

51

LOOP
101

*State Route 51
&
Loop 101
Scenic Corridor Policy*



**ADOPTED BY CITY COUNCIL
Resolution No. 20986
June 22, 2011**

**PREPARED BY THE CITY OF PHOENIX
PLANNING AND DEVELOPMENT DEPARTMENT**



Introduction:

This scenic corridor was established due to public concern in regards to outdoor uses with significant visual impacts, such as outdoor storage and off-premise advertising structures, along portions of the State Route 51 and Loop 101 within the northeast Phoenix area. The city of Phoenix Planning and Development Department staff evaluated the area to determine if something could be done to encourage preservation of scenic mountain vistas and protect the residential character along the State Route 51 and Loop 101. Staff determined that the best way to accomplish this goal is to designate these freeways as scenic corridors with policies to preserve and protect scenic qualities, implement village core and specific plan goals, and maintain residential character.

On March 9, 2011, the Planning Commission initiated a General Plan Amendment and this scenic corridor policy for portions of the State Route 51 and the Loop 101 as shown on the map on page 3. This policy applies to areas within three hundred (300) feet from both sides of the Arizona Department of Transportation (ADOT) right-of-way along:

- The State Route 51 north of the Phoenix Mountain Preserve to the Loop 101; and
- The Loop 101 within the north Phoenix area from the eastern city limits (Scottsdale Road) to the western city limits (51st Avenue).

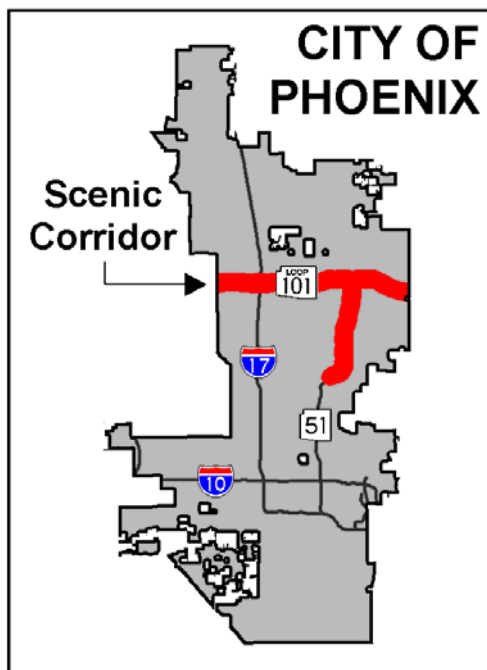
If a parcel is split by this policy boundary line then the entire parcel shall be governed by this policy not just the portion of the property within the 300 feet.

The city of Phoenix has existing scenic corridors on several streets throughout various portions of the City as outlined in Goal 2B of the Circulation Element of the General Plan. The most widely known are Cave Creek Road, Carefree Highway and Baseline Road. The State Route 51 and Loop 101 Scenic Corridor have been added to preserve scenic qualities, implement village core and specific plan goals, and to protect the residential character along these key stretches of freeway in north Phoenix. The policy also provides guidance to decision makers on issues such as rezoning applications and zoning adjustment requests related to billboards and outdoor uses. This policy does not deal with freeway design guidelines, right-of-way widths, or dedicated open space adjacent to the ADOT right-of-way.

Recommendations:

With the intent to preserve scenic corridors, implement village cores and specific plan goals, and protect the residential character of the State Route 51 and Loop 101 Scenic Corridor, the following is recommended:

1. General Plan Amendment requests for the Industrial land use designation should not be supported.
2. Rezoning requests to that would allow primary outdoor uses and off-premise advertising structures (C-3, A-1, A-2, or Planned Unit Developments that allow such uses) should not be supported. This does not apply to areas that have existing C-3, A-1, or A-2 zoning or existing General Plan designations of Industrial prior to the effective date of this policy.
3. Use permits or variances that allow or modify primary outdoor uses and off-premise advertising structures should not be supported. This includes but is not limited to:
 - Use permits for converting existing static to digital off-premise advertising structures and
 - Variances regarding spacing, height increases and orientation of off-premise advertising structures.



VICINITY MAP

SR-51 / LOOP-101 SCENIC CORRIDOR

