



BASELINE AREA MASTER PLAN APPENDICES



Prepared by the
City of Phoenix Planning Department



BASELINE AREA MASTER PLAN APPENDICES

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APPENDIX A: PUBLIC PARTICIPATION

The Baseline Area Master Plan effort included an aggressive public participation/community outreach process. A variety of methods were used to advertise the series of nineteen public meetings held on the plan. An initial mailing to property owners of ten acres or more in the Study Area, South Mountain community leaders and representatives from other impacted interests (schools and registered neighborhood associations) was supplemented by articles in local-interest newsletters and media releases which led to articles in *The Arizona Republic* and *Phoenix Gazette*.

The mailing list was constantly updated over the course of the project to add the names of those attending meetings or expressing interest in the project; non-participants and those whose mail was returned were deleted from the list, leaving a final mailing list of 259 names. A total of 189 people participated in Baseline Area Master Plan meetings.

Meeting Date	Topic	Number Attending
1. 4/25/95	Overview of project outline, goals and objectives, plan boundaries	44
2. 5/15/95	Summary of city efforts north of Southern Avenue, round table discussion of goals and objectives/area strengths and weaknesses	27
3. 6/5/95	Summary of public input regarding goals and objectives/area strengths and weaknesses, initial demographic report	37
4. 6/28/95	Additional demographic data, infrastructure data	32
5. 7/17/95	Safety and crime issues with Police Department representatives	22
6. 9/11/95	Additional safety and crime issues, services and facilities in the area, additional infrastructure	23
7. 10/17/95	Nominal group discussion regarding multi-family development	30
8. 11/6/95	Single-family residential market trends, homebuilders' decision-making with President of the Homebuilders Association of Central AZ	27
9. 12/4/95	Non-residential development - market trends and locational criteria	19
10. 1/3/96	General Plan land uses - Planned and adjusted, existing land uses/building conditions/uses likely to remain, power issues with SRP staff	31
11. 1/23/96	Land use alternatives	29
12. 2/3/96	Half-day workshop on land use alternatives	42
13. 2/12/96	Summary of land use alternatives workshop results, identification of land use issues regarding further discussion	39
14. 2/27/96	Visual preference survey to identify basis of design guidelines/development standards	30
15. 3/13/96	Presentation of draft design policies/small group discussions	28
16. 4/8/96	Land use recommendation, revised goal and objectives, mixed use agriculture concept, 5-10 dwelling units per acre concept	36
17. 4/23/96	Additional design guidelines/development standards	20
18. 5/7/96	Final land use recommendation, design guidelines/development standards	30
19. 5/13/96	Plan strategies	9

APPENDIX B: EXISTING CONDITIONS

Note: Much of the data which follows provides information on not only the Baseline Area Master Plan Study Area, but also an Influence Area. The Influence Area data are presented to allow for further examination of area trends and conditions which may impact the Study Area.

The Study Area is defined as the area from Southern Avenue to South Mountain Park and Central Avenue to 40th Street; the Influence Area encompasses land from the Salt River to South Mountain Park and 27th Avenue to I-10. The data in this appendix were valid as of June 1 1996.

INFRASTRUCTURE

Streets

The Study Area presents an orthogonal grid pattern with Baseline Road as the main axis. Southern Avenue, the northern boundary of the Study Area, is parallel to Baseline Road. These two arterials connect the area with Laveen in the west and with the cities of Tempe, Chandler, and Mesa to the east. Central Avenue, the western boundary of the Study Area, connects with the northern portions of the City at Dunlap Avenue. Three other major arterials, 7th Street, 16th Street, and 24th Street also connect the Study Area with northern Phoenix. Thirty-second and 40th Streets connect the Study Area with the city of Tempe at University Drive in the north.

East-West Arterials

Baseline Road: The City's Street Classification Map classifies Baseline Road as a Major Arterial/Scenic Drive with an ultimate designed capacity for 45,000-50,000 ADT (Average Daily Traffic) and a 110 foot right of way. As a scenic drive, Baseline Road has special 50-foot setbacks and specific landscape and trail designs. Current average traffic volume along Baseline Road between Central Avenue and 40th Street is 24,140 AWT (Average Weekday Traffic), which is below current total capacity of 25,000-30,000 AWT. The busiest portion of this road is between 32nd and 40th Street with 24,800 AWT. The level of service for this road is "C" based on average delay at signalized intersections during peak traffic periods, and has an average speed of 45 m.p.h. Commuters traveling from Ahwatukee, Tempe, and Mesa to downtown Phoenix or to the western areas of the city currently use this road as a short-cut to avoid peak hour traffic congestion on Interstate 10. The typical roadway section has six lanes. All the intersections are designed to have separate, protected turn lanes.

The City Council initially considered the Baseline Road Scenic Drive in 1976 as part of the *South of the Rio Salado Area Plan*. This plan identified the need to provide a network of pedestrian, biking, hiking, and equestrian trails in the area south of the river





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to match the rural character and the cultural tradition of the area. The result of this initial consideration was the City Council approval on May 29, 1979, of the Baseline Road and Dobbins Road Scenic Drives and Trail System between 48th Street and 51st Avenue. The Western Canal was also included in the scenic drive and trail system as part of the project. This plan was divided in various segments to respond to specific constraints and opportunities of the different parts of the larger area. In 1987, the City Council approved a policy modification to the Baseline Road Scenic Drive cross section between 16th Street and 40th Street (Figure I-1). The Development Services and Planning Departments have attempted to implement this cross section through rezoning stipulations and site plan review. It seems imperative, however, that more design guidelines be developed and placed in regulatory form to ensure implementation of the Scenic Drive.

Southern Avenue: Southern Avenue is shown on the Street Classification Map as an arterial with a designed capacity of 15,000-50,000 ADT. Its current traffic volumes average 14,360 AWT, which is below capacity. The busiest portion of this road is between 7th Street and 16th Street with 16,100 AWT. The cross section for this road shows a dedicated right-of-way of 100 feet and a paved roadway of 64 feet with no median. Southern Avenue is designed to have bicycle lanes in both directions; only the portion between 16th Street and 40th Street has been completed. It is designed to have left-turn lanes and pedestrian activated signal buttons at major intersections.

North-South Arterials

There are six north-south arterials in the Study Area: Central Avenue and 7th, 16th, 24th, 32nd, and 40th Streets. Four of them, Central Avenue, and 7th, 16th, and 24th Streets connect the Study Area directly with the northern portions of Phoenix. Central Avenue is considered the city's main axis stretching from the South Mountain Park to Dunlap Avenue. Thirty-second and 40th Streets connect the Study Area with the city of Tempe along University Drive and Broadway Road.

Central Avenue has the highest north-south traffic volumes in the Study Area with 20,900 AWT in the segment between Baseline Road and Southern Avenue. It is followed by 7th Street with 13,200 AWT, 16th and 40th Streets with 11,300 AWT each, 24th Street with 7,900 AWT, and 32nd Street with 1,100 AWT. Volumes on 32nd Street are expected to increase soon as new development occurs in the vicinity.

Arterial Street Rights-Of-Way Standards

Some of the arterials in the Baseline area have substandard rights-of-way as they were constructed prior to city annexation and were designed to Maricopa County standards. Acquisition of rights-of-way is very costly for any city. As a general policy, the city would not seek funds to acquire property unless the existing rights-of-way are

inadequate for the proper circulation of vehicles. Although the city's interest is to acquire designated rights-of-way and improve all arterials in the city as expediently as possible, priority is given to those arterials with the highest traffic demands.

Arterial Street Capital Improvement Program

Street capital improvement programs are targeted to facilitate circulation along arterial roads in the city. In the Study Area, most of the arterials are currently improved with roadways paved to city standards. Streets that do not have fully improved roadways are 32nd and 40th Streets north of Baseline Road, and 7th, 16th, 24th, and 32nd Streets south of Baseline Road (Figure I-2). Priority is presently given to 32nd and 40th Streets. These two arterials are important circulation routes for new developments on the north side of Baseline Road between 24th and 40th Streets including the Sterling Point Apartments, Vineyards, South Mountain Ranch, the Pines at the Raven, and the Pueblo Montana Apartments.

Improvement of 32nd Street is possible before the end of 1996. The city is in discussions with the developers of South Mountain Ranch and the Raven Golf Club regarding an improvement district for 32nd Street between Baseline and Vineyard Roads. A final decision regarding this improvement should be reached as the Baseline Area Master Plan goes to public hearing.

Fortieth Street is planned as a five-lane arterial from Southern Avenue to Baseline Road. The Preliminary 1996-2002 Capital Improvement Program shows right-of-way acquisition and construction for this segment in 1996-97. Presently, this street is only a two lane road. Two more lanes in each direction and a left turn lane will be constructed.

Baseline Road is planned to be a six-lane arterial street with raised medians from 16th Street to 40th Street. The Preliminary 1996-2002 Capital Improvement Program has right-of-way acquisition for Baseline Road between 16th and 32nd Streets slated for 2000-2001. Acceleration of the program could help improve the developability of the Baseline area.

Sky Harbor Expressway

A future road project that could offer more accessibility to the Study Area is the Sky Harbor Expressway. This facility would be a continuation of 40th Street north of University Drive to connect with 44th Street at Washington Street. This expressway would open a direct access route from the Baseline Road Study Area to the Sky Harbor Airport and to the 44th Street commercial corridor. The Governor removed the Sky Harbor Expressway from the funded freeway program; its construction is unlikely in the near term.

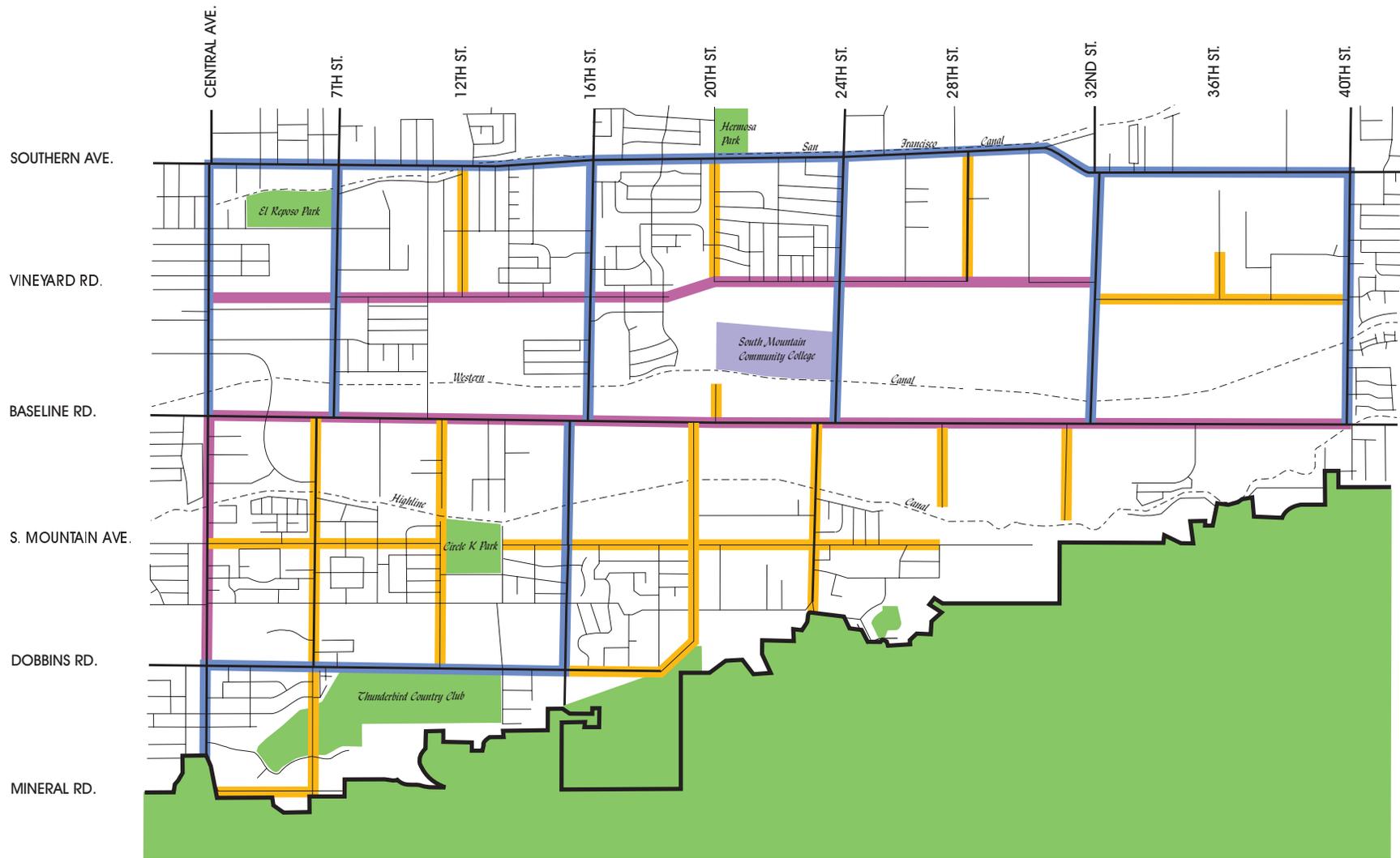


FIGURE I-1
STREET STANDARDS

- █ MAJOR ARTERIAL
- █ SCENIC DRIVE
- █ MINOR COLLECTOR

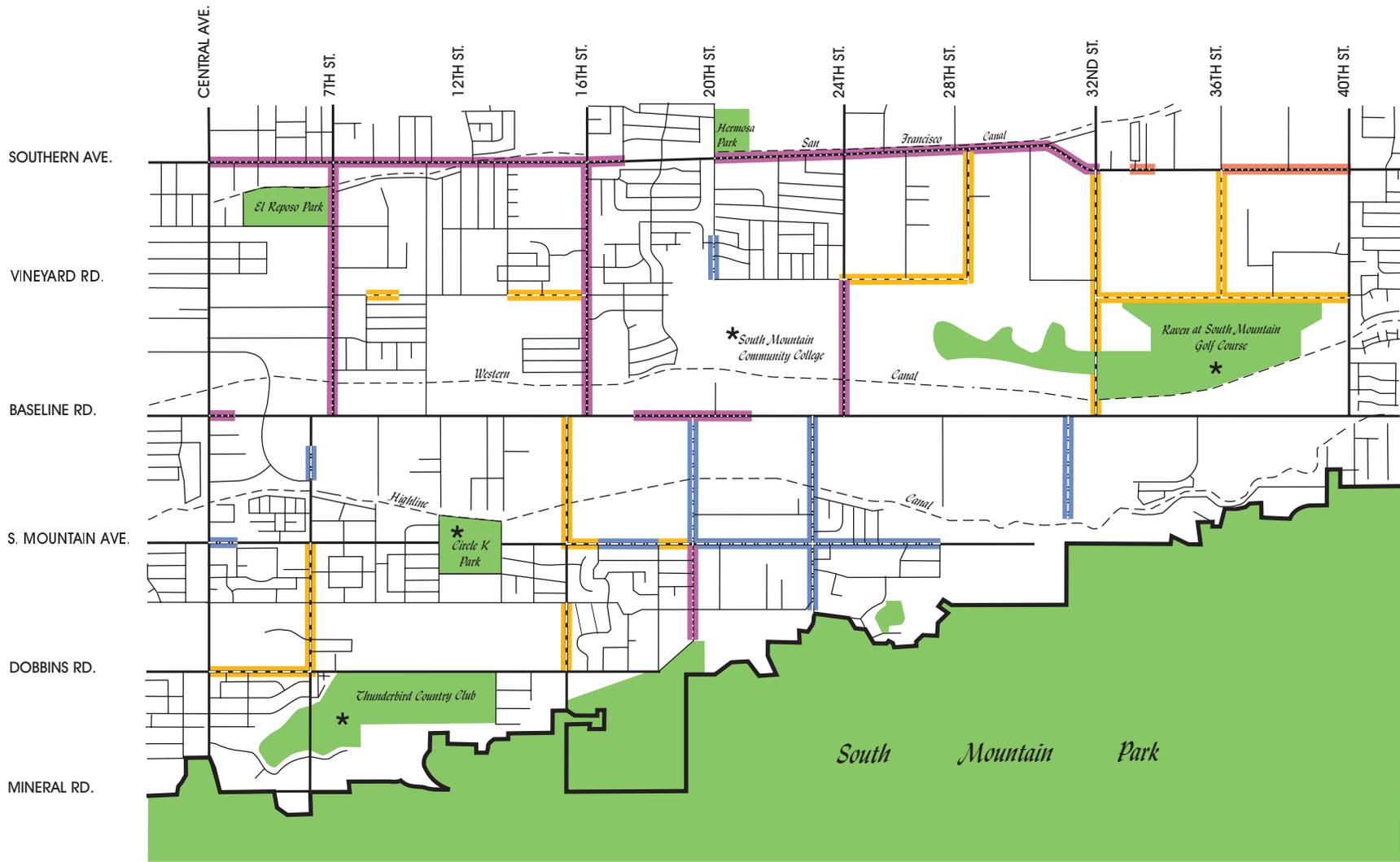
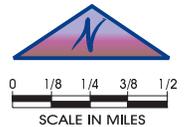


FIGURE I-2
**SUBSTANDARD RIGHTS-OF-WAY
 AND ROADWAYS**

- - - - SUBSTANDARD R.O.W.
- - - - SUBSTANDARD R.O.W. AND ROADWAY
- - - - DEDICATED R.O.W. WITH SUBSTANDARD ROADWAY





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Local Streets

Some of the local and collector streets in the Baseline area present substandard conditions, such as no curb and gutter, no pavement or partial pavement, and substandard rights-of-way (Figure I-3). These street conditions are common in areas developed prior to city annexation, such as the study area. The mechanism whereby these streets can be upgraded to city standards is the formation of Improvement Districts (IDs).

An ID is a method for the development of community and private infrastructure improvement projects that are beneficial to the citizens within the boundaries of the district and to the general public. The city, citizens, or developers may initiate an ID. Support for the proposed improvement is determined by circulating a petition among the affected property owners. Current guidelines require at least 60% support before the process proceeds. The city's share of the cost varies but the overall average is typically 50%.

The high cost of construction work is partially responsible for the lack of success in forming many IDs. The typical cost for the construction of curb and gutter for the study area is about \$80 per linear foot. As noted above the city and the assessed property owners share in this cost. Of the fifteen IDs discussed in the Study Area since 1979, only one has been successful (ID# NP-854992). It covered property between Baseline Road, Euclid Avenue, and 7th and 16th Streets.

Some residents are also reluctant to form IDs as they like the undeveloped local streets. Unpaved streets are more accessible to horseback riding. According to area equestrians, the unimproved conditions of these streets give their areas a rural character and provide a safer environment for their horses through avoidance of tripping over curbs and gutters.

Street Alignments

The offset of the streets north and south of Baseline Road (7th, 16th, 24th, and 32nd Streets) is the result of adjusting land subdivision to the natural curvature of the Earth. The offset of these arterials results in inconvenience for drivers trying to cross Baseline Road. The City Council adopted mandatory alignment of these streets on April 6, 1994, for inclusion in the Street Classification Map. The burden of alignment will rest on the developer of the parcels on the southeast corners of these intersections. The entity responsible for enforcement of this alignment is the Development Services Department. Due to the obvious disadvantage to the developers of the southeast corners, the city might participate in the alignment projects; current and anticipated financial constraints could limit city involvement.

