

# Southwest Growth Study/Laveen: A Guide for Development

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# Southwest Growth Study/Laveen: A Guide for Development

## ACKNOWLEDGMENTS

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# Southwest Growth Study/Laveen: A Guide for Development

## INTRODUCTION

Located in the southwest Valley, Laveen is a place unique in both natural beauty and agricultural heritage. Nestled between South Mountain and the Salt River, from 27th Avenue to the Gila River Indian Community, the area has long been valued by farmers, equestrians, and those looking for solitude and mountain access. As development pressures increase throughout the Valley and city leaders continue to focus on infill of properties near central Phoenix, the area's proximity to downtown and access to the future South Mountain Loop will bring increased growth impacts to Laveen. The area contains approximately 28 square miles of largely undeveloped and agricultural property within a ten to twenty minute commute of the Interstate 10 corridor and downtown. This Plan seeks to accommodate a reasonable amount of future growth while paying attention to protecting the area's special attributes. Innovative implementation tools such as watercourses/greenbelts, multi-use trails/open space features, pedestrian-friendly land use and design elements, and design guidelines for ensuring quality development, are all components of the Plan.

In March, 1995, the city of Phoenix annexed approximately 5.6 square miles in Laveen at the request of farmers with large land holdings. These property owners are interested in developing their acreage rather than continuing to farm. The City Council directed staff to prepare this plan with input from area residents and property owners. The most recent planning efforts in Laveen, by the city in the late 1980s and Maricopa County in the early 1990s, needed to be revisited to address the possibility of the South Mountain Loop traversing the area and to examine, and revise where necessary, planned residential densities and proposed commercial locations.

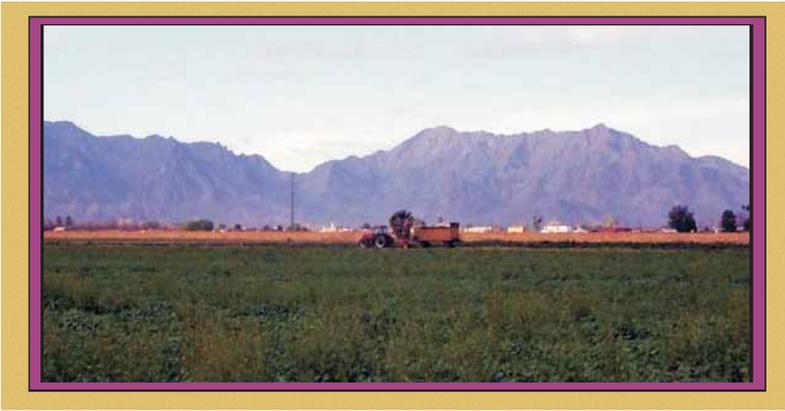
The development of the Plan is based on an analysis of existing conditions, market trends, meetings with outside agencies (Maricopa County Department of Transportation, Maricopa County

Department of Planning and Development, the Gila River Indian Community, and the Flood Control District of Maricopa County), and significant input from area residents and property owners. Important components of this plan are the actions required for implementation. The Plan outlines these implementation tasks and sets forth a schedule for their completion.

## PLAN BOUNDARIES AND AREA DESCRIPTION

The Plan covers all land bounded by 27th Avenue, South Mountain Park, the Gila River Indian Community, and the Salt River. This 28 square mile area encompasses property both in Phoenix and in unincorporated Maricopa County. The unincorporated acreage is included for three primary reasons: 1) a rational plan for development in Phoenix cannot ignore property outside the city limits which is interspersed with city annexed areas; 2) the city will use the Plan to develop infrastructure for the area and must consider the unincorporated area as some of it will request annexation to receive city services; and 3) Maricopa County, through its comprehensive planning program, will follow city plans for unincorporated properties within the city's Metropolitan Planning Area if the city has involved county residents in a recent planning effort.

Laveen is largely a blank slate which will experience development in coming years. The majority of the area is agricultural with irrigated fields of cotton, corn and other crops and dairy farms. Pockets of large lot residential development with horse privileges are scattered throughout the area but are concentrated near the Laveen Town Center at 51st Avenue and Dobbins Road and in a neighborhood at 67th Avenue between Southern Avenue and Baseline Road. The area around the Carver Foothills and extending to South Mountain Park has a Sonoran Desert character with some large agricultural lots on the west end. The desert and the agricultural properties define the open, rural feeling of the Laveen area.



**Growing cotton and other field crops is a major agricultural activity in Laveen.**

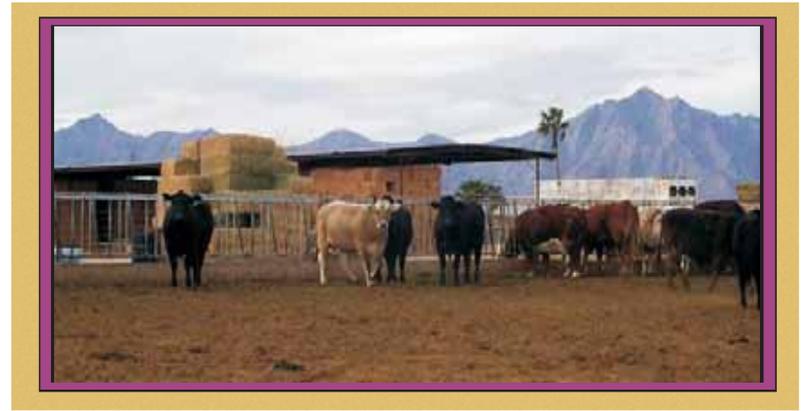
Some of the land adjacent to the Salt River is industrial with sand and gravel extraction and related uses. As the Rio Salado project progresses westward from the initial sites between 24th Street and 19th Avenue, the properties along the river could provide a significant statement that complements the open character of the area. The most dense residential development in Laveen is also near the Salt River, at the Cash neighborhood at 35th Avenue and Broadway Road.

Recreational opportunities in Laveen, in addition to the trails of South Mountain Park, are at Cesar Chavez Park, Mountain View Golf Course, and Playa Margarita Park. Ball fields at Laveen and Cash elementary schools are also available for sporting activities.

Access to Laveen is via surface streets. Travel to the east is possible on Broadway Road, Southern Avenue, Baseline Road, and Dobbins Road. Fifty-first Avenue and 35th Avenue provide all-weather crossings of the Salt River for access to Interstate 10 to the north.

## PLANNING PROCESS

Area residents and property owners have been an invaluable resource during the Plan's preparation. Over 500 persons gave their time and



**Dairy farming is an important agricultural use in Laveen.**

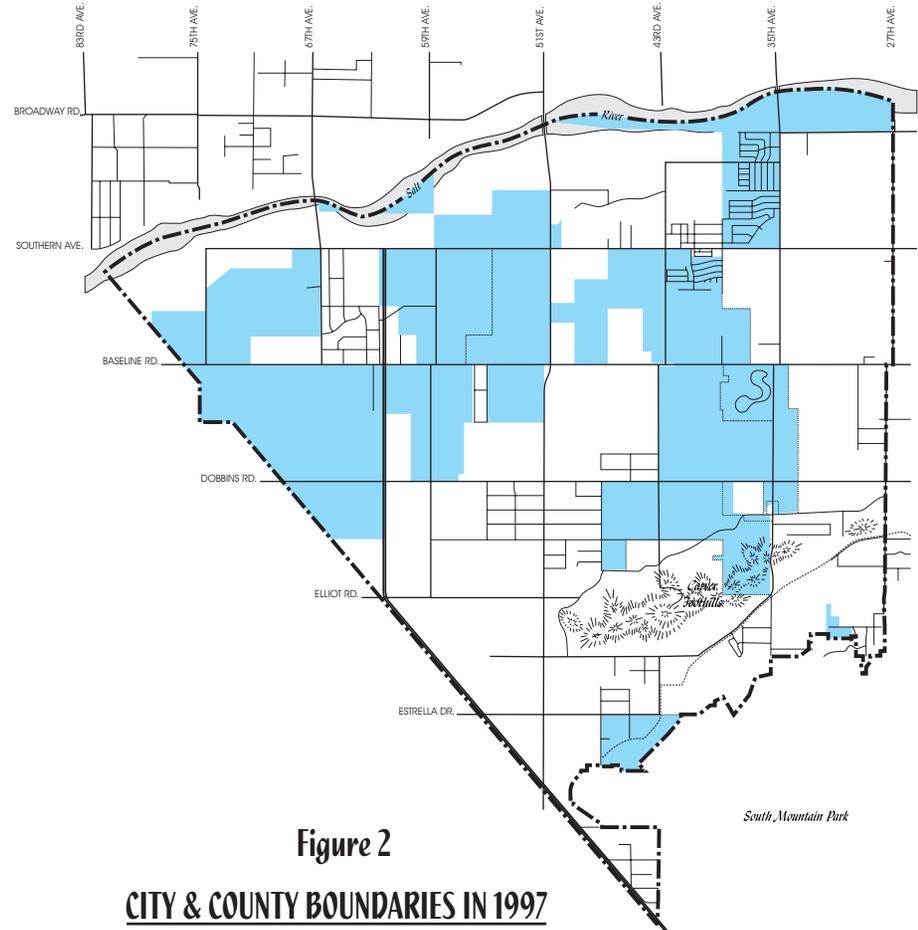
ideas during the project's 20 public meetings. These sessions covered a wide variety of topics and applied different meeting techniques. Some meetings were informational with staff providing demographic, infrastructure, and market information; other meetings were designed to solicit input from participants. The city designed an inclusive public input process with mailings to all post office box holders in Laveen, all individuals who attended the public meetings, and targeted mailings to large land holders. In addition, the project received significant coverage in the *Arizona Republic* in mid-1997. A list of all meeting dates, topics, and numbers of participants is included in Figure 1.

In addition to the formal public meetings, the city made other outreach efforts. Staff attended a Laveen area barbeque and also met with residents and property owners at their properties to better understand their concerns. The South Mountain Village Planning Committee and the Laveen Planning Committee received briefings on the Plan on an as-needed basis. The chairperson of the village planning committee and several members of the Laveen committee were active participants in the planning process. Staff also held many meetings with concerned individuals or groups at City Hall to learn more about particular issues.

As noted above, the city had meetings or other contacts with public agencies. These organizations included the Maricopa County Department of Planning and Development, the Maricopa County

**Figure 1 Southwest Growth Study/Laveen Public Meetings**

Meeting	Meeting Date	Topic	Citizens Present
1	6/12/95	Purpose of the Southwest Growth Study/Laveen and South Mountain Freeway planning efforts	202
2	7/25/95	Economic development issues	60
3	9/26/95	Residential development issues	61
4	10/18/95	Nominal group workshop	45
5	2/26/96	Southwest Growth Study/Laveen Status Report	39
6	4/29/96	Land use issues (including a review of previous planning efforts in the area)	53
7	10/22/96	Presentation and discussion of land use alternatives	86
8	11/16/96	Small group discussion of land use alternatives	60
9	1/27/97	Land Use Alternative F; Conservation Community and Mixed-Use Agricultural District initial concepts; and 51st Avenue traffic issues	65
10	2/1/97	Laveen Barbecue	200
11	2/24/97	Visual preference survey	51
12	3/19/97	Review visual preference survey results	39
13	4/2/97	Land use and design issues	91
14	4/30/97	Recommended land use	65
15	6/9/97	Recommended land use (Alternative I) and design guidelines	49
16	6/23/97	Design guidelines	10
17	8/5/97	Southwest Growth Study/Laveen draft plan	50
18	8/25/97	Southwest Growth Study/Laveen draft plan	40
19	10/13/97	Southwest Growth Study/Laveen draft plan	34
20	11/17/97	Expansion of the planned community; modifications to the conservation Community; and land use issues west of 67th Avenue between Southern Avenue and Baseline Road	51



**Figure 2**  
**CITY & COUNTY BOUNDARIES IN 1997**  
**SOUTHWEST GROWTH STUDY**  
**LAVEEN**

**LEGEND**

- CITY BOUNDARY
- COUNTY BOUNDARY
- STUDY AREA BOUNDARY



Department of Transportation, the Flood Control District of Maricopa County, the Laveen Elementary School District, Phoenix Union High School District, and the Gila River Indian Community. Staff also solicited data and comments from several city departments including Water Services, Street Transportation, Fire, Police, and Parks, Recreation and Library.

## GOAL AND OBJECTIVES

As part of the process, staff developed a goal and accompanying list of objectives to guide development of the Plan. The goal and objectives were discussed and refined by meeting participants as follows. The goal and objectives are in addition to those in the *General Plan for Phoenix* and the *South Mountain Village Plan*.

### I. Goal

Revise, reevaluate, and complement the existing *Laveen Land Use Plan* (Maricopa County, 1992) and the *General Plan Laveen* (City of Phoenix, July 1988) based on:

-  Issues identified through the preparation of a Status Report for the area;
-  Issues identified through meetings with landowners, residents, city departments, and other governmental agencies;
-  The city's recent annexation of 5.6 square miles;
-  Potential for future annexations in the area;
-  The Rio Salado Project Study; and
-  The South Mountain Loop.

No jurisdiction has taken a comprehensive look at planning for the Laveen area since 1992. The Maricopa County plan, which was adopted that same year, does not include city property. It also contains land use categories that are difficult to apply, such as a

residential category that is appropriate for densities from 0 (large lot) to 25 (apartment complex) dwelling units per acre. The 1988 city plan did not consider the proposed South Mountain Loop. Neither plan adequately acknowledged the special character of the area.

### II. Objectives

- A. Establish an appropriate land use and balanced housing mix; encourage development which protects existing residential lifestyles and natural resources.

A mixture of land uses will be needed in Laveen at build out to have a balanced community that provides options for housing, work, and commerce. Development that complements existing uses and rural character can help maintain Laveen as a special and unique area.

- B. Identify needs and methods for providing public services and facilities.

The prospects for Laveen depend on adequate and appropriate public services and facilities in addition to quality private development. Infrastructure planning must consider development of both city and unincorporated land in anticipation of future requests for annexation.

- C. Prepare design guidelines/development standards which encourage development that responds and is sympathetic to the cultural, historic, and agricultural assets of the area. New design guidelines and development standards are required if new development in Laveen is to contribute positively to the special character of the area. Some of the existing standards that apply throughout Phoenix are either too restrictive or too permissive to allow the flexibility of uses and designs necessary to encourage development that complements Laveen's assets.

D. Propose a comprehensive transportation network for the area. A good transportation network and transit system are needed to get people to and from Laveen. Transit Oriented Development (TOD) can facilitate use of the transit system and help address air quality issues.

E. Propose a comprehensive recreation/open space amenity for the area.

Important features of Laveen are its open, rural character and the ease with which residents can travel the area by foot, on horseback, or via bicycle. A recreation/open space element is key to maintaining these features.

F. Propose a planned community for a portion of the area.

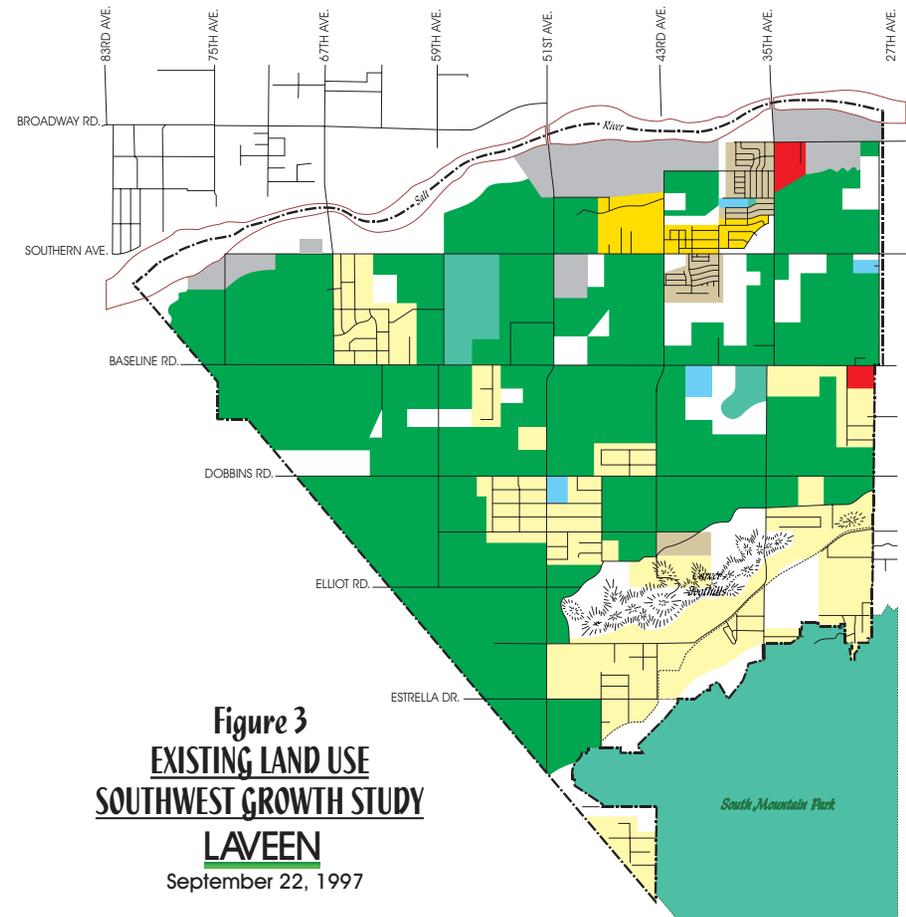
Use of a planned community for a significant portion of Laveen can help ensure a balance of quality development.

G. Prepare an implementation strategy/action plan.

The city, area residents, and property owners anticipate fulfillment of the Plan. The implementation strategies and action plan will help realize this goal.

## LAND USE

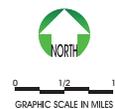
The Laveen study area encompasses approximately 16,700 acres that have a predominantly rural character. The primary land uses in the area consist of agricultural land (devoted to citrus, cotton, corn, other crops, dairies, and stockyards) and vacant desert. According to the 1990 MAG (Maricopa Association of Governments) land use database, these land uses make up approximately 79% of the area; all other land uses (including industrial, commercial, residential, education and parks/open space) make up the remaining 21%. Industrial uses are concentrated along the south side of the Salt River. The largest commercial activity is the Manzanita Raceway at the southeast corner of 35th Avenue and Broadway Road. Retail uses in the area consist of a few convenience markets. Residential land uses,



**Figure 3**  
**EXISTING LAND USE**  
**SOUTHWEST GROWTH STUDY**  
**LAVEEN**  
September 22, 1997

### LEGEND

0-1 DU/AC	EDUCATION
0-2 DU/AC	PARKS/OPEN SPACE
2-5 DU/AC	AGRICULTURE
COMMERCIAL	VACANT
INDUSTRIAL	



with densities of up to five dwelling units per acre, are dispersed throughout the area. In addition, four schools, two parks, and a golf course are located in Laveen. Existing land use is shown on Figure 3 (on previous page) and summarized in Figure 4.

**FIGURE 4**  
**Southwest Growth Study/Laveen**  
**Existing Land Use**  
**(1997)**

Land Use	Acreage	Percentage
0-1 dwelling unit/acre	2,989	18
0-2 dwelling units/acre	336	2
2-5 dwelling units/acre	372	2
Agriculture	8,651	52
Public/quasi public	101	1
Commercial	95	1
Parks/open space	363	2
Industrial	897	5
Vacant	2,900	17
<b>TOTAL</b>	<b>16,704</b>	<b>100</b>

## APPLICABLE PLANS

### General Plan for Phoenix

The Phoenix City Council amended the *General Plan for Phoenix* in 1988 for Laveen. The Land Use Map adopted in 1988 designates most of Laveen as residential. Some areas of commerce park, commercial, public/quasi-public and parks/open space are planned in the area. The Southwest Growth Study/Laveen is the first comprehensive city review of the area since 1988.

The General Plan Map for Laveen is shown in Figure 5. The land use categories are summarized in Figure 4. The factors used to convert planned acres into new housing units, population, and projected students are as follows:

 To project dwelling unit counts, the following numbers of units per acre were used, based on existing development patterns in the area:

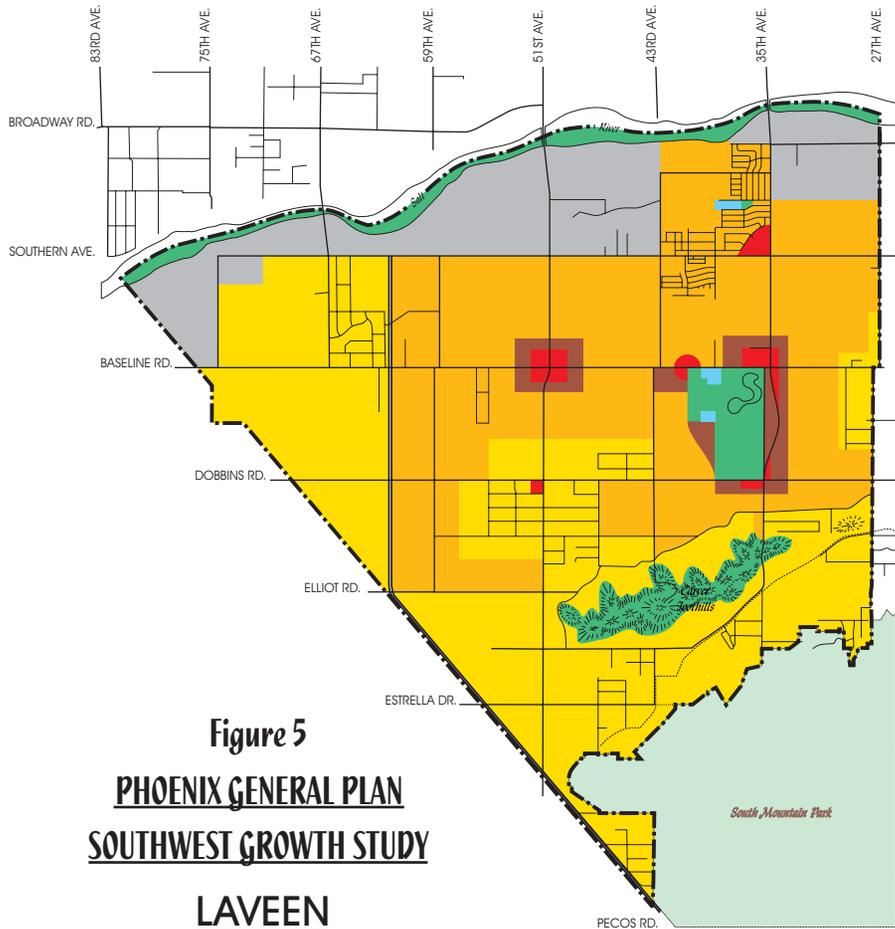
0-2 dwelling units/acre: 1  
2-5 dwelling units/acre: 3.5  
5-15 dwelling units/acre: 10

 The population multiplier used was 2.7 persons per dwelling unit, the approximate city-wide average. Staff used this number based on the assumption that household size in Laveen will closely resemble other parts of Phoenix as it develops.

 To project new students per dwelling unit, staff used the following multipliers. The Planning Department uses these numbers for all General Plan analyses.

0-2 dwelling units/acre: .65 elem      .37 high school  
2-5 dwelling units/acre: .65 elem      .37 high school  
5-15 dwelling units/acre: .33 elem      .14 high school

As the General Plan Map and table show, the General Plan proposes that Laveen develop primarily with single family neighborhoods of low (0-2 dwelling units/acre) to medium (2-5 dwelling units per acre) densities. Low density acreage would exceed medium, standard single family densities by approximately 300 acres. At build out, the population of Laveen could be 87,000 people living in 32,000 dwelling units. Planned commercial acreage would be insufficient to support the area. Based on the Valley-wide average of 31 square feet of commercial development per resident and an average commercial lot coverage of 25%, Laveen residents should have 247 acres of commercial land; only 160 acres are designated on the General Plan.



**Figure 5**  
**PHOENIX GENERAL PLAN**  
**SOUTHWEST GROWTH STUDY**  
**LAVEEN**  
 January, 1998

**LEGEND**

- 0-2 DU/ACRE
- 2-5 DU/ACRE
- 5-15 DU/ACRE
- COMMERCIAL
- COMMERCE PARK
- PUBLIC/QUASI-PUBLIC
- PARKS/OPEN SPACE

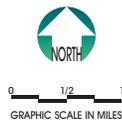


FIGURE 6 Southwest Growth Study/Laveen: Phoenix General Plan						
Land Use	Acres	%	Dwelling Units**	Population**	Elementary Students**	High School Students**
0-2 dwelling units per acre	6,460	39	6,460	17,442	4,199	2,390
2-5 dwelling units per acre	6,111	37	21,389	57,750	13,903	7,914
5-15 dwelling units per acre	426	3	4,260	11,502	1,406	596
Commercial	160	1	NA	NA	NA	NA
Parks/open space	1,160	6	NA	NA	NA	NA
Industrial	2,352	14	NA	NA	NA	NA
Public/quasi public	35	<1	NA	NA	NA	NA
<b>TOTAL</b>	<b>16,704</b>	<b>100</b>	<b>32,109</b>	<b>86,694</b>	<b>19,508</b>	<b>10,900</b>

The General Plan is inconsistent with many residents' goals for Laveen. Some owners of large holdings would like a variety of residential densities on their property even though it is classified as low or medium density. Many residents of neighborhoods with lots that exceed one acre want a plan that reflects that density and protects it with a buffer of similar or slightly more dense development. The General Plan does not take advantage of the South Mountain Loop; the proposed freeway is used only to separate low from medium density housing. The freeway area would be appropriate for employment opportunities and a significant commercial node. The General Plan also fails to acknowledge the potential of the Rio Salado Project; the majority of the acres adjacent to the river is classified for industrial use. Although some industrial activities are located along the river today, over time many of them, particularly the sand and

gravel extraction operations, will cease. In the long term, other uses of this land could help the Rio Salado become a reality. The General Plan makes no provisions for the continuation of any agricultural uses except through large lot subdivisions. The community discussed each of these issues at length as it gave input into the creation of this new Plan.

