




# Encanto

VILLAGE CHARACTER PLAN

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



# Narrative



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

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

# Encanto Village

## BY THE NUMBERS

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### Population

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

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# 47%

Residential  
0-5 du/acre

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# 5%

Parks/Open Space

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# 27 Miles

of bike lanes

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# 23,130

Households

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# 20%

Commercial

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# Encanto Village

## CHARACTER

Arts and Culture hub of the City



Strong employment base



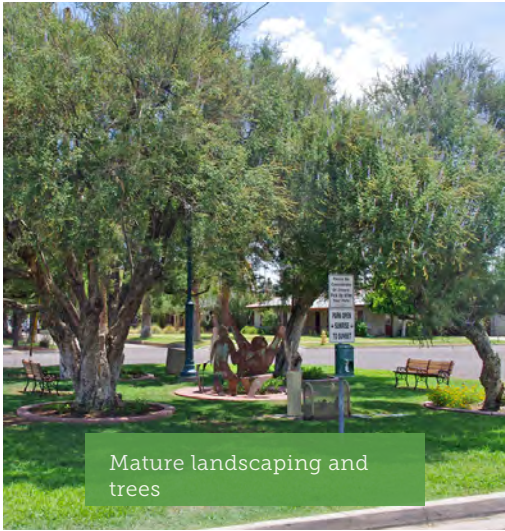
Diversity of housing options



Connected bike lanes and canals



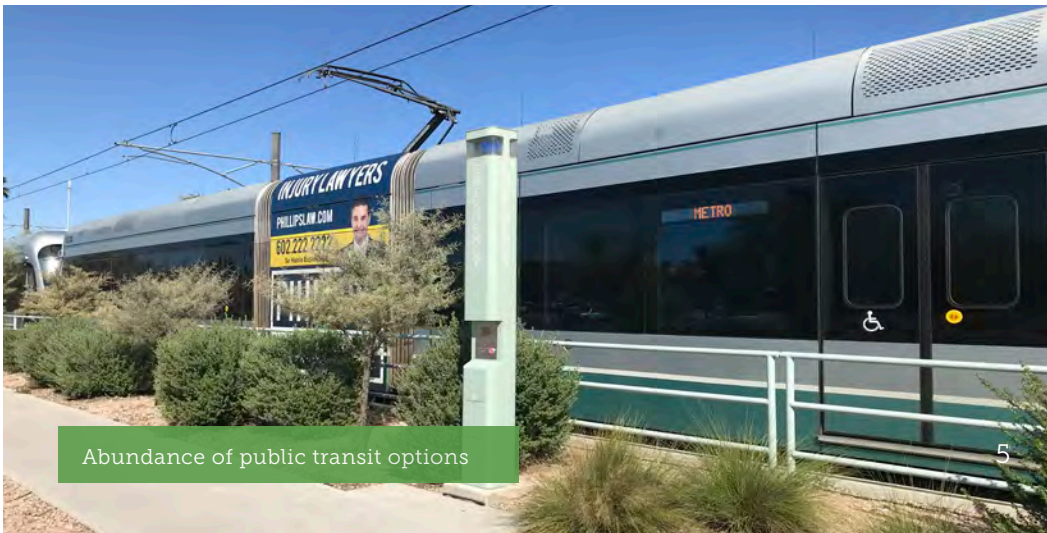
22 historically designated neighborhoods



