance of primary commercial and community facility destinations. **(C)**
- B. Bicycle parking spaces must be provided at a ratio of one space per 10,000 square feet of retail uses and one space per 15,000 square feet of office or other non-residential uses. **(C)**
- C. Bicycle parking spaces must be either within lockers, a secure enclosure or other facility designed for use of high-security locks, for securing both wheels and frame and offering support (per Appendix J, Arizona Bicycle Facilities Planning and Design Guidelines, 1988). A minimum space of two feet by six feet per bicycle should be provided. **(C)**

*Rationale:* Use of bicycles should be encouraged by providing secure parking for bicycles.

**A.7 Walls/Fencing**

**A.8 Site Lighting**

Citywide lighting standards apply to all light sources in each phase of development. **(R)**

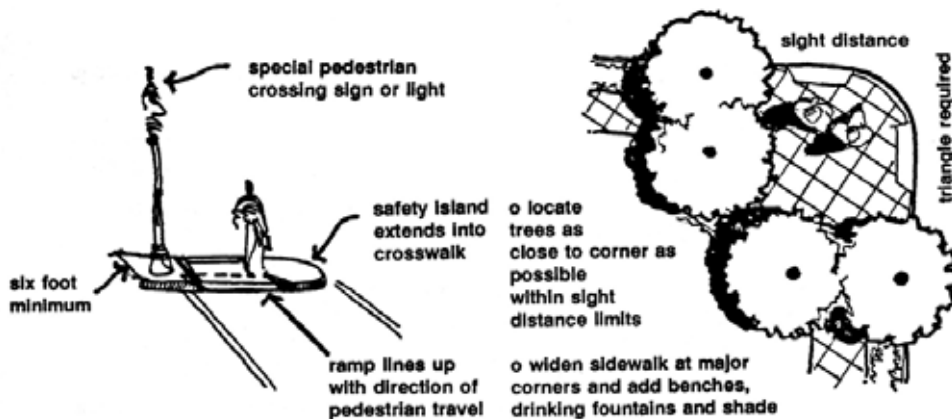
*Rationale:* Lighting should provide safety but not be offensive to off-site uses, Even during the interim of phased development.

**A.9 Hillside Development Guidelines**

**A.10 Improvements within the Public Right-of-Way**

- 10.1 Streets should be designed so that a pedestrian can cross easily, safely and comfortably.
  - A. Safe, convenient places for pedestrians waiting to cross streets should be provided, including medians for all Core arterials. **(P)**
  - B. Signalized or other protected mid-block pedestrian crossings should be provided on Camelback Road between 24<sup>th</sup> and 26<sup>th</sup> Streets, and on 20<sup>th</sup> Street, 22<sup>nd</sup> and 24<sup>th</sup> Streets between Camelback and Highland. **(P)**

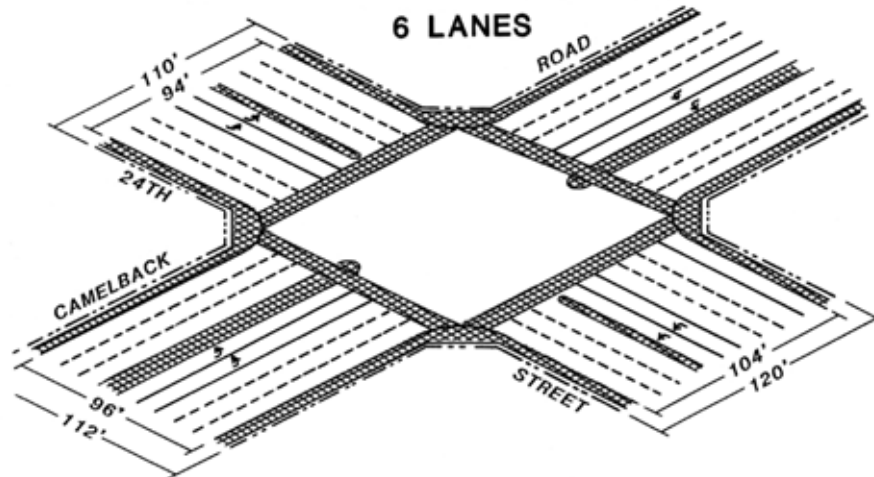
*Rationale:* Streets should be designed to allow pedestrians to cross easily, safely and comfortably.



- C. Camelback Road should be improved in accordance with the street section shown below. **(P)**

*Rationale:* The configuration will afford opportunities for pedestrian circulation within the village core.

Figure 11  
Six Through Lanes at Camelback Road Intersection










- 10.2 Design elements should be provided within the public right-of-way that contributes to creating a lively and interesting street environment. (This guideline refers to elements that go beyond the merely functional. They can include art, water features, AND gathering places for people, or entertainment.)
- A. Public art should be incorporated into the streetscape as a part of the City’s “Percent for the Arts” program. **(C)**
  - B. A diversity of overall streetscape elements should be provided within a consistent frame work. **(C)**

*Rationale:* Streetscape design elements can contribute to a lively and interesting street environment.

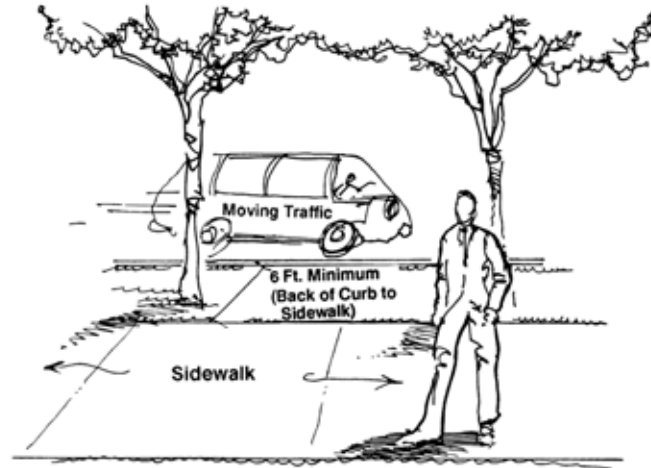


- 10.3 For development site frontage within the Core and adjoining Camelback Road, 24<sup>th</sup> Street, 22<sup>nd</sup> Street, 20<sup>th</sup> Street, 16<sup>th</sup> Street (east side), and Highland Avenue, ten-foot (10) wide sidewalks should be provided and separated from the roadway with a six-foot (minimum width) landscaped area to achieve the following benefits:

-  Increased aesthetic quality
-  Increased safety
-  Increased incentive to walk
-  Decreased noise
-  Decreased fumes
-  Decreased dirt
-  Decreased heat

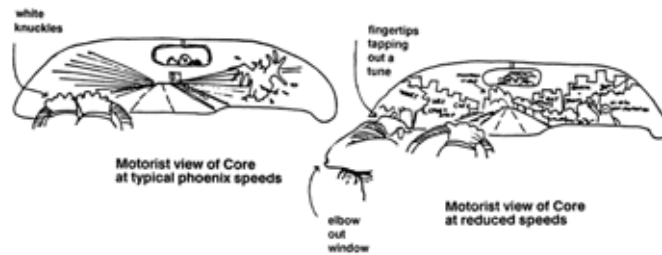
Separation of sidewalks from the roadway is required except at bus stops and pedestrian street crossings or where access to the curb is necessary, or on the north side of Camelback, between 24<sup>th</sup> and 26<sup>th</sup> streets, to maintain the established, mature olive tree theme. If a transit shelter is provided, the distance between curb and right-of-way line shall be increased by the width of the transit shelter if the shelter is placed between curb and sidewalk. (See also Design Guideline A.10.10) **(P)**

*Rationale:* Sidewalks separated from the roadway increase aesthetic quality, safety and incentive to walk.



- 10.4 Street improvements on Camelback Road from 28<sup>th</sup> Street to Piestewa Peak Parkway and on 24<sup>th</sup> Street from Highland to Colter should be designed and constructed to provide a condition for reducing vehicular speed. **(P)**

*Rationale:* Lower vehicular speed promotes pedestrian safety and comfort.



- 10.5 Transit waiting areas should be of a design, consistent with the Core's design theme. They should be designed to meet or exceed City standards for shelter, information, location and convenience. **(C)**

*Rationale:* Bus shelters designed to be compatible with the Core's design theme will enhance the village core.

- 10.6 Views from the roadway of Piestewa Peak and Camelback Mountain should be protected, looking east along Camelback Road and looking north along 24<sup>th</sup> Street, 22<sup>nd</sup> Street, and 20 Street in the following ways:

A. Median planting should not exceed three feet in height.

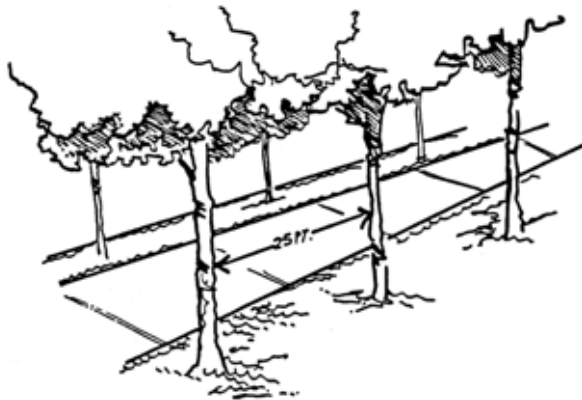







- B. Pedestrian overpasses should not be constructed spanning 24<sup>th</sup> Street or Camelback Road, except an open pedestrian bridge may be located on 24<sup>th</sup> Street between Camelback Road and Esplanade Lane. **(P)**
- C. The size and placement of traffic signals, light standards and other street signage should not interfere with views, consistent with safety requirements. **(P)**
- D. New utility lines should be located underground. **(P)**
- E. Gateways should not obstruct mountain views from major roadways. **(P)**

*Rationale:* The views of Camelback Mountain and Piestewa Peak are the most valuable assets of the Core and blocking these views must be minimized.

10.7 Views from the roadway of Piestewa Peak and Camelback Mountain should be framed with a formal, double row of trees, spaced approximately 25 feet on center. The double row of street trees shall be planted along 24<sup>th</sup> Street, Camelback Road, Highland Avenue, 20<sup>th</sup> Street and 22<sup>nd</sup> Street.

- A. The row of trees on the development side of the pedestrian path is the responsibility of the private developer. **(P)**
- B. The row of trees nearest the street should be provided as part of an improvement district, street project or by private development. (See also Design Guideline A.10.6) **(P)**

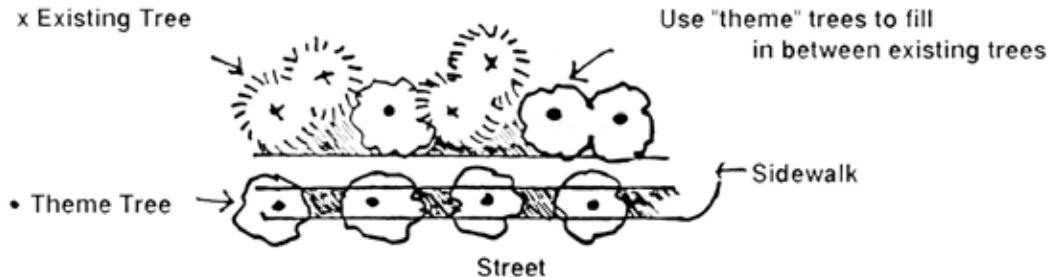


- C. One theme tree shall be adopted for each of the following streets as follows:
  -  Camelback Road - Native Mesquite, Medjool Date Palm and Swanhill Olive
  -  Highland Street - Native Mesquite, and Swanhill Olive
  -  24<sup>th</sup> Street - Palo Brea, Swanhill Olive (adjacent to Biltmore Fashion Park)
  -  20<sup>th</sup> Street - Palo Brea
  -  22<sup>nd</sup> Street - Palo Brea

The outer (street side) row of trees will be exclusively of the “theme” variety; and the inner row shall use the theme tree to supplement existing trees along the sidewalk. The intention is not to remove existing, mature trees to create the

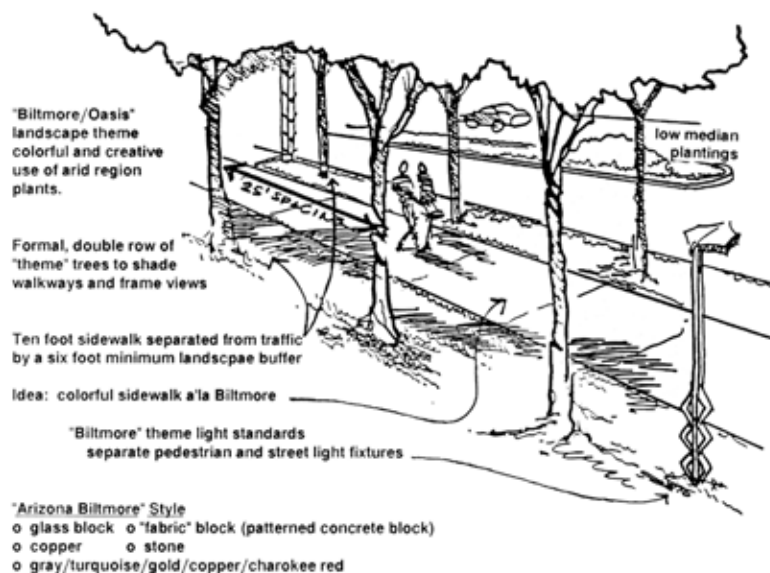
“inner row” if such trees are located in the way of the formal street trees but to use the “theme” trees to finish out the row and create a strong landscape transition. **(P)**

*Rationale:* Trees help to define an area’s character.



- D. A continuous streetscape theme should be established based on the “Arizona Biltmore Hotel” style utilizing street trees, street and pedestrian scaled light standards, street furniture, and street medians as primary elements. An artist or artists shall be included in the development of this theme and in the design and construction of appropriate streetscape elements. This streetscape treatment should be used on Camelback Road from 26<sup>th</sup> Street to the Piestewa Peak Parkway, on Highland Avenue from 24<sup>th</sup> Street to the Piestewa Peak Parkway, on 20<sup>th</sup> Street from Highland Avenue to the post office, on 22<sup>nd</sup> Street from Highland Avenue to Camelback Road and on 24<sup>th</sup> Street from Highland Avenue to the north boundary of Biltmore Fashion Park. **(P)**

*Rationale:* Use of a continuous streetscape theme will give the Core a distinctive identity.