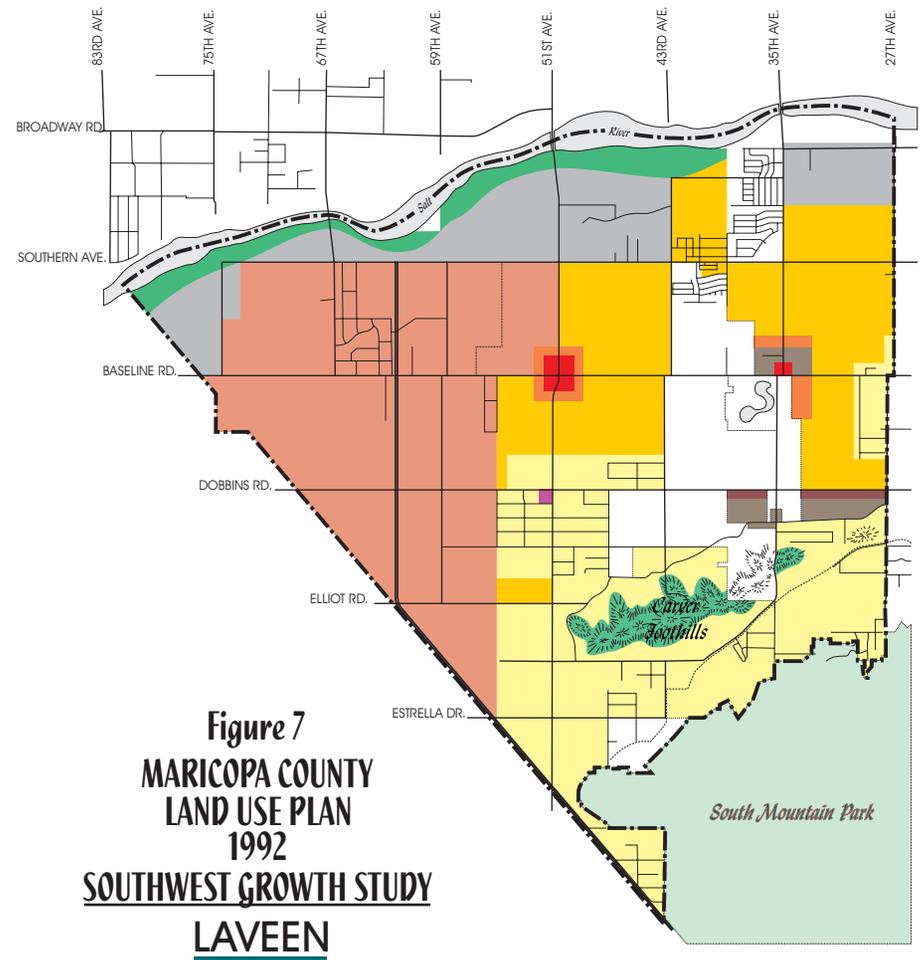
### Maricopa County Land Use Plan

The Maricopa County Board of Supervisors approved its land use map for Laveen in 1992. This map, like the Phoenix General Plan, designates most of the Laveen area as residential. It also designates some areas as light industrial, commercial, and open space. Some acreage could be either low density single family or medium density multiple family development. The Maricopa County plan does not address any property which Phoenix had annexed at the time of plan adoption.

The Maricopa County Land Use Map for Laveen is shown in Figure 7. The land use categories are summarized in Figure 8. The factors used to convert planned acres into new housing units, population, and projected students are as follows:

To project dwelling unit counts, the following numbers of units per acre were used:

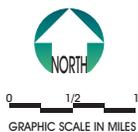
0-1 dwelling unit/acre: 0.5	2-5 dwelling units/acre: 3.5
0-4 dwelling units/acre: 3.5	0-6 dwelling units/acre: 5.0
0-12 dwelling units/acre: 10.0	0-25 dwelling units/acre: 20.0



**Figure 7**  
**MARICOPA COUNTY**  
**LAND USE PLAN**  
**1992**  
**SOUTHWEST GROWTH STUDY**  
**LAVEEN**

LEGEND

0-1 DU/ACRE	0-25 DU/ACRE
0-4 DU/ACRE	OPEN SPACE
0-6 DU/ACRE	CONVENIENCE COMMERCIAL
2-5 DU/ACRE	MULTI-NEIGHBORHOOD COMMERCIAL
0-12 DU/ACRE	LIGHT INDUSTRIAL



<b>FIGURE 8</b> <b>Southwest Growth Study/Laveen: Maricopa County Land Use Plan (8/1/97)</b>						
Land Use	Acres	%	Dwelling Units**	Population**	Elementary Students**	High School Students**
0-1 dwelling units/acre	3,728	26	1,864	5,033	1,212	690
2-5 dwelling units/acre	4,375	31	15,313	41,345	9,953	5,666
0-4 dwelling units/acre	2,914	21	10,199	27,537	6,629	3,774
0-6 dwelling units/acre	154	1	770	2,079	501	285
0-12 dwelling units/acre	212	1	2,120	5,724	700	297
0-25 dwelling units/acre	53	0.5	1,060	2,862	127	74
Convenience commercial	10	<.5	NA	NA	NA	NA
Multi-neighborhood commercial	63	0.5	NA	NA	NA	NA
Light industrial	1,713	12	NA	NA	NA	NA
Open space	959	7	NA	NA	NA	NA
<b>TOTAL</b>	<b>14,181*</b>	<b>100</b>	<b>31,326*</b>	<b>84,580*</b>	<b>19,122*</b>	<b>10,786*</b>

\* The Maricopa County Land Use Plan does not address property which was in the city of Phoenix in 1992 (approximately 2,523 acres). Every figure in the table would increase if that property were included.

\*\* To project new students per dwelling unit, staff used the following multipliers which are based on numbers that the Planning Department uses for all General Plan analyses. Some districts that serve a low income population believe the multipliers may be low; they do, however, provide a starting point for discussion.

0-1 dwelling units/acre:	.65 elem	.37 high school
2-5 dwelling units/acre:	.65 elem	.37 high school
0-4 dwelling units/acre:	.65 elem	.37 high school
0-6 dwelling units/acre:	.65 elem	.37 high school
0-12 dwelling units/acre:	.33 elem	.14 high school
0-25 dwelling units/acre:	.12 elem	.07 high school

The county plan is difficult to analyze given the wide density ranges in its residential categories. The hole created by not including the

city property makes any analysis of the area incomplete. It is clear that if the area builds out as projected in the table, the area will be grossly underserved by commercial uses. Although the build out population of 85,000 on county land could support 242 acres of commercial development, the plan proposes only 73 acres. The plan is also inconsistent with the goals of area property owners and residents. Although some existing low density development is preserved on the map and provides a buffer, some property, such as the neighborhood on 67th Avenue between Southern Avenue and Baseline Road, is designated for higher density than exists. Like the Phoenix General Plan, the county plan also does not take advantage of the South Mountain Loop and ignores the potential of the Rio Salado by placing an industrial classification on property adjacent to the Salt River.

## VISION FOR THE FUTURE - LAND USE AND DESIGN

The land use and design policies of this Plan further its goal and objectives. The policies incorporate issues raised with existing conditions and analysis of the existing city and county plans. Land use and design are two of the most important elements of the Plan and can guide, through proper implementation, new development to maintain the unique character of the area.

### LAND USE

The Southwest Growth Study/Laveen land use plan is shown in Figure 9 (see page 12). Land use classifications are summarized in Figure 10 (see page 13). The map shows land use only for properties which are ten or more acres.

Existing land uses of this size that are likely to remain for the next 23 years are shown on the map with the most similar land use classification. Other properties are classified with the most appropriate land use.

The factors used to convert planned acres into new housing units, population, and projected students are as follows:

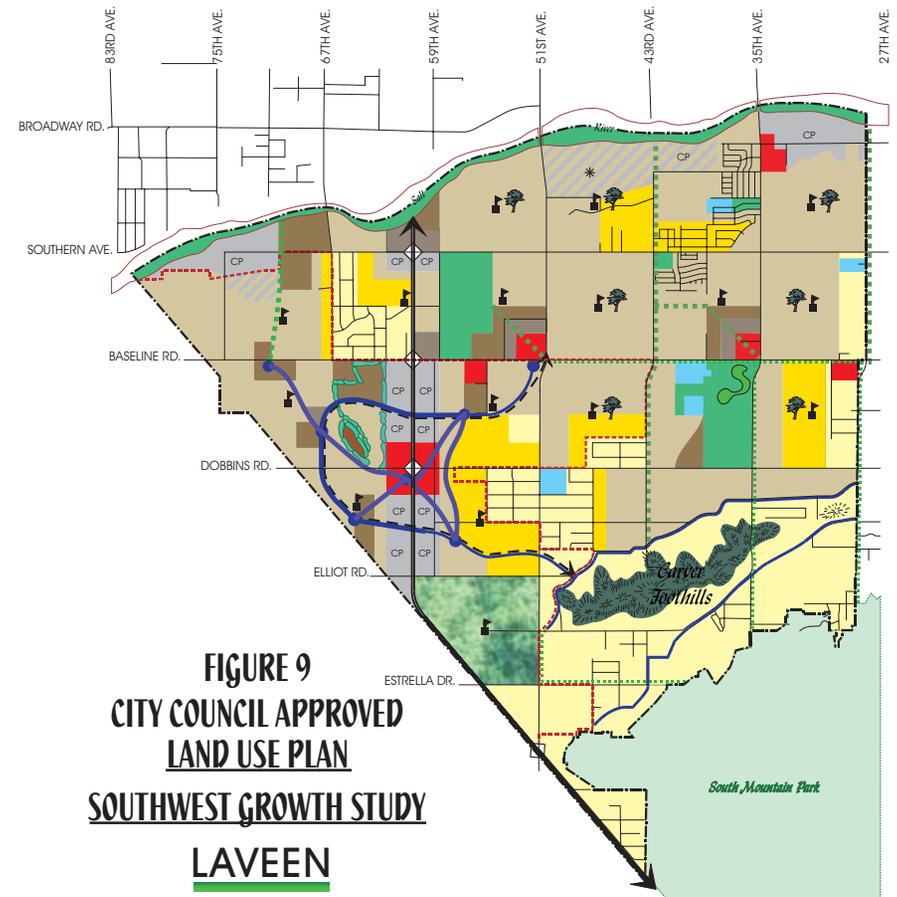
To project dwelling unit counts, the following numbers of units per acre were used, based on existing development patterns in the area:

- 0-1 dwelling unit/acre: 0.5
- 0-2 dwelling units/acre: 1.0
- 2-5 dwelling units/acre: 3.5
- 5-10 dwelling units/acre: 7.0
- 10-15 dwelling units/acre: 13.0
- Conservation Community: 1.0

The population multiplier used was 2.7 per dwelling unit, the approximate city-wide average. Staff used this number based on the assumption that household size in Laveen will closely resemble other parts of Phoenix as it develops.

The basis for the land use plan is the concept that new development, although inevitable, should reflect the open and agricultural character of Laveen and impact to the smallest degree possible the lifestyles of Laveen's residents. This Plan does not suggest that the entire 28 square miles of Laveen should be maintained as an agricultural preserve; it also does not support the idea that development here should match that found in Ahwatukee Foothills or northeast Phoenix. Instead, Laveen should become a community with a mix of varying residential densities, the opportunity for employment for current and new residents, and the ability for residents to obtain goods and services without traveling long distances to other parts of the Valley.

At build out, Laveen will primarily be a residential area of low and medium density subdivisions. The South Mountain Loop will provide quick and easy access to and from the area and will be the focus of an employment/commerce center. Baseline Road will be the transit corridor with development designed to take advantage of transit opportunities. Laveen's northern border will include housing that takes advantage of the Rio Salado's trails and water features. The southern portion of the area, from the Carver Foothills to South Mountain Park, will be very low density housing in a Sonoran Desert environment. An extensive trail system, which includes a watercourse/ greenbelt, will help people travel through the area to both the Rio Salado and South Mountain Park. Approximately 93,000 people will live in Laveen. Development of school, park, and



**FIGURE 9**  
**CITY COUNCIL APPROVED**  
**LAND USE PLAN**  
**SOUTHWEST GROWTH STUDY**  
**LAVEEN**  
 January, 1998

- LEGEND
- |                     |   |
|---------------------|---|
| 0-1 DU/ACRE         | PARKS/OPEN SPACE                                    |
| 0-2 DU/ACRE         | CONSERVATION COMMUNITY                              |
| 2-5 DU/ACRE         | SCHOOL  |
| 5-10 DU/ACRE        | WATER COURSE/MULTI-USE TRAIL                        |
| 10-15 DU/ACRE       | PARKWAY   |
| COMMERCIAL          | PLANNED COMMUNITY                                   |
| CP COMMERCE PARK    | MULTI-USE TRAIL                                     |
| PUBLIC/QUASI-PUBLIC | Existing Sand & Gravel to transition to Residential |
| HILLSIDE            | OPEN SPACE FEATURE                                  |

\* See current adopted General Plan for revised land use plan.



**Figure 10**  
**Southwest Growth Study/Laveen: Land Use Recommendation**

Land Use	Acres	%	Dwelling Units **	Population **	Elementary Students **	High School Students **
0-1 dwelling unit/acre	3,660	22	1,830	4,941	1,190	677
0-2 dwelling units/acre	1,342	8	1,342	3,623	872	497
2-5 dwelling units/acre	6,637	39	23,230	62,721	15,100	8,595
5-10 dwelling units/acre	667	4	4,669	12,606	1,541	654
10-15 dwelling units/acre	259	2	3,367	9,091	404	236
Commercial	334	2	NA	NA	NA	NA
Commerce park	1,486	9	NA	NA	NA	NA
Parks/open space	1,527*	9	NA	NA	NA	NA
Public/quasi public	199*	1	NA	NA	NA	NA
Conservation community	593	4	593	1,601	385	219
<b>TOTAL</b>	<b>16,704</b>	<b>100</b>	<b>35,031</b>	<b>94,583</b>	<b>19,492</b>	<b>10,878</b>

\* These acreages will increase as development occurs and decisions are made regarding placement of schools and parks. The residential acreages will decrease accordingly.

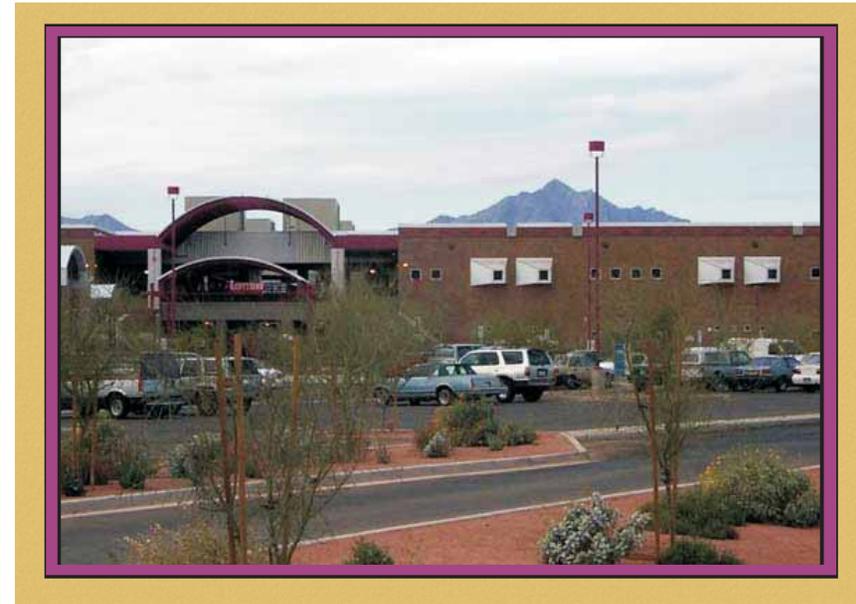
\*\* See Page 11 for conversion factors

watercourse/greenbelt properties will decrease developable acreage and build out density.

### Residential Densities

The land use plan uses a range of residential densities from 0-1 to 10-15 dwelling units per acre. These ranges are similar to those used in the city's General Plan in Laveen. Of the 12,500-plus acres planned for residential use, only 926 are shown for densities higher than five dwelling units per acre (du/ac).

The 0-1 classification is new for Phoenix with this Plan. It is placed on existing low density areas and on properties adjacent to the Carver Foothills and South Mountain Park. The latter parcels are appropriate for low density development due to the topography of slopes and washes and to the desert vegetation. The majority of the 0-



**Caesar Chavez High School**

2 property is to serve as a buffer between existing lower density lots and new subdivisions with the more standard 2-5 du/ac - the most common density range for new residential areas in the Valley. Owners of large lots with animals and other agricultural uses believe a buffer is important to limit the impacts and potential for conflicts with new neighbors. The Plan supports the ability to have guest houses/granny flats accessory to detached single family homes. The 0-2 classification on the west side of 67th Avenue between Southern Avenue and Baseline Road shall be 500 feet in width (east to west) provided that any residential lot adjoining 67th Avenue shall have a depth of not less than 200 feet.

The higher density residential classifications are used near the Rio Salado, along a proposed watercourse/greenbelt system, and around planned commercial/transit nodes on Baseline Road. As the General Plan states, it is important to have a variety of housing types throughout the city. Apartment living can offer an introduction to the area for new residents who might transition to home ownership. Different types and densities of housing also help attract a broader range of income groups to an area. The higher densities in Laveen are intended to take advantage of amenities such as trails, the river, and transit opportunities.

### ***Rural Development Area Guidelines (added in 1999)***

An important element of Laveen is the rural agricultural character of the area. One of the primary goals of the Laveen Plan is to focus on the preservation of that rural heritage. There is a potential that urban type development may have negative impacts on existing and future rural type development.

That portion of Laveen designated 2-5 du/ac south of Baseline Road and east of the South Mountain Freeway alignment will be developed at a maximum average density of 3.0 du/ac. A Rural Development Area shall occur according to the Rural Development Area Transition identified below.

That portion of Laveen located north of Baseline Road and that portion of Laveen located west of the South Mountain Freeway alignment shall be allowed to develop within the densities provided in the Southwest Growth Study - Laveen Plan. Where new developments will be adjacent to existing rural development in these areas, the Rural Development Area Transition may be considered, but is not required.

A transition area can include both residential and/or non-residential uses. The following guidelines should be considered on a case-by-case basis. Depending on the situation, the guidelines can be used individually or in combination. Where and how each guideline is used will be determined and identified as shown in Figure 11. In order to help preserve the rural heritage of the area, the option of keeping livestock within the Rural Development Area will be encouraged.

#### Lifestyle Compatibility Transition

In some areas where land use conflicts might be created, it may be appropriate to provide lifestyle compatibility transitions. New land uses should mimic existing land uses and create a sense of community and commonality among existing and new residents. This compatibility will encourage the development of similar land uses and minimize potential conflicts.

### Rural Development and Density Transition

In some areas it may be appropriate to use density transitions to mitigate potential land use conflicts. For those portions designated 0-1 or 0-2 du/ac the minimum lot size will be 35,000 sq. ft. for RE-35. For those portions of the Rural Development Area designated 2-5 du/ac, there shall be a mixture of 12,000 sq.ft. lots (R1-10) to 18,000 sq. ft. lots (R1-18) configured in such a manner as to maintain an overall area maximum density of 2.5 du/ac. Generally the S-1 zoning will meet Zoning Ordinance standards.

In some instances where there are washes, hillsides, and similar natural features or manmade obstacles such as easements or canals, the PRD option may be utilized. If the PRD option is utilized, under no circumstances shall there be any residential lots approved at less than 10,000 sq. ft., and the maximum overall density will not exceed 2.5 du/ac. Where physical features such as wash corridors, majors utility easements, drainage facilities, watercourse-multi use trails, and irrigation canals and laterals exist, the minimum lot size with the PRD Option shall be 6000 sq. ft. with a minimum lot width of 70 feet.

#### Open Space Transition

In some areas it may be appropriate to use open space transitions where there are natural and manmade features, such as canals or arterial streets. It may also be appropriate to create transitions by developing areas for passive and active recreational activities.

Examples of open space transitions include multi-use equestrian/pedestrian trails, small urban or hobby farms, neighborhood community gardens and orchards, and landscape buffers. Areas along canals are also important opportunities to create open space. Consideration should be given to creating water features that replicate the canal laterals that currently serve the agricultural area. Open space

associated with community facilities such as school should be directed toward existing and/or developed residences within the transition area.

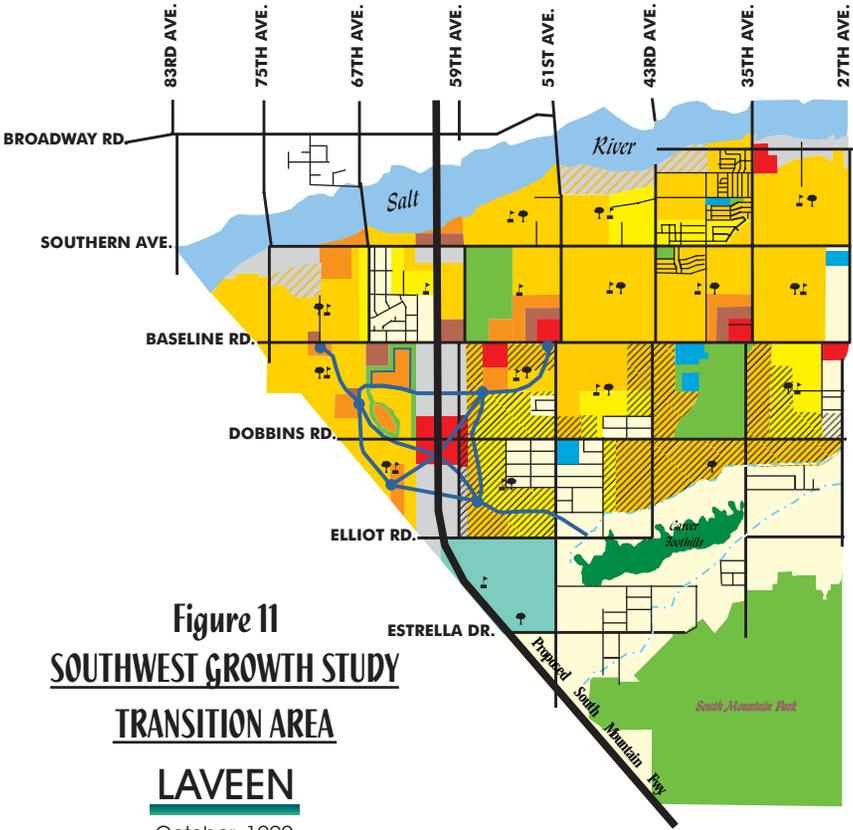
**Commercial**

The Plan would permit sufficient commercial acreage to serve Laveen residents and workers at build out. The land use plan includes the potential for almost 3.6 million square feet of commercial development in Laveen, providing enough retail space for 117,000 people based on the Valley average. Offices can absorb some of the excess square footage. The extra area can also address part of the commercial area deficit found east of 27th Avenue. Two sites shown as commercial are Corona Ranch and the Manzanita Speedway. Neither of these businesses is a retail use; they also will decrease some of the projected excess commercial land. A final reason for allotting some extra commercial acreage is the desire to allow some competition for commercial sites rather than giving owners of that property a guarantee of such development and the ability to demand excessive prices.

The main commercial nodes are planned at 51st and 35th Avenues and Baseline Road and at the South Mountain Loop and Dobbins. The Baseline sites are intended to be part of a transit oriented design with adjacent multiple family development that transitions to single family subdivisions. The Dobbins location will serve the freeway interchange and the adjacent commerce park. Other locations along the South Mountain Loop are less desirable for development given potential impacts on existing neighborhoods.

**Commerce Park**

The commerce park designation is used for properties along the South Mountain Loop and the Rio Salado. Commerce park development allows lower intensity industrial activities and some office and commercial uses in a park-like setting. The parcels near the Loop are well situated for commerce park given the proximity to the transportation network. They also will buffer any homes from freeway noise.



**Figure 11**  
**SOUTHWEST GROWTH STUDY**  
**TRANSITION AREA**  
**LAVEEN**  
 October, 1999

**LEGEND**

- 0-1 DU/AC.
- 0-2 DU/AC.
- 2-5 DU/AC.
- 5-10 DU/AC.
- 10-15 DU/AC.
- COMMERCIAL
- INDUSTRIAL
- COMMERCE PARK
- PUBLIC/QUASI PUBLIC
- PARKS/OPEN SPACE
- HILLSIDE
- CONSERVATION COMMUNITY
- COMMERCE PARK TRANSITION TO RESIDENTIAL
- LAND POTENTIALLY IMPACTED BY TRANSITION LANGUAGE
- WATERCOURSE/MULTI-USE TRAIL
- CANALS
- VILLAGE CORE
- PROPOSED SCHOOL SITE
- PROPOSED PARK SITE



The sites along the Rio Salado are being used for industrial purposes, such as sand and gravel extraction. Some of these parcels are striped with the 2-5 dwelling units per acre density. The designation indicates that, in the long term, the land would be used best for residential projects that can build on the amenities of the Rio Salado. The former sand and gravel sites could be landscaped and possibly reused as residential developments utilizing the old pits for watering features.

The owners/operators of the designated commerce park acreage northeast of 35th Avenue and Broadway Road and east and west of 75th Avenue on both sides of Southern Avenue have demonstrated no intention of moving in the short or long term. The commerce park land in the planned community area south of Southern Avenue near 75th Avenue will provide a buffer from existing uses including an ammunition plant. That use, which would not be permitted in the city, must be separated from residential subdivisions. Although other uses might be preferable on the parcels near the Rio Salado, the Plan reflects the reality that the industrial facilities will probably remain until 2020 unless a private interest purchases them.

### **Public/Quasi-Public**

The public/quasi public classification covers government buildings, utility facilities, places of worship, and schools. The land use plan shows the Laveen Elementary School, Laveen Middle School, Cash Elementary School, Cesar Chavez High School, and Arizona Lutheran Academy sites in this category. As Laveen develops, more land will be used for public/quasi-public purposes. For example, the area could need as many as 24 more schools at build out. The potential for new schools is shown on the land use plan with school symbols. Laveen will also have more places of worship, some of which will have lots that exceed ten acres. Staff and the community did not select sites for public/quasi-public facilities. These uses are permitted in most residential areas and need the flexibility to satisfy their own siting criteria. The city will amend the General Plan as needed when these uses are established. Development of sites for these uses will reduce the number of dwelling units built and the build out population.

