

Profile: Encanto Core

INTRODUCTION

PURPOSE

This study has been prepared at the direction — and with the assistance — of the Encanto Village Planning Committee in order to provide information to the public on the Encanto Village Core. The report contains background information on existing development and explains the opportunities and constraints affecting future development. The study is expected to be used as a resource for the many people wanting to know more about the Encanto Village Core.

THE ENCANTO VILLAGE

Encanto Village encompasses about 11 square miles near the geographic center of Phoenix. It is one of the nine original “urban villages” into which the City was divided for planning purposes in 1979. There are now 10 urban villages, each of which has a defined center or “Core,” which is promoted as the place for:

- The greatest building intensity (height and bulk) in the village.
- A good mix of land uses such as offices, retail, and housing.
- Pedestrian activity.

The Encanto Village is composed primarily of stable but aging residential neighborhoods. The village has a 1990 population of 45,877. Like most of Phoenix, it is laid out on a grid system with major streets (usually lined with commercial development) at every mile.

The village features the Arizona State Fairgrounds, Phoenix College, the Phoenix Art Museum, the Central Phoenix Library, the Phoenix Country Club, Encanto Park, the Heard Museum, and the Phoenix Indian School property, a site planned for future commercial and recreational development.

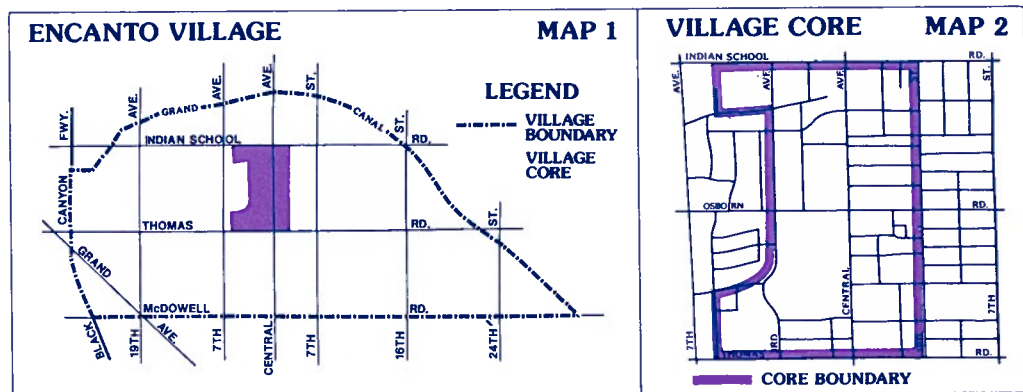
The village is bounded on the north and east by the Grand Canal, on the south by McDowell Road, and on the west by the Black Canyon Freeway. The village’s most distinguishing physical feature is the high-rise development along Central Avenue.

ENCANTO VILLAGE CORE

The Encanto Village Core, approximately 375 acres, is a commercial-oriented district that is home to numerous high-rise office buildings and Park Central Mall.

The Core is bounded by Indian School Road on the north, Thomas Road on the south, Third Avenue on the west, and Third Street on the east. The Core also takes in St. Joseph’s Medical Center on Thomas Road and about 13 acres between Indianola Avenue and Indian School Road, west of Third Avenue.

Core businesses employ over 15,000 people, yet there are many opportunities for additional commercial and residential development. A better understanding of current and potential land uses in the Core will assist the City, potential developers, and residents of the area to plan for the future. These and other critical issues will be addressed throughout this report.



GOALS FOR ENCANTO CORE

The Encanto Village Planning Committee conducted an intensive study of the Core in 1989-90, following a public meeting in December 1988 to identify issues for a specific plan for the Encanto Core. After issues were identified, the committee worked to develop goals and policies to address those issues. These were presented at a public meeting in March of 1990. The goals relate to urban design, land use, and transportation, and provide a direction for future development of the Encanto Core.



URBAN DESIGN GOALS

Height

Encourage concentration of the tallest buildings in the Core along Central Avenue.

