



Camelback East

VILLAGE CHARACTER PLAN

phoenix.gov



Narrative



The Camelback East Village is known for its natural physical beauty encircled by natural desert parks and mountain preserves which include Camelback Mountain, Piestewa Peak and Papago Park. The Camelback East lifestyle is also widely shaped by its natural features which offer outdoor activity to include hiking, biking, walking and other outdoor opportunities at one of the many parks, playgrounds, golf courses or canals located within the Village.

The Village consists of 36 square miles and is enriched with long-standing established neighborhoods with flood irrigated lots located in areas which once were occupied by citrus groves. The Village's residential character is diverse and includes quaint residential neighborhoods that exhibit mid-century modern design elements. The Village's geographical placement is central eastern and provides urban amenities with a variety of land uses that include a mix of housing types and a highly successful commercial and office corridor located within the village core at 24th Street and Camelback Road. The mission of the Village is to preserve the character of the established neighborhoods and promote healthy development.

Camelback East Village

BY THE NUMBERS



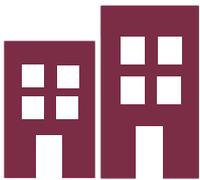
Population

Existing: 141,250 (2015)
Projected: 165,120 (2030)



45.5%

Residential
0-5 du/acre



12.8%

Commercial



17.6%

Parks/Open Space



4
resorts



62,730

Households (2015)



62

miles of trails



84 Miles

of bike lanes

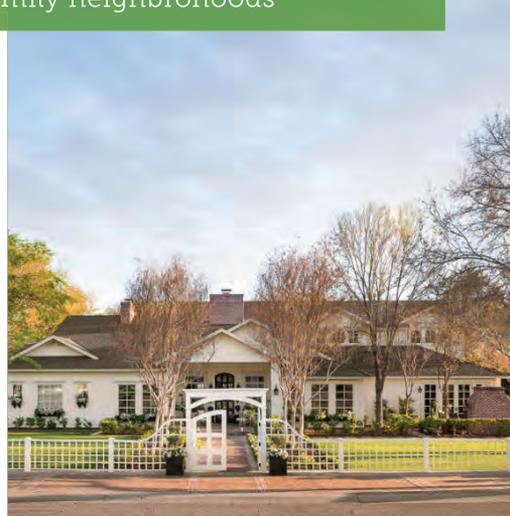
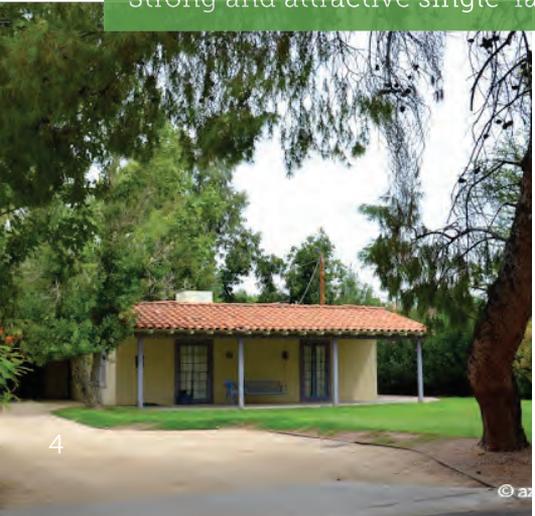
Camelback East Village

