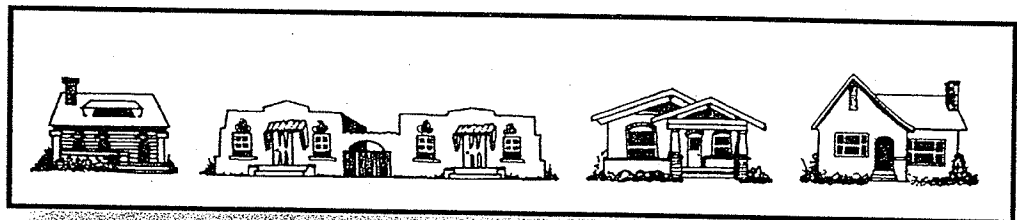


**NEIGHBORHOOD  
CONSERVATION PLAN  
for the CORONADO  
NEIGHBORHOOD**



NEIGHBORHOOD CONSERVATION PLAN  
FOR THE CORONADO NEIGHBORHOOD

CITY COUNCIL APPROVAL

MAY 21, 1986

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## CHAPTER I

### INTRODUCTION

On July 11, 1978, the Phoenix City Council adopted an ordinance allowing the establishment of a Special Conservation District in order to provide a vehicle with which a neighborhood can help itself in rehabilitation and preservation. Enactment of the Special Conservation District (SCD) ordinance was the result of the realization that many older areas do not fit the model that current zoning ordinances set for newer neighborhoods. The SCD ordinance sets forth a process by which a neighborhood can assess its needs, develop goals, and mobilize public and private resources to create for itself a unique program geared to achieving rehabilitation and/or preservation. Adoption of an SCD Plan provides a guide to help assure that future development and other important changes in the neighborhood will be consistent with existing uses and the goals of the community.

In the Coronado Neighborhood, a group of concerned residents began the process by collecting signatures showing that at least 30 percent of the neighborhood favored an SCD for the area. In April of 1981, the Phoenix Planning Commission held a public hearing and gave its consent to the residents of the Coronado Neighborhood to begin development of an SCD Plan. Since that time the SCD Neighborhood Committee has done extensive investigation on the neighborhood including surveys on housing conditions, land use, historical structures, available services and methods of possible improvement. The neighborhood committee held several formal public workshops to inform residents on its progress and solicit comments and proposals. It also presented several community events (neighborhood fairs, house tours, etc.) for the same purpose. The SCD Plan that has been developed is the product of many hours of committee work and careful consideration of the neighborhood's long history, its present conditions and its future possibilities.

The Coronado Neighborhood is a small lot residential area bordered by commercial uses. It is located in the central part of Phoenix and was one of the first single family neighborhoods to be established in the City. The neighborhood provides affordable housing for a range of ethnic groups and seems particularly attractive to young working people and retired persons. Because of the quaint early Phoenix architecture of the houses, the high percentage of homeownership and the hard working nature of many residents, the neighborhood retains a small town charm and a strong sense of community.

Although there is little vacant land in the neighborhood, there are several other factors which have caused sufficient concern that residents have initiated and pursued the formation of a Special Conservation District. A large portion of the neighborhood (approximately one-third) is zoned for multifamily use but is primarily developed as single family residences. As the Medical Center Redevelopment Corporation continues its development south of McDowell Road in conjunction with the Good Samaritan Hospital, there is also concern from Coronado residents that medical uses and parking lots may expand north of McDowell Road. Residents are also apprehensive about negative traffic impacts which may be caused by two new major traffic systems soon to be constructed about a quarter mile to the south (Papago Freeway) and about a half mile to the east (Squaw Peak Parkway).

The Coronado Neighborhood is an improving and not a declining neighborhood. Hard work by residents and community leaders as well as the significant contribution of the Neighborhood Housing Services Corporation make this a cohesive neighborhood with an attractive physical appearance and improving building conditions. This has engendered a very positive concern about the neighborhood's future. The Special Conservation Plan should provide a useful tool with which this central city neighborhood can continue to improve and participate in decisions for the future.

## CHAPTER II

### THE NEIGHBORHOOD

The Coronado Neighborhood extends from 7th Street to 16th Street and McDowell Road north to Virginia Avenue. It is primarily an older, small lot residential area bordered by commercial uses. Businesses in the area are largely service oriented and are dominated by the health care industry. Good Samaritan Hospital is located just outside the SCD on the south side of McDowell Road and is the major employer in the area. Good Samaritan Hospital and related uses in the Redevelopment area are undergoing extensive expansion in both newly constructed and renovated structures. The significant number of existing medical offices and supporting retail establishments is also increasing. The remainder of the neighborhood commercial property is characterized by store fronts, strip shopping centers and small service-oriented businesses.

Although there are commercial uses on the adjacent major streets, the Coronado Neighborhood consists primarily of single family homes on quiet residential streets. Several small pockets of apartment development exist mainly near the periphery of the neighborhood and many of the single family homeowners also have rear "guest houses" which are used as single apartments. A large portion of the neighborhood is zoned R-3 which allows multifamily development; however, this area is also developed primarily as single family homes.

The Coronado Neighborhood provides a residential community of affordable housing for not only moderate income and elderly, retired persons but also for young working couples, professional and non-professional individuals, and working single parent households. This residential area within Central Phoenix should remain intact to accommodate these populations.

The neighborhood not only houses a wide ranging age group from children to senior citizens but also contains an unusually diverse racial mix. According to the 1980 Census, the area contains more than the City average of persons from racial minorities with 7 percent Black, 15 percent Mexican-American and 13 percent Native American or other racial groups. (The City average is 5 percent Black, 15 percent Mexican-American, and 11 percent Native American and other.)

The quiet, central location and reasonable housing costs make homeownership possible and attractive for many Coronado Neighborhood residents. Forty-seven percent of the residents own their own home. Many of the homeowners are senior citizens on fixed incomes who have lived in their homes for decades. In recent years, a new group of young professionals and others who work in the Central Phoenix area have been attracted by the inner city location as well as the architecturally and historically significant houses.

The total population of the census tract (which also includes the area north of the Coronado Neighborhood to Thomas Road) declined by 13 percent between 1970 and 1980. The number of residents is now increasing with improving neighborhood conditions. Population of the neighborhood is projected to increase by 18 percent between 1980 and 1990.

## HISTORY AND ARCHITECTURAL CHARACTER

At the turn of the century much of the Coronado area was a dairy farm. Residential development began prior to 1920 and in the mid 20's developers built a trolley line along 10th Street to encourage rapid growth in the area. One early neighborhood association (Hurley Heights) was very strong and restrictive; as was common at the time, it excluded non-whites and required that all homes have a value of at least \$4000. During this time Grunow Medical Center (the first in the state) was built, and Emerson School, the first suburban school in the City, was constructed in 1922.

Residential construction flourished during the next twenty years. Forty (40) percent of the units within the SCD were built prior to 1940. As late as the 1930's residential lots were sold for semi-custom homes. As was the standard procedure, pattern or style books were available from which to choose the different components of each home. This explains how many homes in the subdivision have a similar size and floor plan but look very different from neighboring homes. The Coronado Neighborhood was the site of the first planned, mass produced subdivision in Phoenix. In 1939, Andy Womack built the Womack subdivision bordered by 13th Street, 14th Street, Monte Vista, and Palm Lane. From that time on, whole tracts were divided and rapidly built with Ranch Style dwellings utilizing a simple, functional floor plan with a few facade variations. Between 1940 and 1959 another 56 percent of the construction within the neighborhood was completed.

The use of rear yard guest houses became popular during the Depression. Homeowners who fell on hard times moved to the "guest houses" on their lots and rented the main house until their finances improved. In the 1920's Good Samaritan Hospital was built and North Phoenix High School was constructed in the 1930's. The Miracle Mile Shopping Center along McDowell Road (the first outside downtown) was constructed during the early 1950's.

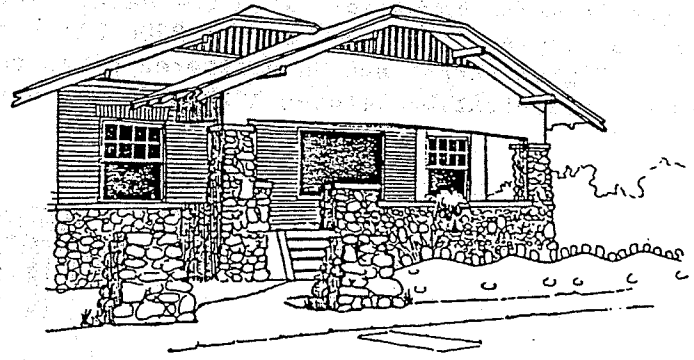
The architecture of the Coronado Neighborhood is varied with farm home types, Bungalows, Craftsman Bungalows, Period Revival, Spanish Colonial Revival, Art Moderne and Ranch homes. The numerous styles and designs of the homes make this a unique neighborhood that defines a period in Phoenix history.