Street Frontage

Create a pedestrian friendly environment that encourages people movement and enhances the vitality of the Core.



Setbacks

Enhance the pedestrian environment by providing, as necessary, adequate opportunities for the creation of usable pedestrian spaces.

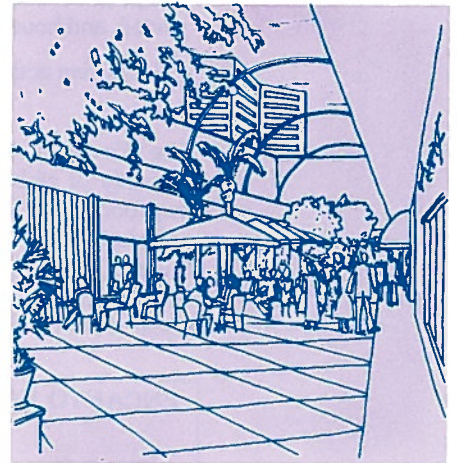


Signage

Establish a distinctive, coordinated approach to signage in the Core.

Ground level development

Establish a pedestrian system that encourages pedestrian movement throughout the Core.



Massing/bulk

Develop a visual image of the Core that establishes a recognizable entity for persons both inside and outside of the Core.

Site coverage

Develop a Core that includes a concentration and intensification of uses that are indicative of an "urban" Core.

Landscaping

Create an overall theme or concept plan for landscaping in the Core.

Public Art

Provide public art as an element of the cultural character/image of the Core.

Maintenance

Create an urban area that is free from blighting influence.

Environmental considerations

Develop an urban area that reflects an awareness and responsiveness to environmental factors.

Historic preservation

Preserve historic aspects of the Core.

LAND USE GOALS

Land uses

Prepare land use development standards that encourage the development of a broad range of land uses.



Parks

Create an open space system that enhances the urban environment.

Vacant property

Develop a visually acceptable appearance for vacant property in the Core.

Relationship to other plans

Coordinate with the recommendations that have been included in other applicable plans.

Social & cultural facilities

Create an urban environment that will encourage the development of a broad range of social and cultural facilities.

Safety

Provide a safe environment for those who use facilities in the Core.



Infrastructure

Plan an infrastructure system that responds to anticipated development needs of the Core.

TRANSPORTATION GOALS

Provide a transportation system that serves the needs of those who work, live, shop or use the recreational and cultural facilities in the Core.

Parking

Provide parking in a form that is visually acceptable and an appropriate use of the land.

Vehicular and pedestrian needs

Provide an appropriate balance between the needs of both vehicular and pedestrian environments.

Loading bays

Enhance the built environment by successfully screening loading areas from surrounding development.

Air

Respond to the eventual need for some type of air transportation into the Core.

Economic Development

Encourage continued development of the Core as a major commercial center for the City.

EXISTING DEVELOPMENT

Central Avenue is the focus of the Core. It is primarily devoted to intense commercial use as envisioned in the **1985 Encanto Village Draft Plan**. There are office towers, the retail at Park Central Mall, two high-rise residential buildings and a number of other smaller uses. These include one-story businesses, single-family residences, low-rise apartment buildings, and a number of single-office professional buildings. Most of these smaller uses are located east of Central Avenue. There is one church in the Core. The remaining land is street right of way.

Table 1 separates land use in the Core into eight categories by acreage and percentage of the total. (Retail is particularly difficult to estimate because it may be located on the first floor of office buildings.)

TABLE 1: LAND USE BY CATEGORY

	Acres	% of Total
Office	103.0*	27
Parking	53.0	14
Retail	45.0	12
Vacant land	36.0	10
Hospital	30.0	8
Single-family housing	6.5	2
Multi-family housing	5.5	1
Right of way; other uses	96.0	26
Total	375.0	100%

* This is the land area covered by office buildings, and does not include total square footage in multi-level buildings.