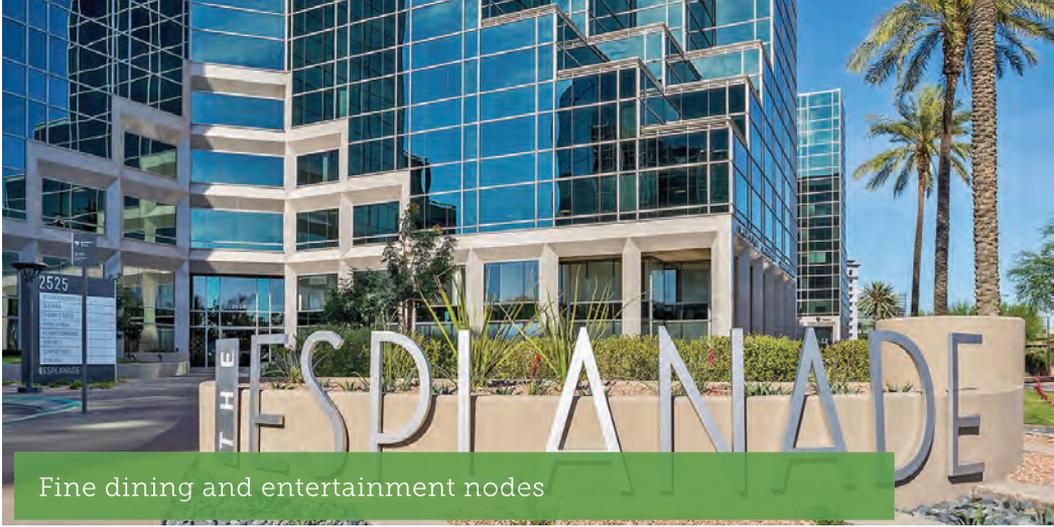
CHARACTER

Prominent natural landmarks, open space and trails



Strong and attractive single-family neighborhoods

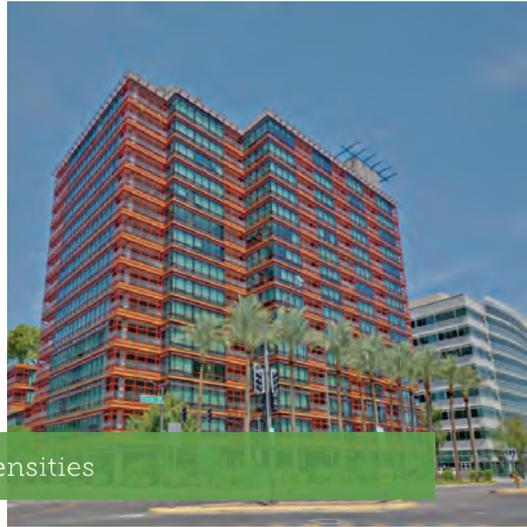




Fine dining and entertainment nodes



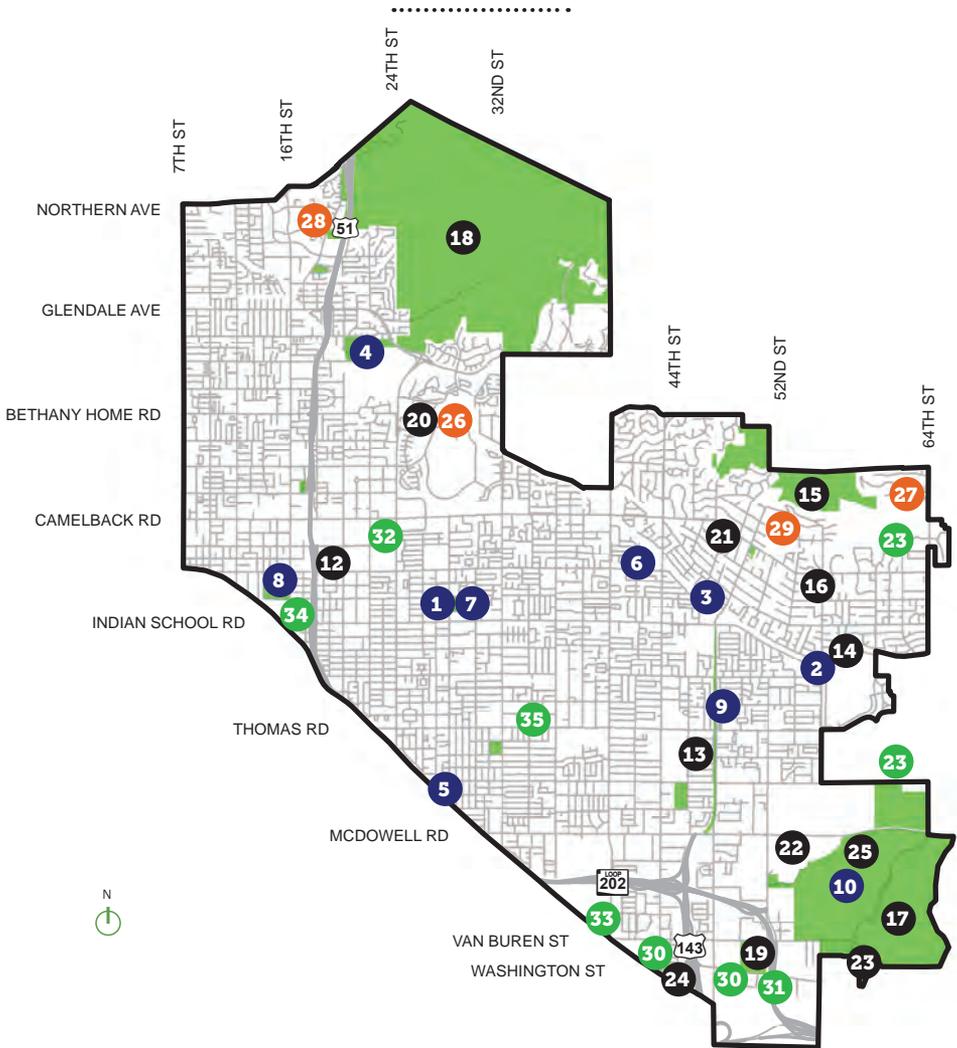
Variety of housing types and densities



High-quality office options

Camelback East Village

ASSETS



Canals / Schools / Parks:

1. Devonshire Senior Center
2. Arcadia Park
3. Arizona Canal
4. Granada Park
5. Grand Canal
6. Kachina Park
7. Los Olivos Park
8. Madison Park / Madison Pool
9. Cross-Cut Canal Park
10. Papago Park

Landmarks:

12. Century Library
13. Saguaro Library
14. Arizona Falls
15. Camelback Mountain
16. David & Gladys Wright House
17. Phoenix Zoo
18. Piestewa Peak
19. Tovera Castle
20. Wrigley Mansion
21. Schemer Art Center
22. Arizona Military Museum
23. Hall of Flame Museum
24. Pueblo Grande Museum & Archaeological Park
25. Desert Botanical Garden

Resorts / Golf Courses:

26. Arizona Biltmore Resort & Golf Club
27. Phoenician Resort
28. Pointe Hilton Piestewa Peak Resort
29. Royal Palms Resort and Spa

Other:

30. Light Rail Transit Stations
31. Ability 360 Center
32. Biltmore Cancer Center
33. Oasis Hospital
34. Phoenix Indian Medical Center
35. Valley Hospital



Wrigley Mansion



Ability 360



Arizona Military Museum



David & Gladys Wright House



Hall of Flame Fire Museum



Oasis Hospital



Devonshire Senior Center



Papago Park



Phoenician Resort



Saguaro Library



Royal Palm Resort

PLANS & CODES:

A Strategic Set of Tools

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 goals of today. There is also opportunity to evaluate and establish new plans and codes for areas that have yet to be addressed.

