




# Alhambra

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VILLAGE CHARACTER PLAN



# Narrative



The Alhambra Village area grew primarily when neighborhoods were becoming popular in the late 1940's and early 50's to satisfy the housing needs of a growing population after World War II. Many of these new residents discovered Phoenix when they were stationed at Luke Air Base to the west of town. It is now characterized by small ranch-style homes of the postwar era. The beautiful Spanish name of "Alhambra" was first used by W.J. Murphy, the builder/developer of the Arizona Canal and the namesake of the Bridle Path, to designate one of four areas of north Phoenix that he subdivided and later developed with residential homes. The eastern portion of the village is graced by large homes and the tree-lined historic Murphy Bridle Path which runs alongside Central Avenue, an area that first saw growth in the 1920's and 30's as the wealthy built large estates north of the city limits. The central Uptown area boasts the Windsor Square Neighborhood which is the city's only historic district that features homes built in primarily the 1930's through the 50's and Uptown Plaza, the first strip shopping center in Phoenix, originally built in 1957. The village core focuses around the Christown Spectrum Mall (formerly Chris-Town Mall), a shopping center built in the 1960's and originally named after the Chris family who had a farm on this site.

# Alhambra Village

## BY THE NUMBERS

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### Population

Existing: 139,030 (2015)  
Projected: 189,630 (2030)

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## 61%

Residential  
0-5 du/acre

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## 1.8%

Parks/Open Space

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## 51 Miles

of bicycle lanes

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## 46,620

Households (2015)

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## 11.8%

Commercially Zoned  
Properties

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# Alhambra Village

## CHARACTER

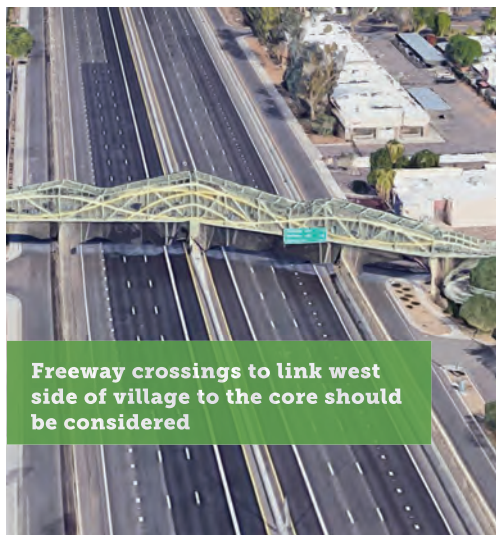
Core contains library, open space, school, multi-family residential, retail and light rail station



Stable, single-family neighborhoods, filled with architecturally interesting and historic homes



I-17 corridor contains commercial and industrial uses



Freeway crossings to link west side of village to the core should be considered



**Extensive streetscapes and landscaping along corridors and in neighborhoods**



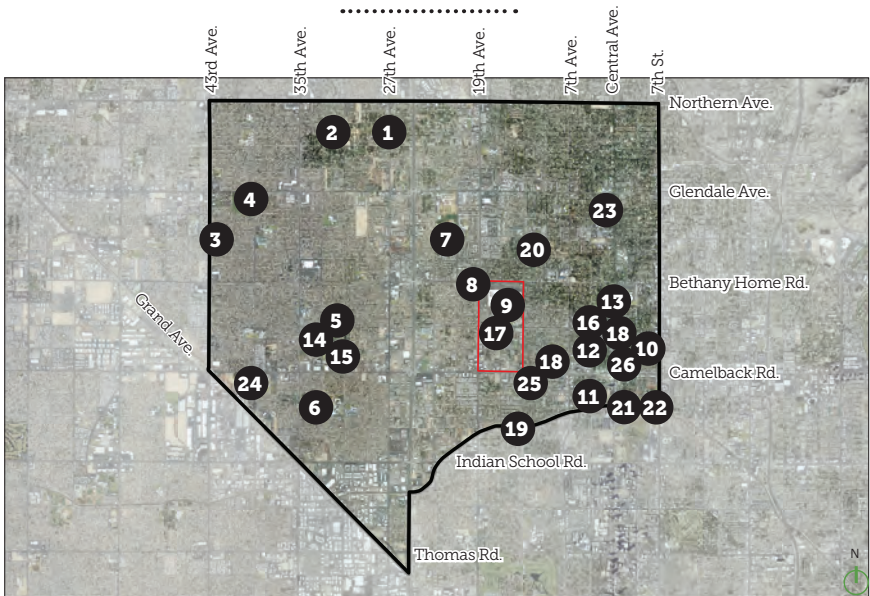
**Baptist Hospital, Grand Canyon University, and Washington Adult Center, public facilities**