Mature landscaping and trees



Close proximity to Downtown Phoenix

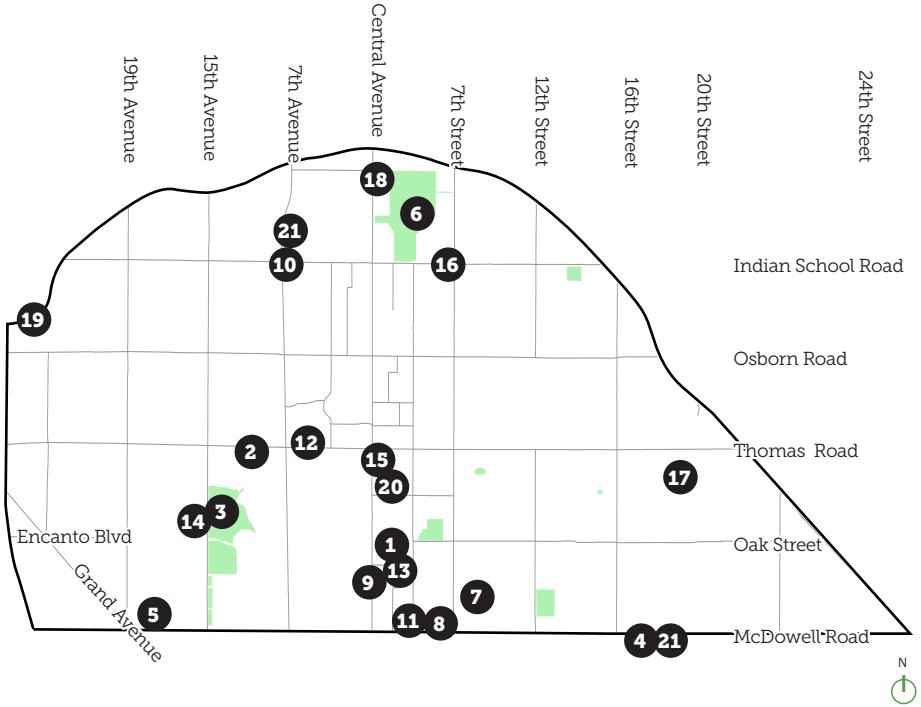


Abundance of public transit options

# Encanto Village

## ASSETS

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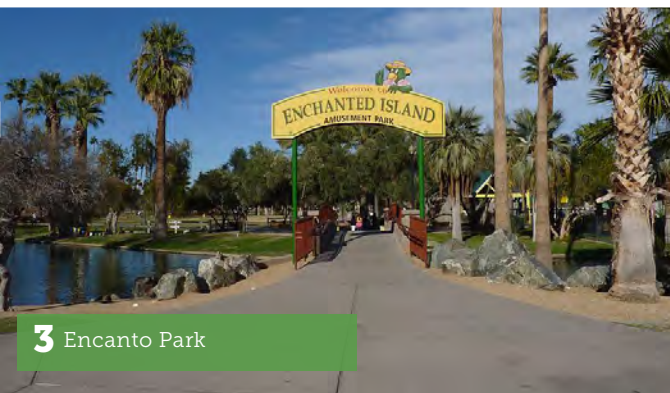
- |                                  |   |
|----------------------------------|---|
| 1. Heard Museum                  | 12. St. Joseph's Hospital                                 |
| 2. Phoenix College               | 13. The Phoenix Towers                                    |
| 3. Encanto Park and Golf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



**1** Heard Museum



**2** Phoenix College



**3** Encanto Park



**4** Miracle Mile on McDowell



**5** State Fair Grounds



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



**10** Melrose Gateway Arch



**8** Phoenix Theatre



**21** Local Businesses

# PLANS & CODES:

## A Strategic Set of Tools

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

### Regulatory Plans

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

### Other Plans

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

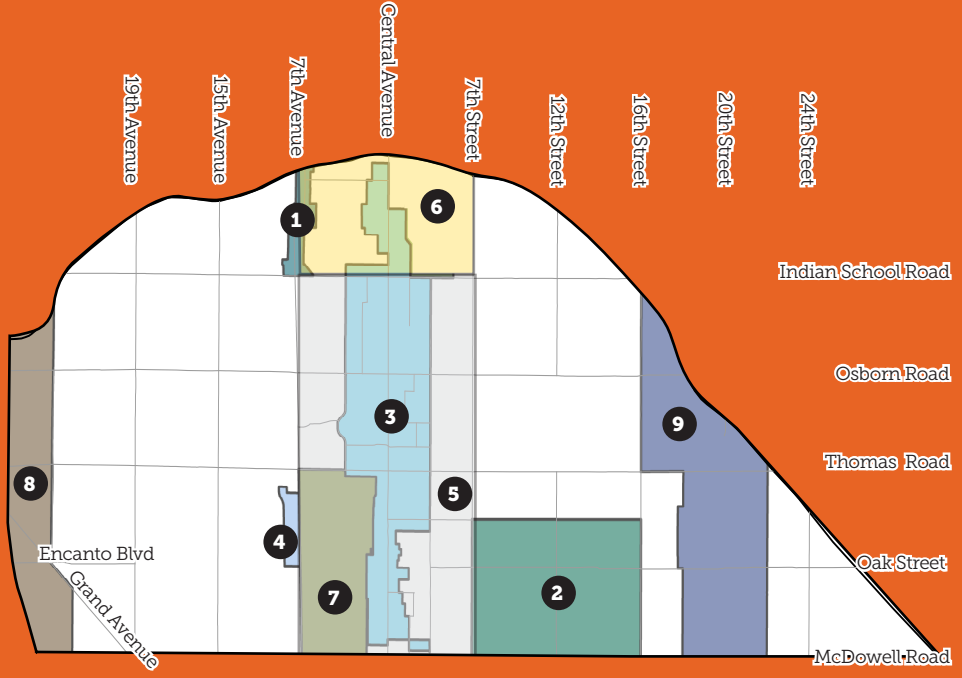
For more information on Encanto Village Plans & Codes, please visit

