

# Happy Valley Road Land Use Study

*Deer Valley Village*



**City of Phoenix**  
PLANNING DEPARTMENT

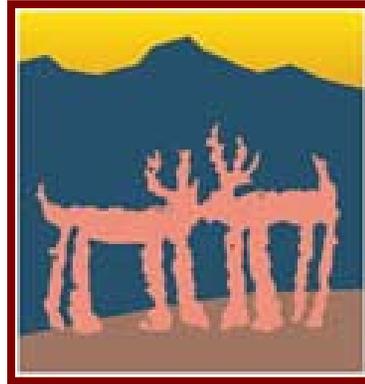
October 16, 2008

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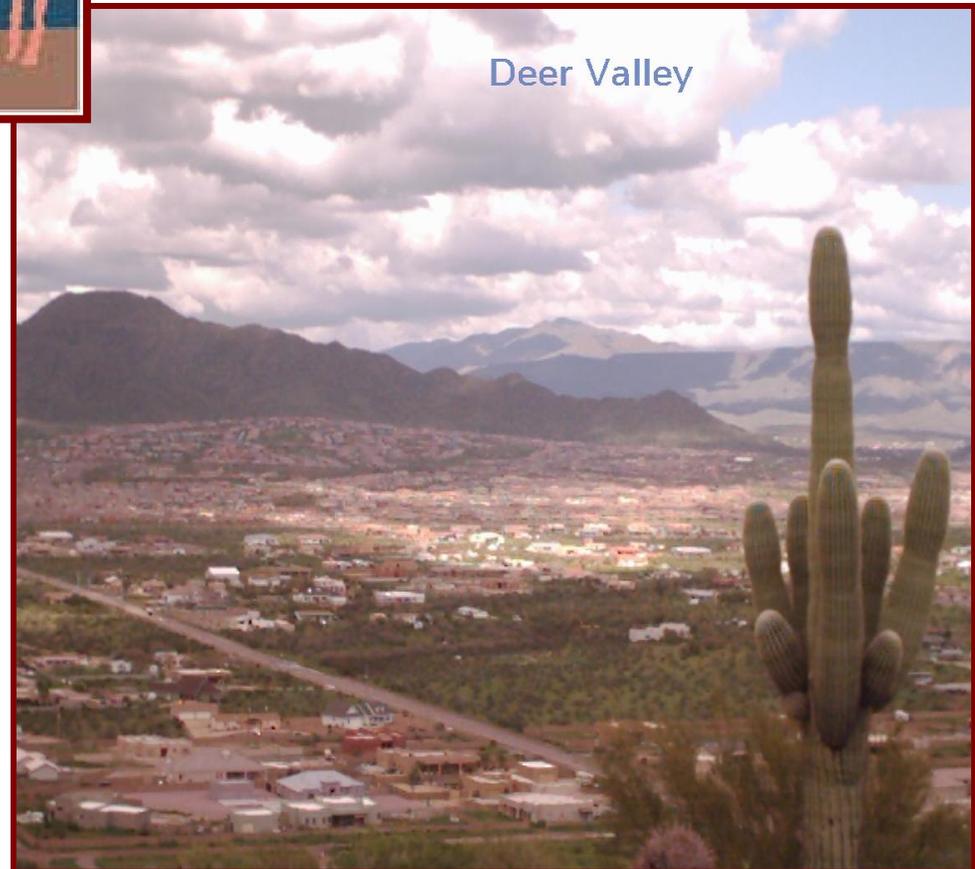


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## **Table of Contents**

1. Introduction.....	4	• Study Area Socio-Economic Data .....	21
• Purpose of Study .....	4		
• Study Area Boundaries .....	5	5. Public Participation	
• Description of Study.....	5	Process.....	26
• Background.....	6	• Neighborhood	
Existing Conditions .....	6	Meetings.....	26
County Islands .....	10	Visioning and Mapping	
		exercises.....	26
		• Deer Valley Village Planning	
		Committee.....	27
2. Land Use.....	10	6. Conclusions.....	28
• General Plan .....	10	7. Recommendation.....	29
• Current Land Use and Zoning.....	12	8. Next Steps.....	29
• Surrounding Land Use and Zoning		9. Land Use Mitigation and Site	
.....	14	Design.....	29
• Development Activity .....	15	• Site Planning.....	29
		• Building Design.....	30
		• Landscaping.....	31
3. Prior Planning Documents and		Appendices.....	32
Infrastructure Constraints.....	16	• City & County Zoning History.....	32
• Deer Valley Airport Overlay .....	16	• Sonoran Boulevard Standards.....	34
• Sonoran Boulevard Standards for			
Happy Valley Road.....	17		
• North Area Infrastructure			
Constraints .....	18		
4. Transportation and Data Analysis .....	19		
• Circulation .....	19		

## **Maps, Photographs, and Tables**

### *Maps*

Map 1: Regional Context.....	4
Map 2: Study Area .....	5
Map 3: Residential Building Permits and Population.....	6
Map 4: Commercial Parcels and Building Square Footage .....	7
Map 5: Employment in Deer Valley Village.....	8
Map 6: General Plan Land Use Map .....	11
Map 7: Zoning Map.....	13
Map 8: Deer Valley Airport Overlay Map.....	17
Map 9: Street Classification Map .....	20
Map 10: Residential Building Permits and Population in 3 mile radius .....	23
Map 11: Commercial Parcels and Building Square Footage within 3 mile radius ....	24
Map 12: Employment within 3 mile radius.....	25

### *Photographs*

Photograph 1: Deer Valley Airport Aerial View.....	9
Photograph 2: Property adj. to Happy Valley Rd.	12

Photograph 3: SEC of 19 <sup>th</sup> Ave and Happy Valley Rd.....	14
Photograph 4: CAP Canal .....	14
Photograph 5: Goodrich Site .....	14
Photograph 6: Residential Development in County .....	15
Photograph 7: Shops at Norterra.....	15
Photograph 8: USAA .....	16
Photograph 9: Happy Valley Towne Center.....	16
Photograph 10: Happy Valley Road <i>improved</i> .....	18
Photograph 11: Happy Valley Road <i>unimproved</i> ....	18

### *Tables*

Table 1: City & County Zoning History .....	32
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## Introduction

The Deer Valley Village is generally bounded by 16<sup>th</sup> Street to 67<sup>th</sup> Avenue from Greenway Road to the CAP Canal (Map 1). Northern portions of the Deer Valley Village have become thriving commercial and business communities serving a growing number of residents in the northwest area of the city.

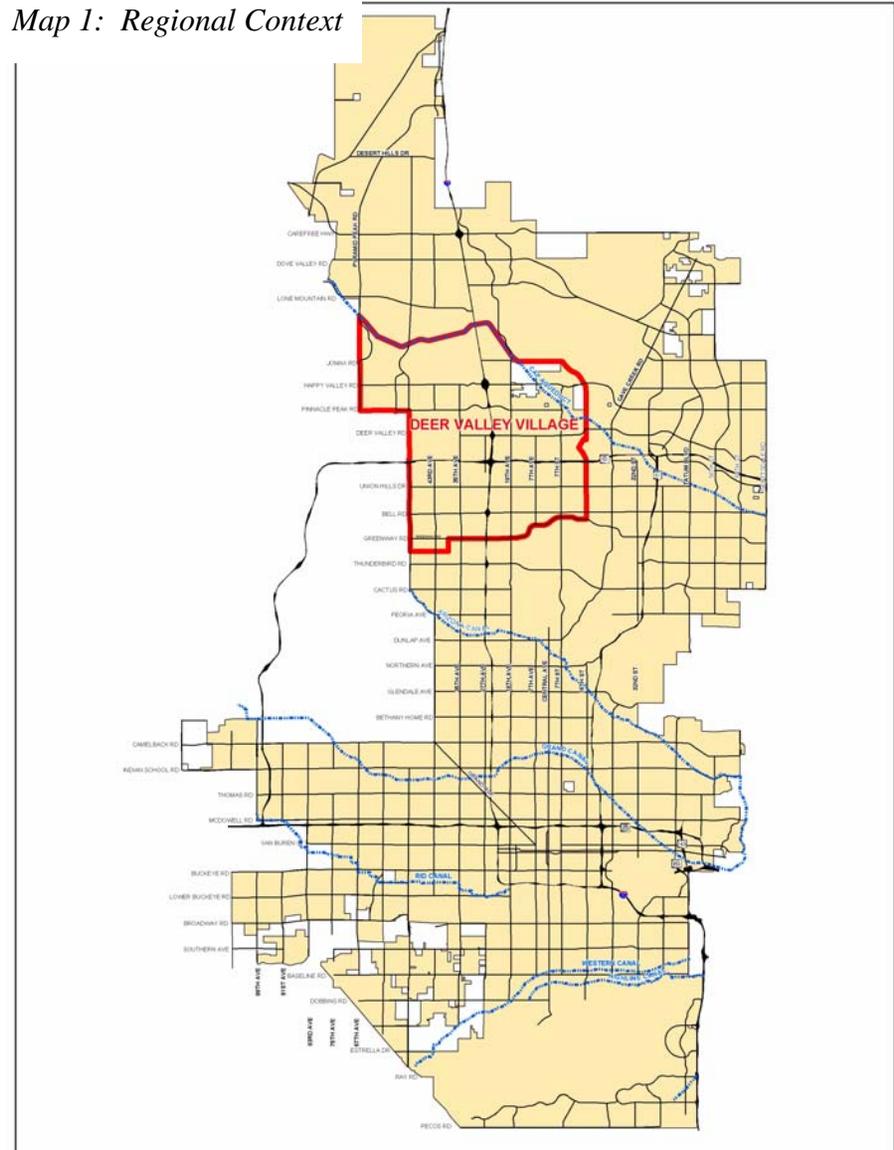
An area of significant growth is along Happy Valley Road. In recent years, this area has developed into a mix of commercial and commerce park type uses adjacent and in close proximity to Interstate 17. This study focuses on the future of subject sites along Happy Valley Road between 7<sup>th</sup> Avenue and 19<sup>th</sup> Avenue. The study is an analysis of planned development patterns, current land use and zoning as well as opportunities and constraints associated with the study area.

### Purpose of Study

Over the last few years, the city has received a number of inquiries regarding properties adjacent to the north side of Happy Valley Road from 7<sup>th</sup> Avenue to 19<sup>th</sup> Avenue. The land use study analyzes the existing land uses of properties adjacent to the north side of Happy Valley relative to the surrounding land use designations of Commerce/ Park and Commercial to the west and south along Happy Valley Road. On February 13, 2008, the Phoenix Planning Commission

initiated a land use study for the area to be conducted by Planning Department staff.

