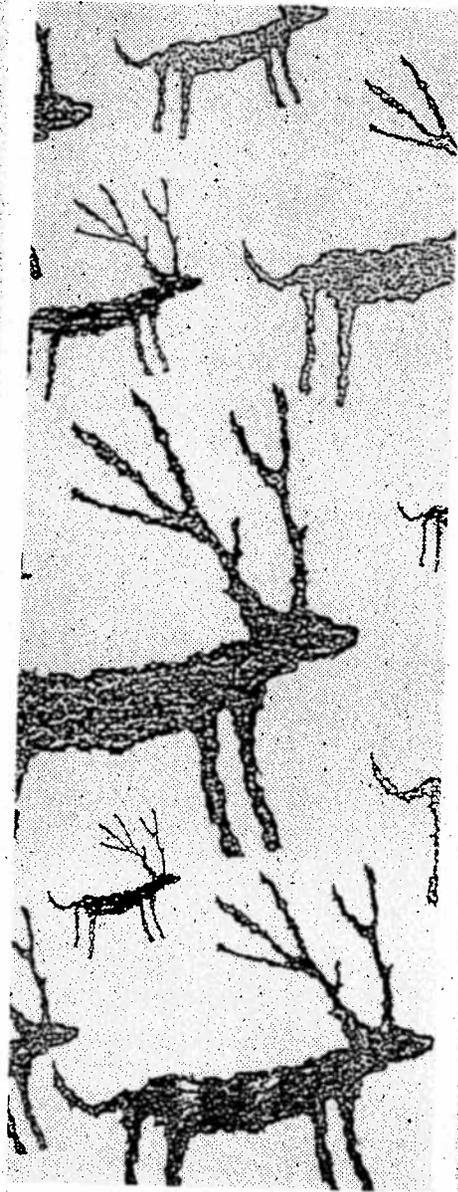


**DEER
VALLEY
CORE
SPECIFIC
PLAN**



DEER VALLEY CORE SPECIFIC PLAN

Phoenix, Arizona

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Deer Valley Village Planning Committee

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Approved by City Council, September 21, 1994

Adopted, October 5, 1994

Resolution No. 18409

EXECUTIVE SUMMARY

The Deer Valley Core Plan was developed by a team of city staff directed by the Planning Department with the guidance of the Core Planning Subcommittee of the Deer Valley Village Planning Committee (a citizens committee). The plan was developed through a series of public meetings and workshops and reflects an effort to integrate the goals of both property owners and community residents.

This is a policy plan intended to be used as a guide for future development decisions. The Plan envisions 27th Avenue as the principal street in the Core—its Main Street. At the north end of the street is the Heart of the Core, the most concentrated employment center. Over the long term, it is anticipated that this area will develop with regional offices and satellite government facilities. This is the location for the tallest buildings within the core.

At the south end of 27th Avenue is planned a mix of service type uses including hotels, restaurants, movie theaters, offices as well as the existing Phoenix General Hospital.

As the transportation spine and main street in the Core, 27th Avenue is a special street. It is planned as a wide landscaped boulevard aligned with canopy trees, a center median and sidewalks set back from the curb. This design enables pedestrians to walk separated from the vehicular traffic on the street. Buildings, rather than parking lots, will face the street. The street itself focuses on Adobe Mountain which is seen two miles north of the Core. Public transit is an integral part of this street. Various bus routes accessing the area utilize 27th Avenue making it the transit connection for the core.

Commerce Park uses are located along the east side of I-17 as well as south of the Outer Loop and west of 27th Avenue. Residential uses are found both north and south of Yorkshire Drive between 27 and 31st Avenues. To assure neighborhood compatibility, lower density multi-family is located on the south side of Yorkshire with the more dense multi-family north of Yorkshire Drive.

The core is easy to access not only for vehicles but also by bicyclists and pedestrians. Bicycle paths and lanes from the adjacent neighborhoods converge at the core. Pathways allow pedestrians to circulate between developed projects. And multi-use trails along the Outer Loop frontage roads allow non vehicular connections between developments on both sides of I-17.

Vehicular access from the freeways is along arterial and collector streets. Nearby neighborhoods are protected from cut through traffic generated by employment users in the core.

The design for the core focuses on "campus style" setting. Pedestrian plazas and pathways are an important part of this setting. The ability to visually connect to the peripheral mountains is maintained through established view corridors.

Employment opportunities are cultivated within the core. Insurance, hotel reservation center, credit card and telecommunication industries are encouraged to expand and/or locate here. The potential for retail uses and continuing education facilities continues to be investigated.

The implementation of the Deer Valley Core Plan occurs through the development process, the adoption of the Street Classification Map, and activities undertaken by the Deer Valley Village Planning Committee with assistance from city staff.

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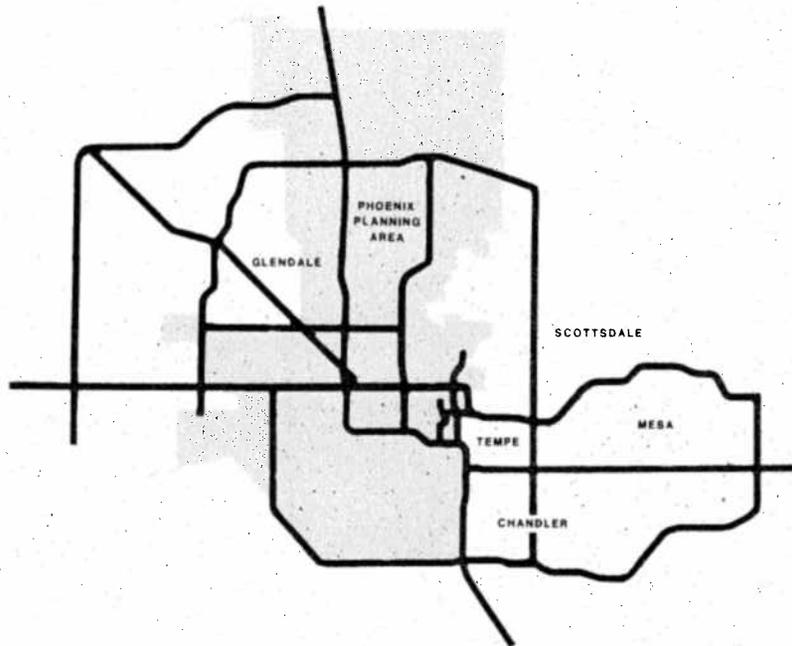
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INTRODUCTION

INTRODUCTION

1. INTRODUCTION

The Deer Valley Village Core is located in northwest Phoenix at the intersection of Interstate 17 (Black Canyon Freeway) and the Aqua Fria/Pima Freeway. Nearby are a number of natural and man made landmarks such as Adobe Mountain, the Hedgpeth Hills, Adobe Dam Recreational Area and the Deer Valley Airport. The Core, in conjunction with these landmarks, is strategically positioned to become the northern gateway into Phoenix.

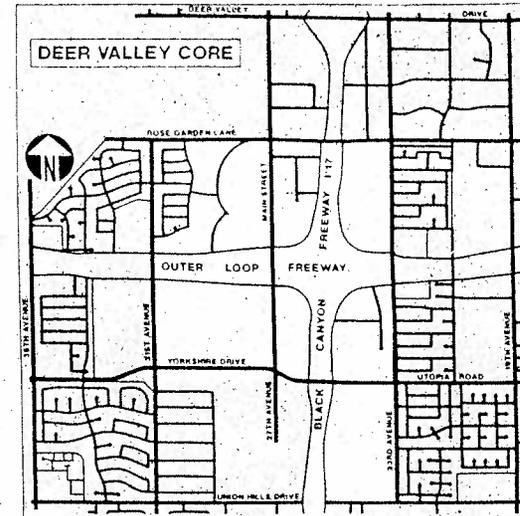


The Core occupies 730 acres of land. About 340 acres remain undeveloped. This provides the opportunity to create not only employment and service facilities for the community but a significant gateway into the city.

With this in mind, the Deer Valley Village Planning Committee began preliminary core planning discussions in 1987. In December of 1988 the committee distributed to the public a conceptual plan for review. Public comment from that meeting assisted the committee in understanding the community's preferences for core development.

Initial input from staff began in 1991 when the Planning Department prepared a market analysis for the core. That analysis was completed in April 1992.

In January 1993, the subcommittee developed goals for the core and reviewed them with the public. Based on public comment, the goals were further refined. They then became the basis for the development of the core plan.



What Is the Core?

The Deer Valley Village Core is over one mile square in size and is to become the central focus for the village. The core boundaries are Rose Garden Lane on the north, 31st Avenue on the west, 23rd Avenue on the east, and Union Hills Drive on the south, east of Interstate 17. Yorkshire Drive is the southern boundary west of Interstate 17.

The core will contain the greatest building height and most intense uses within the village. It will include a variety of uses such as office, retail, housing and commerce park facilities. As development occurs, the area will become an employment center for the north Phoenix region as well as a center serving the needs and desires of the village residents.

With the completion of the Agua Fria/Pima Freeway (SR 101), the core will be divided into four sections. The east-west Agua Fria and the north-south Interstate 17 freeways will functionally create four separate quadrants which produce unique opportunities and constraints on the development of the core.

What Is in the Core Today?

A portion of the northeast quadrant is occupied by Discover Card (formerly Intel) with the remaining area being vacant. The southeast quadrant is occupied by the Valley North Business Park, AG Communications and Honeywell buildings. Most of the southwest quadrant is vacant except for Phoenix General Hospital. A portion of the northwest quadrant is occupied by the Best Western Reservation Center, the Maricopa County license facility and 292 homes but most of that quadrant is also vacant. The American Express complex is located just west of the southwest quadrant of the core.

With the exception of the individual residences, most of the land in the core is held in large parcels. Some owners control over 100 acres. As such, there are only seventeen major core property owners.

In both quadrants east of the Interstate 17 freeway, the land is primarily zoned for commerce park. This zoning allows for research laboratories, business parks and the fabrication and assembly of finished products. West of the freeway, again in both quadrants, the land is either zoned commercially or for dense residential development.

How Does the Plan Work?

The plan for the Deer Valley Core is an area plan with policies to guide future development. The document is divided into four major sections; land use, circulation, urban design and core development recommendations. Each section has the corresponding goals stated and identifies the issues associated with them. Recommendations follow on how to achieve the goals.

Implementation of the plan will occur in various ways. Strategies will be used to facilitate the coordination of development. These strategies along with the responsible parties and agencies are identified in the chapter on Implementation. And guidelines are provided to assist in preserving view corridors of the peripheral mountains.

How Did the Public Provide Input into the Plan?

The citizens of the Deer Valley Village provided the basic direction for this plan. Beginning with their December 1988 comments to the village planning committee they expressed their preferences for what the core should become. The goals developed for the plan reflected these preferences. Public review of the goals in January 1993 provided further refinement.

From Fall 1992 through Spring 1993, a series of reports examining various core issues were prepared by city staff for subcommittee review. Specific questions were addressed; existing conditions and trends within the core were reviewed; and methods to preserve views of the peripheral mountains were proposed. These materials were presented to the public in June 1993. The titles of each of these documents are listed in Appendix B, a Core Research Supplemental bibliography.

In the fall of 1993 the land use and circulation elements were reviewed with the community. Various alternative options

were discussed. The community recommended options which best fulfilled their goals for the core. In the spring, 1994, a draft plan was taken to the public. Additional elements included urban design and economic development recommendations.

What Is the Vision for the Core?

In January 1993, citizens suggested a vision for the Deer Valley Core. That vision was to include development with aesthetic gains and enhancement for the community. The actual language of the vision developed by the citizens is as follows.

*Establish a vision beyond monetary gain for the developer—it should **include** this, but not at the exclusion of aesthetic gains and community enhancement.*

This vision is incorporated into the core plan. The goals include land use, circulation, design, economic development, environment and public safety objectives. Some goals are addressed in only one of the following plan elements while others relate to more than one. For example, the aims of the environment and public safety goals are addressed in both the circulation and design element discussions.

What are the Goals of the Plan?

The Goals for the Deer Valley Core, as identified by the community, are as follows:

Land Use

- Development should not exceed the capacities of the existing infrastructures.
- The core's comprehensive development program (both public and private) should seek to minimize undeveloped areas between projects.

- The core should have a destination, a 'heart', which is the place most people go.
 - Create a village center

Circulation

- People should be encouraged to travel from one area of the core to another by using alternatives to the private automobile.
 - Pedestrian crossings should be available at appropriate locations to facilitate pedestrian movement throughout the Core.
 - Pleasant opportunities for public transportation and non-motor transit to get into and around the Core shall be provided.
- The core street network shall enable easy and safe access to and from the freeways.
- The Core should be linked to other cores and parts of the city by public transit.

Design

- The Deer Valley Core will serve as a visual gateway to Phoenix.
- Development in the core shall be in a campus setting and promote a suburban environment.
 - Limitations shall be applied to development in the transition area from existing, adjoining neighborhoods.
 - Development shall be encouraged to feature building clusters wherever possible and provide open space for possible public uses in the center of the core.
- Visual links should be established between different areas of the core.
- Development in the core should enhance view corridors and seek to minimize visual barriers to (the Hedgpeth Hills, Deem Hills, Adobe Mountain, Union Hills, Buffalo Ridge and Lookout Mountain) for people outside or inside the core.

- Development in the Core should enhance the unique desert environment and create a high level of urban design.
 - Attractive and easily understood signage (symbols, words, images) shall be used to direct people in and to the Core.

Function/Economic Development

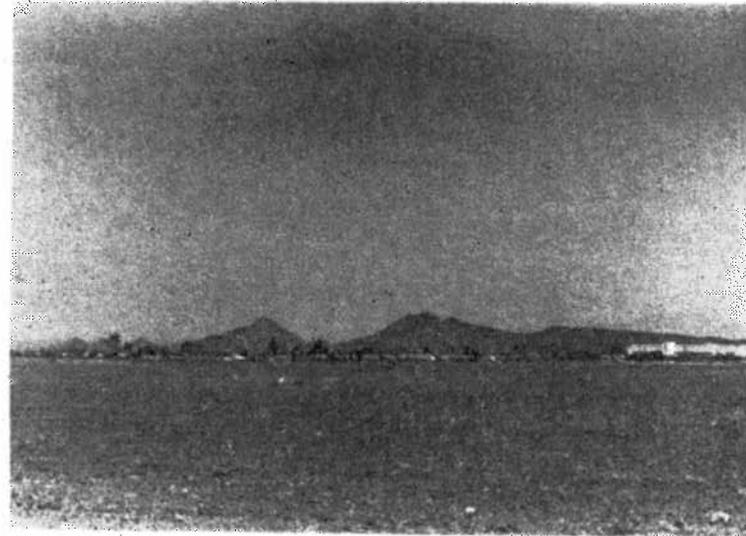
- The Core should be an employment center for the North Phoenix region.
 - Encourage employment and service opportunities in the core.
 - Establish business attraction effort.
- Development in the core should include retail, entertainment, open space, service and housing uses to meet the needs of its workforce and nearby communities.
- Development in the core should specifically include community service facilities for the Village.
 - A library shall be located in the Core.
 - Public meeting rooms and continuing education facilities should be included.

Environment

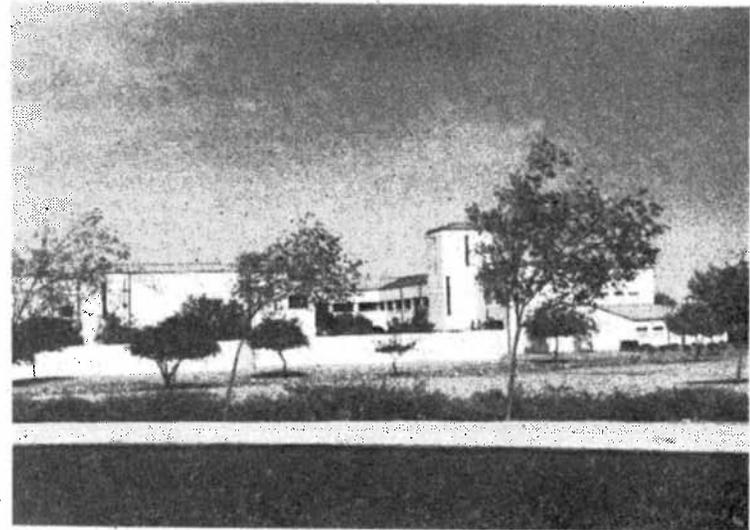
- Development in the core should not increase the ambient noise, odor, light, traffic levels, and should not decrease the air quality of adjacent neighborhoods.
 - No intrusion into neighborhoods
 - Mitigate traffic impact on residences.
- Development in the core should protect the natural and man made environment.
 - Low pollution

Public Safety

- Adequate public safety, security and lighting should be provided in the core to encourage utilization of core facilities.
- The core circulation network shall be set up to provide safe access within and to the core.



Hedgpeth Hills



Employment Facility

LAND USE ELEMENT

LAND USE ELEMENT

2. LAND USE ELEMENT

Preparing a land use plan for the Deer Valley Core is a challenge. The challenge is dealing with a unique core that is divided into four quadrants due to the intersection of two major freeways; I-17 (Black Canyon Freeway) and the yet to be constructed, SR 101 (Outer Loop). The land use plan must integrate both the present and future land uses into a recognizable activity node despite the physical separation created as a result of the intersection of two freeways. To provide guidance for long term development, certain land use goals have been developed by the Deer Valley Core Subcommittee.

1. Development should not exceed the capacities of the existing infrastructure.
2. The core's comprehensive development program (both public and private) should seek to minimize undeveloped areas between projects.
3. The core should have a destination, a "heart" which is the place most people go. The core should have a village center.

The key to developing a land use plan is to first examine:

- the existing built environment;
- the effect zoning will have on future core development;
- General Plan land use designations;
- potential development based on the existing conditions, community input, and market expectations.

A. EXISTING BUILT ENVIRONMENT

Existing Land Uses

Approximately 32% of the 730 acres in the core is developed. A major portion of the developed area is industrial parks located east of I-17. The major users are Discover Card, AG Communications, Valley North Business Park and Honeywell.

Development in the core west of I-17 consists of a variety of users. There are two commercial users - the Best Western Reservation Center and the Phoenix General Hospital. There is a low density neighborhood west of 30th Avenue and north of Blackhawk Drive. A church is located at the southeast corner of 30th Avenue and Rose Garden Lane. Maricopa County has a drivers license facility east of 27th Avenue and south of Rose Garden Lane.

Table 1: Deer Valley Core Existing Development shows that currently in the core there are 4,000 employees working in 1,679,919 square feet of building space. The core contains 292 dwelling units. Map 3: Deer Valley Core/Existing Land Use shows the location of the existing developments within the core area. A more detailed description of existing land uses in the core is provided in the Deer Valley Village Core Study, Working Paper #2.

Existing Land Uses Adjacent to the Deer Valley Core

The predominant land use adjacent to the Deer Valley Core is residential. The land adjacent to the southwest and southeast quadrants is single family residential. The exception is directly south of the Honeywell site, where the use along the freeway is industrial. The American Express Regional offices located on approximately 78 acres are at the northwest corner of 31st Avenue and Yorkshire Drive.