**Growing international population**

# Alhambra Village

## ASSETS



- |   |  |
|---|--|
| 1. Helen Drake Senior Center  | 13. Murphy Bridle Path                     |
| 2. Mariposa Park  | 14. Grand Canyon University                |
| 3. West Plaza Park  | 15. Little Canyon Trail                    |
| 4. La Pradera Park  | 16. Phoenix Sonoran Bikeway                |
| 5. Little Canyon Park   | 17. Christown YMCA                         |
| 6. Cielito Park   | 18. Adaptive Reuse Restaurants             |
| 7. Washington Park and Activity Center, dog park and tennis complex | 19. Grand Canal                            |
| 8. Phoenix Baptist Hospital (Abrazo Mecial Center)                  | 20. Palo Verde Golf Course                 |
| 9. Christown Spectrum Mall  | 21. Brophy College Preparatory             |
| 10. Windsor Square Historic Neighborhood                            | 22. Xavier College Preparatory High School |
| 11. Pierson Place Historic Neighborhood                             | 23. Madison Meadows                        |
| 12. Medlock Place Historic Neighborhood                             | 24. Alhambra High School                   |
|   | 25. Amerischools Academy                   |
|   | 26. Uptown Plaza                           |



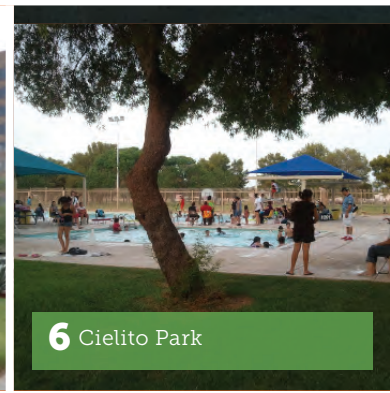
**7** Washington Park



**20** Palo Verde Golf Course



**18** Adaptive Reuse Restaurant



**6** Cielito Park



**8** Phoenix Baptist Hospital



**19** Grand Canal



**10** Windsor Square Historic Neighborhood



**11** Murphy Bridle Path

# PLANS & CODES:

## A Strategic Set of Tools

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

### Plans

1. North Central Avenue Special Planning District & Historic Streetscape
2. Black Canyon/Maricopa Freeway Specific Plan
3. Canalscape
4. Transit Oriented Development Strategic Policy Framework
5. Uptown TOD Policy Plan
6. Solano TOD Policy Plan
7. Windsor Square Special Planning District

### Codes

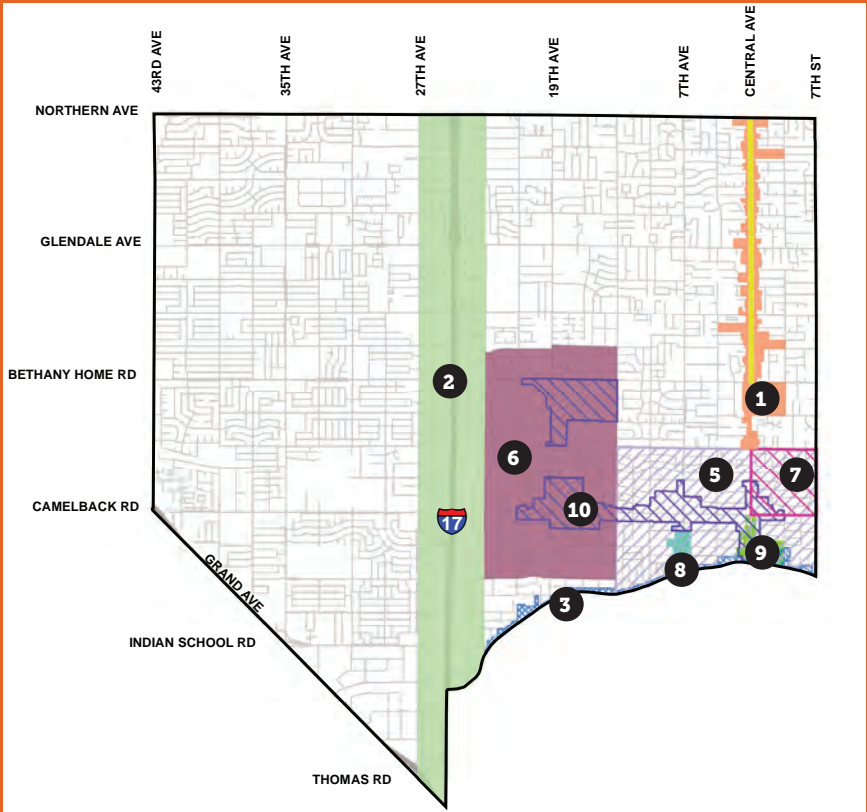
8. Seventh Avenue Urban Main Street Overlay District
9. Central Avenue Development Standards
10. Transit-Oriented Zoning Overlay District One (TOD-1)