### **Hillside**

The hillside designation is used for the Carver Foothills. It indicates the special nature of the site and the potential for development constraints due to the slopes. The city has no plans to acquire the Foothills for the Mountain Preserve. The hillside designation only on the Foothills is not intended to suggest that no other property in Laveen is considered hillside and subject to special hillside standards in the Zoning Ordinance.

### **Parks/Open Space**

The land use plan adds parks/open space land with the golf course southwest of Baseline Road and 61st Avenue in the planned community. Other parks/open space land will be needed as Laveen develops. The plan has an “open space feature” symbol that represents this need. Development of parks and open space will reduce the number of dwelling units built and the build out population.



**The City of Phoenix Aquila Municipal Golf Course with a view of South Mountain Park**

## **Conservation Community**

A new land use designation and concept introduced to Phoenix with this Plan is the conservation community. This land use category combines residential and commercial with agricultural uses. A portion of the acreage in the community would remain in agricultural open space devoted to fields and community pastures, gardens, and equestrian exercise areas. The remainder of the land would be used for medium density residential, low intensity commercial, and resort uses.

The conservation community concept is density neutral; a developer can achieve the same density available on the entire site but must concentrate it on a portion of the acreage, leaving the balance as open space/agricultural use. In Laveen, the overall density for the conservation community is calculated as a 0-2 dwelling units per acre area; the location at the southern section of Laveen makes this density most appropriate. Midwest and East Coast developers have applied this idea to land to preserve prime farm land, wooded areas, historic sites, and unprotected steep slopes.

The conservation community is one tool to balance the competing interests of lifestyle/agricultural preservation and development in Laveen. To apply the concept, it is necessary to identify property to be preserved and land on which to build. Subdivision design will build around preserved areas and follow the natural landscape rather than use a grid street pattern. Limited neighborhood retail uses can be located in the interior of a project; more community or regional oriented commercial uses that relate to the community, such as a farmer's garden, can be sited at the community's edge.

Advantages of the concept include reduced cost for infrastructure given the clustering of uses, visual attractiveness of the open design and the preserved agricultural land, and social advantages of the community facilities. A conservation community can also attract visitors who want a taste of the agricultural lifestyle.

To be successful, the conservation community will require special design use, and development standards in the Zoning Ordinance. The concept would be implemented only through a planned community

district for the entire area and would involve public hearings for rezoning and processing through site plan/design review. If the owners of land within the conservation community choose not to participate in a planned community district, they would be required to file a General Plan Amendment for their property to establish an appropriate land use before filing for rezoning.

## **Planned Community**

The land use plan incorporates a planned community section centered on the South Mountain Loop and generally west of 51st Avenue. Staff identified large land holdings that a master plan developer could assemble for a large community. The city would prefer this type of development to a piecemeal approach as planned communities typically include better community facilities and amenities to attract new residents to high quality homes. The selected boundary is a suggestion rather than a requirement. The land uses on the map can work with or without a planned community; acreage could be added to or subtracted from the boundary.

## **Parkway**

A parkway could provide a good transportation route through the planned community from 51st Avenue and Baseline Road to 51st Avenue and Olney Road. This system could be the focal point of the community; with landscaped median and edges, the road could be a grand boulevard through the planned community. Gateway features would be appropriate at each access on 51st Avenue.

## **Watercourse/Greenbelt**

A watercourse/greenbelt system that parallels the parkway and makes other connections in the community would identify the community as something special. A wide, shallow watercourse would reflect the agricultural heritage of Laveen and its use of the canal system. As proposed, the watercourse would have a series of ponds, shown on the map with blue dots. Flowing water and ponds are significant amenities that can help ensure the success of new development.

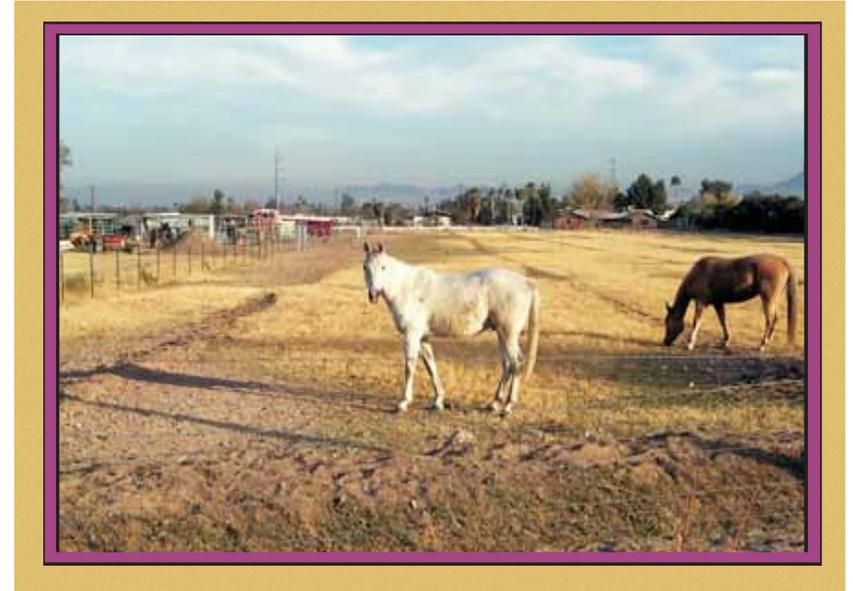
Staff has had initial, exploratory meetings with Salt River Project (SRP) regarding a watercourse and has received input from the city's Water Services Department. Two issues will need resolution for the watercourse to become a reality: the engineering and the water source. Given Laveen's topography, a flowing water system could be an engineering challenge that requires some pumping of water. A water source other than that now used to irrigate fields in Laveen will be required. A possible source is SRP water that will be delivered to the Gila River Indian Community. If an agreement can be reached, the watercourse could be part of the delivery system.

An alternative to the watercourse is a landscaped greenbelt along the same alignment. A greenbelt would provide relief from surrounding development and provide an amenity. As part of the greenbelt, some individual ponds would help convey the feeling intended with the watercourse.

Both the watercourse and the greenbelt would incorporate a multiple use trail system. The trails would let walkers, bicyclists, and equestrians enjoy the water/open space amenity and travel safely through the community. The trails would connect to the larger trails system in Laveen and provide access to South Mountain Park and the Rio Salado.

### **Multiple Use Trails**

Although not a land use category, multiple use trails are a key component of the land use plan. The trails will provide alternative transportation routes throughout Laveen. Trails will make connections to South Mountain Park at 27th Avenue, 35th Avenue and Estrella Drive. Access to the Rio Salado will be at 27th Avenue, 43rd Avenue and 71st Avenue. An east/west trail is included as part of the Baseline Road Scenic Drive cross section. In addition, the canal banks provide a trail system for part of Laveen. Trails are also planned from the commercial nodes at 35th and 51st Avenues and Baseline Road northwest through the higher density residential to suggested school sites. These trails will provide access from single family subdivisions and schools to commercial centers and transit stops without requiring travel on major streets.



**Many current residents keep horses on their property**

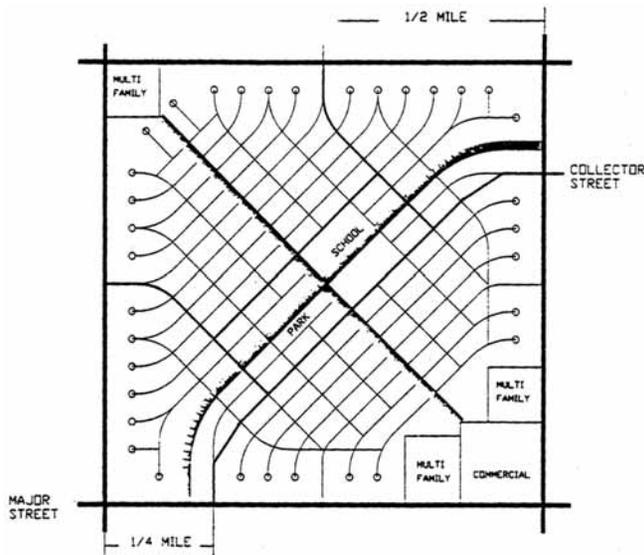
### **Transit Oriented Development (TOD)**

The land use plan focuses on Baseline Road as a transit corridor. Baseline continues east from Laveen through Tempe and Mesa; transit on this route can connect Laveen to other parts of the Valley with transfers to north/south routes. The plan for the square miles at the northwest corners of 35th and 51st Avenues and Baseline Road places commercial uses at the intersections and transitions through multiple family densities to single family sites and centrally located schools/parks. A trail connection is envisioned for these areas to provide access between the uses and to transit stops on Baseline Road without requiring travel on major streets.

A hypothetical square mile neighborhood for transit oriented development is shown in Figure 12. The residential areas are connected by an internal trail network that should be accessible easily from most locations in the neighborhood. The trail system would provide a safe, non-automotive link to the neighborhood school, park, commercial uses, and transit. It can help knit the community

together. Figure 12 is based on a single family density of 3.3 dwelling units per acre; the concept is applicable to areas of both higher and lower densities.

**Figure 12 - Hypothetical Square Mile**



## Resort

A significant amount of discussion during the public input process of this Plan involved the desirability/appropriateness of a resort in Laveen. Property owners proposed potential resort sites at 35th Avenue and Ceton Drive and at 51st Avenue and Estrella Drive. Neither owner had a detailed concept to present. The community had concerns about the impacts on the 35th Avenue site as it is adjacent to large lot development and it contains a large stand of saguaro and other cacti. Many residents questioned how a resort could be built that did not harm the environment and the area. Area residents expressed fewer reservations about the 51st Avenue site. After exchanging many thoughts on the topic, residents and property owners were not convinced to place a resort designation on the map. They did say more discussion on the issue would be acceptable when resort plans are more definite for each location.

The city commissioned Young Warnick Cunningham to study the viability of a resort in the South Mountain Village in 1995 and reported that a resort in Laveen would be a challenge. The area needs a better entrance with a gateway road. Access to the interstate corridors, the airport, and cultural/athletic facilities without a gateway road or the South Mountain Loop would be a concern for the resort industry.

## DESIGN

Design policies are needed to guide the physical development of land; these policies complement the land use plan's statement of the desired land uses for Laveen. Without specific design and development standards, an appropriate land use could be conducted in a structure or on a site which has a design that conflicts with the intended character of the planned area. This Plan proposes a set of design policies to preserve and build on Laveen's agricultural character.

All parts of the built environment impact the general character of an area. This Plan focuses on commercial development, residential development, the conservation community, signage, and streetscape. Illustrations of some policies follow the narrative. Many of the policies are conceptual and will need refinement and more input from affected parties when they are put in Zoning Ordinance form.

### Commercial Development

To emphasize Laveen's agricultural character and heritage, commercial development should not resemble the blank facade buildings separated from the street with extensive parking lots, which are found throughout the city. Use of deep landscape setbacks between streets, and any buildings or parking, shaded arcades, pitched roofs and a variety of building materials will achieve the desired character for Laveen. Views to South Mountain Park, the Carver Foothills, the Estrella Mountains, and downtown Phoenix should be preserved; design with varying building heights can protect the view corridors.

## Residential Development

The Plan proposes general design guidelines for all residential development and specific policies for different densities. Housing should vary in lot layout and design of individual units; it should be at a scale which complements rather than overwhelms the area. Appropriate perimeter treatment of residential projects is critical to preserving Laveen's character at the perimeter and will be the most visible to, and have the greatest impact on, those passing by the area.

***General Features*** A common feature of most recent residential development of any density is a perimeter wall. Such walls create a canyon-like, closed off effect even when separated from the street by landscaping. Use of open fencing, other than chain link, to the extent possible can help maintain Laveen's open character. When open fencing is not an option, the walls must have breaks to avoid a long, blank face which is often used as a canvas for graffiti. Walls constructed of varying materials throughout Laveen will also add visual interest and appeal.

Many single and multiple family projects have gated entries. If a gate is part of a development, it should be setback from the street with landscaped edges and a landscaped median to soften its appearance. Residential developments that do not have gates are also encouraged to have entry features to identify themselves; those features should incorporate landscaping with the entry sign.

***Single Family*** The common theme proposed for single family development is that it should contain more variety than standard subdivisions being built throughout the Valley. Many design treatments can satisfy this objective, including use of a variety of facades, driveway orientations, and lot layouts. Some ideas for subdivision design are using short cul de sacs opposite each other and clustering attached and detached houses around a common open space.

A common criticism of both attached and detached single family houses is the predominance of the garage as part of the front facade. The width of the garage should be minimized to avoid "garagescape" neighborhoods, which are inappropriate in an area with an

agricultural character. Laveen residents are also concerned about design of detached accessory structures such as garages, barns, sheds, and guest houses/granny flats. Such structures should reflect the architecture of the main house and be in context with the area.

Although attached housing can contribute to the variety of housing available and preserve open space, improper or poor design of this product can have negative impacts. Residential developments should have useable common open space unobstructed by buildings. Housing units should have landscaping separating them from internal streets and softening building edges. A deep setback from public rights-of-way will also minimize the impact of high density single family housing in Laveen.

***Multiple Family Development*** Apartment development in Laveen should be at a scale which does not dominate the environment. A successfully designed apartment complex will use berming and heavy landscaping to separate parking and buildings from the street and place only low scale buildings at the property's edge. The community would prefer apartments that do not exceed two stories in height. Apartments should not obstruct views to South Mountain Park, the Carver Foothills, the Estrella Mountains, and downtown Phoenix; varying building heights can achieve this objective.

## Conservation Community

Given the breadth of possible land uses in the conservation community and the role it can play in preserving Laveen's agricultural character, design policies applying only to this classification are needed. Special policies address signage, wide setbacks from rights-of-way, avoidance of parking between the street and any structures or parking areas, clustering of buildings, and use of open fencing. All of the policies are intended to maintain a very open, agricultural atmosphere even as uses expand beyond those found in most agricultural regions near Phoenix.

## Streetscape

The Plan includes design policies for the Baseline Road Scenic Drive, medians, minor collector and local streets, and gateway features.

**Baseline Road Scenic Drive** The cross section for the scenic drive is intended to continue the agricultural character of the road through deep setbacks and use of many trees. The proposal is the same as that planned in the Baseline Road corridor east of Central Avenue. However, the Laveen cross section does not include the citrus trees shown for the eastern section of the scenic drive; the trees in the setback should be pecan, Arizona ash, evergreen elm, heritage oak, or similar varieties.

This treatment of Baseline Road will let drivers or trail users know they are in a special area. Drought tolerant trees in the median and at the edge of the right-of-way will reflect the Sonoran Desert environment of South Mountain Park, meet Arizona requirements regarding landscape in the right-of-way, and provide shade to pedestrians. Bicycle lanes in the right-of-way will serve commuters. Off-street trails will provide an alternative transportation route for bicyclists, joggers, walkers, and equestrians. The decomposed granite sidewalk and bike ways on the south side of Baseline Road satisfies requirements of the Americans with Disabilities Act and blends better with the character of the area than paving. A paved sidewalk on the north side of Baseline Road will be an alternative surface for pedestrians who prefer concrete. The median in Baseline Road is an important element adding to the aesthetic appeal of the drive. This proposal is a modification of the citizen approved cross section for East Baseline, which the city produced in 1988. An unresolved issue for Baseline Road improvements in Laveen is treatment of the power lines that are on alternate sides of the street.

**Gateway Features** Gateway features at major entrances to Laveen can announce arrival to a unique place. Features of varying scale but consistent design should be located at the designated intersections.

**Medians** If medians are used in either public or private streets, they should contain a variety of plant materials for visual interest yet permit unobstructed views, particularly close to intersections. A single row of date palms would not constitute an effective design treatment for a median.

## **Signage**

Laveen residents are concerned about signs for new commercial uses in the area. Little commercial development exists in Laveen; unlike older sections of Phoenix, the area has not experienced a proliferation of signs or sign clutter. Since few signs are present, new business signs will not compete with old, large structures. The Plan suggests more stringent sign controls for Laveen than those in the city's Sign Code. The policies are intended to have low profile, well spaced, and small ground signs. Prior to inclusion in the Zoning Ordinance, the sign standards will require more input from Laveen residents, business owners, and the sign industry.

## DESIGN POLICIES AND STANDARDS

The design policies and standards for this Plan are based upon the unique character of Laveen with its agricultural heritage and Sonoran Desert areas such as property in southeast Laveen located west of 27th Avenue between Elliot Road and the Carver Foothills and South Mountain Park. These guidelines are intended to ensure that new development will enhance the character of the area, relate to the natural and environmental context of Laveen, contribute to the visual harmony of the area, provide clear and convenient access throughout the area, and provide comfort and amenities for the residents of Laveen.

New development that incorporates the following general principles will maintain the agricultural and desert character of Laveen:

Development in Laveen is encouraged to use:

-  Durable, permanent, high-quality material.
-  Building materials of native stone, burnt adobe, textured brick, wood (when shaded by overhangs or deep recesses), slump block, ceramic tile (matte finish), stucco, exposed aggregate concrete.
-  Natural and subdued desert colors and tones.
-  Trim and accent colors that complement the main building colors.
-  Scuppers and downspouts that are integrated into the building design.
-  Native plant materials in desert, nonagricultural areas. Conservation of existing trees, cacti and other vegetation, through good site planning and careful construction.
-  Low pressure sodium lamps - the preferred light source to minimize light emission into the night sky. Metal halide and

quartz lamps are highly discouraged in the rural area of Laveen.

Development in Laveen should avoid:

-  Use of plastic, plywood, unpainted concrete block, or glazed brick.
-  High contrast and vibrant colors as primary building colors.
-  Monolithic building mass and undifferentiated form.

### Commercial Development

In addition to the illustrated design concepts below, commercial sites should be subject to the following design and use standards:

-  A use permit shall be required for any drive-through on the street side of a building. When a street side drive-through is necessary and permitted, a 4' minimum landscape mound should screen the view from the perimeter street.
-  Pad buildings should match the architectural character of the major buildings on the site.
-  Pedestrian circulation on the perimeter of commercial buildings will be 10-15 feet wide.
-  Arcades and overhangs should be incorporated into the building design along all pedestrian thoroughfares. Patios, trellises, and recesses provide other ways of breaking the building mass to provide shade.
-  Mechanical equipment and refuse containers must be screened on all four sides, with the screening treatment as an integral part of the elevations, and constructed of the same or compatible materials as the primary building. Electrical and other service boxes should be painted to match the building and/or screened from view.



All air conditioning compressors, pool motors, and mechanical equipment shall be ground mounted to minimize noise. All electrical and large satellite equipment over 24' shall be ground mounted. Roof-mounted equipment, vents and stacks must be completely screened by parapets or decorative shielding that is visually compatible with the primary building.

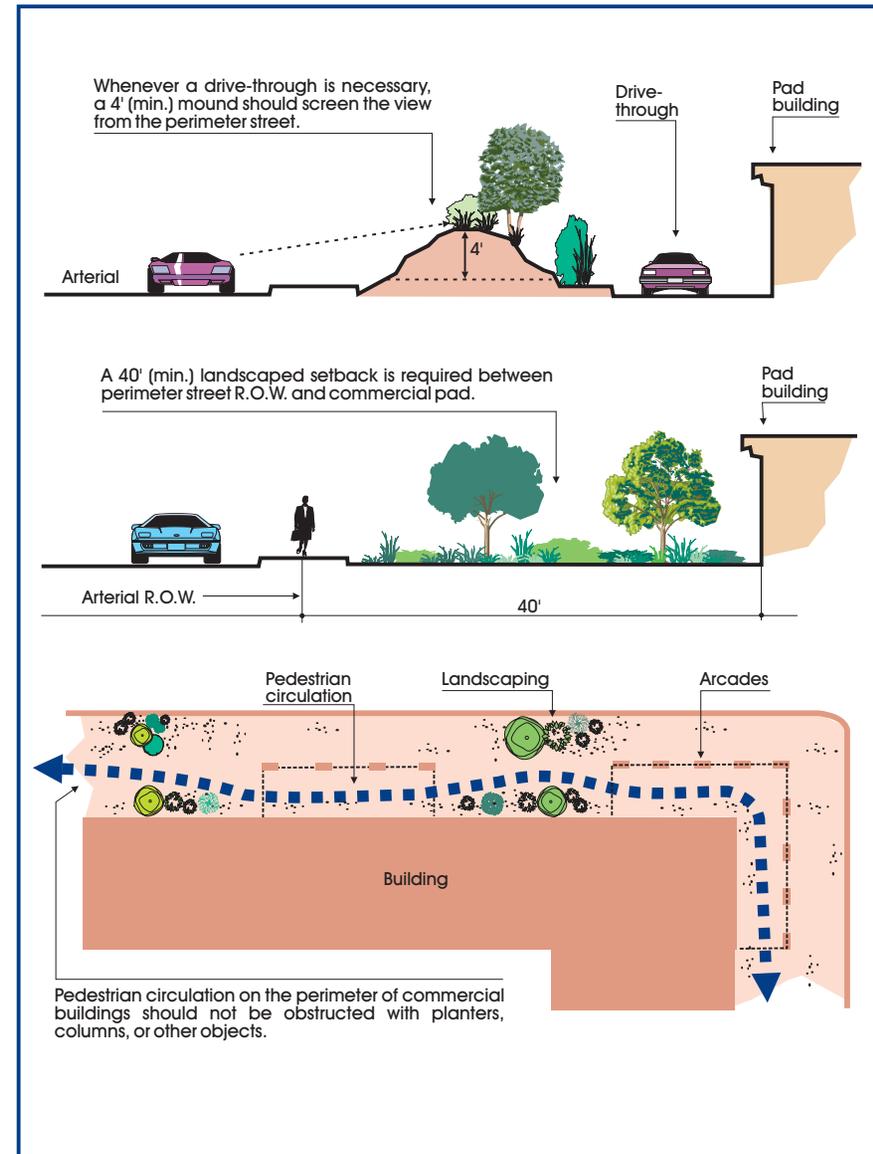


At least 10% of the surface parking lot must be landscaped, and this landscaping shall be dispersed throughout the parking area. An absence of landscaped area creates an image of aesthetic aridity on the site.



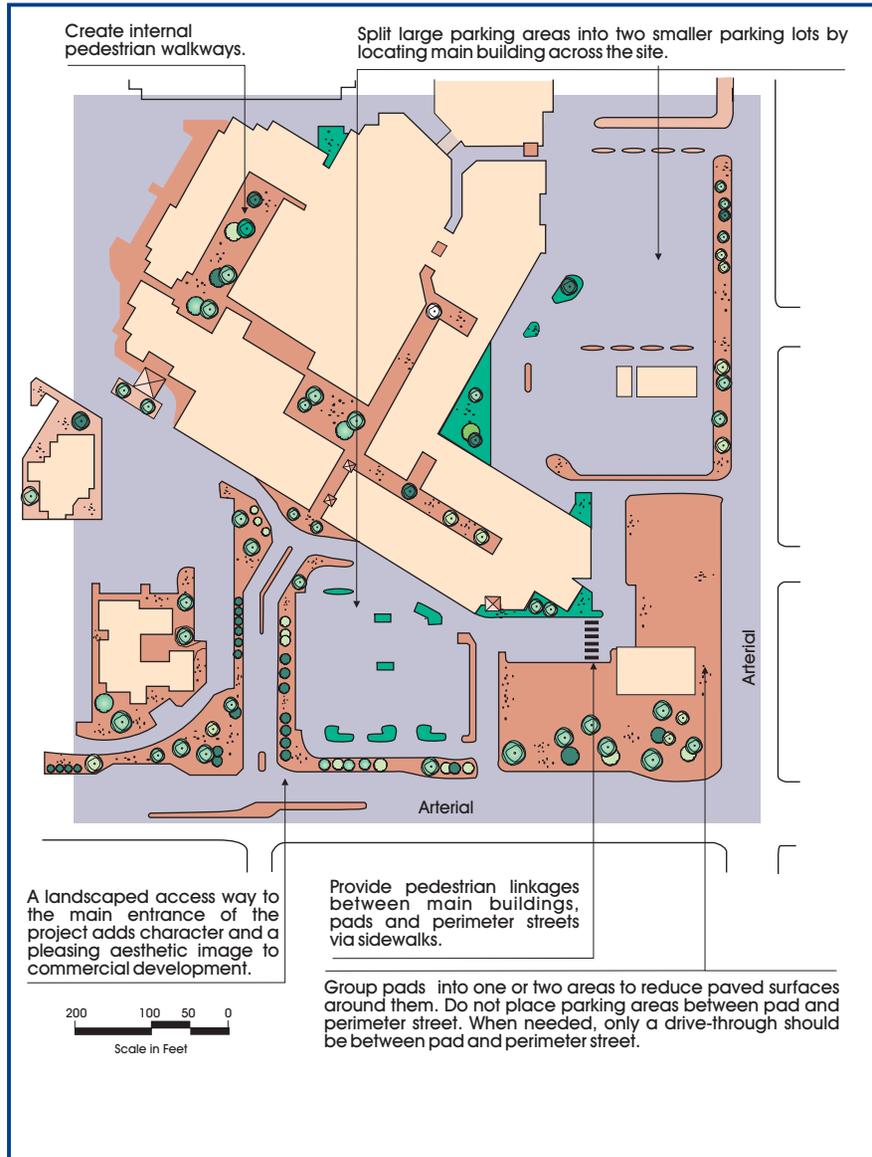
Parking structures should have tubular or box beam columns with fascia to conceal the roof deck edge.