Adjacent to the northwest and northeast quadrants the residential development is categorized as multi-family development. The one exception is along the I-17 Freeway north of the core where the properties are primarily vacant, but are designated for industrial development.

B. ZONING IN THE CORE

The present zoning in the core is depicted on Map 4: Deer Valley Core/Existing and Approved Zoning. While most of the existing development is zoned Industrial Park in the Core, the majority of the vacant land is zoned C-2. Tables 2 and 3 show what the zoning is in the Core for both vacant and developed parcels.

The *Deer Valley Village Core Study Working Paper #2* includes a detailed description of the zoning for each quadrant in the core. There is also a summary of zoning cases which have been approved for several of the vacant parcels in the core.

Existing Floor Area Ratios (FAR's)

The Floor Area Ratio (FAR) is the ratio of the gross floor area of all buildings on a site to the site's gross land area which may include one half of all abutting dedicated streets and alleys and/or 25' of an abutting freeway. The FAR is important because it provides a guideline for determining the level of development intensity on a particular site or a particular area. This serves to provide an indication of the number of employees, vehicular trips per land use type per day, need for infrastructure, etc.

All of the existing developments have a relatively low floor area ratio (FAR) for a core - .13 for Honeywell to .35 for Phoenix General Hospital. The General Plan concept for a core includes a much higher range of FARs from a 1.0 to 1.5.

The higher development intensity in a village core helps identify a central focus for the village.

Because much of the Deer Valley Village Core is undeveloped, it is anticipated that initial development will have a lower FAR than that identified in the General Plan. As the core matures, FAR's will increase and the core will take on more intense character. But development intensities with a higher FAR are many years in the future and initial development will have a suburban development intensity.

C. GENERAL PLAN DESIGNATIONS IN THE CORE

The General Plan Map designates Industrial as the major land use classification in the core. This is shown on Map 5: Deer Valley Core General Plan Land Use Designations. Table 4: General Plan Land Uses in the Deer Valley Core shows the Industrial category as having the most acreage for both vacant properties and for the total core area. This means that based on the General Plan a major portion of the area should develop with industrial uses. This may conflict with one of the Subcommittee's goals - to develop a "heart of the core" - a destination area for people in the core.

**TABLE 1
DEER VALLEY CORE EXISTING DEVELOPMENT**

PARCEL NUMBER		ACRES	BUILDING SQUARE FOOTAGE	FAR	EMPLOYEES
3	Best Western	12	110,000	.21	650
7	Phoenix General Hospital	12	181,000	.35	272
12	Discover Card(12/93)	35	341,688	.22	425
14	AG Communications	25	199,078	.18	850
15	Valley North Business Park	20	258,700	.30	647
16	Honeywell	90	512,776	.13	1,400
	Residential	39	292 DU		
TOTAL		233	1,679,919		4,040
5*	American Express	78	773,000	.23	4,200
Grand Total	* Immediately adjacent to core	311	2,452,919		8,240

**TABLE 2
EXISTING ZONING
IN THE DEER VALLEY CORE/DEVELOPED LAND**

	Indust. Pk		CP/GCP		C-2		R-3	
	Acres	%	Acres	%	Acres	%	Acres	%
Developed Land	177	68	15	64	29	11	38	15

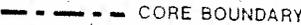
**TABLE 3
EXISTING ZONING
IN THE DEER VALLEY CORE/VACANT LAND**

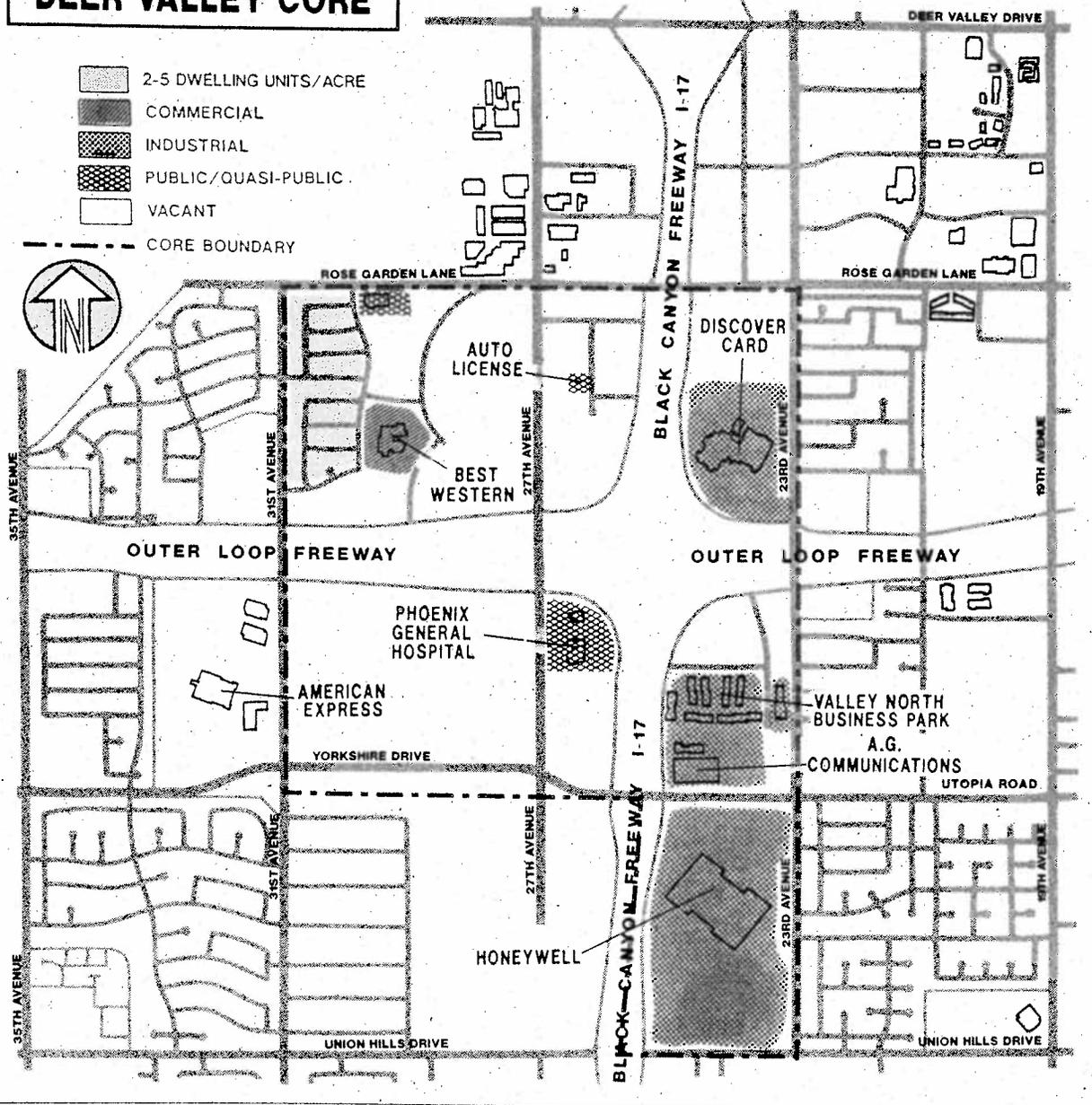
	Indust. Pk		C-2 MR		C-2		C-1 MR		C-1		R-4		R-3	
	Acres	%	Acres	%	Acres	%	Acres	%	Acres	%	Acres	%	Acres	%
Vacant Land	74	16	102	22	208	44	14	3	6	16	48	10	19	4

**TABLE 4
GENERAL PLAN LAND USES IN THE DEER VALLEY CORE**

	Commercial		Industrial		2-5		5-15		15 +		Open Space		Freeway	
	Acres	%	Acres	%	Acres	%	Acres	%	Acres	%	Acres	%	Acres	%
Developed	164	22	301	41	0	0	22	3	101	14	0	0	142	20
Vacant	134	33	136	34	0	0	0	0	65	16	0	0	70	17
Totals	298		437				22		166				212	

DEER VALLEY CORE

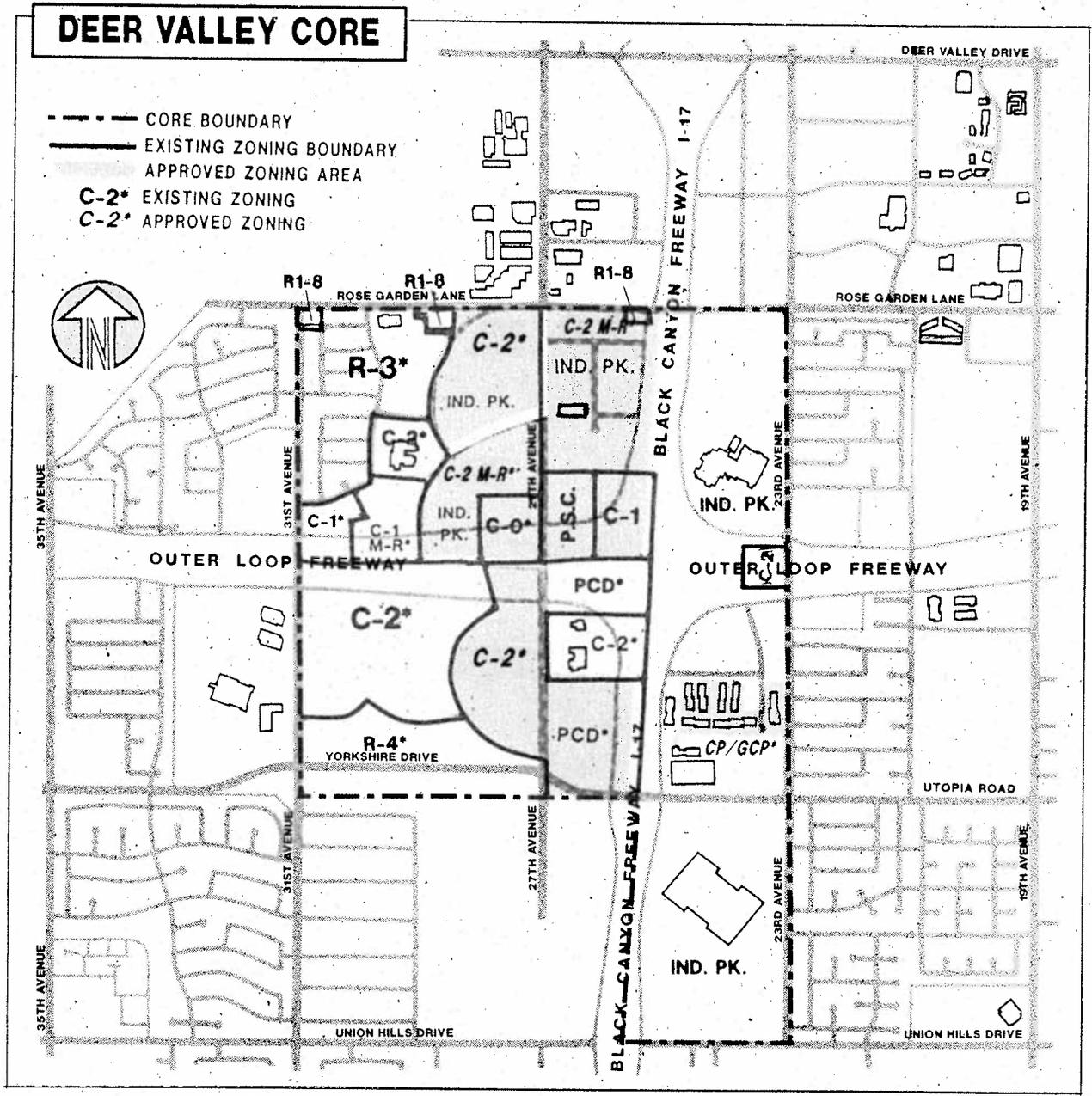
-  2-5 DWELLING UNITS/ACRE
-  COMMERCIAL
-  INDUSTRIAL
-  PUBLIC/QUASI-PUBLIC
-  VACANT
-  CORE BOUNDARY



MAP 3

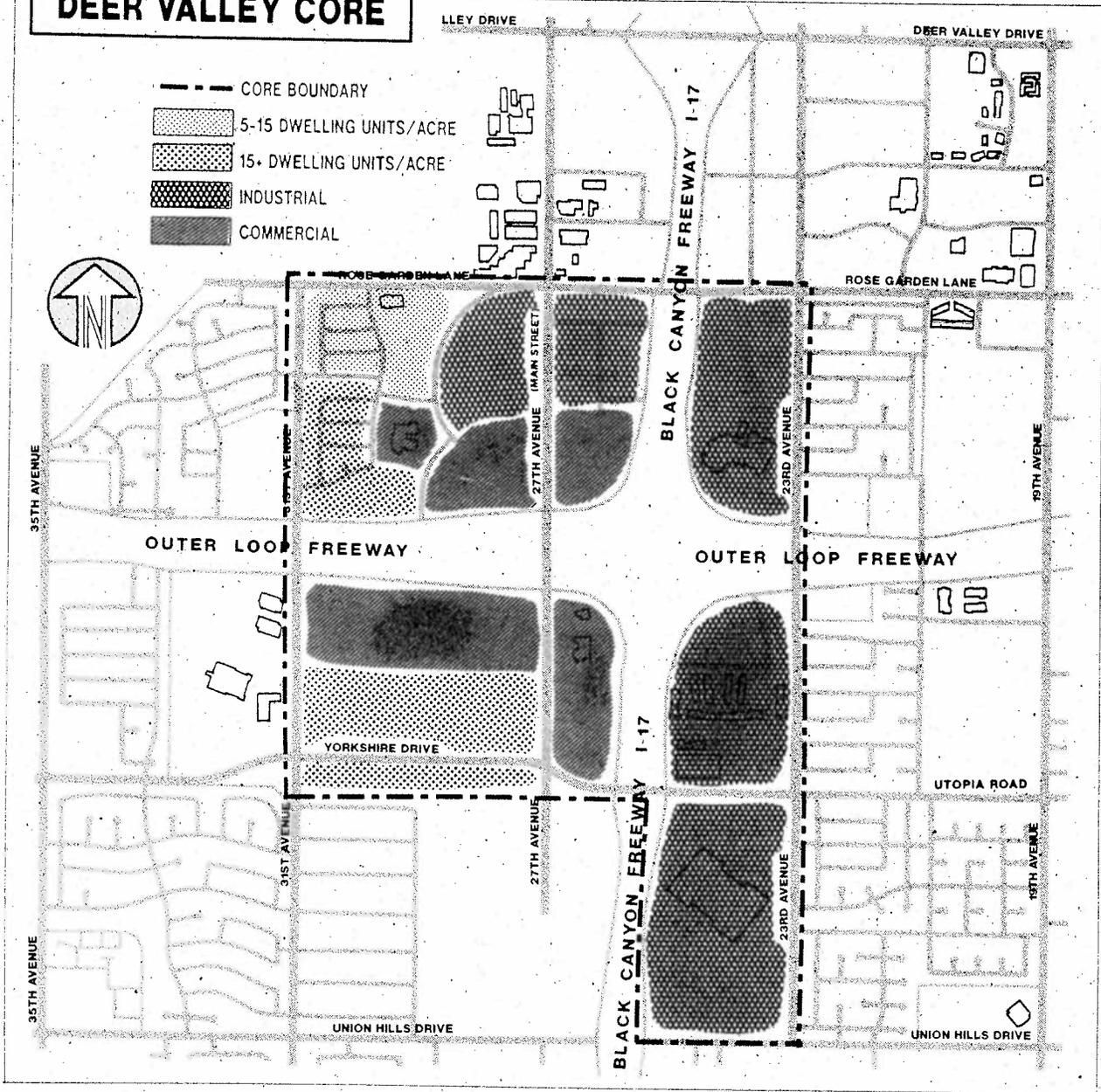
Existing Land Use

MAP 4
**Existing &
 Approved
 Zoning**



DEER VALLEY CORE

- CORE BOUNDARY
- [Stippled pattern] 5-15 DWELLING UNITS/ACRE
- [Cross-hatched pattern] 15+ DWELLING UNITS/ACRE
- [Dotted pattern] INDUSTRIAL
- [Solid dark grey] COMMERCIAL



MAP 5

General Plan Land Use Designations

D. POTENTIAL DEVELOPMENT BASED ON EXISTING CONDITIONS AND COMMUNITY INPUT

Existing zoning, land use, and circulation provide a framework for future development patterns in the core. Based on this information, certain assumptions are stated below which form the basis for land use recommendations.

- The existing and approved zoning for the core serves as the method for identifying the level of development permitted. It is anticipated that there will be no city initiated downzoning and the maximum potential for development will remain unchanged.
- The existing and future circulation system is used to assist with the identification of land uses based on accessibility and potential traffic volumes that may be generated. A major influence is the core being divided into four quadrants as a result of the intersection of two major freeways.
- The highest development intensity will be focused around the intersection of 27th Avenue and SR 101. This general area will become the "heart of the core". The lowest development intensity west of I-17 will be in those areas adjacent to existing neighborhoods.
- 27th Avenue will be the "Main Street" for the core. Because this street is the major north-south corridor in the core, it has the potential to be developed with the type of land uses that can attract village residents to the core.
- The area east of I-17 is considered as the core gradient. This area will retain its current character - industrial development built at low intensity levels. The FAR* for this area will generally be between .25 and .35.

The Deer Valley Village Core Subcommittee reviewed these assumptions which were integrated into three different development alternatives. The alternatives are described in the appendix of this report. They range from a high,

medium and low intensity level for future development. This includes different building intensities for the gradient areas, residential areas, and 27th Avenue all within the core.

The subcommittee chose Development Alternative I as the basis for the preliminary land use recommendations. It is primarily based on the amount of square footage that can be built according to the approved or vested zoning in the core. The zoning allows a maximum potential of 16,000,000 square feet of office, retail and industrial park development and approximately 35,000 employees. However, the subcommittee has recommended that the plan include 7,500,000 square feet which they believe is more representative of the current and future market in the core.

The land use recommendations are summarized on Map 6: *Deer Valley Core Land Use Recommendations*. Details of the land use recommendation, are described in the following section.

* The Floor Area Ratio (FAR) is the ratio of the gross floor area of all buildings on a site to the site's gross land area which may include one half of all abutting dedicated streets and alleys and/or 25' of an abutting freeway.

E. LAND USE RECOMMENDATIONS

Summary of Recommendations. Refer to Map 6: *Deer Valley Core Land Use Recommendations* for locations.

- **Heart of the Core** - Concentrated employment center in the northwest quadrant along 27th Avenue.
 - A. Short Term Uses - back office types
 - B. Long Term Uses - regional offices, satellite government facilities.
 - C. .50 FAR, 190' building height

- **Main Street** - 27th Avenue - core transportation spine
 - A. Southwest quadrant location of service uses including cultural facilities
 - B. .40 FAR, 56' building height

- **Campus Office/Retail** - Parcel 6
Development similar to that of American Express to the west.
 - A. Alternative includes community retail
 - B. .35 FAR, 56' building height

- **Office Neighborhood Retail** - Parcel 4
Commercial activity to serve residents and employees
 - A. Provision for an office building and hotel, 56' building height

- **Residential Areas** - Parcel 9, R-4, 984 units; Parcel 10, R-4, 216 units - transition area between core and neighborhood

- **Commerce Park** - Northeast and southeast quadrants recommended land use
 - A. .35 FAR, 30' building height

Heart of the Core

The most concentrated employment center, with complementary retail uses, is proposed to be in the "heart of the core" which is the northwest quadrant along 27th Avenue. This 137 acre area is defined as Parcel 2 on Map 6: *Deer Valley Core Land Use Recommendations*. This location is accessible to both freeways from frontage roads off Rose Garden, Utopia/Yorkshire, and 27th Ave. The most intense development areas in the parcel will be along 27th Avenue adjacent to the Outer Loop Freeway (SR 101) and will be isolated from residential neighborhoods by a decreasing level of development intensity.