## B. Building Design / Construction

### B.1 Placement/Orientation

- 1.1 A strong and relatively continuous building frontage adjacent to public streets and the pedestrian spine should be provided. A minimum 30% of the lot frontage should include buildings at the set back line of each lot\* along the defined pedestrian spine, with the exception of intersecting walk ways and outdoor rooms, the frontage should be continuous along at least one side of the defined pedestrian spine. On the Colonnade (CCI) site this is most important along 20<sup>th</sup> Street. **(P)**

\* "lot" means the project development lot for zoning.

- A. Parking fields should not exceed 250 feet in depth. If greater than 250 feet then 30 % of the frontage on a public street should have building abutting the street. **(P)**

*Rationale:* Buildings near the street or the pedestrian spine encourage pedestrian activity, whereas large parking lots between the street and the building discourage pedestrian activity.

- 1.2 Use streetscape elements (landscaping, art, special paving) to provide visual interest where buildings are not at the setback line to provide continuity. **(P)**

*Rationale:* Streetscape elements can provide continuity where building placement is not feasible.

- 1.3 Development proposals should analyze and illustrate on the shading plan the impacts of summer and winter sun and shade of pedestrian spaces (plazas, walkways, public sidewalks, etc.) and on adjoining neighborhoods.

- A. Projects should minimize negative microclimatological impacts on adjacent residences and pedestrian areas. **(C)**
- B. In the design of pedestrian-oriented plazas and courtyards, hard surfaces should be shaded from mid-may through mid-October. **(C)**

*Rationale:* Developments should consider their effect on nearby neighborhoods and pedestrian areas. Hardscape in open spaces contributes considerably to undesired heat gain during the late spring, summer and early fall and shading makes for a more comfortable walking environment.



- 1.3.1 To the maximum extent practical the pedestrian spine should provide substantial, evenly distributed areas that will be 1) in sunshine during the middle of the day from mid-October through the end of May, and 2) in shade from the end of March through Mid-October. The goal is to enhance the comfort of people using the pedestrian spine throughout the year and thereby encourage its use. With the exception of vehicular crossings, those portions of the pedestrian spine crossing surface parking areas should be in near continuous shade from the end of March through mid-October. **(P)**

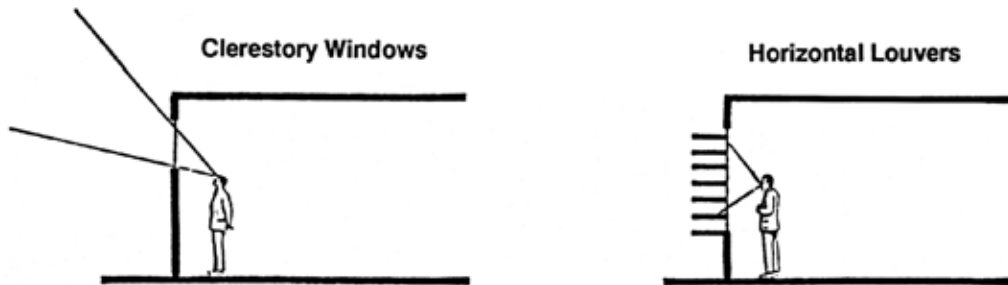


*Rationale:* The provision of balanced sun and shade, appropriate for the season, will enhance pedestrian comfort and encourage use of the pedestrian spine.

- 1.4 Buildings in the Core Gradient should be designed to preserve privacy for adjacent single family residential areas through such measures as building orientation, clerestory windows, positioning windows so they do not face residential properties, eliminating windows or providing other window screening devices. **(P)**

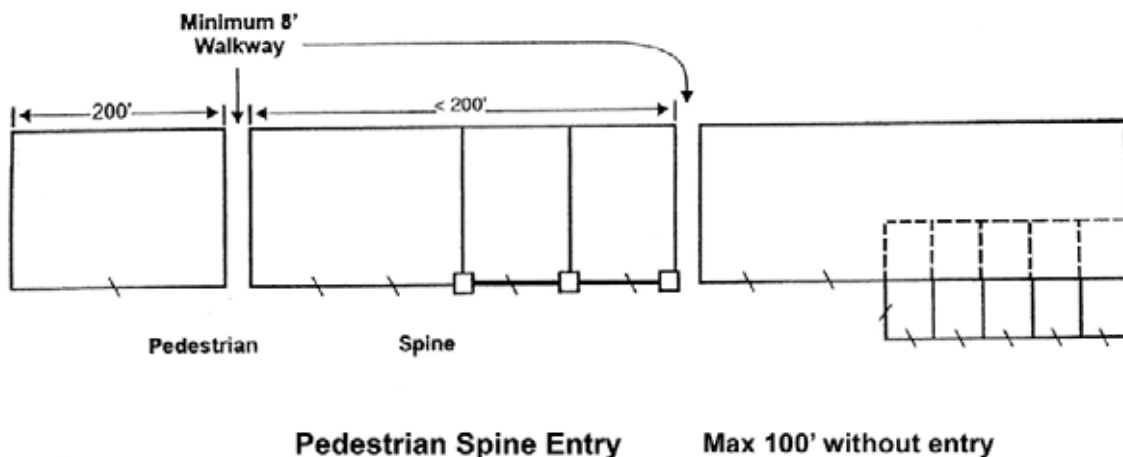
- A. A statement must be submitted at the time of development review demonstrating both the extent of impacted residential areas and measures taken to ensure privacy. **(R)**

*Rationale:* The privacy of existing single family properties should be protected when adjacent property is developed.



- 1.5 For buildings that abut the pedestrian spine or front on an outdoor room that abuts the pedestrian spine:
- A. Provide an outdoor walkway that passes between buildings and connects to the pedestrian spine or the abutting outdoor room at intervals of approximately every two hundred (200) feet. The minimum walk way width shall be eight feet. **(P)**
- B. For buildings that exceed two hundred feet in length before providing a walkway as per 1.5 A, provide retail shops with clear, non-reflective glass windows and individual shop entries fronting on the pedestrian spine at a maximum of 100 feet apart. Such shops shall be distinctive through the use of offsets or architectural treatment from the larger user. **(P)**

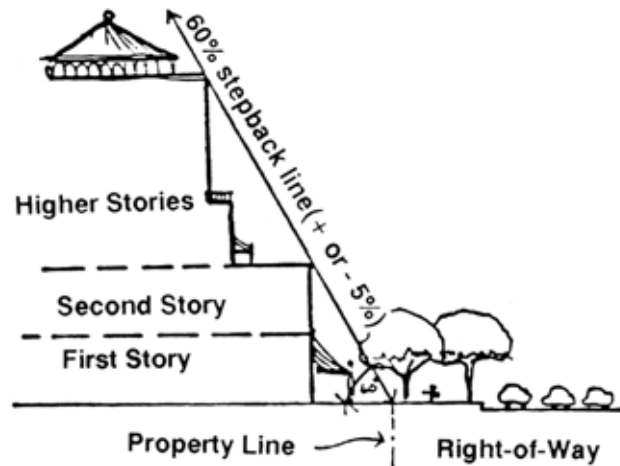
*Rationale:* Whether fronted on one or both sides by buildings, the attraction of the pedestrian spine increases with an increase in the variety of uses, the frequency of points of access, the clear glass windows, and the stepping in and out of the building faces fronting on the pedestrian spine.



## B.2 Height, Bulk and Area

- 2.1 Buildings should be designed so they do not extend closer to the street than a line drawn at 60 degrees from the front property line (plus or minus 5% or 3 degrees) on Camelback Road, 24th Street, 20th Street, 22nd Street and Highland Avenue. **(P)**

*Rationale:* Buildings should not interfere with views of the mountains from public streets and from key pedestrian areas within the right-of-way.

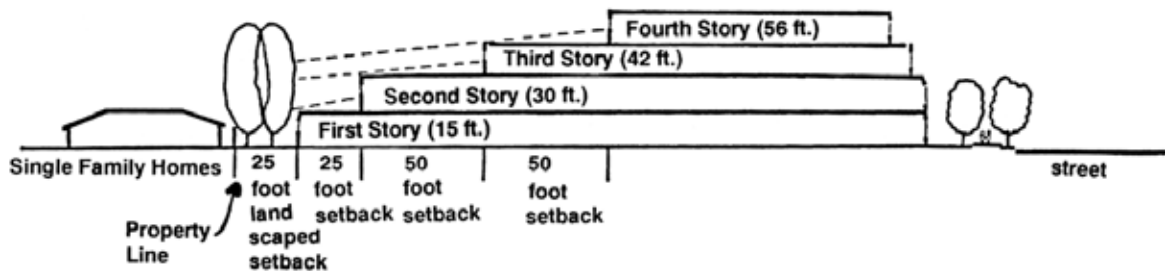


- 2.2 In core center areas building height should be limited to four stories (56 feet) within 150 feet of a single-family residential district. **(P)**

*Rationale:* Existing single family neighborhoods are an important part of the Core and should be protected.

- 2.3 Except as provided in Table E, the following building height and setback standards will apply to all development within the Core Gradient that is adjacent to existing single-family district in conformance with the diagram below:

- A. A 25 foot setback and landscape buffer, with two rows of trees, (minimum 24-inch box/2-1/2 inch caliper) of a fast-growing variety that will reach maturity within three (3) years shall be provided along the property line(s) adjoining single-family district to provide screening. **(R)**



- B. Parking will not be allowed within 25 feet of an adjacent residential zoning district. **(R)**
- C. Mechanical and electrical equipment, ventilators, loading facilities, trash enclosures or other noise generating devices or equipment, will not be located on a building wall or roof facing residential property or within 50 feet of the property line adjacent to a residential zoning district. **(R)**

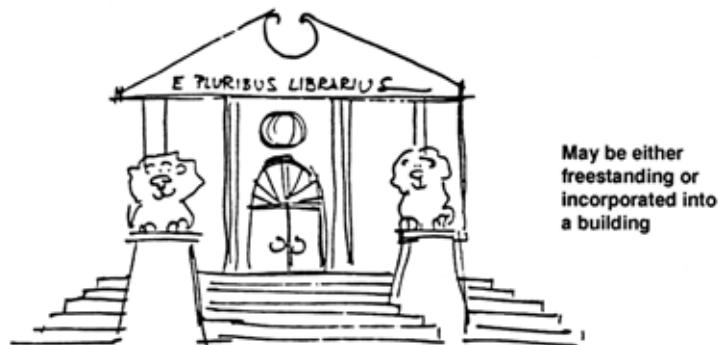
- D. An eight foot high solid masonry wall must be provided on the property line adjacent to a single family residential zoning district. The wall height will be measured from grade of the higher elevation property. **(R)**
- E.1 Roof top activity areas for any building of three stories or more facing a single-family district or multifamily use of two stories or less shall provide a parapet and/or physical separation from the roof edge so that views of the ground surface within 250 feet of the building shall not be visible. **(R)**
- E.2 The face of balconies oriented to a single-family or a multifamily use of two stories or less shall have a 3' 6" translucent wall or opaque barrier. **(R)**

*Rationale:* The enjoyment of outdoor space should not infringe on the privacy of nearby residents.

### **B. 3 Architecture**

- 3.1 Community facilities (e.g., library, post office, meeting rooms, museums, theaters, government offices) should be architecturally prominent and easily accessible with a strong orientation to pedestrian spaces. **(P)**

*Rationale:* Public community facilities make an important contribution to the cultural life of an area.



- 3.2 Architectural design and site planning should be considered that incorporate a design theme that is compatible with a strong regional, cultural and environmental awareness. **(C)**

*Rationale:* Projects should be designed to reflect the surrounding area's culture and environment.

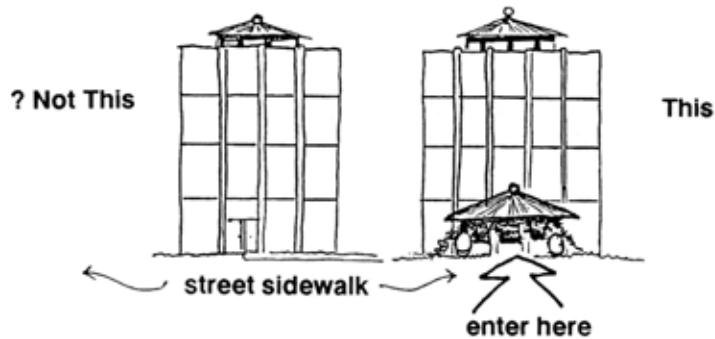
### **B.4 Articulation**

- 4.1 Design elements at ground level, especially along the pedestrian spine, should be created with sufficient variety and detail to be of interest to pedestrians by providing three or more of the following:
  - A. Architectural details and articulation. **(P)**
  - B. Visual links to open spaces within developments. **(P)**
  - C. Ground level building facades that incorporate a substantial portion of their frontage as transparent elements. **(P)**
  - D. People-active areas and uses (balconies, terraces, patios, etc.). **(P)**
  - E. Intersections/movement options for pedestrians should be frequent, avoiding long, blank walls. **(P)**

*Rationale:* A building should be inviting to the public at ground level.

- 4.2 Highly visible and direct pedestrian access to buildings, transit waiting areas and businesses should be provided from the public streets, the pedestrian spine, and internal plazas.
- A. Building entries should be architecturally prominent. **(P)**
  - B. Ground floor retail and service businesses located within 50 feet of a public street should have direct access from the public street. **(P)**
  - C. Barriers such as walls and hedges between buildings and bus stops should be avoided. **(P)**

*Rationale:* A building should be accessible to pedestrians as well as to people driving private automobiles.

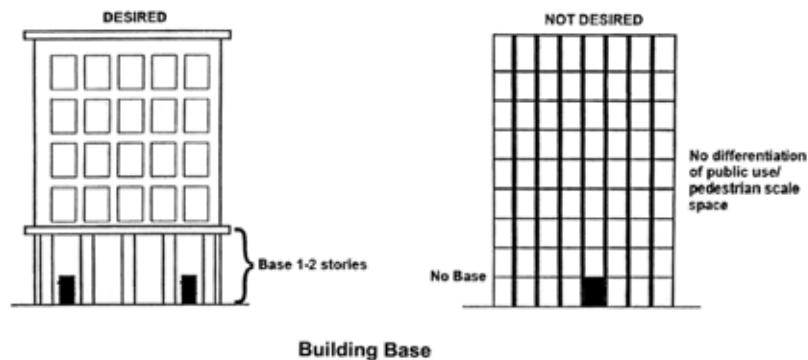


- D. Provide at least one building or site entrance per block per public street or 300 feet whichever is less. **(R)**

*Rationale:* The village Core will be a more active pedestrian environment if identifiable, easy and convenient public access is provided to buildings.