The four most common types of residential architecture in the neighborhood are: Bungalow, Spanish Colonial Revival, English Cottage Style and Early Western Ranch. The following information on those styles and the architectural character of the neighborhood was derived from the Historic Survey Final Report by Linda Laird and Associates. (1984)

### **BUNGALOW STYLE**

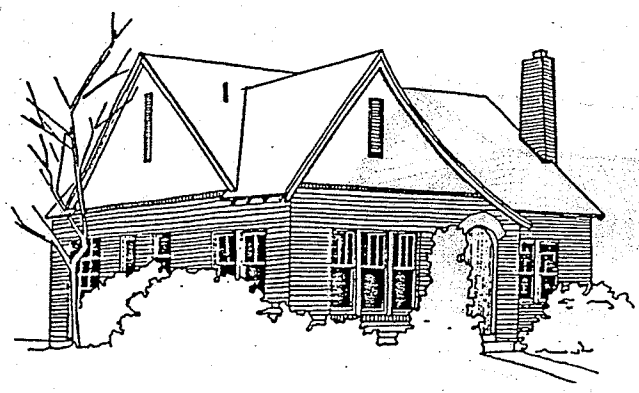
The prevalent style in the neighborhood are bungalows, which consist of modest one, two and three bedroom dwellings, usually one story, with multiple sloping roofs and wide porches. The rooms are small, but contain built-ins and modern conveniences that were luxuries at the time of construction.

The bungalows in the Coronado Neighborhood express individuality in the use of materials such as river washed stones for pillars and porches, variegated brick, half timbering at some pediments, a variety of wood stick porch treatments, and a plethora of window pane arrangements. Garages were built to the rear of the lot, usually employing some construction details from the main house. In some bungalows Port Cocheres were extended over the concrete driveway, providing protection for the owner's automobile. Good examples of bungalows can be seen in the 1400 block on Brill, and the 2500 block of Edgemere.



#### ENGLISH COTTAGE STYLE

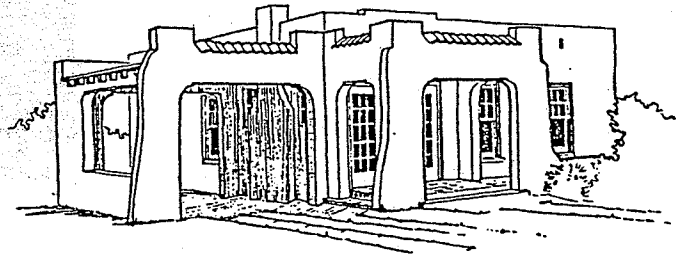
English Cottage Style residences are found in portions of the neighborhood that date from the 1930's. The style is characterized by high pitched, wood shingle roofs and half timbered pediments with enclosed entries and casement windows. Although there are not many residences in the neighborhood in this style, most are well preserved and provide an important contribution to the overall character of the neighborhood.





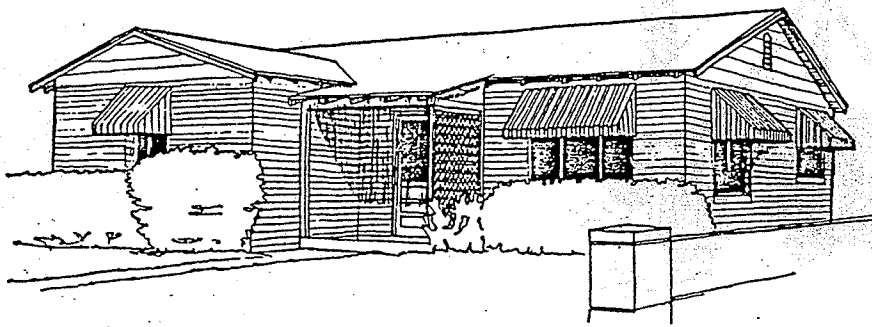
## SPANISH COLONIAL REVIVAL STYLE

Another building style that is seen scattered throughout the older area is the Spanish Colonial Revival Style. This style, which began in California in the 1920's, is characterized by a flat roof with parapet, tile vents, arches, stuccoed and buttressed walls, and red tile trim on the parapet and shed roofed porch. In the Coronado Neighborhood these dwellings are of the same modest proportions as bungalows. This style has remained popular in Arizona where it seems compatible with the desert environment. The Spanish Colonial Revival style can be seen on the 2300 block of Evergreen and the 2500 block on north Eighth Street and on scattered sites throughout the neighborhood, with a large concentration between 10th and 14th Streets.



## RANCH STYLE

Ranch Style dwellings utilize a simple, functional floor plan with a few facade variations. The dwellings are of the same, modest proportions that characterize the bungalow era and are laid out on slab concrete pads in a linear fashion facing the street, with attached garage and patio-porch. Few exterior details adorn the Ranch Style with its lower roof line and ceilings. Good examples of this style can be found on east Granada especially between north 13th and north 15th Street.



The character of the overall area changes considerable from its western section, containing block after block of bungalows laid out in north/south rows, to the eastern section with its predominance of small early Western Ranch style houses laid out along east/west streets.

Several streets such as the 2200 and 2300 block on north Eighth Street, the 2500 block on Edgemere and the 1400 block on Brill maintain a fine integrity of streetscape with uniform setbacks, stylistic relationship and traditional landscape elements. Loss of architectural integrity on other streets such as the 2300 block on Dayton and the 2200 block on Tenth Street is a result of changes in yard use and landscaping, incompatible building alterations in the form of inappropriate additions or enclosures, changes in materials and fenestration, and a lack of proper maintenance.

The western portion of the survey area contains the greatest number of older homes of distinctive architectural types. However, this section was not uniformly developed so that even in the 1940's there were a considerable number of undeveloped parcels. Later structures on these parcels do not always conform to the original character of the block.

Because of the age of the homes and the rapid growth and suburbanization of the Phoenix area, the neighborhood began to decline during the 1950's and early 1960's. Deterioration of the housing became widespread and home ownership declined. Both area residents and City officials became concerned about the neighborhood during the 1970's and, as a result, Neighborhood Housing Services of Phoenix, Incorporated was formed in 1975. Through the rehabilitation and reinvestment spurred on by this non-profit corporation, resurgence in neighborhood pride began. The interest and enthusiasm of residents in preserving the Coronado Neighborhood heritage is now evident in their continuing efforts to make improvements to their individual homes, to develop a City special conservation district plan and to continue annual neighborhood fairs and house tours.

#### HOUSING AND LAND USE

Commercial development and zoning in the neighborhood are located at the periphery of the area along the major streets of 7th Street, 16th Street and McDowell Road. There is also a small pocket of neighborhood commercial zoning at 12th Street and Oak Street. There is very little vacant land within the neighborhood.

Most of the Coronado Neighborhood east of 11th Street and north of Almeria Street is zoned R1-6 or single family residential. The area between 7th and 11th Streets, McDowell Road to Sheridan is zoned primarily R-3 or R-4 and allows medium to high density multifamily development. The R1-6 area on the east side of the neighborhood contains most of the newer single family housing. The housing in the R-3 area on the west side is also predominately single family; however, this area contains an unusual mix of small, quaint houses and tiny one lot apartment developments of recent construction.

Approximately 56 new dwelling units have been constructed in the neighborhood in the past few years. Twenty-one new single family homes were built in the neighborhood, many of them on lots zoned for multifamily use. The City of Phoenix helped implement this project through development incentives. Approximately 15 new condominiums have been recently constructed on 15th Street near Virginia Avenue and approximately 20 new apartment units have been constructed on five separate parcels in the R-3 section on the west side of the community.

Compared with other areas of the City, the Coronado Neighborhood has a very old housing stock. Ninety-five (95) percent of the homes in the neighborhood are over 20 years old and over 40 percent are over 40 years old. (Citywide, on 31 percent of the housing is over 20 year old.)

#### TRANSPORTATION

The Coronado Neighborhood is centrally located and consequently has good access to the Phoenix transportation system. Regular bus routes extend along 7th Street, 16th Street, McDowell Road and Thomas Road. These major streets also provide easy access to Downtown Phoenix, North Central Avenue, Sky Harbor Airport and other Central Valley location. In addition, two major traffic corridors are planned to begin construction close to the neighborhood in the near future: the Papago Freeway will be constructed approximately one quarter mile south of McDowell Road in mid to late 1987 and a segment of the Squaw Peak Parkway will be constructed near 20th Street between July 1985 and July 1986.