Plans

1. 44th Street Corridor Specific Plan
2. Arcadia Camelback Special Planning District
3. Piestewa Peak Freeway Specific Plan
4. Piestewa Peak Parkway Specific Plan
5. Camelback East Primary Core Specific Plan
6. 44th Street Residential Office Study
7. Missouri Avenue Land Use Study
8. Gateway TOD Plan

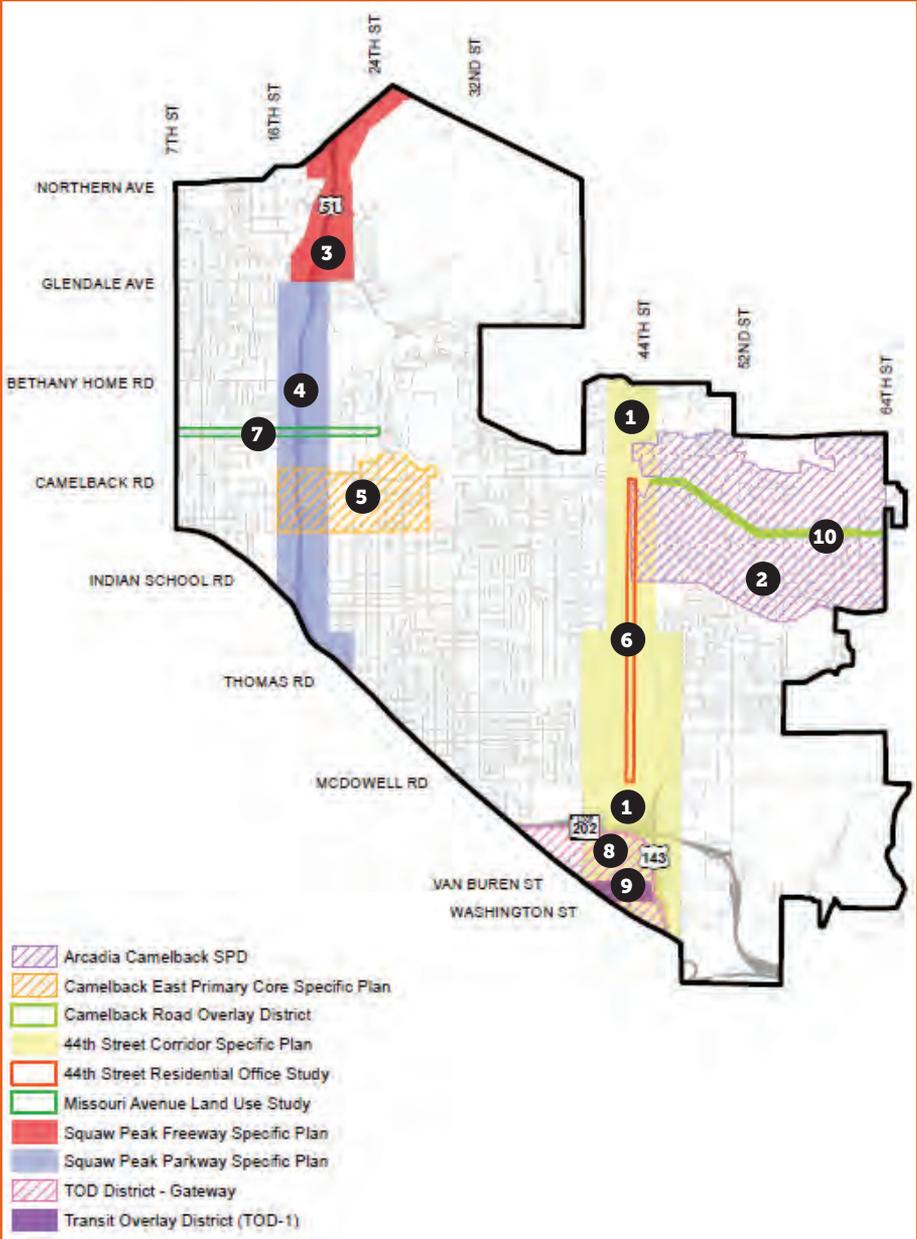
Codes

9. Interim Transit-Oriented Zoning Overlay District One (TOD-1)
10. Camelback Road Overlay

For more information on Camelback East Village Plans & Codes, please visit [Phoenix.gov/villages/Camelback-East](https://phoenix.gov/villages/Camelback-East)

