

## Urban Villages

The urban villages are based on the Phoenix General Plan which was adopted to guide the urban form of the city while meeting the community's desires for a well-planned city with a sense of place. Three key principles of the General Plan are:

- ✓ balance housing and employment
- ✓ concentrate intensity in village cores
- ✓ promote the unique character of each village

Each village has a core which serves as the focal point of the village by combining the most intense land uses with a great variety of uses. By providing a mix of employment, housing and retail opportunities, this village "downtown" creates a physical identity for the residents. It should also serve as a gathering place with pedestrian activity and a focus for the local transportation system. The core should reflect the character and land use intensity of the village it supports.

## Village Planning Committees

Each village has its own village planning committee which represents the interests of local residents. The village planning committees helped develop the General Plan for Phoenix. They review and comment on General Plan amendments, zoning ordinance text amendments, and rezoning requests and sometimes assist the City of Phoenix Planning Department in developing plans for areas within the village. The committees are a vital link between the community and city decision makers.

Village planning committees are volunteers appointed by City Council and their recommendations are advisory in nature. The Council strives to create well-balanced committees which represent the people who live and work in all segments and geographic areas of the village. The 15-21 members of each village committee typically meet once a month in the evening. Some also have active subcommittees.

## How to Participate

All village committee meetings are open to the public. Their agendas can be found on the Internet at: [www.ci.phoenix.az.us](http://www.ci.phoenix.az.us) (Public Meeting Notices and Agendas). Each committee is staffed by a planner who can provide additional information about attending meetings or becoming a member. For more information call the Phoenix Planning Department at: **(602) 262-6882.**

Jan. 1998

## DEER VALLEY VILLAGE

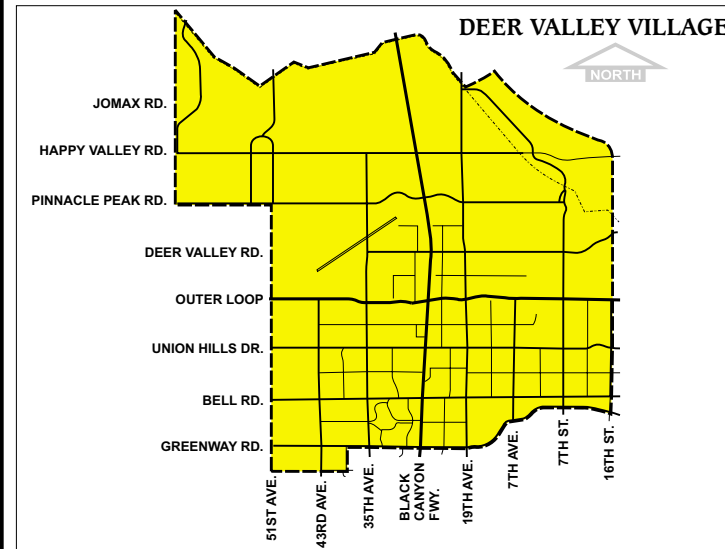
VILLAGE SIZE: 56.9 sq. miles

VILLAGE CORE: Beardsley Road at I-17

### PRESENT & PROJECTED\* SOCIO-ECONOMIC PROFILE

| Population |         | Households |        | Employment |        |
|------------|---------|------------|--------|------------|--------|
| 1995       | 2020    | 1995       | 2020   | 1995       | 2020   |
| 118,808    | 200,400 | 45,000     | 76,500 | 48,200     | 87,200 |

\*Source: Village Size - Village GIS Coverage, Phoenix Planning Department, October 1997  
Projections - Whole Traffic Analysis Zones, Maricopa Association of Governments, July 1997



# DEER VALLEY VILLAGE



**City of Phoenix**

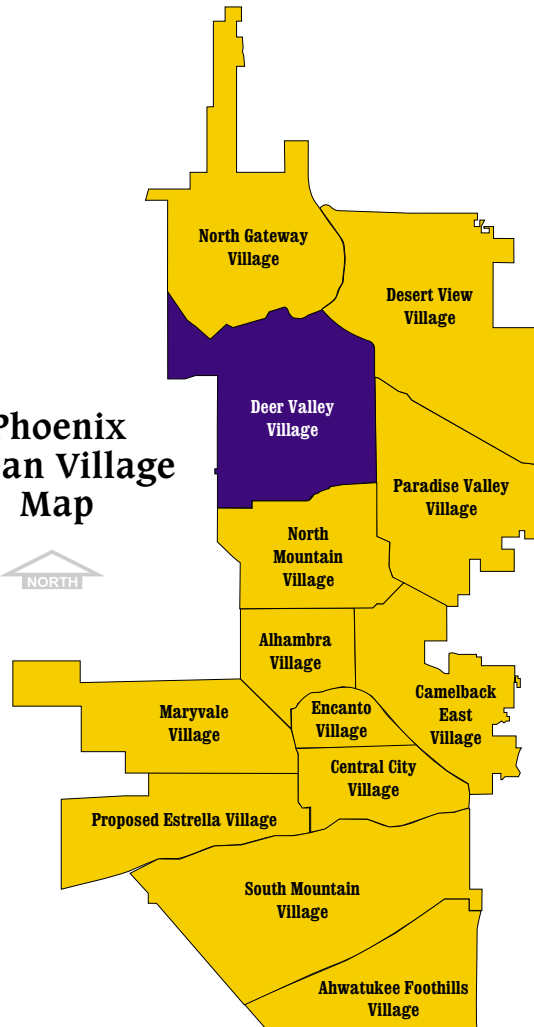
Prepared by  
City of Phoenix Planning Department