- E. All buildings over four stories in height should be designed with a building base that is differentiated from the remainder of the building in order to relate to a pedestrian scale. **(P)**

*Rationale:* Incorporating a building base into multi-story buildings helps define the pedestrian environment and provides a more human scale.



- F. Walls without windows or shadow boxes shall not exceed thirty percent of the area of the first 12 feet of the height of the building within 100 feet facing a street or designated pedestrian spine or outdoor room. **(R)**

*Rationale:* Building design that includes elements of interest to the pedestrian makes for a more active public environment.

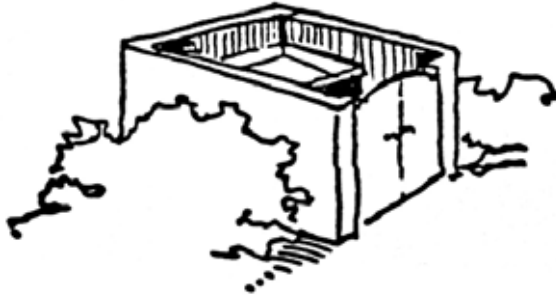
## B.5 Colors / Materials

## B.6 Public Amenities/Environmental Protection

## B.7 Screening

- 7.1 Loading and storage areas, mechanical and electrical equipment and refuse areas should face away from public streets. (P)

*Rationale:* Although service areas and utility services are necessary to building operations they should not be visible from the public streets.



Refuse areas to be either

- o inside building (preferable)
- o screened with (min.) 6 foot solid masonry wall and gates
- o screen wall finish to match the building

- 7.2 Fire escapes must be architecturally integrated (enclosed or otherwise designed to avoid a "tacked-on" appearance). (R)

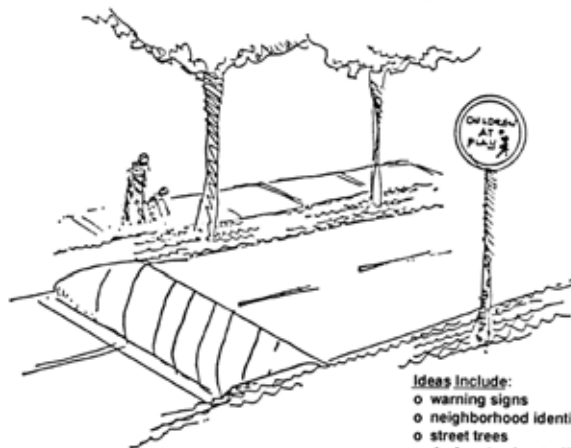
*Rationale:* Integrating fire escapes into a building's design can overcome their generally negative visual appearance.

## C. Subdivision Design / Development

### C.1 Streets/Circulation

- 1.1 Existing neighborhood streets should be redesigned to serve as quality open space, with a strong pedestrian emphasis as part of neighborhood protection plans. (C)

*Rationale:* Neighborhoods should encourage pedestrian activity.



Ideas include:

- o warning signs
- o neighborhood identity signs
- o street trees
- o devices to slow traffic and to divert non-neighborhood traffic
- o narrower streets
- o pedestrian or "play" streets

1.2 Consider street closures and other measures such as street narrowing, changes in street texture, speed controls, speed bumps, street medians or traffic circles to eliminate cut-through traffic in neighborhoods commensurate with public safety considerations. (C)

*Rationale:* Motorists should be discouraged from cutting through neighborhoods.



**Other Measures**

- o street closures
- o street narrowing or "chokers"
- o changes in street texture ("private" look)
- o stop signs
- o speed humps or bumps
- o street medians/circles
- o "woonerf" type solutions

**C.2 Lot Layout Orientation**

**C.3 Landscaping and Buffers**

**C.4 Open Space / Amenities**

**C.5 Trails / Paths**

**C.6 Walls / Fencing**

**C.7 Auto Court Cluster Guidelines**

**C.8 Single Family Design Review**

**D. Specialized Uses**

**D. 1 Large Scale Commercial Retail**

**D. 2 Service Stations**

**D. 3 Communication Towers**

**D. 4 Signs**

Any new ground sign in the Core that is not part of an existing comprehensive sign plan shall be subject to the design review guidelines found in Section 507.Tab A.4 of the Phoenix Zoning Ordinance. Any new or redevelopment project sized 100,000 square feet or more shall require a comprehensive sign plan per Section 705.E.2. of the Phoenix Zoning Ordinance.

Nonconforming wall signs shall be replaced with signage conforming to provisions of this Specific Plan when there is a complete replacement of a Building(s) on the property. Nonconforming ground signs on a development site shall be replaced when 75% of the existing buildings on the property are completely replaced.

4.1 Character

4.1.1 Quality, durable materials, compatible with site and building design, should be incorporated in the sign design and construction. Materials such as masonry, concrete, stainless steel,

natural rock or stone should be incorporated. Unless compatible with the building design, visible aluminum should be used on a minimal basis. Internally illuminated panels are discouraged. Routed or individual letters are preferred. There shall be consistency in the quality and durability of materials between the panels used on the sign. **(P)**

## 4.2 Location

4.2.1 Where a sign is blocked by an abutting building a building identification sign shall be placed at the lowest possible height that will provide visibility from of the abutting arterial or collector street, while the street address numerals, if used, may be placed no higher than the story immediately above the building identification sign. **(R)**

*Rationale:* Locating an office building, hotel or residential building so as to abut the pedestrian spine should not be discouraged by a lack of visibility of the building's identification signs from adjacent arterial and collector streets.

4.2.2 Retail buildings shall have no wall signs above a height of 56 feet. **(R)**

*Rationale:* The entire facades of the upper stories of retail buildings are usually windowless and therefore can accommodate wall signs without creating visual conflict with the architectural elements of the facades.

4.2.3 The maximum sign height of a ground sign in the Core allowable after design review and/or by a comprehensive sign plan shall be twenty (20) feet. **(R)**

*Rationale:* Monument signs of greater height are excessively high in the intensively developed and integrated automobile and pedestrian environments of the Core, and are out of character with the heights of existing monument signs for the largest buildings and building complexes in the Core.

4.2.4 Multi-family residential buildings, hotels and parking structures shall have wall signs no higher than the top of the second story. Hotels may have wall signs up to a height of 56 feet. **(R)**

*Rationale:* Multi-family residential, hotels and parking structures appear cluttered when the patterns of openings are disrupted with signage. Placing signs above the second story of a multi-family residential building, hotel or parking structure converts the building's image from that of a suburban core building to that of a downtown core building.

4.2.5 Unless otherwise regulated by the fire code, office buildings, including banks, of more than two stories shall have wall signs no higher than the top of the second story, except for street address numerals which may be located on the first or second story. **(R)**

*Rationale:* Placing signs above the second story on an office building converts the building's image from that of a suburban core building to that of a downtown core building.

4.2.6 Other than a directional sign, in no event shall an illuminated sign be located closer than one hundred fifty (150) feet to the closest property line of any single-family residential district unless the sign does not face, is not oriented to, or is obscured by intervening structure from the residential district. **(R)**

*Rationale:* Single-family developments in the Core Gradient and adjacent to the Core Gradient have a rural or suburban character that is incompatible with views of illuminated signage of the size, height and character of that characteristic of an intensely developed core.

4.2.7 No roof signs or roof-mounted signs shall be allowed in the Core. The horizontal surface of sidewalks, pedestrian areas, landscaped areas, private street surfaces and similar surfaces shall not be used for signs. **(R)**

*Rationale:* Because of the many tall buildings within the Core, roof tops of lower buildings, sidewalks, landscaped areas and private streets are constantly in view and shall not be surfaces that are used for signage.

## **E. Specialized Areas**

### **E.1 Freeway Mitigation**

### **E.2 Canal Banks**

### **E.3 Sonoran Preserve Edge Treatment Guidelines**

## **5.4.5 Amendments to the Design Guidelines**

The design guidelines set forth within Section 5.3.4 are also contained within the City of Phoenix **Zoning Ordinance** (Section 507). Since the Camelback East Core Design Guidelines are to be incorporated into the citywide design review standards which are intended to become part of the **Zoning Ordinance**, the guidelines should follow the normal process of **Zoning Ordinance** text amendments. This amendment process follows standard notification procedures and requires public hearings before the Planning Commission and the City Council.

## **5.5 Action Program**

This plan will be implemented in several ways. First, the new form for the Camelback Core is established in a **General Plan** amendment that will be considered concurrently with this Specific Plan. The General Plan, once amended, will provide a guide for development approval decisions. Second, the basic plan elements in Section 4.0 and specific policies in Appendix D of this plan represent the policy of the City of Phoenix. These policies will be implemented through land use and development decisions made by City Council. This will include the zoning approval process, Capital Improvement Program process, and technical assistance from City Planning and Transportation staff. Second, the regulations (summarized in Appendix D) modify the City's current zoning ordinance and will be enforced by the City through the development review process. Finally, this plan calls for a set of actions which will develop in more detail some of the concepts in Section 4. The intent of some actions is to carry the concepts forward to a point where the Specific Plan can be amended to include a new set of regulations or detailed policies (Streetscape study). In other cases, detailed plans need to be prepared to identify costs and possible financing mechanisms for proposed improvements.

This section calls for a variety of actions that will implement this plan. Some actions will be the responsibility of the City of Phoenix, some the private sector, and then some are suggested to be joint public/private efforts. In the case of the later it is suggested that a nonprofit organization with membership of local civic leaders, business operators, and commercial and residential property owners be formed. This organization could act as a funding conduit for various studies and planning efforts, and act as a partner with the City in completion of such efforts.

The following sections identify these actions.

### **5.5.1 General Plan Provisions**

The following amendments are proposed to the **General Plan for Phoenix: 1985-2000**. These amendments are to be considered as part of the General Plan Amendment Process and considered simultaneous to the public hearing process regarding the Camelback East Primary Core Specific Plan. These modifications to the **General Plan** should be used to review all zoning requests and Capitol Improvement Projects associated with the Camelback East Core.

- 1) The boundaries of the Camelback East Core are modified to reflect the boundaries of the Core Center in Map 3; for the purposes of this Specific Plan this is referred to as the Core Center.



- 2) The Core Center is designated for commercial mixed use development with a minimum of 20% of the uses being retail (on a site by site basis). This mixed use is encouraged to include both hotel and high density residential where appropriate, and a mix of regional and community uses.
- 3) A new area called the Core Gradient is established, and its boundaries are established as shown on Map 3. The Core Gradient is designated as a mixed use multifamily transition zone where residential uses should remain the dominant land use.

**Responsible party to complete the task:** Planning Department staff

**Task participants:** Planning Department staff, Village Planning Committee, Planning Commission and City Council

**Task Schedule:** Task Completed

**Evaluation Process:** Not applicable

## 5.5.2 Zoning Approval

The policies in this Specific Plan provide a set of guidelines which can be used to evaluate rezoning requests. Rezoning requests are to be primarily evaluated against the elements of this Specific Plan (Chapter 4) and the goals and policies contained within the **General Plan**. The approval of additional height and FARs should be conditioned on the list of incentives in Section 5.2, Development Incentives Program. The regulations in this Specific Plan also limit the building height which can be granted through the development approval process. Section 5.4.3, Use and Organization of the Design Guidelines, outlines the zoning review process.

**Responsible party to complete the task:** Planning Department staff

**Task participants:** Planning Department staff, Village Planning Committee, Planning Commission and City Council

**Task Schedule:** Ongoing, long-term

**Evaluation Process:** Annual report (see Section 5.5.9)

## 5.5.3 Development Approval

The Development Services Department will evaluate development permits with respect to the design guidelines contained within this Specific Plan. Section 5.4.2, Applicability of the Design Guidelines, provides a set of conditions in which the guidelines are to be administered. Section 5.4.3, Use and Organization of the Design Guidelines, outlines the development review procedures.

**Responsible party to complete the task:** Development Services Department staff

**Task participants:** Planning Department staff and Village Planning Committee

**Task Schedule:** Ongoing, long-term

**Evaluation Process:** Annual report (see Section 5.5.9)

## 5.5.4 Transportation Study

As the Level of Service (LOS) on Camelback Road declines, the need for alternative access routes to the Core will become critical. A detailed transportation study, of access alternatives, needs to be completed. This study should be a joint public/private effort in terms of development and funding. Any transportation management techniques that require adoption by ordinance should be included in any future amendments to this plan.

**Responsible party to complete the task:** Transportation Planning and Research Team

**Task participants:** Transportation Planning and Research Team, Planning Department staff, the Camelback East Primary Core Traffic Management Association and the Village Planning Committee

**Task Schedule:** Unknown

**Evaluation Process:** Review and approval by Village Planning Committee, Planning Commission and City Council as a possible amendment to the Specific Plan

## 5.5.5 Streetscape Design Study

This Specific Plan provides a set of design guidelines which, when implemented, will begin to achieve the goal of providing a unified and unique core. However, many of the guidelines are dependent upon the completion of a detailed streetscape design study which will provide such details as specific light standards and paving patterns.

The Camelback East Primary Core Design Guidelines provide a solid foundation and design direction for such a plan. This task should be assigned to a consultant working to provide greater detail within the spirit of the guidelines and contained in Section 5.4.4.

Since the creation of a distinctive Camelback East Core streetscape is such an important element of the Specific Plan, **a specific streetscape design plan for the Core should be prepared immediately.**

The streetscape design plan should include detailed design of all major streetscape elements (light standards, benches, etc.) in keeping with the design principles and themes outlined in the design guidelines. It should explore alternatives for the midblock shuttle/pedestrian spine and provide recommendations for possible alignments and various opportunities. Further, the plan should provide the City and developers with consistent standards for design, planning, construction and selection so the areas of responsibility and cost are made clear.