Camelback East Village Planned Areas

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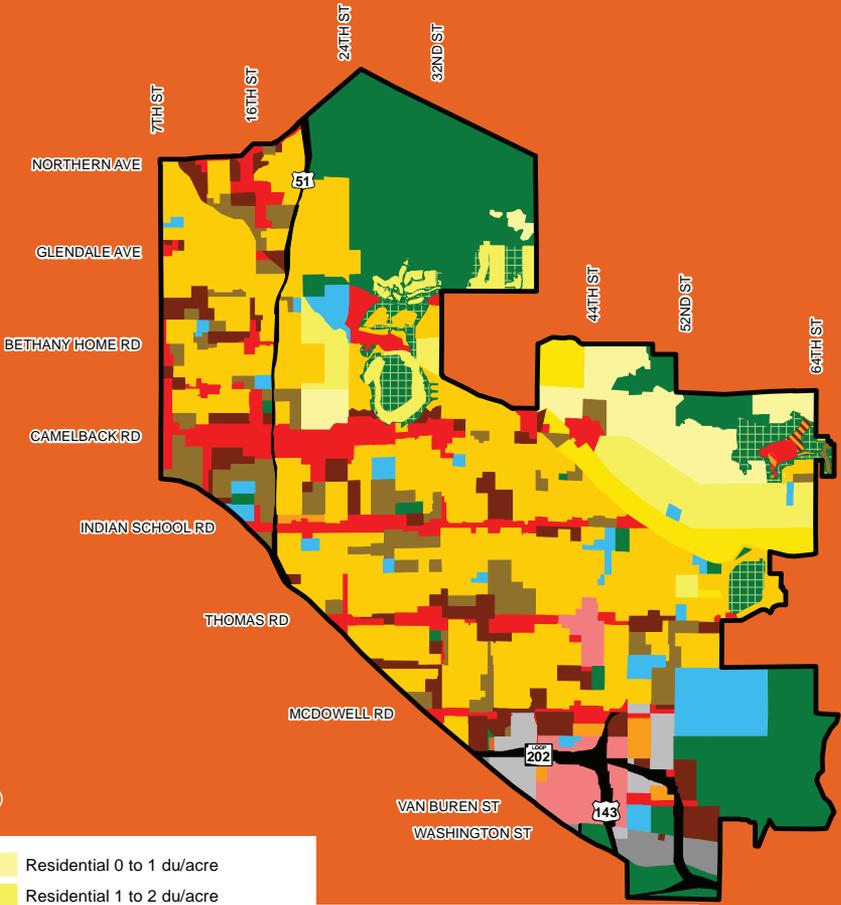
LAND USE



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

- Protect residential areas from concentrations of incompatible land uses that could change their character or destabilize land values. **EXAMPLES:**
- Facilitate adaptive reuse of older, underutilized properties to create mechanisms for new local and small businesses to operate, thrive and grow. **EXAMPLES: 40 East live-work lofts at 41st Place and McDowell Road and 44th Street and 7th Street commercial corridor.**
- Support reasonable levels of increased intensity, respectful of local conditions and surrounding neighborhoods. **EXAMPLES: Hospice of the Valley at 44th Street and Indianola, AC Hotel and 28th Street and Camelback Road and Gadzooks at Camelback Road and Arizona Canal trail.**
- Encourage development of the taller and larger buildings in Areas of Change away from single-family and low-rise, multifamily housing. **EXAMPLES: Hotels at 44th Street and Washington, 32nd Street and Camelback Road, and Indian School commercial corridor.**
- Support new compatible land uses that remove extremely deteriorated structures, excessive trash and debris, and other blight in neighborhoods. **EXAMPLES: McDowell data center at 40th Street and McDowell Road and MorningStar assisted living at 32nd Street and Glenrosa Avenue.**

