




# North Gateway

VILLAGE CHARACTER PLAN

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



# Narrative



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

# North Gateway Village

## BY THE NUMBERS



### Population

Existing: 21,090 (2015)

Projected: 35,600 (2030)



### 29%

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

### 1%

County Jurisdiction  
(0.06 square miles)

### 69%

State Trust Land  
(31 square miles)



### Trails and Bikeways

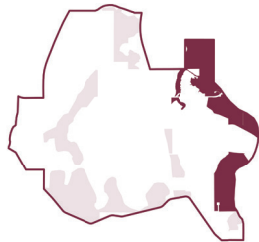
Existing: 33 miles

Proposed: 86 additional miles



### 7,480

Households (2015)



Sonoran Preserve

### 2,838

Acquired Acres

### 4,789

Additional Acres Proposed



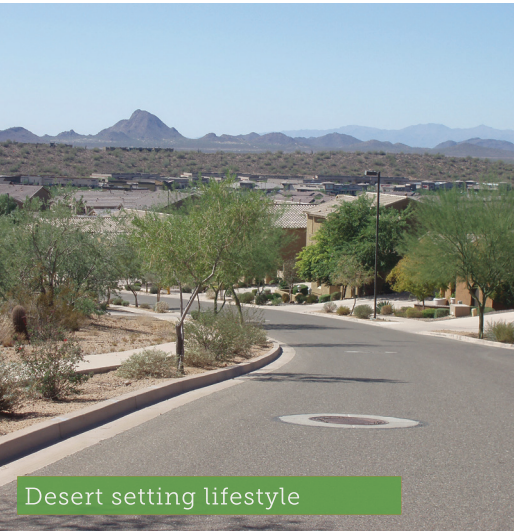
# North Gateway Village

## CHARACTER



Scenic corridors and trails

Source: IVA Urban Design Studio



Desert setting lifestyle



Regional employment center opportunity



Integration between old and new





Large, master-planned communities



Trail systems connecting neighborhoods



Design with nature

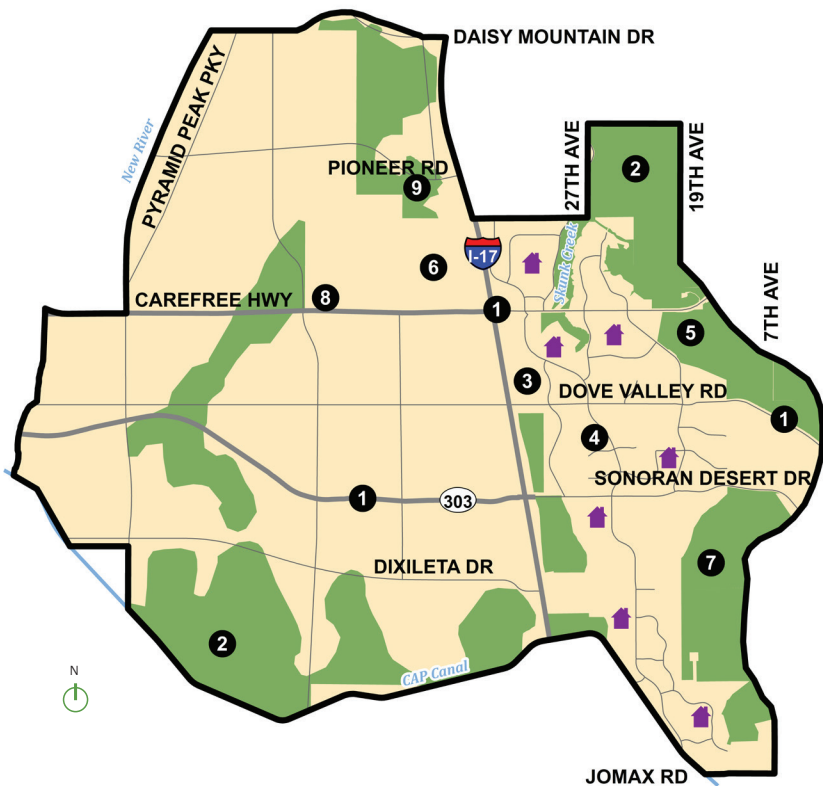


Undeveloped Sonoran Desert, mountains, and washes

# North Gateway Village

## ASSETS

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- |   |  |
|---|--|
| <ol style="list-style-type: none"> <li>1. Connectivity via highways and scenic drives: Interstate 17, State Route 303, Carefree Highway, Dove Valley Road/ Sonoran Desert Drive &amp; proximity to Northern Arizona</li> <li>2. Natural desert environment, mountains, and washes</li> <li>3. Sonoran Health and Emergency Center</li> <li>4. W.L. Gore and Associates</li> </ol> | <ol style="list-style-type: none"> <li>5. Trail System</li> <li>6. Ben Avery Shooting Facility</li> <li>7. Sonoran Preserve Master Plan</li> <li>8. Arizona Game and Fish Department Headquarters</li> <li>9. Pioneer Living History Village &amp; Museum</li> </ol> |
|---|--|
-  Master planned community