Map 1: Regional Context



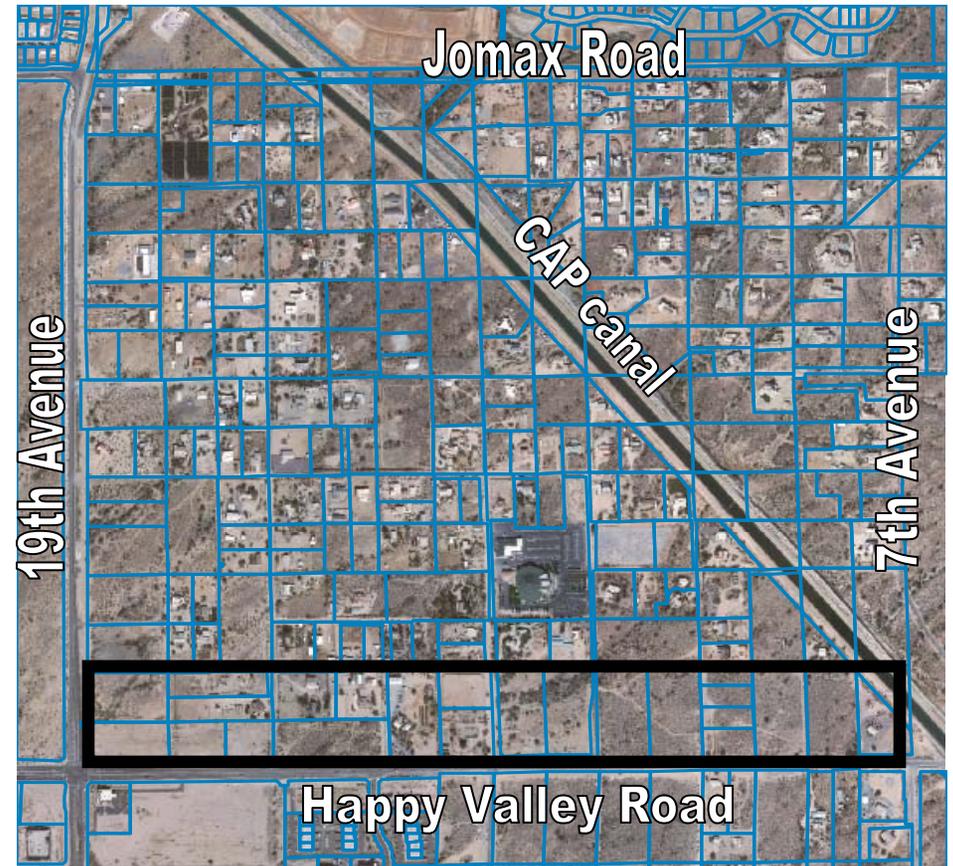
Map 2: Study Area

### Study Area Boundaries

The study area is bounded by Happy Valley Road on the south, 19<sup>th</sup> Avenue on the west, 7<sup>th</sup> Avenue alignment on the east, and 600 feet north of the Happy Valley Road right-of-way line. The study area is in close proximity to the Central Arizona Project Aqueduct (CAP Canal) to the east (Map 2).

### Description of Study

An evaluation of the current land uses, zoning and conditions along with an analysis of the surrounding areas and any development activity are essential to determine if the current land use designation is appropriate. In addition to this background research, any prior planning documents that pertain to this area are analyzed. Opportunities and constraints are also evaluated to maximize the opportunities and minimize the affects of the constraints. Throughout the entire process, the public was encouraged to provide their input. Finally, recommendations and conclusions are presented.

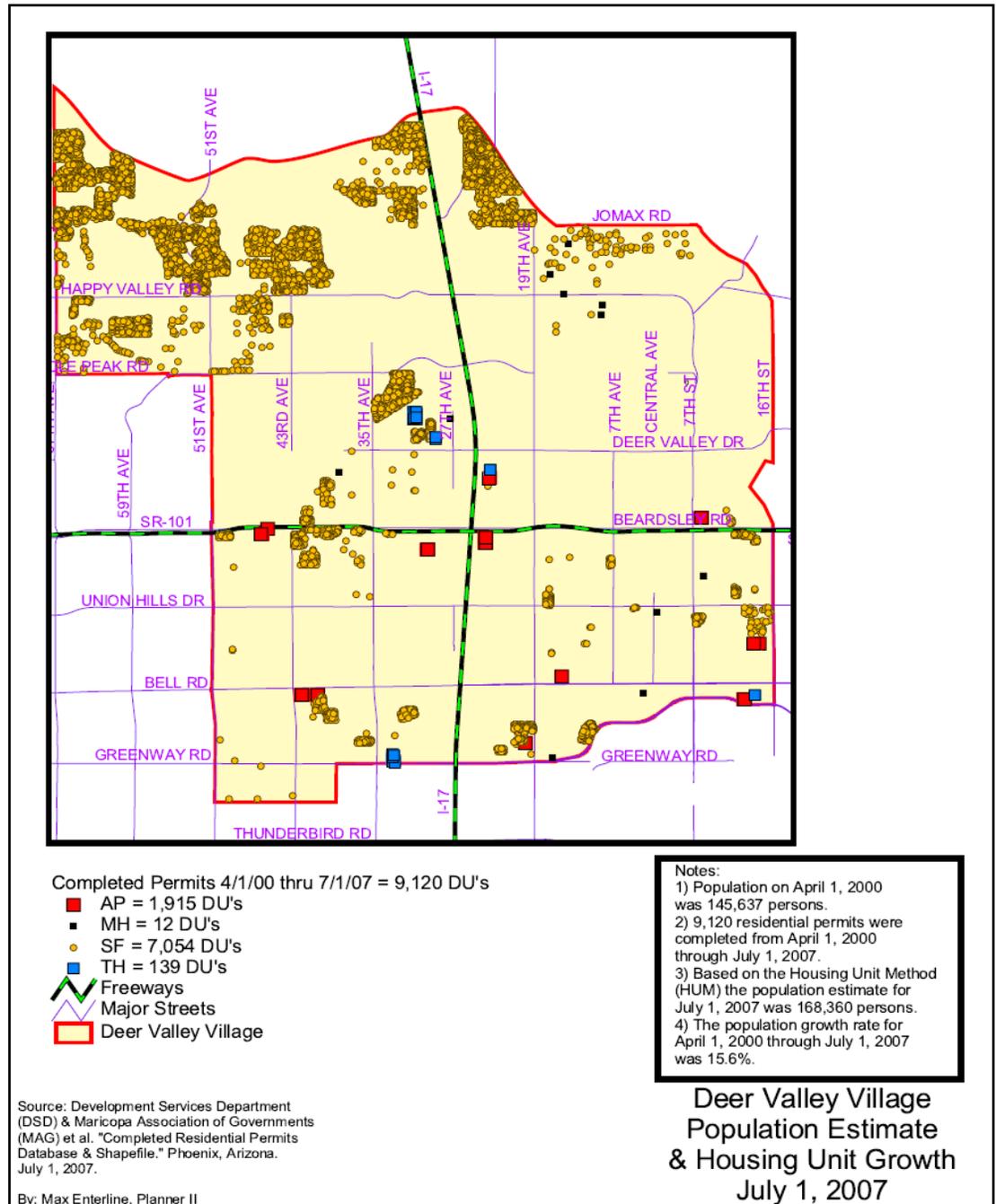


— Land Use Study  
Boundary

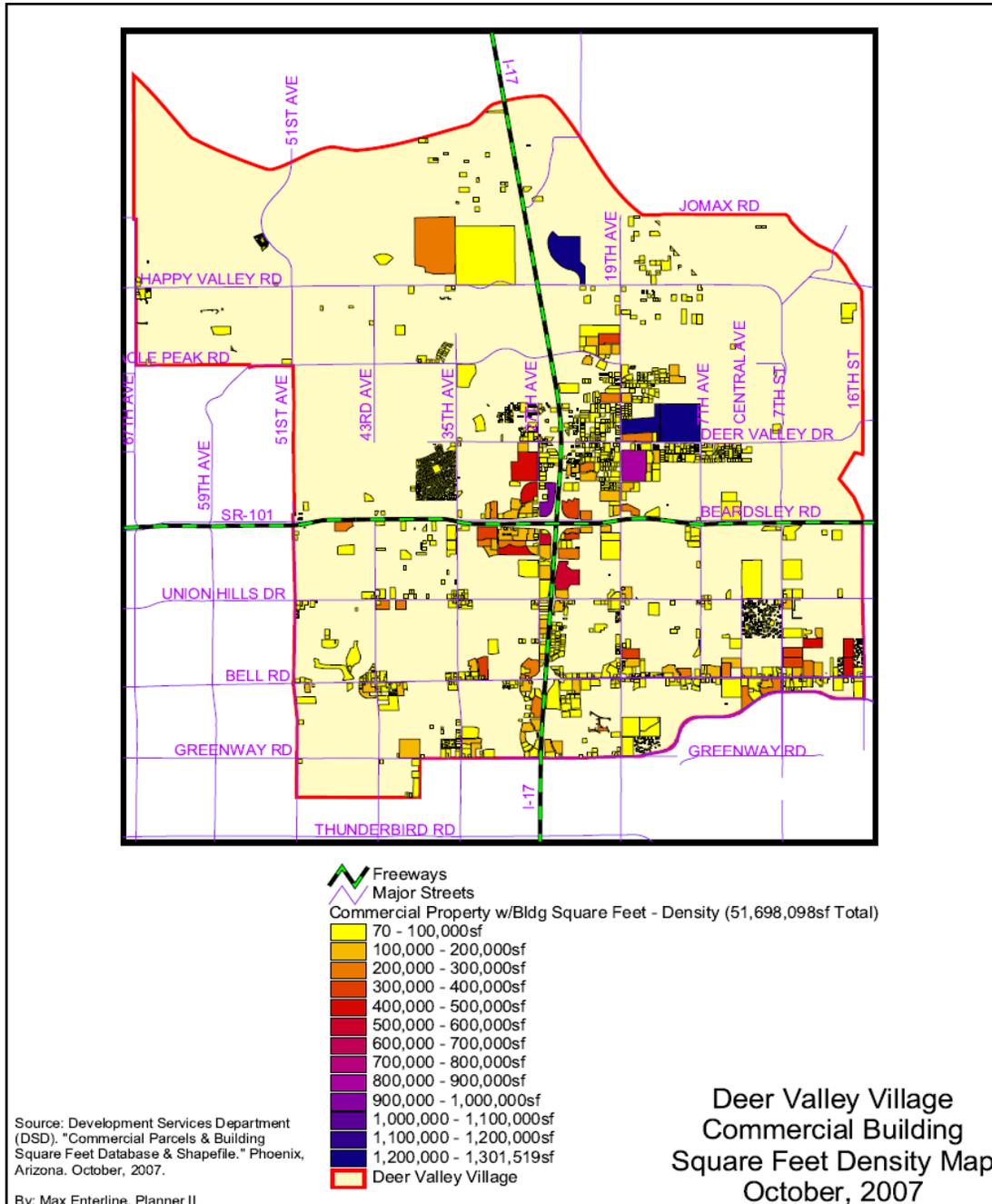
Background

Existing Conditions

The 2007 Maricopa Association of Governments (MAG) estimated a population of 168,000 for the Deer Valley Village. The 2020 projected population is approximately 197,000 people and 200,000 for 2030. From 2007 to 2030, this is an overall increase of 16%. In total, approximately 9,000 building permits were issued from April 2000 to July 2007 of which approximately 7,000 were issued for single-family residential. The single-family residential permitting for 2000 to 2007 was highly concentrated in the northern half of the Deer Valley Village from Happy Valley Road to the CAP Canal between 67<sup>th</sup> Avenue and the CAP Canal (Map 3). The Deer Valley Village has seen steady population growth and residential development in the northern area over the past 10 years.