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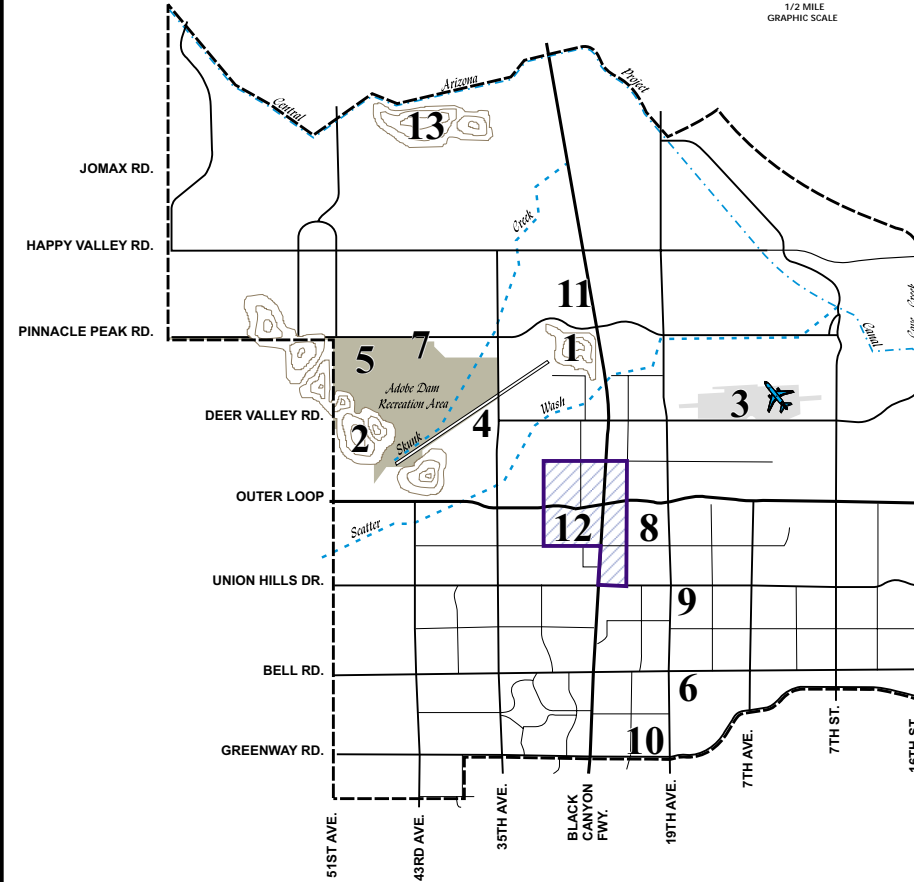


Phoenix is a growing city with a population of over one million people and a planning area of over 600 square miles. Meeting the demands of a diverse and increasing population takes thoughtful planning and active citizen participation. The Phoenix City Council and Planning Commission have divided the city into twelve planning areas called urban villages in order to work better with the community on planning and development issues. The goal for each village is to offer a variety of housing, job opportunities, education, recreation, and shopping facilities.

### Phoenix Urban Village Map



### DEER VALLEY



#### POINTS OF INTEREST

- |                               |   |
|-------------------------------|---|
| 1 Adobe Mountain              | 8 Deer Valley Community Center          |
| 2 Hedgpeth Hills              | 9 Juniper Branch Library                |
| 3 Deer Valley Airport         | 10 Arizona Game & Fish                  |
| 4 Deer Valley Rock Art Center | 11 Adobe Wildlife Center                |
| 5 Adobe Dam Recreation Area   | 12 John C. Lincoln Deer Valley Hospital |
| 6 Turf Paradise               | 13 Deem Hills                           |
| 7 Water Park                  |   |

Village Core

### DEER VALLEY VILLAGE

Deer Valley Village, characterized by its desert setting and mountains, is a vibrant, young, growing community. It is distinguished by its growing attraction for business and residential development.

Deer Valley Village has considerable zoned and developed industrial land which will satisfy basic employment needs. Additionally, Deer Valley is one of the most active areas in the valley for construction of single-family detached homes and development of commercial uses.

Development of the core, located at the crossroads of the Interstate 17 and Loop 101 freeways, includes a wide range of uses including industrial, commercial, shopping and high density residential.

Unique aspects of the Deer Valley Village are already established:

- ✓ Deer Valley is highlighted by the landmarks of the black, volcanic Adobe Mountain and the Hedgpeth Hills;
- ✓ Deer Valley Airport is a major general aviation airport in the metropolitan area;
- ✓ The Deer Valley Rock Art Center at the foot of Adobe Dam, Adobe Dam Recreation Area, Turf Paradise, and other recreational facilities offer unique leisure time activities;
- ✓ The village maintains and strives to enhance a southwest heritage through urban design (e.g. encouraging use of petroglyph reproductions in the core and other development) and desert landscaping;
- ✓ There is a broad range of housing opportunities available in the village;
- ✓ The village has organized activities for the prevention of crime as well as numerous civic activities for adults and youth;
- ✓ The village is home to Deer Valley Days, a festival of civic pride;
- ✓ The village has excellent opportunities for industrial development.