**This streetscape design plan must be prepared and adopted before streetscape requirements within the design guidelines become effective. Until this occurs, the following guidelines shall be considered CONSIDERATIONS rather than REQUIREMENTS: A.4.1, A.5.2, A.6.3.2, A.6.3.3, A.10.2, A.10.3, A10.6, A.10.7, A.10.8.D AND B.3.2.**

**Responsible party to complete the task:** Planning Department

**Task participants:** Planning Department staff, Village Planning Committee, area property owners and an urban design consultant

**Task Schedule:** Dependent upon securing funding, short-term

**Evaluation Process:** Review and approval by Village Planning Committee, Planning Commission and City Council as a possible amendment to the Specific Plan

## 5.5.6 Public and Private Improvements and Facilities

This plan suggests a range of public and private improvements and facilities that are appropriate for the Camelback East Core, these include:

- a. Park acquisition;
- b. Purchase and/or development of a community commons facility;
- c. Purchase of street right-of-way and adjacent properties for transportation system improvements, gate ways, streetscape and buffers;
- d. Neighborhood improvements including street closures, traffic diverters, landscape buffers, and neighborhood entrance monuments;
- e. Local transit and/or shuttle systems;
- f. Rapid transit corridor location;
- g. Possible street improvements;
- h. Bicycle facilities; and
- i. Streetscape improvements.

A detailed study of the cost and financing mechanisms for these improvements needs to be prepared, and an implementation plan to complete these improvements developed and initiated. The City of Phoenix should be an active funding participant in both studying and implementing the various programs.

**Responsible party to complete the task:** City staff

**Task participants:** City staff and area property owners

**Task Schedule:** Ongoing, long-term

**Evaluation Process:** Annual report (see Section 5.5.9)

## 5.5.7 Modification of Stipulations Regarding Camelback Road Improvements

Previously, the improvements needed to widen Camelback Road from 6 to 8 lanes were stipulated as part of the approval of the zoning cases located around Camelback Road and 24th Street. Through these zoning cases, an improvement district was created to finance the required improvements. This Specific Plan calls for modification of these stipulations to change the intent of the improvement district. Rather than focusing on the widening of Camelback, this district will now focus on the following items:

- a. Improving the pedestrian environment for Camelback from 22nd Street to 26th Street,
- b. Focus on the visual aspects in regard to streetscape and framing mountain views,
- c. Focus on providing an integrated pedestrian system for the whole Core, and
- d. Improving access to the Core via routes other than Camelback Road.

**Responsible party to complete the task:** Planning Department staff

**Task participants:** Planning Department staff, Streets Transportation Department staff and property owners stipulated to participate in a Camelback Road Improvement District

**Task Schedule:** Commence upon approval of the Specific Plan, short-term

**Evaluation Process:** Annual report (see Section 5.5.9)

## 5.5.8 Formation of a Traffic Management Organization

A traffic management organization should be formed to lessen the impacts of traffic within the Core area. The formation of the Traffic Management Organization should be initiated by a focus group comprised of representatives of area employers, a representative of the City of Phoenix and the Regional Public Transit Authority. The overall charge to the focus group would be to provide a recommendation to the City Council on an appropriate organizational structure and financing for the Traffic Management Organization.

**Responsible party to complete the task:** Planning Department staff

**Task participants:** Area property owner representatives, City staff, and Regional Public Transit Authority staff

**Task Schedule:** Commence upon approval of the Specific Plan, short-term and long-term

**Evaluation Process:** Annual report (see Section 5.5.9)

## 5.5.9 Specific Plan Progress Report



**10 Year Review:** A general review of the Plan directed towards possible changes in the land uses, heights, setbacks, and boundaries stated herein by the Village Planning Committee and the Planning Commission shall not take place prior to ten years from the date of the City Council approval of the 2006 plan update.



**2 Year Implementation Reviews:** Under the direction and with the assistance of the Planning Department, every two years the Village Planning Committee shall initiate a review of the implementation of the items specified under Sections 5.5.2 through 5.5.8. Upon completion of these reviews, a report on the findings and recommendations shall be submitted by the Planning Department to the Planning Commission and the City Council for appropriate action.

**Responsible party to complete the task:** Planning Department staff

**Task participants:** Planning Department staff and Village Planning Committee

**Task Schedule:** Annual report, ongoing, short-term and long-term

**Evaluation Process:** Not applicable

## 5.5.10 Pedestrian Spine Signage

Directional and way-finding signage, as well as signage for temporary events on or abutting the pedestrian spine, should be consistent Core-wide in size, type style, colors, materials and illumination. Signage for all public, commercial, hotel and residential facilities, should also be pedestrian in scale. Providing standardization of a unique, core-specific design throughout the pedestrian spine contributes to the unique identity and sense of continuity of the pedestrian spine.

The city does not regulate signage which is not visible off a property. However, adopting Core-wide standards for such signage would allow developers, property owners and property managers to comply with agreed upon standards and allow their inclusion in comprehensive sign plan applications. A pedestrian spine signage design plan should be prepared with input from property and business owners within the Core area, and adopted as an amendment to the Specific Plan.

**Responsible party to complete the task:** Planning Department staff, initiation by Village Planning Committee

**Task participants:** Village Planning Committee, Core property and business owners, city staff

**Task Schedule:** Commence upon approval of Specific Plan update, short term

**Evaluation Process:** Annual report (see Section 5.5.9)

### 5.5.11 Urban Design Competition

The Camelback East Village Planning Committee is committed to advocate for juried Urban Design Competition that shall delineate the existing and proposed open spaces and the pedestrian connections that link them. Other aspects of the design will be: the street tree palette that shade those pedestrian linkages; the design of "Gateway" elements that reflect the intended "Biltmore" motif, the design of selected placements for public art within that pedestrian network; the design vocabulary and grammar for the elements of those open spaces and pedestrian connections that will mark this Urban Village Center distinctly Camelback – Biltmore in character. Examples of these elements include light fixtures, benches, trash receptacles, water features, flower planters, pavement patterns and materials, shade devices other than trees, pedestrian way finding signage, focal point placements for public art pieces.

The composition of the competing urban design teams shall be multi-disciplinary including urban designers/architects, landscape architects, public artists, and other consulting designers as may be identified by the competition administrator in collaboration with the jury.

The composition of the jury shall be negotiated with the Mayor's office, the District 6 Councilman Office, the city Planning Commission and staff, the Biltmore Area Partnership, neighborhood resident representatives, contributing co-sponsors, the Camelback East Village Planning Committee, and possibly the application review Committee.

The urban design elements for the public open spaces and the pedestrian precincts delineated by the winning team will be the basis for the Design Guidelines that refer to such elements.

**Responsible party to complete the task:** Village Planning Committee

**Task participants:** Planning and Development Services Department staff and Village Planning Committee

**Task Schedule:** Dependent upon securing funding, short-term

**Evaluation Process:** Review and approval by Village Planning Committee, Planning Commission and City Council as a possible amendment to the Specific Plan



# Appendices



# Appendix A

## Bibliography

1. Architectural Design Advisory Team I, Central Arizona Chapter of the American Institute of Architects, **East Camelback Village Core Area Urban Design Issues and Recommendations**, 1985.
2. BRW, Inc., **24th Street/Camelback Road Pedestrian Circulation Plan**, 1989.
3. Camelback East Village Planning Committee, **The Camelback East Village - A Plan For Our Future** (A Draft Plan), 1985.
4. City of Phoenix, **General Plan for Phoenix 1985-2000**.
5. City of Phoenix, **Zoning Ordinance**.
6. Gruen Associates, **The 24th Street and Camelback Road Urban Design/Impact Study**, 1984.
7. Hammer, Siler, George Associates, **The East Central Phoenix Economic Analysis**, 1988.
8. Joint A.S.U./City of Phoenix Urban Design Studio, **Camelback East Primary Core Urban Design Charrette Team Report**, December 1989.

# Appendix B

## Zoning Ordinance

### Section 403. Specific plans. \*1

- A. Statement of purpose.** A specific plan is intended 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 area in which the need for special study and planning exists. A specific plan is a detailed element of the General Plan. This chapter prescribes procedures for the adoption, amendment, administration and enforcement of specific plans.
- B. Initiation and application.**
1. Specific plans may be initiated by the Planning Commission, by the City Council, or by a real property owner(s) within the area to be included in the proposed specific plan. Privately initiated specific plans shall be prepared by the Planning Department based upon the application and shall be accepted for processing where the applicant is able to demonstrate that the applicant owns or is authorized to represent not less than seventy-five percent of the area to be included in the proposed specific plan.
    - a. No specific plan shall contain less than one hundred acres unless initiated by the Planning Commission or City Council.
  2. Specific plans include such regulations, criteria and guidelines as may be necessary or desirable for the systematic execution of the General Plan. Specific plans may, in addition to recommended zoning ordinances and subdivision regulations, include:
    - a. Regulations, criteria or guidelines determining the location of buildings and other improvements with respect to rights-of-way, floodplains and public areas and facilities.
    - b. Regulations of the use of land, buildings and structures, the height and bulk of buildings and structures and open areas about buildings and structures.
    - c. Street and highway naming and numbering plans in order to establish and reserve the official names of streets and highways, to remove conflicts, duplication and uncertainty among such names, and to provide an orderly system for the numbering of proposed or existing buildings and properties.
    - d. Measures required to insure the execution of the General Plan.
    - e. Other matters which will accomplish the purposes of A.R.S. tit. 9, ch. 4, art. 6.
  3. 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 differs from existing regulations. For the purposes of this chapter, specific plans that only contain statements of goals, standards, or policies that will be implemented by other means are deemed to be non-regulatory.
- C. Submittal requirements.** The proposed specific plan shall be submitted in two parts:
1. The plan document, consisting of maps, sketches, diagrams, and text indicating the magnitude, intensity, and location of all land uses proposed, and the standards which are required for all proposed development, shall be provided as follows:
    - a. Purpose statement: relationship of the project to the General Plan, and all other relevant adopted City development policies.

- b. The general area description, legal description and acreage of the specific plan.
  - c. Definitions for special terms used in the specific plan.
  - d. Acreage and/or square footage of the land uses contained in the area.
  - e. Performance and/or development regulations, criteria or guidelines which may include densities, heights, floor area and floor area ratios, setbacks, building bulk, lot coverage, parking, open space, landscaping, signage and other site amenities.
  - f. Conceptual or illustrative plans and/or diagrams.
  - g. Implementation plan including a public and private improvement phasing schedule.
2. The development analysis, consisting of items such as basic data and relationships to judge the appropriateness of the plan with regard to market demands, service impacts, surrounding area impacts, and public fiscal impacts as follows:
- a. Traffic study and transportation plan.
  - b. Natural features study.
  - c. Archeology and historic features.
  - d. Inventory and plans for utilities and public facilities.
  - e. A description of the manner in which regulatory elements in the proposed specific plan will alter the existing zoning regulations including, but not limited to, use, building height, lot coverage, setbacks, open space and parking requirements.
3. The Planning Department may waive any of the above items which are deemed to be unnecessary to support the application. Any additional information intending to support the application may be submitted by the applicant.
4. The Planning Department shall determine that all data to support the plan is relevant to the proposed I and uses and locations.

**D. Review and hearing procedure.**

1. At least thirty days before initiation of a specific plan by the Planning Commission or City Council, a meeting shall be conducted by the Planning Department in or near the subject area to inform interested persons of the possible initiation of a specific plan and the procedures to be followed. Property owners in and within six hundred feet of the proposed area, village committee(s) and others in the village area(s) registered with the Neighborhood Notification Office will be notified by mailed written notice twenty-one days prior to the meeting. \*3

Within sixty days of acceptance of a private application for a specific plan, a meeting shall be conducted by the Planning Department in or near the subject area. The purpose of the meeting shall be to inform interested persons of the initiation of the specific planning process and to inform them of the procedures that will be followed during preparation and review of the proposed plan. Notice of this meeting shall be published once in a newspaper of general circulation and posted in the area proposed to be included in the specific plan at least fifteen days before the meeting. No more than thirty days from receipt of an application by a real property owners(s) and at least fifteen days prior to this public meeting, the Planning Department will notify the applicant whether the proposal would require an amendment to the General Plan. If it is determined that a General Plan amendment is required, then no further meetings, after that provided in this paragraph, nor any further review of the plan shall take place unless:



- a. The General Plan is amended so that the proposed specific plan is in conformance with it; or
  - b. The proposed specific plan is amended to be consistent with the General Plan. +1
2. Upon preparation and review of the plan by the Planning Department, they shall hold a second meeting in or near the subject area. The purpose of the meeting shall be to distribute the plan, present the plan to interested persons, and to record all comments made or received about the plan.

The meeting shall be advertised and posted as provided in section 403.D.1. For all specific plans, except infrastructure financing plans, written notice shall be sent by bulk mail at least twenty-one days prior to the meeting to all real property owners in and within six hundred feet of the proposed specific plan area. Real property owners shall be identified by the County Assessor, City Clerk, or title company licensed by the State of Arizona. +1 \*3

3. Upon completion of the second meeting, the Planning Department shall submit the plan and all comments received to the Planning Commission for their review and recommendation. The Planning Commission shall conduct a public hearing in regard to the plan. The Planning Commission hearing regarding regulatory specific plans shall be noticed as provided in section 506 for Zoning Ordinance amendments. Notice of the Planning Commission hearing regarding non-regulatory specific plans shall be published in a newspaper of general circulation at least fifteen days before the hearing and shall also be posted in the area proposed to be included in the plan at least fifteen days before the hearing. +1
4. A copy of any proposed specific plan with the recommendation of the Planning Commission shall be submitted to the City Council accompanied by a statement of the Planning Commission's reasons for such recommendations.
- a. In the event that a written protest against a proposed regulatory specific plan is filed in the office of the Planning Department or with the City Clerk no later than seven days following Planning Commission action by the owners of twenty percent or more, either of the area of the lots included in such proposed plan or of those immediately adjacent in the rear thereof extending one hundred fifty feet therefrom, or of those adjacent to any one side and extending one hundred fifty feet therefrom, or of those directly opposite thereto extending one hundred fifty feet from the street frontage of such opposite lots, such specific plan shall not become effective except by the favorable vote of three-fourths of all the members of the City Council of the City of Phoenix. If any members of the City Council are unable to vote on any such amendment because of a conflict of interest, then the required number of votes for passage of such amendment shall be three-fourths of the remaining membership of the City Council, provided that such required number of votes shall not be less than a majority of the full membership of the City Council. +1
  - b. For plans initiated by real property owners, within fifteen days after action is taken by the Planning Commission on a specific plan, if a petition is submitted to the Planning Department in opposition which is signed by real property owners of at least seventy-five percent of the area within the plan, then no further hearings shall be held and the plan is terminated.
  - c. Upon receipt of a copy of any proposed specific plan or amendment, the City Council may by ordinance or resolution adopt the plan or amendment. Before adopting the proposed specific plan or amendment, the City Council shall hold at least one public hearing. Notice of the time and place of such hearing shall be given in the time and manner provided for the giving of notice of the hearing by the Planning Commission as provided in section 403.D.3.