## COMMERCIAL DEVELOPMENT 10 or More Acres

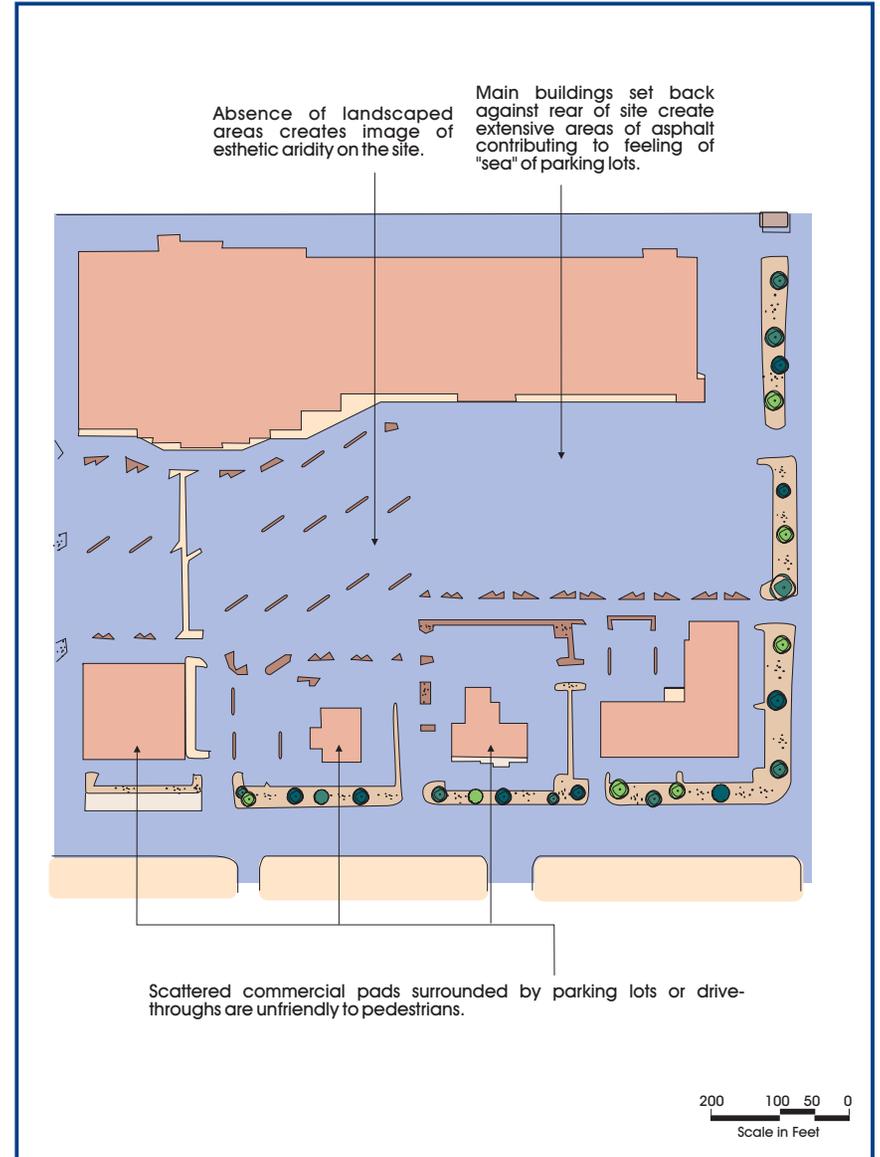


## COMMERCIAL DEVELOPMENT

10 or More Acres



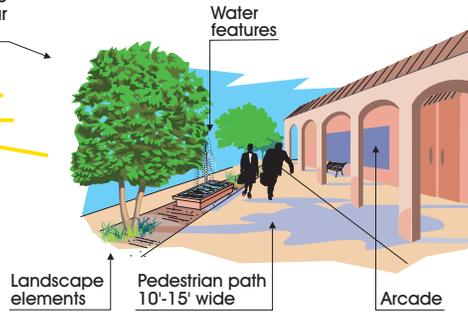
## AVOID!



**COMMERCIAL DEVELOPMENT**  
10 or More Acres

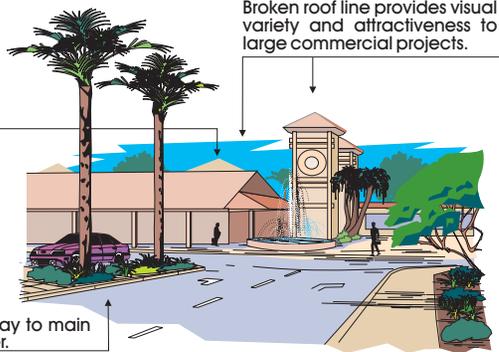
Plant trees on west side of buildings to protect pedestrians from direct solar exposure.

Western exposure



Provide shaded arcades along the perimeter of commercial buildings.

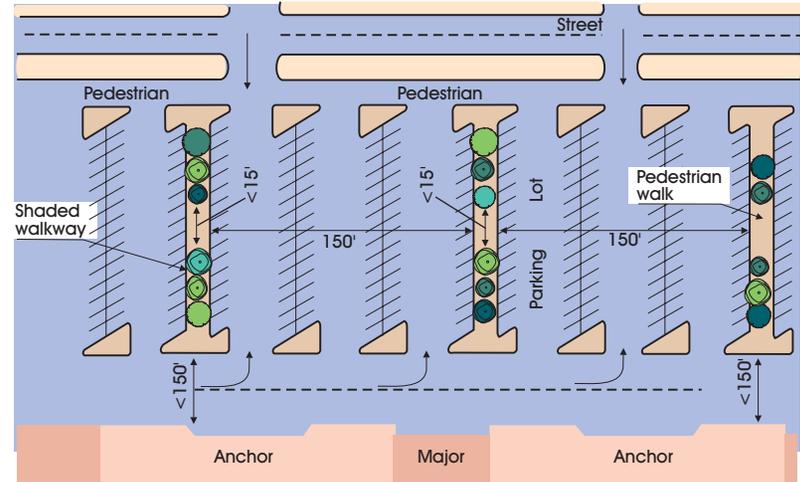
Encourage the use of pitched roofs.



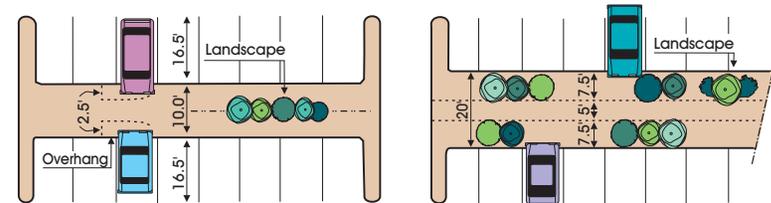
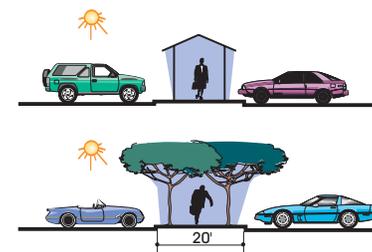
Create landscaped access way to main entrance of commercial center.

**COMMERCIAL DEVELOPMENT**  
10 or More Acres  
Parking Lots

Distance between shaded walkways in parking lots shall not be greater than 150'.

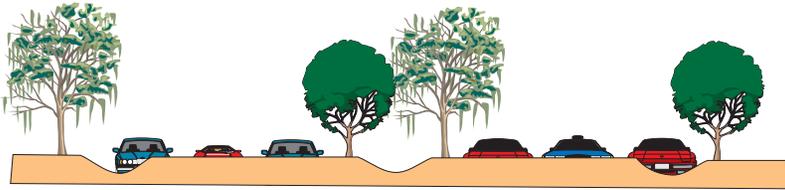


Walkway islands from parking lots to the main buildings should be shaded and raised to protect pedestrians from solar exposure and from vehicular traffic.

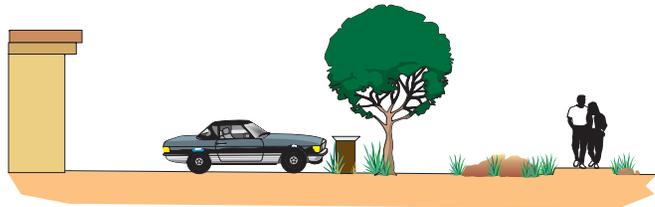


**COMMERCIAL DEVELOPMENT**  
Parking

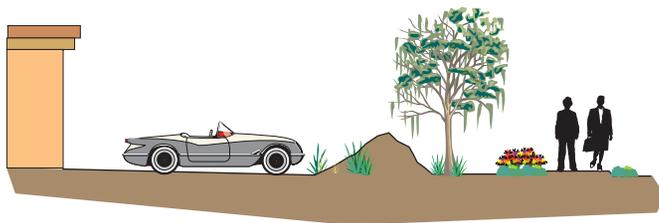
Screening is required for all parking lots.



Screening can be accomplished through a 3' masonry wall, or through landscaping of comparable height such as solid plant material, hedges, or construction of a planted berm.



3' Wall



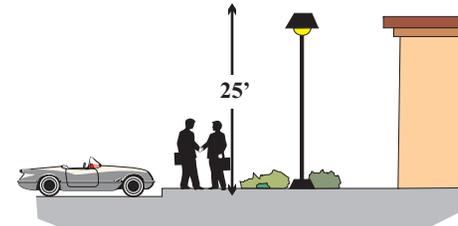
Landscaping/Berm

**COMMERCIAL DEVELOPMENT**  
Parking

Lighting in parking lots within 150 feet of a residential area is limited to 15 feet in height. On site lighting should be shielded to prevent direct visibility of the light source.



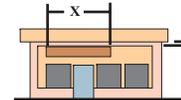
Lighting adjacent to non-residential property is limited to 25 feet in height.



**COMMERCIAL BUILDINGS**  
Signage

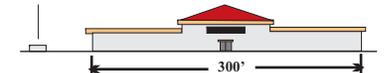
One square foot of sign area for each linear foot of building frontage, at a height no closer to the roof line than one-half the vertical dimension of the sign.

1 square foot sign per linear foot of frontage

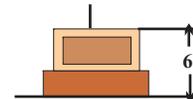


vertical dimension of sign

1 sign per 300'



Less than 16 s.f. Face



One ground sign is permitted for each 300 linear feet of street frontage, not to exceed 6 feet in height or 16 square feet in sign face area.

- ▶ Roof mounted signs are not permitted.
- ▶ Temporary and portable signs will be allowed by permit only.

## Signage

In addition to the illustrated design concepts to the bottom left, signs should be subject to the following design standards:

-  Signs should be designed to be attractive, low in profile, and consistent with the rural character of Laveen.
-  Outdoor advertising off-site signs are not permitted.
-  A business may display window signs on the ground floor of a building so long as the aggregate area of such signs does not exceed 10% of each window area.
-  Where several commercial activities exist in a single area, multiple tenant identification signs are not permitted. Tenants located in the same complex are allowed to identify their business on the building wall adjacent to the space they occupy only.
-  Signage for multiple use parcels must have a consistent theme and go through the city of Phoenix's comprehensive sign program.
-  There shall be no back-lit awning signs in Laveen.
-  Banners and balloons should not be used adjacent to multiple use trails.

## Residential Development All Densities/Hillside

In addition to the illustrated design concepts to the right, all residential development should be subject to the following design and use standards:

-  Recommended fencing materials are concrete block, stucco, decorative concrete, brick, stone, adobe, wrought iron, wood, split rail, metal corral or pasture fencing, or a combination of these materials with block-stucco walls. Chain link fencing,

corrugated metal, and barbed wire are not permitted where visible from public streets.

-  In desert areas, solid wall enclosures are discouraged except for privacy areas attached to the residence, such as pool areas. In areas where view over the property is not desirable for privacy reasons, a combination of wrought iron and block wall is suggested.
-  Garages, carports and canopies should be compatible with the main building in color, texture, and detailing. Garage and carport roofing should be prefinished non-reflective material.
-  All mechanical equipment should be located away from any front and street side yards and screened from view. Roof mounted mechanical units are not permitted in residential areas.

In addition to the illustrated design concepts, hillside development should be subject to the following design and use standards:

-  To maintain the harmony of the natural landscape, use of native stone is encouraged. Typical local materials such as exposed masonry, textured stucco or exposed concrete are durable, able to withstand the sun, and are visually compatible with the desert hillside. Use of wood should be minimized and used only in small areas protected from the elements.
-  Building patterns and roadways should follow the natural topography of the terrain. Use of the grid pattern is discouraged.
-  Utility tanks and mechanical equipment should be screened from view, through the use of walls, building mass, or by concealing them underground. Roof-mounted equipment is not allowed in residential areas and must be screened in nonresidential areas.
-  Use design principles such as clustering, terracing and low-profile massing. Building forms that step with the hillside

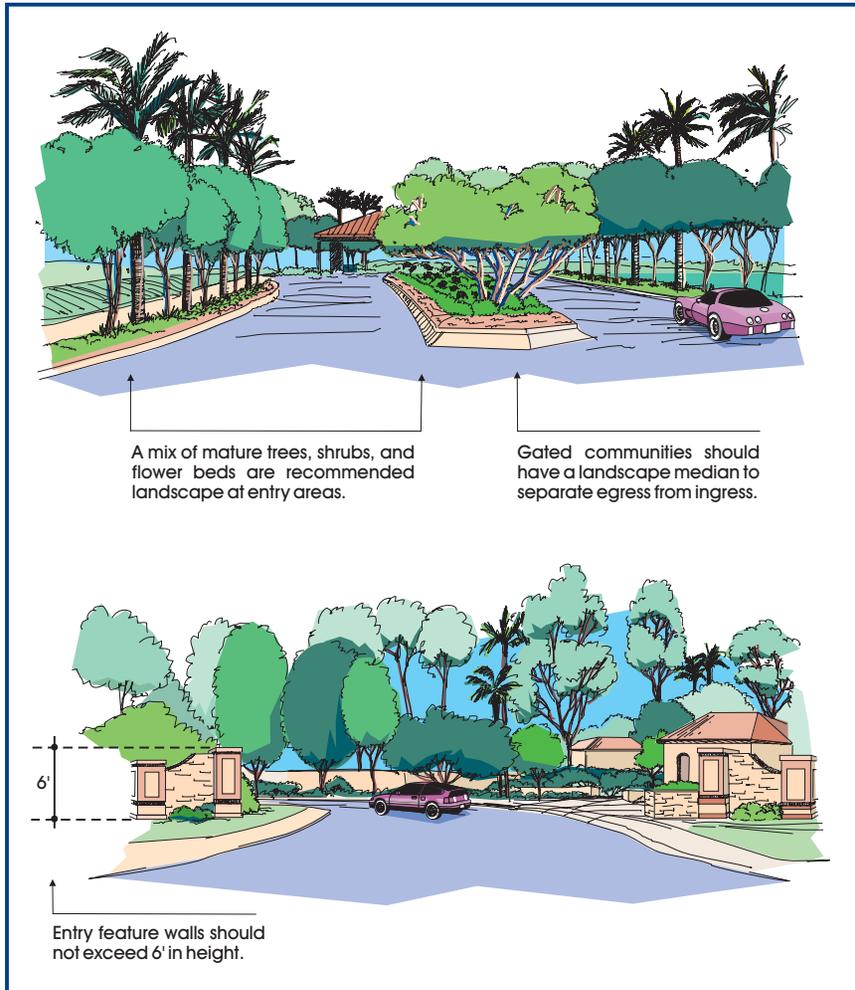
and low-profile roofs help maintain the visual integrity and character of hillside areas.



All hillside structures visible from the surrounding landscape shall use colors which blend with the natural terrain, primarily desert and earth tones. Highly reflective surfaces are not permitted as a primary finish on exterior buildings.

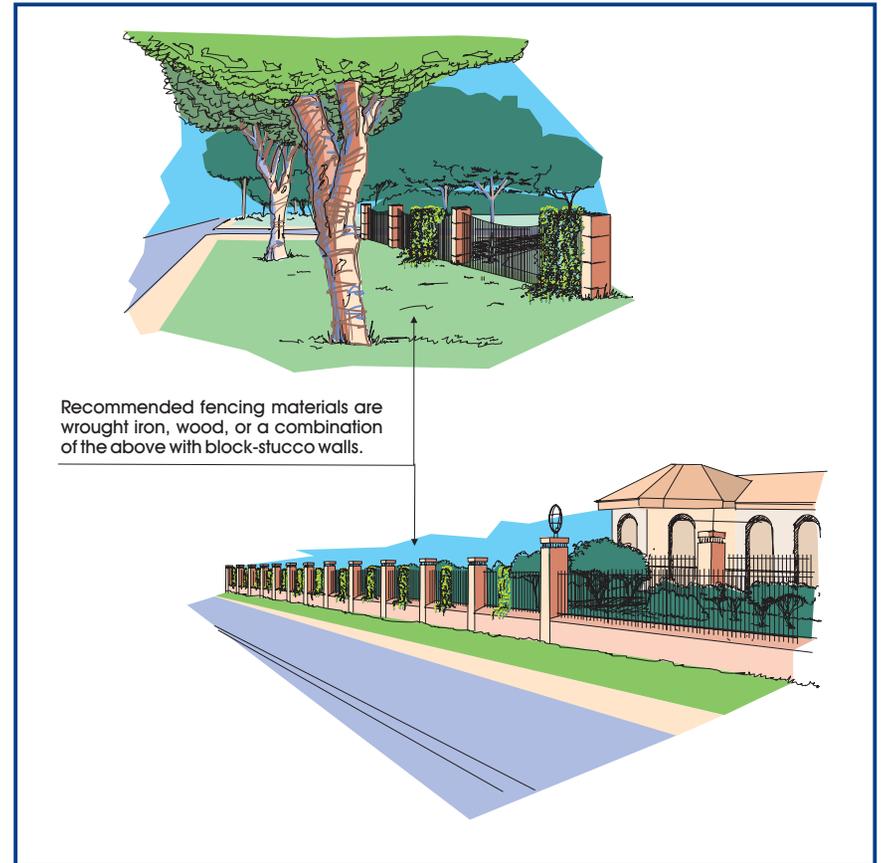
### RESIDENTIAL DEVELOPMENT

#### Entry Features



### RESIDENTIAL DEVELOPMENT

#### Fencing



## RESIDENTIAL DEVELOPMENT

### Fencing

Split-faced

Half blocks turned to side.

Colored, painted, or stucco over CMU's.

Standard brick

Voids

Stucco

Fluted CMU's

In areas where view over the property is not desirable for privacy reasons, the following combination of wrought iron and block walls is suggested.

20% 20% 60%

6' 4' 2'

>50'

**AVOID!**

Breaks and staggered walls, and the use of planters are encouraged to avoid monotony and continuity on back-up walls along arterials. Caution: avoid creating hiding spots in wall cutouts.

Any segment of a perimeter wall that exceeds 50 feet should be broken down into smaller segments.

Sidewalk

Arterial street

**ENCOURAGE**

## RESIDENTIAL DEVELOPMENT

### Fencing

Opaque fences such as masonry walls may not exceed 3 feet in height in required front yards, or 54 inches in front yards adjacent to major streets. Alternatives, and other options for enclosure could include:

A 3' masonry wall, in combination with a 3' wrought iron.



6' wrought or curved iron



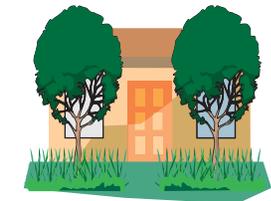
Hedge with gated entrance



Hedge or fence with side entry off driveway

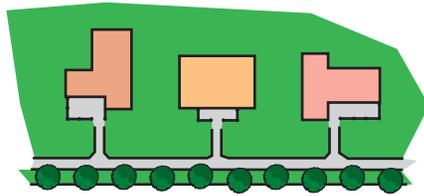


Landscaping or construction berm



**RESIDENTIAL DEVELOPMENT**  
Building Design

Include front porches and entry patios as part of residential design. These architectural features can serve as transitional elements from public street to private residence.



Local Street

Private  
↑  
Public

**Single Family Residential Development**  
0-2, 2-5, 5-10 Dwelling Units Per Acre

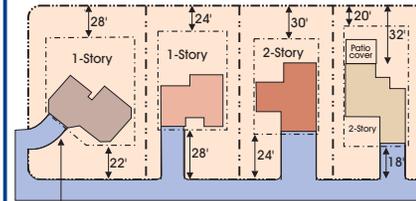


Single family residential development of densities between 0 and 10 dwelling units per acre should be subject to the following illustrated design standards.

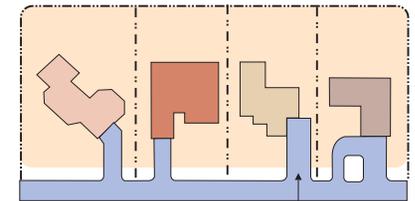
**RESIDENTIAL DEVELOPMENT**  
Subdivision Layout

Stagger the front yard setback lines to achieve a range of ten feet offset from house to house.

Promote streetscape diversity by providing a mix of driveway orientations, e. g. elbow, circular, or angled. No more than 40% of all driveways should be straight.



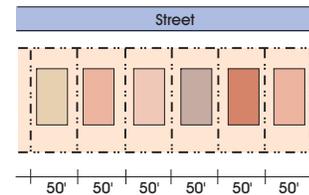
Angled building orientation



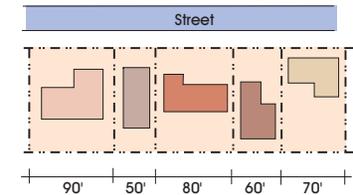
Side entrance de-emphasizes garages and allows side yard access.

**RESIDENTIAL DEVELOPMENT**  
Subdivision Layout

Provide a variety of lot widths in the same block. It creates opportunity for a richer mix of building configurations and staggered setbacks.



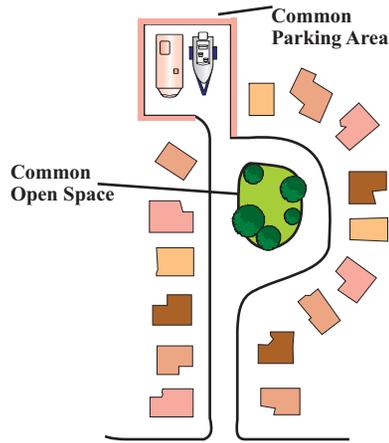
AVOID!



ENCOURAGE

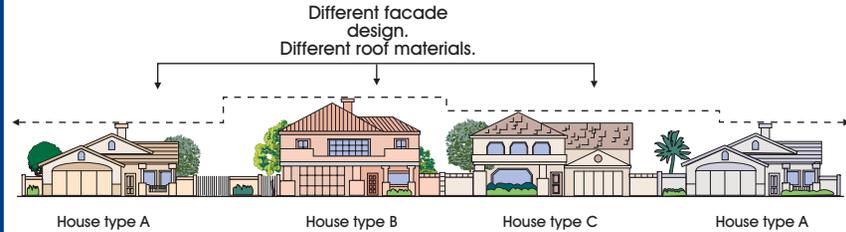
**RESIDENTIAL DEVELOPMENT**  
Common Open Space

Recreational vehicles should be screened from view.  
In addition to common open space, small parcel developments should provide a common area for the parking of recreational vehicles, boats, or trailers.



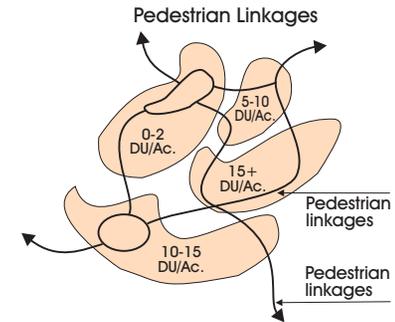
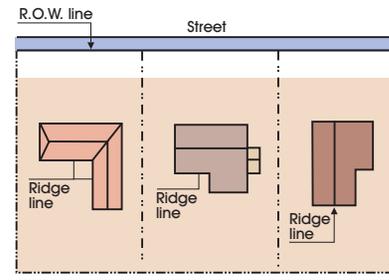
**RESIDENTIAL DEVELOPMENT**  
Building Design

Vary facade design and materials, roof materials, height of buildings - every third house at least.



To avoid monotony and to add variety and attractiveness to neighborhood image, change facade design, facade and roof materials, building heights, and roof ridge orientation at least every third house.

Pedestrian connections within and to other developments must be an integral part of their design. These pedestrian linkages must exist at all densities.



**Single Family Residential Development**  
2-5 Dwelling Units Per Acre

In addition to the illustrated design concepts below, residential development between 2-5 dwelling units per acre should be subject to the following design and use standard:



Accessory structures located in front of the setback line shall not be used for living and sleeping purposes and shall require a use permit.

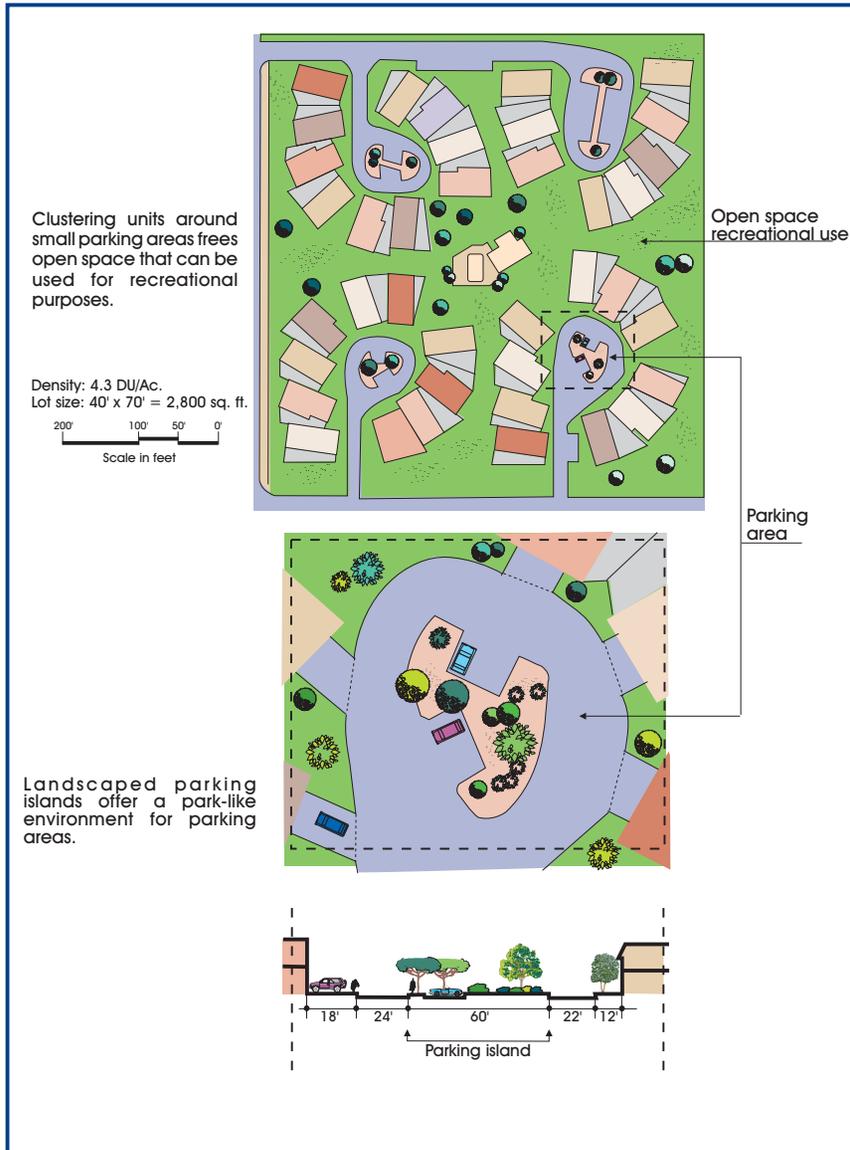
**RESIDENTIAL DEVELOPMENT**  
Garage Doors

Emphasize house front (not garages) as prominent architectural features.