Alley Abandonment

Many area residents consider alleys to be undesirable due to their potential as places for criminal activity and to the burden of maintenance. When property owners desire to abandon the adjacent alley, they can request an abandonment from the city. One hundred percent of the owners adjacent to the proposed abandonment must agree to the process. The attendant fee is \$950.00. If approved, fences can move to the former centerline of the alley. The property owners will share the cost of adding curb, gutter, and sidewalk to the abandoned curb cut. Access for utilities will be necessary in the form of a public utility easement unless all utilities are moved to the front of the properties.

Water Distribution System

The Study Area has a complete water distribution system completed in 1991. This system complies with city standards of 12-inch mains along arterial roads and 8-inch mains along collector streets (Figure I-4). The installation of water mains along the arterials was completed in 1991 with the completion of the infrastructure for the Thunderbird Golf Course.

Water to the Study Area is delivered from the Val Vista Water Treatment Plant in Mesa through a pumping station located at 44th Street and Baseline Road. From this pumping station, water is transported by a 60-inch transmission main that enters the Study Area along 36th Street to a water reservoir at 9th Street and Mineral Road. Another transmission main delivers water to the study area from the Squaw Peak Water Treatment Plant along 16th Street to a pumping station at Sierra Vista and 16th Street. This delivery route is secondary in importance. Technical aspects of hydraulics make water delivery easier from the Val Vista Water Treatment Plant.

Water supply in the Study Area should not be a constraint for future development. Considering that, at typical Phoenix densities, a 12-inch line has the capacity to serve a one square mile area, the water distribution infrastructure existing in the Study Area should be sufficient to provide this service.

Capital Improvement Programs

Two capital improvements are planned for the Study Area - a new four million-gallon reservoir at 32nd Street and South Mountain Avenue for fiscal years 1997-2000 and an addition of one million gallons to the capacity of the water reservoir at 9th Street and Mineral Road for fiscal year 2001-2002. The estimated costs of these two projects are \$3,543,000 and \$1,730,000 respectively.

Other minor capital improvements are the replacement of substandard water lines and switching of residential connections from alleys to the street main. Upgrading substandard water lines has first priority. Adequate water mains are critical for fire

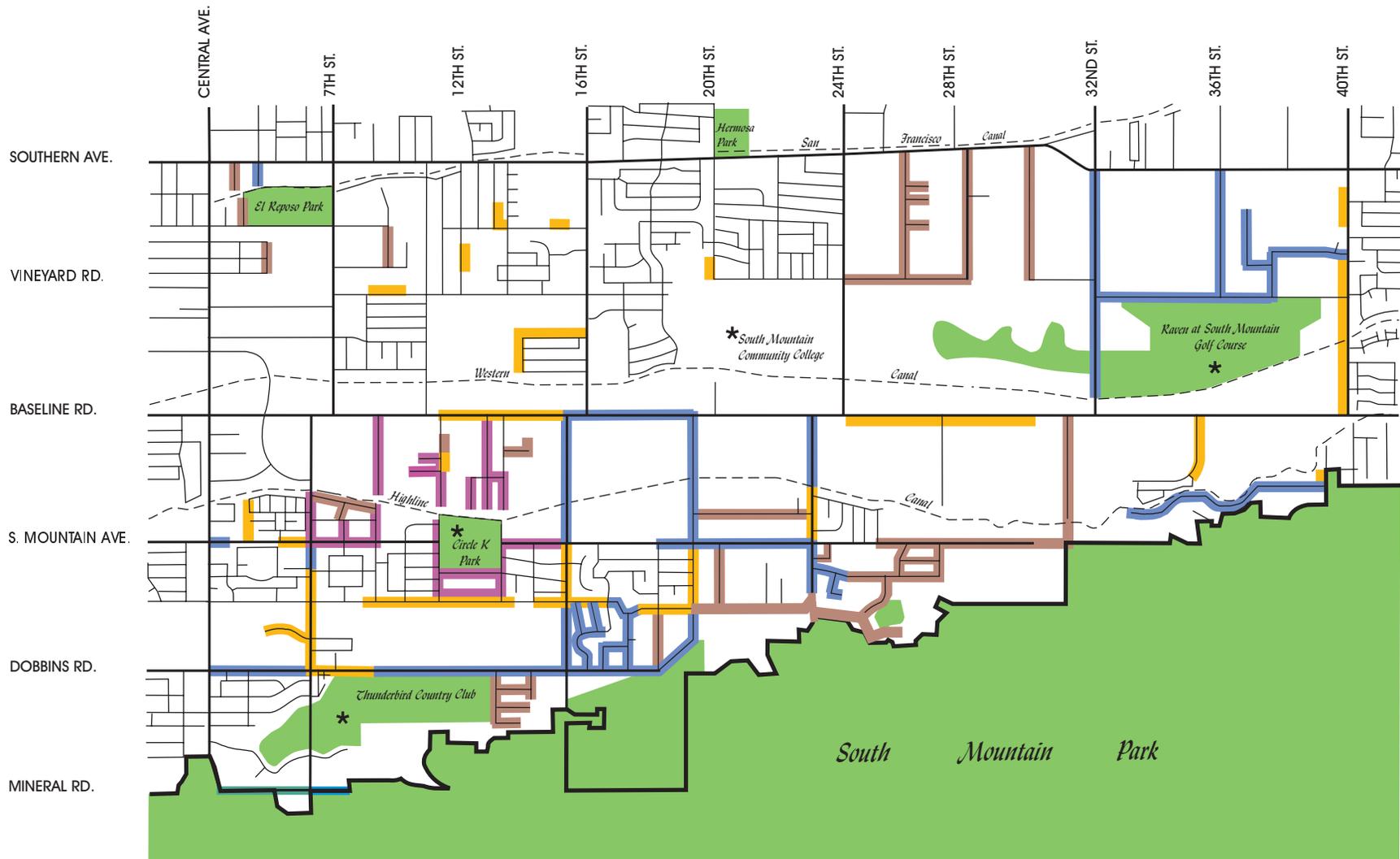


FIGURE I-3
STREET CONDITIONS

- DIRT ROAD
 - NO CURB AND GUTTER ON BOTH SIDES
- NO CURB AND GUTTER ON ONE SIDE
 - PAVED BY IMPROVEMENT DISTRICT

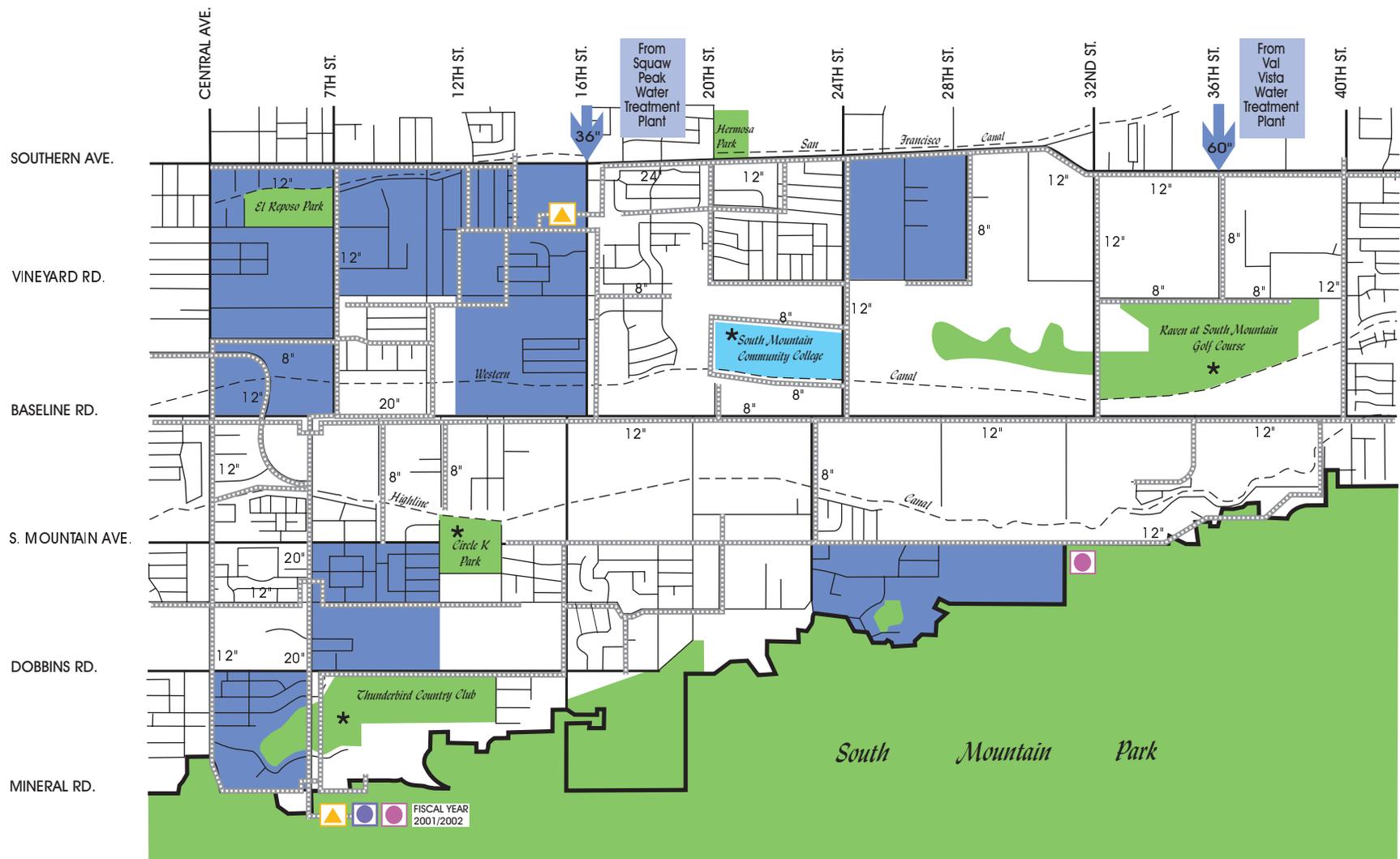


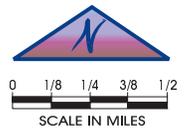
FIGURE I-4
WATER DISTRIBUTION SYSTEM
 [8" DIAMETER OR LARGER]



AREA UNDER WATER MAIN REPLACEMENT
 WATER MAIN

WATER BOOSTER
 WATER STORAGE FACILITY

STORAGE TANK





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suppression purposes. Several parts of the Study Area have been identified as needing replacement of 4-inch water lines with the city standard 6-inch lines. The Fire Department requires the large line to install fire hydrants. Eight quarter sections need this work. However, due to lack of funding for the upgrades, current work in residential neighborhoods is focused on residential connections to the front street water mains.

Sanitary Sewer System

The Study Area is located in the Phoenix Sanitary Sewer Basin P which drains in a northwest direction to the 91st Avenue Sanitary Sewer Treatment Plant. Twelve-inch sewer mains along the major north-south streets drain sewage to a 60-inch main on Southern Avenue. Sewage is directed from here to the 91st Avenue Plant (Figure I-5).

Septic Tanks

Many households in the Study Area still operate on septic tanks (Figure I-5). The city encourages the connection to sewer lines. Sewage can be properly treated in sewer treatment plants and the effluent used for irrigation purposes or in recreational areas. However, the financial burden of connecting so many households is high. Improvement Districts provide a mechanism to bring sewer lines into a neighborhood. Current financing for these projects is provided by Community Development Block Grants (CDBG) and city funds. However, the scarcity of these monies (only \$600,000 city-wide for a 3-4 year period) and the difficulty of getting property owners to form Improvement Districts make the process of removing households from septic tanks lengthy.

Storm Drainage And Flood Plains

The Study Area has a two year storm drainage system. This is a standard storm drainage infrastructure for cities with topography predominantly flat, like Phoenix, and with few water ways (washes, arroyos). This storm drainage system is designed to collect rainfall from maximum rain precipitation over a two-year period.

In the Study Area, underground trunk lines carry the storm run off directly to the Salt River basin. The purpose of the system is to drain rain water from streets during a rainfall while leaving two passable lanes for traffic movement in each direction. This design means that, after rainfall, the water levels on the street might reach the crown of the curb.

Flooding occurs when rainfall is greater than the two-year level as the pipes will not carry water at the same rate that it falls, forming flooded areas or large puddles. This is normal in the system. The purpose of the storm drain system is to drain this excess water eventually; depending on the intensity of the storm, this process might take a few hours or days. A common misconception among the general public is that the

reason for the flooding is an inefficient storm drain system. The decision to have a two-year storm system rather than a system which can easily handle a larger storm was made several years ago by the City Engineer and the City Council for fiscal reasons. A 10-year storm drain system would cost twice as much as the two-year system. A system that will alleviate storm flooding in the area could be a system of retention basins along the South Mountain foothills like the one existing at Central Avenue and Mineral Road. This type of facility, however, is costly.

Fortunately, the Study Area presents few cases of flooding in comparison with other areas of the city. Due to its proximity to the Salt River, rainfall run off drains quickly northward toward the river basin. A report completed in 1992, after heavy rainstorms caused flooding in the city in 1990, identified only four cases of flooding in the study area (Figure I-6); a total of 475 incidents were reported in the rest of the city. The four sites flooded were located in the area bounded by Baseline and Dobbins Roads, and Central Avenue and 7th Street.

Area residents have also identified flooding at several points along Baseline Road between 16th and 40th Streets. One of the flooding areas occurs at 16th Street. Run off travels north on 16th Street and ponds in a swale on the north side of Baseline Road. Between 20th and 32nd Streets, storm run off ponds in the swale on the south side of Baseline Road. Apparently, the former swale used to operate as a retention basin for rain waters, but with the widening of Baseline Road, the area designated for swale was reduced causing the far lane of the roadway to operate as a retention basin. Flooding on this side of the road is not only a result of storm run off but also from irrigation of agricultural fields adjacent to the south side of Baseline Road, especially between 24th and 40th Streets. In this case, water is released from the Highline Canal to irrigate the fields on this side of the road. Due to the narrowing of the former swale and the existence of curb and gutter the traffic lane again acts as a retention basin. This flooding can be as frequent as once a month.

Presently, flooding along Baseline Road is alleviated by pumping the water out. A final solution to the flooding problems would entail two sets of projects: the construction of proper retention basins along the foothills of the South Mountain and enlarging the swales along Baseline Road.

Power

The Study Area is served by the Salt River Project (SRP) transmission and distribution system. A 69 kilovolts distribution substation located at the northeast corner of 16th Street and the Western Canal provides most of the electric service to the Study Area. Currently, this substation has enough capacity to serve the Study Area, but future residential development might warrant the need for another substation somewhere in the vicinity of the study area. This new substation may or may not be located within

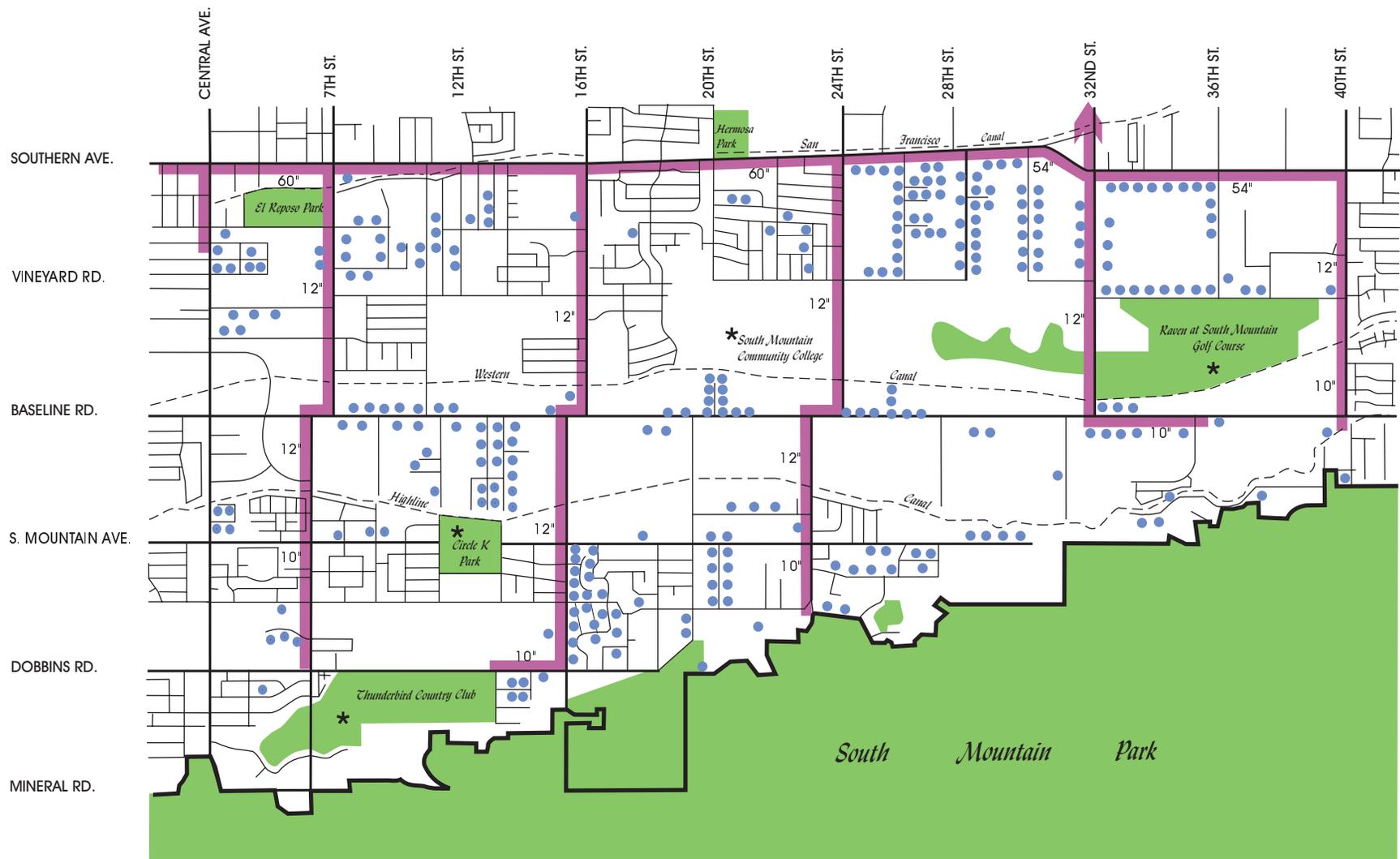
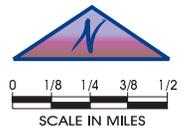