**1** Connectivity via highways and scenic drives



**2** Natural desert environment

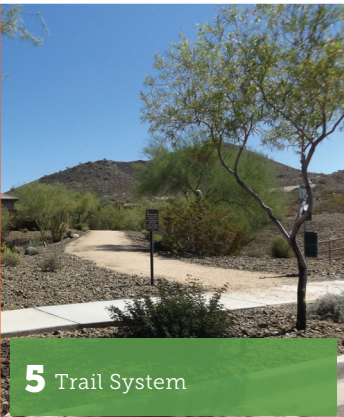


**3** HonorHealth Sonoran Health and Emergency Center

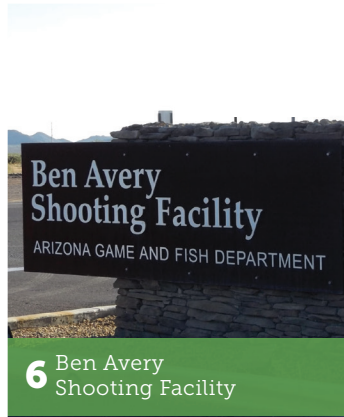


**4** W.L. Gore and Associates

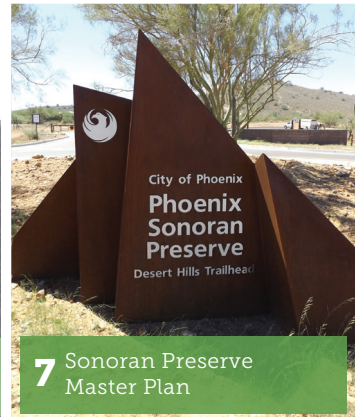
Source: Justin Baker



**5** Trail System



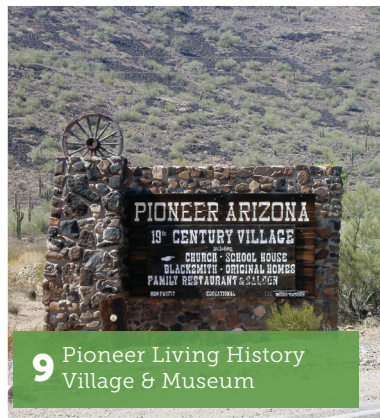
**6** Ben Avery Shooting Facility



**7** Sonoran Preserve Master Plan



**8** Arizona Game and Fish Department Headquarters



**9** Pioneer Living History Village & Museum

# PLANS & CODES:

## A Strategic Set of Tools

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