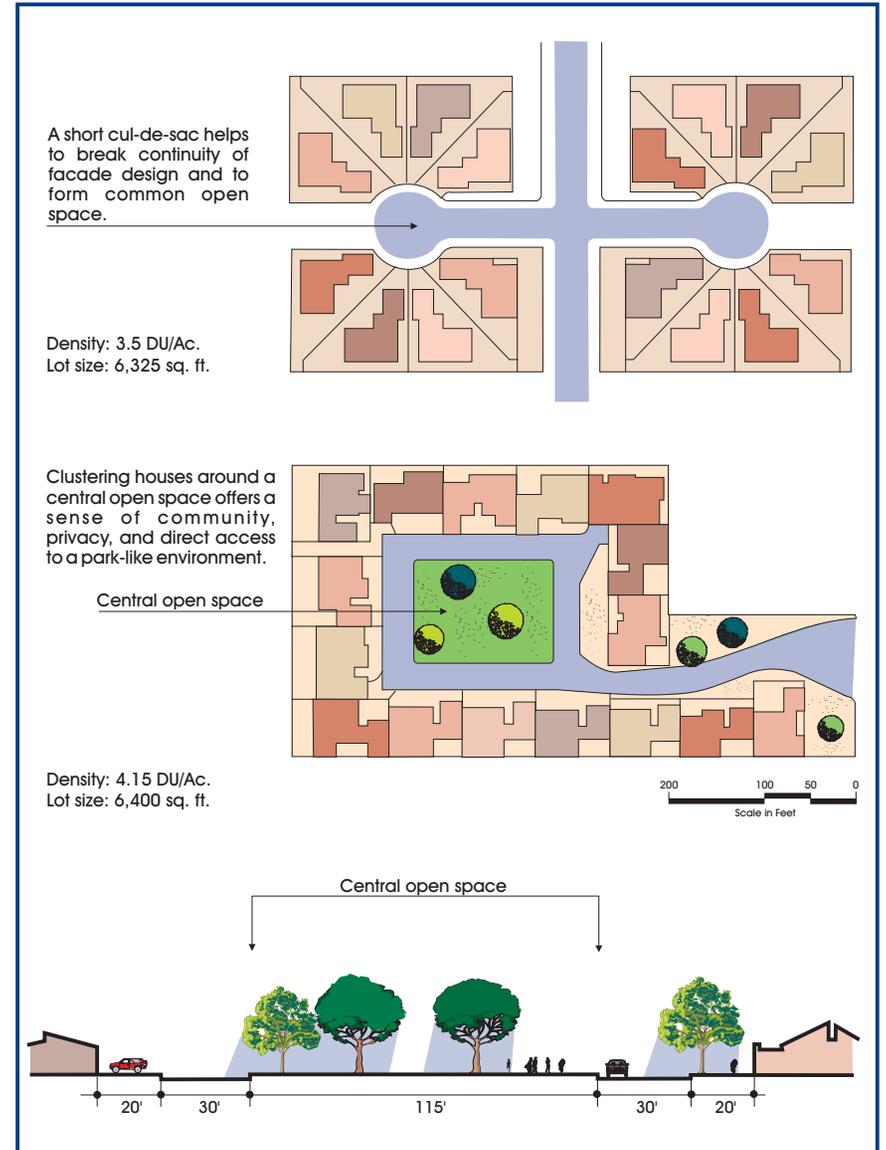
Length of garage door should not exceed 40% of total facade length.



**RESIDENTIAL DEVELOPMENT**  
Optional Single Family Lot Layout/Open Space

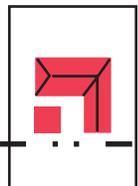


**RESIDENTIAL DEVELOPMENT**  
Common Open Space



## RESIDENTIAL DEVELOPMENT

### Accessory Structure



Detached accessory structures may be placed in front of the primary structure if they are located behind the front setback line.

Front Setback Line

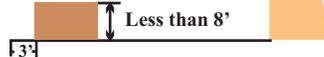
Accessory structures located in the front of the setback, or those not used for living and sleeping purposes, will require a Use Permit.



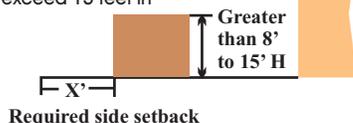
Any accessory building located in front of the primary structure, or greater than 100 square feet, should be designed to be compatible in color, material, and architectural form with the primary structure.



Detached accessory structures in the rear yard less than 8 feet in height may be built on the property line if a dedicated alley exists, or 3 feet from the property line if there is no alley.



Accessory structures in the rear yard greater than 8 feet in height must meet the side setback requirements, and may not exceed 15 feet in height.



## Single Family Residential Development 5-10 Dwelling Units Per Acre

In addition to the illustrated design concepts below, residential development between 5-10 dwelling units per acre should be subject to the following design and use standards:

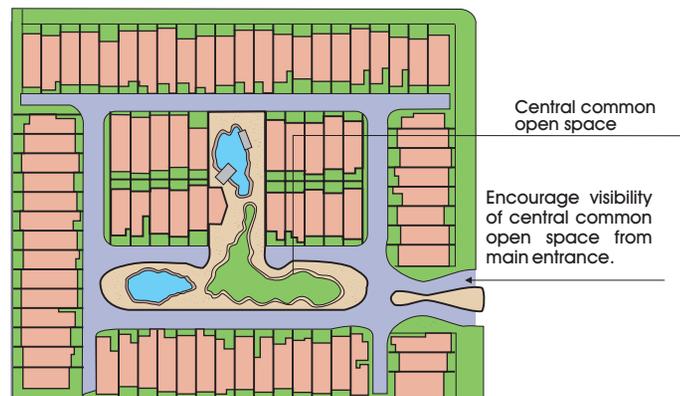


Drainage corridor should be preserved; however, open space along washes should not be the only public common space. Provide other common open spaces within the neighborhood.

## RESIDENTIAL DEVELOPMENT

### Common Open Space

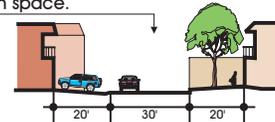
Clustering development around a central common open space promotes a sense of openness in high density developments.



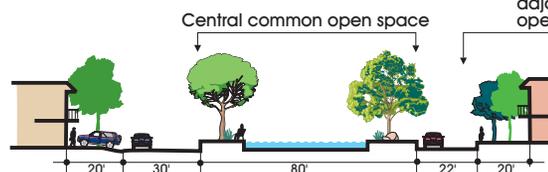
Density: 8.8 DU/Ac.  
Lot size: 3,400 sq. ft.



Internal street without open space.

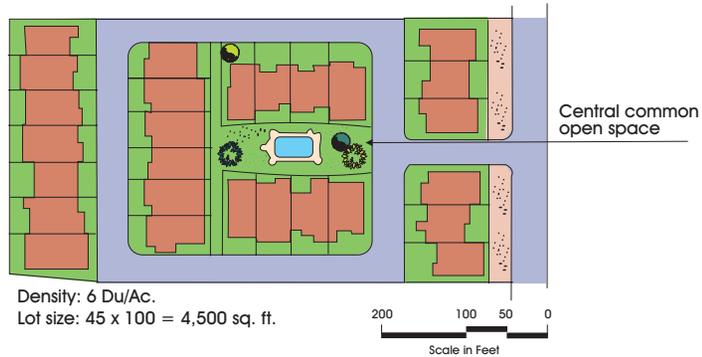


Internal street with frontyard setbacks adjacent to open space.

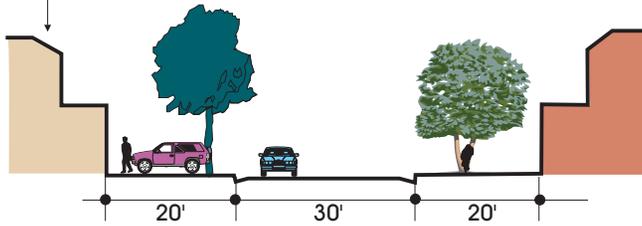


## RESIDENTIAL DEVELOPMENT

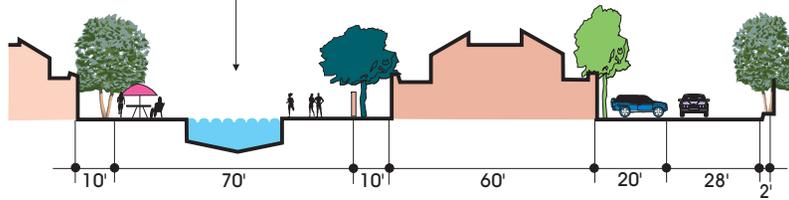
### Common Open Space



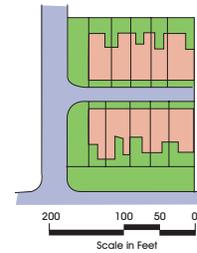
In small parcel developments, setback second floor to create openness at street level.



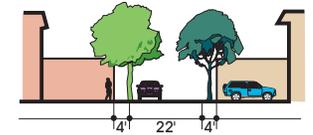
Central common open space



## AVOID!



Density: 9 Du/Ac.  
Avg. Lot Size: 25 x 28 = 2,000 sq. ft.



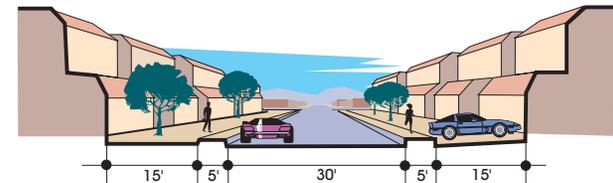
For high density development, avoid clustering development with no common open space or frontyards.

Avoid using open space along drainage corridors as the only public common space. Provide other common open spaces inside the neighborhood.



Avoid long blocks with the same setbacks and house designs. It creates a monotonous feeling to the neighborhood.

Density: 7 DU/Ac.  
Lot size: 40 x 105 = 4,200 sq. ft.

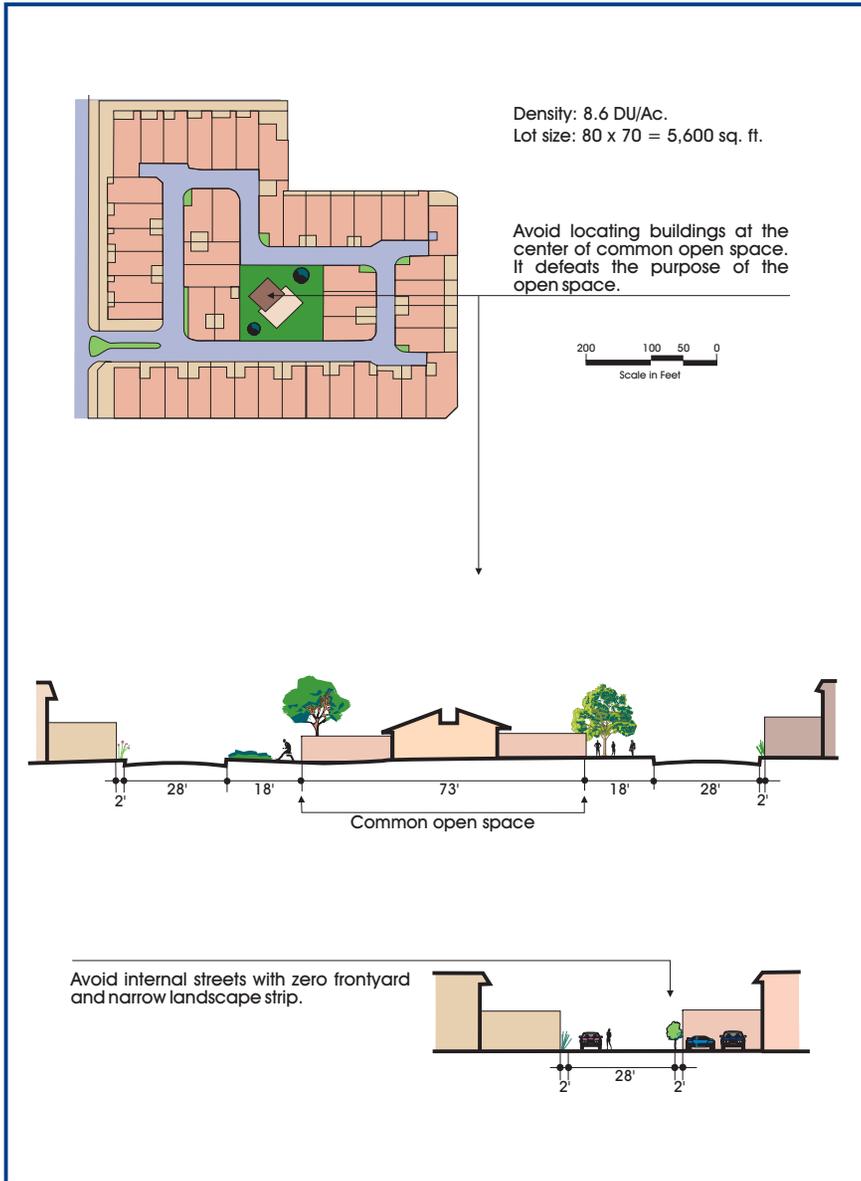


Repetitive, monotonous urban streetscape.

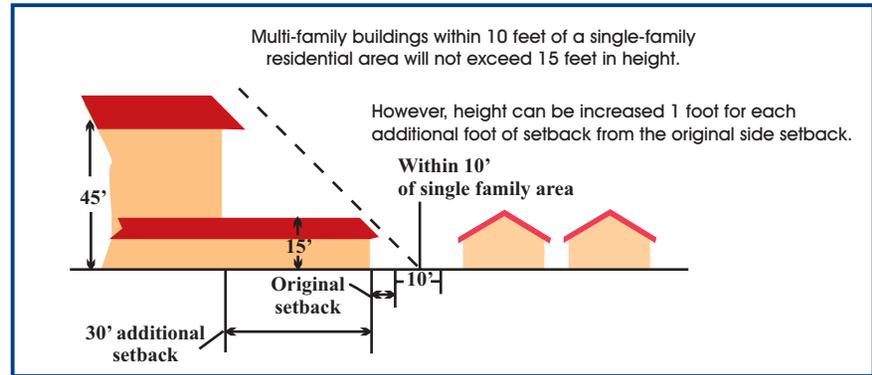
## Multiple Family Residential Development 10-15 Dwelling Units Per Acre

Multiple family residential development of 10-15 dwelling units per acre should be subject to the following illustrated design standards:

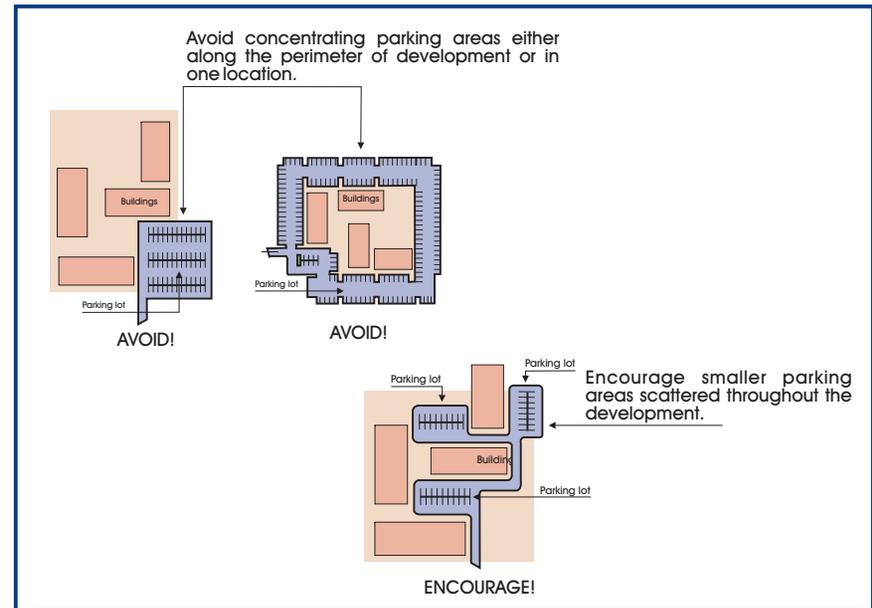
**AVOID!**



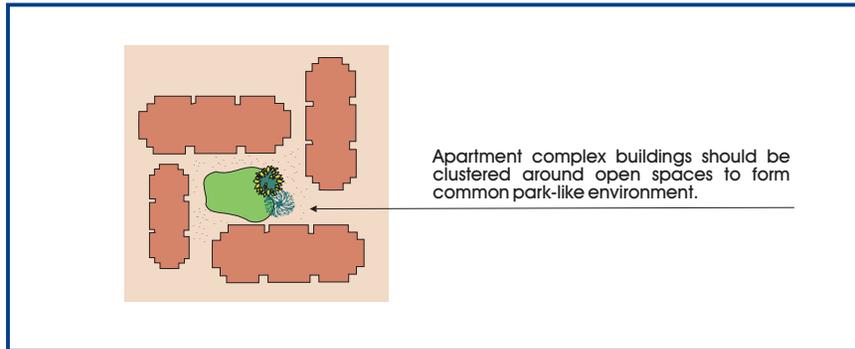
### MULTIPLE FAMILY RESIDENTIAL Building Design



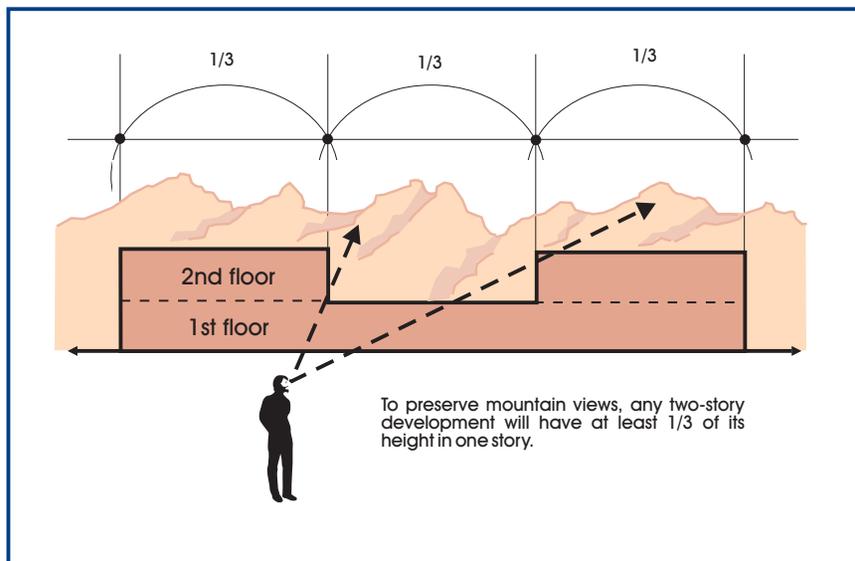
### MULTIPLE FAMILY RESIDENTIAL Parking Lots



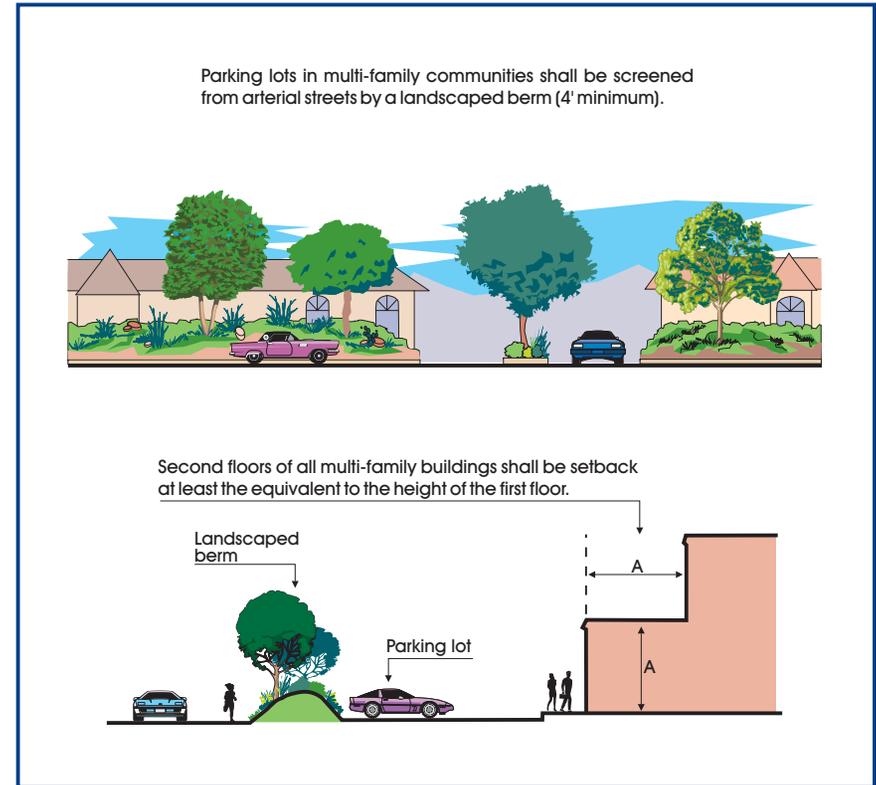
**MULTIPLE FAMILY RESIDENTIAL**  
Development Layout



VIEW TO SOUTH MOUNTAIN/ESTRELLA MOUNTAINS



**MULTIPLE FAMILY RESIDENTIAL**  
Treatment along arterials



**Streets**

In addition to the illustrated design concepts, shown above and on pages 37 and 38, street design should be subject to the following design standards:



Planting of oleander and other poisonous plants is not permitted along arterial and primary streets or along multiple use trails.

 Pedestrian pathways and multiple use trails will be separated from the curb line along all major streets.

 Arterials and collector streets will have a minimum of 10' landscaping and 5' sidewalk, and this area should integrate walkways, paths, and trails.

 Arterials and collectors shall be edged with vertical curbs.

 Local streets in desert areas will be built to rural standards, at a maximum of 24' wide with ribbon curbs, and with lighting only at intersections with collectors and major streets. Local streets in non-desert areas should be built in compliance with traffic calming standards, including use of vertical curbs.

 Sidewalks on all local streets should be separated from the curb line and planted with a natural landscape buffer.

 A trail system throughout Laveen that connects each neighborhood will reduce the need for paved sidewalks in front of each home.

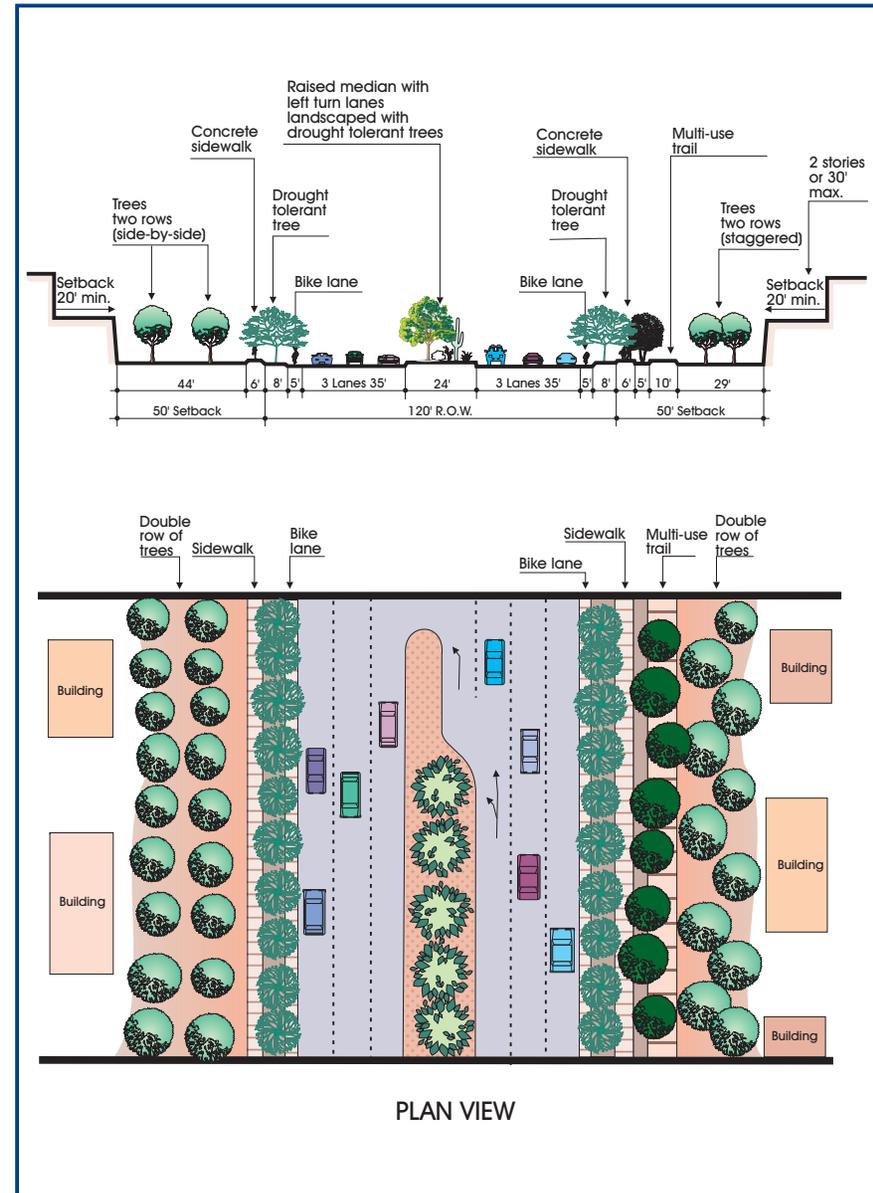
 Equestrian trails should be 10' in width and kept as far away from major streets as possible.