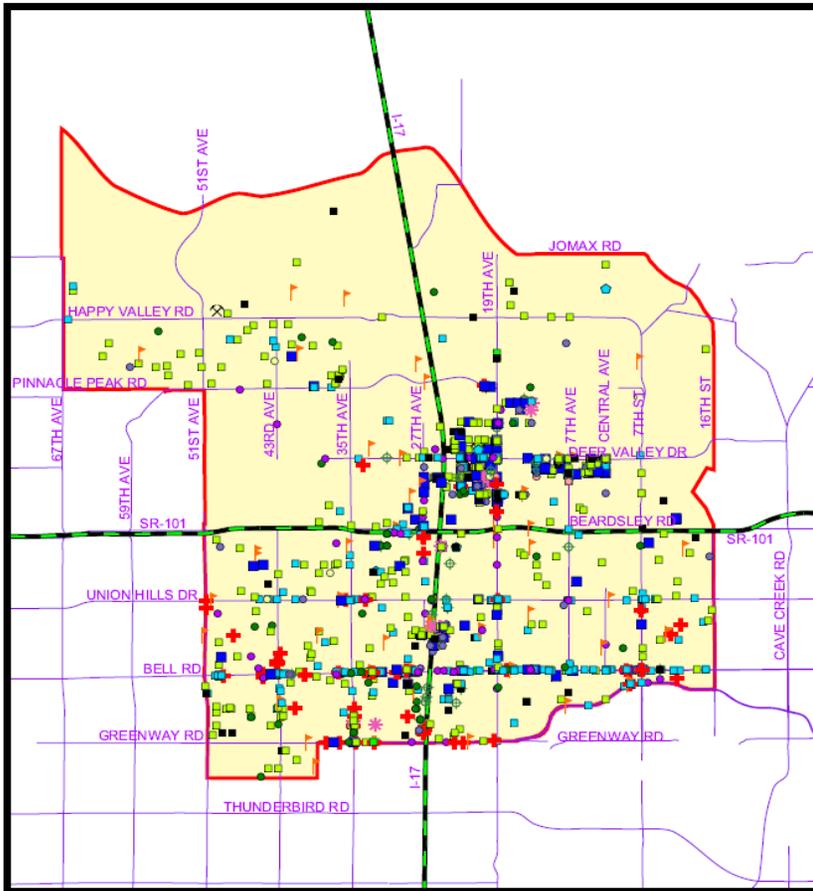
Map 4: Commercial Parcels and Building Square Footage



Staff determined that the Deer Valley Village has approximately 51 million square feet of commercial property as of October 2007. Commercial, in this context, includes not only typical commercial retail, but also office and business park users (Map 4).

Staff also looked at employment estimates for the Deer Valley Village. Types of employment were divided into categories of retail, office, industrial, public, other (including hotels), and total employment for year 2005 to year 2030. The data notes in 2005, office and industrial uses were industries of primary employment. Deer Valley Village employment is concentrated in office and industrial uses in contrast to other villages that typically have primary employment in the areas of retail and office industries. In 2005, the Deer Valley Village had the fourth highest total employment rate.

Map 5: Employment in Deer Valley Village



- Employers w/5 or more Employees (July 1, 2005) = 64,988 Employees Total
- Advanced Business Services = 13,123 Employees
  - Aerospace & Aviation = 2,391 Employees
  - Agriculture & Food Processing = 146 Employees
  - ✳ Bioindustry = 317 Employees
  - Consumer Industries = 12,443 Employees
  - Development Industries = 10,067 Employees
  - ⚡ Educational Services and Other Government = 5,648 Employees
  - Federal Government = 498 Employees
  - ✚ Health Services = 2,116 Employees
  - ◆ High-Tech = 5,359 Employees
  - ✕ Mining & Primary Metals = 92 Employees
  - Other Basic Industries = 2,432 Employees
  - Plastics & Advanced Composites = 156 Employees
  - Software = 317 Employees
  - Supplier Industries = 4,048 Employees
  - Tourism/Travel = 4,013 Employees
  - Transportation & Distribution = 1,608 Employees
  - ⚡ Freeways
  - ⚡ Major Streets
  - Deer Valley Village

Source: Maricopa Association of Governments (MAG) "North American Industrial Classification System (NAICS) - employer Sites." Phoenix, Arizona. July 1, 2005.

Deer Valley Village  
Employer Sites with  
5 or More Employees  
July 1, 2005

Deer Valley Village will continue to have office and industrial uses dominating employment based on projections for 2020. It is anticipated that Deer Valley Village shall have the third highest employment rate in the city of Phoenix by 2020. The specific types of employment in the Deer Valley Village include:

- Advanced Business Services- General Office
- Development Industries- Commerce Park/Industrial
- Consumer Industries- Retail

Concentrations of employment are located along Bell Road, predominately from I-17 to 16<sup>th</sup> Street and from Deer Valley Drive to Happy Valley Road, east of Interstate 17 (Map 5).

One of the most significant influences in the area is the busiest general aviation airport in the nation, the Deer Valley Airport. The Deer Valley Airport 2025 Master Plan was recently approved by the Phoenix City Council, which includes development of runway and taxiway extensions and widening, new hangar development, and support services on site of police and fire. The Deer Valley Airport mostly supports single engine aircraft, however, the 2025 Plan will diversify hangars to allow for

other types of aircraft to include multi-engine aircrafts and business jets. For some time, the Deer Valley Airport has been regarded as a popular airport boasting two flight schools and a consistent waiting list for hangars over the years.

*Photo 1: Deer Valley Airport Aerial View*



## County Islands

The north, east, and south areas around the study site are predominantly under the jurisdiction of Maricopa County at this time, but within the city of Phoenix planning boundary. The County refers to documents within the Phoenix planning boundaries. The areas are also mostly subdivided, and either vacant or developed with single-family residential uses.

It is anticipated that these areas will eventually be annexed into the city as properties develop and need city services.

## Land Use

### General Plan

The General Plan provides comprehensive direction for the growth, conservation and redevelopment of all physical aspects of the city through goals, policies and recommendations. The document is intended to be both long range and visionary and to provide guidance for actions to be taken in the next ten years.

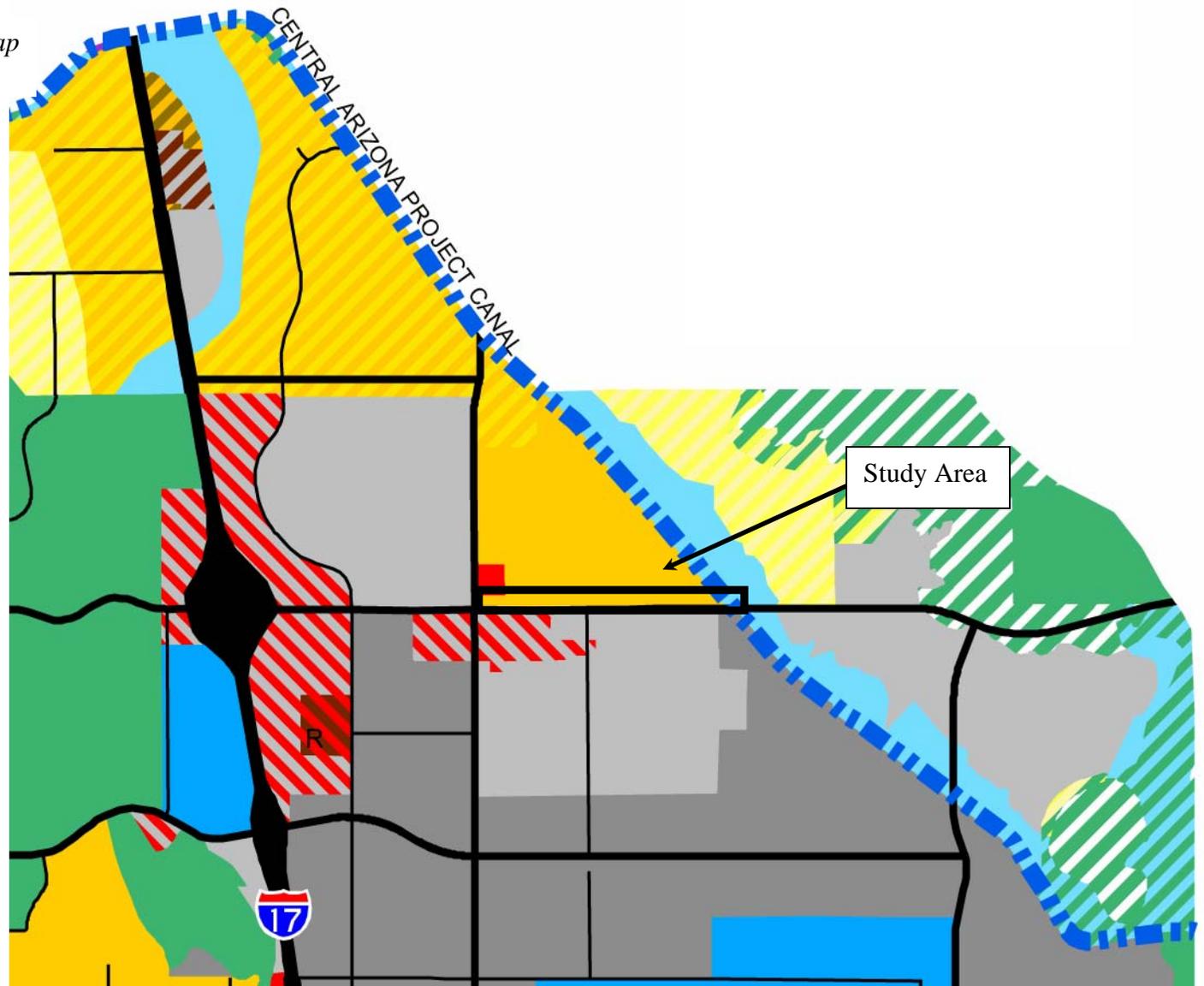
An integral part of the General Plan is the General Plan Land Use Map. The General Plan Land Use Map is a guide for future development. Planning staff ensures conformity of rezoning decisions with

the General Plan Land Use Map in accordance with the policies and goals outlined in the Land Use Element of the General Plan.

The General Plan Land Use Map designates the majority of the land in the study area to be Traditional Lot Residential- 3.5 to 5 dwelling units per acre (Map 6). There is a small piece of land on the northeast corner of 19<sup>th</sup> Avenue and Happy Valley Road that is designated as Commercial. The area south of Happy Valley Road is designated on the General Plan Land Use Map as Commerce Park and Mixed Use(striped)- Commercial and Commerce Park. To the north the designation is mainly Traditional Lot Residential- 3.5 to 5 dwelling units per acre and a small area is Commercial.

On the east side of the study area is a designated watercourse way where the Canal currently exists. Further east of the Canal is existing single-family designated Large Lot Residential- 0 to 2 dwelling units per acre. Lastly, the area to the immediate west of 19<sup>th</sup> Avenue is mainly vacant although the majority is designated Commerce Park. On the southwest and southeast corners of 19<sup>th</sup> Avenue and Happy Valley Road areas are designated Mixed Use(striped)- Commercial and Commerce Park.

Map 6: General Plan Land Use Map



**General Plan Categories**

0 to 1 du/acre - Large Lot	10 to 15 du/acre - Higher density attached townhouses, condos, or apartments	Commercial
1 to 2 du/acre - Large Lot	15+ du/acre - Higher density attached townhouse, condos, or apartments	Industrial
2 to 3.5 du/acre - Traditional Lot	Parks/Open Space - Publicly Owned	Commerce / Business Park
3.5 to 5 du/acre - Traditional Lot	Parks/Open Space - Privately Owned	Public/Quasi-Public
5 to 10 du/acre - Traditional Lot	Parks / Open Space - Future / 1 du /acre or color shown in stripe	Transportation
Mixed Use (Striped) Two color stripes indicate that either land use in any quantity is appropriate. Can be any combination i.e., commercial / industrial, or residential / residential, or industrial / residential specific density, etc.	Arterial Streets	Canal, Watercourse, Wash
	Collector Streets	Primary Core
	Resort (See NOTES # 4)	

## Current Land Use and Zoning

Within the study area, the northeast corner of 19<sup>th</sup> Avenue and Happy Valley Road has annexed into the city of Phoenix and is currently approved for C-O, C-1, C-2 and P-1 zoning (Map 7). Presently, it is completely undeveloped. East of this corner is zoned County Rural-43. The parcels fronting Happy Valley Road are mainly all vacant with the exception of a few houses, a landscaping business, outdoor storage, and a pet care facility. There is an existing church and two vacant parcels within the city of Phoenix zoned S-1. Also, a property at the northwest corner of Happy Valley Road and 7<sup>th</sup> Avenue alignment is zoned County IND-2 and County C-2 developed with commercial and industrial type uses. The remainder of the study area is in the County and is zoned County Rural-43.