FIGURE I-5
**SANITARY AND STORM SEWER
 SYSTEMS**

- SANITARY SEWER (10" DIAMETER AND LARGER)
- SEPTIC TANK



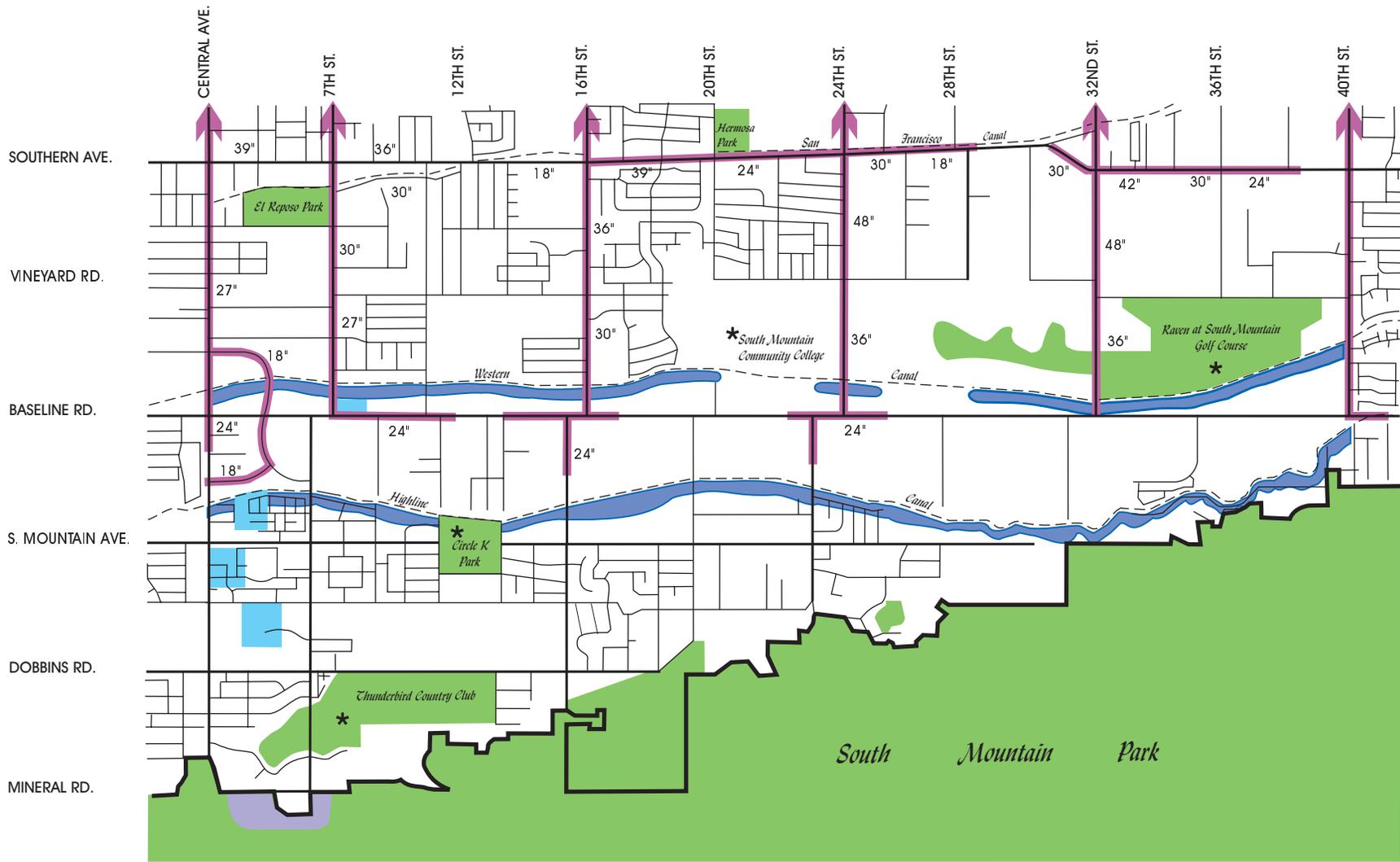
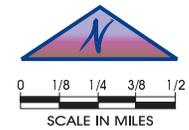


FIGURE I-6
**FLOOD PLAINS AND STORM
 DRAINAGE SYSTEM**



- 100 YEAR FLOOD PLAIN
- AREA WITH FLOODING PROBLEMS
- STORM SEWERS
- DETENTION BASIN





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the Study Area boundaries. SRP presently owns a site at the southwest corner of 40th Street and the Western Canal. The final location of a future substation will be the result of a study process that involves public participation.

Canals

The Western and Highline Canals traverse the Study Area in a west-east direction, covering 12.54 miles. These canals are part of the Salt River Project (SRP) network which stretches for 131 miles and covers an area of 240,000 acres in central Arizona. The primary use of these waterways is to deliver irrigation water to private and public users. The canal banks are open to hikers, joggers, bicycle riders, and horse riders. Fishing on the canals is also permitted. No motorized vehicles are allowed on the canal banks except SRP or emergency vehicles. Wading and swimming is forbidden. SRP is working with cities and developers in an effort to integrate portions of the canals into recreational and commercial development projects.

In 1989, SRP's Board of Governors approved multiple uses of the canals. The guidelines established policies and concepts regarding operation, maintenance, environmental impacts, public and SRP safety, compliance with state and local government regulations, and SRP's participation in canal multiple use. These guidelines were reviewed by local governments and special interest groups before they were approved by the Board.

Construction of the Western Canal was completed in 1913. It branches off of the Tempe Canal at Price Road between Guadalupe and Elliot Roads. From the Tempe Canal, the Western Canal heads due west, curves around to the west along the foothills of South Mountain, and dips to the southwest near 7th Avenue.

The Highline Canal is a lateral canal that runs parallel to the Western Canal. It takes its water from the Highline Pumping Plant at the southeast corner of Guadalupe and Kyrene Roads.

The only problems identified with the canals are occasional overflowing caused by run off from the South Mountain washes.

Canal Banks

The banks of the Western and Highline Canals are popular recreation areas for many residents of the Study Area. Two multiple use trails exist along these canals. The trail on the Highline Canal is paved. Safety is an important issue on the canal banks. SRP security personnel regularly patrol the canals and unauthorized users are considered trespassers. Sometimes they are turned into the city of Phoenix Police Department for prosecution. SRP does not assume responsibility for accidents along the canal banks; users must be aware that the use of the canals is at their own risk.

Canal Design Guidelines

The city is preparing city-wide design guidelines to apply to development adjacent to canals and to encourage use of the canal banks. A task force of citizens, developers, and city staff started meeting on this project in April, 1996. Any new guidelines will apply in the Baseline area. The focus of the guidelines is to treat canals like other rights-of-way. Too many developments throughout the city have turned their backs on the canals.

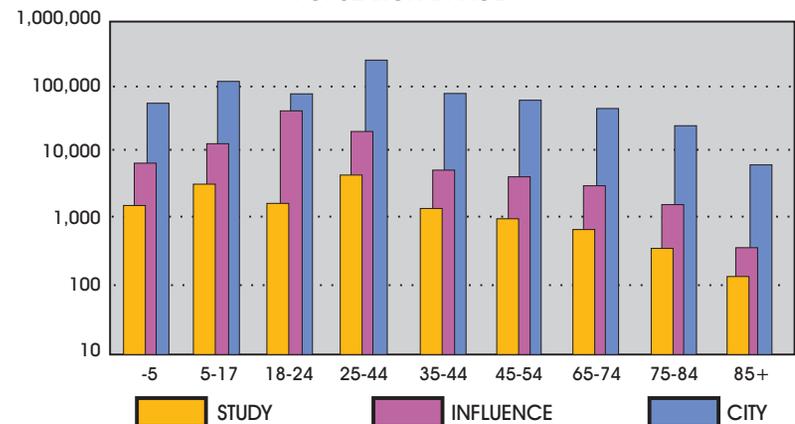
The city and SRP also have a group of sites selected as demonstration projects for canal bank improvements. The Western Canal between Central Avenue and 7th Street is one site. Funding is not yet available for this improvement.

DEMOGRAPHICS

Population and Household Characteristics

Total population for the Study Area is estimated at 19,495; Influence Area population is estimated to be 33,616. Population age patterns for the Study and Influence Areas do not greatly differ from that of the city. It is interesting to examine the age categories within the population peaks in these areas. The population in both the Study Area and the city is greatest in the 25 to 44 bracket, while the population of the Influence Area peaks significantly at the 18 to 25 bracket (Graph D-1).

GRAPH D-1
POPULATION BY AGE



Source: 1990 U.S. Census

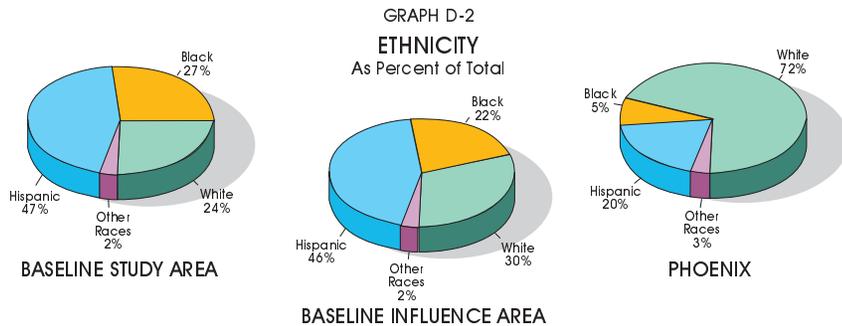


BASELINE AREA MASTER PLAN APPENDICES

The population of both the Study and Influence Areas is much more ethnically diverse than that of the city as a whole. Minority populations make up 76% of the population in the Study Area, 70% of the Influence Area, and 28% of the city. The large minority populations in the Study and Influence Areas will be of great interest to retailers who target special needs or interests of minority consumers (Graph D-2).

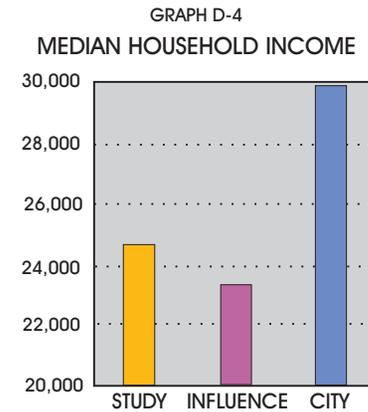
The Influence and Study Areas significantly trail Phoenix in median household income. The Study Area exhibits a median household income of \$24,643; the Influence Area median is \$23,306; the median household income of Phoenix is \$29,921 (Graph D-4).

The most effective way to determine the length of residency for those in the Baseline area is to look at the 1990 U.S. Census category for "Year Household Moved Into Unit." This category yielded the following information related to the Study and Influence Areas:



Source: 1990 U.S. Census

The educational attainment of persons 25 years and older in the Study and Influence Areas lags behind the city. Twenty-one percent of those in the Study Area have an elementary school education or less, 41% have not graduated from high school; and 10% have either a bachelor's or graduate degree. Twenty-two percent of those in the Influence Area have only an elementary education or less; 41% have not graduated from high school; and 10% have either a bachelor's or graduate degree. For the city as a whole, 9% have an elementary education or less, 21% have not graduated from high school; and 20% have either a bachelor's or graduate degree (Graph D-3).

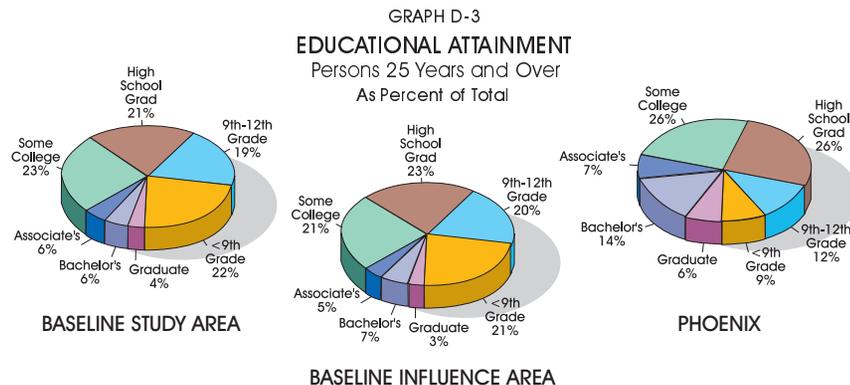


Source: 1990 U.S. Census

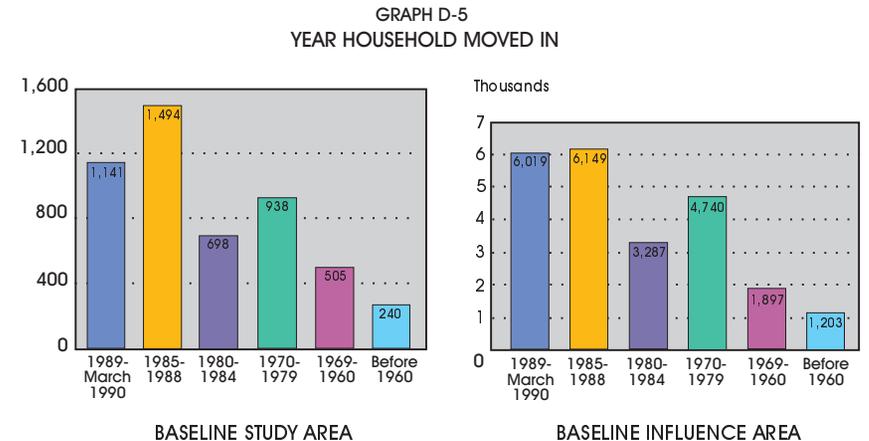
YEAR HOUSEHOLD MOVED IN - NUMBER OF HOUSEHOLDS

	Study	Percent	Influence	Percent
1989 to March 1990	1,141	22.75	6,019	25.84
1985 to 1988	1,494	29.78	6,149	26.40
1980 to 1984	698	13.92	3,287	14.11
1970 to 1979	938	18.70	4,740	20.35
1960 to 1969	505	10.07	1,897	8.14
1959 to earlier	240	4.78	1,203	5.16

The above table is depicted by Graph D-5.



Source: 1990 U.S. Census



Source: 1990 U.S. Census



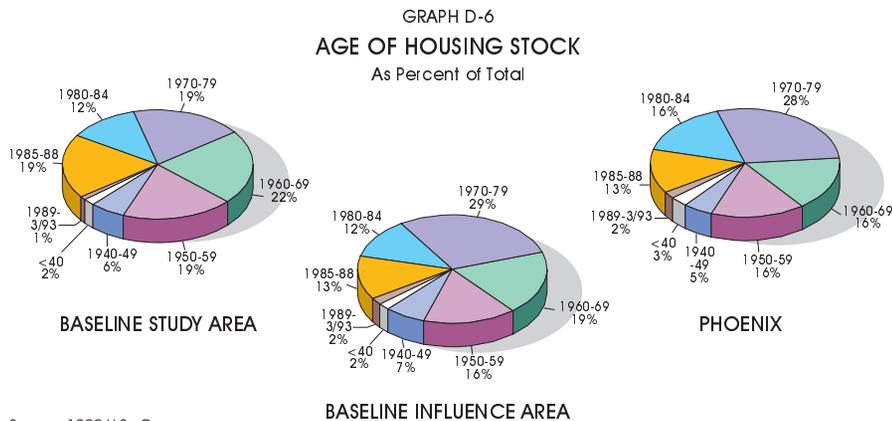
BASELINE AREA MASTER PLAN APPENDICES

At first glance, the number of households moving into the area since 1984 would appear to be somewhat high (52.5% of the Study Area and 52.2% of the Influence Area). However, the number of households which have moved into the city during the same period of time represents 61.1% of the total number of Phoenix households. These statistics indicate that households in the Study and Influence Area have resided in their current dwelling unit, and the Baseline area, longer than the average Phoenix resident has resided in their present dwelling unit.

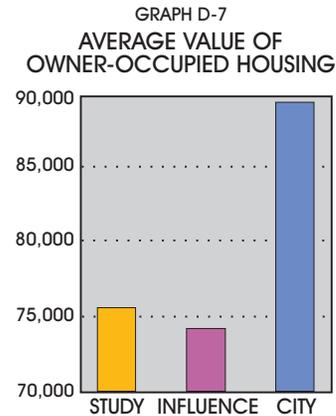
Housing

Age of housing stock, reduced housing values, lower contract rents, high vacancy rates, and overcrowding 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.

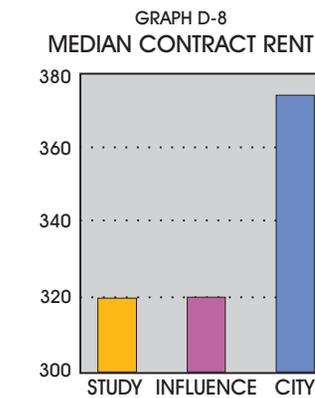
Only slight differences in the age of the housing stock for the Study Area, Influence Area and Phoenix were demonstrated by the data. The period between 1970 and 1979 saw the most homes constructed of any ten year period for both Phoenix and the Influence Area (28% and 29%, respectively). Nineteen percent of the Study Area housing was constructed during this same time period. From 1960 to 1969, 22% of the housing in the Study Area, 19% of the Influence Area homes and 16% of Phoenix homes were constructed. The period between 1985 and 1988 saw greater home construction in the Study Area (19%) than in the Influence Area or Phoenix (both 13%). It is important to note that housing construction is spread fairly evenly over a several year period in all 3 subject areas. Housing in the Study and Influence Areas will exhibit signs of aging and deterioration over an extended period of time as they were not all constructed during a brief period (Graph D-6).



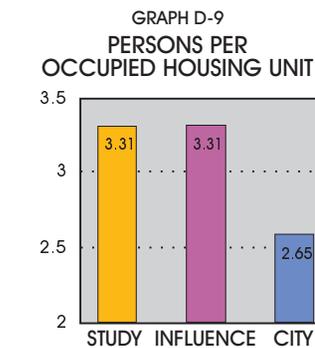
Source: 1990 U.S. Census



The value of owner-occupied housing and contract rents in the Study and Influence Areas greatly mirror one another, but trail the Phoenix area by a significant margin. The average value of owner-occupied housing is \$75,505 for the Study Area, \$74,182 for the Influence Area, and \$89,678 for the city. This value disparity is illustrated in Graph D-7. The median contract rent for both the Study and Influence Areas is \$321; the Phoenix median is \$374 (Graph D-8).



Overcrowding for the area can be assessed by looking at persons per room and persons per occupied housing unit. The number of persons per occupied housing unit for both the Study and the Influence Areas appears high at 3.31 persons per units when compared to the city number of 2.65 persons per unit (Graph D-9).



Persons per room in both the Study and Influence Areas are also relatively high when compared to the city average. If a figure of greater than 1.5 persons per room is used as a threshold for overcrowding, 15% of those residing in the Influence Area and 14.9% of those in the Study Area reside in overcrowded conditions. When compared with a citywide percentage of 5.4% it can be concluded that a significant number of those in the Baseline Areas live in overcrowded housing. These figures appear to correlate with the reduced income levels and large minority populations (traditionally having larger household sizes) present in both the Study and Influence Areas.

Source: 1990 U.S. Census

PUBLIC AND QUASI-PUBLIC FACILITIES AND SERVICES

Community/District Parks and Community Centers

There are two public parks and one community center in the study area: Circle K Park; El Reposo Park; and the South Mountain Community Center



BASELINE AREA MASTER PLAN APPENDICES

(Figure P-1). Circle K Park is a 32.1 acre community park located at the southeast corner of South Mountain Avenue and 12th Street. El Reposo Park is a 23.6 acre community center-pool-park located at the corner of 7th Street and Alta Vista Road. The South Mountain Community Center is a multi-activity complex located within the premises of El Reposo Park. The standard size for "close to home" parks (neighborhood, community and district parks) is 2.71 acres per 1,000 population, or 27 acres per 10,000 people. Given the Study Area population of 19,495 people, the Circle K and El Reposo Parks respond well to present and some future demands. These parks contain amenities and services as shown on the following page:

The Circle K		El Reposo	South Mountain C.C.
Ballfield	Racquetball	Adult Center	Adult Center
Basketball (lit)	Restrooms	Basketball (lit)	Classrooms
Exercise course	Ramada/Picnic area	Pool	Game Room
Playground	Soccer	Playground	Gymnasium
Recreation bldg.	Tennis (lit)	Ramada/Picnic	Kitchen
Handball	Volleyball (lit)	Restrooms	Teen Room
		Tennis (lit)	Youth Center
		Volleyball (lit)	

Regularly staffed parks maintain records of public attendance for organized and spontaneous activities. Attendance at city parks depends largely on location, types of amenities, and safety. These records are helpful to compare attendance relative to other parks of the city. The following table shows attendance at Circle K Park compared to other parks with similar amenities in the South Phoenix area. Attendance records for El Reposo Park are not available because this park has facility-specific staff but no regular staff.