The neighborhood suffers some negative impacts from the volume of traffic which passes through or near it daily. For many commuters, 12th Street (a collector street bisecting the neighborhood) has become a quick route to work. This may be partly explained by the location of the recently expanded Good Samaritan Hospital and related medical developments at 12th street and McDowell Road. The resultant increased traffic on 12th Street has created safety and noise problems for the primarily single family residences along the street. The street is also frequently traveled by large trucks and emergency vehicles. The recent change of 7th Street to allow reversible lanes during rush hour has also increased traffic on the residential streets preceding intersections.

Increased traffic on the neighborhood's local streets can cause problems due to the many narrow, partially improved, and sometimes poorly maintained streets in the area. For example, Oak Street between 14th and 15th Streets was once a canal, then an unpaved alley, and is now a substandard single lane paved street. Poor visibility from side streets at intersections such as 12th Street and Virginia Avenue, Oak Street and Palm Lane has also been noted as a traffic hazard.

#### EMERGENCY SERVICES

The incidence of fire in the Coronado Neighborhood is comparatively low. Non-structural (trash and vegetation) fires pose the greatest threat, particularly during summer months when large amounts of vegetation cuttings are placed in alleys. Vandalism and a few poorly maintained commercial buildings also present some risk of fire.

Revitalization of Coronado in recent years has had a positive impact and, as a result, the fire rate has held steady and then gradually decreased. The Phoenix Fire Department attributes this improvement to the betterment of existing properties along with an influx of property owners concerned about the condition and appearance of their homes.

For both fire and medical emergencies, the Coronado neighborhood is served primarily by fire stations located at 14th Street and Thomas Road and 3rd Avenue and McDowell Road. As with the rest of the Phoenix metropolitan area, the response time to fires in the neighborhood is three minutes or less. All firefighters serving the neighborhood are trained in emergency medical techniques and carry emergency medical equipment. The greatest demand for emergency medical services in Coronado is for heart attack and stroke victims. In fact, a higher than average demand for this type of service exists in Coronado, undoubtedly due to the number of elderly residents living within the area. Good Samaritan Hospital and CIGNA Healthplan (both at approximately 12 Street and McDowell Road) and Humana Hospital (at Thomas Road and 20th Street) provide emergency medical care for the area.

There has been a moderate decrease in crime in the neighborhood in recent years. This can probably be attributed to community education. Within the Coronado neighborhood, residents have become participants in the Block Watch program, organized with the assistance of the Phoenix Police Department. This program is designed to foster community awareness directed toward crime prevention and it has been shown to be highly effective in reducing criminal activity. More than half of the blocks in Coronado participate in Block Watch and there is a push to get all the blocks involved in the program. Part of the neighborhood has also been selected for a special Block Watch networking study.

#### SCHOOLS; PARKS AND SERVICES

The Coronado Neighborhood is located in the Phoenix Union High School District No. 210 and the Phoenix Elementary District No. 1. North High School is just outside the SCD area between Virginia Avenue and Thomas Road and Dayton Street and 12th Street. After being closed because of decreasing enrollments for several years, North High School was reopened in 1983. The original and architecturally unique Emerson Elementary School is being preserved and redeveloped as an office site. A new Emerson campus has been built contiguous to the original site and serves as an elementary school. Whittier School is also an elementary school serving the neighborhood which is scheduled for major remodeling and some expansion.

Several parochial schools are outside the boundaries of the neighborhood but provide educational facilities for neighborhood children. These are: St Mary's School, Brophy Prep., St. Francis Xavier and St. Agnes Elementary School. Adult education is provided at Phoenix College, a Maricopa County Community College at 11th Avenue and Thomas Road which is within ten minutes driving time from the neighborhood.

Recreational opportunities are varied in the Coronado neighborhood. At the North High campus, tennis/racquetball courts and a running track are available. Various activities for the Senior Citizens Program are centered at Augustana Church at 14th Street and Virginia Avenue. This site also houses several City of Phoenix special interest classes.

The two parks located in the contiguous to the neighborhood form a considerable contrast to each other. Virginia Park is a mini-park with some recreational equipment while Coronado Park is one of the oldest parks in the City and is much larger.

It is bordered by 12th Street and 13th Street, Palm Lane to the north and the alley north of Almeria to the south. This park draws visitors from many areas of the city because of its often used softball field, basketball courts, tennis courts and swimming pool.

Both in the neighborhood and nearby, there is a broad array of social services available. An inventory of public and non-profit social service organizations is listed in the Appendix.

Gas and electrical service in the neighborhood is provided by Southwest Gas and Arizona Public Service. Water for domestic use is supplied by the City of Phoenix.

No dwellings or businesses are served by septic systems. Operation and maintenance of the central sewer system is conducted by the City of Phoenix. There are problems with sewer services in some areas when drainage from certain dwellings backs up in other dwellings during periods of high use, due to shared use of a single lateral by more than one household.

Each parcel in Coronado has water rights which entitle it to receive irrigation from the Salt River Project gates to the property. In some instances, open ditches and underground pipe systems are in place to conduct irrigation water. Most lots do not have the necessary system in place to guide water to the property. In order to secure irrigation, homeowners must build the ditches or pipe systems at their own cost.

## CHAPTER III

### PLANNING FOR THE NEIGHBORHOOD AND THE CITY

The Special Conservation District ordinance requires "that the Neighborhood Conservation Plan is in substantial conformity with the Phoenix Comprehensive Plan and any other prevailing, adopted plans." In order to carry out the mandate of the ordinance, it is helpful to recognize the existing plans and conditions which will determine the direction of future planning for the area. These factors will provide a link between the Special Conservation Plan for the Coronado Neighborhood and the broader planning guidelines for the City and the Encanto Village.

### CITY PLANS AND THE NEIGHBORHOOD

The Phoenix Concept Plan 2000, adopted by City Council in July 1979, is a long range plan that consists in part of goals and policy statements concerning future land use in Phoenix. The plan establishes nine planning areas called urban villages which are part of a unified planning process.

Seven of the goals presented in the Concept Plan particularly relate to the neighborhood:

- 1) Encourage the identification, preservation, and restoration of culturally important neighborhoods, sites, and structures.
- 2) Enhance the opportunity for an integration of socio-economic backgrounds.
- 3) Create new and preserve existing neighborhoods that support the educational, physical and economic needs of their residents providing for security, leisure time activity, physical and mental health, and social interactions as well as privacy.
- 4) Create an atmosphere in which different types of people interact naturally.
- 5) Encourage a contemporary reflection of the heritage, culture, and environment of the Southwest in all areas and particularly in public facilities.
- 6) Maximize the sense of community felt by urban village and neighborhood residents.
- 7) Involve the public in all phases of the planning process and make them aware of the social, economic, and environmental effects of different land use policies.

Along with the Phoenix Concept Plan 2000, the City Council adopted the Interim 1985 Plan to guide development until the village plans are prepared. Several development policies of the Interim 1985 Plan affect the Neighborhood and are stated in the plan as follows:

- o Developed areas showing specific residential densities should be preserved and any new development or redevelopment should conform to those recommended limits.
- o Single family neighborhoods indicated on the village map which are zoned single family and which surround village cores should be preserved. Any increase in the intensity of use should occur after 1985 and should be in conformance with the land use plans developed by the village planning committees.
- o Preservation of residential neighborhoods, particularly those adjacent to the high-rise areas, should be encouraged.

In addition to the adopted city-wide plans, the City Council has a policy of encouraging development of vacant land within the central city area. In accordance with this policy the City Council passed the Residential Infill Ordinance in 1981. This ordinance allows moderate density increases for new development in most multifamily zoned areas between 19th Avenue and 24th Street and from Thomas Road south to Harrison Street. The Coronado Neighborhood was excluded from the area covered by the ordinance at the urging of neighborhood residents.

The Coronado Neighborhood is the primary area served by the Neighborhood Housing Services Program which is a private non-profit corporation created to revitalize older established neighborhoods through the work of residents in cooperation with local government and community financial institutions. The NHS emphasizes reinvestment in the neighborhood by facilitating lending for home improvements and encouraging community awareness and pride.

#### RELATIONSHIP OF THE NEIGHBORHOOD TO THE CITY AND VILLAGE

The Coronado Neighborhood is located in the Encanto Village which is the smallest but most intensely developed village in the City. The village is characterized by many historic buildings, older neighborhoods with charming and generally well-maintained homes, some of the Valley's most significant museums, north Central Avenue high-rise buildings, Phoenix College, the Phoenix Country Club and Golf Course, Coronado Park and Encanto Park.

The Plan indicates that each village is to have a distinctive character with a variety of housing, shopping, job opportunities, recreation centers, and educational facilities to provide for the full needs of its residents.

Each village has at least one core, or area of high activity and intense development. The Encanto Village core is Park Central Shopping Center and the surrounding area which includes Central Avenue high-rise development. The Coronado Neighborhood is located southeast of the core near the southeast corner of the village. East of Coronado is the NHS Expansion Area, an older neighborhood with a mix of single and multifamily dwellings. To the east is an area of single family housing, some of which are being converted to offices.