**E. Interpretation, administration, and enforcement of specific plans.**

- 1. Where a provision in a specific plan varies from the underlying zoning or the Subdivision Ordinance, the specific plan shall control.
- 2. In any area governed by a specific plan, no building shall be erected and no existing building shall be moved, altered, added to or enlarged, nor shall any land or building be used except in conformance with any regulations contained in the specific plan.

3. If, at the time of adoption of a specific plan regulation or amendment thereto, any lot, structure or building was being used in an otherwise lawful manner that does not conform to the regulations contained in a specific plan, such lot, structure or building shall be deemed to be a nonconforming use, and may continue in the manner and to the extent that it existed or was being used at the time of such adoption. Nonconforming uses shall be governed by the nonconforming use regulations set forth in the Zoning Ordinance.
4. Violation of any regulation contained in a specific plan shall be deemed to be a violation of the Zoning Ordinance.
5. Deviations from any regulatory provision of a specific plan shall require an applicant to process a variance in accordance with the provisions of section 307 of this ordinance or amend the specific plan before rezoning can occur. This section shall apply to all deviations from regulatory elements of specific plans, regardless of acreage. +1

**F. Amendment. +1**

1. **Initiation of applications.** An amendment of an adopted specific plan may be initiated by the Planning Commission, by the City Council, or by a real property owner within the area included in the specific plan. Privately initiated amendments to specific plans shall be accepted for processing where the applicant is able to demonstrate that:

- a. For map (land use) changes, the applicant owns, or is authorized to act on behalf of the owner of, the property which is the subject of the amendment; or
- b. For text amendments, the applicant owns, or is authorized to act on behalf of the owner of, property which is directly affected by the portion of the plan sought to be amended.

Upon acceptance of an application or initiation of an amendment to a specific plan, the Planning Department shall send notice of the amendment by first class mail to the affected village planning committee(s) and the individual or group which originally sponsored the specific plan.

2. **Review and hearing procedure.**

- a. Within one hundred twenty days, but no less than thirty days, of acceptance of an application or initiation of an amendment to a specific plan, the Planning Department shall conduct a meeting in or near the subject area. The purposes of the meeting shall be to inform interested persons of the initiation of the amendment process, to inform them of procedures that will be followed during preparation and review of the proposed amendment, to distribute the amendment, present the amendment to interested persons, and to record all comments made or received about the amendment. No more than thirty days from receipt of an application by real property owner(s) and at least fifteen days prior to this public meeting, the Planning Department will notify the applicant whether the proposal would require an amendment to the General Plan. If it is determined that a General Plan amendment is required, then no further meetings, after that provided in this paragraph, nor any further review of the plan shall take place unless:

- (1) An application is filed to amend the General Plan so that the proposed specific plan amendment is in conformance with it; or
- (2) The proposed specific plan amendment is revised to be consistent with the General Plan.

- b. **Notice. \*2**

Notice of the meeting shall include the following: \*2

- (1) **Published and posted notice. \*2**

Notice of the meeting shall be published once in a newspaper of general circulation and posted in the area proposed to be included in the amendment at least fifteen days before the meeting.

(2) **Mailed notice.** \*2

(a) Written notice regarding the meeting shall be mailed as indicated in the following chart: \*2

	Proposed Change To	
	Map (Land Use)	Text
Regulatory or non-regulatory provision	First class mail to all real property owners in the specific plan amendment area and within 300 feet of the amendment's external boundaries and to the affected village planning committee(s) and any homeowners' associations and others in the village area(s) who are registered with the Neighborhood Notification Office; lower priority to all other addresses in the specific plan area and within 300 feet of the plan's external boundaries.	First class mail to all real property owners in the specific plan amendment area and within 300 feet of the plan's external boundaries and to the affected village planning committee(s) and any homeowners' associations and others in the village area(s) who are registered with the Neighborhood Notification Office.

The notice shall include the date of the first Planning Commission hearing on the amendment. Real property owners shall be identified by the County Assessor, City Clerk, or a title company licensed by the State of Arizona. The applicant shall provide the addresses to the Planning Department which shall mail the notices. First class mailings shall be sent at least fifteen days prior to the meeting; lower priority mailings shall be sent at least twenty-one days prior to the meeting. The applicant shall pay the cost of the mailing. For purposes of this table, "village" shall mean the village(s) in which the specific plan is located and an adjacent village if the plan area abuts a village's boundary.

(b) Mailed notice shall not be required for infrastructure financing plans. \*2

c. Upon completion of the meeting, the Planning Department shall submit the amendment and all comments received to the Planning Commission for their review and recommendation. The Planning Commission shall conduct a public hearing in regard to the amendment. Notice of the Planning Commission hearing on regulations contained in regulatory specific plans shall be published and posted as provided in section 506 for Zoning Ordinance amendments. Notice of the Planning Commission hearing on amendments of non-regulatory specific plans and amendments of non-regulatory portions of regulatory specific plans shall be published in a newspaper of general circulation and shall be posted in the area proposed to be included in the amendment at least fifteen days before the hearing.

d. A copy of any proposed amendment to a specific plan with the recommendation of the Planning Commission shall be submitted to the City Council accompanied by a statement of the Planning Commission's reasons for such recommendations.

The process for specific plan amendments at the City Council shall be the same as that provided in section 403.D.4 for the adoption of a specific plan, except that section 403.D.4.a shall apply only to map/land use amendments to regulatory portions of specific plans.

e. A specific plan amendment and a related General Plan amendment may be heard on the same or a separate agenda. The Planning Department shall determine the hearing schedule at the time the application for a specific plan amendment is accepted. A zoning case shall be heard on

an agenda which is separate from, and subsequent to, the agenda at which a related specific plan amendment is heard.

3. **Effect of decision.** A new application concerning amendment of a specific plan about which a previous application for amendment has been approved or denied may only be considered when:
- a. The application does not involve the same request for amendment as the previous application; or
  - b. A period of not less than one year has passed since the date of decision of the previous application or since the date of adoption of the specific plan.

The "same request" shall include an application for the identical or similar allowance for height, floor area ratio, intensity of land use, reduction in setbacks, and other similar requests.

4. **Determination that amendment of non-regulatory portions of a specific plan is necessary.**
- a. Unless this section is specifically modified in the adopted specific plan, an applicant for rezoning shall be required to process a request for amendment of non-regulatory portions of a specific plan in the following situations:
    - (1) Projects of ten or more gross acres, as defined in the Zoning Ordinance, with a use different than that shown on the specific plan land use map or set forth in the specific plan text regarding land use, or other proposals that would set a precedent or would collectively change the overall land use in the specific plan area.
    - (2) Residential proposals that would significantly raise the overall density for an area beyond that shown on the specific plan map, or discussed in the specific plan, or would set a precedent for other proposals that would collectively exceed the density shown or discussed, and which do not in other respects further the goals of the specific plan taken as a whole. Significance of a proposed increase in residential density shall be calculated using methods as found in the General Plan amendment procedures which are kept on file with the Planning Department.
    - (3) Residential uses, except hotels, in designated industrial areas.
  - b. The Planning Department shall determine whether a rezoning request will require a specific plan amendment within ten working days after:
    - (1) Receipt of a rezoning application; or
    - (2) Receipt of a request for such determination without formal submittal of the rezoning application.
  - c. A Planning Department decision regarding the need for a specific plan amendment may be appealed to the City Council within ten working days after the Planning Department has rendered its decision.

Date of Addition/Revision/Deletion - Section 403

+1 Addition and deletion on 5-1-1991 by Ordinance No. G-3421

\*2 Revision on 10-26-1994 by Ordinance No. G-3807

\*3 Revision on 10-7-1998 by Ordinance No. G-4128

# Appendix C

## **General Plan Goals and Policies (At time of 1991 Specific Plan Adoption)**

The **General Plan for Phoenix 1985-2000** serves as a comprehensive, general and long-range guide to the City's growth and development. The General Plan includes goals, policies and recommendations for ten elements. Goals are the ultimate accomplishment toward which the City's actions should be directed but are not commitments to full achievement. Policies are statements that serve as a guide to implement goals. Recommendations propose action to implement goals and policies.

The **General Plan** emphasizes goals and policies necessary to implement the urban village concept, as well as respond to city-wide and regional needs. It is intended to be a flexible guide. The goals in the **General Plan** may not be entirely achievable nor are they of equal importance. As a Policy plan, the **General Plan** provides general guidance for more detailed decisions. The consistency of the zoning of specific parcels of land is evaluated in terms of the overall promotion of the **General Plan's** goals, rather than strict conformance to particular **General Plan** policies or maps. The City Council is responsible for interpreting the **General Plan** to resolve any ambiguities or inconsistencies between plan elements or policies.

The following summary contains the major goals and policies of the General Plan which are relevant to the Camelback East Primary Core Specific Plan.







### **LAND USE**

Goal: Growth should be structured into a series of urban villages characterized by core(s), gradient and periphery.

### **CORE**

The core is to be a clearly identifiable central focus for the village. An ideal village core could contain as much as 50 percent of a village's basic employment (industry, corporate or regional office, utilities, communications, state and federal government); 25 percent of its service employment (neighborhood, office and retail, and local government); and 50 percent of the multi-family housing units exceeding 15 units per acre. A core may include some regional serving activities such as special educational or cultural facilities, not duplicated in any or most other cores. While village cores will vary, they should all follow the same policies.

#### Core Policies:

-  Contain the greatest height and most intense uses within limits based on village character, land use needs, and transportation system capacity.
-  Encourage development of the taller and larger buildings in the center of the core and away from single-family and low-rise, multi-family housing.
-  Include a variety of land uses: office, retail shopping, entertainment and cultural, housing, hotel and resort, and some types of industry.
-  Provide a pedestrian environment with plazas, common open space, shaded walkways, separation of pedestrian and vehicular traffic, and parking in structures or underground as much as possible.
-  Provide sophisticated urban design, and amenities that reflect the best of urban living.
-  Reserve additional height for projects providing the best mix of uses, the most amenities and infrastructure improvements, and creating the least impact on adjacent land uses due to height, traffic or view obstruction.

## Recommendation

Develop village core master plans to be incorporated into the **General Plan** or adopted as Specific Plans to provide the desired mixture of uses, to separate vehicular and pedestrian traffic, to reduce through-traffic when practical and desirable, and to achieve a high level of integrated urban design. Major property owners and developers, staff, and citizen volunteers should cooperate to develop individual core plans based on the above principles and village plan policies. Village core master plans and tools to implement them should be developed to coordinate and integrate individual core developments.

## **GRADIENT**

The gradient is the area of progressively decreasing land use intensity between the core and periphery, but is not a precise geographical area. It might include concentration of offices, community level shopping and services, and medium density housing. The gradient concept should not be used to justify redevelopment of existing land uses where other reasons for such redevelopment are lacking.

## **PERIPHERY**






The periphery is near the village's outer boundary and generally contains its least intense land uses. It might include low density housing, neighborhood shopping, agriculture land, and open space.

Refinements of gradients and peripheral areas beyond the conceptual stage will occur during the implementation phases of the **General Plan**.

## **LAND USE**

Goal: Development of each village's potential should be encouraged by distributing employment and housing in a balanced way while also achieving the most workable city-wide plan.


### Policies:


-  Favor development proposals that improve the existing resident/employment balance.
-  Encourage development of existing zoned and vacant land before granting additional rezoning.
-  Distribute projected village population by selected residential density categories:
  - 0-2 dwelling units/acre
  - 2-5 dwelling units/acre
  - 5-15 dwelling units/acre
  - 15+ dwelling units/acreto provide a mix of housing types within each village.
-  Preserve stable, cohesive single-family neighborhoods.
-  Locate multi-family development near specialized public facilities, major transportation services and employment centers.

## **LAND USE**

Goal: Mixed land use patterns should be developed to minimize the number and length of trips.

### Policies:


-  Include in village cores a mix of jobs and high density owner-occupied and rental housing; public shaded and unshaded open space; shopping and professional services; and entertainment, cultural government and educational facilities.


 Disperse community-level and neighborhood services appropriately to serve population density levels.

## LAND USE


Goal: An integrated transportation system which furthers the urban village concept and minimizes the adverse impacts of the transportation system on homes, businesses and public uses should be encouraged.

Policies:


 Connect adjacent residential areas to create integrated neighborhoods through removal of barriers that restrict interaction and effective use of public facilities.

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

 Keep through traffic away from residential neighborhoods.

 Provide access by major streets, with internal circulation handled by a local street system that discourages through traffic and provides safe pedestrian travel. Use local and collector streets plus feeder bus lines to bring people into the cores.


 Use shuttle services and pedestrian paths to reduce internal core vehicular trips.


 Minimize the negative impact of traffic (noise, fumes, congestion, and accidents) by providing proper screening and setbacks, and by attempting to achieve a balance between development intensities and system capacities.


## LAND USE


Goal: A range of housing types and prices in each Village should be encouraged.

Policies:

 Provide residents an opportunity to live and work in the village of their choice by offering a variety of housing such as an apartment, townhouse, single-family detached home and mobile home to respond to changing family size, health or income.

 A broader range of housing types and price ranges within the village will attract employers and help stabilize school and recreation facility demands.

 Provide a mix of housing, densities, amenities, open space, employment uses and an adequate circulation system in new villages or major undeveloped portions of existing villages.

 Provide incentives to encourage land assembly to create a mix of uses in homogeneous areas.

## LAND USE

Goal: The unique character and image of each village should be retained and enhanced.

Recommendation:

Emphasize the character and image of each village.

## LAND USE

Measures to protect solar access rights should be developed.