*Photo 2: Properties adjacent to/within 600 feet of Happy Valley Road*



*Pet Care Facility*



*Landscaping business*

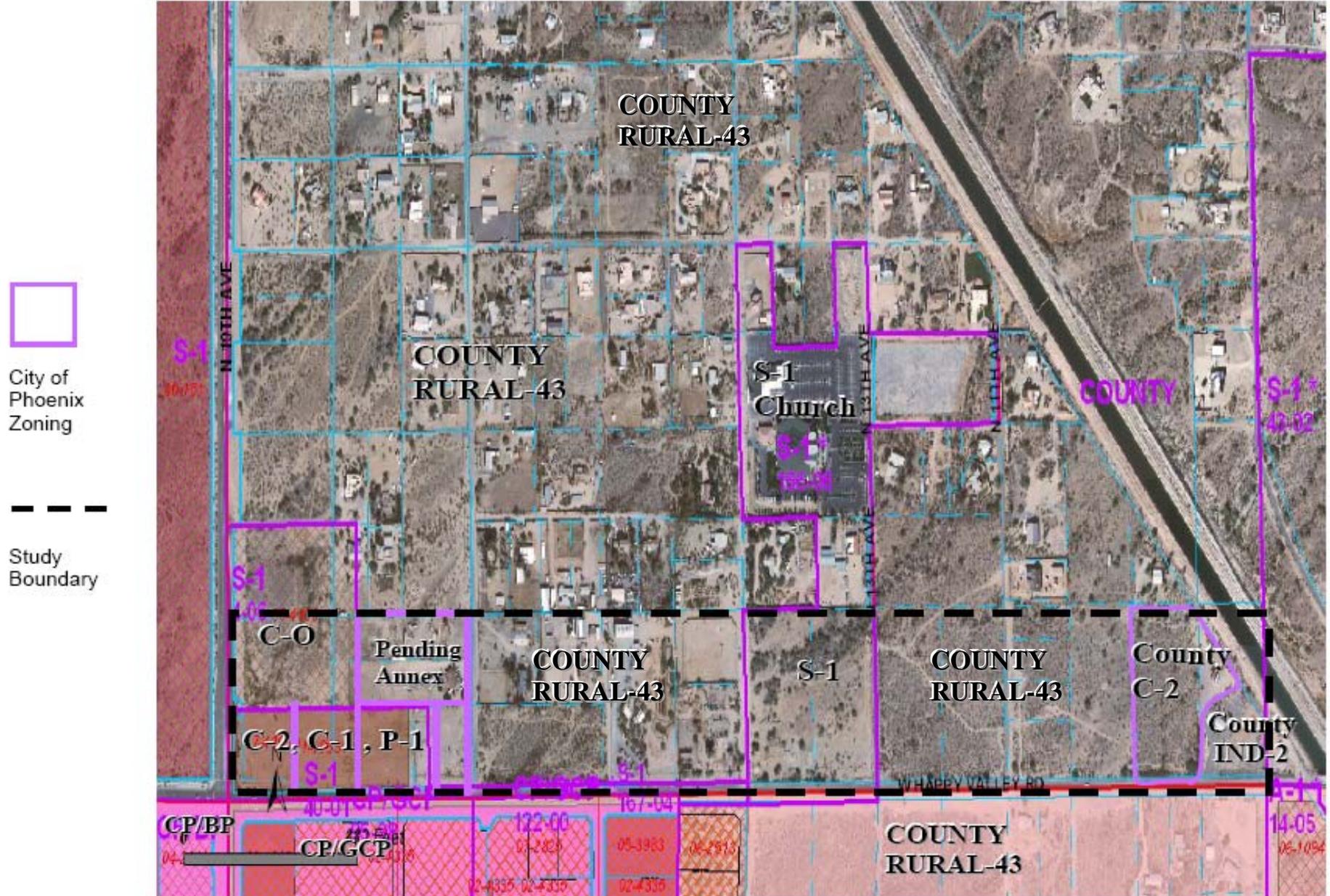


*Residential*



*Outdoor storage/landscape sales*

Map 7: Zoning Map



## Surrounding Land Use and Zoning

The Deer Valley Airport Overlay is located south of the study area from approximately 29<sup>th</sup> Avenue to 20<sup>th</sup> Street. The majority of the land south of the study area adjacent to Happy Valley Road is within the city of Phoenix, however, there is a small area at the southeast from 7<sup>th</sup> Avenue to 15<sup>th</sup> Avenue that is a County island. There is also a large amount of vacant land with the exception of an M & I Bank, Goodwill and corporate offices located on the southeast corner of Happy Valley Road and 19<sup>th</sup> Avenue.



Street sign

The majority of the area south of Happy Valley



Photo 3: Southeast corner of 19<sup>th</sup> Avenue and Happy Valley Road



Photo 4: CAP Canal

Road is zoned CP/BP and CP/GCP with the exception of a few parcels that are zoned A-1 and S-1 and all with the Deer Valley Airport Overlay District.

On the east side of the Canal north of Happy Valley Road, the area is roughly divided horizontally with the north side being in the County and the south being in the city of Phoenix. The north area is zoned Rural-43 and the southern area is zoned CP/GCP PCD developed with the Goodrich Aircraft Interior Products company.



Photo 5: Goodrich Site- Happy Valley Road and 5<sup>th</sup> Street

North of the study area between the CAP Canal to 19<sup>th</sup> Avenue is mostly in the County and is predominately zoned Rural-43 developed with single-family residential uses. This area is referred to as the 'triangle area' and is low density residential with rural character and an undeveloped local street system.



*Photo 6: Residential development in the County north of the study area*

Continuing northwest, the land remains vacant and has approved CP/GCP PCD zoning immediately adjacent to 19<sup>th</sup> Avenue.

## Development Activity

In 2007 and 2008, the Deer Valley Village experienced significant rezoning and development of commercial and commerce park uses, and a lull in residential development due to the economic downturn. One of the most active areas included a growth area emerging at I-17 and Happy Valley Road to include Happy Valley Towne Center, Shops at Norterra, and the USAA office complex.



*Photo 7: Shops at Norterra- Northeast corner of Happy Valley Road and Interstate 17*



*Photo 8: USAA offices and parking structure- Norterra Parkway north of Happy Valley Road*



*Photo 9: Happy Valley Towne Center Southeast corner of Happy Valley Road and Interstate 17*

Areas south of Happy Valley Road also experienced development of commerce park and industrial type uses.

## **Prior Planning Documents and Infrastructure Constraints**

### **Deer Valley Airport Overlay District (DVAO)**

The Deer Valley Airport Overlay District (Map 8) was created to protect the airport as a result of a study and designed to ensure appropriate development by addressing four major concerns that affect the development surrounding the airport.

The four major concerns discussed in the study are:

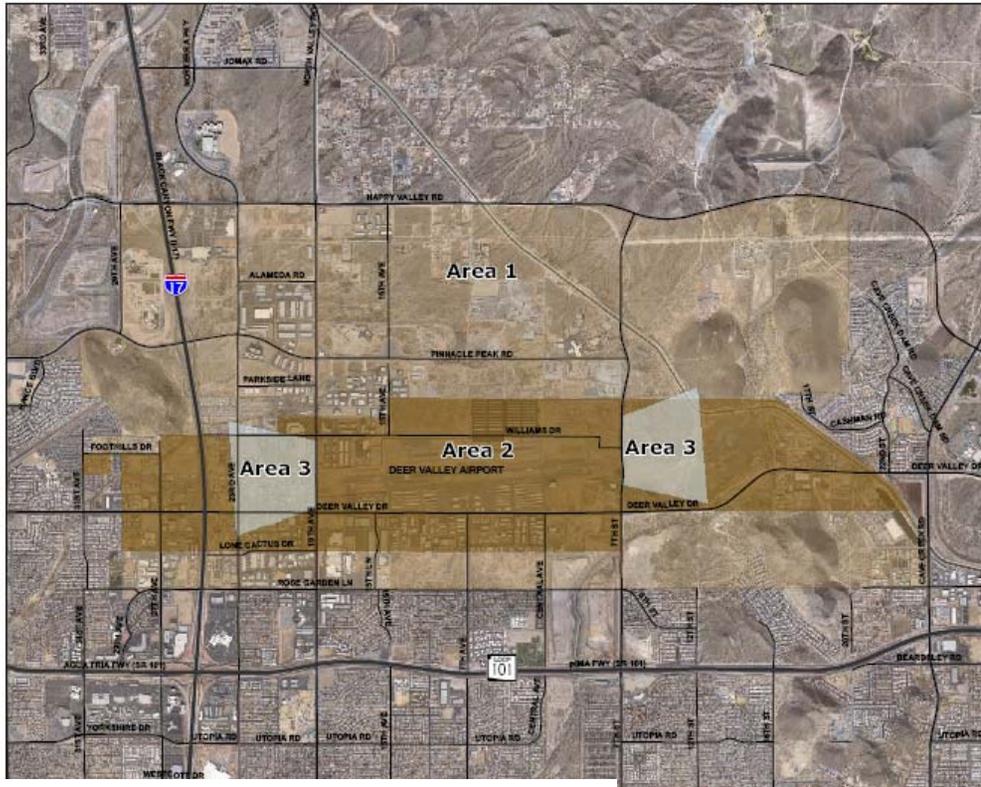
- noise
- protection of air space
- understanding of airport operations
- promotion of compatible development

The study identifies goals, provides recommendations to mitigate the specific concerns, and serves as the basis for the Deer Valley Overlay District.

The Deer Valley Airport Overlay limits the construction of new residential uses near the

airport, limits uses that assemble large numbers of people such as schools, provides height limits directly at the end of the runway to ensure aircraft can take off and land without placing people or property in danger and requires increased permanent notice of flight operations.

To a lesser extent, the four major concerns are applicable to the Happy Valley Road Land Use Study Area and should be considered in future land use decisions.



Map 8: Deer Valley Airport Overlay Map

## Sonoran Boulevard Standards for Happy Valley Road

Happy Valley Road has specific standards for development within and adjacent to the right-of-way for Happy Valley Road. The standards are designed to enhance the character of the roadway.

The Sonoran Boulevard Development Standards for Happy Valley Road were adopted by the Phoenix City Council on December 18, 1996. These standards provide guidance in how the roadway should look and be developed by providing specific requirements such as minimum right-of-way widths, ground cover and specific plants to be used for the landscaping materials.

These development standards are to be applied to any development that occurs adjacent to Happy Valley Road from 67<sup>th</sup> Avenue to the CAP Canal. If future development occurs within the study area, right-of-way dedications and associated right-of-way and/or pedestrian improvements may be required.

The Happy Valley Road right-of-way should be a minimum of 130 feet and 150 feet including a 10 foot easement, wherever possible. Sidewalks are encouraged to be meandering and eight feet wide,

and a minimum of six feet wide where abutting a curb. All of the non-living ground cover should be ½ inch minus crushed decomposed granite that is a similar color to the soil in the area. The types of street lights are specified in the standards and should be provided every 200 to 220 feet and at intersections.

One of the most significant aspects of the Sonoran Boulevard Standards for Happy Valley Road is that all landscaping materials used should be chosen from the American Southwest Desert Plant List. These standards are designed to help promote the roadway as a unique corridor and appropriately represent the Sonoran Boulevard designation.

There are additional standards outlined for Happy Valley Road including specific types of wall materials and signage. The development of trails and pedestrian amenities are encouraged.

### North Area Infrastructure Constraints

The north area has two types of constraints to implementing infrastructure, natural barriers and man-made features. The natural barriers in this area are the Union Hills and the Cave Creek Wash. Natural barriers increase the cost of the needed infrastructure. The man-made features that impact the development of streets, water and wastewater lines are the CAP aqueduct, the Deer

Valley Airport, jurisdictional limits (County islands) and ownership patterns (APS and State Land Department).