Overall development intensity should be highest in the "Heart of the Core". This development intensity is the product of a combination of factors such as land use, FAR, project size, traffic generation, building height, location and other matters. When zoning changes are being considered on properties located outside of the Heart of the Core, this combination of factors should be considered in determining whether or not the requested change is consistent with the Plan's goal concerning development intensity in the Core.

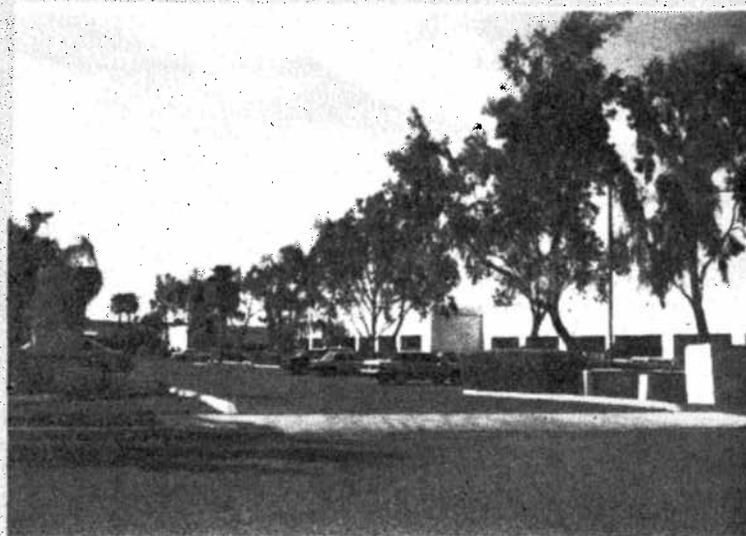
Short Term Land Uses (20 - 25 years)

In the short term, it is anticipated that this area, and much of the rest of the core, will develop as "back office" type uses. These are uses similar to the existing American Express facility, the Discover Card facility that occupies the former Intel Building, and other uses such as insurance and telemarketing. These uses typically occupy single or two level buildings with large footprints and employ large numbers of employees.

Back office uses typically do not have high paying jobs and although they may provide a large employee base, that base probably may not support a large amount of retail square footage. Although there may be retail development in this area, it is anticipated that the retail development will occur in response to market demand from the residential development in and around the core. Where possible, pedestrian linkage to the neighborhood should be provided.

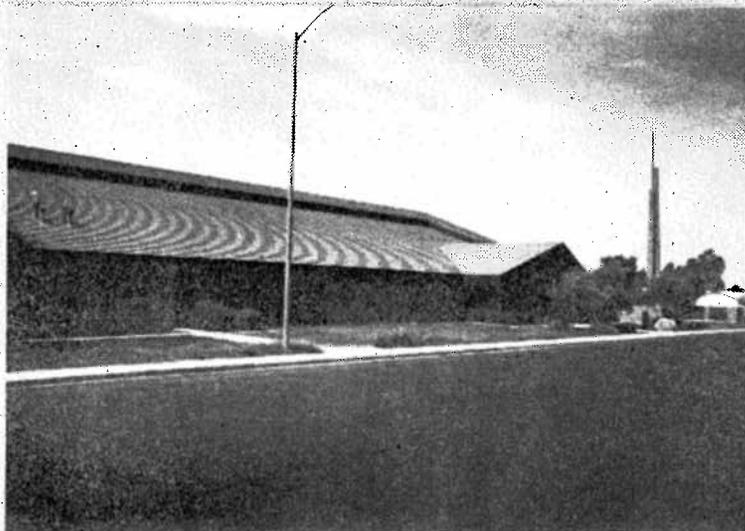


Employment Facility



Commerce Park Facility

Church



Employment Facility



DEER VALLEY CORE LAND USE RECOMMENDATIONS

PARCEL NUMBER	LAND USE COMPONENT	ACRES	BUILDING SQUARE FOOTAGE	FAR APPROVED	RECOMMENDED	DUS
1	Residential	11				65
2	Heart of the Core	137	3,000,000 (1)	.83	.5	250
3	Reservation Center	12	110,000	.21		
			70,000*	.34	.34	
4	Neighborhood Retail/Office	14	182,952	.5	.30	Hotel
6	Campus Office/Retail	53	808,038	2.0**	.35	
7	Hospital	12	181,000		.35	
8	Main Street Service Uses	60	1,045,440	2.0**	.40	
9	Residential	30				984
10	Residential	18				216
11	Commerce Park	28	426,888	.5**	.25-.35	
12	Commerce Park	35	341,688	.5**	.25-.35	
13	Commerce Park	20	304,920	.5**	.25-.35	
14	Commerce Park	25	199,078			
			20,000*	.5**	.25-.35	
15	Commerce Park	20	258,700			
			30,000*	.5**	.25-.35	
16	Commerce Park	90	512,776	.5**	.25-.35	
	TOTAL		7,491,480			1,515
5	Commerce Park	78	773,000		.23	4,200
			174,000***		.28	

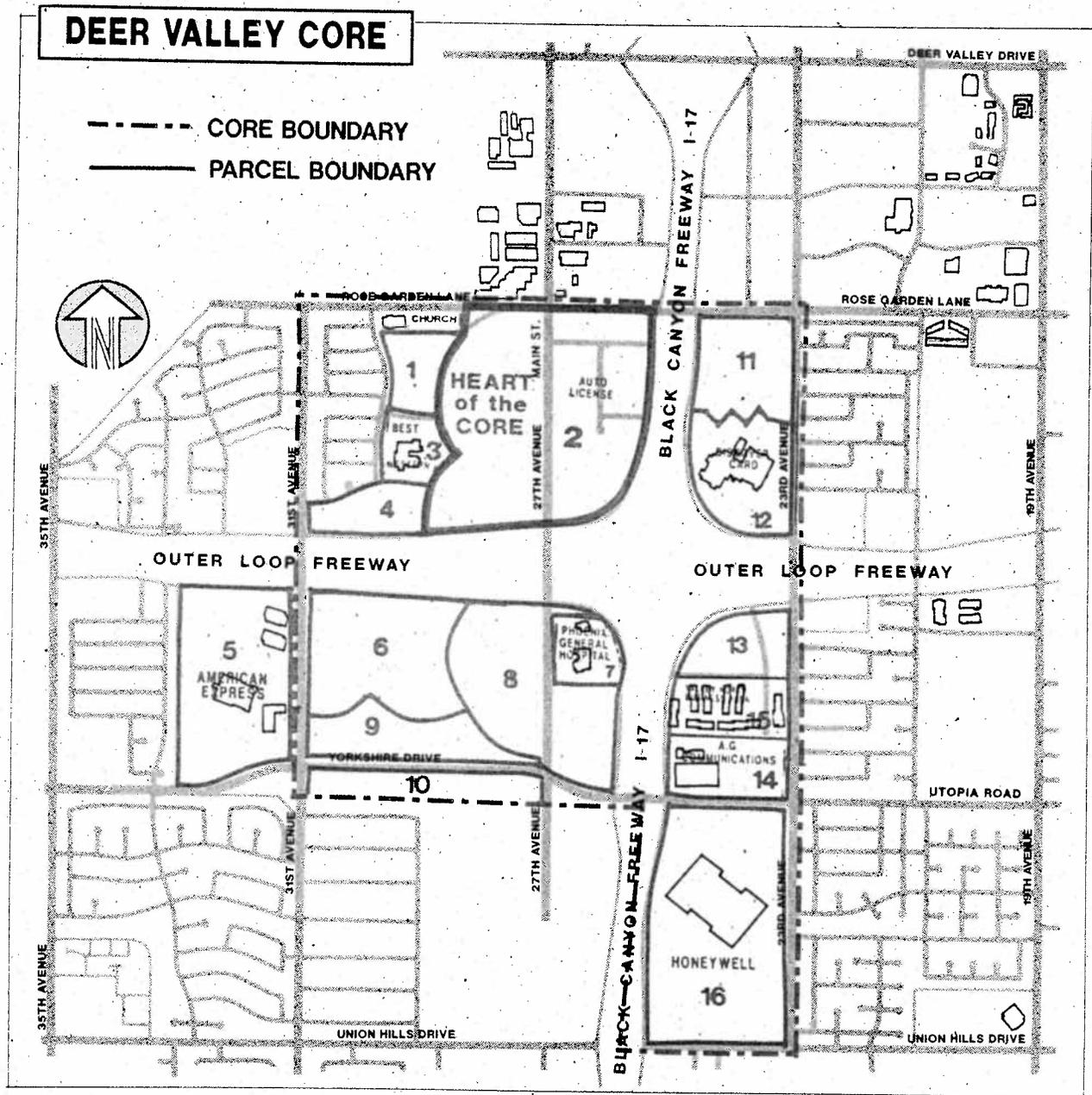
* Possible expansion of Existing Development based on site plan

** The maximum development that the zoning district allows.

*** Parcel 5 can potentially be developed at .35 FAR and 1,200,000 square feet.

(1) This is not approved figure (5,000,000 sq) but 27th Avenue bridge construction at 6 lanes may limit development to a smaller amount.

MAP 6
**Land Use
 Recommendations**



Long Term Land Uses (25+ years)

In the long term, it is anticipated that this area will gradually convert to more intense employment activities. It is recommended that the primary long term use on the parcel will be regional offices including satellite government facilities. This should include shops and restaurants to serve the employees as well as local residents in the area.

These uses should occur as interactive groupings that provide a pedestrian-oriented character and add more emphasis to the heart of the core.

The approved zoning on the parcel is C-2 MR with a maximum .83 FAR. If built to the maximum it will accommodate 5 million square feet of building area. Approximately 15,000 employees could potentially work in this center. This maximum development scheme will be impacted by market demand and the level of transportation improvements. Because of modifications to transportation improvements that were included as part of the original rezoning request, the amount of office square footage in the area is more realistically estimated to be 3 million square feet.

This is also the location of the greatest building height in the core. The zoning will permit a maximum of 190 feet and 15 stories. Building heights should taper to 8 stories along 27th Avenue as far north as Rose Garden Lane and 2 & 3 stories along the eastern side of 29th Avenue.

The focus of the heart of the core at this location satisfies the Village Core Subcommittee's goal of the core to have "a heart which is the place most people go. As development intensity increases in this area, the goal will be accomplished.

Main Street

27th Avenue is considered "Main Street," the transportation spine of the core, where future development is more intense than other areas. It is the only north-south major street in the middle of the core. It includes Parcel 2 north of the

Outer Loop as described on the prior page and Parcels 7 and 8 south of the Outer Loop in the southwest quadrant.

Phoenix General Hospital is located in Parcel 7. The only potential changes anticipated on this parcel may be an addition to the hospital. The principal land uses recommended for Parcel 8 along the Main Street corridor are primarily service type uses such as hotels, restaurants, movie theaters, offices, and cultural facilities. These uses would serve the surrounding residential community, the employment center in the heart of the core, and hospital visitors.

The zoning along this south half of 27th Avenue is C-2. This allows 4 story buildings and a maximum of 2.0 FAR. A more realistic FAR may be .40 which is based on current market trends. This reflects the recommendation of the core subcommittee.

Requests for additional height up to 6 or 8 stories on those parts of Parcels 6 and 8 that adjoin current or proposed freeways or 27th Avenue shall be evaluated on a case-by-case and building-by-building basis through the Mid-rise Zoning, Site Plan and Design Review processes and without either increasing or reducing such property's existing development entitlements. In addition to satisfying the requirements of the Mid-rise District, any buildings should be located and designed to not interfere with the 27th Avenue, Outer Loop Freeway and Utopia/Yorkshire Drive View Corridors.

Campus Office/Retail

Parcel 6 is a uniquely situated parcel and has the potential for development of a variety of uses. Parcel 6 could be developed with land uses similar to the American Express facility, large box retail, community retail, or combinations of those uses. The Core Subcommittee recommends a focus on the development of land uses (campus office) that complement, support, and enhance the American Express development to the west.

This location will be visible from the future SR 101 freeway particularly for those traveling east on the freeway. It is isolated from any single family residential neighborhood.

The American Express headquarters is adjacent to the parcel on the west. Access to the site would be from 31st Avenue or from 27th Avenue. The 60 acre parcel is zoned C-2.

If a campus office type development occurs on the 60 acres included in this parcel, the resulting development should develop with a FAR of .35 which would result in the construction of approximately between 808,038 square feet.

Office/Neighborhood Retail

A portion of Parcel 4 is zoned for a midrise development. Since the location is adjacent to a residential neighborhood, it is recommended that a portion of the site be developed as a neighborhood retail center to serve the residents in the area. This neighborhood commercial could also serve employees from the midrise office development that may be built on this parcel. Multi-family housing has been suggested as an alternative use for this parcel.

The site is approximately 14 acres. Although the approved zoning allows for a building height of 10 stories on the eastern portion of this parcel, a more realistic building height may be 4 stories on the east end of the parcel near 29th Avenue tapering to 2 stories adjacent to 31st Avenue.

Residential Areas

The future residential areas are parcels 1, 9 and 10 as shown on Map 6: Preliminary Deer Valley Core Land Use Recommendations. A preliminary subdivision plat of 65 lots for Parcel 1 was recently submitted to the Development Services Department. Single family development is a permitted use in the R-3 zoning district.

Parcel 9, which is 30 acres and zoned R-4, can be developed with a total of 984 dwelling units. Parcel 10, which is 18

acres and zoned R-4, has certain stipulations which will impact the number of units that can be built. Because Parcel 10 is to serve as a transition between the intense land uses in the core and the low density residential development adjacent to the core, it is recommended that a maximum of 216 units be built on this parcel.

Commerce Park

Parcel 11 and 13 are recommended to be developed as commerce parks. Both parcels are vacant and zoned Industrial Park. (The portion of Parcel 13 west of 23rd Drive is approved for Commercial High Rise, but that is now owned by ADOT and will probably develop as an industrial or commerce park use.) Accessibility and the existing development trends will have an impact on what will be developed on these two parcels. It is recommended not to change the zoning on either parcel because they are bounded by 23rd Avenue which is a collector street, and are part of a pattern of industrial parks that is already established on the east side of the Black Canyon Freeway. Future development intensity of these two sites may be somewhat higher than the existing developments because freeway accessibility will be provided in all directions once SR 101 is constructed. Based on this information the two parcels are expected to be developed in a range of .25 to .35 FAR.

There are potential expansion plans to add square footage to existing buildings on Parcels 3, 14, and 15. Best Western Reservation Center will add approximately 70,000 sq. ft. to the existing 110,000 sq. ft. AG Communications and Valley Business Park could also potentially add new building space to their sites.

CIRCULATION ELEMENT

CIRCULATION ELEMENT

3. CIRCULATION ELEMENT

The Circulation Element of the plan establishes the framework within which all modes of vehicular and non-vehicular transportation will serve the Deer Valley Core. This element addresses issues resulting from transportation changes in the Core as the area develops.

An overall goal of the Circulation Element is to provide a safe and effective transportation system, while minimizing impacts of the existing and planned streets and freeways on adjacent properties.

City of Phoenix staff worked with the Deer Valley Core Subcommittee to determine what the community's specific goals were for transportation in the Core. Three main circulation goals were developed during the course of this project.

Circulation Goals

1. People should be encouraged to travel from one area of the core to another by using alternatives to the private automobile.
2. The core street network shall enable easy and safe access to and from the freeways.
3. The Core should be linked to other cores and parts of the city by public transit.

The existing conditions, planned construction, and trends in the area were studied to determine what are the available opportunities and possible constraints regarding circulation. With this knowledge of transportation and land uses in the Core, staff worked closely with the Subcommittee on recommendations to accomplish the goals stated above. Once the recommendations were formulated, specific strategies to accomplish these recommendations were developed.

A. FREEWAYS

Freeways provide for long distance, high speed trips and very large volumes of traffic. Access to the abutting land uses is strictly limited.

The Deer Valley Core is unique within Phoenix in that a freeway to freeway interchange is laid upon it. The presence of the freeways provides great regional access opportunities at the same time it poses some difficult challenges. Fortunately, freeway design has evolved through the years, and freeways can now be well integrated into the city.

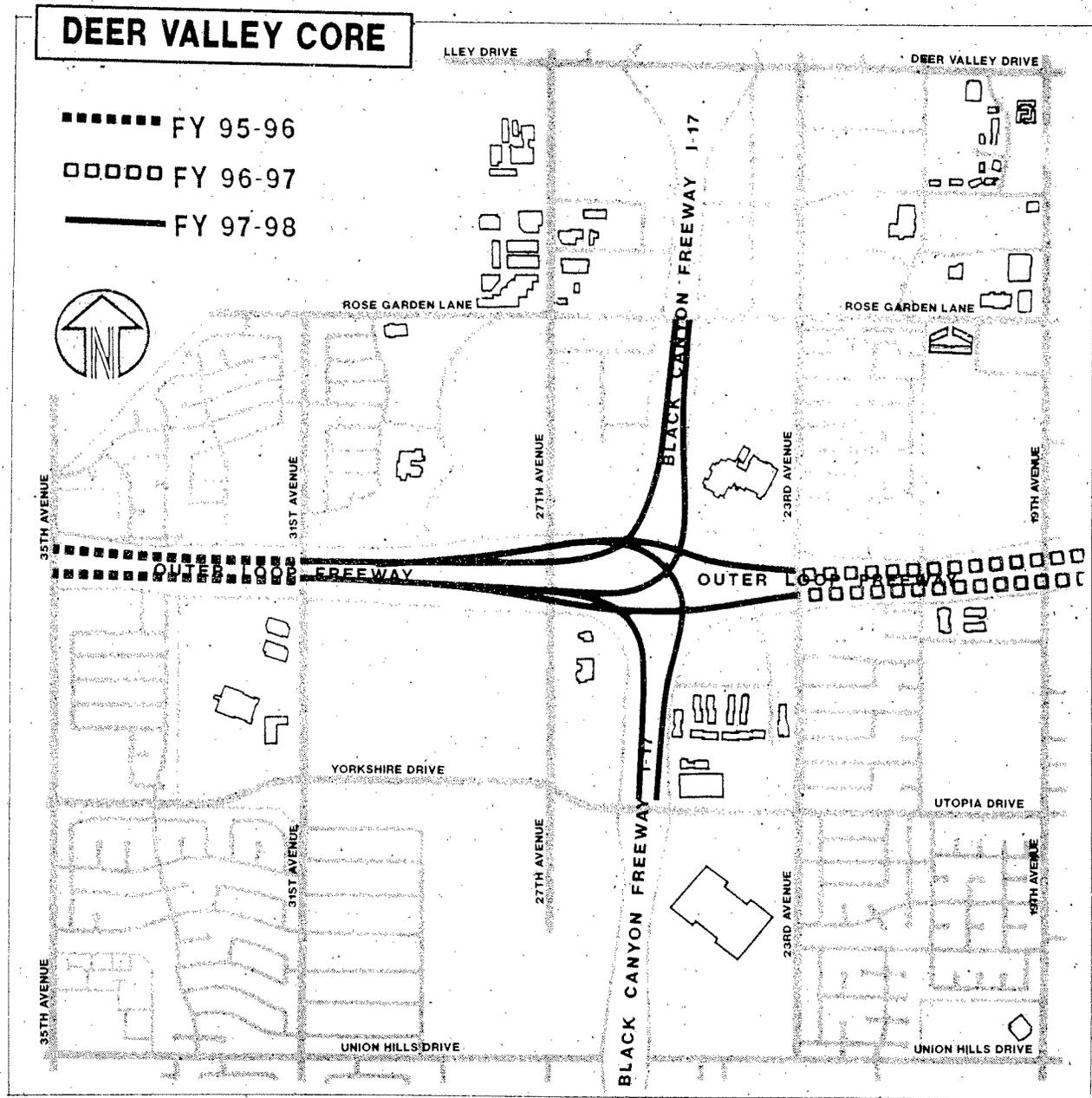
The construction schedule for the Valley's freeway system has been hampered by increased costs and reduced revenues. Most of the Outer Loop (SR 101 Agua Fria) within the Deer Valley Core is scheduled for construction within the Arizona Department of Transportation's (ADOT) 5 Year Capital Improvement Program. The remainder will be completed before 2005 when the current 1/2 cent sales tax expires.