PARKS ATTENDANCE (Average Monthly Participants for 1994 by Number of Persons)		
Park	Organized Activities	Non-Organized Activities
Circle K	512	859
Playa Margarita	732	2,406
Barrios Unidos	3,558	1,980
Central Park	1,089	2,931

Source: City of Phoenix Parks and Recreation Department, 1995.

Conclusions: The park facilities in the Study Area are in good physical condition and have sufficient staff for current recreational activities. The city has no immediate capital improvement plans for these parks (Source: Parks and Recreation, City of Phoenix, 1995). Circle K Park, El Reposo Park, the South Mountain Community Center, and the nearby Hermoso Park and Esteban Park provide sufficient park area and recreational facilities for the current population of the study area. Future developments and increased population in the Study Area will create demand for additional park area, especially in the eastern parts of the Study Area (east of 16th Street).

South Mountain Park and Interpretive Center

The 17,000 acre South Mountain Park and Preserve is the largest municipal park in the United States. It includes 27.1 miles of hiking and equestrian trails, several ramadas, picnic areas, restrooms, and an activity complex. Thousands of visitors use the park every year. This park is not only a major asset of the Study Area but one of the main assets of the Phoenix metropolitan area.

The South Mountain Interpretive Center, which is in the site plan review stage, is intended to serve the South Mountain Park and Preserve as a visitors' center. It will provide users with information about the geological history of the park, and the flora and fauna of the Sonoran desert. The center will also provide information about hiking and horse trails and other recreational opportunities in the park. The building will be equipped with exhibit space, two classrooms/meeting rooms, a library/reading room, a gift shop, restrooms, offices, outdoor classroom, a volunteer work room, a lobby, and a conference room which can hold 200. The Interpretive Center is expected to open in the Summer of 1997.

El Reposo Park and the Community Center are heavily used by the residents of the area. These two facilities are centrally located in relation to the Village core and to other community facilities, such as the YMCA, the South Mountain High School, St. Catherine School and the Little League facilities. There are no current capital improvement programs planned to improve or expand the Circle K Park, El Reposo Park or the South Mountain Community Center. These facilities are in good physical condition and serve well the existing population in the area.

In addition to the Circle K and El Reposo Parks, two nearby parks outside the Study Area boundaries serve the residents of the Study Area: Hermoso Park and Esteban Park. Hermoso Park, located at 2030 E. Southern Avenue is a 24.44 acre community park equipped with a swimming pool, basketball and volleyball courts, and a recreation building. Esteban Park, located at 32nd Street and Roeser Road, is a 63.96 acre district park equipped with playgrounds and ramadas, basketball, tennis, and volleyball courts, and soccer and softball fields. Esteban Park is undergoing extensive renovations. The current phase includes constructing two new ballfields, a t-ball field and a new restroom building, and redesigning an existing playground. A second phase could include construction of an additional ballfield, lighting the only ballfield which does not have lights, building two lit soccer fields, renovating a restroom building into office space, renovating tennis and basketball courts, and resurfacing and expanding a parking lot. Phase two should begin in mid-1997. The extent of improvements depends on available financing at that time.

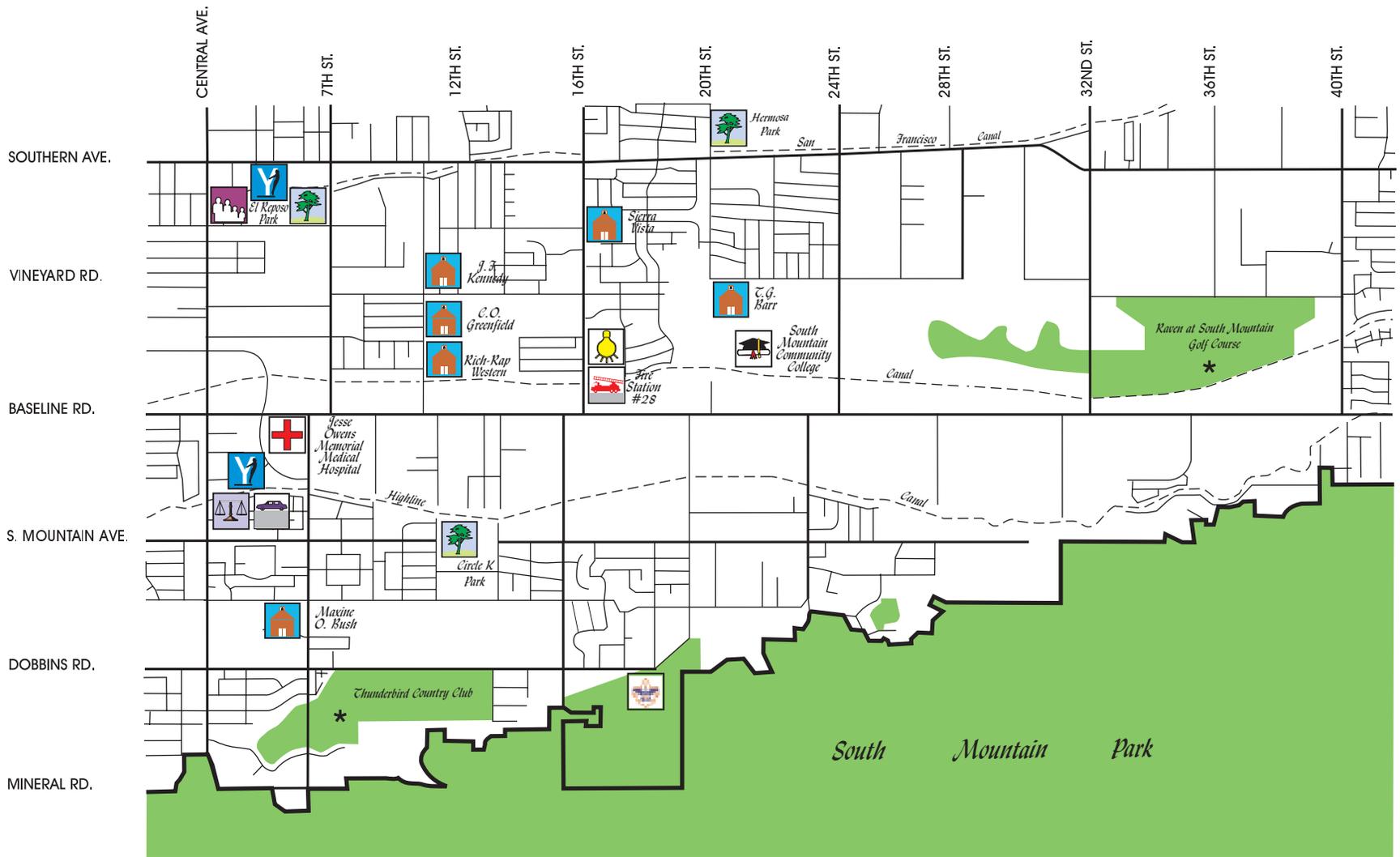


FIGURE P-1

PUBLIC AND QUASI-PUBLIC FACILITIES

- | | | | |
|---|---|---|--|
|  BOY SCOUT CAMP |  D.O.T. - MOTOR VEHICLE DIVISION |  HOSPITAL |  SRP |
|  COMMUNITY CENTER |  ELEMENTARY SCHOOL |  MUNICIPAL COURT |  YMCA |
|  COMMUNITY COLLEGE |  FIRE STATION |  PARK | |



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Library

The nearest library to the Study Area is the Ocotillo Library located at 102 W. Southern Avenue. Ocotillo Library specializes in African American and Spanish language material with a total of 30,000 volumes and a yearly circulation of 158,027 volumes according to 1992-1993 library statistics. This circulation is the second lowest in the city. The library is well equipped with a computerized data base system. Library patrons are predominantly White and Hispanic (46% and 48% respectively), equally distributed between males and females, with a median age of 26.

The major problems of this library are the high number of lost books, poor visibility from Central Avenue, and the small building area (6,000 sq. ft.) according to library staff. This facility is insufficient for a community library. The location of the library seems to be a major reason for its low use. Recently, the library posted two new signs along Central Avenue to increase its visibility.

Post Office

The Study Area is served by a U.S. Post Office located on Southern Avenue just east of Central Avenue. The size of this facility is insufficient to respond to the current demand in the area. In response to the need for a larger facility, the U.S. Postal Service will open a new facility at the southeast corner of 7th Street and Vineyard Road in February, 1997.

YMCA

There are two YMCA facilities in the Study Area. One is the Child Development Center located at 449 E. Southern Avenue which operates as a child care facility. The other YMCA, at 222 E. Olympic Drive, contains typical facilities such as a swimming pool, a weight room and fitness center, and basketball and tennis courts. The YMCA also offers child care and programs for children, such as karate, dance, and soccer.

The Boy Scout Camp - Heard Scout Pueblo

This 150 acre facility is located in the foothills adjacent to South Mountain Park at 20th Street and Dobbins Road. The camp offers training and camping facilities for groups of Boy Scouts, school children, and the general public. The area is crisscrossed by several hiking trails and contains an historic Indian hieroglyphics site. The property has a year-round ranger. The camp contains the following facilities: a swimming pool; an amphitheater; rifle and archery range; several ramadas; and a rope course.

Girl Scout Camp

This facility is also located in the foothills adjacent to South Mountain Park at the intersection of 16th Street and Dobbins Road. It is open to non-profit groups and youth organizations for events all year. Every June and July the camp offers special Summer Day programs to women between the ages of 17 and 75.

The Phoenix Police Academy

The Phoenix Police Academy, a regional training facility located in the Baseline Influence Area, offers 15-week courses on criminal law, traffic control, domestic policing, and wellness training to candidates from different cities in Maricopa County. It also offers some specialized post academy training courses to higher ranking officers. Each 15-week group is formed by 40-50 trainees of which 80-90% successfully completes the program. This academy graduates an average of 350 officers each year. Although not providing services directly to the Baseline area, it is an area asset.

The South Phoenix Youth Center

This Phoenix Parks, Recreation, and Library Department facility, located in the Baseline influence area at 5245 S. 7th Street, offers developmental training for children and young adults between the ages of ten and twenty-one. Some of the programs feature job training, prevention programs (sexually transmitted disease awareness), self esteem building, and communication skills. During the summer, the center organizes outreach programs and special events at different park sites, schools, and community centers. The Youth Center has been in operation for 14 years. The center is staffed with 12 part-time and 4 full-time employees including recreation aides, instructors, youth counselors, and coordinators. Funding for this center comes from city funds, JTPA, COMCARE, and independent grants.

Fire Protection

The Study Area is served, primarily, by Fire Station # 28 (7409 S. 16th Street), with back up from Fire Station # 22 (230 E. Roesar Rd.), Fire Station # 23 (4416 S. 32nd Street), and Tempe Fire Station # 272 (3025 S. Hardy Road). Another Fire Station (#32) will be built at 41st Street and Baseline Road after the year 2002. The average responsetime for the above stations is four minutes and thirty seconds; the city-wide average is four minutes and fifteen seconds.

These stations are equipped as follows:

- ▶ **Fire Station #22:** Paramedic Engine Company, Ladder Company, Ambulance, Battalion Chief, Brush Truck. Staff: 12 full-time firefighters, 2 of whom are paramedics.
- ▶ **Fire Station #23:** Paramedic Engine Company, Water Tanker, Brush Truck, and Ambulance for peak hours (9:00 a.m.-11:00 p.m.). Staff: 4 full-time fire fighters, 2 of whom are paramedics and 2 firefighters staffing the ambulance during its in-service hours.
- ▶ **Fire Station #28:** Brush Truck, Basic Life Support System Truck, Paramedic Ambulance, Technical Rescue Support Truck. Staff: 6 full-time firefighters, 2 of whom are paramedics and all of whom are specially trained in technical rescues.
- ▶ **Fire Station #272:** Basic Life Support Engine Company, Paramedic Engine Company, Hazmat Support Truck. Staff: 8 full-time firefighters, 2 of whom are paramedics.



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The existing fire suppression lines and hydrant infrastructure in the Study Area are sufficient for current demands. With new development in the area, a study to evaluate possible diameter enlargements and new hydrants will be needed. (Source: City of Phoenix Water Department).

Health Care Services

The medical facilities in the Study Area are centralized on the south side of Baseline Road at the Jesse Owens Parkway. There are three establishments at this location: the South Valley Medical Center; the Jesse Owens Memorial Medical Center; and the Jesse Owens Health Care Center. The South Valley Medical Center is a four-story medical office building located at the southwest corner of Baseline Road and the Jesse Owens Parkway. The Jesse Owens Health Care Center is located at the southeast corner of the Jesse Owens Parkway and Baseline Road. This is a private free-standing outpatient urgent care facility with service between 10:00 am and 10:00 pm. It provides only ambulatory outpatient care. Most patients are residents in the area. This facility has a staff of one full-time physician, one registered nurse, one XRay technician, and a clerk. The service is provided on a walk-in basis and the center is equipped with ten beds but it is not adequate for overnight stay. The Jesse Owens Medical Center is a medical facility specialized in pediatrics and obstetrics located just east of the health care center.

Public Transportation

Five bus routes serve the Study Area, providing access to and from the north, east, and west areas of the metropolitan Phoenix (Figure P-2). The five routes cover well the west part of the Study Area; there is an increasing demand for bus service in the eastern parts. The Regional Public Transportation Authority (RPTA) has plans to implement two new bus routes, #77 and #28, in the eastern part of the Study Area to respond to such demand. The new routes were part of the 1995-2000 five year program designed to improve and expand the bus service Valley-wide. These two routes and the rest of the 5-year program were to be funded through a 0.5% sales tax increase proposed in Proposition 400. Because this proposition was defeated in November 1994, the new routes and other improvements had to be postponed indefinitely.

Route # 77 was planned to operate between 19th Avenue and Rural Road along Baseline Road; Route #28 was to run between South Mountain Community College and Tri-City Mall on 24th Street south to Baseline Road and north on 32nd Street before heading east on University Drive. The RPTA believes that these two new routes would have been very successful with high ridership. In the 1995 five-year program, Route #77 (along Baseline Road) was to be implemented the first year of the program; Route #28 was planned for the second year.

Funding for improvement of bus services and creation of new routes comes mainly from the city's General Fund (36.20%), passenger fares (28.60%), state lotteries (14.50%), other cities, and Federal funds. This funding is not enough to finance the two new routes.

The following are the existing routes:

Line 0:	Runs along Central Avenue from Dobbins Road to Dunlap Avenue operating Monday through Saturday.
Line 7:	Operates along Central Avenue between Dobbins Road and Union Hills Drive from Monday through Friday, and between Dobbins Road and Dunlap Avenue on Saturdays.
Line 16:	Runs along 16th Street from Dobbins Road to Dunlap Avenue. It operates Monday through Saturday.

Line 24:	This line travels from South Mountain Avenue and 24th Street to 59th Avenue and Glendale Avenue along 24th Street and Glendale Avenue. Service is available Monday through Saturday.
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Line 61:	Runs along Southern Avenue between 43rd Avenue and Alma School Road on weekdays and between 43rd Avenue and 48th Street on Saturdays.
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SCHOOLS

The quality of education as measured by the test scores and achievement of students, the condition and space availability of facilities, the commitment of educators and parents, and the types of programs offered is a prime factor influencing investment decisions. To present or future parents who care about education for their children and have sufficient income to have housing choices, it is a major factor in choosing where to live, especially where to buy. To builders and

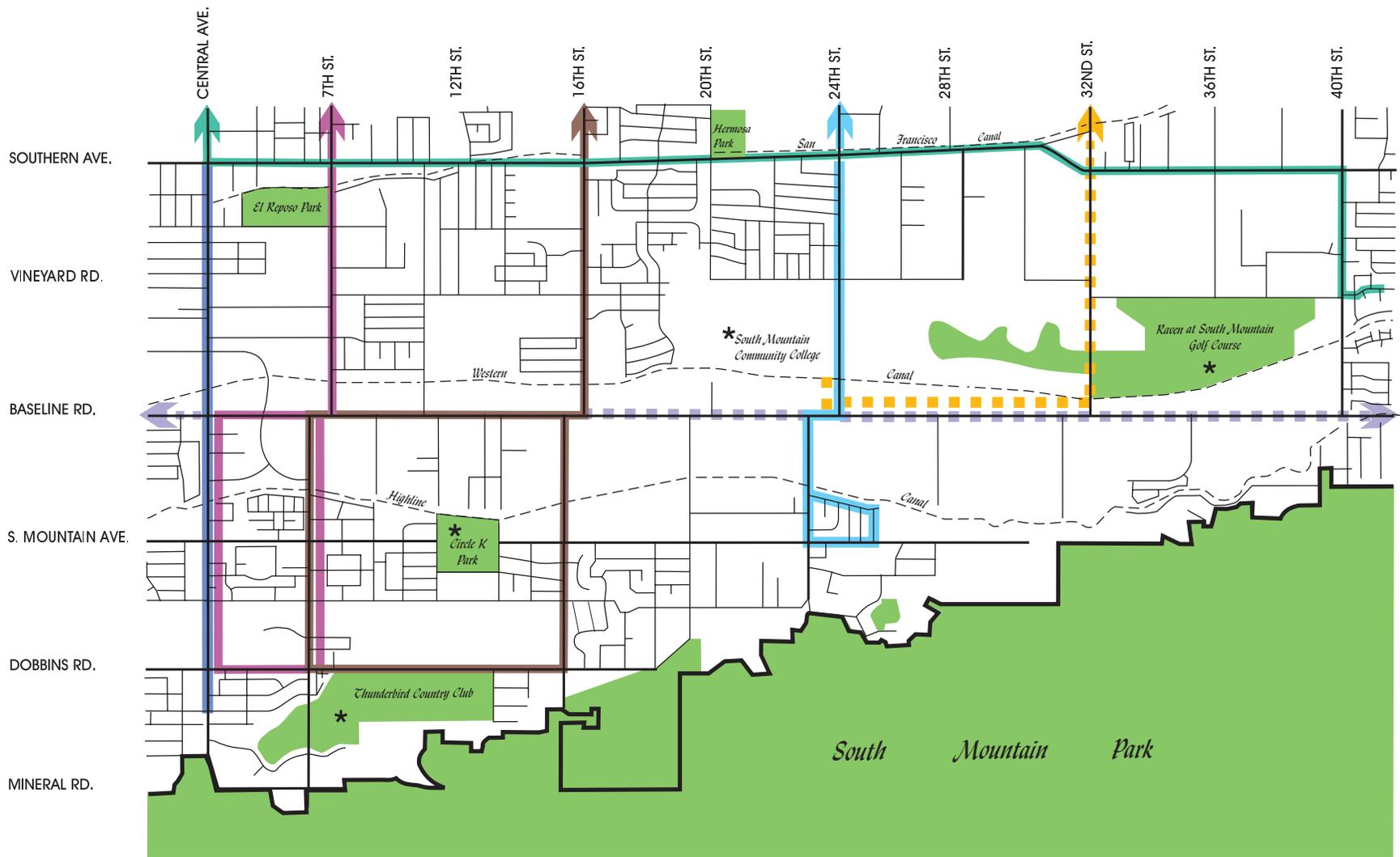
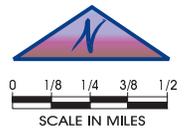


FIGURE P-2
PUBLIC TRANSPORTATION
BUS ROUTES



- ROUTE 0
- ROUTE 16
- ROUTE 24
- PLANNED NEW ROUTE 77
- ROUTE 61
- PLANNED NEW ROUTE 28
- ROUTE 7





BASELINE AREA MASTER PLAN APPENDICES

developers, perceived quality of education affects the type of product they build and how fast it will be absorbed, even their lenders' willingness to commit funds. To purchasers of housing without children or the potential, it affects the stability of their property values and their ability to sell easily in the future.