 Minor collectors and local streets shall be edged with ribbon curbs when contiguous with multiple use trails.

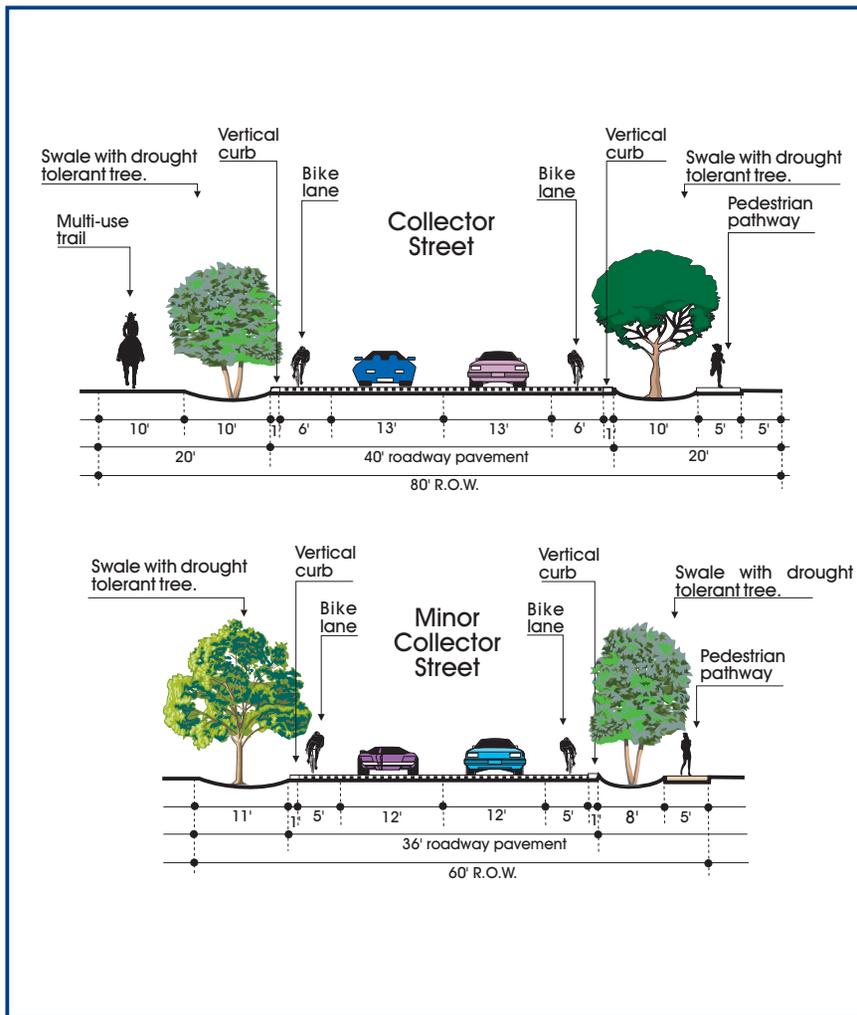
 The double row of citrus in the Baseline Road cross section may be replaced with pecan, Arizona ash, evergreen elm, heritage live oak, or other similar trees.

## BASELINE ROAD SCENIC DRIVE

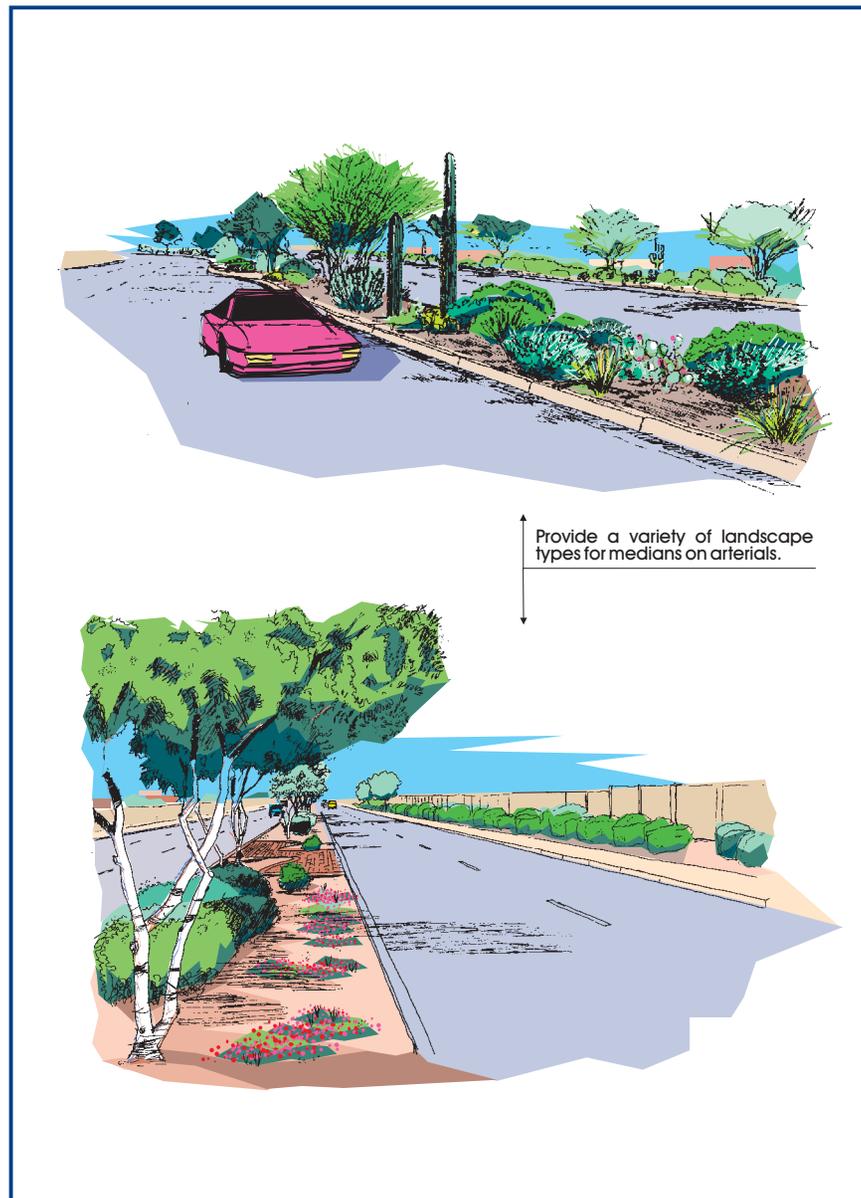
Cross Section Looking East



**STREETS**  
Cross Sections



**STREETS**  
Typical Medians

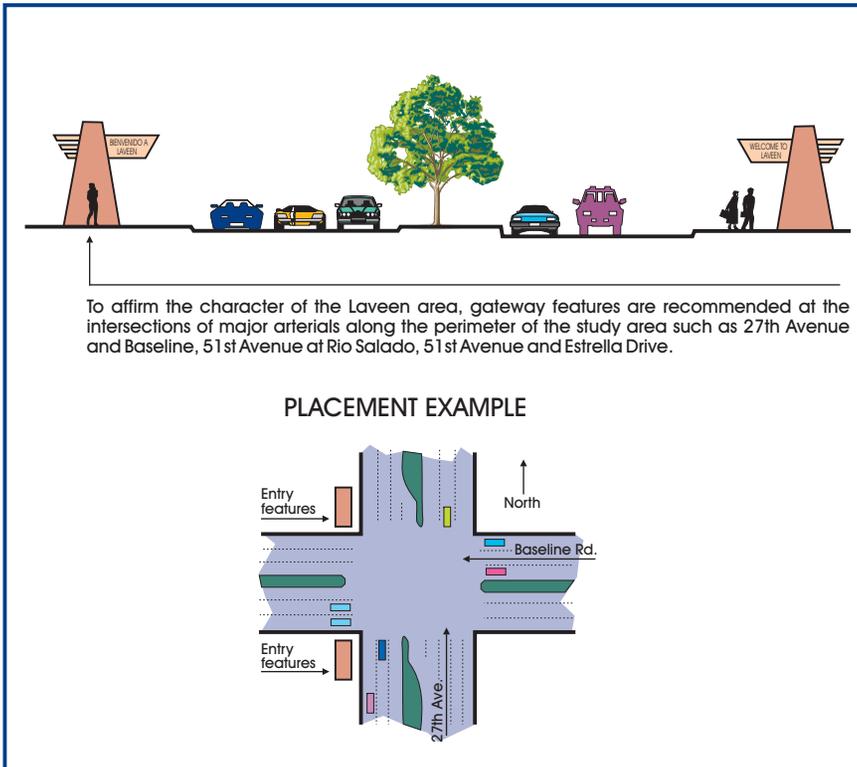


## Gateways

In addition to the illustrated design concept below, gateway design features should be subject to the following design standard:

- Design features at gateways should emphasize the intersection as an entrance point to Laveen. A literal “gateway” can be suggested either through large street trees placed tightly at each corner or through accent corner monuments/walls as “gateposts”. Other design possibilities include distinctive unified landscaping; thematic design of sidewalks; and public art. Street furniture, lighting, bus stops, and city signage surrounding the gateway intersection should be of a cohesive design and utilize complementary colors and materials.

### GATEWAY FEATURES



To affirm the character of the Laveen area, gateway features are recommended at the intersections of major arterials along the perimeter of the study area such as 27th Avenue and Baseline, 51st Avenue at Rio Salado, 51st Avenue and Estrella Drive.

## Conservation Community

The conservation community should incorporate the following design concepts:

- The open space shall be dispersed throughout the development, retaining important natural features.
- A minimum 50% of buildable land must be set aside as open space to be protected through a permanent conservation easement.
- A minimum 25% but no more than 50% of open space land must be designated for active recreational purposes.
- Required open space may be used for storm water retention.
- Undivided open space should be located so it is open and accessible to the largest number of lots within the subdivision. A majority of the residential lots should abut open space to provide direct views and access.
- For gross densities of one dwelling unit per ten acres or less, the required open space may be included within individual lots.
- The subdivision must maintain the overall density zoned for the parcel: the total number of units on the parcel divided by the total acreage of the parcel must equal the zoned allowable density.
- A density bonus may be allotted to the applicant for on-site affordable housing: for each affordable housing unit, one additional building lot or dwelling unit, to a maximum 15% increase in dwelling units, is allowed.
- Maintain scenic views and vistas. Development should be sited so views remain unblocked and uninterrupted.



Subdivision development shall not front onto perimeter public rights-of-way to protect the rural roadside character. A buffer zone of 100' minimum will exist between development and these existing roadways and will be included as open space.



Common areas shall be landscaped with native plant materials or maintained in their natural vegetated state.

## IMPLEMENTATION STRATEGIES/ACTION PLAN

In addition to approval of a new land use plan and design policies for Laveen, several other strategies are necessary to fulfill the goal and objectives of the Plan. The land use and design policies will guide decisions regarding rezoning applications and alert developers to the community's vision for Laveen. Additional strategies will take the Plan beyond policy guidance to address different challenges, ensure provision of adequate infrastructure, and improve access to the area. If the Plan is implemented fully, Laveen can become a vital area with a clear link to its agricultural heritage.

The Action Plan addresses:



Zoning Ordinance Revisions;



Public Transit;



Schools;



Library;



Safety;



Sanitary Sewer and Water;



Flood Control;



Street Improvements;



South Mountain Loop;



Gateways;



Accessways;



Village Planning Committee.

## ZONING ORDINANCE REVISIONS

The design policies and parts of the land use plan require Zoning Ordinance revisions, including:

### Design Guidelines

The Plan's design policies should be refined for inclusion in the Zoning Ordinance as design guidelines. The first step will be writing the policies in the city's design guideline hierarchy of requirements (Ordinance standards which a developer must satisfy), presumptions (guidelines which a developer must follow unless he or she can demonstrate a compelling reason not to satisfy them), and considerations (suggestions which a developer should consider but is not obligated to meet). More input from the public and a review by the Site Planning Division of the Development Services Department, which administers the design review program, will be important parts of this process.

### Conservation Community

No zoning district in Phoenix has the flexibility and control necessary for successful implementation of the conservation community concept. A new district should specify the percentage of land which must be open space, how the open space is to be used (preserved agricultural activities and active recreational purposes), how density will be preserved or increased through bonuses, if appropriate, and how the different land uses should be designed and sited to mitigate impacts on each other. Staff will present a proposal to the community for more discussion.

### Regulations for Residential Development

The residential development regulations in the Zoning Ordinance should be reviewed and revised regarding clustered single family development and use of granny flats. Clustering of single family units could be accomplished in the 5-10 dwelling units per acre land use classification. These projects should have open space that is readily accessible and integrated into a project. Too often developers

put the open space at the edge of a property where it serves no purpose other than retention of storm water. Granny flats can provide an independent dwelling unit for the aging population and post-high school offspring who are not ready to leave home after graduation; both groups could benefit from a small dwelling unit that is near, but independent from, the main house on the lot. These revisions might not be necessary if the city completes work on active Zoning Ordinance amendments addressing residential development standards and accessory units on residential lots.

### Sign Code

The proposed sign standards will not take effect until they are included in the city's Sign Code. Although several area residents have expressed support for limiting the size and number of signs in Laveen, more work is necessary to put these ideas into Ordinance format. The city must also ask the sign industry to review and comment on any sign limitations for this area.

### PUBLIC TRANSIT

Public transit can have a positive impact in Laveen through establishing additional bus service to Laveen, developing pedestrian linkages between pedestrian/trail systems and transit stops, and creating a park-and-ride lot adjacent to the South Mountain Loop. The city will work to establish greater transit opportunities as Laveen develops.

### SCHOOLS

Both the Laveen Elementary School District and the Phoenix Union High School District, the predominant school districts in Laveen, face challenges that the community must address. With the development projected in this Plan, each of these districts will experience significant growth and need to add many schools for new students. Finding solutions to the unique problems facing Laveen Elementary School District is critical if Laveen is to attract development. Phoenix Union High School District's problems, although less severe and less critical to making Laveen desirable for new residents, also need attention. Many of the solutions are beyond

the city's authority. However, the city can assist in achieving the answers through lobbying efforts.

### Laveen Elementary District

As shown in Table 7 (on page 10), regarding the Plan's proposed land use, 19,000 elementary students could be in Laveen at build out. If the schools have a maximum student population of 700, the District will need up to 25 schools in addition to Laveen Elementary School, Laveen Middle School, and Cash Elementary School. A few new schools would also be required in the Roosevelt Elementary School District for students who live east of 35th Avenue.

New homes generate additional property tax revenue that can help build new schools. However, the homes also produce new students before the schools are built to educate them. Many builders are reluctant to build new housing in an area if schools will not be available when the houses are complete and there is uncertainty regarding when the schools will be built. Typical school district solutions to this problem are: 1) use portable classrooms, 2) increase class sizes, 3) convert special purpose rooms into classrooms, and 4) use double sessions or a twelve month calendar. None of these solutions is optimal. An alternative that is used only in large, well funded planned communities is developer donation of a school site and construction of the school. This solution is rarely used even in large planned communities. The receiving district may need to pay for the school at a later date. Arizona law does not permit municipalities to require a developer to dedicate a school site, build a school, or pay in lieu taxes for a school. A local government can require a developer to reserve a school site for one year from the date on which a subdivision's plat is recorded.

Strategies to address the Laveen Elementary School District's challenges, on which the Planning Department will work with the District and the City's Education Liaison, are:

-  Secure voter approval for additional bond issues once current bonds are exhausted and bonding capacity exists.
-  Apply for a portion of the funds which the legislature approved in 1997 for emergency school needs. There will be

a state-wide competition for the funds; the needs for all schools in Arizona far exceed the approved amount.

-  Support efforts to obtain grants and loans from the State Land Trust Funds, both capital and interest funds, to build and rehabilitate facilities. These funds are growing every year. Only the interest is being used to support education funding. In recent years, the interest has been used to replace state general funds rather than to increase the amount available to schools except to cover growth in total students.
-  Promote finding an alternative to property tax funding for education. An alternative should ensure equal funding to all schools districts on a per capita basis for construction of new facilities and should end the disparities present in a property based funding system.
-  Promote more development of nonresidential properties designated in the Plan to improve the property tax base. Work with developers and land owners to purchase privately constructed schools built in conjunction with new housing developments, especially master planned communities.
-  Work with all interested groups to support a regular inflation factor increase and a further increase in the revenue control limit per student to an amount that accurately reflects the costs of funding the non capital portion of education budgets. Work for increased funding for special education, for students with limited English proficiency, and for full day kindergarten classes.

### Phoenix Union High School District

As shown in Table 7 (on page 10), regarding the Plan's proposed land use, 10,600 high school students could be in Laveen at build out. If the schools have an maximum student population of 2,500, the District will need up to four schools in addition to Cesar Chavez High School.

Strategies to address Phoenix Union High School District's challenges, on which the Planning Department will work with the

District and the City's Education Liaison, are:

-  Secure voter approval for additional bond issues once current bonds are exhausted and bonding capacity exists.
-  Support efforts to obtain grants and loans from the State Land Trust Funds, both capital and interest funds, to build and rehabilitate facilities. These funds are growing every year. Only the interest is being used to support education funding. In recent years, the interest has been used to replace state general funds rather than increasing the amount available to schools except to cover growth in total students.
-  Work with all interested groups to support a regular inflation factor increase and a further increase in the revenue control limit per student to an amount that accurately reflects the costs of funding the non capital portion of education budgets. Work for increased funding for special education and for students with limited English proficiency.

### LIBRARY

The Phoenix Parks, Recreation and Library Department (PRLD) has identified Laveen as an area that is lacking library services. A library typically serves an area within a two-to-five mile radius of the facility and a population to 50,000 to 70,000 plus. With the anticipated growth in Laveen, a library will be needed. PRLD plans to include construction of a library in the area as part of the capital plan for the next city bond election. In the interim, citizens should work to establish a branch library in a storefront. Such small facilities can fill, and have filled in other parts of Phoenix, a gap before funds are available to build, stock, and staff a new library branch.

### SAFETY

Implementation of Crime Prevention Through Environmental Design (CPTED) strategies in Laveen can help alleviate any safety issues as Laveen develops. The Planning Department will work with the Development Services and Police Department to implement CPTED as part of a city-wide program.

## SANITARY SEWER AND WATER

The Water Services Department has budgeted \$3 million in the Capital Improvements Program (CIP) to build sewer lines in 51st Avenue from the Gila River Indian Community boundary north to the Southern Avenue Interceptor for the 1997-98 fiscal year. The *South Mountain Wastewater Facility Plan, Preliminary Design Report*, dated July 1996, included the following preliminary sanitary sewer design effort for the area along 51st Avenue. The design was based on population projections from the 1993 MAG Traffic Analysis Zone data since current planning and zoning information were unavailable for the recently annexed area. Water Services staff is continuing to work with property owners and residents to design the final plan; the city is very flexible about the sewer lines.

<u>Reach</u>	<u>Description</u>
1	51st Avenue, from the Gila River Indian Community boundary north 3,200 feet to Estrella Drive of 8-inch diameter pipe.
2	51st Avenue, from Estrella Drive one-half mile north to Carver Road of 12-inch diameter pipe.
3	51st Avenue, from Carver Road one-half mile north to Elliot Road of 18-inch diameter pipe.
4	51st Avenue, from Elliot Road one-half mile north to Olney Avenue of 18-inch diameter pipe.
5	51st Avenue, from Olney Avenue one-half mile north to Dobbins Road of 24-inch diameter pipe.
6	51st Avenue, from Dobbins Road one-half mile north to Baseline Road of 30-inch diameter pipe.
7	51st Avenue, from Baseline Road one-half mile north towards Southern Avenue of 30-inch diameter pipe.
8	51st Avenue, from one-half mile south of Southern Avenue to the Southern Avenue Interceptor of 42-inch diameter pipe.

The preferred option proposes the gravity sewer to be a siphon under the Salt River Project culvert near Baseline Road with a lift station to pump flow to the Southern Avenue Interceptor. The city is flexible regarding sizing of pipes and will make connections to the 51st Avenue line as it is needed for development. The 51st Avenue line will be the main sewer to bring waste from southern Laveen to the Southern Avenue interceptor.

The Water Engineering Division has planned for one mile of 48-inch diameter water lines along 51st Avenue from the Gila River Indian Community boundary north to Elliot Road, and east to an existing reservoir located near Elliot Road and 27th Avenue for the 1997-98 fiscal year. Construction is planned for the 1999-2000 fiscal year. The timing of the project will be coordinated with the Street Transportation Department and Maricopa County to avoid disruption of new street pavings.

## FLOOD CONTROL

Cooperation between Phoenix and Maricopa County has led to the South Phoenix/Laveen Drainage Improvement Project. Maricopa County has proposed building a flood control channel to control stormwater runoff from South Mountain as part of an improvement project for Baseline Road. The main trunk of a storm drain would run under Baseline Road from 7th Avenue to 43rd Avenue and north under 43rd Avenue to the Salt River. The drain will have five detention basins associated with it. The design for the project from 7th Avenue to 27th Avenue is scheduled for 1997-98; construction should occur in 2000-2001. Improvements west of 27th Avenue are not scheduled for design but are intended to be phased for implementation as development happens in Laveen. The city will continue to monitor and work towards the success of this program.

## STREET IMPROVEMENTS

Maricopa County is planning improvements to Baseline Road between 7th and 51st Avenues and to 51st Avenue from the Salt River south through Laveen. The former project is part of the flood control plan for Laveen. The Maricopa County Department of Transportation (MCDOT) has proposed building an urban minor

arterial for Baseline Road, including two traffic lanes east and west, a median, bike lanes, and sidewalks on both sides of the road, in the future. MCDOT is finalizing its plans and anticipates completing construction by 2001. The 51st Avenue improvements are a design/build project that is on hold while an analysis regarding the Salt River bridge is completed. The improvements are needed, in part, to carry increased traffic expected when a casino opens near 51st Avenue on the Gila River Indian Community south of Estrella Drive. The city will monitor and have input in both of these road improvements. It is important that Baseline Road be built in a manner that will accommodate the Baseline cross section, which is included in this Plan. Although MCDOT has indicated it will not build a road that meets the standards of the cross section, the city needs to have the ability to upgrade Baseline Road as development occurs in Laveen. Developers may install other major street improvements as their projects are approved.

### **SOUTH MOUNTAIN LOOP**

Construction of the South Mountain Loop is important to development in Laveen and to address traffic congestion issues in the Ahwatukee Foothills Village south of South Mountain Park. ADOT is maintaining the proposed alignment at approximately 61st Avenue through Laveen. There is discussion regarding a shift of the southern alignment from Pecos Road to the Gila River Indian Community. The city will continue to monitor progress on the loop and support its construction.

### **GATEWAYS**

The gateways into Laveen are at the intersections of 27th Avenue and Broadway Road, Southern Avenue, Baseline Road, 51st Avenue and the Gila River Indian Community, and Dobbins Road and at 35th, 51st and 67th Avenues on the south side of the Salt River. Over time, these entrances should be marked with special signage/monuments. The Planning Department will work with the Phoenix Arts Commission and the Streets Transportation Department on construction of the markers.

### **ACCESSWAYS**

Improvement to the major accessways to Laveen will help raise its appeal for new development. Many of the streets that access Laveen are not improved fully or pass through neighborhoods which are under stress. The County's planned improvements to Baseline Road and 51st Avenue will address part of this issue; construction of the South Mountain Loop will also provide better access. The city will work on property maintenance issues on Baseline Road and 51st Avenue to the extent necessary to upgrade access to Laveen.

### **VILLAGE PLANNING COMMITTEE**

During the planning process, some Laveen residents discussed the possibility of Laveen becoming a separate village with its own village planning committee. The South Mountain Village includes Laveen today. As Laveen grows, the city believes it may be an appropriate location for a new village. A village typically has a population of 75,000-150,000. There is no fixed number for determining when a committee should be established. The city must examine staffing levels to determine if adequate coverage exists for additional village work.

## **Existing Conditions**

In order to plan for an area, it is important to understand existing conditions, including public infrastructure, parks and recreation, schools, public safety, public transit, and demographics. Staff collected extensive information about each of these topics during the early stages of the planning process. Highlights of that information are provided below.

### **PUBLIC INFRASTRUCTURE**

The study area is comprised of both city of Phoenix and Maricopa County jurisdictions (see Figure 13). Some public services to the area are provided by both entities. The discussion that follows focuses primarily on Phoenix services.

## Sanitary Sewer

Many Laveen residents use septic tanks. The Phoenix sanitary sewer system serves a relatively small portion of the area. A 72-inch sewer main extension runs along 51st Avenue south of the Salt River to Southern Avenue; another 72-inch line runs along Southern Avenue from 51st Avenue to 27th Avenue; a 15-inch line runs along 35th Avenue from Southern Avenue to Baseline Road; and 12-inch lines run along 35th Avenue from Baseline Road to Dobbins Road and along 27th Avenue from Southern Avenue to South Mountain Avenue. These sanitary sewer lines are shown on Figure 14.