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



# Encanto Village Planned Areas

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# LAND USE

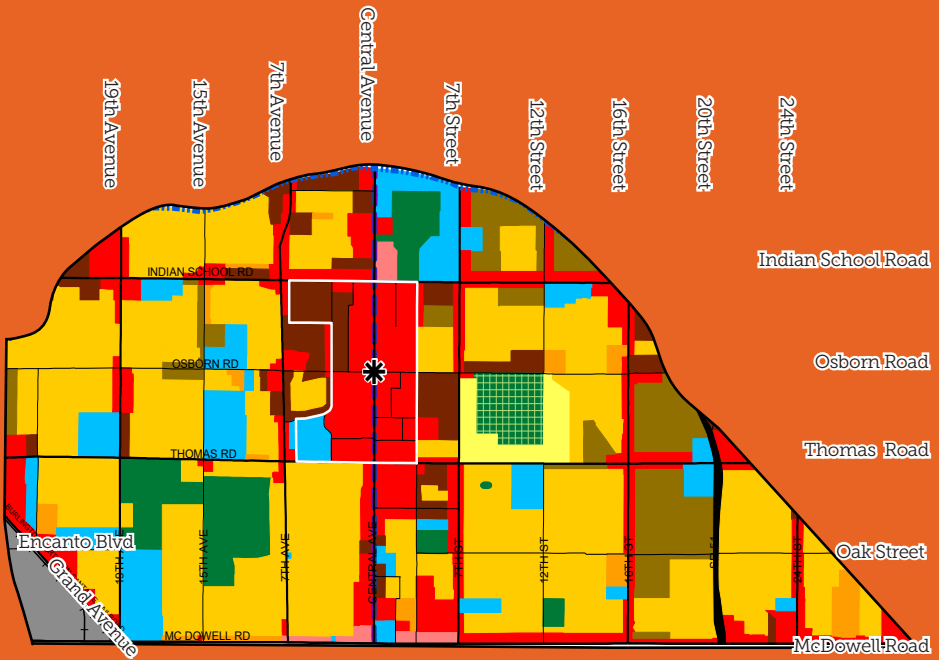
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The Encanto Village Planning Committee helped to identify specific land use principles from the approved 2015 General Plan to better equip all stakeholders with the ability to preserve and protect the Village Character while encouraging growth and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











## Land Use Principles

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

# ENCANTO VILLAGE



## GENERAL PLAN LAND USE MAP LEGEND

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

# DESIGN

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

## Design Principles

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



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

## Encanto Village

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# **OPPORTUNITIES FOR GROWTH & INVESTMENT**

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

# Opportunities for Growth & Investment

## 1. Preserve Historic Character

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

## 2. Affordable Housing Options

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

## 3. Adaptive Reuse

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

## 4. Parks, Green Space, and Trees

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

## 5. Development along the Light Rail

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

# NEXT STEPS GOALS

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



Celebrate Our Diverse Communities & Neighborhood



Strengthen Our Local Economy



Connect People & Places

**2**

**Increase affordable housing options**

**1**

**Preserve Historic Character**



Celebrate Our Diverse Communities & Neighborhood



Connect People & Places





Build the Sustainable Desert City



Connect People & Places



Strengthen Our Local Economy



Celebrate Our Diverse Communities & Neighborhood

5

Encourage growth along the light rail corridor



Build the Sustainable Desert City

4

Establish more neighborhood parks and green space



Celebrate Our Diverse Communities & Neighborhood



Connect People & Places

3

Encourage adaptive reuse of buildings



Celebrate Our Diverse Communities & Neighborhood



Strengthen Our Local Economy



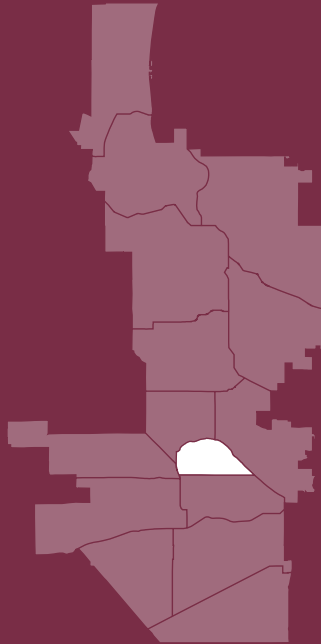
Connect People & Places



## Encanto Village

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For more information, or to view the electronic version of the document please visit [phoenix.gov/villages/encanto](http://phoenix.gov/villages/encanto). This publication can be made available in alternative format upon request. Contact Angie Holdsworth in the Planning and Development Department at 602-495-5622. TTY: Use 7-1-1



**PDD**