Completing the freeway as expeditiously as possible will benefit the Core in a number of ways. Problems associated with the freeway construction such as noise, dust, and traffic diversions will be minimized. Also, completion of the freeway will provide greater access to the Core for existing and future development.

Recommendations

1. Minimize the noise, air, and visual impacts of the existing and planned freeways within the Core.
2. Maintain the current freeway construction schedule.

MAP 7
Freeway
Recommendations



B. STREET SYSTEM

The arterial and collector street systems provide circulation and access within and around the Core. The street system connects to the limited access freeways to collect and distribute traffic to the properties within and around the core. These streets carry medium and short distance trips and much smaller volumes of traffic than freeways.

The basic layout of the arterial and collector street system for the Deer Valley Core has evolved through public and private projects over several years. A portion of the Core street system is completed with the remainder being built as private development occurs.

Surface streets present a different set of design challenges than the freeway system. Traffic flow, on-street parking, access to adjacent properties, minimizing impacts to neighborhoods, are all important considerations in the street system. A new set of citywide policies and design guidelines for streets known as the "Street Classification System" positively addresses these and many more design issues.

The Subcommittee focused on some specific concerns not addressed by broad city policies. They strongly recommended that existing neighborhoods be protected from potential negative impacts of increased traffic in the core. Also, during the course of this plan the importance of 27th Avenue as a main street within the heart of the core became apparent. Therefore, special consideration to the design of 27th Avenue was deemed appropriate.

Recommendations

1. There should be no on-street parking allowed on arterial and collector streets within the Core. Residential collectors are excepted from this requirement.

2. The new Street Classification System and its street development guidelines are supported as they provide for a more multi-functional, liveable street.
3. In order to provide better access and circulation to the core, when the mobile home park redevelops, consideration should be made for the extension of 27th Avenue south to Union Hills Drive. This street would only be constructed when the existing mobile home park redevelops.
4. The quiet, residential nature of 31st Avenue north of Blackhawk should be maintained. Through traffic shall be discouraged through traffic mitigation techniques.
5. On-street parking should be maintained for the 5 residences on the southeast corner of Rose Garden and 23rd Avenue. Also, these homes should be buffered from the traffic on 23rd Avenue.
6. In order to provide for good traffic circulation the ultimate design of 27th Avenue should provide for six traffic lanes and a landscaped median.



Homes along 23rd Avenue

MAP 8
**Street
 Recommendations**

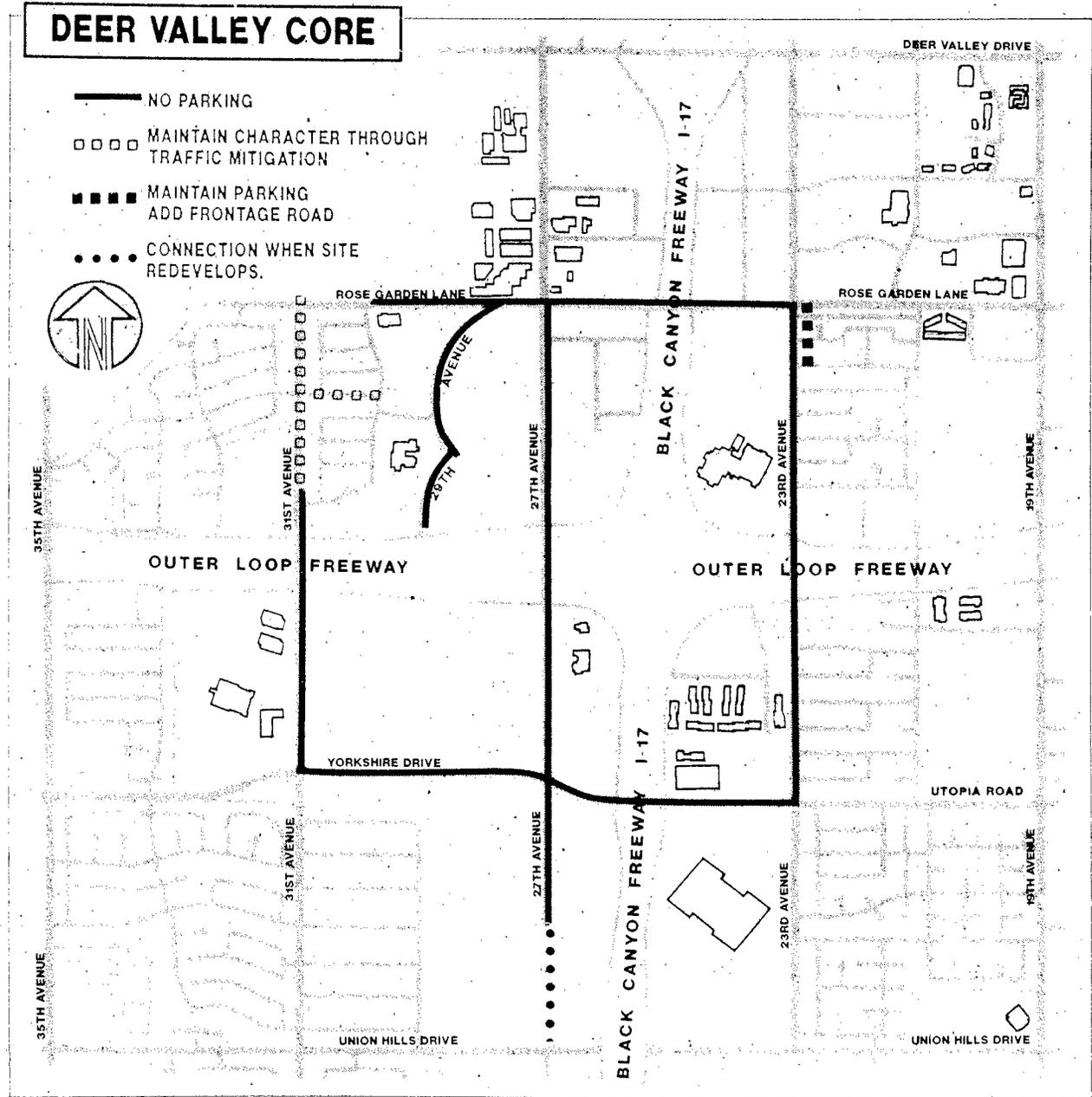
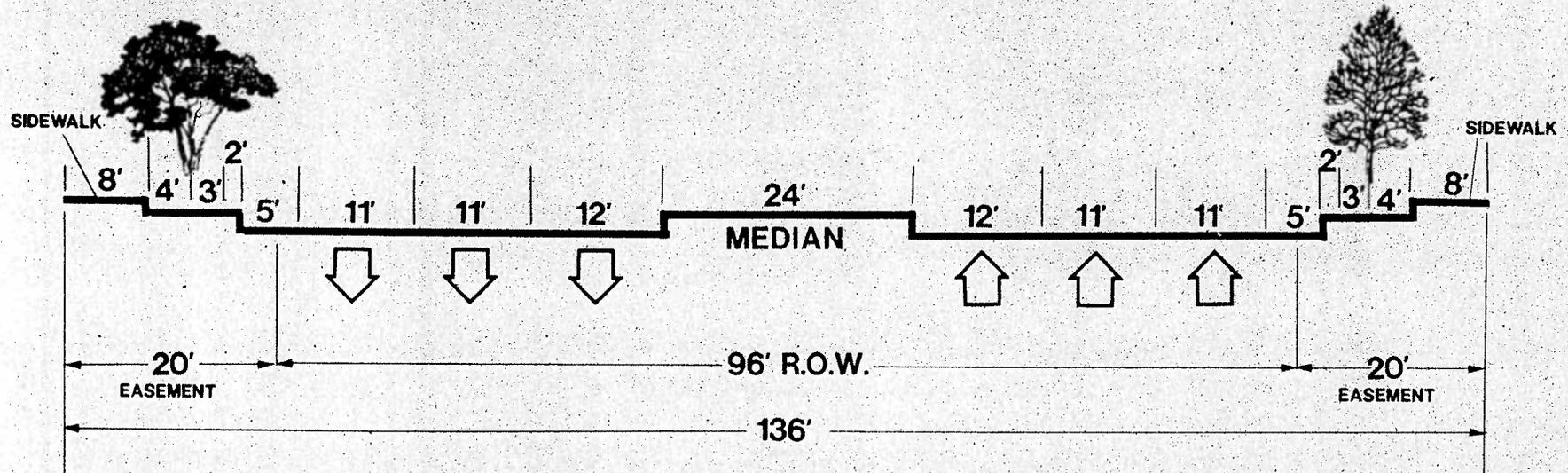


FIGURE 1

DEER VALLEY CORE/27TH AVENUE

6 LANES
ULTIMATE DESIGN



C. PEDESTRIAN SYSTEM

The pedestrian system for the Deer Valley Core can be broken into two components. The first component parallels the street network and is built within city owned rights-of-way. The component is addressed in this section. The other component links buildings and activity places together and connects to the street sidewalks. This component will be discussed in the Design Section.

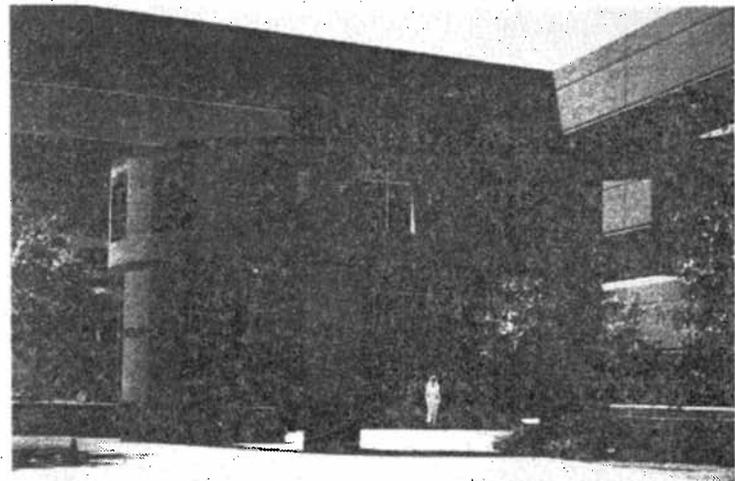
The City of Phoenix requires sidewalks be constructed with all new arterial and collector street construction. The typical width of these sidewalks is 4-5' which provides comfortable walking for two pedestrians walking adjacent to one another. This width is satisfactory for most pedestrian conditions encountered in Phoenix. Where greater levels of pedestrian activity are found, increased sidewalk widths are appropriate.

Most pedestrians will typically not walk more than 1/4 - 1/2 mile. With the two freeways dividing the Core into four quadrants, providing good pedestrian access throughout, the area is challenging. Sidewalks along 31st, 27th and 23rd Avenues will provide for north-south pedestrian travel while Rose Garden, and Yorkshire/Utopia provide for east-west connections. An additional east-west pedestrian way was identified along the SR 101 freeway. Given the spacing of the streets, this additional pedestrian way could greatly enhance the circulation within the core.

Recommendations

1. Pedestrian facilities along the street system within the Core should provide an environment which encourages pedestrian use.
2. Pedestrian amenities should be provided to enhance the pedestrian environment.

3. Selected sidewalks within the Core should be wider than the standard 5 feet to provide adequate capacity for higher than average pedestrian activity.
4. Pedestrian ways should be constructed along the SR 101 frontage roads from 35th Avenue to 19th Avenue if feasible. These paths should accommodate multiple uses.
5. The interchange of 27th Avenue and SR 101 should provide for good pedestrian connections across the freeway.
6. City recreational trails which are shown along the Core boundaries should be integrated into the pedestrian system.
7. Buildings should be conveniently connected to the pedestrian circulation system in order to promote increased usage.



Building Connected to Pedestrian System

D. TRANSIT SYSTEM

The Phoenix transit system provides bus service to much of the metropolitan area. Ridership has been increasing significantly for several years reflecting growing demand for public transit. This service is unfortunately limited by fiscal constraints. There are no current plans for future expansion of the system due to these same constraints. Increased funding will be necessary to provide additional service.

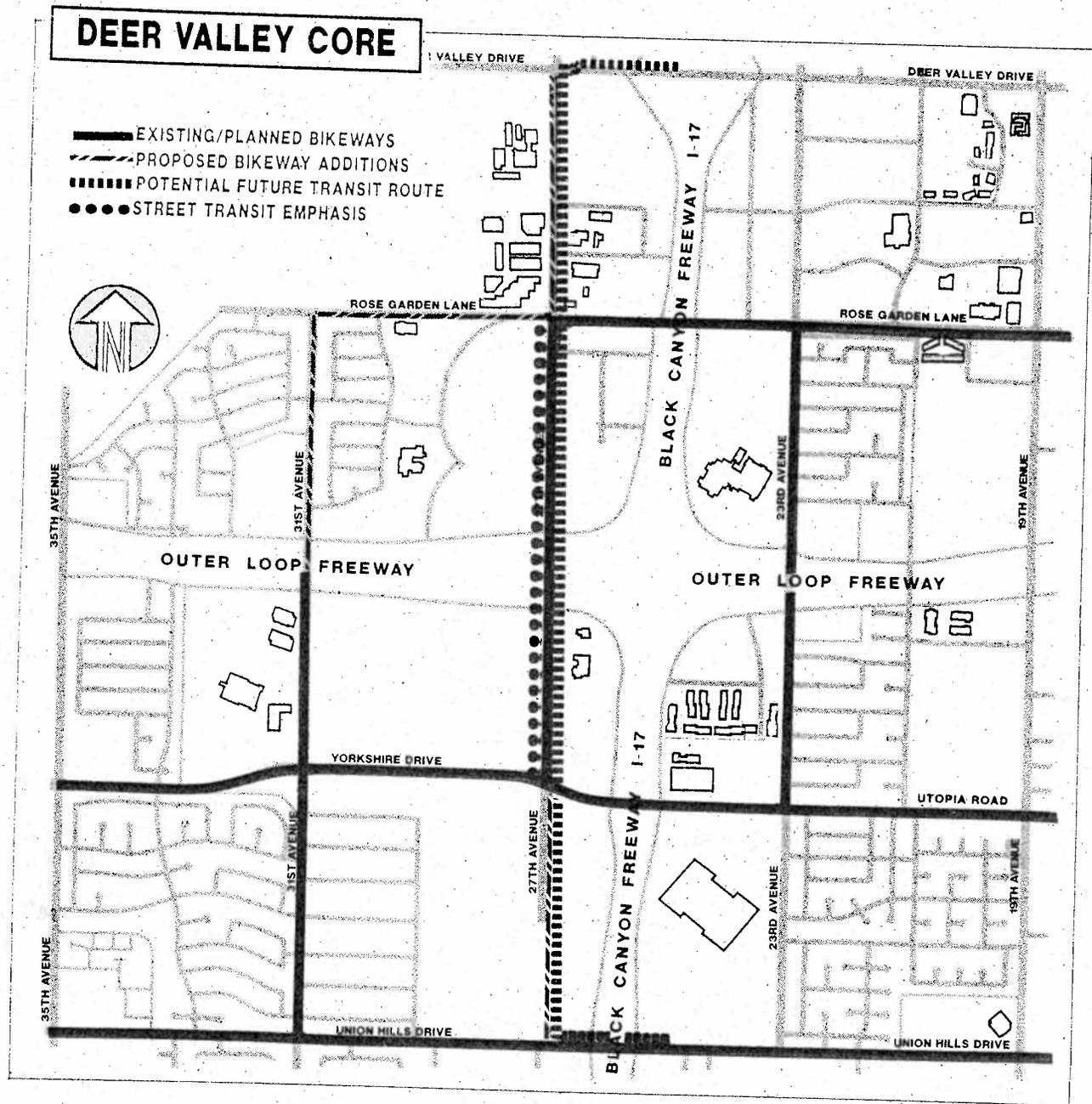
Nearly all the transit routes in the Phoenix metropolitan area follow the 1 mile spacing of the arterial grid system with some express routes using the freeways as well. The arterial grid is discontinuous in the core due to the freeway system. Beardsley Road is deleted due to the Agua Fria Freeway and 27th Avenue is discontinuous. Connecting 27th Avenue from Union Hills to Deer Valley Drive would provide a good, logical route for transit to access the heart of the core. This would not be feasible until redevelopment of the mobile home park occurs. This is not likely to happen for some time. The Subcommittee expressed support for this concept as long as it occurs through redevelopment only. There are no plans to make this road connection unless the mobile home park redevelops.

The effectiveness of transit is dependent on numerous items. Many of the items are service related such as frequency of buses, hours of operations, and convenience to access the system. The linkage of the pedestrian system to the transit system strongly impacts convenience and therefore ridership of transit. This linkage was considered in the development of this plan. Other transit related pedestrian items such as building orientation and pedestrian linkage are addressed in the Design Section.

Recommendations

1. As the main street of the Core, 27th Avenue should become a street with strong transit emphasis. This would provide for good access to the heart of the core and allow for transfers between routes. The ultimate design of 27th Avenue should accommodate future operations of multiple bus routes and transfers.
2. To provide better transit access to and from the core in the future, the connection of 27th Avenue south of Yorkshire to Union Hills should be considered when the mobile home park redevelops.