There have been some infrastructure improvements within the Happy Valley Road Study Area, however, the majority still needs to be constructed. Currently, the intersection of 19th Avenue and Happy Valley Road has been completely improved. The right-of-way, water and sewer lines have all been constructed. East of 19th Avenue, a local water distribution main has been constructed as far east as 15th Avenue and will most likely need to be improved or expanded for future development to occur. There are existing water lines north along 19th Avenue and south of Happy Valley Road to 15th Avenue. There is a 12-inch sewer force main along Happy Valley Road that extends to 16th Avenue.

A new 16-inch water distribution main will be installed in Happy Valley Road from 19th Ave to 7th Ave, and in 7th Ave from Happy Valley Road to approximately a half mile south. The 12-inch sewer along Happy Valley Road will be extended from 16th Avenue to 7th Avenue. Construction of these projects will begin in July of 2009 and will be completed in approximately twelve months.

Additional infrastructure improvement costs may be significant and should be considered in future development plans by individual developers.

Some water and wastewater capacity should be available to new development, however, each proposed development would need to be evaluated in regards to existing and planned water and sewer facilities. The evaluation would take into account domestic water needs, fire flow requirements for water, and wastewater generation. Infrastructure financing mechanisms such as improvement districts/community facilities districts and repayment agreements may be options depending on future development.

Overall, the current and future infrastructure needs of Happy Valley Road and the Study Area should be a consideration for future development.

## Transportation and Data Analysis

### Circulation

The 2004-2009 Arterial Street and Storm Drain Program discusses street construction to be accomplished with funding from bonds, agencies, and other entities. The development of each Five-Year Program requires an extensive annual review of projects and scheduling to determine priorities.

The program's list of construction projects included:

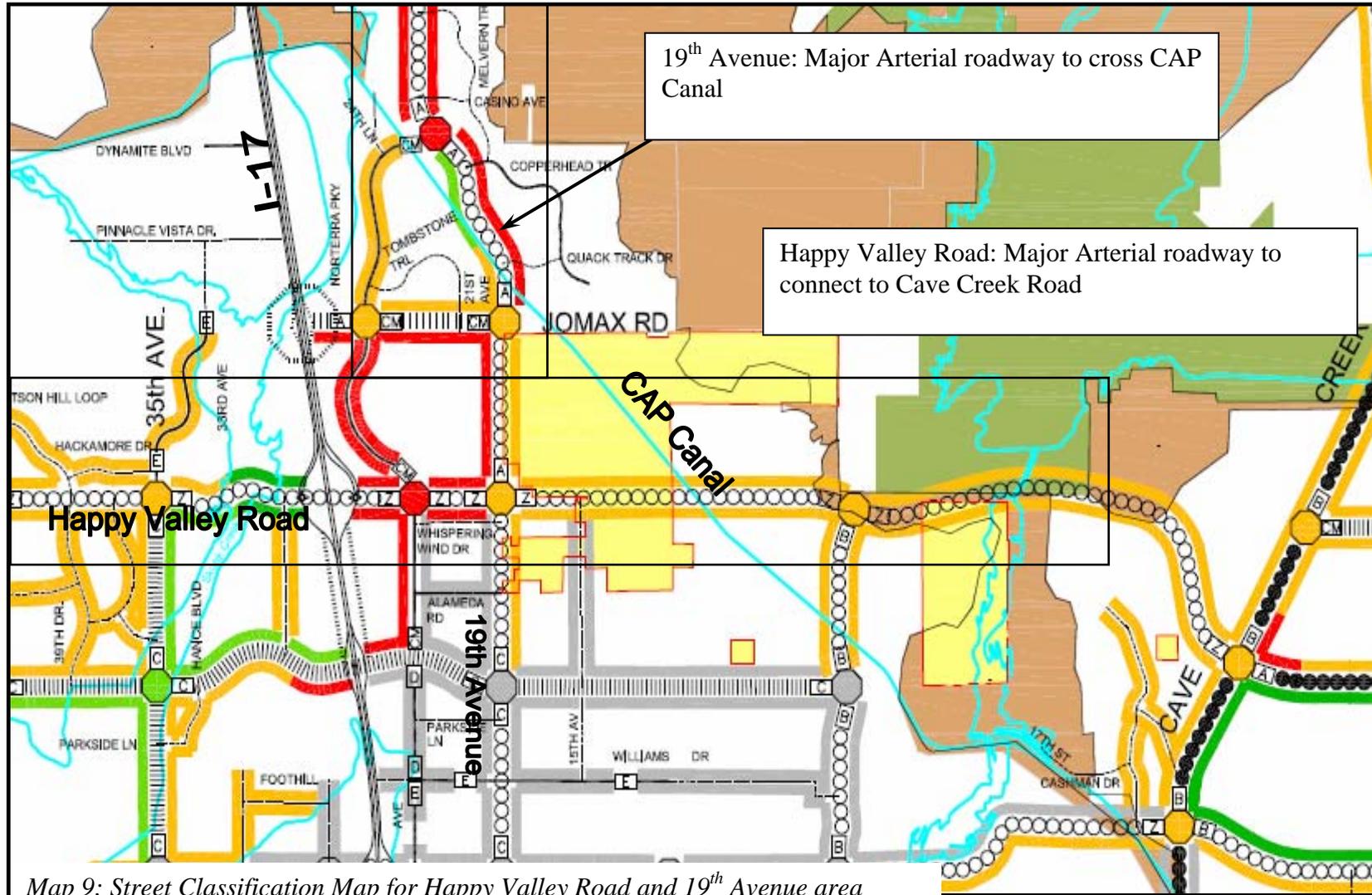
- 19<sup>th</sup> Avenue from Deer Valley Road to Happy Valley Road
- Pinnacle Peak Road from 19<sup>th</sup> Avenue to Interstate 17
- Happy Valley Road from Interstate 17 to 35<sup>th</sup> Avenue
- Deer Valley Drive from 7<sup>th</sup> Avenue to Cave Creek Road

Roadway improvements on Happy Valley Road and 19<sup>th</sup> Avenue have provided additional access to this area. Completion of Deer Valley Drive provided a significant east-west connection between the Deer Valley Village and the Desert View Village. Storm Drain Systems have also been constructed on 19<sup>th</sup> Avenue from Deer Valley Drive to Happy Valley Road.

The Street Classification Map displays 19<sup>th</sup> Avenue as a Major Arterial (Map 9). This roadway will continue north across the CAP Canal and become a major thoroughfare connecting Deer Valley Village to North Gateway Village. The Street Transportation Department is moving forward with design plans to construct a bridge over the CAP Canal at 19<sup>th</sup> Avenue. This bridge will allow the continuation of 19<sup>th</sup> Avenue (known as the North Valley Parkway) north of the CAP Canal. Street Transportation Department foresees a construction start date of 2010 for the bridge.

The Street Classification Map also displays Happy Valley Road as a Major Arterial roadway. Happy Valley Road will extend across the Sonoran Preserve to Cave Creek Road. Happy Valley

Road will also be a major thoroughfare connecting the northern part of Deer Valley Village to Desert View Village.



## Study Area Socio-Economic Data

Planning staff analyzed the socio-economic data within a three-mile radius of the study area utilizing data from the US Census and MAG. The analysis included current estimates of population and housing units, commercial building square footage, and employment as well as future projections.

Within the three-mile radius of the study area, Planning staff determined the existing population for 2000 and the additional population considering building permits issued between 2000 and December of 2007. The existing population within the three-mile radius as of December 2007 was estimated to be 39,972 persons (Map 10). Second, staff considered the amount of commercial building square footage within the three-mile radius. It was determined that approximately 1,903,926 commercial building square feet exist as of December 2007 (Map 11).

Staff utilized the information to determine the amount of commercial building square footage per capita.

The three-mile radius around the study area in the Deer Valley Village has approximately 47 square feet of commercial building square footage per

capita. According to MAG, an appropriate balance of commercial/retail and population for Phoenix is an average of approximately 40 square feet of commercial building square footage per capita. As a result, there is an excess of commercial/retail development within the three-mile radius.

The General Plan policies state that the city should strive for 1.25 jobs per household. Planning staff determined the employment ratio for Deer Valley Village was 1.11 jobs per household in 2005. In 2030, the ratio is projected to be 1.41 jobs per household. In the future, the Deer Valley Village is projected to exceed the General Plan policy to obtain 1.25 jobs per household. Map 12 notes that the types of major employment within the three-mile radius are:

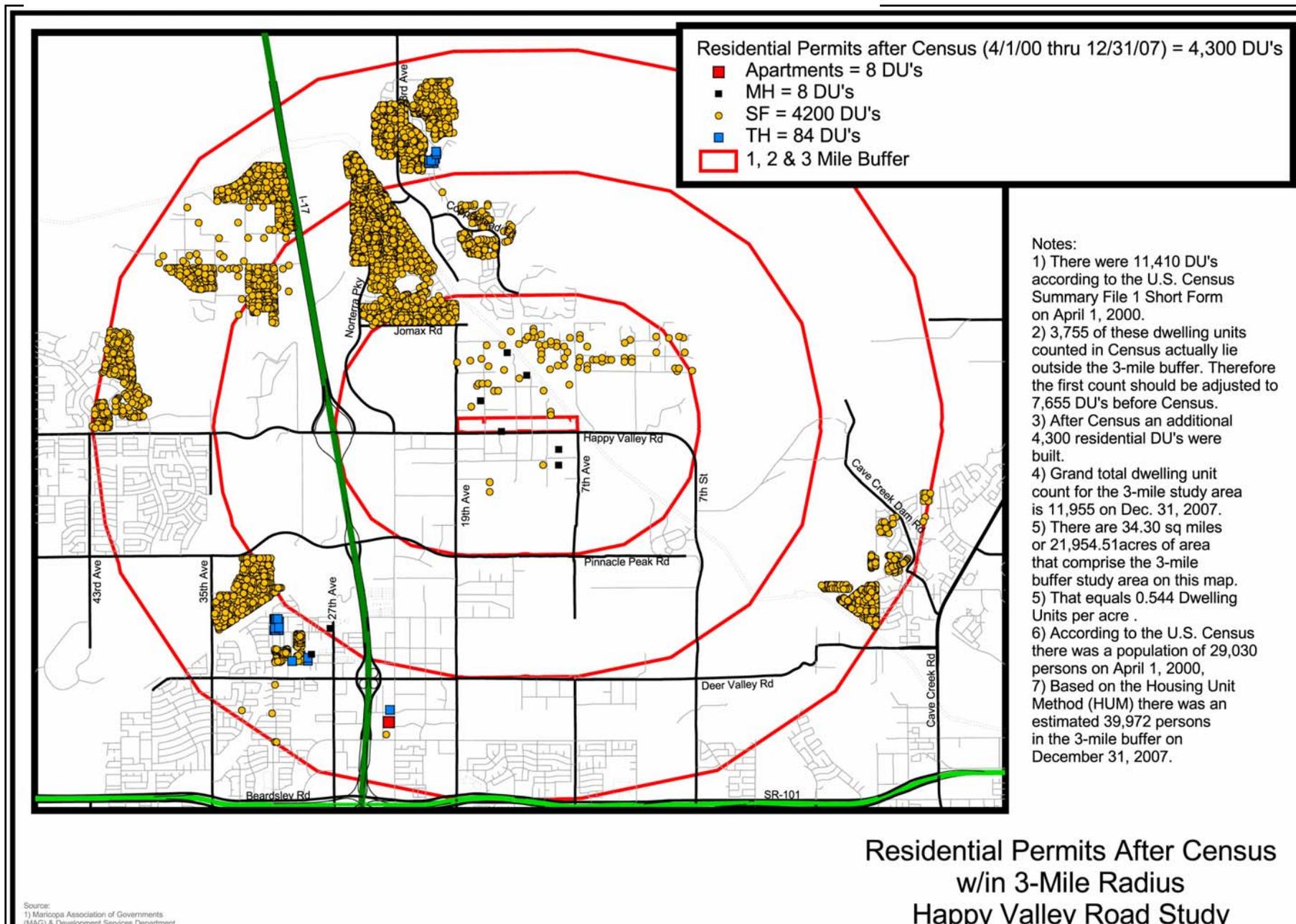
- Construction;
- Manufacturing; and
- Finance/Insurance.