Retail Uses

Built in 1957 on the site of an old dairy farm, Park Central was the first regional shopping center in greater Phoenix. Goldwater's, a major department store,

relocated that year from downtown to Park Central. The store (recently renamed Robinson's) was later joined by J.C. Penney's and Diamond's (now Dillard's) department stores. Since then, the development of larger suburban malls and residential growth in outlying parts of the Valley has drawn business and major stores away from Park Central. Dillard's is currently the only major department store left at the mall. As of January 1992, there were 63 other stores at the mall.

Other retail uses in the Core include several bank branches, restaurants, a car wash, auto-repair shops, an art-supply shop, a few print shops, and an office supplies store. These retail businesses serve the many office workers in the area as well as residents in nearby neighborhoods.

Residential Uses

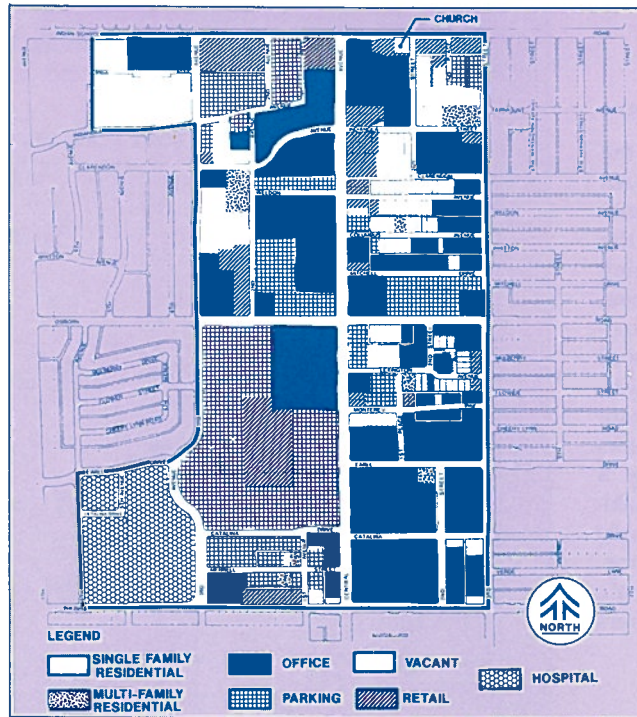
The **1985 Encanto Village Draft Plan** (which was not adopted but was accepted by City Council as background to the General Plan for Phoenix) recognized the need for more housing, particularly high density mid-rise and high-rise residential units.

The Core in 1990 contained 467 dwelling units. Two residential high rises, Executive Towers and Fellowship Towers, accounted for 342 of those units. The remaining units included apartments, condominiums and single-family homes. There were at least five small apartment complexes in the Core, and approximately 20 single-family residences, mostly east of Central Avenue.

The Core also contains three hotels—the Hilton Suites on East Thomas Road with 226 rooms, the City Square Hotel and Athletic Club on West Clarendon with 167 rooms, and the Hotel Park Central at Osborn and 2nd Avenue with 290 rooms.

LAND USE MAP 3

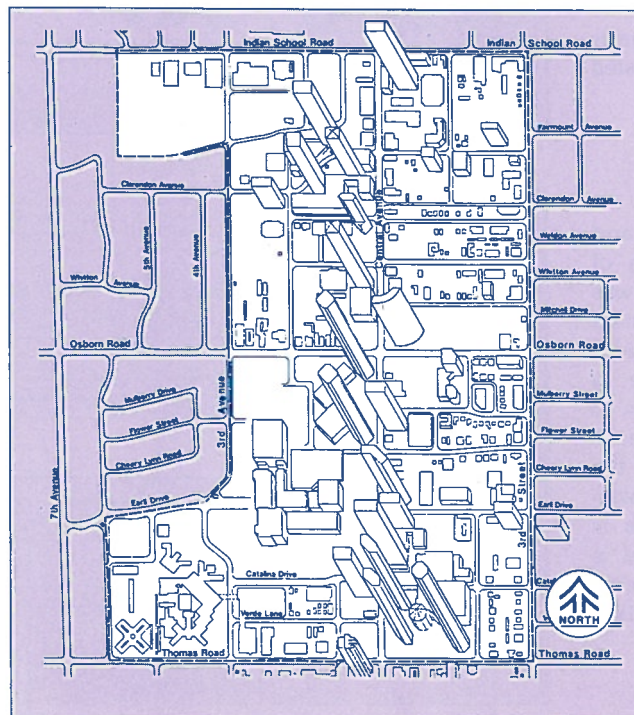
Map 3, Land Use, illustrates the geographic location of the different land uses.