An unfortunate factor also affecting the quality of education is the assessed value of property in the school district. School financing is heavily dependent on district assessed values as these values determine how much it will cost property owners if bond issues and revenue overrides are passed. Those districts with the greatest assessed values find it much easier to get voter approval for new construction, rehabilitation or more programs and services than those whose tax base is limited to primarily residential property of low to moderate value. The ability to raise funds then also affects the quality of education.

Private, parochial and charter schools are alternatives for some students to the regular public school system. There has been increased interest in the formation of charter schools. Charter schools can be general purpose or focus on the needs or interests of a particular group such as those with special learning or discipline problems or special interests such as the arts.

A recent example of a public/private partnership with an existing charter school is the awarding of a \$1 million Super Bowl XXX grant to the then five month old Esperanza Montessori Academy at 4848 S. Second Street. Although north of Southern and thus outside of the Baseline Area Master Plan boundaries, it will serve children within the Baseline Area. The school will focus its expanded program on academic and recreation programs for disadvantaged local children. There will also be a communication center supported by the Community College District with state of the art computer and broadcast equipment for adult education. The school, to be renamed the NFL Youth Education Town Academy, will expand its student body from 335 to 650 students on a first-come, first-served basis. There will be a new 12,000 to 15,000 square foot building, a new football field for the school and others, completion of a gymnasium at South Mountain YMCA, the communication and education center mentioned earlier with a low-power radio and television station and internet linkages, and after-school and weekend recreation programs supported by the YMCA and the Roosevelt District. (*Arizona Republic*, "NFL gives S. Phoenix \$1 million", Pat Flannery, January 25, 1996, A-1, A-10.) There are other proposals pending for new charter and private schools within or adjacent to the Baseline Master Plan Area including the possibility of a National Education Association Pilot Charter School.

Adult education is also an important service for an area, but does not affect locational decisions to the same degree except for full time university students. Adults attending community colleges or universities on a part time basis benefit from the proximity of their services, but often can drive or use public transportation to attend classes outside the area.

The Baseline Master Plan Area is served by two elementary districts and two high school districts: Roosevelt Elementary, Kyrene Elementary, Phoenix Union High School, and Tempe Union High School.

Roosevelt Elementary District

Enrollment versus capacity: The Roosevelt Elementary District serves most of the children in grades K-8 in the area with six schools with an enrollment of 3,615 students, comprising 32% of the district's enrollment. Only 317 students, or less than 10%, are from outside the area or district. Enrollment has continued to climb since 1992 with 3 schools at capacity and 3 exceeding capacity (Sierra Vista, RICH-RAP, and J.F. Kennedy). Capacity for the six schools is 3,488 students. There are 18 schools in the district all of which are at capacity. Overcrowding will occur if more students are added unless existing facilities are expanded or new schools built.

	STUDENT ENROLLMENT			Capacity
	92-93	93-94	94-95	
Sierra Vista	621	618	666	612
T.G. Barr	537	567	554	576
J.F. Kennedy	721	699	717	710
RICH-RAP School	171	149	144	132
C.O. Greenfield	741	745	806	775
Maxine O. Bush	658	688	728	683
Total	3,449	3,466	3,615	3,488

District boundaries and property tax base to support new facilities: The District's boundaries extend from the Salt River to 35th Avenue, east along Elliot Road to 20th Street, north to Euclid Avenue, east to 24th Street, north to South Mountain Avenue, east along South Mountain Avenue and along the Western Canal to 40th Street, and north to the river. (See Figure S-1) This area includes a commercial spine along Central Avenue and industrial development along East Broadway and north of the freeway south of the river over to 40th Street. However, the predominant land use in the area is residential.

ROOSEVELT SCHOOL DISTRICT ELEMENTARY SCHOOLS

- 1 - RIO VISTA
- 2 - JULIAN
- 3 - SUNLAND
- 4 - SIERRA VISTA
- 5 - VALLEY VIEW
- 6 - JORGENSEN
- 7 - PALMDALE
- 8 - ROSELINDA
- 9 - KING
- 10 - BARR
- 11 - LASSEN
- 12 - KENNEDY
- 13 - R.I.C.H.
- 14 - GREENFIELD
- 15 - CONCHOS
- 16 - DAVIS
- 17 - BUSH
- 18 - SOUTHWEST

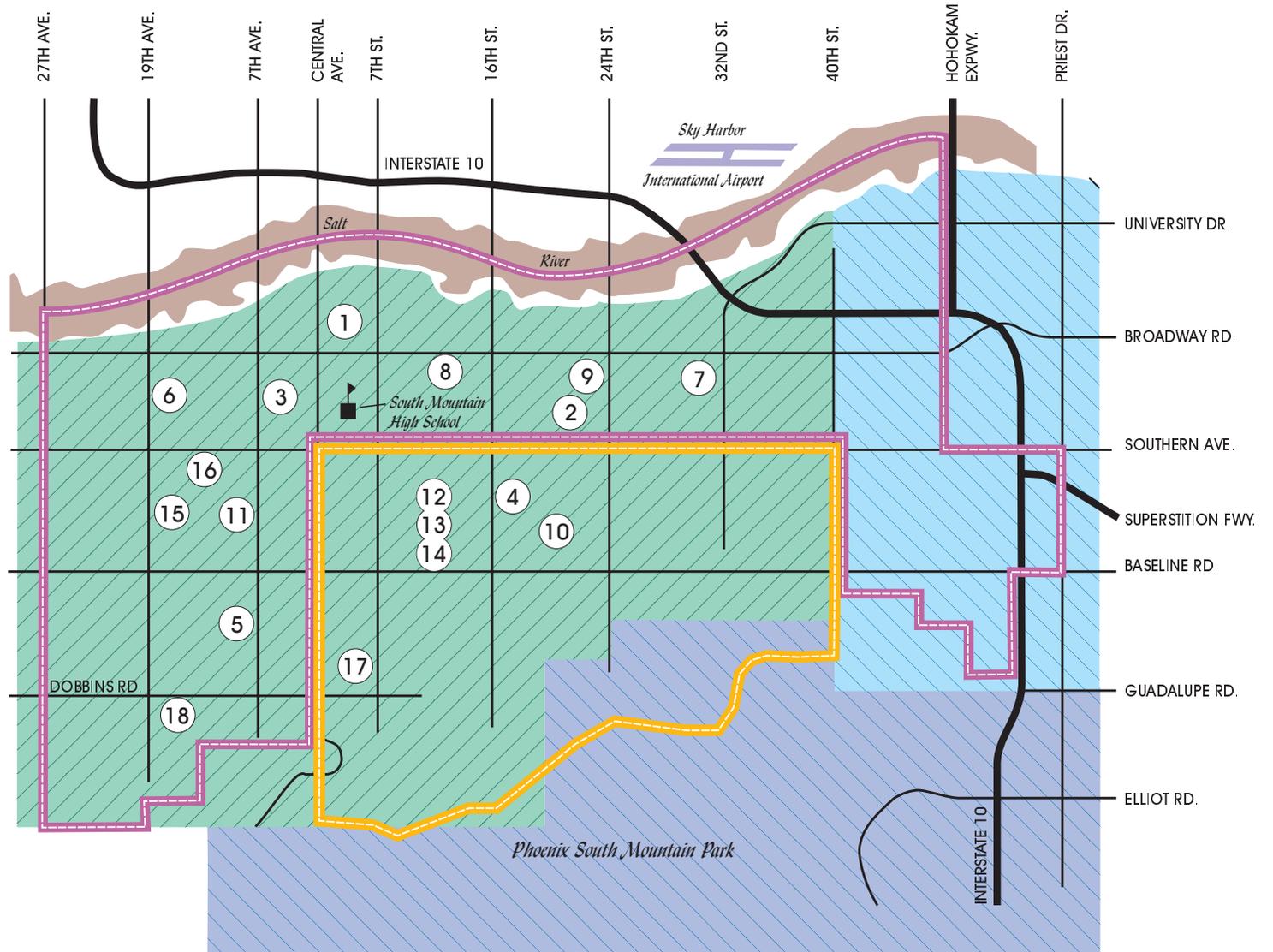
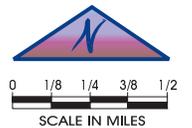


FIGURE S-1

SCHOOL DISTRICT BOUNDARIES

- | | | |
|----------------|--------------------------------------|------------------------------------|
| INFLUENCE AREA | KYRENE ELEMENTARY SCHOOL DISTRICT | PHOENIX UNION HIGH SCHOOL DISTRICT |
| STUDY AREA | ROOSEVELT ELEMENTARY SCHOOL DISTRICT | TEMPE UNION HIGH SCHOOL DISTRICT |
| | TEMPE ELEMENTARY SCHOOL DISTRICT | |





BASELINE AREA MASTER PLAN APPENDICES

The Roosevelt District has \$17.7 million in outstanding bonds through 2002. These bonds are being paid off at a rate of \$3 million per year. Their remaining bonding capacity is \$13.8 million. Their present needs are \$10 million for safety and emergency repairs and \$30 million to meet expansion needs. They are adding 100-200 students per year. It costs approximately \$8 million to build a K-5 school of around 600 students. Middle schools are closer to 800 students and slightly more expensive. The district has several vacant sites: 10-12 acres next to a park site between 25th and 28th Streets on the north side of South Mountain Avenue; 20 acres behind Greenfield/Kennedy between 10th and 16th Streets, north of Baseline; and a third site at 21st Avenue and Alta Vista outside of the Baseline Plan area.

Passing a bond issue in the Roosevelt District is more difficult than in most districts because property owners must tax themselves more than owners in most districts to raise the same amount of money. The taxable property per student in the Roosevelt District was \$20,649 in June 1995 compared to a state median of \$64,756, more than three times as much. Roosevelt District property owners already pay \$6.52 per \$100 dollars of assessed valuation (\$5.09 for operating costs, \$1.43 for capital costs).

The District held a bond election on May 2, 1996, for voter approval for authority to spend up to \$25 million. The funds will be allocated for two new K-8 schools--one on the east site at 26th Street and South Mountain Avenue and one on the westside site outside the Baseline Plan area. The remainder of the bond authorization would be available for renovations and repairs at existing schools. A Bond Study Committee will make recommendations for use of these funds in early fall 1996.

Separate funding mechanisms are used to pay for operating and maintenance costs. Revenue comes from property taxes and State funds used to make up the difference after the district has charged the required minimum effort. Because that minimum effort is high in the Roosevelt District compared to other districts, voters have never approved 5 or 10% overrides which are common in many other districts. Therefore, not only does the District have trouble building a school, but operating one. The District's needs have been well publicized and documented, and the District participated in a successful lawsuit challenging the current method of funding school facilities through reliance on the property tax base.

Future facilities needed to accommodate growth: According to the Baseline Area Master Plan, at buildout there would be a need for approximately 5-7 new schools to serve an additional 3,772 students based on a city-wide conservative generation factor of .65 students per single-family home and .12 - .33 for higher density homes. New homes generate additional property tax revenue, but they produce additional students before facilities are there to serve them. Therefore, there is some hesitancy on the part of builders to construct housing if new schools will not be available when the homes are sold and if there is uncertainty when and if they will be built in the future.

The typical school district response of erecting more portable classrooms has its limits and strains the common facilities such as cafeterias, libraries and other specialized facilities beyond capacity. Funding to support operational needs also lags a year behind increased enrollment averages.

Student needs: Although households living in the Baseline Area Master Plan portion of the Roosevelt School District have a higher income level than the district as a whole, students from within this area still have some of the characteristics of "at risk" students found in the larger district population. At risk factors include higher rates of absenteeism, limited English proficiency, low test scores, limited mobility, free and reduced lunch eligibility associated with lower household incomes than state or countywide averages. In response to these needs, the Roosevelt District has provided full day kindergarten classes; language, reading and math programs; classroom aides; and public/private partnerships. Under one such partnership, Neighborhood House has been restored as a community based technology center open six days a week to provide computer training and opportunities to use technology.

Other examples of public/private partnerships include Intel's partnership with Palmdale School just north of the Baseline Area, Allied Signal's partnership with Greenfield School and Motorola's partnership with Bush School.

Challenges: There are several challenges facing this district. Solving them is critical to attracting quality residential development, particularly single-family in any quantity, to the Baseline Area. The apartment market, at least at the higher end, is primarily geared to those without school age children.

- Find funding to build a new school(s) before additional children arrive and to relieve present overcrowding.
- Obtain funding to make repairs necessary for health and safety to existing schools.
- Secure additional operating and maintenance funds in order to protect facilities and to address the needs of a higher number of "at risk" students through extra staff support and technology.

Kyrene Elementary District

Enrollment and boundaries within the Baseline Area: There are only 40 students within the Baseline Master Plan Area who attend school within the Kyrene District. The District's boundaries within the area are limited to land east of 24th Street, south of South Mountain Avenue, and from 16th to 24th Streets south of Dobbins. These 40 students attend the Lomas K-5 school and the Centennial middle school in the Ahwatukee Foothills area south of South Mountain Park. The Kyrene District's boundaries are generally south of Guadalupe Road east of South Mountain Park, east to Price Road, one mile south into the Gila River Indian Community and west to 19th



BASELINE AREA MASTER PLAN APPENDICES

Avenue south of the Park. This is a large district with a diverse land use and property tax base. Due to the small number of students in the Kyrene District from the Baseline Area and the low density development projected for the remaining vacant land, no individual strategies are proposed for this district. They would benefit from increased funding for education, but their facility needs are not as great nor their resources as limited as those of the Roosevelt District.

Phoenix Union High School District

Enrollment versus capacity: The Phoenix Union High School District has one school, South Mountain, that serves almost all of the high-school age students in the Baseline Master Plan Area. That particular school's boundaries cover the entire area south of the Salt River, east of 35th Avenue south to Olney and east to the Kyrene District boundaries and 40th Street. South Mountain, located at 5401 S. 7th Street, north of Southern, had an enrollment of 3,346 students which is 142% of the design capacity of 2,800 in the Fall, 1995. The enrollment was 2,680 as of May 10, 1996, due to dropouts. There are eight regular high schools, one vocational high school and several alternative schools in the district whose total enrollment is about 21,083 at the peak period in the school year. South Mountain is the most overcrowded of all of the regular high schools. The District opened a magnet program at South Mountain designed to attract Anglo students in accord with a 1984 Federal court order to desegregate the schools. The program offers majors in the performing arts, visual arts, law, aerospace and communications. These popular magnet programs attract 1,000 students, including 233 bused in from outside the district. The aerospace program allows students to obtain a pilot's license; the law program to become paralegals; and the fine arts programs to obtain an advantage in pursuing further education. The dropout rate at South Mountain is 13%.

District financial capacity and need for an additional high school: The Phoenix Union High School District voters approved \$195 million in new bonding authorization in May 1995 for expansion and renovation of all high schools. That bond election did not include a proposal to build a new high school for several reasons. There is some capacity available at other district high schools north of the river, such as Alhambra and North High Schools, while Camelback, Central and Trevor Brown are continuing to grow. Metro Tech has added a full academic program, providing a small amount of relief for South Mountain. The District also owns East High which is leased to another district for another school year. At the end of that period it could be reopened as a combination of magnet and alternative programs, including shifting a magnet program from South. Use of double sessions and switching to a year round school with two tracts of 1,800 are other options which have been considered by the District but are not popular with parents.

According to five and ten year projections based on enrollment in the feeder elementary schools, the district has sufficient capacity through 2008 by redrawing

attendance zone boundaries. This would mean that students attending South Mountain would attend high school across the river at a much greater distance from their homes. Adjusting boundaries is not a popular option but an economic one. The 13 elementary feeder districts send an average of 84% of their students to a district high school. The range is from 60% of Madison District students to 100% of Roosevelt District students.

The district has a bond authorization of \$195 million leaving a bonding capacity of \$98.7 million after these bonds are issued. Bonding capacity is not the problem, rather how much property owners will pay for capital and operating costs. Of the district's outstanding \$161 million in bonds, \$74 million will be paid off in 2001, but some of the new bond authorization will have been sold. Another bond election to build a new school could then be considered in 6-8 years. A high school typically requires a 40 acre site and costs \$38 million including the site and furnishings. For 1995-96, the taxable property per student is approximately \$155,336 and property owners pay \$5.70 per \$100 dollars of assessed valuation (\$1.10 for bond costs and \$4.60 for operating costs). Minimum desirable enrollment is 1,800 students. The cost to operate a new high school of the minimum size is \$5-6 million annually. A more desirable range is 2,000 to 2,500 students. The district must staff for the students that enroll in the spring and arrive in the fall. However, funding is based on attendance from the previous year up to the 100th day by which time enrollment has decreased and continues to decrease to the end of the year. Because of inadequate funding, the district has been laying off staff. This has meant reduction in librarians, counselors, some elective courses and increased classroom sizes. Class size and course availability are important to some parents when choosing where to live.

Options for increasing high school space south of the river include building a new Freshman Academy for 1,000 adjacent to South Mountain High School and sharing common facilities. This is an economical solution, but further concentrates students at one location. A second option is expanding the Agribusiness Center School at 39th Avenue and Baseline from a magnet program to a full comprehensive high school on land already owned by the District. They could add 1,300 to 1,500 and reduce South Mountain to 1,600, leaving room for growth on the east side. A third alternative is to build a high school to serve the east side of the attendance zone or at least to purchase a site to start the process, possibly using land adjacent to South Mountain College and using some of their excess capacity in the short term. The promise of a new high school to relieve the overcrowding at South Mountain without sending students north of the river could help promote development of vacant land for housing directed toward families with children. The district's dilemma is a lack of operating funds and the lack of capital funds in the short term. Any new high school added would need to have its attendance zones drawn to be in compliance with the Federal Court Order for ethnic balance to the greatest degree feasible.

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Tempe Union High School District

Students from the Kyrene Elementary District attend Mountain Point High School in Ahwatukee Foothills Village. There are only a small number of them, and the high school district cannot easily determine how many.

South Mountain Community College

South Mountain Community College, serving metropolitan Phoenix, is located within the Baseline Area on the westside of 24th Street just north of Baseline and the Western Canal. It serves both college age students and older adults. The majority of its attendees are residents of the Baseline area. Although the college's capacity is 5,000 students, its Fall 1995 enrollment was only 2,491 down from 3,288 in 1994. Closure of two programs at Arizona State University (ASU), which offered some classes at the college, caused the drop. Prior to this closure, an increase in enrollment was predicted, and new classrooms will be completed in the future.