Staff projected the commercial building square footage in the future by identifying entitled, undeveloped lands within the three-mile radius. In order to obtain potential building square footage for the area, staff assumed a lot coverage of 30% and that approximately half of the entitled properties would be developed as multi-family residential. This calculation determined approximately 1,024,061 square feet of commercial building would be developed in

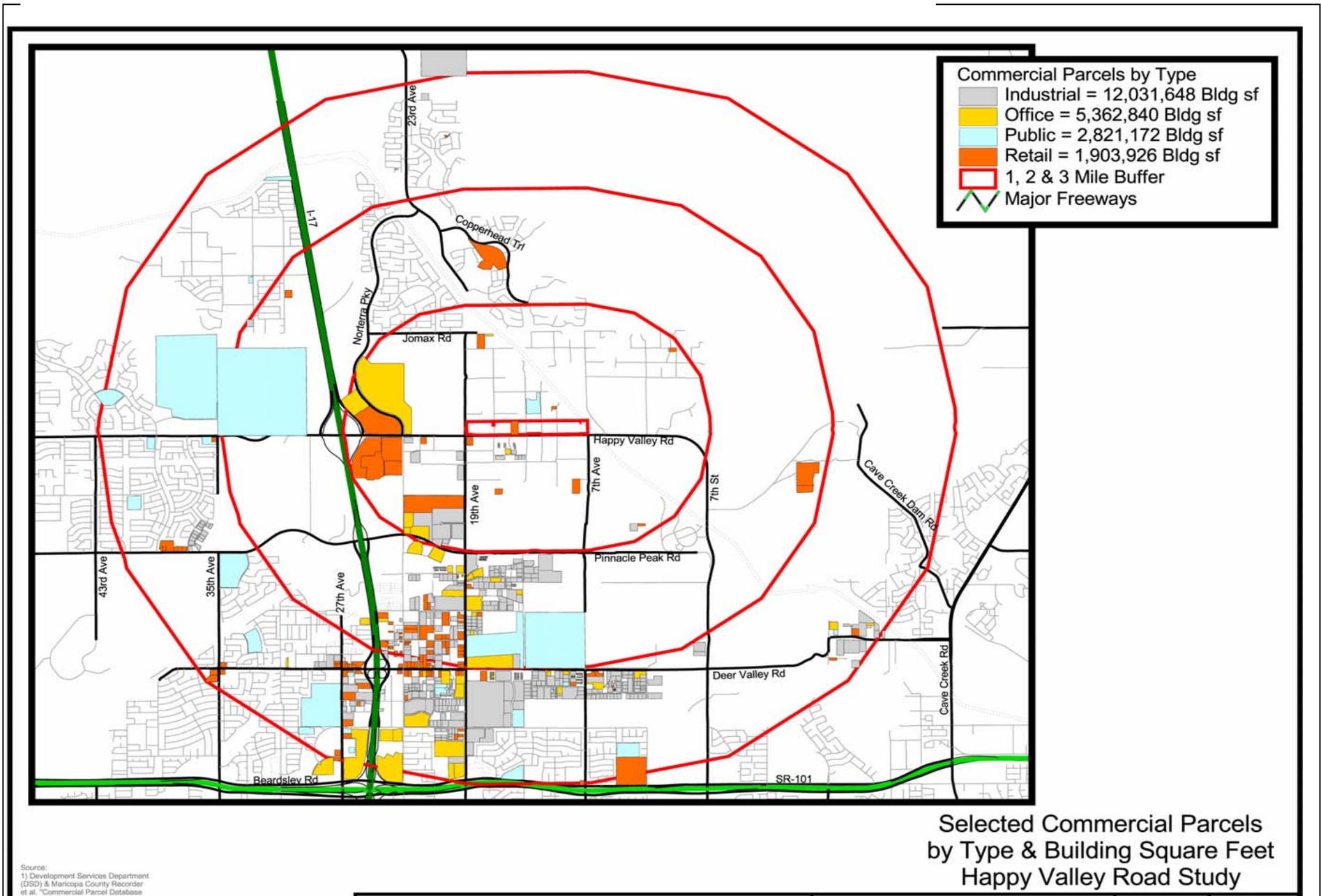
addition to the existing 1,903,926 square feet of commercial/retail development. In total, almost three million square feet of commercial building is projected for the future of the three-mile radius area.

The 2030 future population within the three-mile radius is projected to be 83,106 persons. The data collected indicates that in the future, the three-mile radius around the study area in the Deer Valley Village would have approximately 35 square feet of commercial building square footage per capita. This data shows that within the three-mile radius there may be a need for additional commercial/retail development in relation to the future population.

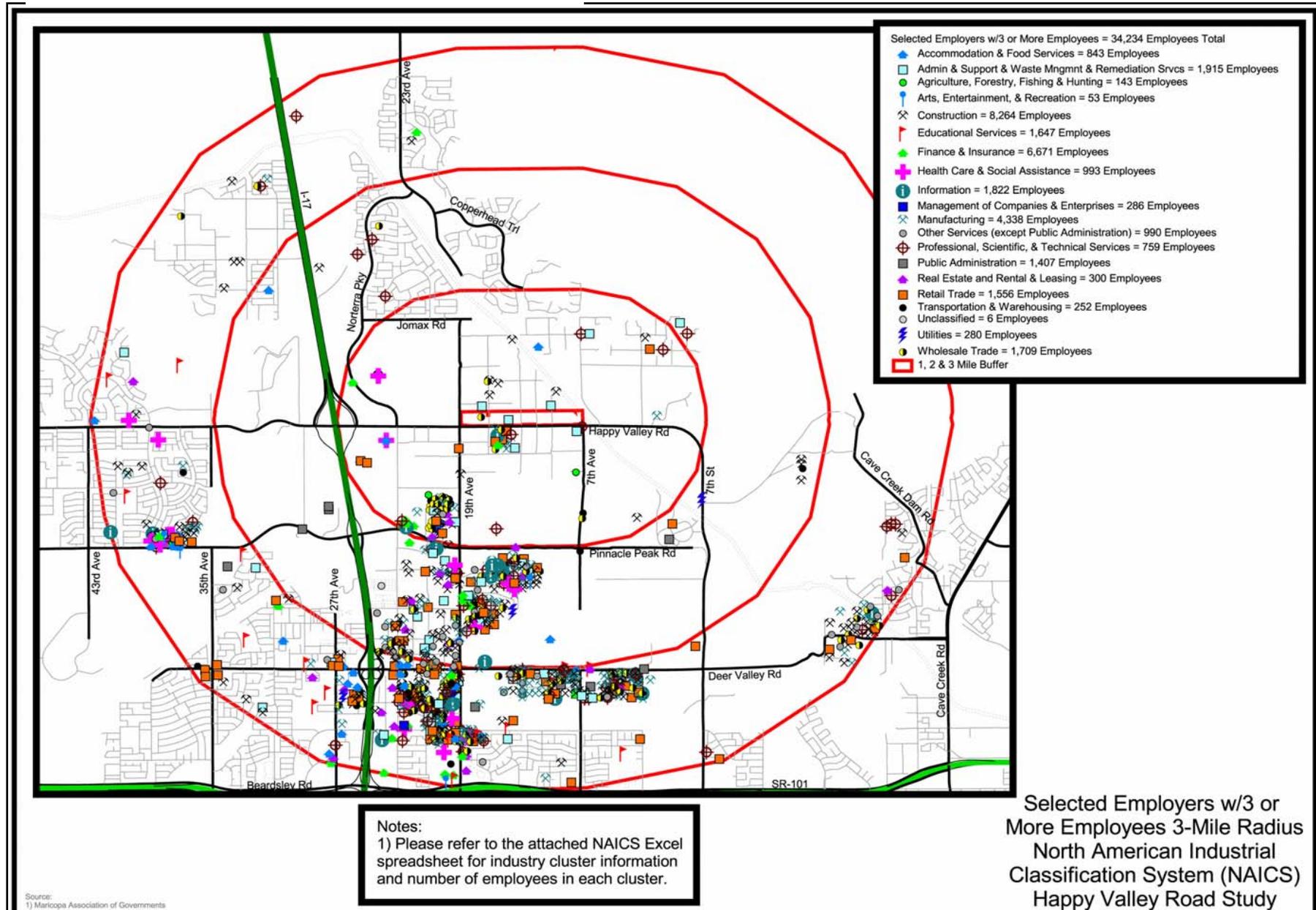
Map 10: Residential Building Permits and Population within a 3 mile radius of study area



Map 11: Commercial Parcels and Building Square Footage within 3 mile radius of study area



Map 12: Employment within 3 mile radius of study area



## Public Participation Process

### Neighborhood Meetings

Planning staff met with property owners within the study area on August 6<sup>th</sup>. Staff introduced the Happy Valley Road Land Use Study and discussed the purpose the study as well as initial research. A tentative schedule was presented as part of the presentation. Staff provided comment cards to the participants and answered questions on annexation, rezoning, general plan, and the study timeline.

On August 20<sup>th</sup>, planning staff met with the study area property owners for a second time to follow-up on their comments and conduct visioning and mapping exercises.

On August 27<sup>th</sup>, Planning staff met with the larger neighborhood or the 'triangle area' located north of Happy Valley Road to Jomax Road west of the CAP Canal to 19<sup>th</sup> Avenue. Staff conducted a brief presentation and setup stations for an open house forum to more specifically address their questions and/or comments. The stations included:

- Existing Conditions Station- displayed General Plan Land Use map, Streets Classification map, and Zoning map.

- Socio-Economic Analysis Station- displayed maps on current estimates of population, commercial retail building square footage, and employment as well as future projections.
- Community Vision Station- allowed participants to take part in the same visioning and mapping exercises as the property owners.

### Visioning and Mapping Exercises

The visioning exercises allowed the property owners with the study area and property owners within the larger 'triangle' area to denote the challenges and opportunities in and around the study area.

- *Opportunities*
  - Proximity to Airport
  - Ability to create a commercial corridor for Happy Valley Road
  - Capitalize on the future roadway extensions for Happy Valley Road and 19<sup>th</sup> Avenue with appropriate land uses
  - Ability to maintain large lot residential and rural character

- Growth in the northern Deer Valley area
- Proximity of the Interstate 17
- *Challenges*
  - Traffic and congestion on Happy Valley Road
  - Right-of-way improvements needed for Happy Valley Road
  - Appropriately buffering and preserving the neighborhood to the north
  - Airport noise
  - Lack of infrastructure in the area

The mapping exercise allowed participants to designate the study area on the General Plan Land Use Map. The majority of participants designated this area Commercial or Mixed Use-Commercial and Commerce Park. Staff reviewed a few expressed designations as displayed by other participants to include the Large Lot Residential- 0 to 2 dwelling units per acre, Traditional Lot Residential- 3.5 to 5 dwelling units per acre, and Parks/Open Space designations.

### Deer Valley Village Planning Committee

On August 21<sup>st</sup>, Planning staff met with the Deer Valley Village Planning Committee and introduced the study, research and data collection, and also conducted visioning exercises to gain their

perspective of the opportunities and challenges in the area.

On September 18<sup>th</sup>, Planning staff met with the committee to update them on public meetings held and outcome of visioning and mapping exercises.

The Deer Valley Village Planning Committee also identified opportunities and constraints of development in this area.