The Coronado neighborhood is south of the Phoenix Country Club and Golf Course; it is north of the Good Samaritan Hospital and Redevelopment Area and the Papago Freeway right-of-way. The character plan on the following page shows the relationship of the major developments planned near the neighborhood as well as the character of existing uses within the neighborhood.

A goal of each village is to offer a unique choice of lifestyles so that residents may live, work, and enjoy leisure time activities within the village. Very little vacant land remains in the Encanto Village and new large scale development will likely include redevelopment to a different land use. Although there is little opportunity to add new single family detached homes within the central city area, Coronado and other Encanto Village neighborhoods have maintained their existing housing as a valuable resource.

One of the goals of Downtown revitalization is to establish a residential base to support business and services. Most of this housing will have to be provided by mid-rise and high-rise buildings. Yet, the Coronado Neighborhood already provides for a nucleus of people who will help bring 24-hour activity to Downtown. It is a stable, single family environment which will continue to attract a very important cross section of residents who would otherwise not consider living near Downtown.

#### PLANNING FOR THE NEIGHBORHOOD

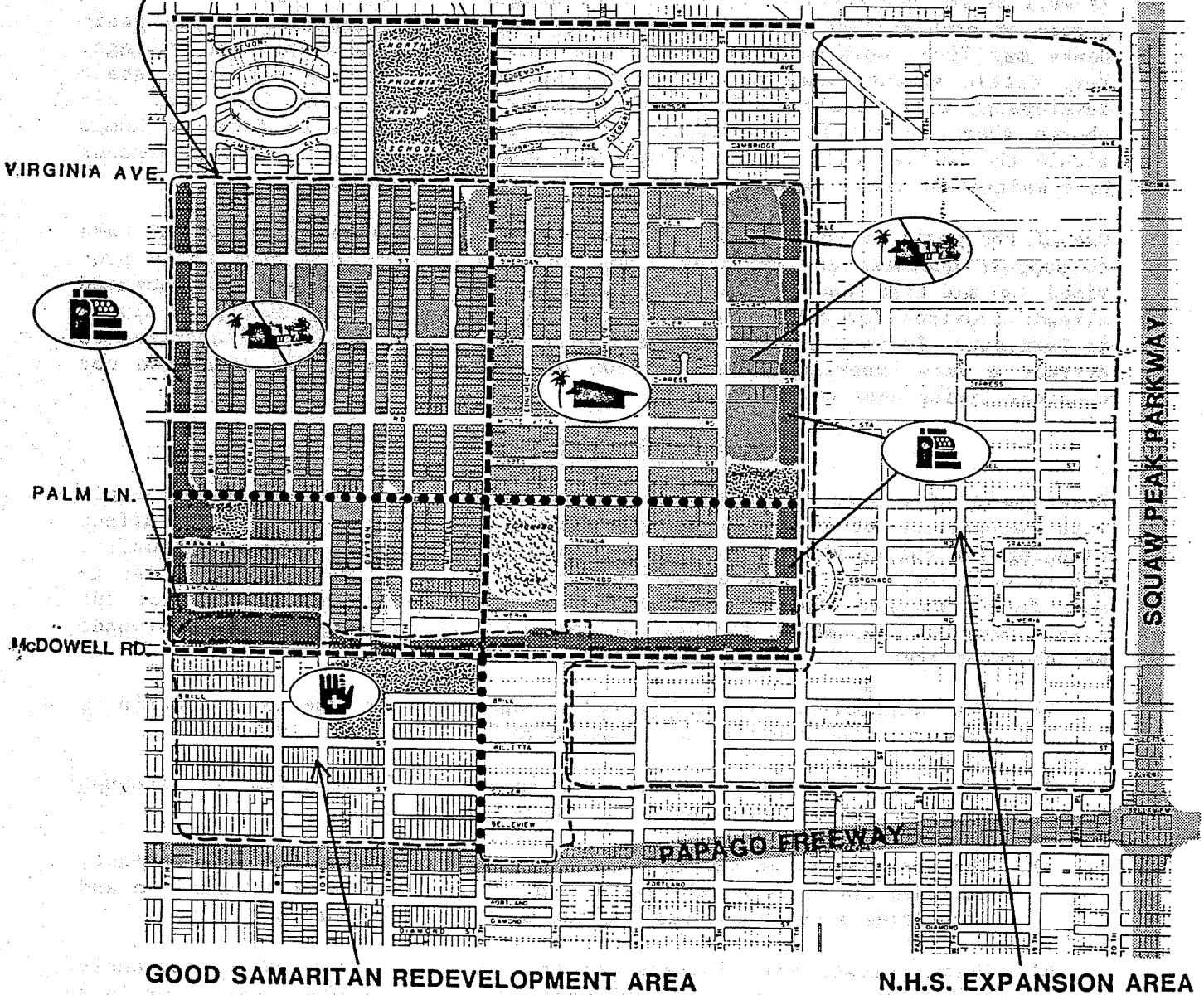
Development of a Special Conservation District Plan for Coronado should begin with recognition of the existing conditions and policies which will affect planning for the neighborhood. The existing infrastructure (streets, housing, public buildings, etc.) and established plans and policies which will determine future changes should be noted at the outset to provide a focus for the plan. Some of the major factors to consider in planning for the Coronado Neighborhood are:

- 1) The neighborhood is designated a special land use area containing three to five dwelling units per acre by the Interim 1985 Plan.
- 2) Much of the west half of the area is zoned R-3 (multifamily) although it is primarily developed with single family homes.
- 3) The Good Samaritan Redevelopment Area is directly south and, in fact, includes the lots on the north side of McDowell Road between 7th and 13th Streets which are part of the Coronado Neighborhood.
- 4) Normal growth will increase traffic on 16th Street which currently has a traffic count of 35,700 vehicles per day. The widening of 16th Street by approximately ten feet is being planned by the City Engineering Department although no date is currently scheduled for the construction.
- 5) The Papago Freeway construction to the south will increase the use of 12th Street, a collector street which will have a bridge over the Papago to allow travel further south.
- 6) Both normal growth and the Papago Freeway off-ramp construction on 7th Street will increase the use of 7th Street and McDowell Road. Present vehicle counts approximate 42,000 vehicles per day on 7th Street and 38,000 vehicles per day on McDowell Road.



# MAP 1 - CHARACTER PLAN












**CORONADO SPECIAL CONSERVATION DISTRICT BOUNDARY  
(and original NHS boundary)**



**GOOD SAMARITAN REDEVELOPMENT AREA**

**N.H.S. EXPANSION AREA**

## LEGEND

-  SINGLE FAMILY DWELLINGS 
-  MIXED SINGLE & MULTI-FAMILY DWELLINGS 
-  COMMERCIAL 
-  PUBLIC & QUASI-PUBLIC  HOSPITAL
-  PARKS
-  PRIMARY TRANSPORTATION CORRIDOR
-  SECONDARY TRANSPORTATION CORRIDOR

## CHAPTER IV

### NEIGHBORHOOD GOALS AND OBJECTIVES

The Phoenix Concept Plan 2000 defines a goal as a statement of the end result or ultimate accomplishment toward which an effort is directed. Objectives can be defined as statements describing how a goal can be achieved. This chapter summarizes the goals and related objectives pertaining to the Coronado Neighborhood.

Coronado residents enjoy both their proximity to urban activities and the residential character of their inner city neighborhood. Increasing traffic, noise, and pressure from expanding commercial uses along the periphery of the neighborhood have caused concern among residents that future development should be planned in concert with goals protecting the existing character of the area in addition to improving and redeveloping the commercial portions.

This plan is not meant to attempt to halt or inhibit commercial development, but to promote development at a scale, quality, and at locations where it will not adversely effect residents and their homes. Coronado residents have supported several redevelopment projects in the recent past and plan to continue to encourage such efforts when appropriate. On the other hand, commercial or high density development in areas where single family homes predominate is not suitable. When these uses are allowed under current zoning laws, they should be developed with great sensitivity to the surroundings. Goal priorities for the neighborhood can be briefly summarized as:

- 1) Preserve and improve the residential housing stock in keeping with the character of the neighborhood.
- 2) Improve existing commercial areas and limit their expansion into the residential portions of the neighborhood.
- 3) In designated multifamily areas, encourage good quality multifamily development which is well buffered and in character with the neighborhood.
- 4) Seek improvements to neighborhood streets, parks and services.

### HOUSING

#### GOALS

Maintain a variety of housing styles and ensure that affordable housing opportunities are available for all ethnic groups, single adults and single parents.

Upgrade or eliminate deteriorated housing to promote safe and sanitary living conditions.

Property owners should secure rezoning and have plans completed prior to demolition of residential structures.