## Water

Although private wells serve some Laveen residents, city water lines, as shown on Figure 15 on page 46, serve much of the area. The majority of these lines are 12 inches and smaller; the map shows lines which exceed eight inches. However, larger lines (48 and 60 inches) run south along 35th Avenue from the Salt River to Broadway Road, along Broadway Road between 35th and 27th Avenues, and along 27th Avenue from Broadway Road to Ceton Drive.

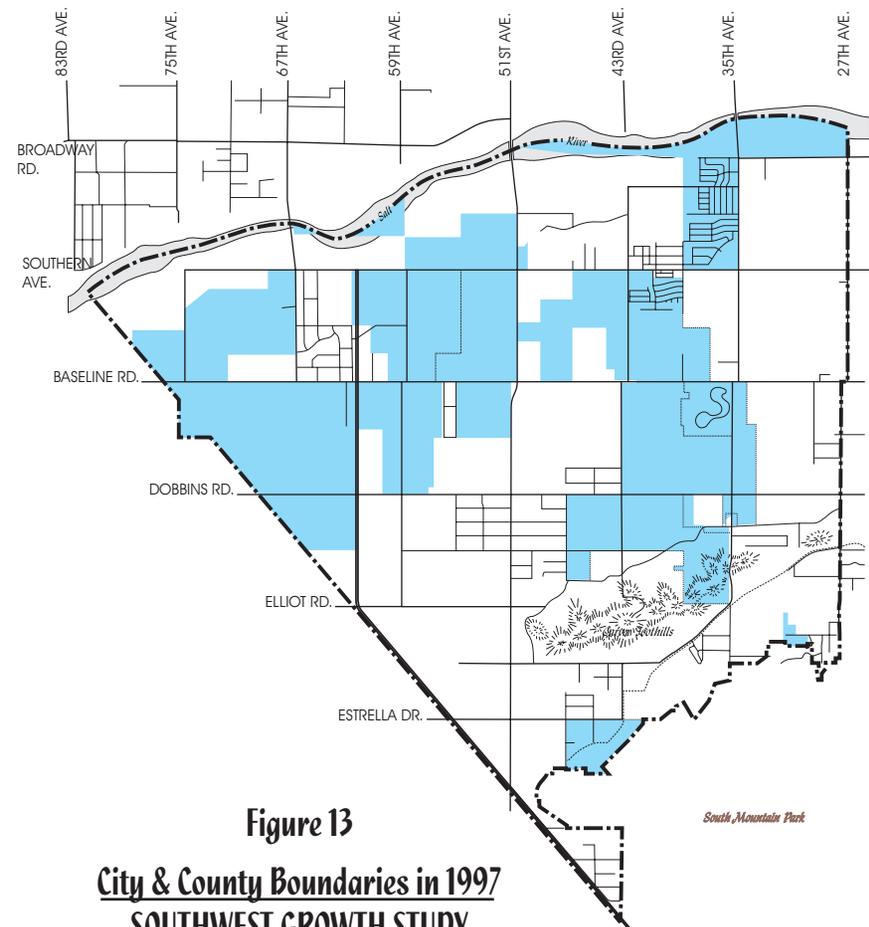
In 1990, the city purchased the KO and Peninsula water companies, which served a portion of the area. The city is required to provide service to properties in the water companies' former areas (generally 51st Avenue to 83rd Avenue, Southern Avenue to Olney Avenue).

## Streets

Nearly all of the major streets in Laveen are two lane roads of strip pavement with no curb, gutter, or sidewalk. The single exception is Broadway Road between 27th and 35th Avenues, which is a four lane road of strip pavement with no curb, gutter, or sidewalk.

## Scenic Drives

A scenic drive is a roadway that includes any or all of the following amenities:



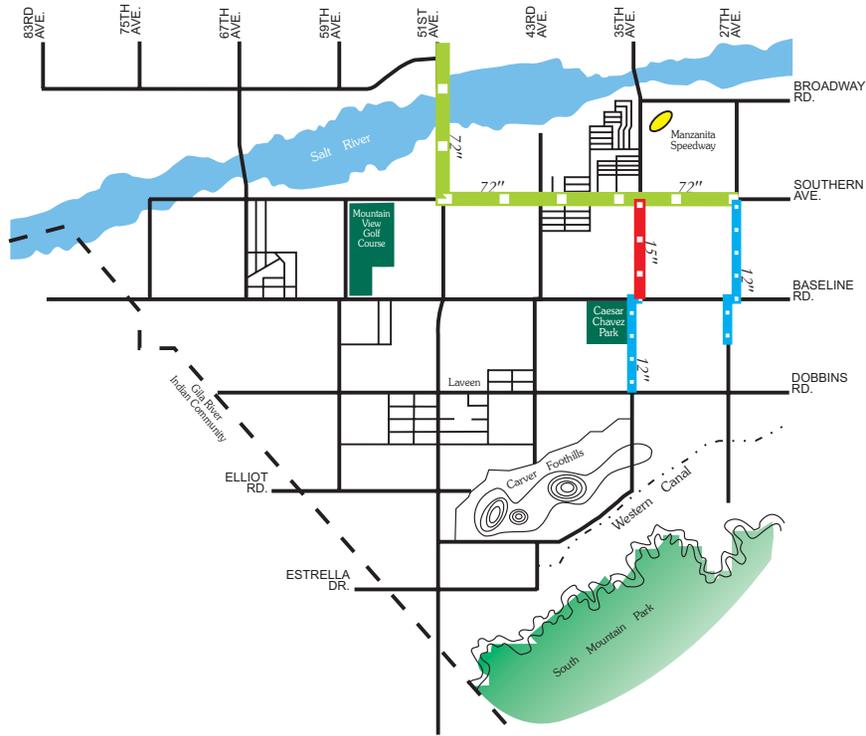
**Figure 13**  
**City & County Boundaries in 1997**  
**SOUTHWEST GROWTH STUDY**  
**LAVEEN**

### LEGEND

-  CITY BOUNDARY
-  COUNTY BOUNDARY
-  STUDY AREA BOUNDARY



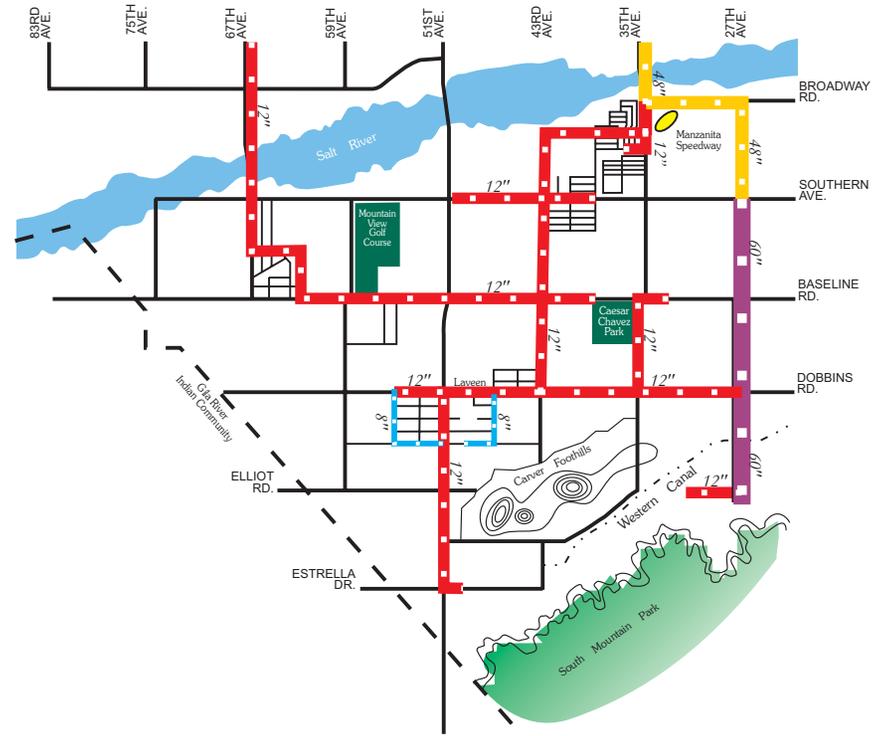
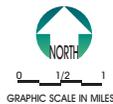
0 1/2 1  
GRAPHIC SCALE IN MILES



**Figure 14**  
**Existing Sewer Lines**  
**SOUTHWEST GROWTH STUDY**  
**LAVEEN**  
 January, 1998

**LEGEND**

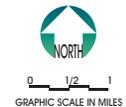
- 72"
- 15"
- 12"



**Figure 15**  
**Existing Water Lines**  
**SOUTHWEST GROWTH STUDY**  
**LAVEEN**  
 January, 1998

**LEGEND**

- 60"
- 48"
- 12"
- 8"



-  easements or right-of-way dedicated for the express purpose of equestrian, bicycle, or multi-use trails in addition to standard sidewalks;
-  landscape setbacks or other setbacks used for aesthetic purposes in which no building or parking may be developed and which are in excess of setbacks required by ordinance;
-  landscape median strips.

Laveen contains several designated scenic drives that are not fully improved, including:

*Baseline and Dobbins Scenic Drives.* The Baseline and Dobbins Scenic Drives are partially within the Laveen area; they are also designated east of Laveen. These drives are Baseline Road from 27th to 51st Avenue and Dobbins Road from 27th to 51st Avenue.

*35th and 51st Avenue Scenic Drives.* The 35th Avenue Scenic Drive is designated between Baseline Road and the Western Canal. The 51st Avenue Scenic Drive is planned from Baseline Road south to the Gila River Indian Community.

### **South Mountain Loop**

In March 1985, the MAG Regional Council endorsed the South Mountain Freeway as a 22-mile long corridor from Interstate 10 (the Papago) at 55th Avenue to Interstate 10 (the Maricopa) at Pecos Road. The State Transportation Board adopted the right-of-way resolution establishing the refined location for the planned freeway in August 1987. In December 1994, MAG's Freeway Plan removed the public funding from the corridor and designated it as a potential privatization project. However, the Loop is partially funded. Money exists for completion of the west half of an interchange between Pecos Road/South Mountain Loop and Interstate 10 in 2005; ADOT has also set aside funds for construction of an elbow connecting Pecos and Baseline Roads around South Mountain Park at approximately the 59th Avenue alignment in 2007.

On June 14, 1995, HDR Engineering submitted an unsolicited proposal to ADOT, requesting authority to develop a transportation

privatization project under Article 2 of Arizona's Transportation Project Privatization Law. That proposal, known as MetroRoad, would have constructed the South Mountain Freeway as a toll road. It also would have constructed the Santan (toll road), completed the Red Mountain (toll road) and accelerated the Price Freeway construction schedule (with tolled express lanes). Toll lanes also would have been added to the existing Red Mountain and Superstition Freeways.

As required by stated law, ADOT advertised for competing bids to the MetroRoad proposal. In September 1995, two proposals were submitted in response to the advertisement. One response included only the South Mountain Loop; one response did not include that corridor. For a variety of technical reasons, ADOT staff deemed both proposals "non-responsive" to the original MetroRoad proposal and rejected them.

Between September and December, 1995, ADOT staff and the State Transportation Board discussed the policies and procedures that should be used in reviewing an unsolicited proposal such as MetroRoad. In December 1995, HDR withdrew the MetroRoad proposal, citing procedural questions regarding the project selection process. In a letter to ADOT staff, HDR stated that the procedural concerns would be resolved best when project selection policies and procedures can be established without a project on the table.

On February 19, 1996, the State Transportation Board approved a Request for Proposals (RFP) seeking competing proposals from private entities to construct only the South Mountain Loop as a toll road. The north/south portion of the freeway will remain in its planned alignment as it passes through the Laveen area. The RFP will allow for the evaluation of alternative alignments, up to approximately one mile south of Pecos Road between Interstate 10 and 59th Avenue, within the Gila River Indian Community. The traffic interchange located at Interstate 10, between Pecos Road and Chandler Boulevard, should remain at its planned location.

At the March 3, 1997, meeting of the Laveen Planning Committee, ADOT announced that there will be no change in the alignment of the western leg of the South Mountain Loop through Laveen. Discussions continue on moving the eastern leg of the loop onto the

Gila River Indian Community. A technical review of Interwest's privatized bid to build the freeway had been nearing completion. However, a hold was placed on the process to allow ADOT to investigate claims of legal and financial problems that Interwest may have encountered on other public works projects.

## Flood Control

The major drainage feature in Laveen is the Maricopa Drain, an irrigation tailwater channel that covers a watershed of 28.5 square miles. The Maricopa Drain Watershed contains three distinct topographical units: the steep desert slopes of South Mountain, the transitional foothills with residential development on moderate slopes, and the flat agricultural land between Dobbins Road and the Salt River. The Drain primarily serves the northern and central sections of Laveen, which includes farm land and residential development with slopes between 0 and 2%.

## PARKS AND RECREATION

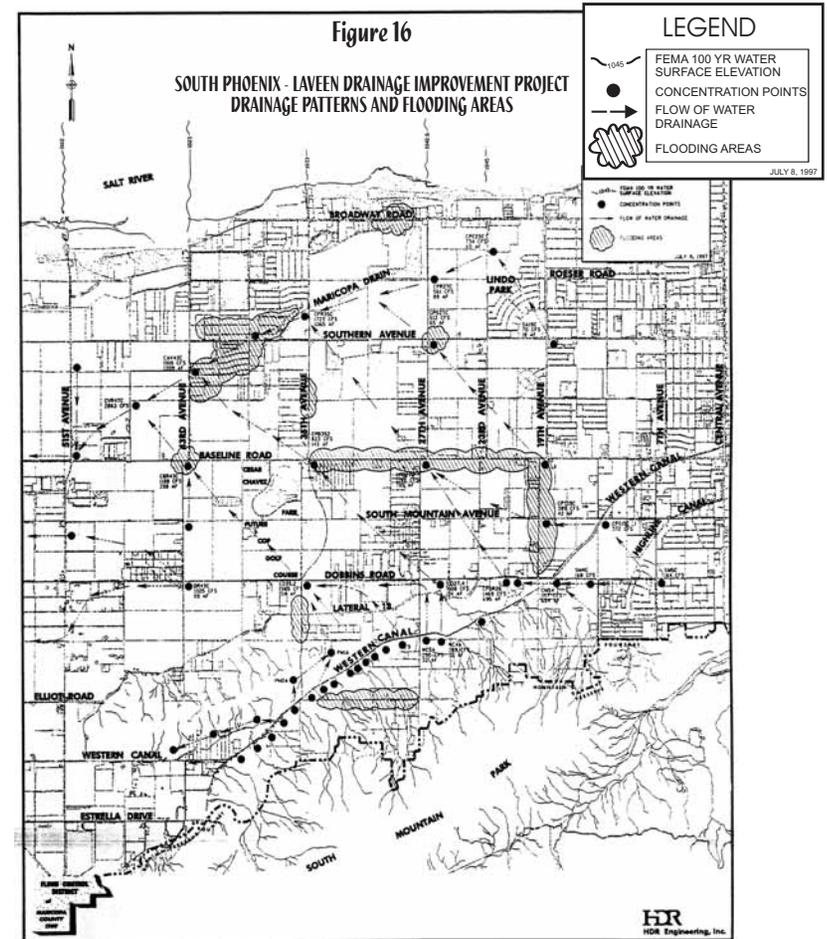
Residents of the Laveen area have access to the following public recreational facilities.

### Regional Park/Mountain Preserve

*South Mountain Park.* Encompassing approximately 17,000 acres, South Mountain Park is the largest municipally owned park in the nation. Preserved largely in its natural state, it provides a variety of recreational opportunities, including hiking and riding trails.

### Community Park

*Caesar Chavez Park.* This 352-acre park is located at the southwest corner of 35th Avenue and Baseline Road. Chavez Park has 25 acres of lakes with picnic and barbecue facilities. Future facilities planned for the park include a sports complex with lighted ball fields, a golf course, tennis courts, volleyball courts, and a swimming pool. The city is pursuing an intergovernmental agreement with the Laveen Elementary



and Phoenix Union High School Districts to share facilities at Chavez Park with the new middle and high schools west of the park.

### Neighborhood Park

*Playa Margarita Park.* Located south of Roeser Road, between 36th and 37th Avenues, Playa Margarita includes a community room, lighted basketball court, lighted ball field, playground, and picnic areas.



## Recreational Trails System

The trails listed below are adopted in the *General Plan for Phoenix*:

- Along the Salt River from 27th to 83rd Avenue;
- Along Baseline Road from 27th to 51st Avenue;
- Along Estrella Drive from South Mountain Park to the Gila River Indian Community;
- Along 67th Avenue, south to Dobbins Road then angled
- Along the Gila River Indian Community to Estrella Drive;
- Along 51st Avenue from the Salt River to Estrella Drive;
- Along 35th Avenue from Baseline Road into South Mountain Park; and
- Along 27th Avenue from the Salt River into South Mountain Park.



Trail systems included in the General Plan are conceptual alignments. The trail alignments and crossing locations must be flexible to accommodate the future development of these areas. The completion of any proposed trails will depend on the availability of funds and the timing of adjacent development.

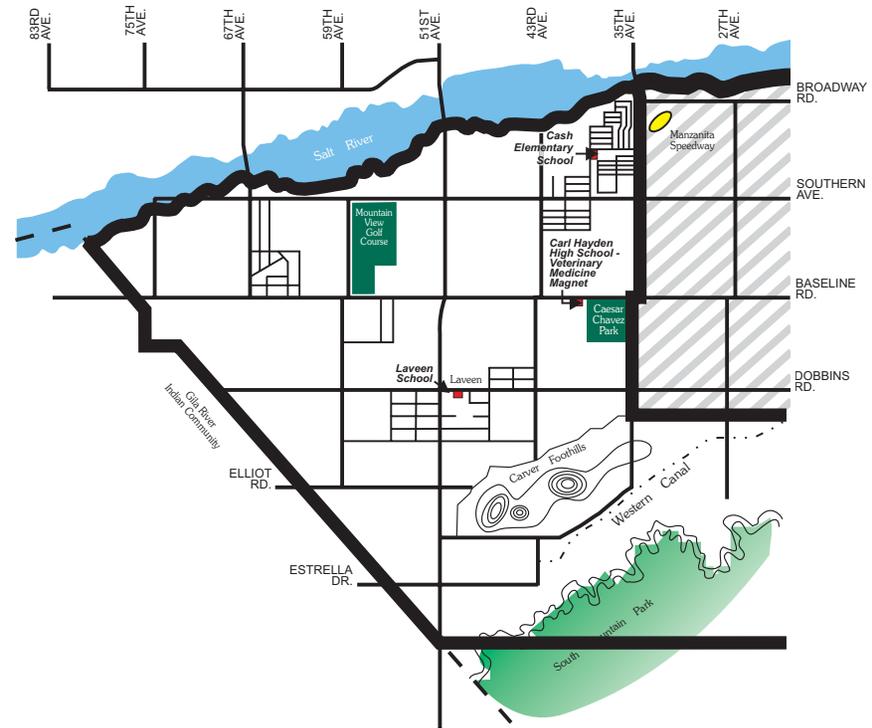
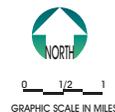


Figure 17

**Public Schools/School District Boundaries in 1997**  
**SOUTHWEST GROWTH STUDY**  
**LAVEEN**

LEGEND

- LAVEEN ELEMENTARY SCHOOL DISTRICT
- ROOSEVELT ELEMENTARY SCHOOL DISTRICT



## SCHOOLS

Two elementary school districts and one high school district serve Laveen, as shown on Figure 5. Laveen Elementary School District covers all of the area except properties east of 35th Avenue and north of Olney Avenue; Roosevelt Elementary School District includes that area. Phoenix Union High School District encompasses all of Laveen. There are no community colleges in Laveen.

### Laveen Elementary School District

The Laveen Elementary School District's two schools are in Laveen. Each school covers grades K-8. The total school population as of Fall, 1996, was 1,647. The Cash School at 35th Avenue and Roeser Road had an enrollment of 745 in a facility with a capacity for 800.

The Laveen School at 51st Avenue and Dobbins Road had an enrollment of 902 in a facility with a capacity for 900.

Upon completion of construction of the new Vista del Sur Middle School in 1998, the Laveen schools should not be overcrowded. The school, which will be adjacent to Chavez Park, will have initial capacity for 400 students in grades 6-8 and an ultimate capacity for 600 students. The school will share playground facilities with Chavez Park. The District's goal is to maintain a maximum student population of 700 at each of its schools.

In May, 1995, the District's voters passed a \$7 million bond issue. The District has a bonding capacity of only \$3.97 million. The Vista del Sur Middle School will use \$3.2 million. The District will spend the remaining bond funds on rehabilitation of its other two schools. The State awarded \$84,000 from emergency funds to restore the historic auditorium at the Laveen School. That building will be available for use as a classroom, for fine arts activities, as a mini auditorium, and for evening community meetings.

Financing is a significant issue for the District. Passing a bond issue is more difficult than in some districts as Laveen property owners pay a higher tax rate. The primarily residential and agricultural land uses in Laveen are assessed at a lower rate and have lower property values than industrial or commercial land. The taxable property per student in the District in 1995 was \$17,129; the state median value was \$64,756. Given the reliance on property tax for school funding in Arizona, Laveen residents must pay higher taxes to receive the same level of education as residents of areas with more balanced land uses and greater property values. The current tax rate for the District is \$3.45 (\$1.95 for operating costs and \$1.50 for capital costs). This rate includes paying off the recently authorized bonds.

Another challenge in the District is addressing the needs of "at risk" students. Such students may have higher than average absenteeism, limited English proficiency, low test scores, and high mobility. A high number of students eligible for free and reduced lunch fee eligibility is associated with lower than average household incomes; this factor also indicates students who are "at risk." These students require special programs, which put an additional strain on district finances.

### **Roosevelt Elementary School District**

The Roosevelt Elementary District includes the portions of Laveen between 27th and 35th Avenues and north of Olney Avenue. The District has no schools in Laveen; its nearest facility is the La Hacio Conchos School, which is east of 19th Avenue between Southern Avenue and Baseline Road. Its Laveen students attend that school. The District's schools are at or over capacity. A new facility planned to be built within two years at 21st Avenue and Alta Vista Road on a site the District has purchased will accommodate some growth and relieve pressure on the Conchos School. Bonds approved in May, 1996, will fund the new school.

Roosevelt faces the same financing and "at risk" student problems as Laveen. The Roosevelt School District's taxable property in 1995 was \$20,649 compared to the Arizona median of \$64,756.

### **Phoenix Union High School District**

South Mountain High School at 7th Street north of Southern Avenue and Carl Hayden High School at 35th Avenue and Van Buren Street are the two Phoenix Union High School District schools that serve the majority of the Laveen high school students. South Mountain is operating at 142% of capacity (3,600 students in a facility designed for 2,500); Carl Hayden is near capacity. Students living east of 35th Avenue attend South Mountain; the others in Laveen attend Carl Hayden. The District operates a magnet program at the Carl Hayden High School Veterinary Medicine Magnet adjacent to Chavez Park. This magnet and others at the District's various schools are available to eligible Laveen students. The District plans to reduce in scope and possibly relocate the vet med magnet for the 1998-1999 school year.

The District is planning a facility, Cesar Chavez High School, on the Carl Hayden magnet site. The city and the District are pursuing an intergovernmental agreement for sharing of some facilities; the District would like to build some athletic fields and courts on Chavez Park property south of the high school site. The new school, which is scheduled to open in 1999, is a response to a 1985 consent decree and desegregation order and a solution to the District's overcrowding and projected student population growth. New attendance boundaries should have students living east of Central Avenue attending South

Mountain; students who reside west of Central Avenue, including those in Laveen, will attend Cesar Chavez. The school will have a capacity of 2,500 students; it will serve only first year students in its opening year. According to the District's enrollment figures by Zip Code, students who would attend Cesar Chavez today include 1,114 who are enrolled at South Mountain and 635 who attend Carl Hayden. Almost 260 of the latter group live in Laveen.

The District has a bonding capacity of \$412,735,798 with voter approved bonds of \$195 million. After issuance of new bonds on July 1, 1997, remaining bonding capacity is \$209,845,798. The District has a large base of residential and nonresidential taxable property. Its taxable property per student in 1995 was \$140,738; the Arizona median value was \$64,756. The tax rate for the District is \$5.30 (\$3.95 for operating costs and \$1.35 for capital costs).

Phoenix Union is restricted more in its ability to pay the operating and maintenance costs of its schools than in its ability to build them. The fact that operating funds are based on enrollment in the previous year and on the 100th day of the funded year also causes problems; enrollment tends to decrease significantly after the 100th day.

The school issues are important as the quality of education available in an area is a prime factor influencing real estate investment decisions. Several indicators are used to measure the quality of education, including test scores and achievement of students, the condition and space availability of school facilities, the commitment of educators and parents to the students' education, and the types of programs offered at the schools. Parents and persons who are planning to have children who have sufficient income to have housing choices determine where to live or purchase a house based in part on school quality. Persons who neither have nor plan to have children may also base their housing decisions on schools due to impacts on the stability of property values and the ability to sell the property. Developers recognize these influences and will vary the quality of product they build due to the price they believe they can receive and absorption rates they can expect for housing in a particular school district; in a low achieving school district, the developer is more likely to build low cost and lower quality housing as people who can afford high value homes will avoid the district.

Private schools, such as parochial and charter schools, can provide alternatives to the public school system for some students. If private schools with good reputations are located in marginal school districts, some parents will discount the public school quality and invest in the area. However, such persons are not in the majority. The only private school in Laveen is the Arizona Lutheran Academy at 27th and Southern Avenues.

## PUBLIC SAFETY



### Fire Protection

The Laveen Fire Protection District (LFPD) serves Laveen. The city of Phoenix also provides dispatch services to the area. The city has a mutual aid agreement with the LFPD. Under a mutual aid agreement, the closest emergency unit responds to a call in the area, regardless of the jurisdiction of the emergency. The city has also contracted with the LFPD for fire protection services for city residents near the Laveen station. The LFPD Station is located at 4718 West Dobbins Road. As Laveen grows and if more acreage is annexed, the city could need to construct additional fire stations to maintain the average city response time to calls for help of four minutes and fifteen seconds.