- *Opportunities*
  - Appropriate development near the airport
  - Ability to provide land use transition adjacent to Happy Valley Road
  - Support services for adjacent neighborhood
  - Proximity of the freeway
- *Challenges*
  - Traffic and congestion on Happy Valley Road
  - Appropriately buffering and preserving the neighborhood to the north
  - Lack of infrastructure in the area

## Conclusions

Staff's analysis concluded:

- ✓ That land uses adjacent to Happy Valley Road have and are transitioning away from residential uses and developing into commercial and/or employment types uses.
- ✓ That there is a significant presence of regional commercial and employment in the area, however, there may be a need for support services in the area.
- ✓ That the Deer Valley Airport Overlay District discusses the impact of the proximity of the Deer Valley Airport and generated noise disruptive to residential uses.
- ✓ That the Street Classification Map discusses significant roadway improvements for Happy Valley Road and 19<sup>th</sup> Avenue and that these roadways would be of regional significance as a north-south connection to North Gateway Village and as an east-west connection to the Desert View Village.
- ✓ That there is a lack of infrastructure surrounding the area. This issue could be addressed by annexation into the city and future development to bring more infrastructure services to the area.
- ✓ That socio-economic data indicates that the Deer Valley Village currently and in the future has an appropriate balance of commercial, residential, and employment type

uses within the three-mile radius of the study area. If the study area changes in use, this change would not result in a significant impact to the balanced economies of the area.

- ✓ That the majority of the participants involved in the public participation process, to include meetings with property owners within the study area and surrounding property owners, agreed that residential is not practical adjacent to Happy Valley Road. Participants also agreed that land use mitigation was necessary to respect residential neighborhoods to the north.

Based on the data, public participation, and growing transitions of this area, Planning staff has determined the suitable course of action is to initiate a General Plan Amendment for this study area. The study suggests that Traditional Lot Residential 3.5-5 du/ac may no longer be the best land use designation adjacent to Happy Valley Road and recommends that Mixed Use(striped)-Commercial and Commerce Park be considered as the land use designation for this area.

Furthermore, appropriate land use mitigation techniques are discussed in this study and are highly recommended to ensure compatible design with the adjacent neighborhood. This study is to be used as a reference for future development in the study area.

The Mixed Use(striped)- Commercial and Commerce Park designation would allow office, retail, service, or multi-family development at varying scales and intensity

of uses. Commerce Park consists of uses such as professional offices, research and development, wholesale and storage warehousing, and utility centers. Staff believes the combination of these two designations allow opportunity for neighborhood services and/or employment opportunities in this area.

## **Recommendation**

Planning staff recommends that the Planning Commission initiate a General Plan Amendment for Mixed Use(striped)- Commercial and Commerce Park from 19<sup>th</sup> Avenue to the CAP Canal within 600 feet of Happy Valley Road.

## **Next Steps**

After the General Plan Amendment process, property owners seeking to develop their property could pursue annexation into the city and rezoning to establish entitlements. The rezoning process is subject to extensive public participation to include neighborhood meetings, Deer Valley Village Committee meeting, Planning Commission, and City Council.

## **Land Use Mitigation and Site Design**

Staff believes there is a need to appropriately develop sites adjacent to Happy Valley Road in respect to the neighborhood to the north. It was identified that new developments should protect and enhance the character

of surrounding neighborhoods and be compatible in scale, design, and appearance. Staff has identified several ways this task may be accomplished.

## **Site Planning**

To ensure the creation of good community design and quality development, land use buffering, building siting, and appropriate screening is necessary. Future development of this area should focus on:

- Master planning sites and/or providing cross access are strongly encouraged within the study area.
- Increased building setback from residential uses is strongly encouraged.
- Loading areas, access and circulation driveways, trash and storage areas, and mechanical equipment should be located as far as possible from residential uses and properly screened from views to include mechanisms such as screen walls, landscaping, and/or parapets.
- Trees should be planted to screen and provide shade in parking lots, along sidewalks, and create visual barriers between commercial and residential uses.

- Foundation plantings along the building frontage and pedestrian walkways are strongly encouraged.
- Building siting and orientation should be as far away as possible from residential uses. Part of the building frontage should be located adjacent to the front setback line.
- Plazas, clustering of buildings, break areas, and other pedestrian nodes are encouraged throughout the development.
- Amenities such as benches, pedestrian lighting, and visual features, such as fountains or art in public places are strongly encouraged.
- Parking lots should be shared with adjacent uses and shared driveways should be implemented when possible.
- Emphasize pedestrian crossings and provide ease of access for neighborhood to the north when appropriate.

## Building Design

Development should complement and preserve the integrity of existing neighborhoods and ambiance of surrounding mountains.

- Human scale buildings are most suitable for this area.
- Appropriate southwestern architectural styles include southwest modern, traditional, Santa Fe style, Northern New Mexico and Territorial.
- Full gabled, hipped, and shed roofs are encouraged.
- Accents of wood, stone, split face CMU block, tile, cornice caps, and/or stucco should be incorporated into the overall design.
- Corbels, exposed timbers/beams, arcaded walkways, wrought iron, posts or/columns, and/or other decorative elements should be incorporated to highlight southwest character.
- Colors that are bright or reflective are strongly discouraged.

## Landscaping

Landscaping should be used to soften structures, to define site amenities and pedestrian walkways, screen undesirable views, and enhance the overall area.

- Site landscaping should utilize or be compatible with the American Southwest Desert Plant List as defined in the Sonoran Boulevard standards for Happy Valley Road.
- Additional landscape setbacks from residential uses are strongly encouraged.
- Planting more trees that are mature or developed is preferred.
- Raised planting surfaces, building foundation plantings, landscaped islands throughout parking areas should be integrated throughout the design.
- Sites should incorporate all three landscaping elements of grasses and groundcovers, shrubs, and trees.

- Major focal points and/or gathering areas within the development or at major intersections should provide at least three-inch caliper trees.



## Appendices

Table 1: City & County Zoning History

### County Zoning History

[North of Happy Valley Road]

	Current Zoning	APN	Zoning Case	Request	Action	Date
<b>Approved Cases</b>						
1	I-2, C-2	210-09-021A 210-09-020A	Z-00-147	I-2, C-2	Approved	
2	Rural-43 SUP	210-10-030A	Z-93-10	MHR	Approved	8/5/1993
3	Rural-43 SUP	210-10-019A	Z-88-130	MHR	Approved	6/6/1989
4	Rural-43 SUP	210-10-010 210-10-014E 210-10-010F	Z-94-51	Single Wide Manufactured Home	Approved	12/18/1994
5	Rural-43 SUP	210-10-004A	Z-05-100	Canine Training	Approved	6/2/2006
<b>Denied Cases</b>						
6	Rural-43	210-10-030A 210-10-023A	Z-85-14	Public Riding and Boarding	Denied	10/15/1985
<b>Withdrawn Cases</b>						
7	Rural-43	210-10-028C 210-10-004A	Z-85-64	Plant Nursery	Withdrawn	6/25/1986
8	Rural-43	210-10-028C 210-10-004B	Z-85-64	C-3	Withdrawn	6/25/1986
9	Rural-43	210-10-028C 210-10-004B	Z-87-178	I-2 IUPD	Withdrawn	11/7/1988
<b>Removed Cases</b>						
10	Rural-43	210-10-004A 210-10-004B 210-09-010A 210-09-016A	Z-85-47	Storage & Maint. Specialized Equipment	Removed	8/6/1987

## City Zoning History

Current Zoning	APN	Zoning Case	Request	Action	Date
<b>Equivalency Cases</b>					
1	S-1	210-10-017A 210--10-029B 210-10-029A	Z-40-01	S-1 Annexation #246	Approved 6/27/2001
2	S-1	210-10-023 210-10-030	Z-4-06	S-1 Annexation #354	Approved 2/15/2006
3	S-1	210-09-010A 210-09-016A 210-09-012C 210-09-024C 210-09-030A 210-09-029A 210-09-023C	Z-166-06	S-1 Annexation #376	Approved 8/29/2007
<b>Approved Cases</b>					
1	S-1, App. C-2, C-1, P-1	210-10-017A 210--10-029B 210-10-029A	Z-140-01	C-2, C-1, P-1  PHO: Approved 2/6/08	Approved 3/13/2002
2	S-1, App. C-O/M-O	210-10-023 210-10-030	Z-155-05	C-O/M-O	Approved 2/15/2006

**Sonoran Boulevard  
Development Standards  
for  
Happy Valley Road**

**Supplement to the  
Street Classification Map**

**and the**

**Street Classification System General Policy Document  
and Technical Supplement**

**Adopted by City Council  
December 18, 1996**

**Prepared by:**

**Planning Department  
City of Phoenix**

# Sonoran Boulevard Development Standards for Happy Valley Road

Approved by City Council December 18, 1996

The Street Cross Section is Z.

The following standards were prepared as a guide for development both within and adjacent to the right-of-way for Happy Valley Road. These have been prepared in response to the designation of Happy Valley Road with the Sonoran Boulevard Overlay. The standards are to be used for any development that occurs adjacent to Happy Valley Road between 67th Avenue and the Happy Valley Road crossing of the CAP Aqueduct. All improvements must meet current City standards where applicable.

## *Street Lights*

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Style:	shoebox - existing lights will remain, new lights to be shoebox style
Color:	brown - powder coat paints
Height:	32 feet with short arm
Spacing:	average 200 - 220 feet and at intersections

## *Sidewalks*

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Material:	concrete
Color:	natural gray
Width:	minimum 6 feet where abutting curb
Configuration:	meandering, (where detached, must be a minimum of 8 feet from curb). Meandering shall have a minimum radius of 200 feet to avoid a curvy route.

### *Pedestrian Amenities*

Exercise Stations:	where appropriate - private funding required
Character Features:	benches, natural seating, earth berms, boulders (boulders should not be located between street and sidewalk), benches at bus stops
Water Stations:	both for humans and horses - locate at bus stops
Trash Cans:	locate at bus stops

### *Curb*

Configuration:	vertical or "wedge" curb necessary because of speeds and potential liability
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### *Walls*

Material Options:	concrete block with stucco surface decorative block split face block (8" block) slump block, earth-tone brick
Color:	earthtone

### *Groundcover (non-living)*

Material:	crushed decomposed granite
Color:	similar to soil color in area
Size:	½ inch minus

### *Landscape Materials*

Right-of-Way:	American Desert natives - see attached list
Private Development:	All development along Happy Valley Road should use the plant list. Subdivision entrance landscaping should use same plant list. Subdivision entrances may be emphasized with a greater density of plant material as long as the sight triangle visibility is maintained.

### *Trails*

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Public:	build to City standards
Surface:	decomposed granite 1/4" minus
Width:	8 foot minimum, 10 foot desired
Maintenance:	City maintained - depends on location - accessibility a key factor

### *Signage*

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Monument Signs:	consistent with color, height and general context of the desert
Marquee Signs:	per City code, but colors should be earthtone
Street Signs:	use Sonoran Boulevard logo (needs to be designed)
Plant Signs:	target this project for nonprofit groups, adopt-a-street program, develop standards for placement and design
Designation Signs:	i.e. Arizona Scenic Highway signs, locate at the beginning, middle, and end

### *Right-of-Way*

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Public:	130 feet minimum 150 feet maximum wherever possible
Private:	10 foot easement wherever possible

### *Other*

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- Provide bus bays where needed.
- All utility lines should be underground.
- Preserve natural drainage where possible (bridge crossings, culvert crossings) maintain the natural wash corridor into the adjacent subdivisions
- Bike path striped on both sides of street

## AMERICAN SOUTHWEST DESERT PLANT LIST

Although this list is considered comprehensive, it is not exhaustive. It is anticipated that new plant materials will be added to the list as plants are introduced in the future. Interested persons are encouraged to suggest and/or propose plant materials to add to this list. Those will be reviewed by City staff and if determined appropriate, included in this list.