CAMELBACK EAST VILLAGE



- | | | | |
|--|--|---|---------------------------------------|
|  | Residential 0 to 1 du/acre |  | Commerce / Business Park |
|  | Residential 1 to 2 du/acre |  | Public/Quasi-Public |
|  | Residential 0 to 1 du/acre |  | Transportation |
|  | Residential 3.5 to 5 du/acre |  | Parks/Open Space - Publicly Owned |
|  | Residential 5 to 10 du/acre |  | Parks/Open Space - Privately Owned |
|  | Residential 5 to 10 or 5 to 15 du/acre |  | Mixed Use (Commercial/15+ du/ac) |
|  | Residential 10 to 15 du/acre |  | Mixed Use |
|  | Residential 15+ du/acre |  | Mixed Use Commercial / 5-10 Du / acre |
|  | Commercial | | |
|  | Industrial | | |

DESIGN



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

- 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. **EXAMPLES: Ability 360 at 50th Street and Washington Street, Light Rail at 51st Street and Washington Street, Tovrea Castle and residential office uses and commercial uses at 32nd Street and Campbell Avenue. Detached and shaded sidewalks should be integrated into all developments.**
- Plan, design, and develop pedestrian linkages between parks, open spaces, village cores, neighborhood shopping centers, neighborhood schools, and neighboring municipalities. **EXAMPLES: Papago Park, Los Olivos Park, Pedestrian walkways at the Esplanade and Cross Cut Canal at 48th Street and McDowell Road.**
- Integrate trees and shade into the design of new development and redevelopment projects throughout Phoenix. **EXAMPLES: Phoenix Homesteads on 28th Street between Osborn Road and Thomas Road, AC Hotel at 28th Street and Camelback Road, Luci's at the Orchard.**



- Plant drought tolerant vegetation and preserve existing mature trees in new development and redevelopment. **EXAMPLES: Intersection of 24th Street and Camelback Road and Phoenix Homesteads. All new developments should integrate drought tolerant trees and preserve existing mature trees.**
- Protect and enhance the character of each neighborhood and its various housing lifestyles through new development that is compatible in scale, design, and appearance. **EXAMPLES: The Orchard at 12th Street and Glendale Avenue and Rafter House at 44th Street and Indian School Road.**

Camelback East Village

OPPORTUNITIES FOR GROWTH & INVESTMENT

Using the community's feedback from General Plan Update activities and outreach, as well as working with the Camelback East 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

Maintain shaded streetscapes and promote detached sidewalks.

While there are many areas within the Village that exhibit walkable shaded environments there are other areas where this environment is lacking. Shaded streetscapes and detached sidewalks should be encouraged whenever possible.

Promote shade and sustainability features with private development.

More effort should be made to promote multimodal transportation and green building. Developments are encouraged to provide bicycle parking, shaded pedestrian pathways, recycling services and application of sustainable materials.

Promote high quality development of housing types and commercial amenities while promoting the Village's unique character.

New developments should express high quality design. Projects should be visually attractive and endorse live, work, play and relax environments for residents. Special attention should be given to the context of the surrounding area and promote the unique character of the village.

Encourage developments that are compatible and respectful to surrounding uses and conditions.

As growth continues, new developments should be respectful to the surrounding built environment. Encourage developments that are context-sensitive and are designed to complement the neighboring area. Promote design standards that advance project compatibility.