### Law Enforcement

The city of Phoenix Police Department and the Maricopa County Sheriff's Office provide police protection to Laveen, according to jurisdictional boundaries. City police services to the area are provided from the South Mountain Precinct at 400 West Southern Avenue. As the area develops, some substations will probably be needed. A police precinct typically serves 150,000 people.

## PUBLIC TRANSIT

Few public transit opportunities exist in Laveen. Route 35 has stops on Southern Avenue between 39th and 35th Avenue; the route heads north on 35th Avenue to Union Hills Road. Route 61 travels on

Southern Avenue from 43rd Avenue to Alma School Road. Both routes serve the area Monday through Saturday.

## DEMOGRAPHICS

Demographic statistics are important to the planning process for several reasons. Not only can data be used to predict future growth, housing conditions and property maintenance issues, but they can also be used to predict market trends. Retailers, lenders, and others study this type of information to assist in locational decision-making. For example, the age distribution and median household income of a population are often considered good indicators of spending patterns. Persons between the ages of 18 and 24 tend to spend a greater portion of their income, purchase items which are less durable, and spend more on entertainment; persons between the ages of 25 and 44 tend to purchase more durable goods, such as household furnishings and automobiles. Persons age 55 and older generally spend less than those in the younger age brackets. A retailer who sells music compact disks probably would seek an area with a large number of persons between the ages of 18 and 24. It is important to note that when considering market implications related to land use decisions, the type, location, and price of an area's housing stock drives the make-up of the population, which in turn, drives non-residential market decisions.

This section gives a demographic overview of Laveen area and its relationship to Phoenix as a whole. The information is based on data from the 1980 and 1990 U.S. Censuses. Data from the Maricopa County 1995 Special Census were not available at the block group level; information for Laveen incorporated some data relative to the areas adjacent to, but outside of, the study area. Therefore, data from the 1995 Special Census were not used for this report as there was no basis of comparison between this data and data from the earlier census.

Figures 18, 19, and 20 identify the census tracts and block groups that were used to gather data and make general observations about the Laveen area.

Year	Tract	Block Group
1980	1155	1, 2 and 3
	1166.01	2, 3 and 9
1990	1155	1, 2 and 3
	1166.01	3, 4, 5 and 6

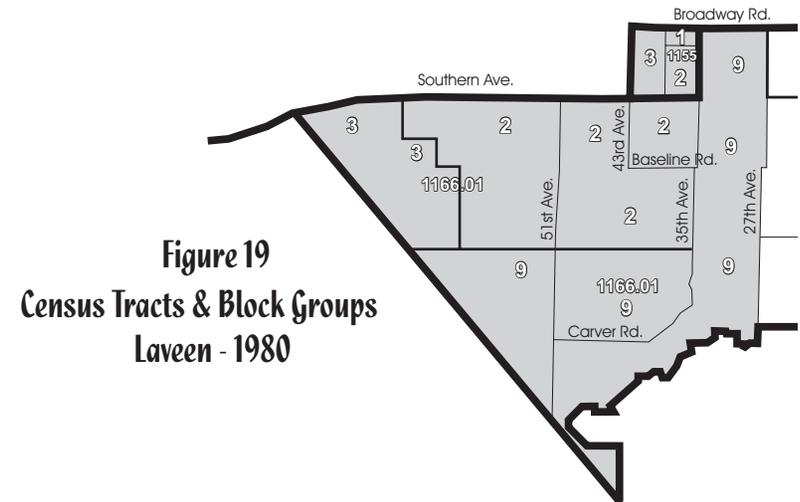


Figure 19  
Census Tracts & Block Groups  
Laveen - 1980

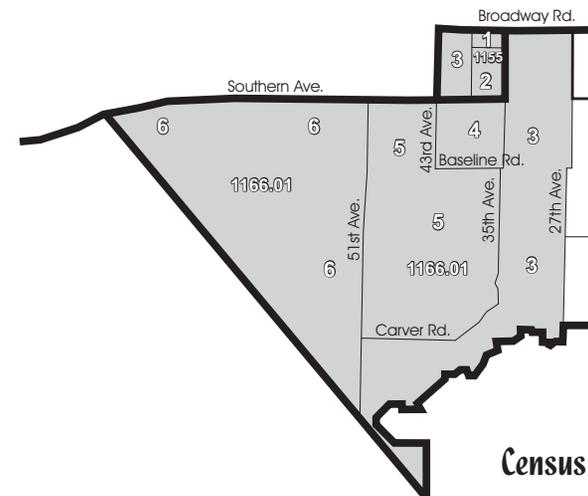


Figure 20  
Census Tracts & Block Groups  
Laveen - 1990

Figure 21: language Spoken			
Language Spoken at Home	English Spoken Well to Very Well	English Not Spoken or Not Spoken Well	Total
English	4,823 (63.4%)	n/a	4,823 (63.4%)
Spanish	2,145 (28.2%)	569 (7.5%)	2,714 (35.7%)
Other	67 (0.8%)	6 (0.08%)	73 (0.9%)
Total	7,035 (92.4%)	575 (7.6%)	7,610 (100.0%)

### Characteristics of the Population

The Laveen population grew from 8,129 in 1980 to 8,510 in 1990, an increase of 4.7%. During this time period, the percentage of youth and young adults (through age 24) in Laveen decreased while the percentage of adults (age 25 and over) increased. Figure 22 shows that the age distribution of the Laveen population was similar to the age distribution of the city's population in 1990. The two exceptions to this observation are the 5 to 17 age group, which is greater in Laveen, and the 25 to 44 age group, which is less in Laveen. Both Laveen and the city exhibited a population peak in the 25 to 44 age group. Also of note is the lower percentage of those 65 years and older in Laveen.

Between 1980 and 1990, the Hispanic population in Laveen increased and the White, Non-Hispanic population decreased. Overall, the minority population in Laveen increased from approximately 39% in 1980 to 53% in 1990. In comparison, minority populations made up 28% of the city's population in 1990. The population of Laveen is much more ethnically diverse than that of the city as a whole (see Figure 23). The large minority populations in the area may be of interest to future retailers who target special needs or interests of minority consumers.

The 1990 U.S. Census identified both the language spoken at home and the ability to speak English for persons 5 years of age and older. About two-thirds of the Laveen population spoke English at home while almost 36% of the population spoke Spanish at home. The majority of the area's Spanish-speaking residents spoke English well to very well; 7.5% of the Spanish-speaking residents either did not

speak English or did not speak English well. Less than one percent of the population spoke a language other than English or Spanish, with varying degrees of English-speaking ability. Figure 21 identifies the language spoken at home by Laveen residents and their ability to speak English in 1990.

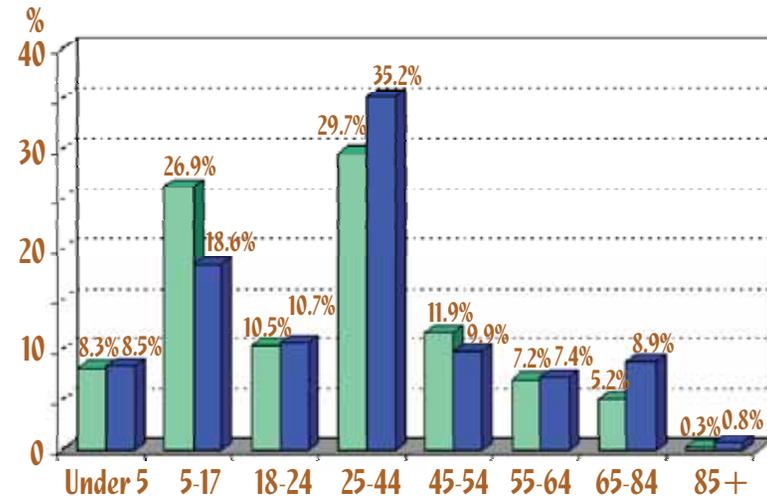


Figure 22  
Age Distribution  
Source: 1990 Census

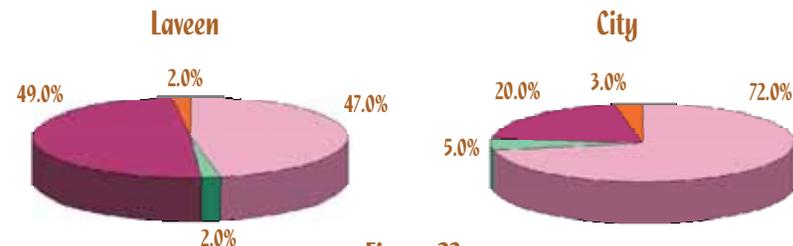


Figure 23  
Ethnicity  
Source: 1990 Census

## Family Structure and Household Size

The number of households in Laveen increased from 2,165 in 1980 to 2,361 in 1990, an expansion of 9.1%. The area's population did not grow as much as the number of households due to a decrease in average household size from 3.75 persons per household in 1980 to 3.60 person per household in 1990. This trend is typical in maturing areas where children are growing up and leaving home.

Between 1980 and 1990, the percentage of single-person households in Laveen increased to approximately 12% while the percentage of family households decreased to approximately 84%. Figure 24 indicates that, despite these changes, the percentage of single-person

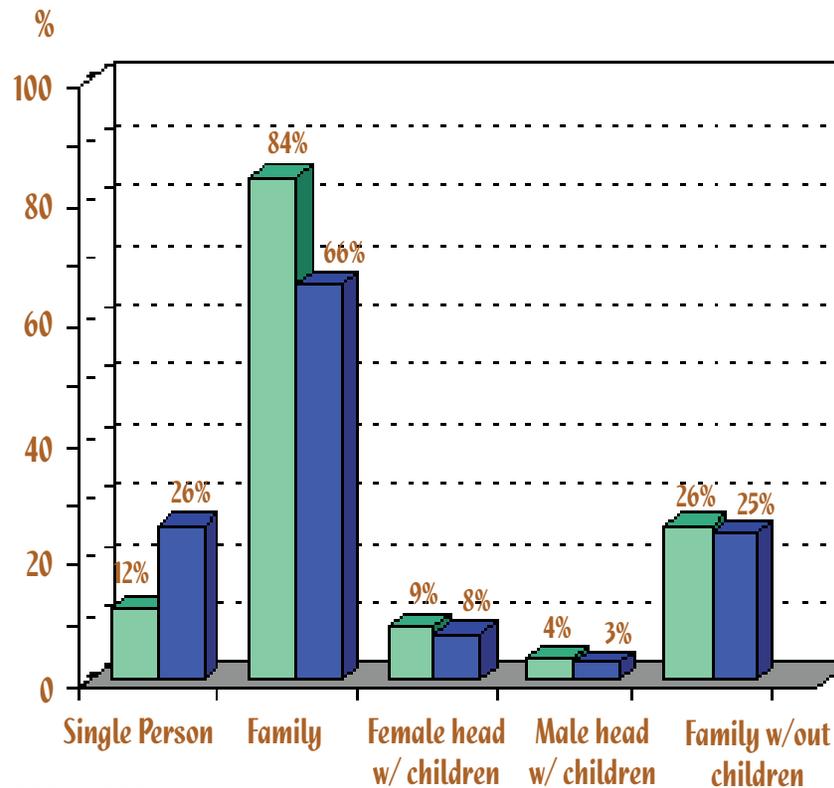


Figure 24  
Household Composition

Source: 1990 Census

households in Laveen was well below the 1990 city average of 26% and the percentage of family households was much greater than the 1990 city average of 66%.

Several types of families are identified within the broad title of family households, including female or male headed families without a spouse and families without children. The percentages of these types of families increased over the decade and resembled the 1990 city averages (see Figure 24). In contrast, the percentage of married couples with children decreased over the decade.

## Educational Attainment

The educational attainment of persons 25 years and older in the Laveen area lagged behind the city in 1990 (see Figure 25). Compared to the city, a greater percentage of Laveen residents had only an elementary education and a lower percentage had graduated from high school or obtained a higher degree. A population with a higher level of education is able to attract employers with higher paying jobs that require employees with greater levels of training. These higher incomes allow residents to afford more expensive homes and to spend more money on durable and nondurable goods.

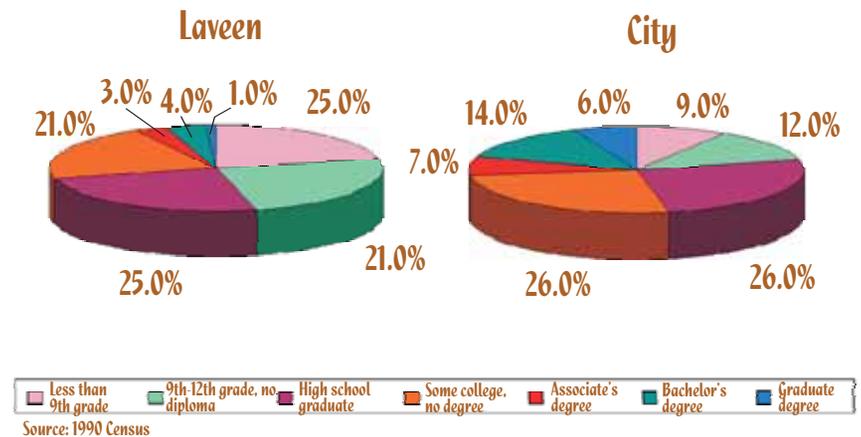
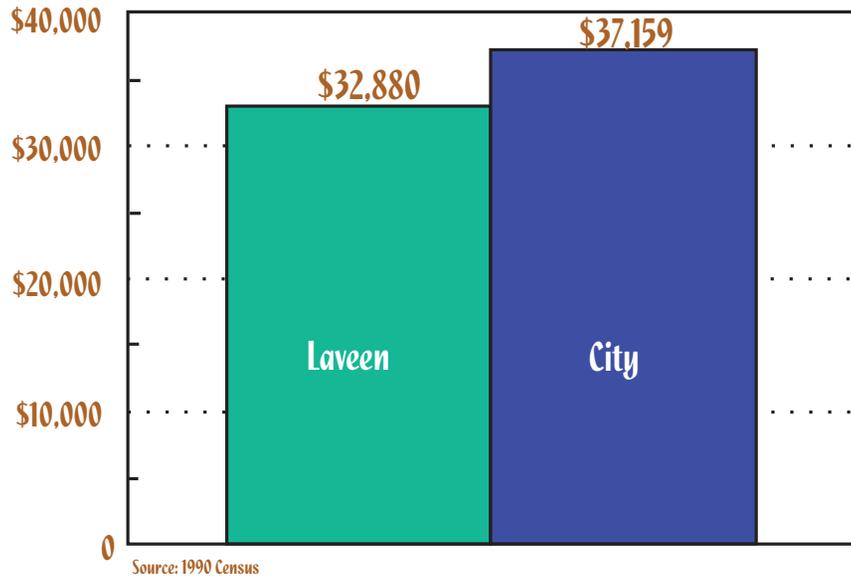


Figure 25  
Educational Attainment  
(persons 25 years & older)

Source: 1990 Census

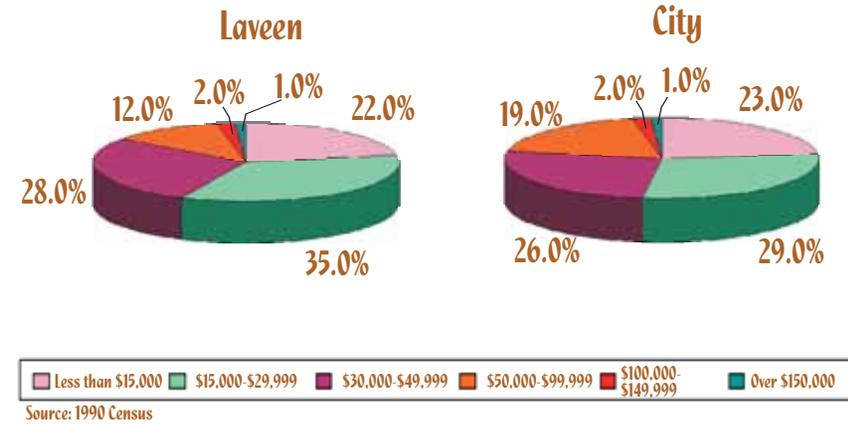
## Income and Employment Characteristics

Laveen trailed the city in average household income in 1989. At that time, Laveen had an average household income of \$32,880 compared to the city average of \$37,159 (see Figure 26). The average household income in Laveen was equivalent to 88.5% of the city average; this was a decrease from 96.8% of the city average in 1979. These data indicate that although household income increased in Laveen during the decade, it did not increase at the same rate as the rest of the city.



**Figure 26**  
Average Household Income

Figure 27 compares income groups in Laveen and the city in 1989 with percentages of population at varying income levels. Overall, Laveen's percentages were similar to the city averages. Laveen had more people making between \$15,000 and \$29,999 per year and fewer earning \$50,000-\$99,999 than the city as a whole.



**Figure 27**  
Income Groups

The U.S. Census determines poverty level thresholds based on annual income and family size, number of children, and age of the head of house. The average poverty threshold for the U.S. for a family of four persons was \$12,674 in 1989. At that time, 20.5% of the Laveen population was living below the poverty level; this figure was substantially higher than the city average of 14.2%.

The U.S. Census identifies persons with a “work disability” as those persons 15 years or older with a health condition that lasted six or more months which limited the kind or amount of work they could do at a job or business. In 1989, 13.9% of the Laveen residents had a work disability; this was higher than the city average of 9.6%.

Between 1979 and 1989, the unemployment rate in Laveen increased from 7.5% to 11.3%. The area’s unemployment rate was almost twice the city’s rate of 6.2% in 1989. At that time, Laveen residents were employed most commonly in the construction, manufacturing, retail, and agriculture industries, as shown in Figure 28 on page 56.

**Figure 28**

**Employed Laveen Residents 16 Years of Age and Older by Industry**

<u>Industry</u>	<u>#'s Employed</u>	<u>Percent of Total</u>
Agriculture/Forestry/Fisheries	267	7.9
Mining	6	0.2
Construction	470	14.0
Manufacturing Nondurable Goods	262	7.8
Manufacturing Durable Goods	448	13.8
Transportation	165	4.9
Communication/Public Utilities	131	3.9
Wholesale Trade	224	6.7
Retail Trade	317	9.4
Finance/Insurance/Real Estate	129	3.8
Business/Repair Services	203	6.0
Personal Services	116	3.4
Entertainment/Recreation	50	1.5
Health Services	95	2.8
Education Services	194	5.8
Other Professional	100	3.0
Public Administration	189	5.6
<b>Total</b>	<b>3,366</b>	<b>100.0</b>

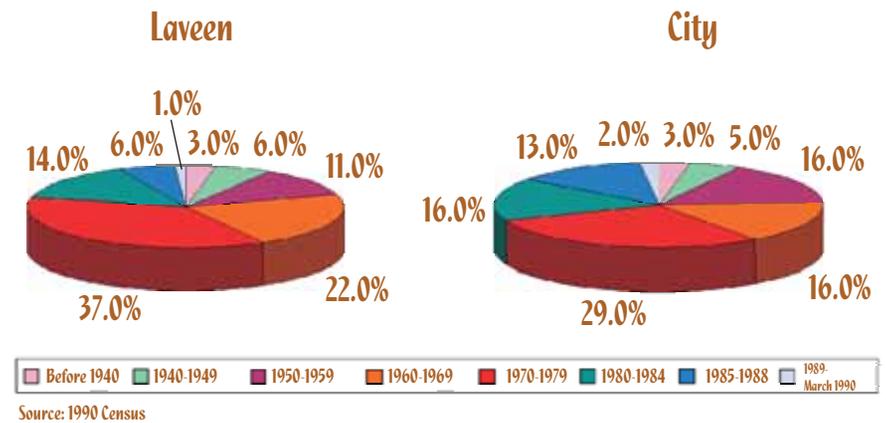
Source: 1990 U.S. Census

**Housing Characteristics**

In 1990, the housing stock in Laveen primarily consisted of single-family homes. At that time, there were 2,012 single-family homes (79% of the area's housing stock) and 11 multi-family units (less than one percent of the housing stock). There were also 491 mobile homes in the area, which is equivalent to 19% of the housing stock.

Only slight differences exist between the age of the Laveen and city housing stock. (See Figure 29). The period between 1970 and 1979 saw the most homes constructed of any ten year period for both areas.

From 1960 to 1969, 22% of the Laveen housing stock was constructed and 16% of the homes in the city were constructed. In the period from 1985 to 1988, Laveen grew at only one-half the rate of the city. The latest building boom has bypassed Laveen. It is important to note that housing construction is spread fairly evenly over a several year period in Laveen. Housing in this area will exhibit signs of aging and deterioration over an extended period of time as it was not all constructed over a brief period; this should help the area avoid the sudden blighting which can occur in areas with large amounts of housing stock of the same age.

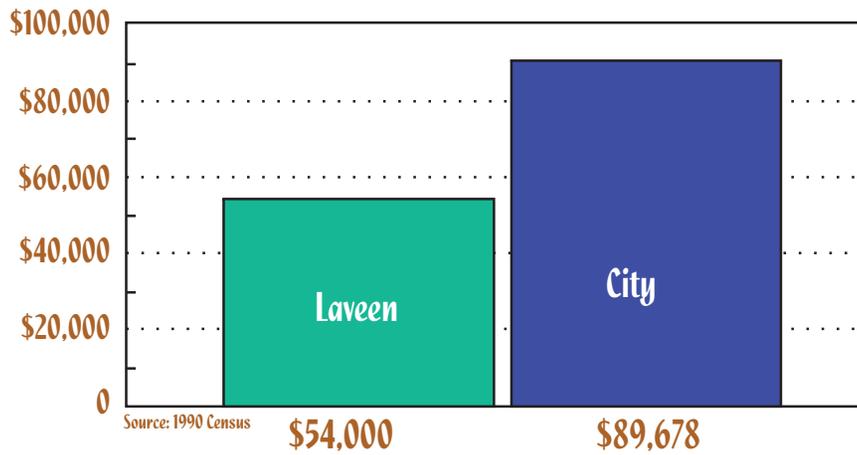


**Figure 29**

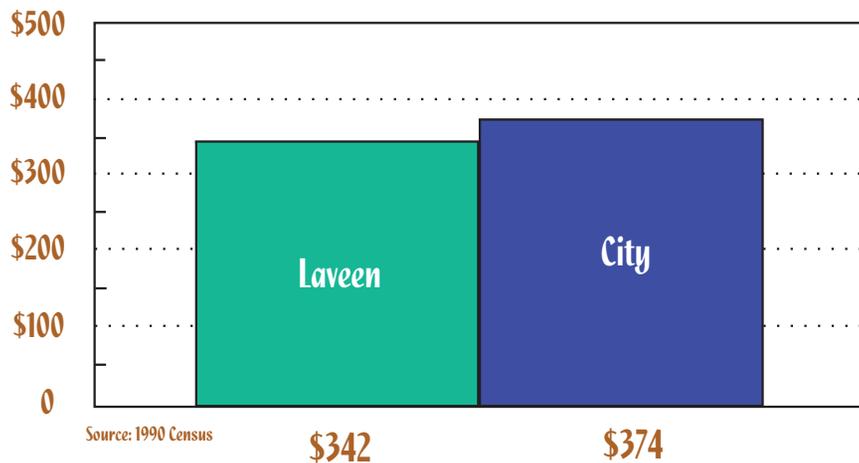
**Date of Construction of Housing Stock**

The value of owner-occupied housing and contract rents in Laveen greatly trailed those of the city in 1990. The average value of owner-occupied housing in Laveen was \$54,000 in 1990 compared to \$89,678 in the city. In 1990, median contract rent in Laveen was \$342 while the median contract rent in the city was \$374. These value differences are illustrated in Figures 30 and 31, respectively.

Age of housing stock, reduced housing values, and lower contract rents are considered predictive indicators of housing deterioration and property maintenance violations. Lagging median household incomes and lower levels of educational attainment also contribute to this phenomenon and are discussed in the population and income sections of this report.



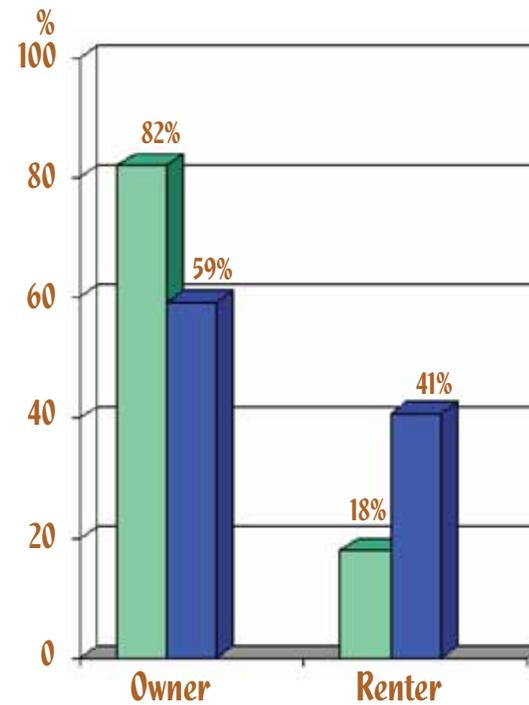
**Figure 30**  
Average Value of Owner-Occupied Housing



**Figure 31**  
Median Contract Rent

As illustrated by Figure 32, Laveen shows a higher percentage of owner-occupied housing than the city as a whole. This figure has the potential to offset some of the indicators of potential housing maintenance problems, such as lower educational and income levels in the area. Vacancy rates, also a potential indicator of property maintenance problems, are much lower in Laveen than in the city (7.6% versus 13.5%).

Another indicator of housing conditions is the concept of “overcrowding”. Overcrowding can be assessed by looking at the number of persons per livable room in an occupied dwelling unit. A dwelling unit with more than one person per room is considered overcrowded. Using this method of measurement, approximately 16% of the occupied dwelling units in Laveen could be considered overcrowded in 1990 compared to 6% of all occupied units in the city.



**Figure 32**  
Owner-Occupied versus Renter-Occupied Housing  
(as percent of total occupied housing)