### TREES (Certain thorn-bearing trees should not be planted near sidewalks or trails.)

<i>Acacia berlandieri</i>	Guajillo Acacia
<i>Acacia farnesiana</i>	Sweet Acacia
<i>Acacia shaffneri</i>	Twisted Acacia
<i>Acacia stenophylla</i>	Shoestring Acacia
<i>Acacia willardiana</i>	Palo Blanco
<i>Bauhinia congesta</i>	Anacacho Orchid Tree
<i>Cercidium floridum</i>	Blue Palo Verde
<i>Cercidium microphyllum</i>	Foothill Palo Verde
<i>Cercidium praecox</i>	Palo Brea
<i>Chilopsis linearis</i>	Desert Willow
<i>Leucaena retusa</i>	Golden Ball Lead Tree
<i>Lysiloma candida</i>	Palo Blanco
<i>Lysiloma microphylla</i>	Desert Fern (var. <i>thornberi</i> )
<i>Olneya tesota</i>	Ironwood
<i>Pithecellobium flexicaule</i>	Texas Ebony
<i>Pithecellobium mexicanum</i>	Palo Chino
<i>Prosopis pubescens</i>	Screwbean Mesquite
<i>Prosopis torreyana</i>	Texas Mesquite
<i>Prosopis velutina</i>	Honey Mesquite ( <i>juliflora</i> )
<i>Sophora secundiflora</i>	Mescal Bean
<i>Ungnadia speciosa</i>	Mexican buckeye

### SHRUBS

<i>Acacia constricta</i>	White Thorn Acacia
<i>Acacia gratissima</i>	Bee Bush
<i>Acacia greggii</i>	Cat Claw Acacia
<i>Aloysia lyciodes</i>	Bee Bush
<i>Aloysia macrostachya</i>	Sweet Stem
<i>Ambrosia ambrosoides</i>	Canyon Ragweed
<i>Ambrosia deltoidea</i>	Triangle Leaf Bur Sage
<i>Anisacanthus andersonii</i>	Anderson's Honeysuckle
<i>Anisacanthus quadrifidus</i>	Flame Honeysuckle
<i>Anisacanthus ihurberi</i>	Desert Honeysuckle

*Artemesia ludoviciana*  
*Asclepias subulata*  
*Atriplex canescens*  
*Atriplex hymenelytra*  
*Atriplex nummularia*  
*Baccharis sarothroides (male only)*  
*Berberis haematocarpa*  
*Buddleia marrubifolia*  
*Caesalpinia gilliesii*  
*Calliandra californica*  
*Calliandra eriophylla*  
*Calliandra peninsularis*  
*Canotia holacantha*  
*Cassia biflora*  
*Cassia wislizenii*  
*Celtis pallida*  
*Cordia boissieri*  
*Cordia parvifolia*  
*Dalea bicolor (var. argyraea)*  
*Dalea frutescens*  
*Dalea pulchra*  
*Dalea versicolor (var. sessilis)*  
*Dodonaea viscosa*  
*Encelia farinosa*  
*Ephedra nevadensis*  
*Ephedra trifurca*  
*Ericameria laricifolia*  
*Eriogonum fasciculatum*  
*Erythrina flabeliiformis*  
*Euphorbia antisiphilitica*  
*Fouquieria splendens*  
*Gutierrezia microcephala*  
*Hyptis emoryi*  
*Justicia californica*  
*Justicia candicans*  
*Justicia sonora*  
*Justicia spicigera*  
*Krameria Grayi*  
*Krameria parvifolia*  
*Larrea tridentata*  
*Leucophyllum candidum*  
*Leucophyllum frutescens*  
*Leucophyllum laevigatum*  
*Leucophyllum langmaniae*

White Sage  
 Desert Milkweed  
 Fourwing Saltbush  
 Desert Holly  
 Old Man Saltbush  
 Desert Broom (male only)  
 Red Barberry  
 Woolly Butterfly Bush  
 Desert Bird of Paradise  
 Baja Red Fairy Duster  
 Fairy Duster  
 Baja Red Fairy Duster  
 Crucifixion Thorn  
 Twin Flower Cassia  
 Shrubby Cassia  
 Desert Hackberry  
 Anacahuita  
 Little Leaf Cordia  
 Silver Dalea  
 Black Dalea  
 Indigo Bush  
 Wislizenus Dalea  
 Hopbush (Green variety)  
 Brittlebush  
 Boundary Ephedra (var. *aspera*)  
 Mormon Tea  
 Turpentine Bush  
 Flattop Buckwheat  
 Southwest Coralbean  
 Candelilla  
 Ocotillo  
 Snakeweek  
 Desert Lavender  
 Chuparosa  
 Red Justicia  
 Palm Canyon Justicia  
 Mexican Honeysuckle  
 White Ratany  
 Ratany  
 Creosote Bush  
 Silver Sage  
 Texas Sage  
 Chihuahuan Sage  
 Sierra Madre Sage

*Leucophyllum pruinatum*  
*Leucophyllum revolutum*  
*Leucophyllum zygophyllum*  
*Lycium berlandieri*  
*Lycium fermontii*  
*Mimosa biuncifera*  
*Mimosa dysocarpa*  
*Psilotrophe cooperii*  
*Rhus microphylla*  
*Rhus ovata*  
*Rhus trilobata*  
*Rhus virens*  
*Ruellia brittoniana*  
*Ruellia californica*  
*Ruellia peninsularis*  
*Salvia chamaedryoides*  
*Salvia clevelandii*  
*Salvia greggii*  
*Salvia leucophylla*  
*Salvia dorrii*  
*Tecoma Stans*  
*Trixis californica*  
*Vauquelinia corymbosa*  
*Vauquelinia californica*  
*Viguiera deltoidea*  
*Zizphus obtusifolia (var. canescens)*

Fragrant Sage  
Blue Ranger  
Wolfberry  
Tomatillo  
Wait-a-Minute Bush  
Velvet Pod Mimosa  
Paper Flower  
Desert Sumac  
Sugarbush  
Skunkbush  
Evergreen Sumac  
Britton's Ruellia  
Ruellia  
Blue Sage  
Chapparal Sage  
Autumn Sage  
Mealy Cup Sage  
Desert Sage  
Willow-Leaf Groundsel  
Yellowbells  
Trixis  
Narrow-Leaf Rosewood  
Arizona Rosewood  
Golden Eye  
Greythorn

## GROUNDCOVERS

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*Atriplex semibaccata*  
*Baccharis (Centennial)*  
*Dalea Greggii*  
*Oenothera berlandieri*  
*Oenothera caespitosa*  
*Oenothera stubbei*  
*Verbena bipinnatifida*  
*Verbena goodingii*  
*Verbena tenera*

Saltbush  
Centennial Baccharis  
Indigo Bush  
Mexican Evening Primrose  
Trailing Evening Primrose  
Saltillo Primrose  
Verbena  
Gooding's Verbena  
Moss Verbena

## CACTI and SUCCULENTS

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This is a sample of cacti and succulents that may be appropriate for the area. Other may be appropriate based on similarity of height, context, texture, and color as well as suitability to the natural environment.

### *Agave* spp. - Sample Listing

*Agave colorata*

*Agave parryi*

*Agave victoriae-reginae*

*Agave vilmoriniana*

*Agave murpheyi*

### *Aloe* spp. - Sample Listing

*Aloe barbadensis*

*Aloe ferox*

*Aloe saponaria*

*Aloe mariothii*

*Aloe striata*

### Cactaceae - Sample Listing

*Carnegiea gigantea*

*Dasyliirion acrotriche*

*Dasyliirion wheeleri*

*Echinocereus fasciculatus*

*Echinocereus grusonii*

*Ferocactus acanthodes*

*Ferocactus wislizenii*

*Hesperaloe funifera*

*Hesperaloe parviflora*

*Lophocereus schottii*

*Mamillaria microcarpa*

*Nolina mataeensis*

*Nolina microcarpa*

*Opuntia acanthocarpa*

*Opuntia basilaris*

*Opuntia bigelovii*

*Opuntia engelmannii*

*Opuntia fulgida*

*Opuntia leptocaulis*

*Opuntia violacea*

*Pachycereus marginatus*

*Stenocereus thurberi*

Mescal Ceniza

Parry's Agave

Royal Agave

Octopus Agave

Murphy's Agave

Medicinal Aloe

Tree Aloe

Tiger Aloe

Tree Aloe

Coral Aloe

Saguaro

Green Desert Spoon

Sotol, Desert Spoon

Hedgehog Cactus

Golden Barrel

Compass Barrel

Fishhook Barrel

Red Hesperaloe

Senita

Fishhook Pincushion

Tree Bear Grass

Bear Grass

Buckhorn Cholla

Beavertail Prickly Pear

Teddy Bear Cholla

Engelmann's Prickly Pear

Chain Fruit Cholla

Desert Christmas Cholla

Purple Prickly Pear

Mexican Organ Pipe

Arizona Organ Pipe

*Yucca baccata*  
*Yucca brevifolia*  
*Yucca elata*  
*Yucca rigida*  
*Yucca rostrata*

Banana Yucca  
Joshua Tree  
Soaptree Yucca  
Blue Yucca  
Beaked Yucca

### ANNUAL WILDFLOWERS

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*Argemone pleiacantha*  
*Eschscholzia mexicana*  
*Gaillardia pulchella*  
*Kallstroemia grandiflora*  
*Layia platyglossa*  
*Lesquerella gordonii*  
*Lupinus arizonicus*  
*Lupinus sparsiflorus*  
*Orthocarpus purpuracens*  
*Pectis papposa*  
*Phaecelia campaularia*  
*Plantago insularis*  
*Salvia Columbariae*

Prickly Poppy  
Mexican Gold Poppy  
Firewheel  
Arizona Poppy  
Tidy Tips  
Yellow Blanket  
Arizona Lupine  
Desert Lupine  
Owl's Clover  
Chinch Weed  
California Blue Bell  
Indian Wheat  
Chia

### PERENNIAL WILDFLOWERS

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*Allionia incarnata*  
*Argemone platyceras*  
*Baileya multiradiata*  
*Delphinium amabile*  
*Dichelostemma pulchellum*  
*Dyssodia pentachaeta*  
*Erigeron divergens*  
*Lotus rigidus*  
*Melampodium leucanthum*  
*Penstemon baccharifolius*  
*Penstemon barbatus*  
*Penstemon eatonii*  
*Penstemon palmeri*  
*Penstemon parryii*  
*Penstemon spectabilis*  
*Penstemon superbus*  
*Ratibia columnaris*  
*Senna covesii* (Cassia)

Trailing Windmills  
Prickly Poppy  
Desert Marigold  
Larkspur  
Bluesticks  
Dyssodia  
Spreading Fleabane  
Desert Rock Pea  
Blackfoot Daisy  
Rock Penstemon  
Scarlet Penstemon  
Firecracker Penstemon  
Palmer's Penstemon  
Parry's Penstemon  
Royal Penstemon  
Superb Penstemon  
Mexican Hat, Coneflower  
Desert Senna

*Sphaeralcea ambigua*  
*Tagetes lemonii*  
*Zinnia acerosa*  
*Zinnia grandiflora*

Globe-Mallow  
Mount Lemon Marigold  
Desert Zinnia  
Rocky Mountain Zinnia

## GRASSES

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*Aristida purpurea*  
*Hilaria rigida*  
*Muhlenbergia dumosa*  
*Muhlenbergia porteri*  
*Muhlenbergia rigens*  
*Trichachne californica*

Purple Three-Awn  
Big Galeta  
Giant Muhly  
Bush Muhly  
Deer Grass  
Cotton-Top

## VINES

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*Antigonon leptopus*  
*Caellaeum macroptera*  
*Clematis drummondii*  
*Maurandya antirrhiniflora*  
*Merremia aurea*

Coral Vine  
Yellow Orchid Vine  
Virgin's Bower  
Snapdragon Vine  
Yucca