## CIRCULATION

Goal: A system of roads must be established and built that will allow the movement of goods and people safely and smoothly throughout the city especially into and within the urban village cores.

Policies:



Promote efficient use of roads and public transit through higher vehicle occupancy, staggered work hours, bikeways, and other transportation for those unable to drive.

## CIRCULATION

Goal: Public transit services should be expanded to encourage greater use of transit, reduce traffic congestion, improve air quality, conserve energy, and provide better transportation for those unable to drive.

## PARKS

Goal: The park and recreation system should meet the needs of residents and visitors, be easily accessible and convenient, and offer a diversity of locations and facilities.

Policies:



Encourage school/park complexes when appropriate and continue to provide recreational opportunities at the neighborhood and community level through the use of school facilities. As schools close, evaluate the need for maintaining recreational use of the facility.

Recommendations:

Target specific areas where land should be acquired for public parks.

## OPEN SPACE

Goal: Unique natural open spaces should be preserved and protected.

## OPEN SPACE

Goal: A functional network of trails should be developed throughout the city that is multi-purpose, easily accessible and convenient, and that connects parks, major open spaces and village cores.

## HOUSING

Goal: All housing in the community should be maintained in a decent, safe and sanitary condition for its useful life.

Policies:



Encourage high quality design of all housing construction.



Discourage owners from neglecting maintenance of properties.







Promote public and private housing rehabilitation and improvement programs.

## HOUSING

Goal: A sufficient choice of adequate housing should be provided in all villages of the city to meet the needs of individuals of all socioeconomic backgrounds.








Policies:

-  Develop a range of housing densities in each urban village.
-  Encourage the use of the Planned Residential Development Option.
-  Promote Planned Community Districts.
-  Encourage residential components in new high-rise construction.

**HOUSING**

Goal: Housing development in each urban village should enhance the character of the urban village and facilitate orderly neighborhood and community development.



Policies:

-  Design new residential development to complement the land use concept of the core, gradient and periphery areas.
-  Encourage inclusion of amenities such as open spaces and upgraded landscaping in new residential construction which enhance the character of the urban village.
-  Examine rezoning requests for their impact on suggested land use in the core, gradient and periphery areas.
-  Encourage residential infill where appropriate.
-  Encourage innovative design where appropriate.
-  Promote diverse and mixed-use residential, commercial and retail projects.

**HOUSING**

Goal: A full complement of public and private services and facilities should be provided at the neighborhood level.



Policies:

-  Encourage development of additional public and private facilities and services in existing residential areas where appropriate.
-  Phase new residential development with provision of public and private services and facilities.

**HOUSING**

Goal: Neighborhood stability, identity, health and safety should be assured.

Policies:

-  Designate Special Planning Districts.
-  Preserve and upgrade existing residential areas complementary to the overall character of each urban village.

**HOUSING**

Goal: The City should encourage development of housing units suitable to residents with special needs such as the disabled, elderly and large families.

## REHABILITATION AND REDEVELOPMENT

### Goals:

1. Neighborhood stability, identity, health and safety should be encouraged.
2. Diverse land use patterns that facilitate orderly neighborhood and community development should be promoted.
3. City programs to encourage the leveraging of private improvement to properties should be encouraged.
4. Rehabilitation and conservation of sound but aging housing within the city should be encouraged.
5. The maintenance and upkeep of all properties and the prevention and/or elimination of slum and blight influences should be promoted.

### Policies:



Work with the community to address the spreading growth of neighborhood deterioration.











Encourage the cooperation and participation of area residents and businesses in City programs with special emphasis on stabilizing property values, improving reinvestment and development potential, and increasing the safety and attractiveness of neighborhoods.

### Recommendations:




Update the building conditions survey to identify the location and number of deteriorating structures (residential, commercial and industrial). This should be done to expand the data base, monitor changes, and formulate a plan to address deteriorating building conditions.

## NEIGHBORHOOD POLICY





1. Residential neighborhoods are the planning units of our community and will be supported and protected. Maintaining and revitalizing our residential neighborhoods, through neighborhood planning and organization, will be supported by all related City programs. Neighborhood involvement is desired and will be encouraged so that the actions of the City Council and all City departments, boards and commissions can be guided by this involvement. The City, through the village planning committees and other appropriate agencies, will recognize neighborhood self-identification, identify the viable residential neighborhoods within each village's boundaries, and work toward neighborhood rehabilitation and enhancement goals such as:
  -  Freedom from the intrusion of through traffic and of significant non-residential uses which interrupt the fabric and continuity of the neighborhood.
  -  Safe pedestrian access to neighborhood parks, schools and shopping facilities.
  -  Distinctive features which help give identity and character to the neighborhood.
  -  Enhanced public safety in all of its aspects.
2. The development of organized groups for the purpose of improving, protecting, and revitalizing neighborhoods will be encouraged in every possible way. The City Council and Manager and all City boards, commissions and departments should encourage and help to strengthen neighborhood organizations through such measures as the following:
  -  Utilizing established neighborhood associations as a means for disseminating and/or collecting information important to neighborhoods; as catalysts for proactive activities such as encouraging neighbors to maintain their homes, coordinating "cleanup" programs or establishing "Block Watch" groups; and as a means by which to establish a strong identity for an area, thereby helping to foster homeowner pride and mutual self-help.

-  Providing technical and logistical assistance to neighborhood groups seeking to become organized and/or study and resolve problems of neighborhood concern.
-  Taking the initiative to promote neighborhood organization and planning in selected neighborhood areas.
-  Using defined neighborhoods, wherever feasible, as units of study and data collection and for service delivery to strengthen neighborhood identity and understanding.

3. Programs should be instituted to strengthen and improve neighborhoods in several areas, such as:



-  Traffic management.
-  Recreation, pedestrian and cycling facilities.
-  Land use control (such as Special Planning Districts).

4. In evaluating a request to rezone existing developed residential land or vacant land within a residential neighborhood to a non-residential use, the following criteria should be considered:

-  The substantial need for the non-residential use.
-  The viability of the area for continued residential use because of deterioration, land use or traffic conflicts, or other factors.
-  Parking, traffic or other impacts of the proposed development will not adversely impact residential uses.
-  The proposed use change implements the **General Plan**.


## PUBLIC BUILDINGS - SCHOOLS

### Policies:

-  Plan for school closures and future uses for the vacant buildings including possible purchase or access to the existing recreational facilities.
-  Encourage the use of school facilities for other than educational purposes, especially for the Villages having a deficiency in community facilities.

## PUBLIC BUILDINGS - LIBRARIES

### Policy:

-  Assess library sites regularly to determine whether off-street parking and pedestrian accessibility needs are being met.


## PUBLIC SERVICES AND FACILITIES

### Policy:

-  Continue coordination between the planning and development of public service facilities and land use planning.



## PUBLIC UTILITY COMPANY

### Policy:

-  Encourage underground placement of public utilities whenever economically feasible.

## CONSERVATION - ENERGY

### Policies:

-  Emphasize infill and higher-density urban development that provides living, working and shopping opportunities to reduce energy consumption.
-  Follow energy-conservation measures and standards to maximize efficiency of energy utilization in site plan and building design.



## AIR QUALITY

### Policy:

-  Continue efforts to achieve a city urban form that reduces average vehicle miles of travel per person.




## FLOOD HAZARD

### Policies:

-  Design new development to provide protection from potential impacts of flooding during the “one percent” or “100-year” flood.
-  Preserve designated floodway areas for non-urban uses or develop with flood compatible uses such as the flood channel along the Arizona Canal.




## SOILS AND GEOLOGIC HAZARD

### Policies:

-  Identify and map areas with soil and geologic hazards.
-  Require development proposals to assess soils and geologic hazards such as shrink-swell potential, erosion, landslide and earth fissures from land subsidence.
-  Take mitigation measures when locating public facilities in areas subject to soils or geologic hazards in order to avoid extraordinary maintenance or replacement costs.


## NOISE HAZARD

### Policies:

-  Encourage new development to include noise attenuation in the project design.
-  Encourage the use of noise reduction and suppression techniques.
-  Include appropriate noise attenuation techniques in the design of all new parkways, expressways and freeways.




## GROUND TRANSPORTATION SYSTEMS STUDY

### Policy:

-  Continue to provide the safest and most convenient street and highway transportation system possible within the existing physical constraints.

## BICYCLING

### Policies:

-  Provide a more accessible bicycle system which ties residential origin points with major destination points.
-  Provide bicycle facilities which connect parks, neighborhoods, shopping centers, new city buildings and local businesses to the primary bicycle system.
-  Encourage the coordination of bicycling with public transit.

# APPENDIX D

## Summary of Specific Plan Policies

### Purpose and Intent

This Section provides a summary of the policies in this Specific Plan as well as some examples of specific concepts and standards. This section can be used as a quick index of policies as well as a general overview.

### Zoning Review Policies

The City of Phoenix Planning Department is responsible for processing all requests for changes to existing zoning. The final decision to approve or deny such requests is made by the City Council, after considering recommendations from City staff and various Boards and Commissions. All policies within this plan should be considered during the zoning approval process. The following provides a summary of policies which should be considered as a part of the zoning review process, either by denial of requests or approval with specific stipulations that implement these policies.

1. Land Use
  - A. Use the Land Use Plan (Map 6) as a guide for decisions regarding appropriate land use for rezoning requests.
2. Development Intensity
  - A. Within the Core Center and Core Gradient rezoning requests should adhere to the maximum base and incentive floor area ratio (FAR) limits presented in Table B. Amenities provided to achieve bonus floor area ratios should not be the same specific amenities provided to achieve bonus height standards and should be based upon the same list as provided within Section 5.3.5.
3. Land Use Mix
  - A. The Core Center is designated for commercial mixed use development. This mixed use area should contain a meaningful retail component. Retail uses should be provided first at the grade level before they are appropriate at other levels within the project. Further, the mixed use should include both hotel and high density housing where appropriate, and a mix of regional and community uses (see Core Function, Section 4.2.2 for definition).
4. Parking
  - A. Discourage surface parking in the Core Center. Orient access points to parking facilities to major arterials; orient pedestrian access points to an internal core street network.
  - B. Below grade parking is preferred to above grade parking; structured parking should be hidden behind a facade of retail activity.
  - C. Community retail parking can be contained within convenience surface parking lots. Regional retail should be mixed between structured and surface parking. Parking should be either provided in the rear of properties or within parking patios around which buildings are placed. Convenience parking should not obstruct pedestrian movement and should be distributed into a series of smaller lots to reduce impacts of large expanses of asphalt.
  - D. Use shared parking or parking waivers to encourage the most intense and centralized level of development possible to support a pedestrian and various transportation modes.

5. Lot Coverage

- A. A minimum site coverage standard is encouraged to minimize large expanses of surface parking which inhibit pedestrian linkages.
- B. A maximum site coverage standard should be considered to ensure the provision of pedestrian plazas, pedestrian linkages and required setbacks.

6. Building Placement

- A. The placement of buildings should emphasize the creation of outdoor rooms. Pedestrian linkages between existing and potential outdoor rooms and various uses should be provided.
- B. A “build to” line should be considered that encourages a project to have all or part of its buildings as close to the street frontages as the setback will allow (which corresponds with the setback standard for the zoning district).

7. Transportation

- A. Discourage future access to Camelback Road. Focus on using other arterials to provide access to the Core.
- B. Plan for a shuttle or jitney system within the existing loop road as a short term internal transportation solution.
- C. Provide bicycle routes for bicycle access to the Core based on the Map 9, the Bicycle Facilities Plan.
- D. Encourage the submittal of a traffic study and a traffic management plan at the time of requests for zoning which generate 5,000 or more vehicular trips per day.

8. Neighborhood Preservation

- A. The City should initiate a program to provide single family neighborhoods which are adjacent to the Core Center area (see urban form) assistance in converting to multi-family uses, if the majority of the property owners desire such a change. The Highland Estates Neighborhood should remain a single-family neighborhood should the purchase of the 14 homes fronting Highland Avenue become a reality.
- B. Due to the abundance of commercial development potential and the goals of Core development, discourage land use conversions of residential property to commercial use.

9. Public Facilities

- A. The City should actively seek suitable park space within the Core Gradient which is consistent with long range goals and park standards.
- B. The Madison School District should reconsider the decision of need for the Madison School #2 site.
- C. Maintain a village library within the Core Center.

# **APPENDIX E**

## **Traffic Impact Analysis (At time of 1991 Specific Plan)**

### **Introduction**

The Camelback East Village Core is served by a system of existing and planned freeways, major and collector streets. The planned street system in the Core and directly adjacent areas was analyzed, using several alternative land use configurations to determine its adequacy. Final recommendations are being developed for a range of transportation capital improvements and policy options necessary to provide adequate transportation service to the Core in the year 2010.

### **Background**

Only one controlled access roadway - the Piestewa Peak Freeway - now serves the Core. It presently terminates at Glendale Avenue. Interchanges at Highland Avenue and Colter Street provide access to the Core.

The major streets in the Core area must carry through traffic that would normally be on a freeway. When the Piestewa Peak Freeway opened to Glendale Avenue in September, the traffic volumes on the north-south major streets in the Core were reduced. However, no east-west freeway is planned east of the Piestewa Peak Parkway. This means all of the east-west through traffic in the Core must be on major streets. The analysis shows that about three-fourths of the traffic on Camelback Road at the edge of the Village Core is through traffic. This is, it has neither origin nor destination in the Core.

The Camelback East Core is served by three major streets: Camelback Road, 16th Street and 24th Street. Major streets provide for traffic movement between areas and across portions of the City, direct service to primary generators and connect to the freeway-expressway system, and secondarily for direct access to abutting land. Major streets are, therefore, subject to necessary regulation and control of parking, directional controls, turning movements, entrances, exits and curb use. The major street system in the Core is in a grid pattern found in most of the Phoenix metropolitan area. Due to topographical constraints north of the Core, the major street grid is broken at Bethany Home Road, therefore, more traffic is concentrated on Camelback Road.

Two collector streets also serve the Core: 20th Street and Highland Avenue. Collector streets provide direct service to residential areas from major streets, for traffic movement within neighborhoods and for direct access to abutting property. They collect traffic from neighborhoods and deliver it to the nearest major street.