The college offers eight majors and a variety of adult education courses including reading, writing, math, English as a second language, and job training programs. The nondegree programs available to all students are offered in the evenings. They are developing ten new occupational programs including early childhood education, supermarket and office education programs, computer repair, and an articulated teacher education program with ASU. There are future plans to work on other course offerings with ASU and add more technology on campus. A Saturday program serves 400 students.

A survey conducted by the Research and Development division of the college studied adult participation in college programs. The survey found that only 14% of the adult students enrolled were from the areas bounded by the Rio Salado and Elliot Road, 35th Avenue to 56th Street. This low percentage is probably explained by the fact that these classes are taught at Mountain Point High School in Ahwatukee Foothills. Adults interviewed suggested an increase in career counseling classes, computer aide courses, and financial assistance. There was low interest in fitness programs or child care facilities which is born out by low use of the Child Care Center, gymnasium, Fitness Center Learning Resource Center and sports facilities which are not at the campus where the adult classes are taught.

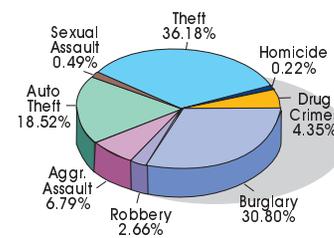
CRIME

Crime statistics for the city of Phoenix are reported in eight categories: drug crimes; homicide; theft; sexual assault, auto theft; aggravated assault, robbery; and burglary. Incidents of these eight crimes are recorded by the Police Department in quarter square mile reporting units called "police grids". The number of each of these crimes for the police grids which make up the Baseline Study and Influence Areas are presented in Tables C-1 and C-2. The portion of total crimes in the area which each type of activity represents is graphically depicted by Graph C-1.

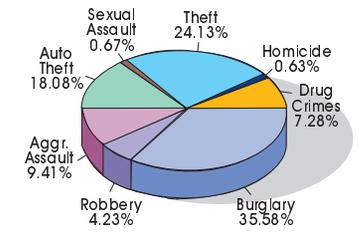
Crime	Number of Incidents
Drug Crimes	80
Homicide	4
Theft	666
Sexual Assault	9
Auto Theft	341
Aggravated Assault	125
Robbery	9
Burglary	567
Total	1,841

Crime	Number of Incidents
Drug Crimes	475
Homicide	41
Theft	1,575
Sexual Assault	44
Auto Theft	1,180
Aggravated Assault	614
Robbery	276
Burglary	2,322
Total	6,527

GRAPH C-1
TOTAL CRIME - 1994
As Percent of Total



BASELINE STUDY AREA



BASELINE INFLUENCE AREA

Source: Phoenix Police Department

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In addition to assigning a category to criminal incidents, a police officer filing a report on criminal activity can also assign one of four attributes to an incident. These attributes are: domestic; gang-related; juvenile; or "other". For an incident to be considered domestic in nature, it must occur between persons who are domiciled together or related by blood or marriage; a juvenile crime would be one perpetrated by someone under the age of 18. A gang-related crime is one in which gang involvement is directly related to the commission of the crime. For instance, a gang member may be involved in a crime, but unless he or she commits the crime to further the interest of the gang or the individual's status with the gang, it would not be assigned the gang-related attribute. Crimes which do not fit into the first three categories are simply termed "other". Graph C-2 shows the number of all crimes displayed in Tables C-1 and C-2 which fall into each of these attribute categories in terms of incidents of a given type of crime, dividing it by the estimated population in either the Study or Influence Area (17,981.4 in the Study Area and 65,166.6 in the Influence Area) and multiplying by 10,000. The relative proportion of these types of crimes is depicted in Graph C-3.

Staff members from the Planning Department met with representatives of the South Mountain Police Precinct and the Street Gang Enforcement Unit to learn police perceptions about the nature and causes of crime in the Study and Influence Areas. The officers who work in this area are very impressed by the sense of community and level of public support for law enforcement in the South Mountain Village. They

attributed much of this support to a large number of long-term residents and extended families residing in the area, as well as the strength of Neighborhood Block Watch efforts. They stressed that a small number of the population appears to be committing a majority of the crimes.

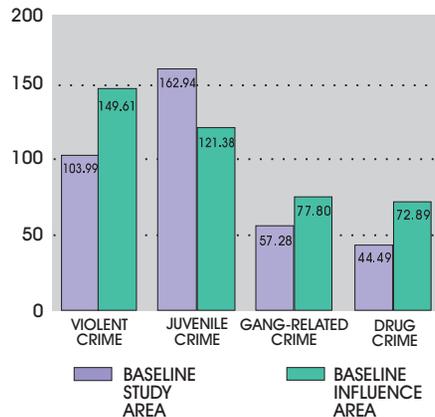
The Police Department representatives agreed that there is a significant amount of gang-related incidents, particularly in the Influence Area. They explained that gang activity is usually an out-growth of poverty which leads to drug sales as an alternative. Gangs are often involved in the sales of drugs which causes acts of violence between rival gangs fighting for drug sales territories. The violent aspect of gangs has increased fairly dramatically in the last five years, generally due to an increase in the number and sophistication of available weapons. Gang membership is often multi-generational with several members of a single family belonging to a gang. Gang members generally do not attend school and often turn to gangs in a search for family, sense of security and social life.

Drug addiction can also accompany gang membership; methamphetamine, heroin and crack cocaine are reportedly the drugs of choice among many of those suffering from addiction in the South Mountain area. The officers felt that much of the property crime in the Influence Area could be traced to persons needing money for drugs and those enjoying an expensive lifestyle not supported by employment. One or two people with a drug addiction can have a serious impact on a neighborhood. These people often steal from their neighbors as well as members of their own family.

Neighborhood organizations sponsored by the Neighborhood Block Watch Program have proved very efficient in preventing crime in residential communities. Police officials believe that the application of Neighborhood Block Watch programs combined with other improvement programs such as summer job schools, recreational programs, housing rehabilitation, and street lighting can be very efficient to ameliorate crime activity in any area of the city. In addition to the above programs, the Police Department recommends the application of a set of physical design strategies known as Crime Prevention Through Environmental Design (CPTED) to make communities safer.

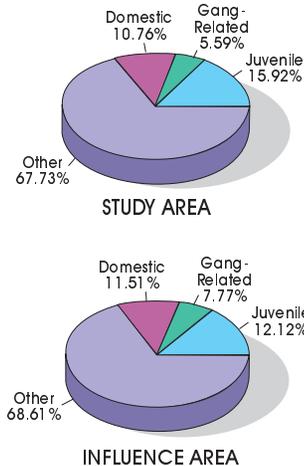
CPTED is a concept based on the premise that crime activity can be reduced through the strategic design of architectural elements in buildings and in the neighborhood layout. The concept builds on the idea that various means of physical demarcation, such as lighting, fencing, shrubbery, and housing design, could foster a sense of ownership of public areas and thus help residents take back control of troubled neighborhoods. Although CPTED has yielded positive results wherever it has been tried, it is not a panacea for crime prevention by itself. It has been proved that physical planning works best when combined with community policing and vigorous neighborhood associations.

GRAPH C-2
CRIMES BY TYPE - 1994
Incidents Per 10,000 Persons



Source: Phoenix Planning and Police Departments

GRAPH C-3
CRIMES BY TYPE 1994
Percentages



Source: Phoenix Police Department



BASELINE AREA MASTER PLAN APPENDICES

The origins of CPTED are based on the realization that more police and stronger locks alone cannot stop break-ins and assaults. The premise of CPTED is that a properly designed building can increase security and foster a feeling of "defensible space" among its occupants, sending a strong message to criminals to stay clear. The aim is to minimize the opportunity for crime like burglaries, robberies, rapes, assaults and vandalism.

CPTED incorporates three principles: *Access Control, Surveillance, and Territoriality*. These principles arose from three fundamental questions that need to be accounted for in order to protect any given property: Does the space clearly belong to someone in the group? Is the intended use clearly defined? Does the physical design match the intended use?

Access Control

Physical design is the act of designing buildings in such a way that they do not give the perception that the occupants are vulnerable and isolated. Some of the strategies to achieve this goal are the following:

- ▶ Gate residential communities and close streets.
- ▶ Plant trees and/or bushes (e.g., plums or cactus) that, used in conjunction with berms, fences, and walls, makes access to the property difficult.

Surveillance

This is based on the premise that most criminals do not want to be observed while committing crimes. The aim is to create an environment where there is plenty of opportunity for people to observe the space around them and the property of others. This kind of environment can be created by doing the following:

- ▶ Position windows for better surveillance and to reduce blind spots.
- ▶ Increase lighting levels.
- ▶ Make stairwells and elevators more visible.
- ▶ Enable clear sites from the streets to the stores.

In general, create open areas so that police and neighbors can keep a better eye on activities.

Territoriality

This is the marking of a place to let others know that it is cared for by its owners. Territoriality is accomplished by creating an environment that exhibits a clear delineation of what is private and what is public space. This strategy is based on the premise that people feel responsible for the safety of their public spaces as if they were their own.

The costs of implementing CPTED strategies can be very low if they are taken into consideration from the initial design stages of the building.

Since the study area still has large acreages of undeveloped land, we recommend that the design of new developments take into consideration the above strategies.

BUILDING AND LAND USE STATUS

Figures B-1 and B-2 provided a basis for the preparation of initial land use alternatives by allowing for the assessment of the pattern of existing conditions in the Study Area. These maps were prepared by assembling the following data:

- ▶ A field survey was conducted to identify non-residential building conditions and property maintenance.
- ▶ A 1995 housing conditions survey, conducted by Arizona State University, was used as a basis for determining residential building and yard maintenance. The results of this survey were "spot-verified" by Planning Department staff.
- ▶ Land use status was determined by an examination of building and property conditions and a survey of existing land uses.

REAL ESTATE INVENTORY, MARKET CONDITIONS AND LOCATIONAL CRITERIA

Retail/Shopping Center

The General Plan for Phoenix 1985 - 2000 characterizes three levels of shopping center opportunities as follows:

	Neighborhood	Community	Regional
Service population	5-25,000	25-100,000	100,000+
Average site	8-10 acres	20-40 acres	100+ acres
Gross floor area	50-1,00,000 sq. ft.	100-500,000 sq. ft.	500,000+ sq. ft.

The Phoenix Urban Village Model, approved September 21, 1994, gives us the following descriptions related to the above shopping center types and the services that they provide. The regional center described above could be located within a Village core.

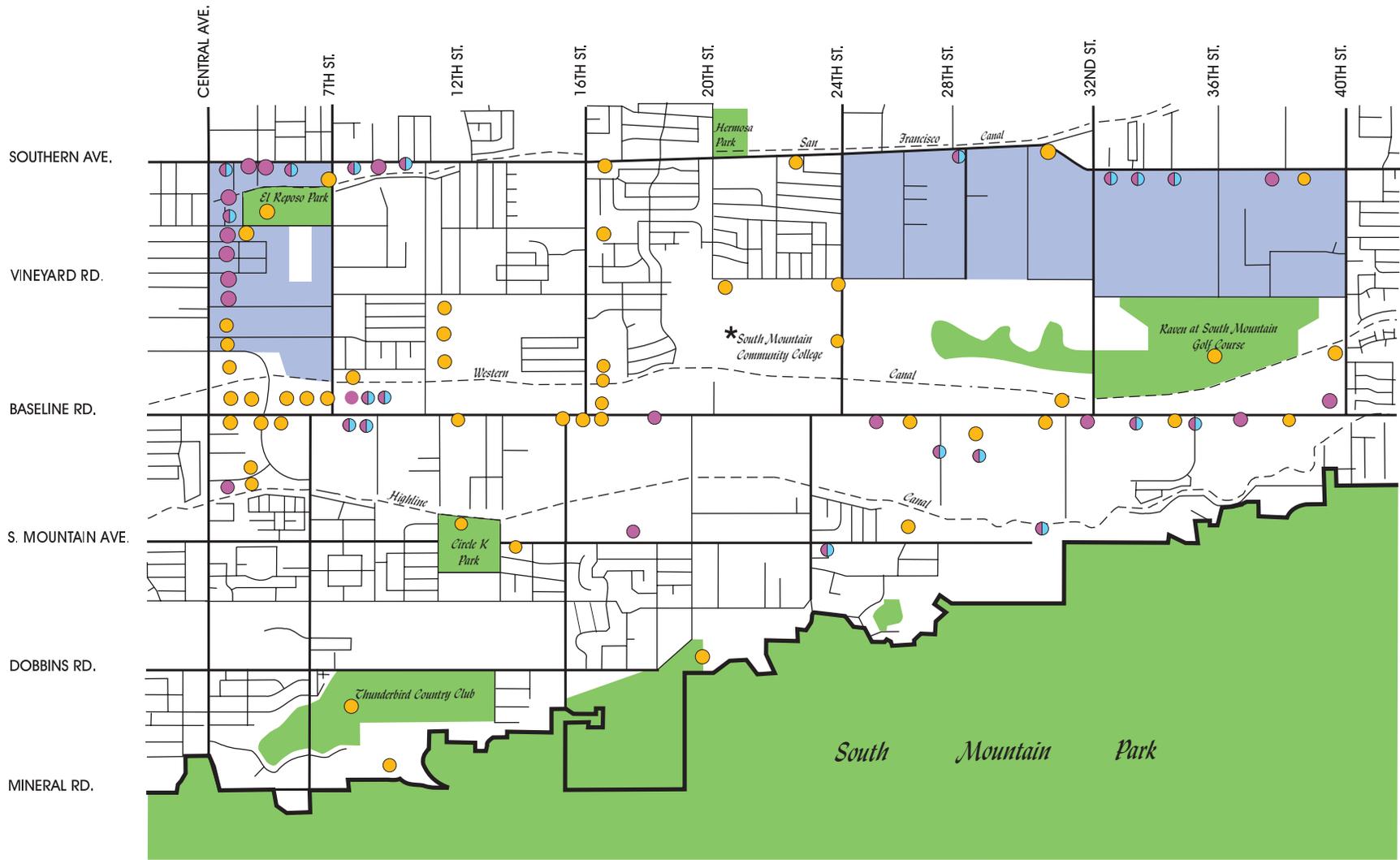


FIGURE B-1
BUILDING STATUS

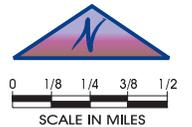
NON-RESIDENTIAL

- POOR BUILDING CONDITIONS & LOT MAINTENANCE
- POOR LOT MAINTENANCE ONLY

- GOOD BUILDING CONDITIONS & LOT MAINTENANCE

RESIDENTIAL

- PROPERTIES IN NEED OF YARD MAINTENANCE
- PROPERTIES NOT NEEDING YARD MAINTENANCE



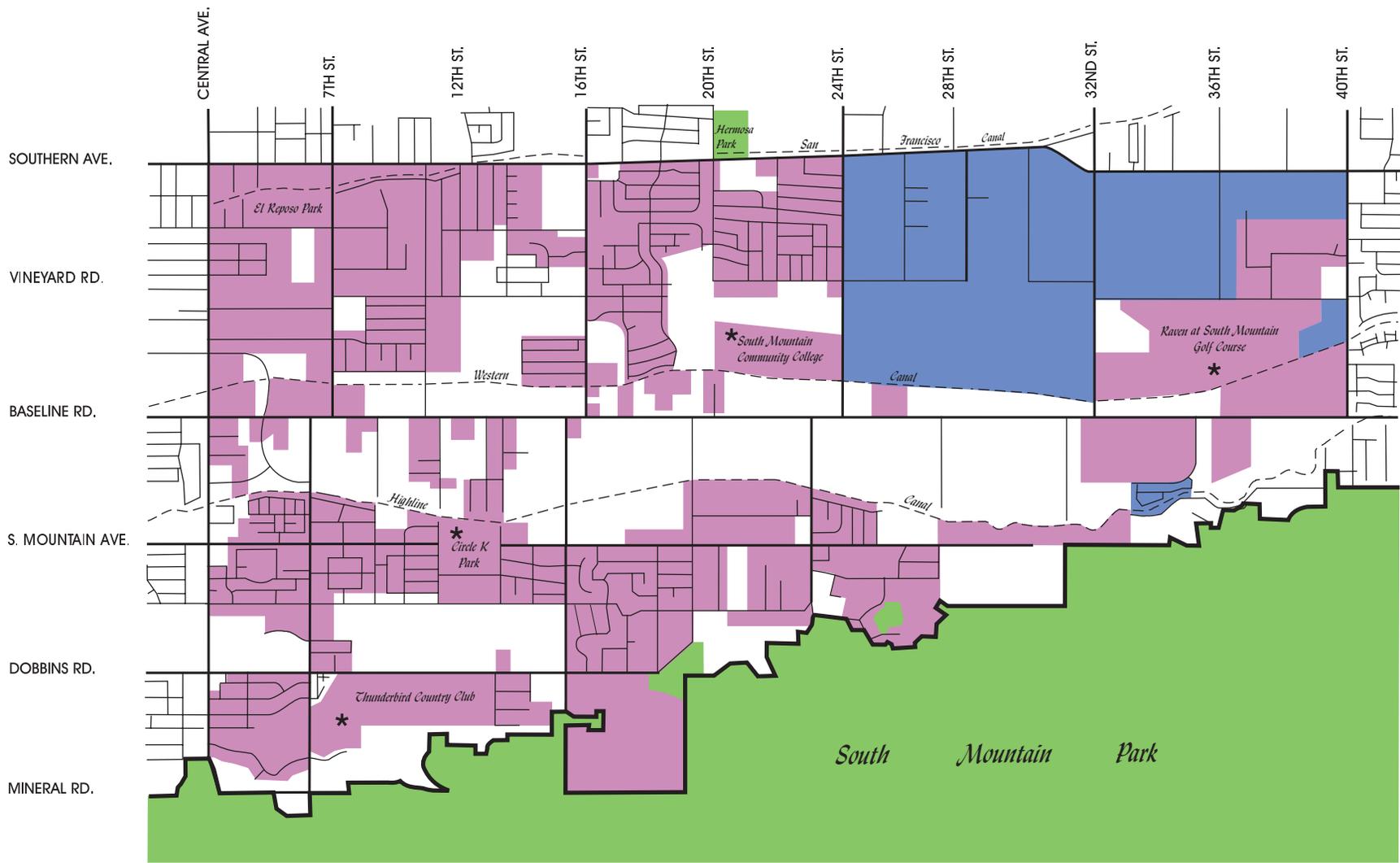


FIGURE B-2
LAND USE STATUS
 (2 ACRES OR MORE)



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Neighborhood Services - These are land uses that provide basic services and goods to neighborhoods within a one or two mile trade area. This includes a range in size from the smallest commercial development site [as small as one acre] to a commercial development no larger than a site anchored by a small grocery store.

Community Services - Include land uses which serve a market area of several neighborhoods or communities within a two to five mile trade area. This will typically include commercial development with more than one anchor, e.g., a grocery store and a junior department store.

Regional Services - Commercial uses that provide goods and services which serve a regional market but which are not located in a village core. Examples include "power centers" and "automalls". A core is defined as the clearly identifiable focus for the village and contains the greatest height and most intense uses within limits based on village character.