## OBJECTIVES

- 1) Revise the City of Phoenix Zoning Ordinance to provide more appropriate standards for the older housing stock in the neighborhood.
- 2) Allow for conservation and development of a mix of housing types through the proposed land use plan.
- 3) Encourage the preservation of sound residential structures.

## LAND USE

### GOALS

Protect the integrity of residential areas and minimize the expansion of commercial land uses into the neighborhood (i.e.: conserve the neighborhood's overall single family character.)

Ensure adequate buffering for new development of multifamily and commercial uses.

Improve the overall appearance of residential and commercial properties.

Ensure the adequate provision of neighborhood commercial services and encourage neighborhood oriented businesses in existing commercial areas.

### OBJECTIVES

- 1) Implement the Special Conservation District overlay in accord with the proposed land use plan.
- 2) Eliminate any illegal land uses (e.g. commercial uses in residential areas, outside junk storage, abandoned cars) through zoning enforcement and monitor changes in nonconforming uses to ensure compatibility.
- 3) Improve homeowner and investor confidence by discouraging blighting influences such as unkempt yards, disabled cars, and structures needing exterior maintenance.
- 4) Encourage home ownership.
- 5) Discourage abandoned homes which act as a disincentive to investment.
- 6) Encourage neighborhood oriented businesses to locate on McDowell Road, 7th Street, 16th Street and other existing commercially zoned areas.

## PUBLIC AND EMERGENCY SERVICES

### GOALS

Ensure the adequate provision of police, fire and other emergency services.

Reduce the incidence of crime and fire.

Ensure the safe and adequate delivery of electricity, water and natural gas and encourage energy and water conservation.

Ensure that a wide range of recreational activities are available to meet the neighborhood's needs.

Ensure the availability of social services to meet residents' needs.

#### OBJECTIVES

- 1) Expand the Block Watch Program and other crime prevention programs.
- 2) Promote fire prevention measures including smoke alarms, sprinklers and fire extinguishers.
- 3) Develop a perception of neighborhood identity, belonging and responsibility.
- 4) Continue upgrading existing structures and demolishing unsafe buildings.
- 5) Encourage proper trimming of vegetation and appropriate disposal.
- 6) Work with Southwest Gas to reduce the number of gas leaks and related hazards through public information programs.
- 7) Support programs which educate residents about how to save energy and conserve water.
- 8) Investigate the possible uses of graywater for landscape irrigation.
- 9) Form a Neighborhood Parks Advisory Board to monitor recreation needs and to make specific recommendations on programs and facilities.
- 10) Support establishment of a senior center and day care program.
- 11) Encourage utilization of services now available by those in need.

#### TRANSPORTATION AND CIRCULATION

##### GOALS

Minimize negative traffic impacts on the neighborhood.

Provide for the orderly flow of all modes of transportation within and through the neighborhood.

Improve residents' options for alternative modes of travel.

## OBJECTIVES

- 1) Limit traffic through the neighborhood to collector streets.
- 2) Limit or reduce truck traffic on 12th Street.
- 3) Determine the cause of accidents at intersections along 12th Street and at 10th Street and Palm Lane.
- 4) Investigate the possibility of restricting turns at some problem intersections to right turn only.
- 5) Enforce on-street parking regulations.
- 6) Limit parking lot access points to major and collector streets.
- 7) Work with Public Transit Department to increase service, especially on weekends.
- 8) Continue Dial-A-Ride program for the elderly.
- 9) Provide a network of pedestrian and bike paths to link with possible future networks in other neighborhoods.
- 10) Support programs which educate children on pedestrian and bicycle safety.

## CHAPTER V

### POLICIES AND PLAN REGULATIONS

The Coronado Neighborhood Conservation Plan has been prepared to describe the neighborhood at this time including both its problems and strengths, and to make recommendations in an attempt to solve the problems and build upon the strengths.

There are a range of strategies and tools available for implementing plans. Selection of the appropriate methods should be tailored to the chosen plan objectives. Some examples of implementation tools include the zoning ordinance, site plan review, capital improvement programs, neighborhood self-help activities and the Special Conservation District zoning overlay. This chapter sets forth the specific policies and implementation techniques which are recommended for the Coronado Neighborhood because, it is believed, they will best promote compatible development, rehabilitation and conservation of the neighborhood.

Success of the plan will require coordination among the City, business community, developers and residents. Without that coordination and cooperation, accomplishments will be limited. The Plan is also constrained by the limited funding available to the neighborhood through sources such as private contributions and cooperation from the NHS and City offices.

In order to provide protection to surrounding uses on the one hand and yet encourage appropriate development on the other, the proposed policies and regulations may be either more or less restrictive than current regulations. As an aid to understanding the recommendations, the following symbols will precede each point indicating its relation to current regulations:

- + more restrictive
- less restrictive
- o no effect on current regulations

### LAND USE AND DEVELOPMENT

In 1981 when the Residential Infill Ordinance was being considered for adoption, the Coronado Neighborhood asked to be excluded because of the neighborhood's ongoing work on an SCD plan. After studying the land uses and development conditions in the neighborhood, the SCD committee concluded that the Residential Infill incentive (providing increased density for multifamily development) would not be appropriate for the following reasons:

- 1) Much of the area in the neighborhood which is zoned R-3 (and is therefore potential infill area under the R-I Ordinance) is primarily developed with single family homes; where multifamily development is desired, the SCD provisions are designed to encourage multifamily uses which are sensitive to the surrounding older single family neighborhood.
- 2) Currently, there is a little or no assembly of land, developer speculation or multifamily demand in the area.

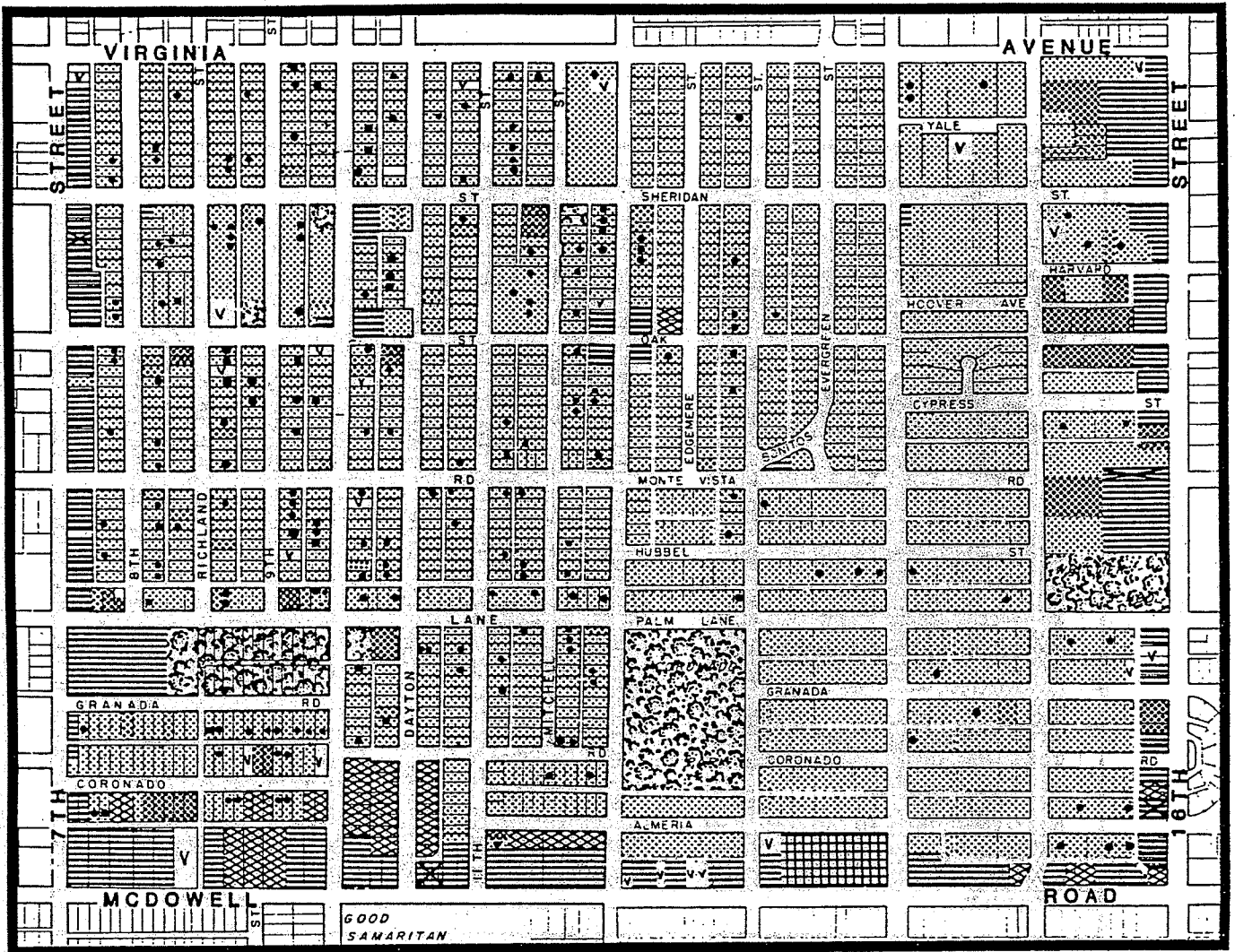
- 3) New development of higher density apartments should be well buffered and compatible with adjacent uses.