### **METHODOLOGY**

The traffic analysis for the Camelback East Core used the MAG 2010 traffic model. This includes the adopted freeway system and planned major street improvements. This model forecasts 2010 traffic volumes on all freeways and major streets, and high-volume collectors.

The initial analysis evaluated four transportation alternatives:

- 1) Eight Lane Camelback Road - 14th to 34th Streets (reflecting current roadway planning)
- 2) Four Lane Camelback Road - 14th to 34th Streets
- 3) Camelback/Highland One-way Pair - 14th to 34th Streets
- 4) Six Lane Camelback Road (reflecting existing roadway)

This analysis considered existing and future traffic volumes, trip generation of seven land use alternatives, A through G, and existing and future street capacity under each of the four transportation alternatives.

Subsequent to this analysis, alternatives 2 and 3 were eliminated, and land use alternatives A through G were refined to two: K-1 and L-1.



Alternatives 1 and 4 were further analyzed, along with a bypass roadway around the Core area (suggested by the Specific Plan Advisory Committee). This resulted in four transportation alternatives, 1 and 4 from above (six and eight lane Camelback Road) plus 1 and 4 with a Core bypass roadway.

Highland Avenue was selected for a bypass of the Core because Highland Avenue interchanges to the Paradise and Piestewa Peak Freeway s and is already constructed as a four-lane street to 24th Street. The bypass alternative extended Highland Avenue one mile to 32nd Street.

## Results

The year 2010 traffic volumes for land use alternatives K-1 and L-1 exceed the capacity of the east-west major streets in the Core area. The lack of a controlled access facility east of the Piestewa Peak Freeway and lack of alternative major streets result in Camelback Road, in particular, being forced to carry significant amounts of both through and Core destined traffic.

Land Use L-1 produced more traffic use to the greater amount of land use proposed under this assumption. While the difference in square footage of development between K-1 and L-1 is in the order of 100%, the difference in traffic forecasted on Camelback Road is less than 20%. This reflects the preponderance of non-Core traffic using Camelback Road. Even with K-1 land uses, the available east-west capacity is less than the demand, although with an 8 lane Camelback Road capacity and demand are not too far out of balance.

The eight lane Camelback Road option would provide approximately 1/3 more capacity than a six lane Camelback Road. The initial peak hour capacity analysis of 24th Street/Camelback Road resulted in the eight lane option having approximately 1/3 less delay for all vehicles through the intersection. This significant reduction in delay would also significantly reduce fuel consumption and vehicle emissions at that intersection.

Of the alternative transportation systems tested, eight lane Camelback Road with the Highland Avenue extension to 32nd Street resulted in the best overall traffic service levels. However, there were still some segments of the street system with poor levels of service. The extension improved level of service with Camelback Road at six lanes as well. Because of the severe impacts to existing residential land uses, as well as cost, this option was subsequently dropped from further study.

When demand exceeds street capacity, traffic seeks alternative routes. This resulted in excessive traffic volumes projected by the computer model on local residential streets such as Campbell, Highland east of 24th Street, 22nd, 26th and 30th Streets. These excessive traffic volumes would require neighborhood traffic mitigation measures to discourage through traffic, which would further increase traffic volumes on the major and collector streets.

Access to the portion of the Core bounded by Camelback Road on the north, Highland Road to the south, 24th Street to the east, and Piestewa Peak Freeway to the west is enhanced due to the availability of several major streets and direct access to the Piestewa Peak and Paradise Parkways from Highland Avenue. With completion of the freeway system, this "superblock" would be better able to support more intensive land uses than other parts of the Core. The "Superblock" concept also provides much greater probability of developing a pedestrian environment without the intrusion of traffic-carrying streets.

## Recommendations

Construct Camelback Road to eight through lanes from 14th Street to 34th Street with double left-turn lanes at major signalized intersections as currently planned. The design of Camelback Road should provide for the future option of installing some form of fixed guideway transit. This could include reducing Camelback Road to six lanes.

Median breaks on Camelback Road should only be allowed at 1/4 mile streets in the Core area. Curb cuts on Camelback Road should be minimized and consolidated where possible.

Right turn lanes should be provided at major access points such as at the 1/4 mile streets.

Access to the "superblock" (i.e. Camelback Road to Highland Avenue, Piestewa Peak to 24th Street) should be focused to Highland Avenue, which should eventually be widened to six lanes from 16th to 24th Streets.

Increased bus transit through the Core (as recommended by the Transit Department) should be implemented.

Transportation demand management measures should be required as a condition of new development.

Pedestrian circulation should be focused to the transit system. The superblock represents a major opportunity for innovative design of a pedestrian environment.

### **Further Study**

Peak hour capacity analyses should be completed for major intersections in the Core area. This will provide input into the ultimate configuration of intersections (number of turn and through lanes).

Three transit scenarios remain to be analyzed. These are:

- 1) Existing Level of Bus Service.
- 2) Significantly Increased Bus Service with Transportation Demand Management.
- 3) Light Rail Plus Bus Service Plus Transportation Demand Management.

Major streets paralleling Camelback Road outside the Core area should be studied for widening. These include Indian School Road and Glendale Avenue/Lincoln Drive.

# APPENDIX F

## 1991 Specific Plan Process

This section describes the major steps of technical planning and citizen participation in the development of the Primary Core Specific Plan.



### Formation of the Specific Plan Subcommittee

In December 1988, the Camelback East Village Planning Committee appointed eight of its members to work with City staff to prepare the Specific Plan.



### First Public Meeting

On February 9, 1989, an initial meeting was held to inform interested parties of the Specific Plan. Approximately 215 of the 350 attending participated in small group meetings to identify issues (see Existing Conditions and Trends Report) in the Core area. Input was received regarding the boundaries of the study area.



### Analysis of Existing Conditions and Trends

During March through May 1988, City staff gathered and analyzed data for the study area. Information was collected regarding land use, zoning, development potential, neighborhoods, economics, traffic and public facilities. A business survey was conducted to determine the types of businesses and place of residence of employees.



### Identification of Issues and Problems

In June 1989, City staff met with representatives of the commercial property owners and neighborhoods to identify the range of issues and problems in the study area. These meetings resulted in the identification of issues in the categories of neighborhood impacts, urban design, transportation, accessibility, pedestrian circulation, and community services.



### Goals and Objectives

On July 20, 1989, a subcommittee meeting was held to present and discuss alternative goals and objectives for the Core and study area, based on the identified issues and problems.



### Analysis and Testing of Alternative Objectives

During August 1989, City staff analyzed the alternative objectives to determine their pros and cons and general feasibility. Ten core function alternatives and four transportation alternatives were analyzed and tested (Concept Alternatives A-J). Interested citizens expressed their preferences to the Subcommittee (see Section 5, Alternative Concepts and Plans).



### Analysis of Land Use and Transportation System Alternatives

In October 1989, City staff prepared two land use and transportation system concepts based on the previous core function and transportation alternatives and other derivatives (Land Use and Transportation Alternatives "K" and "L"). Interested citizens expressed their preferences, concerns, and suggestions regarding the concepts.



### Traffic Analysis

The land use and transportation system alternatives provided the basis for a detailed traffic analysis by the City's Transportation Planning and Research Team.



### Urban Design Charrette

During December 9-11, 1989 an urban design charrette was conducted by the joint ASU/City of Phoenix Urban Design Studio. The purpose of this intensive workshop was to explore urban design opportunities and alternative concepts. Community representatives were interviewed to identify problems, objectives, values and preferences. On January 12, 1990 a summary report of the charrette team's recommendations was issued.



#### Focus Briefs/Selection from Alternatives

In February 1990, City staff identified different planning issues in the categories of urban design, land use, circulation, and public facilities and services. These were based on the discussion of goals and objectives, alternatives K and L, and the urban design charrette. Twenty-four “Focus Briefs” were prepared to describe the issues, identify the range of alternatives, and provide recommendations for decisions (see Appendix F). A series of three workshops were conducted to receive public input on the issues and alternatives.

On March 5, 1990 the Specific Plan Subcommittee selected from the alternatives after considering the public input, the recommendations from the design charrette, and staff recommendations.

An open house was held to present the Subcommittee’s selections to the public for comments.



#### Draft Specific Plan

In April 1990, (April 23, 1990) staff presented a Draft Specific Plan based on the Subcommittee’s selections from the alternatives.



#### Proposed Specific Plan and Public Meeting

In April and May, 1990 the Subcommittee recommended the Specific Plan and presented it to the public for comments per the requirements of the Specific Plan Ordinance.



#### Camelback East Village Planning Committee Review

In May, 1990 the Camelback East Village Planning Committee began its review of the draft Specific Plan. The Committee postponed its scheduled decision regarding the draft plan to allow two study groups an opportunity to review and provide recommendations on the incentives package and design guidelines contained within the draft plan.

The Committee reviewed the reports of the two study groups and asked Planning staff to incorporate some of the recommendations into a “revised draft” (October 30, 1990).



#### Adoption Hearings

In April and May, 1991 the Planning Commission recommended approval and the City Council adopted the Primary Core Specific Plan.

# APPENDIX G

## **Issues And Alternatives From Focus Briefs (At time of 1991 Specific Plan Adoption)**

A set of 24 planning issues were identified based on the discussions of goals, objectives, alternatives K and L, and the Design Charrette team's recommendations. Briefs were prepared to describe the range of possibilities to address the issues. The briefs were used as the focus for a series of public workshops for February 22 to March 1, 1990.

The following issues and alternatives were described in the Focus Briefs:

### URBAN DESIGN

#### **Issue: General Form of Core**

- Alternatives:
1. No Action - Decentralized Concept
  2. Two Centers Concept
  3. Compact Center Concept
  4. Core Focus Concept - West to 20th Street
  5. Core Focus Concept - West to Eastern Edge of Piestewa Peak Freeway

#### **Issue: Core Boundaries**

- Alternatives:
1. Do Nothing
  2. Expand the Core Boundaries
  3. Shrink the Core Boundaries

#### **Issue: Building Height**

- Alternatives:
1. Core Center Height
    - a. Core Center Maximum: Should there be a maximum height limit in the Core Center?
    - b. Core Center Maximum: Should there be bedevlopment amenities required for all development or only for those requesting increased height?
    - c. Core Center Minimum: Should there be a minimum height required in the Core?
  2. Core Gradient Height: Should there be a maximum height limit in the gradient?

#### **Issue: Site Coverage**

- Alternatives:
1. Core Intensity
    - a. Core Maximum
    - b. Core Minimum
  2. Gradient Maximum

#### **Issue: Building Placement (Setbacks)**

- Alternatives:
- In Core - Setbacks Adjacent to Streets
    1. A Build to Line (Urban, Intermediate, Suburban)
    2. Compliance With City of Phoenix **Zoning Ordinance**
    2. Compliance With Special Standards
  - In Core - Setbacks Adjacent to Other Properties
    1. Compliance With City of Phoenix **Zoning Ordinance**
    2. Compliance With New Dimensional Standards
  - In Gradient - Setbacks Adjacent to Streets
    1. A Build to Line (Urban, Intermediate, Suburban)
    2. Compliance With City of Phoenix **Zoning Ordinance**

In Gradient - Setbacks Adjacent to Other Properties

1. Compliance With City of Phoenix **Zoning Ordinance**
2. Compliance With New Dimensional Standards

Issue: **Parking**

- Alternatives:
1. No Action
  2. Core Center
    - a. Structured or below grade parking preferred for office development, surface parking preferred for community retail, and a mix for regional retail.
    - b. Encourage parking in the rear for office and mixed-use.
    - c. Landscaped "patio" concept.
  3. Core Gradient - Encourage parking in the rear for office and in landscaped "patio" for retail.

Issue: **Protect and Enhance Mountain Views**

- Alternatives:
1. No Action
  2. View Corridors
    - a. Do not block views with buildings or bridges.
    - b. Step back buildings at 60o angle.
  3. Building Placement (Offset buildings)

Issue: **Streetscape**

- Alternatives:
1. No Action
  2. Provide Streetscape Improvements

**LAND USE**

Issue: **Core Function**

- Alternatives:
1. Do Nothing
  2. Accept the Trend and Focus on a Regional Core
  3. Reject the Trend and Encourage Community Uses to Provide a More Balanced Core
  4. Identify Parts of the Core Where Community Uses will be Encouraged and Parts in Which Regional Uses will be Encouraged.