The following centers exist within the Study Area:

SHOPPING CENTERS - STUDY AREA						
Site	Name	Location	Size Square Feet	Land Area Acres	Level	Vacancy Rate
1.	Central Place	7227 S. Central	97,700	8.54	N	7.68
2.	Smitty's Center	26 E. Baseline	108,700	12.85	N	5.52
3.	K-Mart Center	336 E. Baseline	102,300	13.4	N	1.96
4.	Mountain Park Plaza	520 E. Baseline	87,700	9.8	N	3.42
Total			396,400	4.59		4.47 (Median)

Typical neighborhood center uses in the Study Area include grocery stores, restaurants, law offices and other professional services such as medical, barber shops and beauty salons, dry cleaners, video stores, drug stores, liquor, jewelry, and clothing stores.

The current population within the Study Area is estimated at 19,495. As there are 396,000 square feet of retail opportunities within shopping centers of two acres or greater, we can estimate a ratio of approximately 20.3 square feet of retail for every person within the Study Area. At the end of the first quarter of 1995, metropolitan population was estimated at 2,405,000; the metro area had a retail inventory of 74,795,500, or a ratio of 31.1 square feet of retail for every person valleywide. The median vacancy rate for neighborhood centers in the Study Area is presently at 4.47; the median vacancy rate for neighborhood centers valleywide is 9.3%.

Based upon a lower ratio of retail space to population and reduced vacancy rates, it would appear that the Study Area is under served by retail opportunities relative to the Valley as a whole; when taken in conjunction with median income levels in the area

compared to citywide (\$24,643 versus \$29,921), this may not be the case. It is, however, important for planning purposes that we consider a future increase in this median income in accordance with a desire for an upgraded housing stock as discussed during planning sessions with area residents.

By planning for an increased median income in the area and assuming no increase in the relative growth of the retail market, we can apply a regional estimate of 31 square feet of retail per person to the 2020 population projection of 41,742 for the Study Area to determine future retail need as follows:

$$41,742^* \text{ (Future Population)} \times 31 = 1,294,002 \text{ (Future Inventory)}$$

$$- 396,400 \text{ (Existing Inventory)}$$

$$897,602 \text{ (Inventory Deficiency - 2020)}$$

*May vary based on land use alternatives presented in the Baseline Area Master Plan.

SHOPPING CENTERS - INFLUENCE AREA						
Site	Name	Location	Size Square Feet	Land Area Acres	Level	Vacancy Rate
5.	Central & Roeser	5225 S. Central	30,000	2.64	N	0.00
6.	Central Sunland	5425 S. Central	28,800	2.93	N	0.00
7.	Foothills Center	5833 S. Central	85,500	6.76	N	0.00
8.	South Plaza	6030 S. Central	77,800	7.66	N	3.68
9.	South Mountain Plaza	1 W. Baseline	31,800	2.72	N	0.00
10.	South Point Plaza	2700 W. Baseline	96,800	8.24	N	7.23
11.	ABCO Plaza	4727 E. Southern	59,400	4.66	N	35.35
12.	Incredible Universe	2300 W. Baseline	190,000	16.56	R	0.00
Total			600,100	52.17		0.00 (Median)

The current population within the Influence Area is estimated at 33,316; there are 600,100 square feet of retail opportunities within shopping centers of two acres or greater. Using these figures we can estimate a ratio of approximately 18 square feet of retail for every person within the Influence Area. The median vacancy rate for neighborhood centers in the Influence Area is 0.00. As in the Study Area, these figures appear to indicate a deficiency of retail opportunities in the Influence Area.

By applying the same calculation to the future Influence Area population and existing retail inventory, we can estimate future inventory deficiency in this area as well:

$$68,204^* \text{ (Future Population)} \times 31 = 2,114,324 \text{ (Future Inventory)}$$

$$- 600,100 \text{ (Existing Inventory)}$$

$$1,514,224 \text{ (Inventory Deficiency - 2020)}$$

*Based on General Plan land use for Influence Area.



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By looking at Figure RE-1 of the retail opportunities in the area, we can see that those residing in the area from 24th Street to 32nd Street, Broadway Road to Elliot Road must drive farther than the one to two miles indicated by the Phoenix Urban Village Model to receive neighborhood services. We can then deduce that one or more vacant sites of between eight and ten acres should be considered for neighborhood retail opportunities in this area. These additional sites will help meet a portion of the future inventory deficiencies in the Study and Influence Areas and fill the gap in neighborhood services.

It is also important to note that there are no existing community level retail opportunities in either the Study or Influence Areas. (Although the centers at the corner of Central and Baseline collectively approach the size of community level retail [47.27 acres], the tenant mix within these centers more closely resembles that of a neighborhood center). Consequently, many of the uses which are typically considered community level services (movie theaters, bowling alleys) are absent from the area. As the combined future population of the Study and Influence Areas could be 109,000+/-, it appears reasonable to plan for a 40+ acre site to serve the future community services needs of this population.

Locational Criteria for Shopping Centers

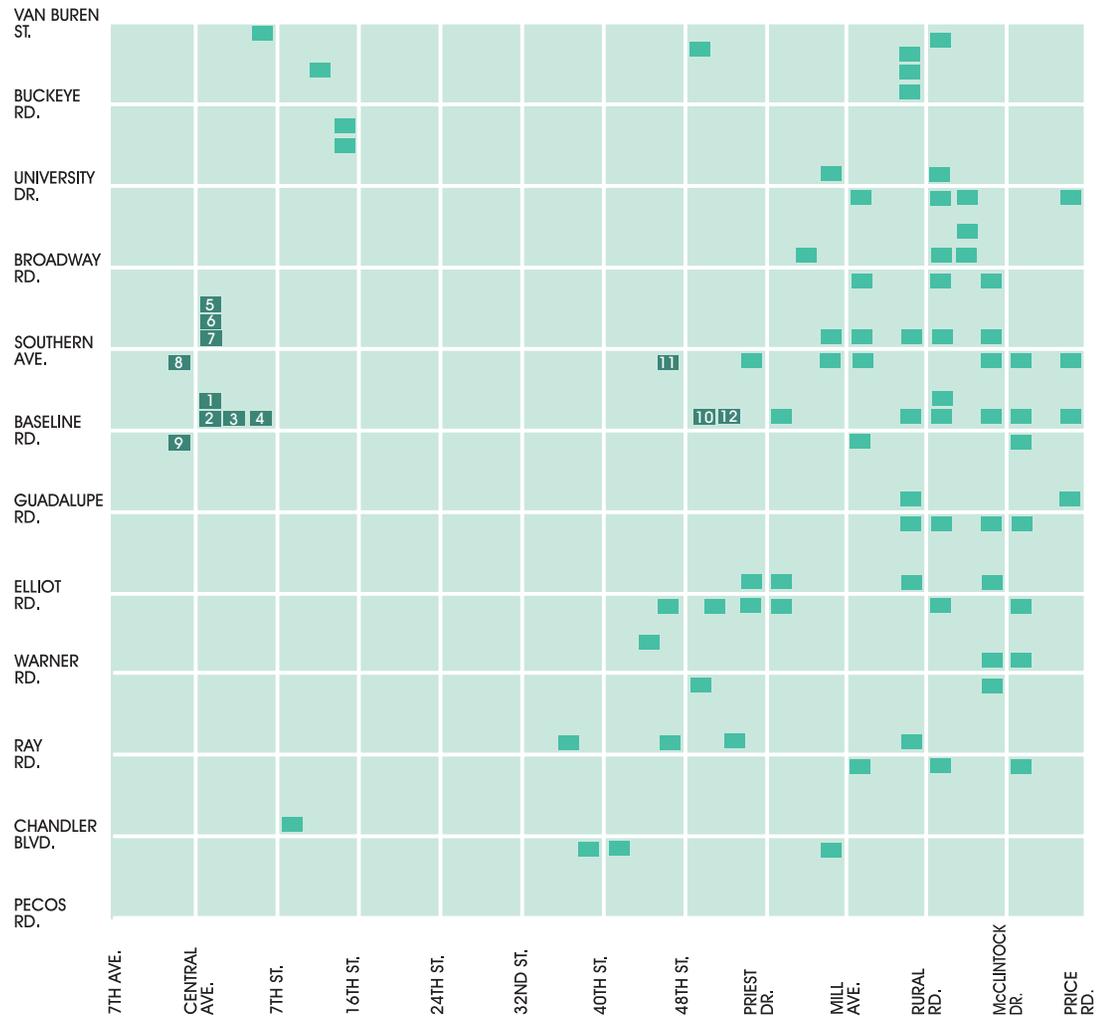
1. Location and Access

- Trade area characteristics
- Highway access
- Income level of the area households
- Visual exposure
- Competition
- Access roads with adequate unused traffic capacity
- Site easy to enter and safe to leave

FIGURE RE-1

RETAIL OPPORTUNITIES IN THE AREA

(Numbered sites are in the Study and Influence Area)





BASELINE AREA MASTER PLAN APPENDICES

2. General Indicators for Distance Between Shopping Centers/Access

Type of Center	Market Area (Radius)	Located for Access From
Neighborhood	1 -2 miles	Collector or major streets
Community	2 - 5 miles	Arterials
Regional	5+ miles	1 - 1.5 miles from interchange points between expressways and freeways

3. Adjacent Land Uses

- Availability of adjacent land uses for related uses (future restaurant, medical offices, apartments, planned office parks).

4. Key Tenant Availability (Anchor Store)

5. Topography

- Gentle slope (<5%)
- Good natural drainage conditions
- No hard rock/high water table

6. Utilities

- Ready availability of utilities. Costly off-site improvements hinder desirability of site.

7. Support from local community

Office

The General Plan for Phoenix states "The opportunity for residents to live and work in the same village is a fundamental goal of the urban village concept. To achieve it requires a balance of jobs and the resident work force". The Plan goes on to recommend that the number of jobs within each village should be equal to 45 to 55% of the resident population. A critical component of supplying the desired jobs-to-population ratio within an area is the supply, type and quality of office development.

The following office buildings are those in the Study and Influence Areas which have some space which is leased. Those buildings which are owned and occupied by a single entity impact the office real estate market differently than do buildings with leasable space available to the public and are not included in this listing.

OFFICE BUILDINGS - STUDY AREA			
Location	Office (O)/Medical (M)	Square Feet	Year Built
303 E. Baseline	M	33,327	1985
325 E. Baseline	M	18,263	1980
6410 S. Central	O	2,700	1943
7002 S. Central	O	12,519	1964
Total		66,809	1972 (Median)

OFFICE BUILDINGS - INFLUENCE AREA			
Location	Office (O)/Medical (M)	Square Feet	Year Built
2216 E. Broadway	M	3,355	1977
6021 S. Central	M	2,354	1950
6027 S. Central	O	1,218	1947
6031 S. Central	O	1,248	1947
6045 S. Central	M	3,294	1953
6231 S. Central	M	2,310	1946
6427 S. Central	O	3,564	1980
6629 S. Central	M	1,634	1950
6851 S. Central	M	2,222	1961
7617 S. Central	M	1,892	1966
4615 S. Elwood	O	90,495	1984
4625 S. Wendler	O	67,500	1986
Total		181,086	1967 (Median)

The vacancy rate for office in this area is 0.9%, as compared to 12.9% for the Valley. The median asking rate for office space is \$14.25; the median rate for the Valley is \$13.50. One hundred percent of the office inventory in this area is considered "old" by the commercial real estate market, having been first occupied six years ago or more; 94% of the metropolitan inventory was first occupied six years ago or more.

Office users generally fall into two categories:

1. **Service Office** - those providing professional services such as travel agents, insurance agents and accountants to population within the area; and
2. **Basic Office** - users such as back office credit card operations, publishing companies and financial brokerages which tend to serve a Valley-wide market or at least a market well beyond the Influence Area.

Tenants in office buildings within the Study and Influence Areas tend to fall into the service office category, except for the tenants within the two large office buildings at 4615 S. Elwood and 4625 S. Wendler, adjacent to the freeway in Tempe. This area is relatively without office space within large buildings, a likely reason for the absence of basic office uses. Freeway sites tend to attract larger buildings and users. It is important to note that many tenants considered part of the service office category are found with great regularity within shopping centers. One explanation for this may be the lower relative cost of retail space at \$9.00/square foot (median) to office space at \$14.25/square floor (median).



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This market area does not appear to suffer from an oversupply of office as evidenced by the low vacancy rate and better than average asking rate. At first glance, it would appear that the inventory might be much older than the rest of the Valley's supply. Further examination concludes that a vast majority of the metro office space falls into the category that the commercial real estate market considers as "old".

The Maricopa Association of Governments (MAG) estimates that there are 4,514 jobs presently within the Study Area. When this number is viewed in relationship to the office inventory, we find that there are 14.8 square feet of office for every person presently employed in the Study Area. MAG projects that by the year 2020, the number of total jobs will have risen to 6,866. To maintain the current ratio of office to employed persons in the Study Area (14.8:1), the square feet of available office in the area will need to rise to 96,811, an increase of 30,002 square feet (see table below).

MAG estimates that there are currently 12,926 employees in the Influence Area, indicating a ratio of 14 square feet of office to every employee. By 2020, MAG projects 25,707 employees in the Influence Area. Maintaining the present ratio of office space to employees will require an addition of 178,812 square feet in the Influence Area (see table below). Although projections of employment and office needs may change as a result of the Baseline Area Master Plan, this is a good starting point.

managerial and professional employees are often employed in an office or commerce park setting. As stated previously, many persons working in personal and professional service fields which would traditionally be found in offices are located within shopping center space in the Study and Influence Areas. Therefore, there is a value to looking at total employment as well as office employment numbers for these areas. Trends in total employment numbers may reveal employees not presently working in an office setting who might migrate to appropriate office space if it becomes available in the future.

When office employment estimates and projections are examined relative to existing office space in the Study and Influence Areas, a particularly high deficit of future office space in the Influence Area becomes apparent. The eastern portion of the Influence Area with its freeway access appears likely to yield future office space inventory.

This large deficit (400,617 square feet) is a function of the influence of the two large freeway-oriented offices at 4615 S. Elwood and 4625 S. Wendler on the original ratio of office/office employment of 52.6:1. This inventory deficit reflects basic employment and is indicative of the Influence Area's competitive position Valley-wide. This basic office space deficit is not population-driven in the manner service office space is.

These numbers give us a target for future office space to maintain the current inventory of office related to the area's total employment and office employment opportunities. If the direction of the Baseline Area Master Plan is to alter the type or extent of employment opportunities, it would be advisable to plan for additional office development both in the Study and Influence Areas.

STUDY AREA 2020 OFFICE INVENTORY DEFICIT BASED ON TOTAL EMPLOYMENT					
1995 Total Employment	Existing Office (Sq. Ft.)	Ratio of Office/Employee	2020 Total Employment	Future Office (Sq. Ft.)	Inventory Deficit (Sq. Ft.)
4,514	66,809	14.8:1	6,866	101,612	34,803

INFLUENCE AREA 2020 OFFICE INVENTORY DEFICIT BASED ON TOTAL EMPLOYMENT					
1995 Total Employment	Existing Office (Sq. Ft.)	Ratio of Office/Employee	2020 Total Employment	Future Office (Sq. Ft.)	Inventory Deficit (Sq. Ft.)
12,926	181,086	14:1	25,707	359,898	178,812

STUDY AREA 2020 OFFICE INVENTORY DEFICIT BASED ON OFFICE EMPLOYMENT					
1995 Office Employment	Existing Office (Sq. Ft.)	Ratio of Office/Office Employment	2020 Office Employment	Future Office (Sq. Ft.)	Inventory Deficit (Sq. Ft.)
1,406	66,809	47.52:1	1,749	83,112	16,303

INFLUENCE AREA 2020 OFFICE INVENTORY DEFICIT BASED ON OFFICE EMPLOYMENT					
1995 Office Employment	Existing Office (Sq. Ft.)	Ratio of Office/Office Employment	2020 Office Employment	Future Office (Sq. Ft.)	Inventory Deficit (Sq. Ft.)
3,442	181,086	52.6:1	11,059	581,703	400,617

Obviously, not every person employed in the Study and Influence Areas is employed in an office. Many persons are employed in retail, personal services, professional services, etc. and do not traditionally work in an office environment. Higher paying



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Locational Criteria for Office

1. *Location and Access*
 - ▶ Adjacent properties should enhance the site
 - ▶ Image: architectural quality and visibility of the area's buildings
 - ▶ Reputation of business neighbors
 - ▶ View and exposure to the sun
 - ▶ Ready access to pedestrians, mass transit and private automobile
 - ▶ No more than a 30-minute commute from home
2. *Topography*
 - ▶ Moderately sloping sites better than steep or flat
3. *Drainage*
 - ▶ Good natural drainage
4. *Other Important Characteristics*
 - ▶ Favorable surrounding land uses: legal, accounting, and bank services, hotel/restaurant amenities
 - ▶ Ready availability of utilities
 - ▶ Appropriate zoning

Industrial/Commerce Park

The following represents the categories of industrial space which exist in the Influence Area and Valleywide. There are no existing industrial properties within the Study Area; data is limited to buildings of 10,000 square feet or greater with an impact on the industrial real estate market (buildings of a speculative nature or with some leasable space). Facilities which are owned and occupied by a single entity as a stand-alone facility are not represented in this inventory.

- Assembly and Manufacturing* - Places where the primary use of the buildings is the making of a product.
- Industrial Park* - Developments that have several tenants in several buildings and may have multiple uses.
- Mini Warehouse* - Facilities open to the public for self storage.
- Office Warehouse* - Properties with one or two users that combine office and storage facilities.
- Warehouse* - A building or group of buildings where the primary use is bulk storage.

INDUSTRIAL SPACE IN SQUARE FEET - INFLUENCE AREA		
Assembly & Manufacturing	2,363,837	(19.26%)
Industrial Park	3,288,721	(26.80%)
Mini Warehouse	34,216	(.28%)
Office Warehouse	1,652,176	(13.48%)
Warehouse	4,931,721	(40.19%)
Total	12,270,671	(100.01% [Due to rounding])

INDUSTRIAL SPACE IN SQUARE FEET - VALLEYWIDE		
Assembly & Manufacturing	42,952,863	(28.33%)
Industrial Park	25,209,823	(16.63%)
Mini Warehouse	11,007,099	(7.26%)
Office Warehouse	9,201,256	(6.07%)
Warehouse	63,237,592	(41.71%)
Total	151,608,633	(100%)

As is discussed in the locational criteria section above, larger industrial users tend to favor locations with freeway access, eliminating much of the Study Area as attractive sites for traditional industrial parks and industrial users. There are some properties, particularly adjacent to Baseline Road, which might be attractive to stand-alone industrial users. These facilities are not bound by the same locational criteria as large industrial park users.

Mini warehouse users are also not bound by freeway access as a locational criteria. These warehouses locate near their client base in residential areas. A comparison of the types and amounts of industrial space between the Influence Area and the Valley reveals a relative absence of mini warehouse storage space in the area. Although planned and recently built facilities are not reflected in the above inventory, the amount of mini warehouse storage space available to future households in the area is small and may be the source of future development pressure in the Study Area.