### Plans

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

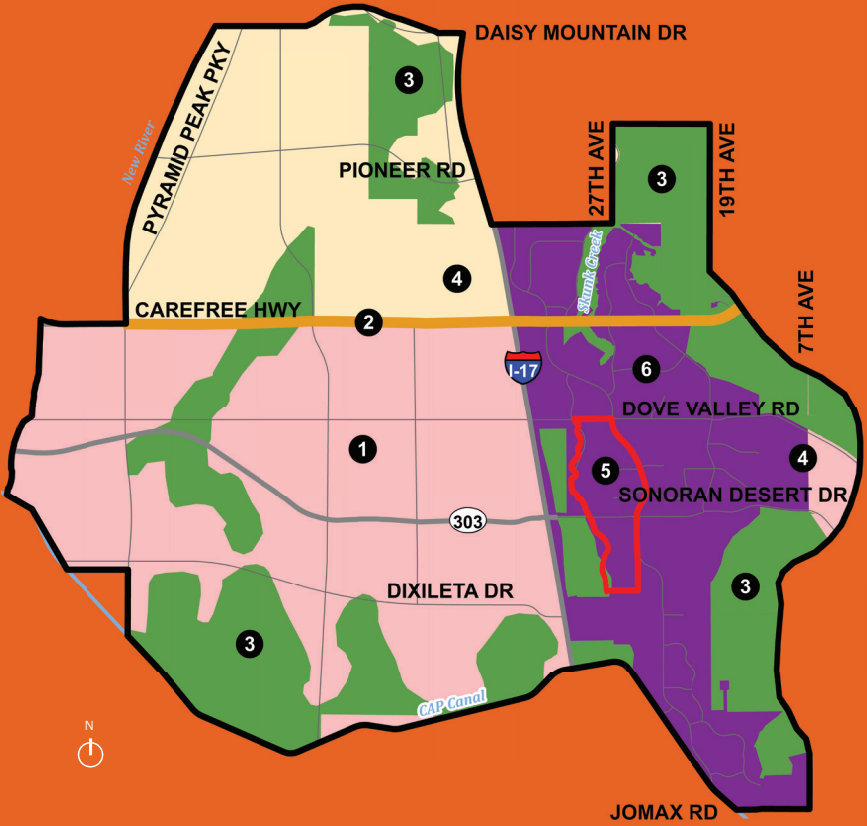
### Codes

6. North Black Canyon Overlay District

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



# North Gateway Village Planned Areas



# LAND USE

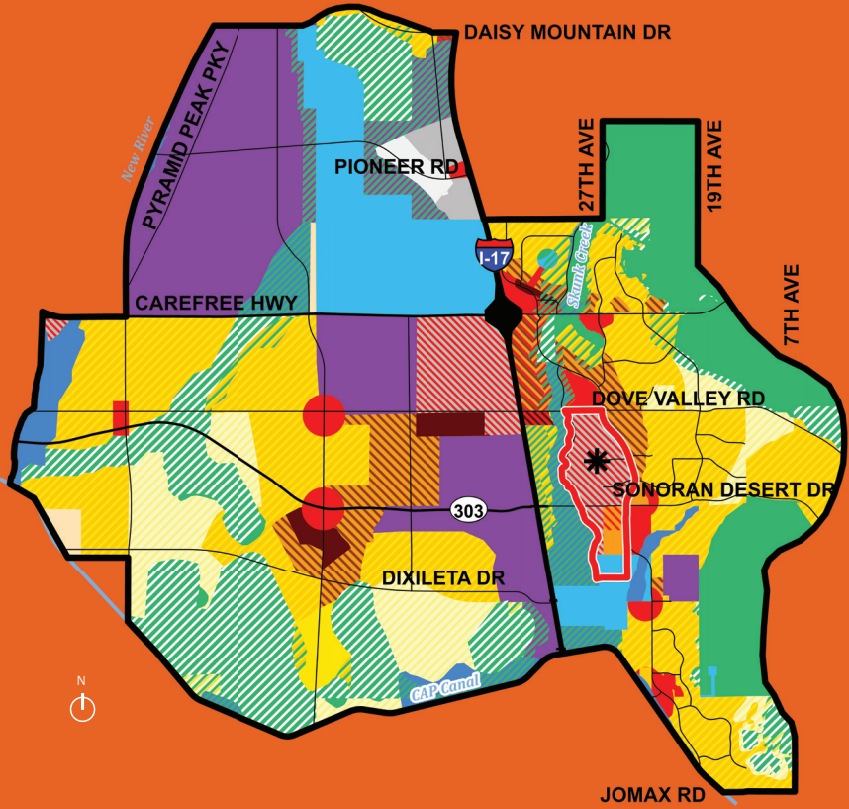


The North Gateway Village Planning Committee helped to identify specific land use principles from the approved 2015 General Plan and representative examples to better equip all stakeholders with the ability to preserve and protect the Village Character while encouraging growth and investment.