MAP 10
**Transit & Bikeway
 Recommendations**



E. BICYCLE SYSTEM

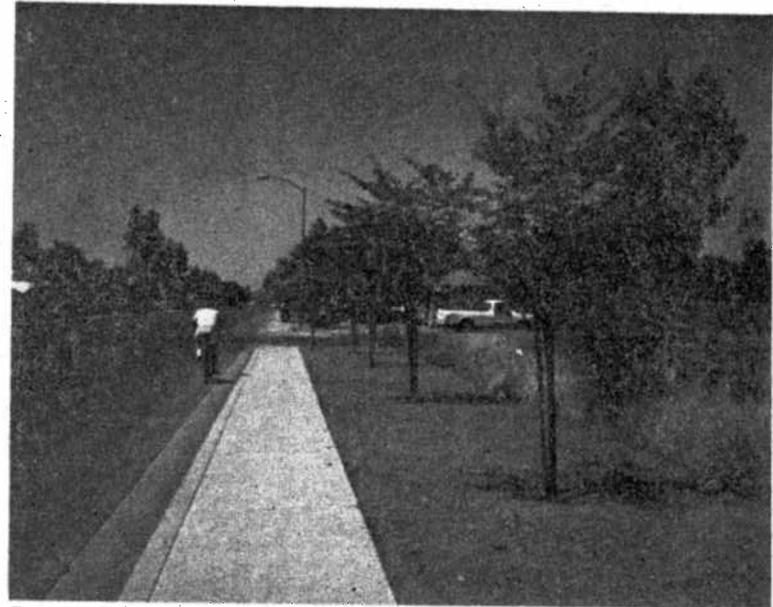
The Phoenix Bikeway System has seen tremendous expansion in miles added to the system and number of users in the past few years. Bicycle riders are a diverse group comprising all ages and levels of experience. While traditionally treated as a form of recreation, the bicycle's use as an alternative mode of transportation has been growing steadily.

Recognizing the use of bicycles as a mode of transportation, bicycle lanes have become an increasingly important facility. Bicycle paths have been the major form of bicycle facility in the past. These paths have become multiple-use paths due to the variety of uses on them. The Phoenix Bikeway System includes paths along canals, through green belts and through parks and bike lanes on many collector and arterial streets.

The Deer Valley Core has a major advantage for the development of a good bicycle system because of sufficient rights-of-way and the ability to build in facilities as the area is developing. Given some of the distances pedestrians would have to walk, bicycling could be an attractive alternative for people to use as an alternative mode. Also, the recent addition of bicycle racks to the City's buses plus bicycle racks and lockers at appropriate locations can increase the amount of users of both these modes of transportation.

Recommendations

1. Access to the core by bicycle should be safe and efficient.
2. Arterial and collector streets within the core should provide bicycle lanes except on existing residential collectors (31st Ave. north of SR 101).
3. Bicycle racks or lockers should be available to connect to the transit system, for core employees, and to promote the use of bicycles for intra-core trips.



Enhance Bicycle Usage

URBAN DESIGN ELEMENT

URBAN DESIGN ELEMENT

4. URBAN DESIGN ELEMENT

Design within the Deer Valley Core will be guided by a number of goals. These goals address design, environmental and public safety issues. The primary design goals established to guide the image of the core are as follows:

- The Deer Valley Core will serve as a visual gateway to Phoenix.
- Development in the core shall be in a campus setting and promote a suburban environment.
 - Limitations shall be applied to development to the transition area from existing, adjoining neighborhoods.
 - Development shall be encouraged to feature building clusters wherever possible and provide open space for possible public uses in the center of the core.
- Visual links should be established between different areas of the core.
- Development in the core should enhance view corridors and seek to minimize visual barriers to (the Hedgpeth Hills, Deem Hills, Adobe Mountain, Union Hills, Buffalo Ridge and Lookout Mountain) for people outside or inside the core.
- Development in the core should enhance the unique desert environment and create a high level of urban design.
 - Attractive and easily understood signage (symbols, words, images) shall be used to direct people in and to the Core.

A desired physical form for the core can be achieved through a planned urban design expression. This intent includes shaping and locating the building forms and spaces in an intentional way to achieve a preferred core arrangement. The result should be a properly organized

massing of elements functioning together. The following established policies and guidelines can help capture the essence of this vision.

A. STRUCTURE MASS AND ORGANIZATION

As previously indicated by the land use and circulation elements, this large village core, which is split by the two freeways into four quadrants, is to achieve a hierarchy of intensification with the northwest quadrant being the most intense. This goal can be supported by the following urban design policies relating to structure placement and building height.

Structure Relationship

A "campus" design style is desired for this core. The focus is on achieving strong structure relationships and incorporating adjoining open spaces that have a purpose and appropriate pedestrian scale connections. This emphasis will create an overall cohesiveness and encourage pedestrian and corridor linkage to resulting open space courts and planned public gathering spaces.

Recommendations

1. By sensitive structure placement with a relationship to one another, make a sense of place(s) that offer a human scale setting which people can relate to, rendezvous in, and have a feeling they are somewhere specific. The result is to be pleasant outdoor defined plazas and open spaces created for community gathering and pedestrian linkage.
2. Provide a network of walkways allowing the planned spaces to be easily connected and conveniently serve building entrances.

3. Achieve the absence of vehicular traffic within or through the richly designed common spaces which can be defined as a collection of plazas or enclaves for human gathering. This promotes safety, makes walking more enjoyable, enhances greater pedestrian travel, and reduces overdependence on the automobile.

Building Height

A specific vertical extension of the core campus will set the tone, the character, and the real image emphasis intended for Deer Valley. Establishing this positive focal statement by strategically locating and designing the desired height is a dominant declaration for both the village and the core. This vertical emphasis is further supported in this core because it allows greater intensity where it is desired while preserving open space. In addition, it frames rather than block distant views with building masses.

Recommendations

1. Allow mid-rise buildings to be constructed within parcel #2, the "Heart of the Core." The height should transition to no more than two stories where proximate to residential neighborhoods. See Map #11, Allowable Building Heights.
2. Allow maximum four story buildings to be built on the remaining three quadrants of the core. The height should transition to no more than two stories where proximate to residential neighborhoods.
3. Respect current height approvals as determined by previous zoning actions.
4. All building placement is to respect the identified view corridors as well as maximize views of the mountains when reasonable from within project public spaces.

5. Privacy for single family residential adjacent to the core should not be reduced due to the placement or height of core buildings.

B. HUMAN AND FUNCTIONAL INTERACTION

Efficiency and convenience are highly prized parts of our lifestyle, but not cause to circumvent quality urban design achievement. Emphasize inspiring design to the point of exerting an influence on the outcome, yet be practical.

Pedestrian Provisions

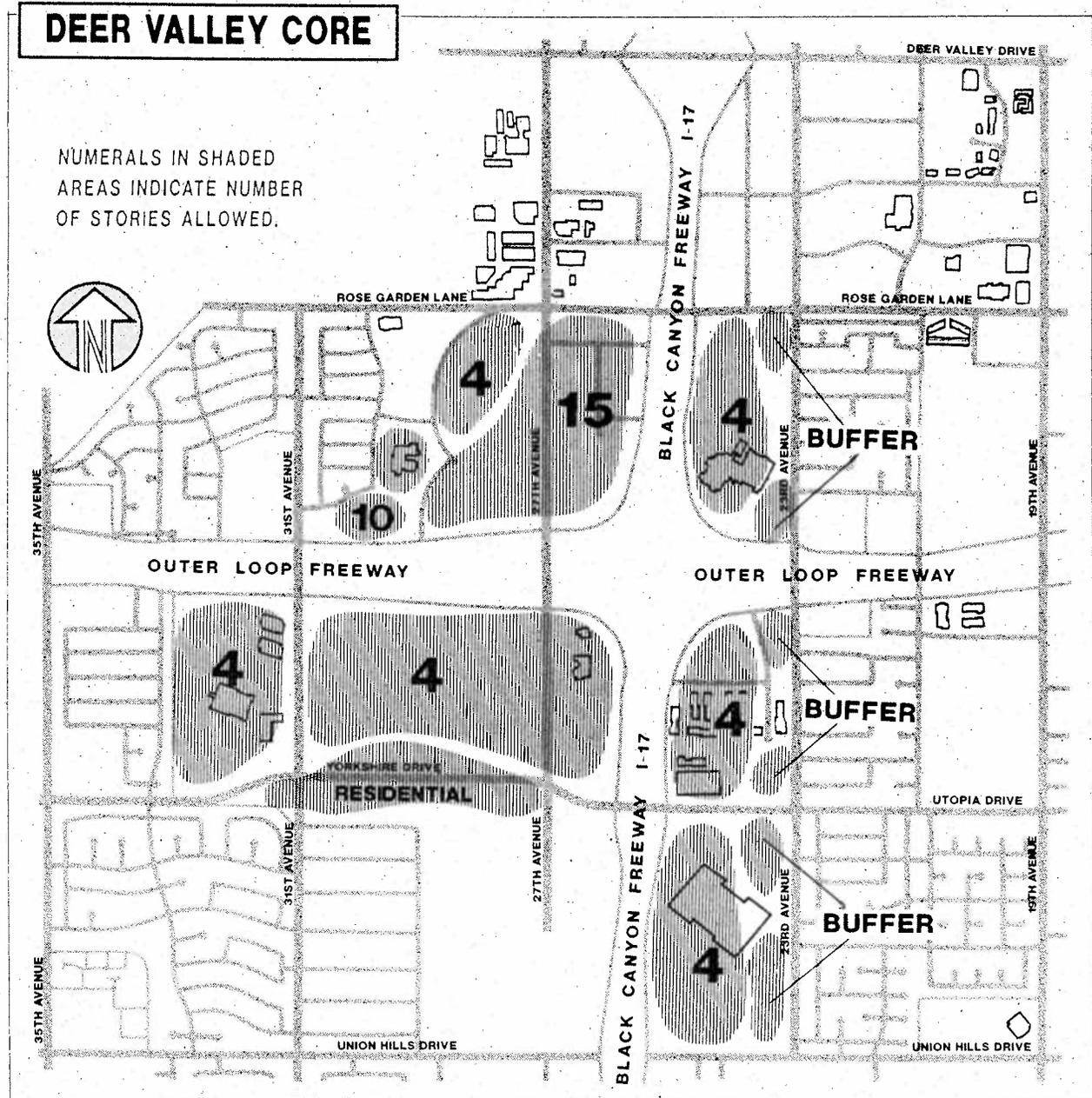
The purpose of a core is to provide a place for people to participate with one another, causing an interrelationship of the inhabitants. If successful, it can also be a rallying place where community events will happen and can be accommodated by design, without interruption or conflict of function.



Pedestrian Pathway

MAP 11

Allowable Building Height (Stories)



Recommendations

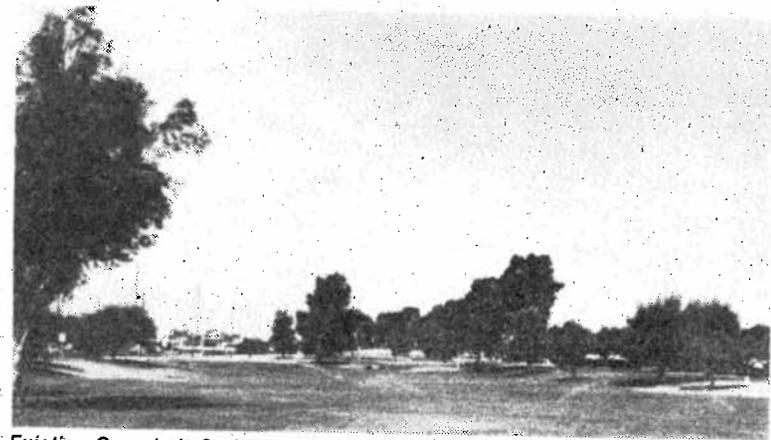
1. Encourage, through design techniques, social contact among pedestrians emphasizing positive and pleasurable experiences. Interacting people bring a sense of vitalization and are a positive magnet for safe and comfortable conditions.
2. Provide adequate auto access drop-offs at strategic destinations near public spaces and walkway corridors. Pedestrian circulation routes should link the public gathering areas and include safety, convenience, comfort and attractiveness as part of the design criteria.
3. Where a sidewalk is to share space with a designated bikeway, provide additional width. Where reasonable separate this pathway from roadways and do not cut through public gathering spaces. Bicycle storage should not be located on the sidewalk, and secure storage racks should be installed in convenient locations.
4. Do not compromise pedestrian circulation for street function.

Joining Core Quadrants

Linking the four quadrants of this core is a challenge. The Outer Loop and I17 freeways, and the powerful impact of their interchange within the core, create strong barriers and visual edges. Connecting the quadrants and reducing the visual prominence of the freeway to freeway interchange can be achieved to a reasonable degree. Urban design techniques as well as secondary circulation provisions play a role in this objective.

Recommendations

1. Yorkshire, Rose Garden Lane, 23rd Avenue, and 27th Avenue are the critical streets providing the loop linkage access for a cohesive four quadrant core. Consider additional building setback, screen walls, and a coordinated landscaping theme which exceed customary minimum requirements, along these streets. This should be achieved as site plans and subsequent plan amendments are processed.
2. The two most intense quadrants, located west of I-17, are directly linked by 27th Avenue. Also, these two western quadrants are more visually connected because the outer loop creates less of a barrier due to the freeway being partially below existing grade level. Pleasant pedestrian scale amenities along 27th Avenue such as benches, shade, designated pedestrian crosswalks, and other furnishings of the street are necessary to achieve the function and image of fusing the quadrants together as a unit.
3. Integrating a bicycle/pedestrian pathway along the outer loop, extending from 27th Avenue to 23rd Avenue will be helpful in further uniting the core quadrants.



Existing Greenbelt Setback

C. AMENITIES

A friendly atmosphere with emphasis on security, safety and cleanness are imperative but not to be the only amenity emphasis. The use of art, cultural statements and aesthetics are equally important in the overall cohesive design expected for this core.

Recommendations

1. Visual harmony of building facades designed to bring unity to the core can create an overall attractive image.
2. Emphasis on coordinated night time lighting and a pleasing illumination of building features are strongly encouraged, creating an interesting environment that is pedestrian safe and adds a prominent ambiance of vitality to the core. Entrances to buildings and parking areas should be well illuminated.
3. The use of effective and pleasant design techniques including texture, color, visual breaks creating light and shadow, and the presence of landscape plantings should be incorporated in the building of long continuous stretches of screen wall.
4. Consider lines of sight and use the principle of axis and perspectives as design techniques, thereby, avoiding disjointed core elements and encouraging overall plan organization.
5. All mechanical, electrical, communications or other similar type equipment not enclosed within the building and visible adjacent to, on the side of or on the top of the structure is to be screened from view to avoid the appearance of an unsightly cluttered structure. This required shielding is also to consider visual appearance from the freeways and the shielding is to be architecturally

compatible with the design and building materials of the subject structure.

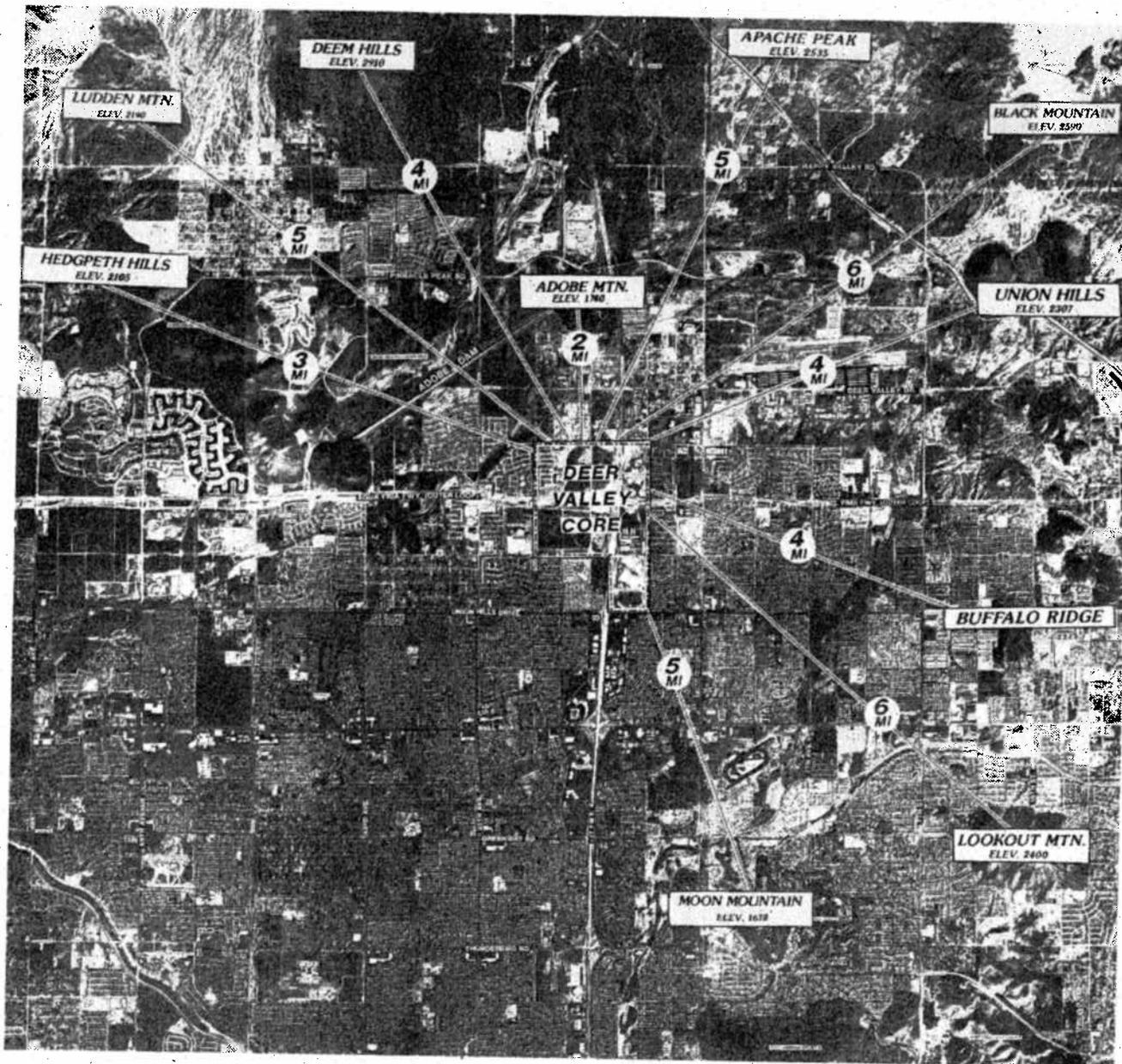
D. MOUNTAIN VIEWS

One of the goals of the plan is to enhance view corridors and seek to minimize visual barriers to some of the peripheral mountains that surround the core for people both outside and inside of the core. The most prominent views worthy of preservation have been identified as those of the Hedgpeth Hills, the Deem Hills, Adobe Mountain, Union Hills, Buffalo Ridge, and Lookout Mountain. (Map 12)

The mountains are anywhere from 2, 4 or 6 miles distant from the core and their angle of rise is generally under 3 percent. Almost any two story structure constructed within the core will obstruct the views. However, public right-of-way alignments will always be open and allow for views. The establishment of view corridors aligned with existing public rights-of-way in neighboring residential areas will preserve some major views for nearby residents. A view corridor is linear space where major mountain views remain visible once development occurs within the core.