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Locational Criteria for Industrial and Commerce Park

1. **Size**
 - ▶ Average size for industrial park: 319 acres; Range: from 261 acres to 478 acres
2. **General Location**
 - ▶ Major metropolitan areas with population of one million or more (likely future population and economic growth)
 - ▶ Site served by existing or future expressway system
 - ▶ Proximity to airports
 - ▶ Positive community attitudes toward industry and economic development in the area
 - ▶ Research and development laboratories seek to locate near major universities for labor force characteristics and availability of research facilities
3. **Specific Location**
 - ▶ Optimum acreage should be the result of study of absorption rates in the area for a five-year period
 - ▶ Site must be accessible from a major highway route or railroad line
 - ▶ Look for prestige location and enhanced visibility
4. **Utilities**
 - ▶ Water, gas, electricity, telephone, and sewer should be readily available to the site

Hotel and Resort

The *General Plan for Phoenix: 1985-2000* includes a land use category for resorts; hotels and motels are not differentiated from other commercial uses. As tourism is the second largest industry in Arizona and much of the Baseline area is undeveloped and has great view potential for South Mountain Park and the city, understanding the hotel and resort markets is important to the Baseline Area Master Plan.

Hotels

Hotel: A lodging facility with limited facilities and recreational amenities and an orientation to individual business and commercial travelers. These facilities serve a demand for lodging which is not dependent on their particular operation.

Five hotels in Phoenix and three in Tempe serve the Baseline area. No two party sales of these properties have occurred in the past year. All of the hotels were built since 1982 and are located near Sky Harbor or in Tempe. The hotels' names, addresses, dates of construction, numbers of rooms, and occupancy rates, if available, are as follows:

Name	Address	Year Built	Rooms	Occupancy
Courtyard By Marriot	2621 S. 47 St. Phoenix	1987	145	84%
Hilton Phoenix Airport	2435 S. 47 St. Phoenix	1989	254	N/A
Fairfield Inn By Marriot	4702 E. University Tempe	1995	66	N/A
Radisson Phoenix Airport	3333 E. University Phoenix	1988	163	86%
Hampton Inn Airport	4234 S. 48th Street Phoenix	1986	134	N/A
Residence Inn By Marriot	5075 S. Priest Tempe	1991	126	91%
Inn Suites Hotel	1651 W. Baseline Tempe	1982	150	70s%
Comfort Inn	5300 S. Priest Tempe	1987	160	70s%

Source: Kammrath Associates Property Book Directory; telephone survey of hotel/motel managers

Resorts

Resort: A hotel facility with extensive facilities and recreational amenities and an orientation to group business (conferences) and leisure travelers. These facilities tend to attract a customer who might not visit the area if it did not exist.

The city of Phoenix recently commissioned a resort feasibility study for the South Mountain area from Young Warnick Cunningham and Company. The following information is included in Young Warnick's preliminary analysis.

Two resorts are in the general vicinity of Baseline Road. The Pointe Hilton Resort at South Mountain is in the Baseline Influence Area; The Buttes is located east of 48th Street and south of Southern Avenue in Tempe. Several property owners in the Baseline area have expressed interest in building a resort. An examination of the resort market in the Valley will help illustrate the factors needed to make a resort successful.

The Valley is home to 27 resorts; this is the only area in the United States which is home to two Mobile Five Star resorts. Seven of the facilities are considered luxury; the others are viewed as moderately priced. The classification depends on prestige of location, extensiveness of facilities and amenities, level of guest services, reputation, average daily rates, and market orientation, e.g. the affluent traveling public or the business class. The local resorts contain approximately 9,000 rooms. The table on the following page indicates the names, locations, classifications, year built, and numbers of rooms for the resorts:



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Name	Location	Class	Year Built	Rooms
The Boulders	Carefree	Lux	1983	160
Scottsdale Princess	Scottsdale	Lux	1987	600
Hyatt Regency Gainey Ranch	Scottsdale	Lux	1986	493
Marriot's Camelback Inn and Spa	Paradise Valley	Lux	1936	423
The Phoenician	Phoenix	Lux	1988	580
The Arizona Biltmore	Phoenix	Lux	1929	500
The Wigwam	Litchfield Park	Lux	1929	331
Gold Canyon Ranch	Apache Junction	Mod	1980	57
John Gardiner's Tennis Ranch	Paradise Valley	Mod	N/A	100
Regal McCormick	Scottsdale	Mod	1975	125
Orangetree Golf Resort	Phoenix	Mod	1988	160
Arizona Golf Resort	Mesa	Mod	1965	160
Stouffers Cottonwood	Scottsdale	Mod	1980	171
Hilton Scottsdale	Scottsdale	Mod	1973	232
Scottsdale Conference Center	Scottsdale	Mod	1976	326
Doubletree La Posada	Paradise Valley	Mod	1978	262
Resort Suites	Scottsdale	Mod	1988	280
Sheraton San Marcos	Chandler	Mod	1987	295
Radisson Registry Resort	Scottsdale	Mod	1978	318
Marriot's Mountain Shadows	Paradise Valley	Mod	1959	336
Westcourt in The Buttes	Tempe	Mod	1986	353
Wyndham Paradise Valley	Scottsdale	Mod	1984	387
Scottsdale Plaza	Scottsdale	Mod	1976	404
Pointe Hilton Squaw Peak	Phoenix	Mod	1978	563
Pointe Hilton Tapatio	Phoenix	Mod	1982	584
Pointe Hilton South Mountain	Phoenix	Mod	1987	630
Holiday Inn Sunspree	Scottsdale	Mod	1978	200

More resorts have not appeared in this portion of the Valley or in the Baseline area for many of the reasons that other development has skipped the area. The image of the area and lack of suitable gateways have deferred development; most resort customers are interested in an experience which is close to urban amenities but away from any signs of urban stress. A successful resort must be located in an area where these issues are not present or have a method to address and negate the issues.

The primary factors impacting location of resorts are: access; external location factors; site appeal; availability of golf; locational considerations; and development potential. Final decisions regarding construction of a resort may involve intuition and timing; the former factors provide an objective method to analyze potential sites, as discussed below. The conclusions drawn are those of the South Area Team not Young Warnick.

► Access:

Access to a resort site involves distance and travel time to Sky Harbor International Airport, the quality of the road and scenic value of the drive from Sky Harbor, and the quality of the arrival experience. The Baseline area is well positioned for access to the airport. However, some streetscape improvements would be necessary for a quality resort.

► External Location Factor:

The external location factors include the image of the area around a resort site, the reputation of the area, the general character of the surrounding area, and the quality and value of residential in the vicinity. The factors the city and area residents must face for other types of development are also important for resort siting. As more investment such as the Raven at South Mountain Golf Course and South Mountain Ranch occurs in the area and the image improves, the feasibility for development of a resort will also improve.

► Specific Site Appeal:

The appeal of a specific site means the site's topography and elevation, view potential, natural beauty potential, and seclusion or privacy potential. Much of the Baseline area, particularly land south of Baseline Road, has positive site appeal. Views to South Mountain Park and across the Valley are outstanding for many parcels; the area also possesses great natural beauty.

Occupancy at resorts in the Valley varies by season. In recent years, rates have been as high as the mid-80's% in the first quarter, low to mid-70% in the second and fourth quarters and mid-60% in the third quarter. These occupancies are an improvement from rates in the late 1980s.

The resort industry has experienced substantial growth since the early 1980s. The number of resorts in the Valley nearly doubled in the mid-1980s with the opening of the Boulders, The Phoenician, the Hyatt Gainey Ranch, the Scottsdale Princess, the Orangetree Golf Course, Resort Suites, the Sheridan San Marcos, The Buttes, the Wyndham Paradise Valley Resort, and the Pointes Hilton at Tapatio and South Mountain. The majority of the resorts are located in Scottsdale and other portions of the northeast Valley. There is a void in the resort market in the south Valley.



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► Availability of Golf:

Unless a resort is addressing a highly specialized niche in the market, it must have golf readily available on site or in the immediate surroundings. In the Baseline area, an on-site golf course is a necessity. Although the area contains the Raven and Thunderbird golf courses, neither course will satisfy the market. The Raven has committed a large percentage of its tee times to The Buttes and the Pointe Hilton. The Thunderbird course is not of the quality desired by resort customers. In order to provide an eighteen hole championship golf course on site, a resort will require between 175 and 200 acres; the golf course would use at least half of this acreage. A niche resort would have difficulty succeeding in the Baseline area. Such resorts, including dude ranches, must be located away from urban settings or have the ability to convey the feeling of seclusion.

► Locational Considerations:

Locational considerations for a resort site include its proximity to quality fashion retail, tourist retail, recreational amenities and entertainment, and other potential demand generators. The Baseline area is fairly well positioned for all of the locational considerations. Although many of the factors are not present in the immediate area, there is quick access to many of them in downtown Phoenix and at shopping centers in Phoenix and Tempe. South Mountain Park offers many possibilities which other sites in the Valley lack, with over 16,000 acres of preserve and miles of trails for equestrians, mountain bikers, hikers and trail runners.

► Development Potential:

The development potential for a site refers to the need to assemble land and the capacity of utilities. Although all utilities are in the Baseline area, land assemblage would be required for at least some specific sites.

Based on these factors, Young Warnick believes the most probable sites for a resort are between 16th Street, Baseline Road, 19th Avenue and South Mountain Park. The property at the Thunderbird Golf Course is particularly attractive. The remainder of the Baseline area also has good potential for a resort.

The resort market in the Valley is healthy and can absorb some new resorts. Several proposals are under consideration or in the approval processes for development before 2000; most of these are in the northeast Valley. The lack of financing for new properties has hindered expansion of the market. Although potential exists for a resort in the Baseline area, secure financial support and the ability to address the problems with the area will be critical to such development.

Single-Family Residential

Garth Wieger, then President of the Homebuilders Association of Central Arizona, and members of the Planning Department staff, gave a detailed presentation regarding the single-family residential real estate and homebuilding market as part of the public meeting series held on the Plan. South Phoenix, for the purpose of this discussion, was defined as Broadway Road to South Mountain Park; 48th Street to the Gila River Indian Community. Graphs RE-1 through RE-6, Table RE-1 and Figure RE-2 which follow the locational criteria for this section are taken from the information packet presented to the public during this process.

Several new single-family subdivisions are under construction or proposed for the Baseline area. Elliot Homes is continuing to build on 209 lots at 16th Street and the Western Canal; these homes are selling in the \$100,000 to \$120,000 price range. North and east of that site, in the vicinity of 16th Street and Alta Vista, the Habitat for Humanity's 195 unit project is proceeding with home values estimated in the mid \$50s. The Pines at the Raven, bounded on the south by the Western Canal and on the east by 40th Street, has recently started construction on an 80 lot subdivision; sales prices for The Pines will likely be in the mid \$140s to \$180s range. First City Homes is preparing to begin construction of Wildflower at 36th Street and the Highline Canal; the project will consist of 45 lots and homes will be offered in the \$112,000 to \$142,500 range. Sunbelt Holdings has secured city approval and assistance for a 1,250 unit subdivision, South Mountain Ranch, between 24th Street, Vineyard Road, 32nd Street and the Western Canal; it is estimated that homes in this subdivision will sell for an average of \$125,000.

Locational Criteria for Single-Family Residential

1. Maximum Distance to Daily Activities from Home

Neighborhood	Grade School	High School	Churches Recreation	Community Commercial	Work
3/4 mile	1 mile	2 ½ miles	3 ½ miles	4 miles	45 min.

2. Surrounding Uses

Positive: ► Sites adjacent to parks, recreation areas
► Like-income neighborhoods

Negative: ► Next to rundown commercial development, noxious industrial uses, shoddy, poorly subdivided residential development, or railroad tracks

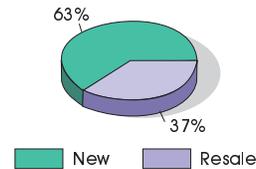
► High density residential should be closer to commercial and industrial districts to benefit from higher street capacities, proximity to places of work, and extensive shopping facilities, and visibility for marketing.



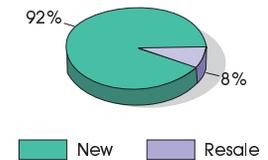
BASELINE AREA MASTER PLAN APPENDICES

3. **Location**
 - Medium-to-high-priced projects: locate on "good address"
 - Low-income projects: schools and shopping more important than address
4. **Availability of Utilities**
 - Water, sewer, electric, gas
5. **Site Configuration**
 - Size: depends on local market (Booming markets like Phoenix can afford sites > 1,000 acres.)
 - Shape: the larger the site, the more flexibility of design
6. **Other Important Aspects**
 - Physical characteristics
 - Topography
 - Soil and vegetation

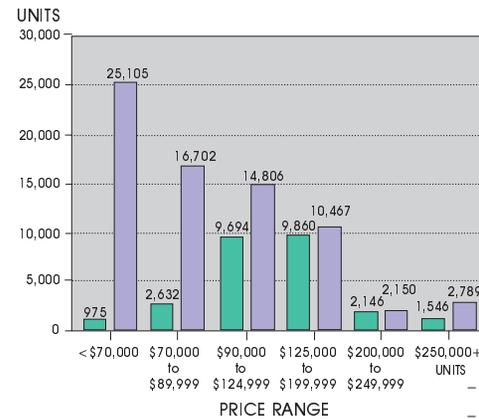
GRAPH RE-3
SALES ACTIVITIES
IN METRO PHOENIX
New v. Resale
By Total Numbers
(From Q1 1994 to Q2 1995)



GRAPH RE-4
SALES ACTIVITIES
IN SOUTH PHOENIX
New v. Resale
By Total Numbers
(From Q1 1994 to Q2 1995)



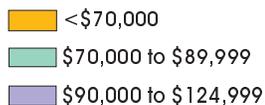
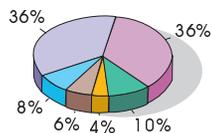
Price Range	Metro Phoenix	South Phoenix
< \$90,000	14%	30%
\$90,000 - \$125,000	36%	59%
Total	50%	89%
\$125,000 - \$200,000	36%	11%
\$200,000+	14%	0%
Total	50%	11%



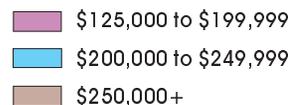
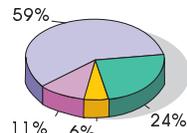
GRAPH RE-5
SALES ACTIVITY IN METRO PHOENIX
Total Units by Value
(From Q1 1994 to Q2 1995)



GRAPH RE-1
NEW SALES ACTIVITY
IN METRO PHOENIX
As Percent of Total
(From Q1 1994 to Q2 1995)

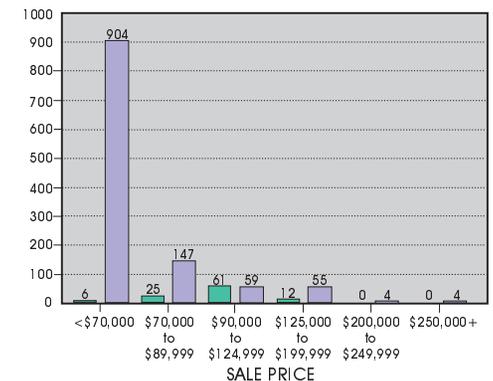


GRAPH RE-2
NEW SALES ACTIVITY
IN SOUTH PHOENIX
As Percent of Total
(From Q1 1994 to Q2 1995)



Source: Phoenix Metropolitan Housing Study
Arizona Real Estate Center, ASU 1995.

GRAPH RE-6
SALES ACTIVITY IN SOUTH PHOENIX
Total Units by Value
(From Q1 1994 to Q2 1995)



Source: Phoenix Metropolitan Housing Study,
Arizona Real Estate Center, ASU 1995.

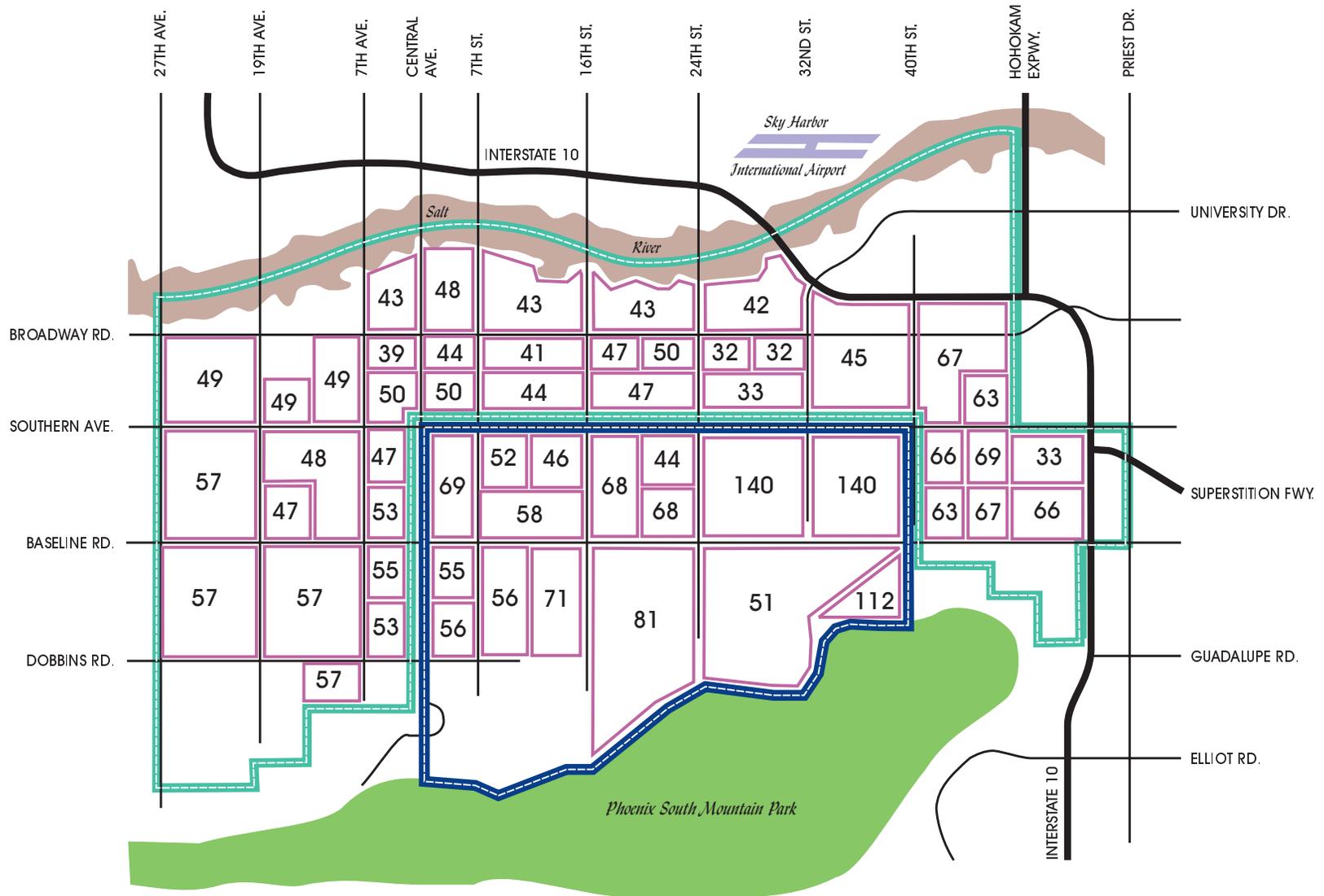


FIGURE RE-2
MEDIAN MARKET VALUE OF HOMES
 (IN THOUSANDS AND ROUNDED TO THE NEAREST HUNDRED)

 INFLUENCE AREA  STUDY AREA

Source: U.S. Census 1990