5

EXISTING BUILDINGS MAP 4

Map 4, Existing Buildings, shows the building outline for structures within the Core.



Office/Commercial Uses

The commercial nature of the Encanto Core is consistent with the **General Plan for Phoenix 1985-2000**, as well as the commercial high-rise zoning available along Central Avenue. Currently, there are approximately 5.9 million square feet of office space in the Core, with approximately 4.3 million square feet in use. Most of the banks operating in Arizona have a major presence in office buildings in the Core. Internationally prominent accounting firms, major legal firms, real estate developers and stock brokers also occupy Core offices.

Tables 2 and 3 (Commercial and Residential High Rises in the Core) list pertinent data about building location, date of construction and size. For comparison, several other major high rises in the City are listed in **Table 4**.

Medical Uses

St. Joseph's Hospital and Medical Center, a division of Catholic Healthcare West, was founded in 1895 by the Sisters of Mercy. The facility includes the area from Earll Drive to Thomas Road, First Avenue to Seventh Avenue. Known as a teaching hospital, it is also the home of the Barrow Neurological Institute. St. Joseph's is licensed for 626 beds, and is currently undergoing a three-year, \$30 million renovation program.

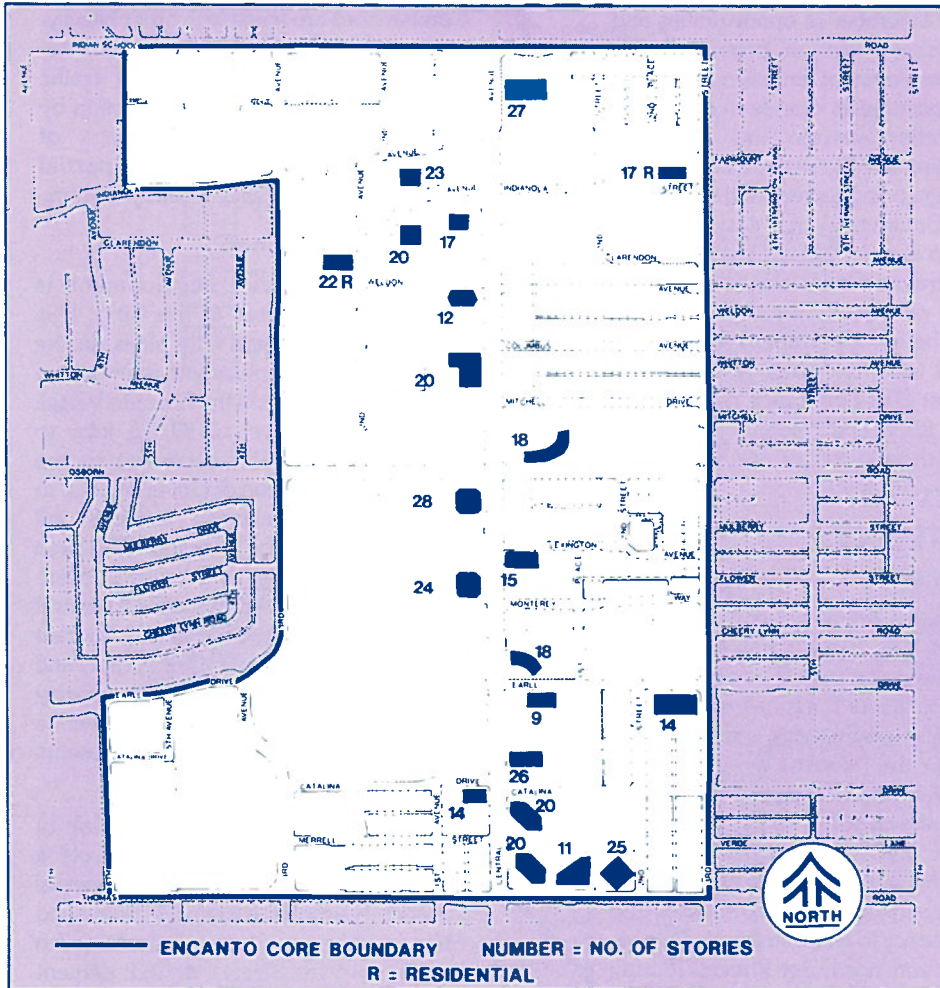
TABLE 2: COMMERCIAL HIGH RISES IN CORE

BUILDING	ADDRESS	YEAR BUILT	STORIES	NET SQ. FT.	FLOOR AREA RATIO*	TENANTS INCLUDE
Citibank Tower	3300 N. Central	1980	29	357,493	3.45	Citibank, Price Waterhouse
Central Plaza	4041 N. Central	1980	27	390,595	2.90	Bar-S Foods, Fireman Fund Ins. Co.