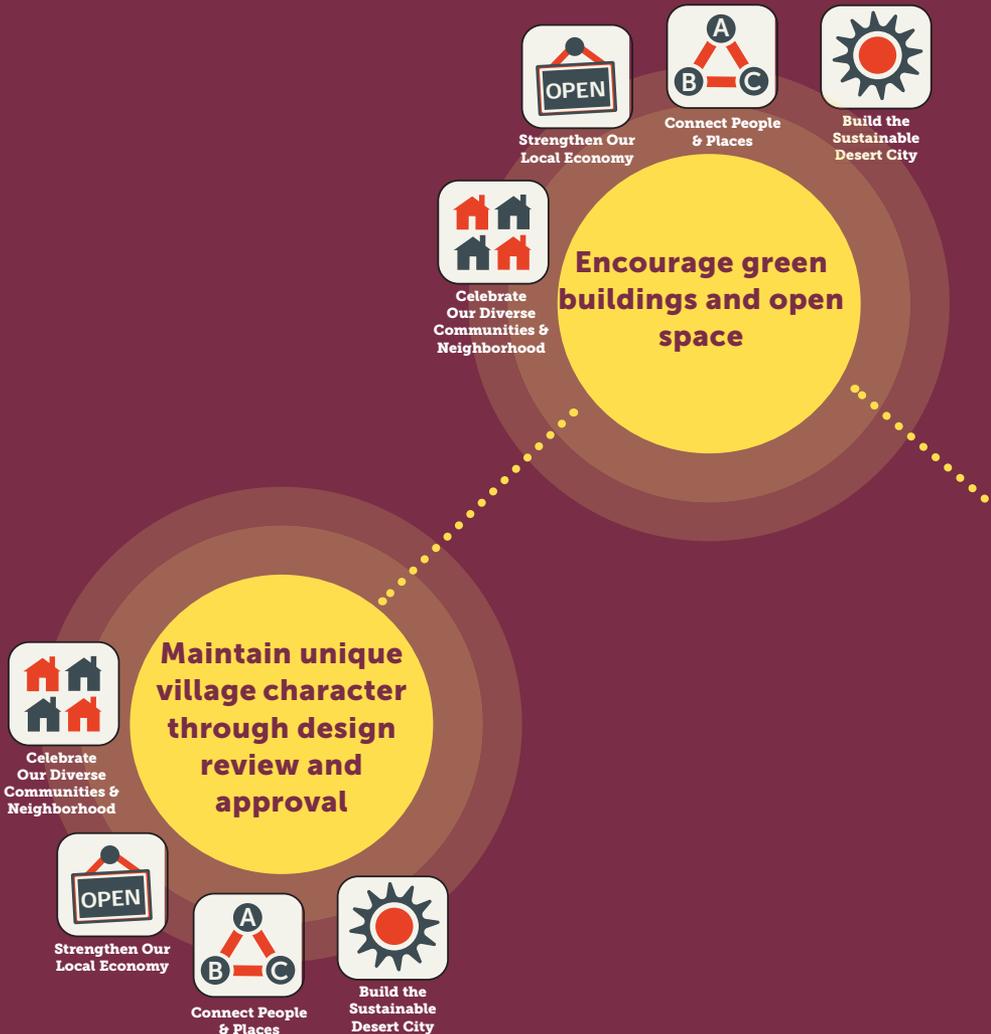
Promote the goals and policies of existing plans.

Special attention and consideration should be given to existing policies established in area plans. New developments are expected to promote the established goals and policies identified.

NEXT STEPS GOALS



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





Connect People & Places



Strengthen Our Local Economy

Promote high-quality development with diverse uses



Celebrate Our Diverse Communities & Neighborhood



Connect People & Places

Encourage context-sensitive development



Build the Sustainable Desert City



Strengthen Our Local Economy



Celebrate Our Diverse Communities & Neighborhood

Improve streetscapes to promote walkability and cyclist safety along major arterials



Strengthen Our Local Economy

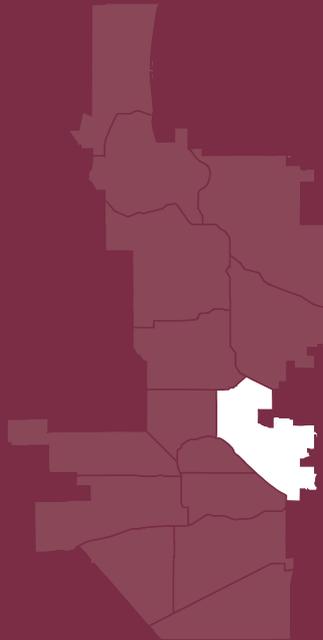


Connect People & Places



Camelback East Village

For more information, or to view the electronic version of the document please visit 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



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