Map 2 shows the existing land use in the neighborhood. The proposed land use plan is shown in Map 3.

This plan places no new restrictions on existing commercial land, existing single-family houses, or existing apartments. Any new restrictions apply only to new development of apartments or to property rezoned in the revitalization area between 15th and 16th Streets.

# CORONADO

# NEIGHBORHOOD

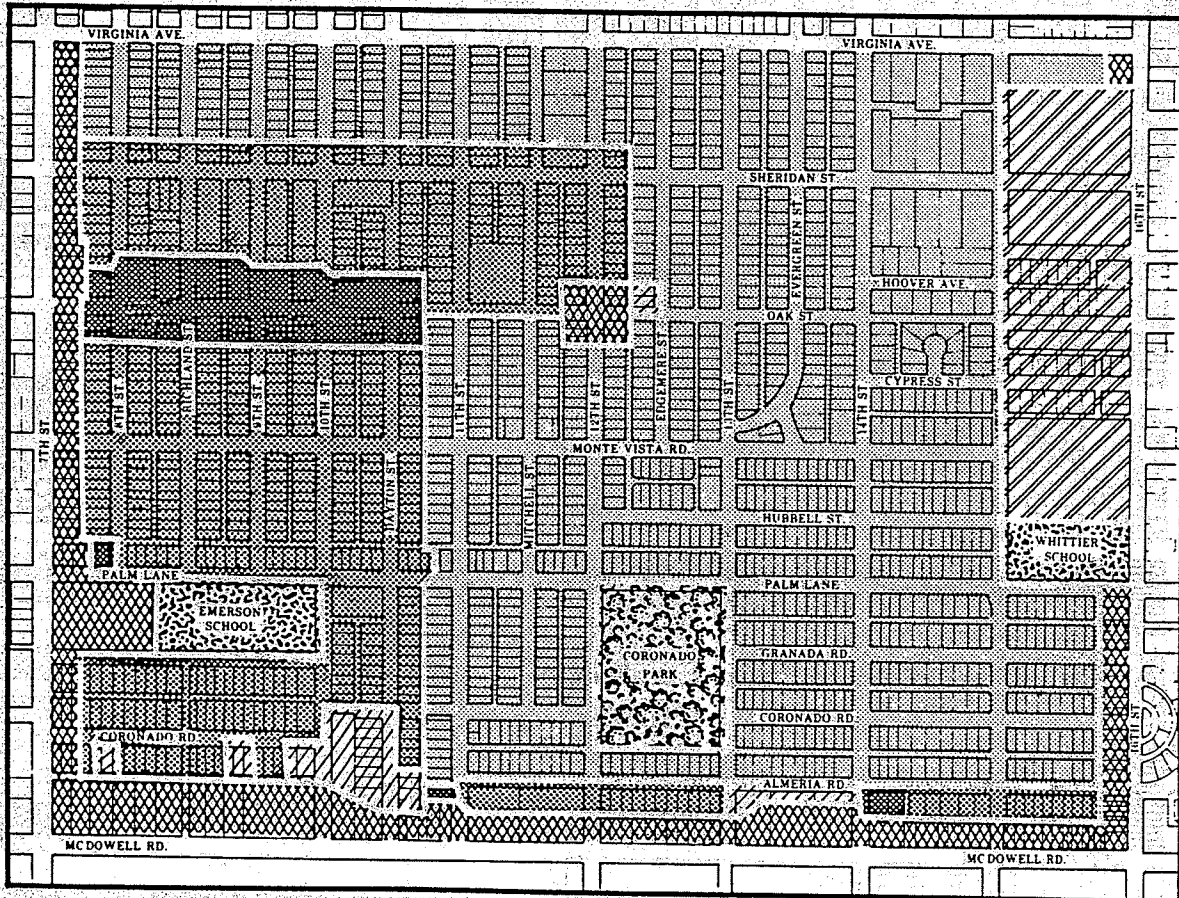


MAP 2 EXISTING LAND USE



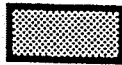





- |  |                            |  |                 |
|--|----------------------------|--|-----------------|
|  | SINGLE FAMILY              |  | COMMERCIAL      |
|  | DUPLEX OR SF W/GUEST HOUSE |  | PARKING         |
|  | 3 OR 4 UNITS               |  | NURSING HOME    |
|  | 5 OR MORE                  |  | VACANT LOT      |
|  | PARK OR CHURCH OR SCHOOL   |  | VACANT BUILDING |



# MAP 3 - PROPOSED LAND USE



## LEGEND

- |   |                                 |  |                                   |
|---|---------------------------------|--|-----------------------------------|
|  | Single family (SF)              |  | Commercial/MF Revitalization Area |
|  | SF and low density multi-family |  | Office and commercial             |
|  | Medium to high density MF       |  | Parking                           |
|  | School                          |  | Park                              |

## GENERAL LAND USE POLICIES

- + Adopt SCD land use plan and zoning overlay district.

### Revitalization Area

- Encourage good quality redevelopment in the Revitalization Area designated on the land use plan. (THIS WILL NOT FORCE OWNERS TO SELL OR DEMOLISH EXISTING STRUCTURES. It applies only when the owner or owners voluntarily sell to a developer who is able to assemble several lots.) Support for rezoning applications to allow redevelopment of higher density residential or neighborhood retail and office in this designated area would be enhanced for projects which meet the following conditions in addition to those listed under the general Multifamily and Commercial policies:

- 1) Land assemblage to include one-half block or more
- 2) Commercial projects to have major street access only
- 3) Design compatibility
- 4) Mixed use projects encouraged

PROJECTS WHICH DO NOT SUBSTANTIALLY MEET THE ABOVE CRITERIA WILL NOT BE SUPPORTED. Developers are encouraged to work with owners, the SCD residents and NHS for a compatible project which may include trading land or moving houses. Mature landscaping is also encouraged and will be necessary particularly in larger redevelopment projects.