Prudential Plaza	3003 N. Central	1987	26	392,045	3.00	Bechtel
Great American Tower	3200 N. Central	1986	25	334,660	4.12	Great American Bank
U.S. West	20 E. Thomas	1989	25	585,000	5.05	U.S. West
Phoenix Townhouse	100 W. Clarendon	1965	24	293,754	1.53	Child care, athletic club
3800 Tower	3800 N. Central	1964	17	179,666	1.53	First Interstate
Phoenix Plaza Tower 1	2901 N. Central	1989	20	400,000	3.45	Coopers & Lybrand
Phoenix Plaza Tower II	2929 N. Central	1990	20	400,000	3.45	Bank of America
First Interstate Tower	3550 N. Central	1959	20	327,732	3.00	FI Bank Businessland
3838 Building	111 W. Clarendon	1971	20	246,763	1.53	Vacant
Southwest Fin'l. Plaza	3101 N. Central	1981	18	303,300	2.65	Benham Group
Financial Center	3443 N. Central	1968	18	299,765	2.60	Cole Equities
Century Plaza Corp.	3225 N. Central	1981	15	193,878	3.50	Valley Acceptance
Abacus	3030 N. Third St.	1986	14	269,000	3.40	Az. St Compensation
3030 Building	3030 N. Central	1974	14	174,191	4.38	CBS Property Service
One Columbus	3636 N. Central	1984	12	202,792	3.00	Illiff Thorn Real Estate
First Service Title	3033 N. Central	1960	9	149,450	0.86	Valley National Bank

*Floor Area Ratio (FAR) is the ratio of gross building size to net lot area.

TABLE 3: RESIDENTIAL HIGH RISES IN CORE

BUILDING	ADDRESS	YEAR BUILT	STORIES	NUMBER OF UNITS
Executive Towers	207 W. Clarendon	1960	27	160
Fellowship Towers	222 E. Indianola	1982	27	180



EXISTING HIGH-RISES MAP 5

Map 5, Existing High Rises, shows the location and height of the 19 high-rise buildings within the Core (a high rise is defined as any building over four stories).