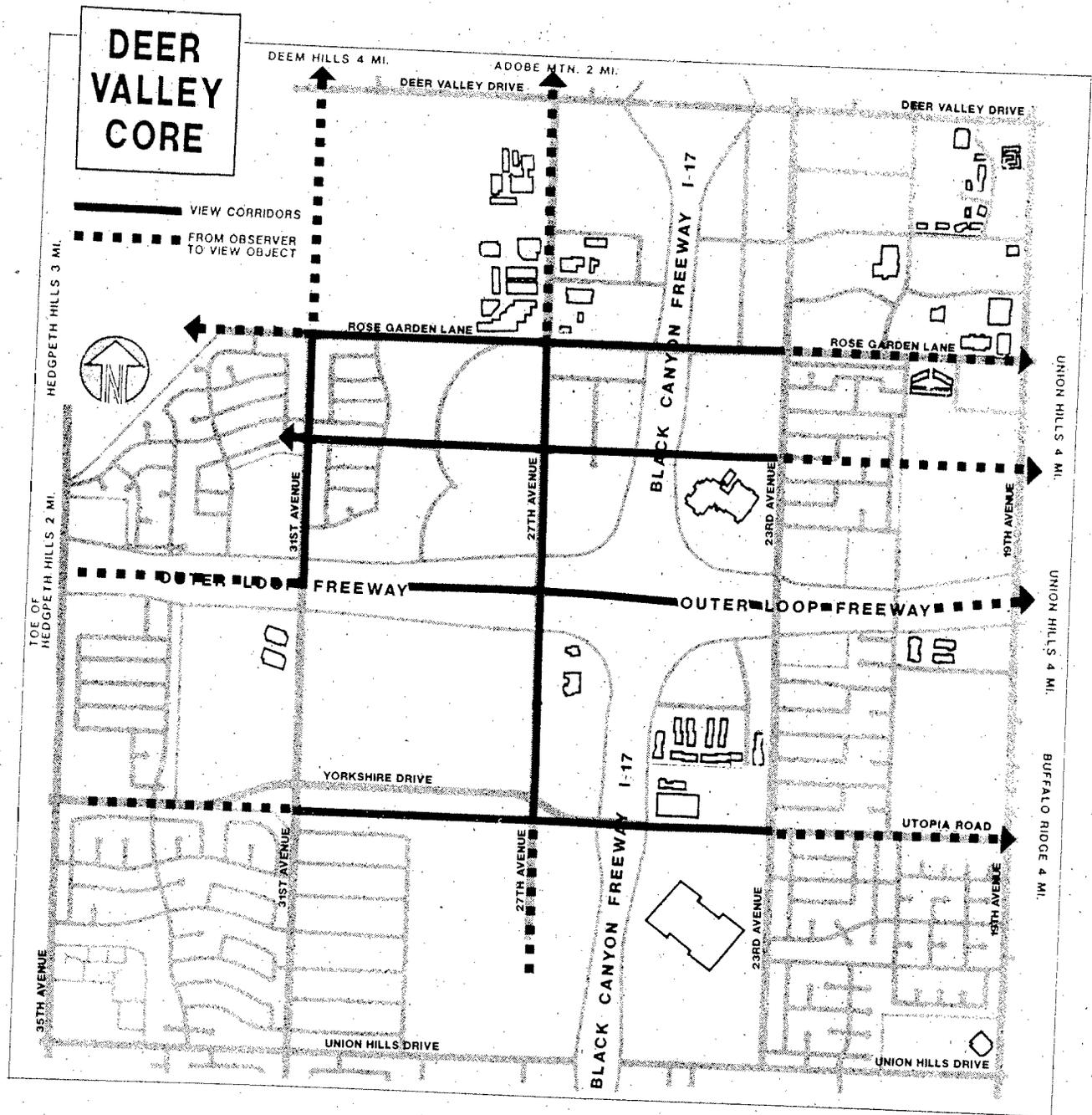
Mountain Views



MAP 12

Peripheral Mountains

MAP 13
View Corridors



Map 13 identifies four east-west view corridors and two north-south view corridors. The east-west corridors are the Rose Garden Lane alignment, the Mohawk-Irma Lane alignment, the Beardsley/Outer Loop alignment, and the Utopia Road alignment. The north-south corridors are the 31st Avenue alignment north of the Outer Loop and the 27th Avenue alignment.

Most of the view corridors follow existing street rights-of-way. However, one and a portion of a second do not. The Mohawk-Irma Corridor, while aligning with residential streets in the nearby neighborhoods cross over private property through the core. Also, so does the Utopia Road corridor west of 27th Avenue.

Development within the core will be allowed on private property within the view corridors through the implementation of design guidelines. This development will occur while allowing neighboring residents the opportunity to capture long range mountain views.

Recommendation:

It is recommended that six view corridor alignments be established as illustrated in Map 12 and stated as follows:

- Rose Garden Lane alignment
- Mohawk-Irma alignment
- Beardsley/Outer Loop alignment
- Utopia Road
- 31st Avenue alignment north of the Outer Loop
- 27th Avenue alignment.

E. SPECIFIC DESIGN THEMES

Design creates order, beauty and scale. As the core becomes groups of buildings and spaces their mass, shape and character form an urban pattern in a larger context. The following specific design themes can add the sense of continuity and compatibility.

Recommendations

1. Situate the building masses to assure designated view corridors are protected.
2. Design 27th Avenue to become the principal circulation spine for the core. A raised median with low vegetation is preferred. Preserving the view of Adobe Mountain to the north is a high priority.
3. Clearly recognize by design the central focus of the core as the area near the freeway interchange in the Northwest quadrant. Apply the gradient concept from that point to the periphery of the core assuring compatibility with adjacent residential uses.
4. Buffers and planting screens are to soften the physical appearance of the freeway interchange, especially the "freeway corners" of all four quadrants. This is to be primarily the responsibility of Arizona Department of Transportation. ADOT is encouraged to work closely with adjacent property owners and private development. Noise, glare and privacy are all to be mitigated as much as reasonably possible. Continuous jersey barriers rather than metal guard rail control should be used as the barrier is more effective at controlling noise and more aesthetically pleasing.
5. The perimeter of the defined core boundary is adjacent to single family residential in a number of locations. It is appropriate to enhance these perimeter areas of the core with landscape buffering to assure compatibility of adjacent uses. This can be done with easements establishing greater setbacks and encouraging such areas as landscaped parking areas.

Earth mounding and screen walls with pleasing textures incorporated into the buffer zone are encouraged. This technique is most appropriate where noise and glare are present.

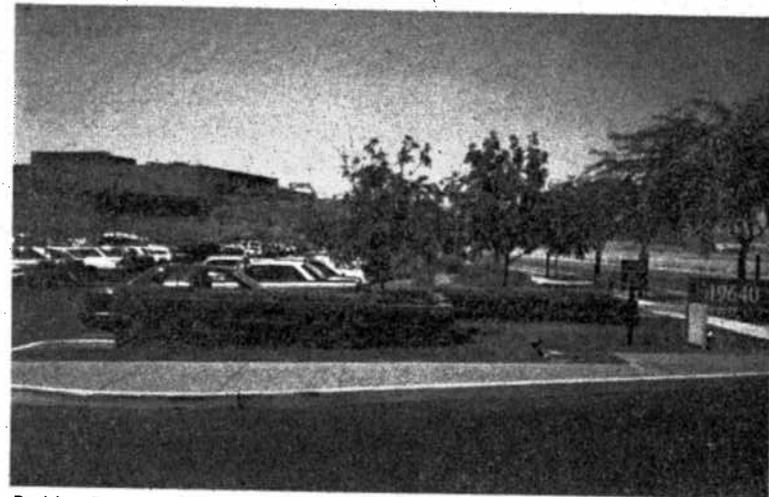
- A. The current buffer strip on parcel #16 along 23rd Avenue should be continued northward to Rose Garden Lane.
 - B. Additional buffering is appropriate on the south side of parcel #10 adjacent to the existing residential south of the old Yorkshire Street alignment.
 - C. The north side of parcel #4, along Blackhawk Drive, should provide screening for the single family residential to the north.
6. Design Review Guidelines are to conform to Section 507 Tab A of the Phoenix Zoning ordinance which establishes the following:
- A. Urban Design Principles
 1. Contextualism
 2. Amenity/Comfort
 3. Visual Interest
 4. Activity
 5. Clarity and Convenience
 6. Character/Distinctiveness
 7. Definition of Space
 8. Views
 9. Variety/Contrast
 10. Scale and Pattern
 11. Cultural History
 - B. City Wide Design Review Guidelines
 1. Site Plan
 2. Subdivision Design
 3. Architecture
 4. Landscape Architecture
 5. Movement and Circulation
 6. Project Signage

F. PARKING

Storage for vehicles should be handled purposefully. Parking structures should be designed as part of the intended function and appearance of the core. The attitude that cars are to be accommodated as part of the whole, rather than be grudgingly tolerated as a necessary but negative element, will allow their presence to be properly designed and integrated into the core.

Some highly visible surface parking that provides convenience is appropriate. Successful retailing economics in a suburban core rely on convenient but unobtrusive parking as a vital ingredient in the urban fabric.

1. Parking structures, larger parking areas and smaller convenience lots are to be organized with placement as a part of the overall integral whole. Avoid the sense of isolated parking lots viewed as massive asphalt slabs. As a minimum, 15% surface of a parking lot area should be landscaped with trees and shrubs.
2. The use of low screening walls and earth mounding, integrated into the landscape to reduce the asphalt impact and establish walkway areas, is to be a part of the parking area design.



Parking Buffer

3. Adequate landscaping and appropriate design features are to be provided for temporary as well as permanent parking lots as temporary often lasts for many years.
4. Vehicles parked within a structure should not be prominently visible from outside the structure.
5. Parking lots are not to be constructed in the front yard along 27th Avenue, the "Main Street" of the core, which is to offer that special visually pleasing image. Pedestrian pick-up/drop-off zones including convenient pull-outs from the moving traffic lanes are appropriate along the Main Street. A parking lot located between the pedestrian zone and a building is not safe or pedestrian friendly.

3. Location of 27th Avenue should be on an axis with Adobe Mountain so the street becomes the primary view corridor.
4. Landscaping of "Main Street", while achieving the boulevard character, needs to respect the view intent. This is especially critical within the raised median where low shrubbery is appropriate. Street trees back of curb should be placed in a manner that they do not block the mountain view when they are at maturity.
5. Appropriate width and design of pedestrian crosswalks, boldly identified with white stripes or street texture for safety, are to ensure that the walking pedestrian is a principal means of "heart of the core" circulation.

G. MAIN STREET

In Deer Valley, 27th Avenue is to be the "Main Street" for the village core. A boulevard in concept, with a divided median, this special street can be both a pleasant experience to drive and symbolically give status to the area; a notion of suburban place with vitality.

This is the one place where vehicles and pedestrians meet and mix. It is the place where day runs into night with both activity and lighting of an intensity that says you have arrived at the center of the core and the heart of the village.

Recommendations

1. Recognize the function of this street as a "destination" vehicle carrier, not a through traffic carrier.
2. While street congestion is not wanted, a reduced speed limit to allow drivers to anticipate conflicts and have enough time to stop for the sake of safety and amenity, is appropriate and the priority for 27th Avenue within the core.

CORE DEVELOPMENT ELEMENT

CORE DEVELOPMENT ELEMENT

5. CORE DEVELOPMENT ELEMENT

Preparing the Core Development element for the Deer Valley Core Plan is a challenge. It involves developing a strategy to determine how to attract the employment, service, housing and other opportunities desired in the core. Currently, close to 340 acres of developable land remain vacant while about 260 acres are built. The Core Development element provides recommended guidelines that will encourage capturing some of the community's employment, service and housing opportunities. To begin this effort the Deer Valley Core Subcommittee has prepared three development goals.

1. The Core should be an employment center for the North Phoenix region.
 - Encourage employment and service opportunities in the core.
 - Enhance the business attraction effort.
2. Development in the core should include retail, entertainment, open space, service and housing uses to meet the needs of its workforce and nearby communities.
3. Development in the core should specifically include community service facilities for the village.
 - A library shall be located in the core.
 - Public meeting rooms and continuing education facilities should be included.

This element describes the employment, retail, service and housing characteristics of the core and the steps to be taken to encourage the development of each component.

The General Plan Map designates Industrial as the major land use classification in the core. This is shown on Map 5: *Deer Valley Core General Plan Land Use Designations* (page 15). The Industrial category is designated on 136 acres of the remaining vacant land within the core. This conflicts with some of the approved zoning and some of the

recommended core land uses. (The area in conflict is located in the northwest quadrant, east of 29th Avenue and north of the Mohawk Lane alignment.) The Commercial category is designated on 134 acres and Residential 15+ dwelling units/acre on about 65 acres of the remaining vacant land.

The Core Development element contains two sections. The first emphasizes economic development; that is the encouragement of additional employment and commercial opportunities within the core. The second section addresses supporting development such as additional residential uses and new community facilities.

A. ECONOMIC DEVELOPMENT

1. Employment Opportunities

As stated in the Land Use Recommendations, it is anticipated that the Deer Valley Core will develop with regional office type uses. These facilities will employ workers in the insurance, reservation center, credit card and telecommunication industries. The workers will come from the North Phoenix metropolitan area. It was determined that the core would develop with these secondary uses according to the quality and quantity of the labor force, accessibility to the freeway system; the amount of existing vacant land available and the price per square foot for new development; and the existing developments that have clustered around the area, such as American Express.



Employment Facility

Within the last year, large credit card processing and related industries have either started or expanded their operations in former electronics manufacturing spaces. The decision of these firms appears to have been motivated by at least five salient features of the area. These features include:

- Ready access to a large, favorable labor market from the surrounding areas.
- Accessibility to major transportation systems and routes.
- The cost/benefit of either new construction, or conversion of existing facilities.
- Modern public and private infrastructure networks.
- Availability of affordable, modern housing with full amenities within a five to 15 minute commute.

Core Attributes and Measures to Attract Targeted Businesses

As stated above, the quality of the labor force in the area contributes to the attractiveness of the area. Close to 60 percent of the labor force over the age of 25 has some college education and offers a diverse, skilled labor pool.

When the Outer Loop is complete to Interstate 17 and the interim freeway is in place east to 56th Street, area accessibility will be enhanced. The loop road system utilizing Rose Garden Lane, Yorkshire/Utopia Roads, 23rd and 27th Avenues will connect the core to both north/south and east/west freeways as well as nearby major streets.

The availability of large parcels under single ownership at affordable prices also enhances the attractiveness of the core. Zoned parcels ranging in size from 12 to over 100 acres are currently available for commercial and industrial park uses.

Public and private infrastructure is also available. Electric power capacity is available for core level development. Major potable water and sewer transmission mains are within one-half mile of the core in any direction. And in a number of locations, smaller mains already provide service.

Existing developments in and near the core also enhance the attractiveness of the area. The quality physical image projected by the existing users as well as the quality employment they provide identify the core as a first class business location.

Finally, the availability of affordable, modern housing with full amenities within a short commute identifies the area as a place which will support the quality labor force generated by future users.

With these attributes, the Core is a desirable location for the City of Phoenix to market to potential targeted employers. This works well given Phoenix's approach to attracting business opportunities.

The City of Phoenix is taking a much more aggressive approach to business attraction. The Economic Development Executive Office (EDEO) was created in July 1991 to principally serve as the business attraction entity for the City. In handling prospects, EDEO undertakes four basic activities: business attraction and marketing, coordinating site visits, fostering local business relationships and facilitating public sector project approvals. In addition, EDEO is responsible for maintaining an ongoing rapport with major existing employers and represents the City on international trade issues which impact economic development. It works closely with the Community and Economic Development Department (CEDD) on an everyday basis.

CEDD provides a broad range of financing, technical assistance and referral information for qualified businesses interested in expanding or locating into the City of Phoenix limits.

CEDD can assist businesses in the development review process. They may also help businesses in workforce recruitment and job training of employees through an association established with the Maricopa Community College District.

For companies which locate and/or expand in the near future, the Deer Valley Core provides many attributes including an adequate supply of commercial and industrial zoned property. Not many core areas within the city provide the same amount of vacant land with appropriate zoning. However, this appropriate zoned property needs to be preserved so the Core can contribute to the employment center for the North Phoenix region providing quality employment opportunities.

Recommendations:

1. It is recommended that a promotion brochure for business be developed to assist marketing the attributes of the Deer Valley Core.
2. It is recommended that the City of Phoenix assist in recruiting employment opportunities to the Deer Valley Core through the creation of an information database and by targeting appropriate businesses.

3. It is recommended to the maximum extent possible that technical and financial assistance be provided to qualified businesses locating or expanding in the Deer Valley Core.
4. It is recommended that the commercial and industrial park zoned land in the core be preserved for future employment opportunities.

2. Retail and Service Uses

A market study conducted for the Deer Valley Core area in 1991 - 1992 noted that there is a surplus of retail building space in the Deer Valley village. At that time, 21 percent of the 3,402,000 square feet of retail space was vacant. The study further noted that given the estimated expendable income in Deer Valley, there did not appear to be a market for additional retail space until the year 2005.

Table 5 shows the current and projected number of resident households within a three, five and seven mile radius of the core from the years 1990 until 2020.

**TABLE 5
PROJECTED RESIDENT HOUSEHOLDS WITHIN CORE TRADE AREAS
(3, 5 and 7 mile radius of the Core)**

YEAR/MILE	1990	1995	2000	2005	2010	2015	2020
3 mile	54830	60792	66048	69846	72410	74559	77183
5 mile	107910	119552	131598	142294	152718	163345	172487
7 mile	182337	204235	225900	246181	265863	286970	307152

Further, Arrowhead Towne Center, a major regional mall, has opened within six miles to the west. This new retail center meets the market demand of retail goods for residents of the northwest metropolitan area including the population within and around the Deer Valley Core. Traditionally, regional retail centers, such as Arrowhead Mall, attract ancillary retail uses, such as power centers to their periphery. Therefore, it is unlikely that power centers will locate within the Deer Valley Core. Also, the Outer Loop Freeway linking the core to the northeast Phoenix area is not scheduled for completion until the 1996-97 Fiscal Year. Then, the highway will be only an interim road between I-17 and 56th Street, and it will not provide "easy off-easy on" access that retailers require.

However, residents have a desire to see community serving retail in the area. Also, there will be an opportunity for support retail in conjunction with the employment development which will occur within the core.

The determination of the probable retail sales that any particular location can capture in a competitive retail environment is dependent upon a number of interrelated factors. Of particular importance in assessing retail potential are:

- the level and characteristics of competition,
- the population densities and income distribution of the surrounding residential population base (including an assessment of seasonal population migrating annually to the region), and
- the regional and local access considerations.

The assessment of these factors results in the determination of the market share that a particular site or development can capture. To understand the retail market in the core, a proactive retail target and recruitment program will need to be undertaken.

Such a program will follow prescribed steps. First, a detailed demographic profile of the core's immediate 5 to 7 mile primary trade area (PTA) will be required. This will identify whether there is significant purchasing power within the trade area.

Second, an inventory of existing and future projected retail supply within the PTA should follow. This information will provide how much of the current and future market is now or will be met by retail outside of the core.

With the completion of the retail inventory, a "gap analysis" will assist in determining the optimum type and level of potential retail use for the core. The retail will be that which is not currently or is not projected to be met by existing and future retail outside of the core.

If this analysis identifies a retail "gap", a recruitment program to attract the retail users supportable within the trade area can be designed. Recruitment can be multi-phased. It may use one-on-one meetings with selected retail developers as well as the publication and distribution of a market brochure for circulation at trade shows and conferences. The program should also propose the timing of the recruitment efforts.