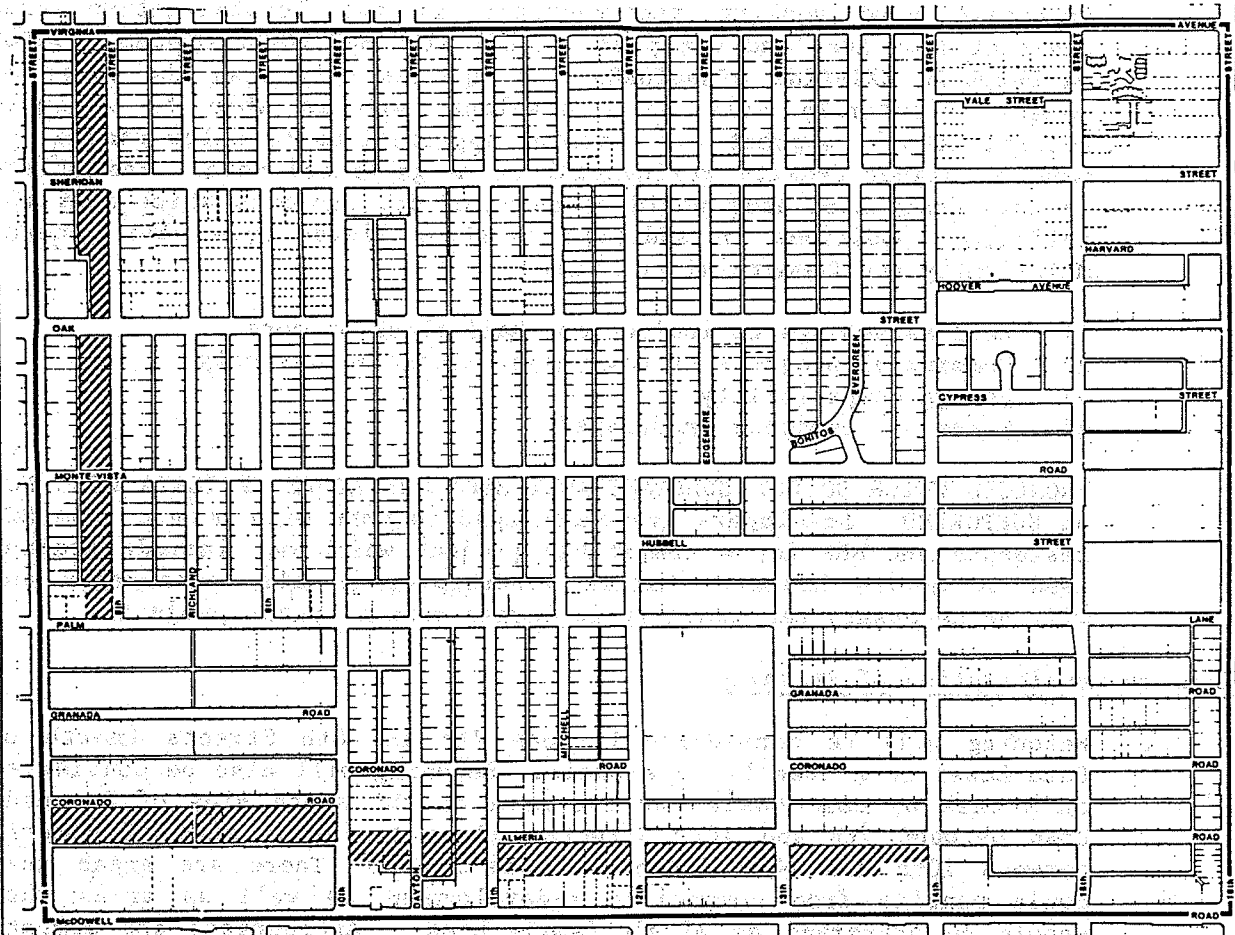
### Limited Consideration of Rezoning

- o Rezoning will be considered between 7th and 8th Streets (north of Palm Lane) on a case by case basis. Rezoning will also be considered on a case by case basis for the area on the south side of Coronado Road between 7th and 10th Streets and on the south side of Almeria between 10th and 14th Streets. (See Map 4) There are areas that could benefit from compatible redevelopment as well as areas that should be preserved as single-family homes. Appropriate and compatible development will be supported.

### Zoning Enforcement

- o Enforce current zoning regulations through City Zoning Enforcement which currently prohibit the following:
  - outside junk storage,
  - abandoned and/or inoperable vehicles in front yard,
  - continuing yard sales, and
  - commercial uses in residential areas.

# MAP 4



AREAS ALLOWING CASE BY CASE  
CONSIDERATION OF REZONING

## POLICIES FOR NEW DEVELOPMENT

- o This plan places no new restrictions on existing commercially zoned property.

### Encourage Neighborhood Retail

- + In order to encourage neighborhood retail uses which are lacking in the area, new commercial developments containing 40,000 square feet of gross leasable area (GLA) or more are strongly encouraged to include space for retail sales or services.

### Parking

- o Encourage underground parking for new commercial development.

### Encourage Compatibility

- o Rehabilitation and additions should be encouraged to be architecturally compatible with the character of the neighborhood.

## TRANSPORTATION POLICIES

### Traffic and Safety

- o Post "no trucks" signs on 12th Street and on Coronado Road between 7th and 10th Streets.
- o Initiate City study of traffic accidents, speeding and visibility problems at 12th Street and Oak Street, 12th Street and Virginia Avenue, 12th Street and Palm Lane, and 10th Street and Palm Lane and then pursue solutions proposed. Four way stop signs should be considered at both 10th and 15th Streets where they intersect Palm Lane. A stop sign should also be considered for 9th Street at Monte Vista Road.
- o Street lights or flashing caution lights should be considered in the following priority:
  - 1) 12th Street and Oak Street
  - 2) 12th Street and Palm Lane

If this cannot be accomplished, large pedestrian crossing signs should be erected to allow for safer crossings at these intersections.

- + Sidewalks should be sloped at intersections throughout the neighborhoods for handicapped access.
- o Continue to monitor the development of the Papago Freeway and the Squaw Peak Parkway to assess neighborhood impacts.

## Street Improvements

- o The following street improvements should be made:
  - a. Resurface Palm Lane between 7th Street and 12th Street
  - b. Improve appearance and safety on Oak Street between 14th and 15th Streets
  - c. Improve the southwest corner of 11th Street and Coronado Road.
  - d. Complete sidewalk on the 900 block of east Palm Lane

## COMMUNITY SERVICES AND IMAGE POLICIES

- o Publicize and expand neighborhood Block Watch crime prevention program.
- o Enlarge senior citizen program at Augustana Church.
- o Develop multipurpose community center (e.g. senior citizen center) when the need warrants.
- o Form Neighborhood Parks Advisory Board to develop policies to achieve the following park improvements:
  - a. Institute adult hours at pool.
  - b. Improve maintenance of parks and pool.
  - c. Anchor trash cans in park.
  - d. Increase park security including additional lighting and "park watch" by residents adjacent to parks.
  - e. Enforce park hours with additional police patrol after hours to discourage nighttime loitering and camping.
  - f. Construct ramadas at Coronado park for the use of small gatherings.
  - g. Have neighborhood-wide events.
  - h. Encourage tree planting programs in parks and along neighborhood streets.
- o Publicize "Coronado Neighborhood" name including distinctive signs or markers within the neighborhood and design workable streetscape/landscape plan requiring minimal upkeep by residents and/or the City but providing a unifying character to the neighborhood.
- o Publish a handbook on neighborhood history, architecture, home rehabilitation hints, zoning enforcement problems and local service organizations in order to enhance neighborhood identity and increase residents' awareness of problems and how to deal with them.

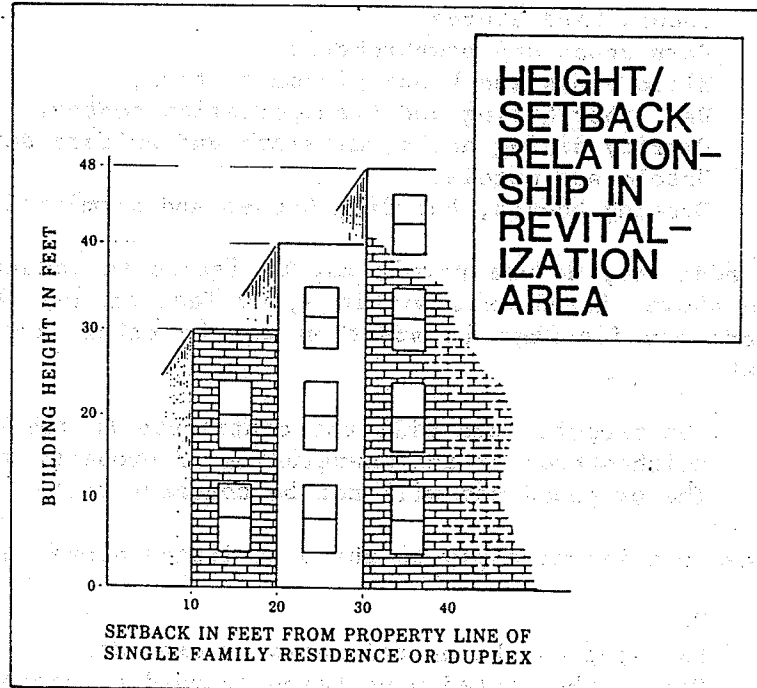
## PLAN REGULATIONS

The regulations governing the uses of land and structures, the height of buildings, and requirements for lot area, width and yards within the Coronado Special Conservation District shall be as set forth in the underlying zoning districts except as expressly modified by the following regulations:

### 1. Height and Setbacks in Revitalization Area

- + Setbacks should be commensurate with the height of the building and adjacent uses. New commercial uses in the Revitalization Area within 300 feet of the centerline of 15th Street (this will exclude all existing commercial zoning on 16th Street) shall be subject to the following standards:

Two story (up to 30 feet) development shall require a 10 foot setback from the property line of an adjacent single-family residence or duplex. This setback shall increase to 20 feet for a three story (40 feet) structure, and 30 feet for a four story (48 feet) structure. (See sketch below). Intervening alleys or streets may be included in the setback. This provision will not reduce any setbacks required by existing ordinance.



2. Expansion of Commercial and Parking Uses

- o Commercial and parking uses shall not extend beyond those areas currently zoned for such uses both within and at the perimeter of the district. This does not apply to appropriate redevelopment in the Revitalization Area. It also does not apply to compatible redevelopment projects in the area between 7th and 8th Streets (north of Palm Lane) or on the south side of Coronado and Almeria Roads between 7th and 14th Streets (as shown on Map 4).

3. Nonconforming Uses

- + Nonconforming uses shall not be allowed to expand except where such expansion shall further the goals of this plan. In those cases where expansion is allowed, the use permit shall require findings by the Zoning Administrator.

4. Parking

- + Limit commercial parking lot access points to major and collector streets.