TABLE 4: OTHER HIGH RISES IN CITY (for comparison)

BUILDING	ADDRESS	YEAR BUILT	STORIES	NET SQ. FT.	FLOOR AREA RATIO*	TENANTS INCLUDE
Valley Bank Center	201 N. Central	1973	40	672,000	8.60	Valley National Bank
Security Pacific Bank Building	101 N. First Ave.	1975	31	328,616	8.36	Security Pacific Bank
One Renaissance Square	Two N. Central	1987	26	489,517	8.65	Arthur Andersen & Co.
Dial Tower	1850 N. Central	1991	24	515,400	4.19	Greyhound-Dial
One Arizona Center	400 E. Van Buren	1990	18	350,000	4.15	Snell & Wilmer

*Floor Area Ratio (FAR) is the ratio of gross building size to net lot area.

OPPORTUNITIES AND CONSTRAINTS

8

There are a number of opportunities and constraints apparent in promoting the type of development envisioned for the Core. Opportunities include the excellent transportation system and the clear planning direction (from the General Plan, the existing zoning pattern and the Village Planning Committee) that designates the Core as an area for intense development. The constraints include the large amount of vacant or under-utilized land (which also may be an opportunity), the lack of residential uses, the weak retail market, the current over-built office market, and the need for a coordinated, pedestrian-oriented urban design for the many different developments.

OPPORTUNITIES

Transportation

The Encanto Core is served by freeways and buses. The Black Canyon Freeway is two miles to the west. The Squaw Peak Parkway is one and one half miles to the east. The Papago Freeway is just over two miles to the south. Sky Harbor International Airport is approximately six miles southeast of the Core. Central Avenue is the most frequently served route in the municipal bus system, with daily local service every five minutes and express service to and from Mesa, Tempe, Glendale, and northeast Phoenix during morning and evening rush hours. In the long term, Central Avenue may support much more extensive local and express bus service or even light rail.

Map 6, Travel Times gives an indication of the accessibility of the Core by showing the afternoon peak hour travel time to and from the Core.

As the principal street in Phoenix, Central Avenue is used by thousands of vehicles daily, especially during commuter hours. A 1988 study by Heffernan & Associates counted 9,676 vehicles on Central just north of Indian School during morning and evening commuting hours.

Table 5 shows the steadily increasing traffic volume on Central Avenue (between Indian School Road and Thomas Road) between 1982 and 2006.

Comparisons are made with other heavily-traveled streets in the vicinity of the Core. The 1982-88 figures are actual traffic counts; the 2006 figure is a projection by the Maricopa Association of Governments and assumes partial completion of the Valley freeway system.

Office Development

Intense commercial development is desired and expected in the Core. It is supported by adopted City plans. In the next 25 years, employment is projected to rise by 31 percent in the Encanto Village from the 1990 level of 89,378 jobs to 117,160 jobs in 2015, according to the Maricopa Association of Governments. In the short term, existing buildings will absorb much of the demand. The area must also compete with growing office markets to the north and south on Central Avenue, in Downtown Phoenix, on East Camelback, near Sky Harbor Airport and in Scottsdale. The Indian School property at the northeast corner of Central Avenue and Indian School Road also represents potential competition for the Core.

For the third quarter of 1991, the firm of Coopers & Lybrand estimated the office vacancy rate for the Uptown commercial corridor (between McDowell Road and Missouri Avenue, and between 7th Avenue and 7th Street), at 26.2 percent (down from 27.3 percent in the second quarter). For the same period in the smaller Encanto Core, the vacancy rate was 28.2 percent (down from 29.7 percent in the second quarter), or 1,695,985 million square feet of vacant space out of 5,997,493 million square feet of total office space in the Core.

[By comparison, the vacancy rates for two other office centers in Phoenix for the third quarter 1991 were: 20.2 percent for Downtown (bounded by 7th Avenue and 7th Street, the Salt River and McDowell Road); and 27.3 percent for the Camelback Road corridor (from 7th Street to 48th Street, from Missouri Avenue to Campbell Avenue).]