Recommendations:

1. It is recommended that a retail and service analysis be undertaken for the Deer Valley Core primary trade area.
2. It is recommended that a retail recruitment program be established based upon the information identified in the trade area analysis.

B. SUPPORT DEVELOPMENT

1. Housing and Public Facilities

Housing is a key component of any core, allowing employees to live close to their place of work. The residents in turn provide a market for some retail services to locate within the core. The greater the number of residents, the larger the support base for the services.

The current 292 dwelling units in the core are soon to be expanded by an additional 60 - 65 single family units on a nearby parcel. Afterwards, there will remain 48 acres of R-4 residential zoned land. These remaining acres have the potential to provide quality multi-family housing for future employees. It is important to preserve this land for multi-family housing in order to enhance the attractiveness of the area to future employers. Also, eventual development of the residential units can assist in providing the critical population necessary to support retail and service uses.

Public facilities provide communities with a focal point. These facilities provide recreational, educational, service and general gathering locations for community residents. This plan encourages the location of a library within the Deer Valley Village Core. It also encourages educational opportunities and community meeting spaces with satellite government facilities.

Recommendations:

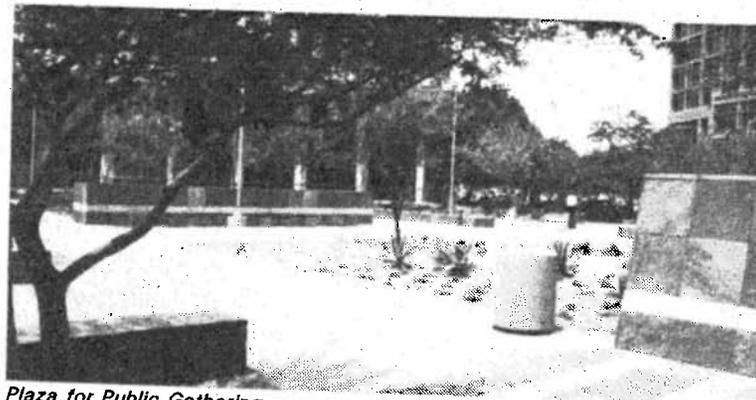
1. It is recommended that residentially zoned land be preserved within the core.
2. It is recommended that a library be located in the Heart of the Core, the northwest quadrant.
3. It is further recommended that satellite government facilities and community meeting

spaces be located in the Heart of the Core. A small park designed for public gathering is encouraged as part of the satellite government facility.

4. It is recommended that the steps to attract a continuing educational facility be initiated.



Multi-Family Housing



Plaza for Public Gathering

IMPLEMENTATION

IMPLEMENTATION

6. IMPLEMENTATION

This Plan is intended to serve as a guide to the development of the Deer Valley Core. To make the Plan a reality requires a comprehensive implementation program. In this section, actions are outlined to guide future decision-making and development activity.

Impact on Existing Zoning/Development Rights

This Plan is a nonregulatory document that does not take away an owner's rights to develop his/her property under existing zoning. Requests to change existing zoning will be reviewed for consistency with this Plan.

Several strategies are identified to implement the plan recommendations. The strategies correspond to the land use, circulation, urban design and core development elements of the plan. Further, design guidelines are provided to assist in the siting of future structures in order to maximize the community's long term views of the peripheral mountains.

LAND USE ELEMENT

Strategies/Opportunities

Strategies/Opportunities	Responsible Party	Timeframe
1. Amend the General Plan to reflect the adopted land use designations.	Deer Valley VPC Planning Department Planning Commission	Annual cycle, Sept. 1994.
2. Monitor development for consistency, coordination, and continuity of plan.	Planning Department Development Services Deer Valley VPC	Immediate action following adoption of plan
3. Conduct a meeting with core property owners to review their plans, and provide any necessary and appropriate assistance to get core developed.	Community and Economic Development Planning Department Property Owners	Annual meeting
4. Prepare a study to evaluate need for second core currently designated on the General Plan map at Jomax Road and Interstate 17. This study would be included in the Deer Valley Village Plan update effort.	Planning Department Community and Economic Development Deer Valley VPC	Fiscal year, 1995-96

CIRCULATION ELEMENT

Strategies/Opportunities

A. Freeways

1. ADOT has designed SR 101 to meet FHWA noise standards which are 67 db average for a 24 hour period for residential development existing prior to November 1983. Additional noise mitigation features may be desirable and are being addressed as part of the City's Outer Loop (SR 101) Specific Plan.

Responsible Party

Timeframe

Planning Department
Street Transportation

1994-95, Complete plan

2. The City will work with ADOT and the developer of new residential developments in order to site noise attenuation devices in the most effective locations.

Planning Department
Development Services
Street Transportation

On-going through freeway completion

3. City staff will work with ADOT on final design of architectural and landscaping details for SR 101.

Planning Department
Parks Department
Street Transportation

1995

4. The City will continue to work through MAG on maintaining the construction schedule for SR 101.

Street Transportation
Intergovernmental Programs
(City Manager)

On-going through freeway completion

B. Street System

1. On-street parking will be prohibited on all arterials and collectors within the Core. Residential collector streets, including 31st Avenue north of Blackhawk, may be exempted from this requirement.

Street Transportation

As streets are constructed

2. The connection of 27th Avenue south to Union Hills will be recommended for addition to the Street Classification System as a collector street. This street would only be constructed when the existing mobile home park redevelops.

Planning Department

1994/95, Add to Street Class Map

CIRCULATION ELEMENT

Strategies/Opportunities

Strategies/Opportunities	Responsible Party	Timeframe
3a. As the Core and surrounding area develop, potential traffic impacts to 31st Avenue between Blackhawk and Rose Garden should be considered. Any street construction within these limits which would enhance the traffic carrying capabilities of this street should not be approved. If 31st Avenue is extended north of Rose Garden to Deer Valley the design of the intersection should not allow through traffic.	Street Transportation Development Services	When site develops
3b. If traffic should still increase to an unacceptable level for the residential collector, a study should be conducted by the Street Transportation Department to determine mitigation action.	Street Transportation	When requested
4a. At such time that the property on the southwest corner of 23rd Avenue and Rose Garden Lane develops, the intersection should be widened to the west in order to preserve the existing on street parking for the 5 homes on the east.	Development Services Planning Street Transportation	When site develops
4b. The frontage road design on 23rd Avenue should be extended north to buffer these homes from the traffic on 23rd Avenue. This can be accomplished through Development Services process or Freeway Mitigation.	Development Services Planning Street Transportation	When site develops
5. Streets in future residential developments should be designed to discourage through traffic.	Development Services Planning Department	On-going
6. Design 27th Avenue as a six lane street with landscaped medians. The standard cross section for 27th Avenue is shown in Figure 1. The landscaped median shall be 24' wide and allow for full directional median breaks at approximately 325-350' separations based upon review by the Street Transportation Department. No additional right-of-way or easements (beyond the 96' R.O.W. and 20' easements shown on Figure 1 at page 30) will be required to accommodate the 24' wide median.	Planning Department Street Transportation Development Services	Conceptual Plan Completed

CIRCULATION ELEMENT

Strategies/Opportunities

Responsible Party

Timeframe

C. Pedestrian System

1. The new Street Classification System provides for increased levels of landscaping along city streets. Also, sidewalks are set back from the curb providing a landscaped area which buffers pedestrians from traffic. These guidelines should be followed for street development within the core.
2. Sidewalks along 27th Avenue should be 8 feet in width in order to accommodate the above average level of pedestrians.
3. City staff will work with ADOT on the feasibility of providing paths along SR 101 frontage roads. Staff will investigate various funding alternatives.
4. A pedestrian path should be provided along the alignment of 29th Avenue where it presently terminates north to Yorkshire.

Street Transportation
Development Services
Planning Department

On-going with
development

Street Transportation
Development Services
Planning Department

On-going with
development

Street Transportation
Planning Department

1994-97

Development Services
Planning Department

When site develops

D. Transit System

1. The design and construction of 27th Avenue should include provisions for adding bus stops and passenger facilities at such time as transit operations in the core reach a suitable level. Transit facilities when necessary will occur within the right-of-way or easement.
2. Same as Street Strategy #2.

Street Transportation
Public Transit
Development Services

When develops

Street Transportation
Development Services
Planning Department

1994/95

CIRCULATION ELEMENT

Strategies/Opportunities	Responsible Party	Timeframe
E. Bicycle System		
1. The following street segments are recommended for addition to the Phoenix Bikeways System: <ul style="list-style-type: none"> • Rose Garden west of 27th Avenue to 31st Avenue • 31st Avenue south of Rose Garden to SR-101 • 27th Avenue north of Rose Garden to Deer Valley • 27th Avenue south of Yorkshire to Union Hills 	Street Transportation	1994-96
2. Add bicycle lanes to the arterial and collector streets within the core as part of the Phoenix Bikeway Program.	Street Transportation	Ongoing
3. Bicycle racks or lockers should be provided at: <ul style="list-style-type: none"> a. Major transit connections within the core. b. Employment centers which have greater than 75 employees. 	Development Services Planning Department	When core develops
4. The paths along the frontage roads should be multiple use to include bicycles.	Street Transportation Planning Department ADOT	1994-97
5. The path along the alignment of 29th Avenue in pedestrian Strategy #5 should be multiple use to include bicycles.	Development Services Planning Department	When site develops

URBAN DESIGN ELEMENT

Design Strategies

Providing tools to implement good Urban Design is a challenge as themes and concepts frequently come together through a series of happenings. Often a design perception, shared by a large number of people, can result in a wide sense of experiences and an array of responses as to what is good or visioned design. However, a combination of early commitment and adequate follow-up will result in achievement of a design process. The following strategies will focus on achieving good design:

Strategies/Opportunities

A. Overall

1. The review and approval procedure for construction projects in the core is to include and involve community input and feedback, with a Village Planning Committee recommendation to the City prior to project approval. The recommendations in this policy plan are to be the basis for review guidance.

2. In addition to placing emphasis on achieving the identified recommendations in the design element of this plan, all construction projects are to follow the Phoenix Zoning Ordinance Section 507: Development Review Approval. This process is to include the following for both site plans and subdivisions:
 - Preapplication conference
 - Preliminary document review and approval
 - Technical document review and compliance
 - Final approval after conditions of preliminary approval are met
 - Enforcement review to assure compliance

3. Signage controls which are exercised by City Ordinance are to be tightly monitored and inspected for conformance in this core. As a further step, to avoid sign chaos and make necessary signage effective, neighboring businesses should work together for adequate, clearly articulate but limited signage.

Responsible Party

Timeframe

Development Services
 Planning Department
 Village Planning Committee

Following project
 formal submittal

Development Services

As dictated by
 Ordinance

Development Services
 Zoning Enforcement
 Property Owners

On going

URBAN DESIGN ELEMENT

Strategies/Opportunities

B. Structure Mass and Organization

1. Channels of pedestrian movement are to be initiated with early construction projects. A system of paths and spaces is to be further committed as part of subsequent structure design and construction to link a network of courts, plazas and corridors to initial commitments. In some instances, the extension of off site improvements or committing to additional improvements at a later date may be appropriate.

Responsible Party

Development Services
Property Owners

Timeframe

To be determined

2. Under current provisions of the zoning ordinance, the mid-rise zoning classification permits a maximum of 190' building height. These limits should not be breached and the building bulk should respect the principle of preserving as well as creating views between and from the structures. Varying building heights, within the mid-rise height cap, will stimulate a harmonious and desired core profile with the greatest emphasis where intended.

Project Architect
Development Services

Pre-Design meeting

C. Amenities

1. While the intent is to encourage individualistic design expression to occur, the overall result for the core is to be order and unity of expression.

Project Architect
Development Services

To be determined

D. Main Street

1. With 27th Avenue highlighted as Main Street for this core a minimum 20' setback from the street ROW between Yorkshire and Rose Garden Lane is to be achieved. The setback may be used as a landscaped pedestrian or transit easement.

Planning Department
Development Services
Street Transportation

To be determined

2. A matching "gateway" design feature at each of the four corners where Main Street connects with Rose Garden and Yorkshire is to further emphasize the message that this is a special street. The design is to respect the corner visibility triangles and incorporate a combination of design features

Property Owner
Project Architect
Development Services
Street Transportation

As development occurs

URBAN DESIGN ELEMENT

Strategies/Opportunities

Responsible Party

Timeframe

including berms, low walls, fountain, sculpture, landscaping, street furniture, and low level lighting with a focus on achieving a "welcome" theme. The design theme is to be accomplished by the first developer of a corner parcel and to be matched by developers of the three subsequent corners. (See sketch for example of welcome theme and consider a student design competition for resolve including Village Planning Committee review).

3. Location of 27th Avenue should substantially follow its current north-south alignment.

CORE DEVELOPMENT IMPLEMENTATION

Strategies/Opportunities

Responsible Party

Timeframe

I. ECONOMIC DEVELOPMENT

A. Employment Opportunities

- | | | |
|---|---|----------------|
| <ol style="list-style-type: none"> 1. City staff with input from the Deer Valley Village Planning Committee should complete a brochure promoting the attributes of the Core as part of the north Deer Valley (I-17 and Airport) employment center location. | <p>Community and Economic Development
Planning Department</p> | <p>1995</p> |
| <ol style="list-style-type: none"> 2. City staff should create and maintain a database that identifies vacant commercial/industrial land, zoning and ownership of property. | <p>Community and Economic Development
Planning Department</p> | <p>1995</p> |
| <ol style="list-style-type: none"> 3. The City of Phoenix Economic Development Executive Office and the Community & Economic Development Department should use the database to target businesses that are compatible Core uses which are seeking to either lease or purchase property. | <p>Economic Development
Executive Office
Community and Economic Development</p> | <p>1995-ff</p> |

CORE DEVELOPMENT IMPLEMENTATION

Strategies/Opportunities	Responsible Party	Timeframe
4. The City of Phoenix Community & Economic Development Department should continue to identify sources of financing, technical assistance and referral information for qualified businesses interested in locating or expanding within the Core.	Community and Economic Development	On going
5. The Deer Valley Village Planning Committee should initiate an amendment to the Phoenix General Plan Map to reflect land uses consistent with the approved zoning within the Core.	Deer Valley VPC Planning Department	1994
B. Retail and Service Use		
1. City staff in conjunction with the Deer Valley Village Planning Committee should complete a demographic analysis, existing and future retail inventory, and identify optimum type and level of potential retail use for the Deer Valley Core primary trade area.	Planning Department Community and Economic Development	To be determined
2. City staff should develop a retail recruitment program for the core primary trade area including program timing, printed matter and active recruitment of selected retail developers.	Community and Economic Development	To be determined
II. SUPPORT DEVELOPMENT		
A. Housing and Public Facilities		
1. Any future rezoning applications within the residential zoned parcels of the Core should be consistent with maintaining a strong residential core component.	Deer Valley VPC Planning Department	On going
2. The City should maintain its position to accept or negotiate a purchase of for a public library as stipulated in Rezoning Application 204-87-2. In the event construction does not commence by April 6, 1998, the City should seek alternative lease arrangements for a library within the designated area, also as stipulated in 204-87-2.	Parks Department Planning Department	1998

CORE DEVELOPMENT IMPLEMENTATION

Strategies/Opportunities	Responsible Party	Timeframe
<p>3. The City should maintain its position to accept a one-acre site for a satellite government center as stipulated in Rezoning Application 204-87-2. In the event that funding for construction of the satellite government center is not approved by April 6, 1998, the City should seek alternative lease arrangements or the contribution of funds deemed necessary to allow the addition of a second level to the library facility for government use, also as stipulated in 204-87-2.</p>	<p>Parks Department Planning Department</p>	<p>1998</p>
<p>4. In the event that rezoning should occur for application 204-87-2, the City should negotiate the inclusion of library and government facility stipulations in the rezoning application.</p>	<p>Deer Valley VPC Planning Department</p>	<p>To be determined</p>
<p>5. The City should work with educational institutions to determine demand, timing, and type of continuing education facility appropriate for the Core. Once these conditions are determined, the City will encourage appropriate educational providers to initiate programs within the Core as applicable.</p>	<p>Planning Department</p>	<p>To be determined</p>

DEER VALLEY CORE VIEW CORRIDOR GUIDELINES

View Corridor Guidelines will be applied during the normal review process of applications for zoning changes and Development Services/Site Planning Division site plan/design review. At the Pre-Application Meeting to discuss a zoning case, the design guidelines will be discussed with the developer/applicant. It is important that the applicant become aware at this early stage of the design implications of the guidelines.

The following guidelines will steer development as it occurs adjacent and within the identified view corridors.

The objective of these guidelines is to:

- provide a set of environmentally sensitive standards for development along extended street alignments;
- ensure compatibility with the philosophy of VIEW CORRIDORS to selected vistas of mountains; and
- develop a means of blending people, structures and the existing distant mountains into a harmonious and aesthetically pleasing community.

To preserve the natural heritage for future generations, view corridors allow the greatest number of people to experience the panorama of mountain vistas. For this reason, they merit a higher investment and care in design than ordinary transportation routes.

The following guidelines are formatted after the Citywide Design Review Guidelines. The Citywide guidelines categorize individual guidelines as either requirements, presumptions or considerations. Requirements or presumptions are regulatory guidelines. Proposed developments must conform to requirements and must demonstrate a hardship to avoid conforming to a presumption.

The Deer Valley Core View Corridor Guidelines are policy guidelines. As such, they are designated as "considerations" (C) and must be considered, but not mandated, in plans for development of properties in the Core.

DESIGN CONCERNS

1. Vista
2. Corridor Design
 - a. Street Right-of-Way
 - b. Right-of-Way Extended
 - c. Preservation
 - d. Transition
3. Structures
 - a. Design
 - b. Setbacks
 - Front
 - Sides
 - Rear
 - c. Height
 - d. Ancillary Structures
4. Parking Facilities
5. Signs
6. Landscaping
 - a. Shrubs
 - b. Trees
 - c. Screening

GUIDELINES

1. VISTA

The design of structures and open space shall be tailored to the uniqueness of the region. C

Rationale: Providing open views to the outlying mountains with structures designed reflecting the color, texture, materials and landscape of the area will maximize observers enjoyment of the views.

2. CORRIDOR DESIGN

Designated view corridors shall be the existing and proposed rights-of-way and roadway alignment extensions of:

- Rose Garden Lane
- Mohawk/Irma
- Beardsley Road/Outer Loop
- Utopia Road
- 27th Avenue
- 31st Avenue, north of the Outer Loop. C

Designated view corridors within roadway extensions shall be no less than 60 feet in width. C

Rationale: The corridors should take into account scenic vistas, slope, vegetation and drainage.