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



# NORTH GATEWAY VILLAGE



# DESIGN

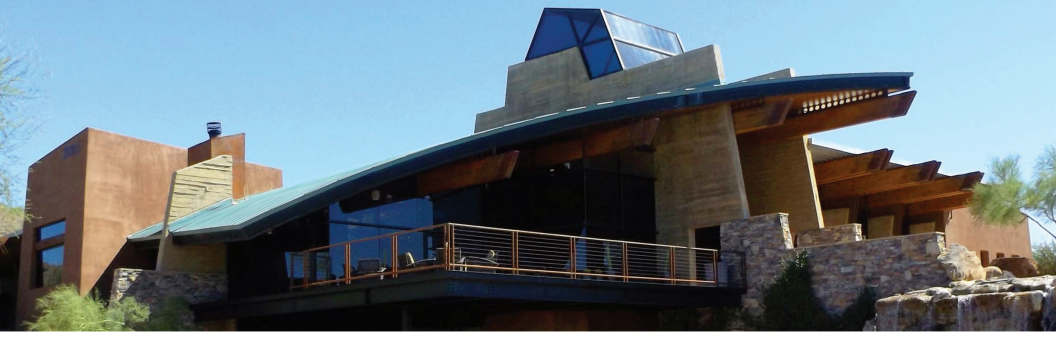
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The North Gateway Village Planning Committee helped to identify specific design principles from the approved 2015 General Plan and representative examples to better equip all stakeholders with the ability to preserve and protect the Village Character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

## **Design Principles**

- Protect scenic corridors and the neighborhood’s views of open space, mountains, and man-made or natural landmarks.
- Design and connect neighborhoods via streets, sidewalks and trails, and discourage through-traffic and provides safe pedestrian travel. Discourage the abandonment of streets, sidewalks and alleys that compromise connectivity.
- Design libraries to provide access to technology for the general public.
- Design industrial sites to be well screened from adjacent sensitive land uses such as residential.





- Protect and enhance the character of each neighborhood and its various housing lifestyles through new development that is compatible in scale, design, and appearance.
- Provide impact-mitigating features (such as extra width or depth, single story units, or landscape buffering) when new residential lots abut existing non-residential uses or are adjacent to arterial streets or freeway corridors. Dissimilar land uses often require additional separation or other measures to achieve compatibility.
- All housing should be developed and constructed in a quality manner.



## Design Principles

- Integrate into the development design natural features such as washes, canals, significant topography and existing vegetation, which are important in providing character to new subdivisions.
- Encourage high-performance building designs that conserve resources, while balancing energy-efficient, water-efficient, cost-effective and low-maintenance engineering solutions and construction products through whole building life cycle assessment.
- Integrate trees and shade into the design of new development and redevelopment projects throughout Phoenix.





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



North Gateway Village

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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 North Gateway Village Planning Committee, the following opportunities for growth and investment have been identified and are to be addressed by urban planning.

# Opportunities for Growth & Investment

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

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

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

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

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

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

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

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

## **Lack of public transportation**

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

# NEXT STEPS GOALS



Goals set a strategic path to growth, preservation and investment all with the desire to sustain the established village character and assets while advancing village identified opportunities for growth and investment. This Village has identified the following top Goals:



# Encourage community destination activities



Strengthen Our Local Economy



Connect People & Places



Build the Sustainable Desert City



Celebrate Our Diverse Communities & Neighborhood

# Improve residential design/housing opportunities



Connect People & Places



Strengthen Our Local Economy

# Improve public transportation



Create an Even More Vibrant Downtown



Build the Sustainable Desert City



Connect People & Places



Strengthen Our Local Economy

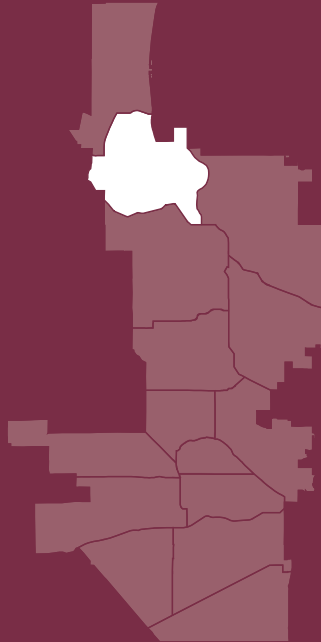




## North Gateway Village

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For more information, or to view the electronic version of the document please visit [phoenix.gov/Villages](http://phoenix.gov/Villages). This publication can be made available in alternative format upon request. Contact the Planning and Development Department at (602) 262-7131 TTY: Use 7-1-1



**PDD**