According to the Phoenix Indian School Specific Plan, the Central Avenue corridor historically has absorbed approximately 450,000 square feet of office space

TRAVEL TIMES MAP 6

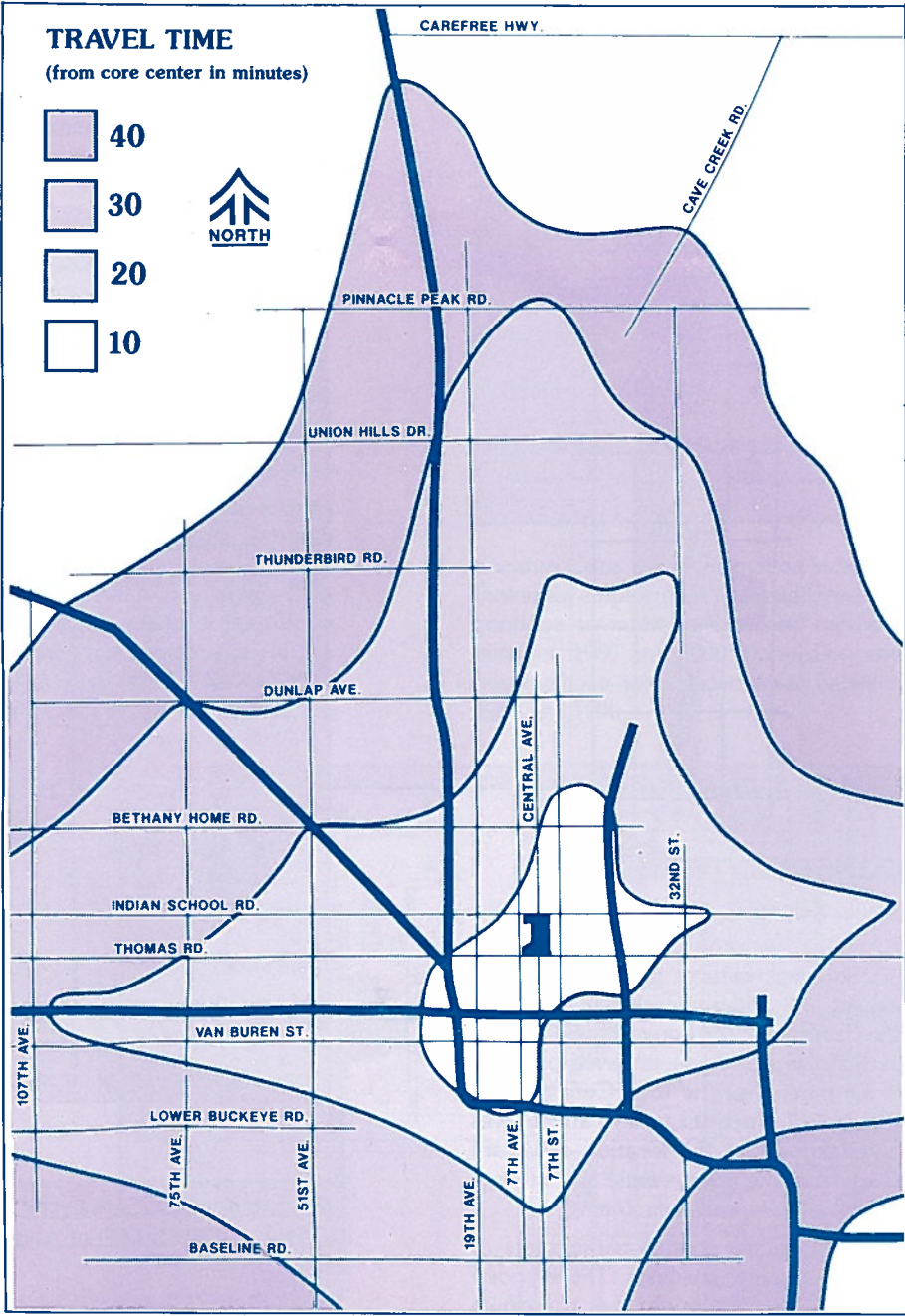
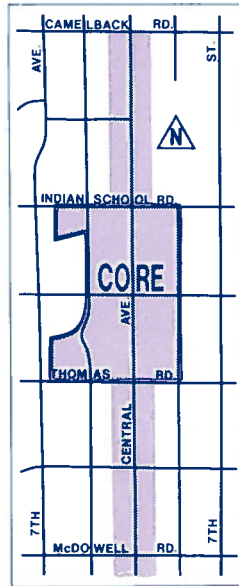