3. STRUCTURES

a. Design

Structures shall not locate within the designated view corridors. C

Structures adjacent to view corridors shall be placed on diagonals and with sufficient, where possible, separation to allow extended views. C

Cluster development shall be encouraged. C

The design of structures shall incorporate curves and angles to reduce the perceived bulk of the buildings, soften edges, and create a more free form and open appearance. C

Rationale: Corridors will become open spaces with an emphasis on providing areas for pedestrians to view the outlying mountains. The placement of buildings on the diagonal and providing spacing between buildings will allow for views through the adjacent sites. This will

enhance the viewers experience. Land uses will be allowed to front directly on the corridors with shared entries, where feasible. Use of open areas for joint or special uses should be encouraged.

b. Setbacks

Yards adjacent to a view corridor shall have a minimum twelve (12) foot setback except along 27th Avenue. C

Yards adjacent to the 27th Avenue view corridor shall have a minimum twenty (20) foot setback. C

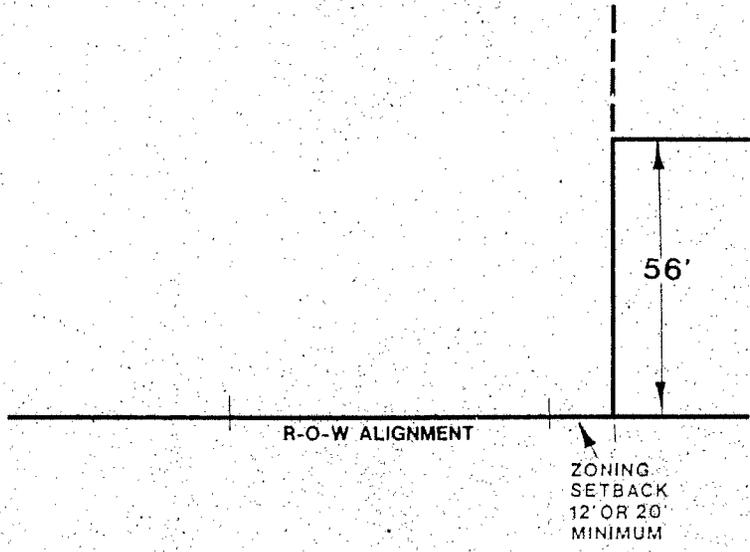
Rationale: Setting back buildings along the view corridor allows the observer to capture a wider vista of the outlying mountains. Further, Adobe Mountain terminates the northern vista along 27th Avenue, the designated Main Street within the Core. Larger setbacks along 27th Avenue will enhance Main Street and allow for more significant views of Adobe Mountain, the mountain closest to the Core.

c. Height

Where the view preservation corridor traverses private property, structures shall not exceed 30' 0", or two stories whichever is less. C

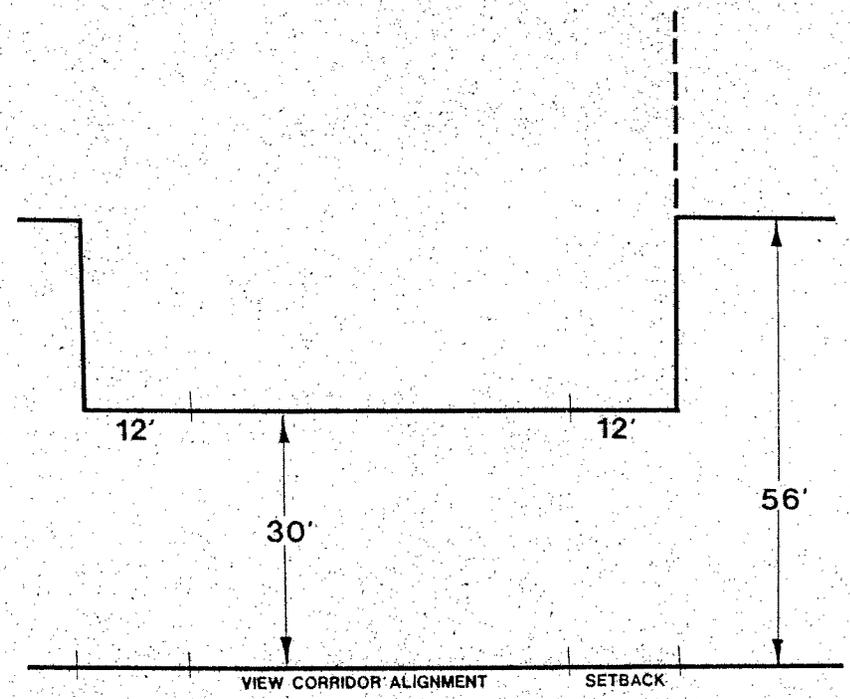
Architectural details and ancillary structures shall not exceed six (6) feet in height within the view corridor alignment. C

Rationale: Where the view corridor is minimal or impaired there are limited alternatives to retain some of the view. A neighborhood may retain its view along the corridor over constraints by maintaining distance between structures or obstacles. Conversely, the height of structures can be reduced to minimize the obstruction.



SETBACK

HEIGHT AND SETBACK



d. **Ancillary structures**

Materials, equipment, trash or similar objects shall not be stored or kept in the open or exposed to view from adjacent streets, corridors or sites. C

Fences and/or walls shall not exceed 6 feet in height. C

Rationale: A combination of walls, structures, berms and landscape materials in free form manner (shapes, curves, diagonals) is encouraged to relieve long expanses of wall near or abutting the edges and to soften or prevent encroachment of views.

4. **PARKING FACILITIES**

Parking lots shall be depressed and/or bermed and densely landscaped. C

Rationale: By depressing and/or berming and landscaping parking areas, the view of the observer will be focused above and beyond the parking area to the outlying mountain vistas.

5. **SIGNS**

Signage shall not encroach upon or block any portion of a view corridor to the view object from any point of perspective within the corridor. C

Rationale: All signs within the area shall be designed to provide visual continuity and to reinforce the visual character established by these corridor design guidelines, coordinated in design and style with the surrounding area.

6. **LANDSCAPING**

Careful plant material selection will aid in the preservation of the aesthetic and biologic integrity of the view corridor.

Shrubs shall be the primary plant material used in the view corridors. Shrubs selected shall have a mature height no greater than 4 feet. C

Trees shall have an open canopy that do not interfere with visibility in the corridor. C

Structures located within the view corridor shall receive screening through landscaping to visually minimize the obstruction. C

Rationale: Plant materials should enhance and not obstruct the views. Keeping plants low in height or open in texture assist in preserving the views.

Rationale: Where structures are built within the designated view corridors, enhanced landscaping will assist in mitigating their bulk and further assist the observer in focusing upon the view of the mountains above and beyond the impediment. This landscaping should approach the height of the structure but not exceed it.

APPENDICES

APPENDICES

LAND USE APPENDIX

Development Alternative I

This alternative describes the maximum amount of development that could occur in the core. Table 6: *Deer Valley Core/Development Alternative I* is based on the total amount of square footage that can be built according to the approved or vested zoning in the core. For parcels 1, 2, 4, 6, 8, 9, and 10 the information shown on the table corresponds to specific zoning cases. For example parcels 6 and 8 are both zoned C-2 based on zoning approvals which occurred approximately five years ago. Future development on these two sites would allow buildings four stories in height. Each development could cover 50% of the property (permitted in C-2 Zoning Districts), which would result in an FAR of 2.

Parcel 2 was approved a specific FAR of .83 and was stipulated to provide 150,000 square feet of retail space.

There are proposals to add square footage to existing building on Parcels 3, 14, and 15. Best Western Reservation Center will add 70,000 sq. ft. to the existing 110,000 sq. ft. 50,000 sq. ft. of new buildings could be planned for AG Communications and the Valley Business Park.

Parcels 11 and 13 are vacant and zoned Industrial Park. (The portion of Parcel 13 west of 23rd Dr. is approved for Commercial High Rise, but that is now owned by ADOT and will probably develop industrially.) Accessibility and the existing development trends will have an impact on what will be developed on these two parcels. Zoning will not change for either parcel because they are bounded by 23rd Avenue which is a collector street, and are part of a pattern of industrial parks that is already established on the east side of the Black Canyon Freeway. Future development intensity of these two sites may be somewhat higher than the existing developments because freeway accessibility will be provided

in all directions once SR 101 is constructed. Based on this information the two parcels are expected to be developed in a range of .25 to .35.

Based on a maximum potential of 16,000,000 square feet of commercial and industrial park development, it is possible that 46,500 employees could work in the core. Of that total, approximately 90% of the employees will be office workers and 10% will be retail workers. (The ratio is 3 employees per 1000 square feet for office, 1.78 for retail and 2.5 for commerce park.) There are currently 4,000 employees working in the core.

Residential development is expected to occur on parcels 1, 2, 9, and 10 for a total of 1,780 dwelling units. Residential density on parcel 1 at 12 du/ac is higher than the adjacent parcel to the west zoned R-3 with 7.5 du/ac. Since parcel 1 is adjacent to vacant commercial property on the east and a developed Best Western Reservation Center on the south, it is appropriate to raise the future residential density on this site particularly since it is within the core and in keeping with the density permitted in an R-3 district. (Development density on this parcel may be moot.)

Parcel 2 which is approved for C-2 zoning has a stipulation for the building of 250 dwelling units. Parcel 9 also has a stipulation attached to the vested R-4 zoning which permits 1,200 dwelling units to be built. The number of dwelling units for parcel 10 was not stipulated with the change of zoning on this site.

TABLE 6
DEER VALLEY CORE
DEVELOPMENT ALTERNATIVE I (1)

PARCEL NUMBER	ACRES	BUILDING SQUARE FOOTAGE	FAR	DUS	EMPLOYEES
1	11			132(12)	
2	137	4,953,207 (150,000 retail)	.83	250	14,677
3	12	70,000 (2)	.34		242
4	20	435,600	.5	Hotel	1,341
6	53	4,617,360	2.0		13,289
8	60	5,227,200	2.0		15,043
9	38			1,200(32)	
10	10			198(22)	
11	28	304,920 426,888	.25-.35		762- 1,067
13	20	217,800 304,920	.25-.35		545- 762
14	25	20,000 (2)	.20		50
15	20	30,000 (2)	.33		75
TOTAL		15,876,087		1,780	46,024-46,546
5	78	174,000 (2)	.28		

- (1) Approved Zoning .5 - 2 FAR
Industrial Park .25 - .35 FAR
- (2) Expansion of Existing Development

Development Alternative II

This alternative establishes a "heart of the core" along 27th Avenue between Rose Garden Lane and Yorkshire Drive. 27th Avenue becomes the "Main Street" for the village core as the major north-south street. The remainder of the core, outside the "heart" is considered the "core gradient."

Table 7: *Deer Valley Core Development Alternative II* shows a median level of development with the FAR between .5 to .8 in the heart of the core. The heart would be developed on parcels 2 and 8. These two parcels are adjacent to I-17 on the east and vacant parcels on the west. They are not adjacent to any existing residential development so the highest development intensity can be provided on these two parcels. This will help make the area a place where people can go, a destination area as described in the core land use goal.

Parcel 4, as part of the core gradient, could develop with an FAR range of .2 - .3 FAR. This is important because of the proximity of this parcel to existing residential development. This is also in keeping with the existing American Express development which is adjacent to the core west of 31st Avenue. When fully developed, the American Express parcel will have an FAR of .28.

Parcel 6 has the same range, .2 -.3 FAR, but for a different reason. This is considered one of the more accessible parcels in the core from the SR 101 frontage roads. An appropriate use on this site would be a retail use which would have high visibility from the freeway and be easily accessible for travelers heading east on the freeway.

All other parcels remain unchanged from Alternative I. This includes the residential parcels minus the 250 dwelling units that were stipulated as part of the zoning request on Parcel 2.

The amount of employment is considerably less than the first alternative since the amount of development intensity has dropped.

Development Alternative III

This alternative has two major differences from Alternative II. Table 8: *Deer Valley Core Development Alternative III* shows the heart of the core, Parcels 2 and 8, with a FAR of .3 - .5. The residential Parcels 1, 9, and 10 are also shown to be developed with less density yet more compatible with the existing adjacent residential neighborhoods.

TABLE 7
DEER VALLEY CORE
DEVELOPMENT ALTERNATIVE II (1)

PARCEL NUMBER	ACRES	BUILDING SQUARE FOOTAGE	FAR	DUS	EMPLOYEES
1	11				
2	114	2,482,920- 3,972,672	.5-8	132(12)	7,143
3	12	70,000(2)	.34		11,433
4	15	130,680- 196,020	.2-.3		242
6	53	461,736- 692,604	.2-.3		349
8	60	1,306,800- 2,090,880	.5-8		564
9	38				821
10	10			1,200(32)	1,233
11	28	304,920- 426,888	.25-.35	198(22)	3,761
13	20	217,800- 304,920	.25-.35		6,017
14	25	20,000(2)	.20		762-
15	20	30,000(2)	.33		1,067
TOTAL					545-
Outside Core		5,024,856-7,803,984		1,530	762
5	78	174,000(2)	.28		50
					75
					12,985-21,413

(1) Heart of the Core - .5 - .8 FAR, Core Gradient - .2 - .3 FAR
 Industrial Park .25 - .35 FAR
 (2) Expansion of Existing Development

TABLE 8
DEER VALLEY CORE
DEVELOPMENT ALTERNATIVE III₁

PARCEL NUMBER	ACRES	BUILDING SQUARE FOOTAGE	FAR	DUS	EMPLOYEES
1	11			66(6)	
2	114	1,489,752- 2,482,920	.3-.5		4,287- 7,146
3	12	70,000 ²	.34		242
4	15	130,680 196,020	.2-.3		349- 564
6	53	461,736- 692,604	.2-.3		821- 1,233
8	60	784,080- 1,306,800	.3-.5		2,257- 3,761
9	38			646(17)	
10	10			170(17)	
11	28	304,920- 426,888	.25-.35		762- 1,067
13	20	217,800- 304,920	.25-.35		545- 762
14	25	20,000 ²	.20		50
15	20	30,000 ²	.33		75
TOTAL		3,583,968-		867	9,388-
Outside Core					
5	78	5,530,152	.28		14,900
(1)		Heart of the Core - .3 - .5 FAR, Core Gradient - .2 - .3 FAR			
(2)		Industrial Park .25 - .35 FAR			
		Expansion of Existing Development			

MARKET DEMAND

The following are the major findings from The Deer Valley Village Core Market Analysis prepared by the Phoenix Planning Department in April, 1992.

1. The Deer Valley Village Core can expect to capture a relatively small percentage of the metropolitan office, industrial, and retail development that will occur in the 1992-2005 time frame. It is estimated that there will be approximately 250,000-268,000 square feet developed. This is less than 1% of the total of metropolitan growth.

The Core will capture approximately 845,000-1,660,000 of industrial square footage. This is 1.7% - 2.18% of the total of metropolitan. It will also capture approximately 81,000 square feet of retail. This is 2.6% of the total of metropolitan growth.

2. The proximity of the existing and the future freeway to the Core presents both its most significant locational advantage and its greatest physical detriment. Although most access to and from the larger region will be the most attractive feature for siting development, the physical barrier of the freeway will present the greatest challenge in developing a cohesive land use plan.
3. While there may be some untapped niches that exist in the Deer Valley retail market, there is a surplus of retail building in the village. Out of a total 3,402,000 square feet of shopping centers in the village, approximately 721,000 or 21% is vacant. Based on the expendable income in Deer Valley Village, there does not appear to be a market for additional retail space.
4. There are currently no significant policy factors to impede development in the Deer Valley Village Core. Policy factors that can affect urban village cores include those of the City of Phoenix General Plan, the village plan, a core plan, and existing zoning and

development approvals. Existing zoning and development approvals permit a maximum of approximately 11,000,000 square feet of building area. It is unlikely that the market demand for development in and around the core will result in a total of more than 2,009,000 square feet of new construction in the 1992-2005 time frame.

COMMUNITY PREFERENCE

Through a series of public meetings including numerous Subcommittee meetings the community preference is that the Core will become a major employment center for this part of the metro area. The Deer Valley Core will not become a major retail center like Metro Center, but will include support retail for the office activity as well as commercial retail to serve neighborhoods in and adjacent to the core. There will also be medium to high density residential development in the core that will help serve as a buffer between the adjacent neighborhoods and the intensely developed "heart of the core."

Land Uses

The primary land uses in the core will consist of commercial (office and retail) and a mix of residential densities. Densities will be determined by the proximity of the residential uses to the heart of the core - the closer to the core the higher the density.

The area that is being considered as core gradient on the east side of I-17 will be primarily industrial uses, although there may be some small office commercial and/or support retail.

Appropriate Mix of Land Uses

The primary use in the core will be commercial office with support retail. In addition, there is the potential for the location of some "big box" retailers in those portions of the core that have good access to the freeway system. The types of uses can be identified, but the mix of uses will be market driven with commercial office being the major component of that mix.

Development Intensity

Development intensity will vary within the various areas of the core. It is anticipated that the lowest intensities will be in the gradient area on the east side of I-17. The floor area ratio (FAR) for this area will be no greater than .25.

The intensity level west of I-17 will be higher in the central area of the core (27th Ave. & the Outer Loop). The highest intensity in this area will be 1.5 FAR. Intensity will gradually decrease the further from the central area of the core until it is no higher than .5 FAR.

Phasing

Phasing of development in the core will be market driven. It will be dependent on the level of office development throughout the entire region and the buildout of those areas that have a closer proximity to the central part of Phoenix. Other factors such as the completion of the freeway and the number of residential units built in the surrounding areas will have an impact on the overall development phasing in the core.

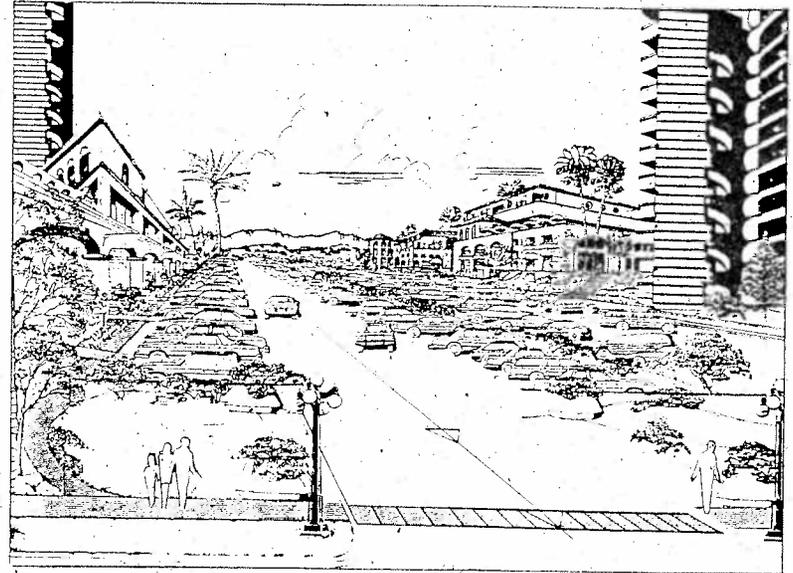
The Heart of the Core

The heart of the core will be located west of I-17. Two alternative locations have been identified as part of the process of preparing development alternatives. One development alternative identifies the northwest corner of 27th Ave. and the Outer Loop as the location of the heart of the core. A development alternative identifies 27th Ave. as the "Main Street" with the heart of the core located along both sides of 27th Ave. from Rose Garden Lane on the north to Yorkshire Drive on the south.

Activities

The core should be the physical focus, largest & tallest buildings, and the social focus, public gathering spaces, for the residents of the village. There should be a mix of uses

that will create a continuum of activity throughout the day and the evening. There should be activities that draw people to the core both for work activities and for pleasure activities.



Parking Facility

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