For more information on Alhambra Village Plans & Codes, please visit

[phoenix.gov/villages/alhambra](https://phoenix.gov/villages/alhambra)



# Alhambra Village Planned Areas



Key Map

-  Central Avenue Development Standards
-  Seventh Avenue Urban Main Street Overlay District (SAUMSO)
-  Black Canyon/Maricopa Freeway Specific Plan
-  Canalscape
-  North Central Avenue Historic Streetscape
-  North Central Avenue SPD
-  TOD District - Solano
-  TOD District - UpTown
-  Transit Overlay District (TOD-1)
-  Windsor Square Neighborhood SPD

# LAND USE



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

## **Land Use Principles**

Minimize traffic through lower-density residential areas by locating heavy traffic generating land uses on or near arterial streets.

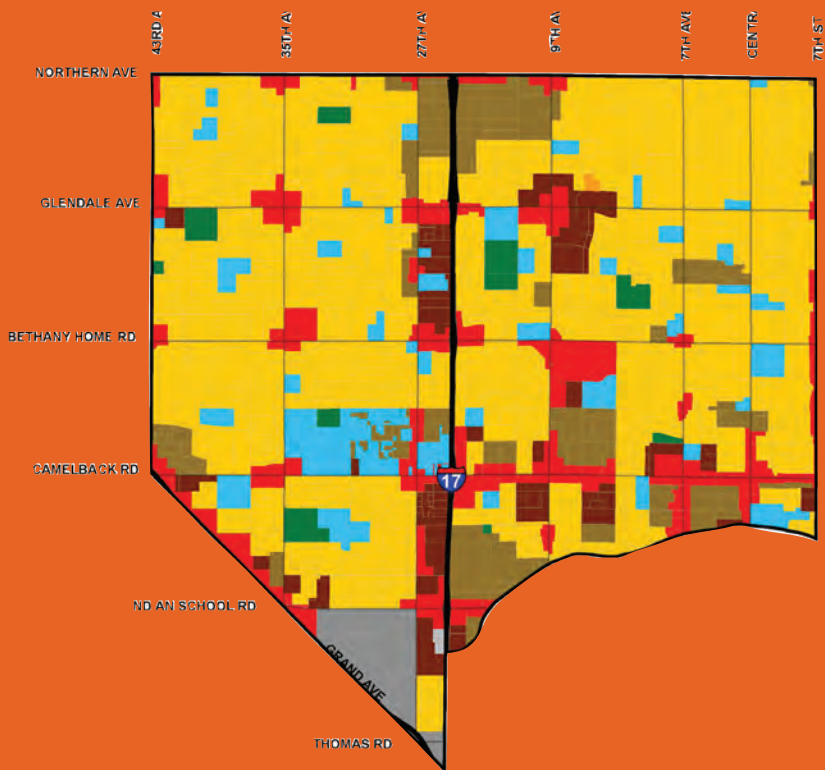
Locate neighborhood retail to be easily accessible to neighborhoods.

Facilitate the acquisition of vacant, underutilized and blighted parcels for appropriate redevelopment, compatible with the adjacent neighborhood character and adopted area plans.

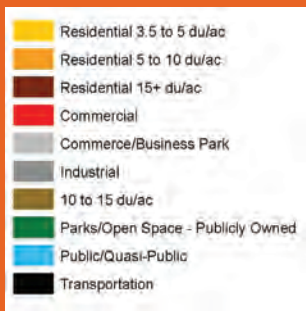
Facilitate adaptive reuse of older, underutilized properties to create mechanisms for new local and small businesses to operate, thrive and grow.

Encourage land uses that promote the growth of entrepreneurs or new businesses in Phoenix in appropriate locations.

# ALHAMBRA VILLAGE



Key Map





## Land Use Principles continued

Evaluate the current land use designations on the General Plan Land Use Map surrounding education and training facilities in each of the urban villages and determine if updates to the land use mix would be appropriate. Support the expansion of education and training facilities where appropriate.

Support the expansion of education and training facilities where appropriate.

Support temporary creative neighborhood uses for vacant properties and greyfields.

Promote and encourage compatible infill development with a mix of housing types in neighborhoods close to employment centers, commercial areas and where transit or transportation alternatives exist.

Locate major traffic-generating land uses on major streets in areas planned for such uses, or near parkway and freeway access and transit centers or light rail transit stations, and avoid use of local streets.



Include a mix of housing types and densities where appropriate within each village that support a broad range of lifestyles.