Issue: **Development Limits**

- Alternatives:
1. Do Nothing
  2. Limit Development in the Core Based on Some Defined LOS on the Major Arterials Surrounding the Core
  3. Limit Development to a Phasing Scheme Which Matches Market Demand
  4. Limit Development to a Phasing Scheme that Matches the Critical Mass Needed to Achieve Desired Pedestrian and Building Massing Strategies
  5. Limit Development to an Established FAR, With Possible Incentives for Higher FARs

Issue: **Land Use Mix**

- Alternatives:
1. Do Nothing
  2. Encourage Regional and Community Uses to Mix
  3. Establish Minimum Office to Retail Ratios

4. Encourage Regional Retail and Office Uses to Generally Be Separate From Community Uses.
5. Encourage Denser Housing In and Around Core

**Issue: Neighborhood Preservation**

- Alternatives:
1. Do Nothing
  2. Actively Assist the Residents to Relocate by Rezoning Their Property to Multifamily Uses, Allowing Them to Sell at Multifamily Rates
  3. Actively Assist the Residents to Relocate by Rezoning Their Property to Commercial Uses, Allowing Them to Sell at Commercial Rates
  4. Actively Work to Improve Conditions Within Neighborhoods

**Issue: Relationship to Other Cores**

- Alternatives:
1. Do Nothing
  2. Limit the Amount of Development to a Static Ceiling
  3. Limit the Level of Potential Development in the Camelback Core to a Specific Percentage of Development Potential in the Downtown and Encanto Cores. As Development Potential Increases in the Downtown and Encanto Cores, It Would be Allowed to Increase in the Camelback Core

**CIRCULATION**

**Issue: Regional Transportation Congestion**

- Alternatives:
1. Do Nothing
  2. Widen Camelback
  3. Widen Other East-West Streets
  4. Do Not Build Paradise West
  5. Build Paradise East

**Issue: Level of Service on Major Arterials**

- Alternatives:
1. Do Nothing (Level of Service D)
  2. Adopt a Level of Service Lower than Current Standard
  3. Do Not Constrain Development to Any Level of Service

**Issue: Design of Camelback**




- Alternatives:
1. Do Nothing to Facilitate Regional Traffic on Camelback Road Through the Core
  2. Widen Camelback to Eight Through Lanes With 10 to 11 Lanes (including turn lanes) at the Major Intersections
  3. Provide a Bypass for Regional Traffic to Avoid Camelback Road

**Issue: Local Traffic Access**

- Alternatives:
1. Do Nothing
  2. Shift Access For The Core to Other Arterials
  3. Adopt Strategies that Shift Regional Traffic (see alternatives on Regional Transportation Congestion and Design of Camelback)

**Issue: Pedestrian Facilities**

- Alternatives:
1. No Action
  2. Promote Pedestrian Facilities

- a.  Crossing at 24th Street and Camelback pedestrian bridge
-  at grade pedestrian crossing
-  below grade retail link
- b. Continuous public passage mid-block south of Camelback
- c. Pedestrian linkages from residential to commercial areas

**Issue: Shuttle**

- Alternatives:
- 1. No Action
  - 2. Expand Loop Road Concept (to 20th Street)
  - 3. Expand Loop Road Concept (to eastern edge of Piestewa Peak)
  - 4. Mid-Block Shuttle/Fixed Route Trolley

**Issue: Bus Facilities**

- Alternatives:
- 1. No Action
  - 2. Preferred Bus on Camelback Road
  - 3. Transit Center

**Issue: Fixed Guideway**

- Alternatives:
- 1. Two Transit Centers
  - 2. One Transit Center (24th Street & Camelback)
  - 3. One Transit Center (Mid-block between Highland & Camelback at approximately 22nd Street)

**PUBLIC FACILITIES AND SERVICES**

**Issue: Parks**

- Alternatives:
- 1. No Action
  - 2. Add Park(s)
    - a. Madison School Site
    - b. Phoenician Swim Club

**Issue: Schools**

- Alternatives:
- 1. No Action
  - 2. Actively Seek to Reinstate Schools
  - 3. Joint Effort

**Issue: Civic Space/Common**

- Alternatives:
- 1. No Action
  - 2. Add Civic Space - lease agreement
  - 3. Add Civic Space - seek to provide (acquire and build)



# APPENDIX H

## **Neighborhood Strategies (At time of 1991 Specific Plan Adoption)**

The strategies in this appendix are intended to provide a list of actions which could be pursued to address the conditions and issues in the ten neighborhoods surrounding the Camelback East Primary Core. These issues and conditions are detailed in the **Existing Conditions and Trends report of the Specific Plan**.

### **Huntcroft Neighborhood Strategies**

1. The neighborhood should transition to a non-residential land use as per approved zoning case 114-89.

### **Madison Park Neighborhood Strategies**

1. The Neighborhood Improvement and Housing Department (NIH) should assist the neighborhood residents in developing a strong neighborhood association.
2. The NIH Department should work with the neighborhood association to establish an ongoing maintenance enforcement program.
3. The Street Transportation Department should work with the neighborhood association, through the Neighborhood Traffic Management Team, to identify and mitigate traffic problems in the area. Consideration should be given to modifying existing traffic patterns, if necessary.
4. The Planning Department should work with the neighborhood association to enhance neighborhood spirit and recognition through the use of a neighborhood logo, identification signs, or banners.


### **Village Core Acres Neighborhood Strategies**




1. The Planning Department should work with the neighborhood association to:
  - a. Investigate the feasibility of developing multiple family uses in the area identified by the neighborhood residents.
  - b. Develop a list of development standards to be applied to the suggested multiple family land use conversion. These standards should be developed prior to proceeding with zoning approvals.

### **Bartlett Estates Neighborhood Strategies**

1. The Bartlett Estates and Town and Country Neighborhood Associations should discuss the idea of closing 21st Street to vehicular traffic. Should the neighborhoods agree to the closure, it should occur while promoting pedestrian access.

### **Town & Country Neighborhood Strategies**

1. All commercial properties abutting the Town and Country Neighborhood (between 20th Street and 22nd Street and north of Camelback Road) should be required to submit development plans to the Development Coordination Office for new development or remodeling. New development includes all development requiring a building permit.
  - a.  Light Commercial buildings shall be reviewed to minimize "shadow cast" upon the neighborhood.

- b.  **Noise** Mechanical equipment (air conditioning units) and trash receptacles shall be placed in locations to minimize impacts upon the neighborhood.
  - c.  **Bulk** Visual impacts upon the neighborhood shall be minimized by consideration for building “stepback.” A vertical four-story wall is to be avoided along the north side of the commercial properties.
  -  Consideration for privacy should be explored to minimize visual access to residences.
2. The Town and Country Neighborhood Association and the Bartlett Estates Neighborhood Association should discuss the idea of closing 21st Street to vehicular traffic. Should the neighborhoods agree to the closure, it should occur while promoting pedestrian access.

### **Cloisters Neighborhood Strategies**

1. The Development Coordination Office and the Grossman Company should work with the neighborhood residents in coordinating the development of the shopping center parking structure.
2. The Development Coordination Office and the Grossman Company should work with the neighborhood residents to determine locations for possible vehicular access from the Cloisters to the loop road to bypass the 24th Street and Camelback Road intersection.
3. The Development Coordination Office and the Grossman Company should work with the neighborhood Residents to determine locations for pedestrian access between the Cloisters and the Biltmore Fashion Park.
4. Develop a continuous sidewalk along 24th Street from Camelback Road to Missouri Avenue in conjunction with road improvements.

### **Montecito Neighborhood Strategies**

1. The Neighborhood Improvement and Housing Department (NIH) should work with the neighborhood association to increase participation in neighborhood association activities.
2. The NIH Department should work with the neighborhood association to establish an ongoing neighborhood maintenance enforcement program.
3. The NIH Department should work with the neighborhood association to educate residents about existing neighborhood improvement programs and resources which may be available to them.
4. The Street Transportation Department should work with the neighborhood association, through the Neighborhood Traffic Management Team, to identify and mitigate traffic problems in the area. Particular attention should be paid to traffic that is cutting through the neighborhood to and from Indian School Road. Consideration should be given to providing additional traffic control measures (signage, speed bumps, etc.) and as a last resort, street closures, where necessary.
5. Use freeway mitigation money to move surplus residential structures impacted by freeway construction onto vacant parcels in the neighborhood and to provide improvements to those homes.
6. The Phoenix Clean and Beautiful Agency should work with the neighborhood association to organize a semi-annual neighborhood clean-up program. This should include special assistance for the elderly or disabled neighborhood residents.
7. Use freeway mitigation money to clean up and landscape the vacant parcel of land owned by the Department of Transportation located at the northwest corner of Campbell Avenue and the Piestewa

Peak Freeway frontage road. Once landscaped, the Street Transportation Department should assure that the parcel is well lit and well maintained.

8. The Planning Department should work with the neighborhood association to enhance neighborhood spirit and recognition through the use of a neighborhood logo and identification signs or banners, etc.
9. The Police Department should work with the neighborhood association to identify methods that can be used to reduce crime in the area and to educate residents in crime prevention techniques. This would include monitoring the landscaped Department of Transportation parcel on the northwest corner of Campbell Avenue and the Piastewa Freeway frontage road.
10. The Street Transportation Department should work with the neighborhood association to investigate methods of providing additional street lighting throughout the neighborhood.
11. The Street Transportation Department should work with the Arizona Department of Transportation to develop an interchange design that will have a minimum impact on this neighborhood.

### **Highland Estates Neighborhood Strategies**

1. The Neighborhood Improvement and Housing Department should assist the neighborhood association in implementing programs to improve the neighborhood.
2. Use freeway mitigation funds to acquire structures along Highland Avenue. Then, use the additional right-of-way acquired to widen Highland Avenue and to provide additional buffering and possibly a small park for the neighborhood.

After this property is acquired by the City, the Street Transportation Department should investigate the feasibility of using part of the property to provide additional access out of the neighborhood onto Highland Avenue for the residents.

3. The Parks, Recreation and Library Department should work with the neighborhood association to examine the feasibility of increasing the landscaping within the median between 20th Street and the frontage road which serves the neighborhood.
4. The Street Transportation Department should work with the neighborhood association to mitigate traffic problems identified in the area. This would include examining the feasibility of installing left turn signals at Campbell Avenue and 20th Street.
5. The Street Transportation Department should work with the Arizona Department of Transportation to develop an interchange design that would have a minimum impact on this neighborhood.

### **Cavalier Campus Neighborhood Strategies**

1. The Neighborhood Improvement and Housing Department (NIH) should work with the neighborhood association to increase participation in neighborhood association activities.
2. The NIH Department should work with the neighborhood association to establish an ongoing neighborhood maintenance enforcement program. This program should be particularly targeted at rental properties in the neighborhood and vacant parcels adjacent to the neighborhood.
3. The Planning and Development Services Departments should work with the neighborhood association to develop performance standards for commercial development along 24th Street that will provide greater physical separation and screening from adjacent residential uses.
4. The Street Transportation Department should work with the neighborhood association to investigate the feasibility of improving 28th Street including enclosing the irrigation ditch along the east side of the street, though the formation of an improvement district.

5. The Police Department should work with the neighborhood association to help resolve the problems associated with students speeding on adjacent streets.
6. The Street Transportation Department should work with the neighborhood association to prepare a street condition inventory for the area and to establish a schedule for making the necessary repairs.
7. The Police Department should work with the neighborhood association to identify methods of reducing crime in the area and to educate residents in crime prevention techniques.
8. The Planning Department should work with the neighborhood association to enhance neighborhood spirit and recognition through the use of a neighborhood logo, identification signs, or banners.
9. The Planning Department should work with the neighborhood association to examine the feasibility of rezoning the single-family properties fronting on 24th Street to single story residential office uses. Land use conversion must provide adequate protection (setbacks, height, noise buffering, visual buffering) to the neighborhood.

### **Brentwood/Sharondale Neighborhood Strategies**

1. The Neighborhood Improvement and Housing Department should work with the neighborhood association to establish an ongoing maintenance enforcement program.
2. The Street Transportation Department should work with the neighborhood association to mitigate traffic problems identified in the area. This would include examining the feasibility of reducing access to the neighborhood from Camelback Road by utilizing improved signage, increased enforcement, time-of-day restrictions, making this be a one way only access point while still meeting the resident's access needs, and/or speed bumps.
3. The Community and Economic Development Department and the Planning Department should work with the owner of the property at the southwest corner of Camelback Road and 32nd Street to hasten the development of the offices approved on the site. The stipulated site plan for the site requires a 115 foot setback with a generous amount of landscaping to soften the office development. The Community and Economic Department and the Planning Department should work with the neighborhood association and the property owner of the site to develop an acceptable interim use for the site (i.e., a use which would require little improvement to the site but would keep it landscaped and maintained until the site is developed, such as non-lighted golf driving range with special review).
4. The Police Department should work with the neighborhood association to identify methods of reducing crime in the area and to educate residents in crime prevention techniques.
5. The Street Transportation Department should work with the neighborhood association to prepare a street condition inventory for the area and to prepare a street maintenance program.

# **APPENDIX I**

## **Bicycle Parking Standards**

The following discussion on bicycle parking is reprinted from the Yuma County Comprehensive Bicycle Plan, September 1987, prepared by Drake & Associates in conjunction with Dan Burden.

### **Introduction**

The wide variety of bicycle parking devices falls into two categories of user needs: commuter or long-term parking and convenience or short-term parking. The minimum needs for each differ in their placement and protection. Facilities should be able to accommodate a wide range of bicycle shapes and sizes, including tricycles and trailers if used locally. Facilities should be simple to operate and directions should be posted, including whom to contact if maintenance is needed, or if other problems are encountered.

### **Long-Term Parking**

Long-term parking is needed at locations such as employment centers and multi-family dwellings. Facilities should be provided which secure the frame, both wheels, and accessories and which offer protection from the weather. Unlike cars, bicycles are quite vulnerable to conditions such as rain and ultra-violet light, rendering them to a rusty, tire-rotted condition in as little as one season. Bicycle lockers and attended storage areas with a roof area are examples of long-term parking facilities.

### **Short-Term Parking**

Short-term parking is needed at locations such as shopping centers, libraries, recreation areas, post offices, restaurants and other quick trip attractors. Facilities should be very convenient and should be near building entrances or other highly visible areas which are self policing. A distance from key attractor entrance greater than 25 to 50 feet could result in bicycles being secured to trees, posts, handicapped ramp rails, and other objects.

The facility should be designed so that it will not damage bicycles (bent rims are common with racks that only support one wheel). The device must allow for high-security locks [i.e., U-lok (TM) and Kryptonite (TM)] and for combined security of both wheels and frame. The device must provide easy-in and easy-out locking and provide easily understood directions for use.

# APPENDIX J

## PERSONS INVOLVED IN THE PREPARATION OF THE 1991 SPECIFIC PLAN

### **Camelback East Primary Core Specific Plan Subcommittee**

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Heather Litton  
Ruth MacEachern  
Pat Coultrap  
Ruth Riley  
Eric Rasmussen

### **Montecito Neighborhood**

Phil Hessenius

### **Sharondale-Brentwood Neighborhood**

Lee Parent

### **Bartlett Estates Neighborhood**

Betty Drake

### **Village Core Acres Neighborhood**

Quent Augspurger

### **Town & Country Neighborhood**

Judy Sussman

### **Highland Estates Neighborhood**

Ron Vander Ark  
Alison Vander Ark  
John Larkin  
Peter Plovick  
George Humphrey

### **Huncroft Neighborhood**

Neil Sherman

### **Cloisters Neighborhood**

Brian Hushek

### **Cavalier Campus Neighborhood**

Dennis Ewold

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John Rooze  
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Lynn Heath, CEVPC Member  
Jack Leonard, CEVPC Member  
John Schneeman, CEVPC Member  
Alan Beaudoin, Professional Planner, LVA Design\*  
Peter Drake, Professional Planner, Arizona Land Use Planners\*  
\* = Non-Voting Committee Member

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Paul Barnes, Neighborhood Representative  
Mike Curley, Gray Development Group  
Peter Drake, Neighborhood Representative  
Stephen Earl, Biltmore Fashion Park  
Jeff Fine, Neighborhood Representative  
Bruce Gray, Gray Development Group  
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David Tierney, Neighborhood Representative  
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