5. Transient Uses

- + In accord with Section 109.A.c. of the Zoning Ordinance the following uses shall require use permit approval;
  - a. Package liquor retail sales, bars, cocktail lounges;
  - b. Second hand stores;
  - c. Pawn shops and pawnbrokers;
  - d. Blood banks and blood plasma centers;
  - e. Day labor hiring and transportation centers;
  - f. Charity dining halls, missions and welfare activities;
  - g. Hotels and motels;
  - h. Rooming houses, boarding houses and dormitories

In addition, no use permit may be issued to locate or relocate any of the above listed uses within 1,500 feet of any other such use unless there are findings in addition to the other use permit requirements that:

- a. The proposed use will not contribute to the deterioration of the neighborhood or the downgrading of property values; and
- b. The proposed use will not be contrary to the SCD plan.

These provisions apply to the uses listed above whether such uses are:

- a. New; or
- b. Existing use being relocated or expanded; or
- c. One of the listed uses being changed to another listed use.

## NEW MULTIFAMILY DEVELOPMENT

### 6. Height and Setbacks

- + Two story (up to 30 feet) apartments shall require a 10 foot setback from the property line of an adjacent single-family residence or duplex. This setback shall increase to 20 feet for a three story (40 feet) structure, and 30 feet for a four story (48 feet) structure. (See sketch for Height/Setback Relationship in Revitalization Area). Intervening alleys or streets may be included in the setback. This provision will not reduce any setbacks required by existing ordinance.

### 7. Parking

- + There shall be a minimum of two parking spaces per unit for multifamily development.

### 8. Landscaping

- + All front and street side yard areas not used for parking or maneuvering on a multifamily lot being developed for more than two units will be fully landscaped. Minimum landscaping shall consist of ground cover, trees, and shrubbery with an appropriate watering system and shall be maintained in a living and healthy condition.

### 9. Site Plan Review

- + A site plan review by the Planning Department for compliance with this section shall be required for multifamily development of more than two units per lot. This will include assuring the adequate provision of 1) perimeter and parking lot landscaping, 2) screening in consideration of adjacent development, and 3) other required standards for parking, setbacks, and height. No fee shall be required for this review unless the Planned Residential Development option is selected.

If the provisions of this section conflict with any other City ordinance now in effect or which may be adopted in the future, the more stringent requirement shall control.

## ALL RESIDENTIAL USES

### 10. Front Setback

- + The minimum front yard setback shall be 25 feet in residential zones.



11. Nonconforming Additions

- Residential additions which conform to the existing building side and rear yard setback line will be allowed through blanket use permit approval. This will allow side and rear yards to be reduced for nonconforming structures (which are common in this neighborhood with many substandard size lots).
- o The small nonconforming homes commonly found in the rear of single family lots shall not be expanded.

## CHAPTER VI

### IMPLEMENTING THE PLAN

Implementation of the Special Conservation Plan must be a cooperative effort among neighborhood residents, businessmen, developers, City officials and staff. The first step in the process should be the adoption of this plan and the Special Conservation District overlay to the zoning map.

The regulations and policies contained in this plan regarding setbacks, heights, density and other requirements applicable to buildings or structures shall modify and supercede the requirements of the Zoning Ordinance for the underlying districts unless the SCD Plan states otherwise. When these types of SCD plan and Zoning Ordinance restrictions are in conflict, provisions of the SCD Plan shall take precedence.

As applications are filed with the City for projects within the SCD, they will be reviewed and approved subject to compliance with the provisions of this plan and applicable City ordinances.

### FINANCING THE PLAN

The Coronado Special Conservation Plan proposes minimal expenditure of public funds. No new taxes nor any increase in taxes will result from adoption of this plan. Consequently, the plan depends heavily on cooperation among City and other governmental agencies, neighborhood groups and residents. The plan proposes to reduce the burden of those developers required by the plan to go through Development Coordination Office site plan review by waiving the fees for the review unless they are otherwise required by ordinances.

The limited street improvements which are included in the plan are a recommendation for future City action; they are important for the safety and transportation needs of the area and should be made part of the regular City street improvement program as soon as possible. However, the plan does not require that they be funded by a special assessment or other emergency funding mechanism. Other portions of the plan which require funding (i.e.: tree planting, publishing a handbook) will be paid for through private contributions or through neighborhood fund raising events. It should be emphasized, that the major components of the plan rely on appropriate land use planning which should not involve any public or neighborhood expenditures.

Doc 10390

APPENDIX

LIST OF SOCIAL SERVICES

Arizona Lung Association  
1239 East McDowell Road  
Phoenix, Arizona 85006

Arizona State DES Vocational  
Rehabilitation  
815 North 18th Street  
Phoenix, Arizona 85006

Arizona State DES Unemployment  
Insurance  
815 North 18th Street  
Phoenix, Arizona 85006

Arizona State DES General Assistance  
815 North 18th Street  
Phoenix, Arizona 85006

Arizona State DES Emergency Assistance  
815 North 18th Street  
Phoenix, Arizona 85006

Arizona State DES Developmental  
Disabilities  
1824 East McKinley  
Phoenix, Arizona 85006

Arizona State DES Employment Services  
815 North 18th Street  
Phoenix, Arizona 85006

Arizona State DES Food Stamp Program  
815 North 18th Street  
Phoenix, Arizona 85006

Good Samaritan Medical Center  
1111 East McDowell Road  
Phoenix, Arizona 85006

Goodwill Industries of Arizona  
417 North 16th Street  
Phoenix, Arizona 85006

Indoor Sports Club  
802 North 22nd Place, Apt. B121  
Phoenix, Arizona 85006

Maricopa County Division of  
Public Health Primary Care  
1845 East Roosevelt  
Phoenix, Arizona 85006

Maricopa County Community  
Health Services  
1845 East Roosevelt  
Phoenix, Arizona 85006

National Multiple Sclerosis Society  
2530 North 7th Street, Ste. 109  
Phoenix, Arizona 85006

New Chance Rehabilitation Industries  
1115 East Van Buren  
Phoenix, Arizona 85006

Phoenix Human Resources  
Energy Conservation  
1021 North 1st Street  
Phoenix, Arizona 85006

Phoenix Citizens' Assistance  
251 West Washington  
Phoenix, Arizona 85006

PUHS Adult Basic Education Division  
525 North 7th Street  
Phoenix, Arizona 85006

St. Luke Medical Center  
525 North 18th Street  
Phoenix, Arizona 85006

Abortion Services of Phoenix  
2720 North 20th Street, Ste. 220  
Phoenix, Arizona 85006

Seventh Day Adventist Community Service  
1320 North 15th Street  
Phoenix, Arizona 85006

American Heart Association  
1445 East Thomas Road  
Phoenix, Arizona 85014

Jewish Family & Childrens Service  
2033 North 7th Street  
Phoenix, Arizona 85006

Kee N'Bah Child Development Center,  
Inc.  
1210 East Virginia Avenue  
Phoenix, Arizona 85006

Mended Hearts, Inc.  
1445 East Thomas Road  
Phoenix, Arizona 85006

Big Sister of Arizona  
2214 North Central, Ste. 111  
Phoenix, Arizona 85024

Central United Methodist  
Cooperative Pre-School  
1875 North Central Avenue  
Phoenix, Arizona 85004

Circle Palms Senior Resident Complex  
2521 North 3rd Street  
Phoenix, Arizona 85004

Cystic Fibrosis Foundation  
2721 North Central, Ste. 307  
Phoenix, Arizona 85004

Hillhaven Health Care  
531 West Thomas Road  
Phoenix, Arizona 85013

Khalsa School  
346 East Coronado Road  
Phoenix, Arizona 85004

March of Dimes  
Grand Canyon, Saguaro Chapter  
316 West McDowell, Ste. 104  
Phoenix, Arizona 85003

Maricopa Ecumenical Council  
10 East Roanoke  
Phoenix, Arizona 85004

Palmcroft Day Care  
544 West Granada Road  
Phoenix, Arizona 85003

Pied Piper Day Care Center  
392 East Windsor Avenue  
Phoenix, Arizona 85004

Overeaters Anonymous  
2250 North 16th Street, Ste 204  
Phoenix, Arizona 85006

Phoenix Resident Hotel  
1310 East McDowell Road  
Phoenix, Arizona 85006

Affiliation of Arizona Indian Centers  
2721 North Central Avenue, Room 908  
Phoenix, Arizona 85004

Arizona Community Action  
Association, Inc.  
2721 North Central Avenue  
Phoenix, Arizona 85004

Arizona Family Planning Council  
316 West McDowell Road  
Phoenix, Arizona 85003

Arizona Family Planning Services  
33 East Virginia Avenue, #222  
Phoenix, Arizona 85003

Pyschologists Information & Referral  
55 East Thomas Road  
Phoenix Arizona 85013

Rio Salado Community College  
2300 North Central  
Phoenix, Arizona 85004

Samaritan Health Service  
Collection Center  
2005 North Central Avenue  
Phoenix, Arizona 85004