Locate land uses with the greatest height and most intense uses within village cores, centers and corridors based on village character, land use needs, and transportation system capacity.

Support compact, small block, mixed use development in appropriate locations.

Develop land use and design regulations governing land close to transit centers and light rail stations to maximize the potential for ridership.

Promote land uses that encourage continued use of historic resources through rehabilitation and adaptive reuse.

# DESIGN



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

## **Design Principles**

Provide seamless connection between significant regional parks and public open spaces, with utility corridors, bike paths, light rail/public transit access points, canals, rights-of-way, and recreation areas managed by city, county, state, and federal agencies.

Integrate trees and shade into the design of new development and redevelopment projects throughout Phoenix.

Plant drought tolerant vegetation and preserve existing mature trees in new development and redevelopment.

Protect and enhance the character of each neighborhood and its various housing lifestyles through new development that is compatible in scale, design and appearance.

Ensure new development and infill that is responsive to the historic surroundings and is compatible in size, scale, massing, proportion and materials.

Incorporate Crime Prevention Through Environmental Design (CPTED) guidelines, into site plan and design guidelines as appropriate.

Design and locate new neighborhoods to promote access (both physical and visual) to parks and open space. New developments should also provide convenient pedestrian and bicycle access to transit stops, schools and other neighborhood amenities.

Plan and design communities and neighborhoods to be pedestrian friendly and walkable.

Address the screening of legal but incompatible land uses from adjacent residential neighborhoods as new development or redevelopment occurs.

Encourage centers to provide a pedestrian environment with plazas, common open space, shaded walkways, separation of pedestrian and vehicular traffic, bicycle parking, and vehicle parking in architecturally disguised structures or underground where feasible.

Locate parking to the rear of a site to create a more pedestrian environment, when adequate shielding from noise and light can be provided to adjacent established neighborhoods. On-street parking in some areas may also promote a pedestrian environment.

In order to balance a more sustainable transportation system, development should be designed to include increased amenities for transit, pedestrian and bicyclists such as shade, water, seating, bus shelters, wider sidewalks, bike racks, pedestrian scale lighting and way-finding.

Consider the feasibility of grade-separated crossings of freeways and arterials for pedestrian and bicycle travel, at locations where pedestrian and bicycle travel is significant and the freeway or arterial provides a barrier to safe movement. If grade-separation crossing is not feasible, crosswalks, traffic signals, High-intensity Activated crossWalk (HAWK) should be incorporated into the design of bicycle lanes, bike routes and canal paths where they traverse any road.

Adopt design guidelines for new public spaces and improvements to existing facilities to strengthen environmental benefits and provide visitor amenities.

Plan, design, and develop pedestrian linkages between parks, open spaces, village cores, neighborhood shopping centers, neighborhood schools, and neighboring municipalities.

Provide multi-use trail connections where appropriate.

## Alhambra Village

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# OPPORTUNITIES FOR GROWTH & INVESTMENT

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Using the community's feedback from General Plan Update activities and outreach, as well as working with the Alhambra Village Planning Committee, the following opportunities for growth and investment have been identified and are to be addressed by urban planning.



# Opportunities for Growth & Investment

## **Support Mixed Use Development Opportunities**

Mixed Use development opportunities can be found throughout the Village, especially close to light rail. These opportunities should be supported to provide additional services and housing choices to those that live or work in the area.

## **Support Mixed Income and Cultural Diversity**

The Alhambra Village is home to a diverse population. Opportunities to engage the entire community and embrace the cultures of the people that live and work in the Village should be prioritized.

## **Support redevelopment and adaptive reuse of commercial strip centers and underutilized properties**

The Alhambra Village is home to many older structures. Existing buildings can be rehabilitated and used for new purposes.

## **Support innovative design solutions to accomplish more shade**

Shade is an important element that should be integrated into the public realm and private development. In addition to landscape features, shade can be accomplished through creative building design.

## **Encourage multimodal connectivity with emphasis on bikeability and walkability**

Projects in the Alhambra Village should be designed to focus on alternate modes of transportation to encourage use by all residents.

# NEXT STEPS

## GOALS

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





Build the Sustainable Desert City



Connect People & Places



Strengthen Our Local Economy



Create an Even More Vibrant Downtown



Celebrate Our Diverse Communities & Neighborhood

**6**  
Highly connected mobility infrastructure and choices.



Connect People & Places



Build the Sustainable Desert City

**5**  
More diverse Housing choices.



Strengthen Our Local Economy



Celebrate Our Diverse Communities & Neighborhood

**4**  
Lead in Urban Heat Island mitigation



Build the Sustainable Desert City



Celebrate Our Diverse Communities & Neighborhood



Strengthen Our Local Economy



## Alhambra Village

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



**PDD**