TABLE 5: DAILY TRAFFIC ON MAJOR STREETS

	1982	1985	1988	2006
CENTRAL	33,300	37,900	45,800	54,655
7TH STREET	39,400	45,800	62,900	43,893
IND. SCHOOL	38,700	48,000	55,400	54,563
CAMELBACK	43,400	48,600	53,700	45,756
THOMAS	33,300	42,500	42,500	61,704

Phoenix Streets and Transportation Dept./MAG

According to the Phoenix Indian School Specific Plan, the Central Avenue corridor historically has absorbed approximately 450,000 square feet of office space annually. The gray area on the map indicates the area with the greatest potential for intense or high rise office development.



CONSTRAINTS

Vacant Land

A major weakness in the existing development pattern is the amount of vacant and under-utilized parcels within the Core. Nearly 36 acres of the 375 acres in the Core are vacant, unpaved lots. This is 9.6 percent of the total Core acreage (see **Map 7, Vacant Land.**) **Table 6** gives a breakdown of the location of vacant Core land, the approximate size of large vacant parcels, and their zoning.

Additional acres contain parking lots or vacant, obsolete buildings. These under-utilized parcels might be run-down commercial or residential structures. Surface parking lots are also included because they are often considered to be interim uses awaiting more intensive development. When surface parking lots and under-utilized parcels are added to

the “vacant land” category, the **minimum** amount of land available for future development increases to approximately 115 acres, or 30.6 percent of the total Core. **Table 7** shows the relative amounts of vacant and under-utilized land.

TABLE 6: VACANT LAND IN CORE

Location	Acres	Approved Zoning
NWC Central & Thomas	0.3	C-2 H-R
NWC Third St. & Thomas Rd.	0.2	R-5
SWC Third St. & Catalina	0.3	R-5
SEC Central & Monterey	1.2	C-2 H-R
SEC Central & Osborn	2.6	C-2 H-R
NWC Clarendon & Second St.	1.3	R-4
NEC Indianola & Second St.	3.8	R-5 H-R C-3 H-R
NWC Clarendon & Second Ave.	1.8	C-1 P-1
SWC Weldon & Second Ave.	4.2	C-2 H-R
SEC Weldon & Second Ave.	0.3	C-2 H-R
On Clarendon east of Central	1.2	R-4
On Weldon east of Central	3.0	R-4 R-5
On Columbus east of Central	2.0	R-4 C-0
On Mitchell east of Central	0.3	R-4 R-5
200 E. Monterey	0.10	R-5
TOTAL	35.8	

TABLE 7: VACANT AND UNDER-UTILIZED LAND IN CORE

Vacant land	36.0 acres
Parking lots	16.9 acres
Under-utilized parcels	<u>62.5 acres</u>
TOTAL ACRES	115.4

The 115 acres of vacant and under-utilized land in the Core can also be viewed as an opportunity for development. This vacant land will allow for many new projects which can incorporate a mix of land uses and a coordinated urban design as called for in the Encanto Village Core goals.

Lack of Residential

Most of the single family housing in the Core has been gradually converted into parking lots or other uses. Even outside the Core, where adopted plans support the retention of housing, speculation is causing a gradual loss of housing.

In 1990, for every 50 people working in the Encanto Village Core, there was only one person living in the Core. For the entire village, the ratio was nearly 2 to 1, or two people working for every one person living in the village (that is the second-highest such ratio in the City, after Central City). Such a high ratio works

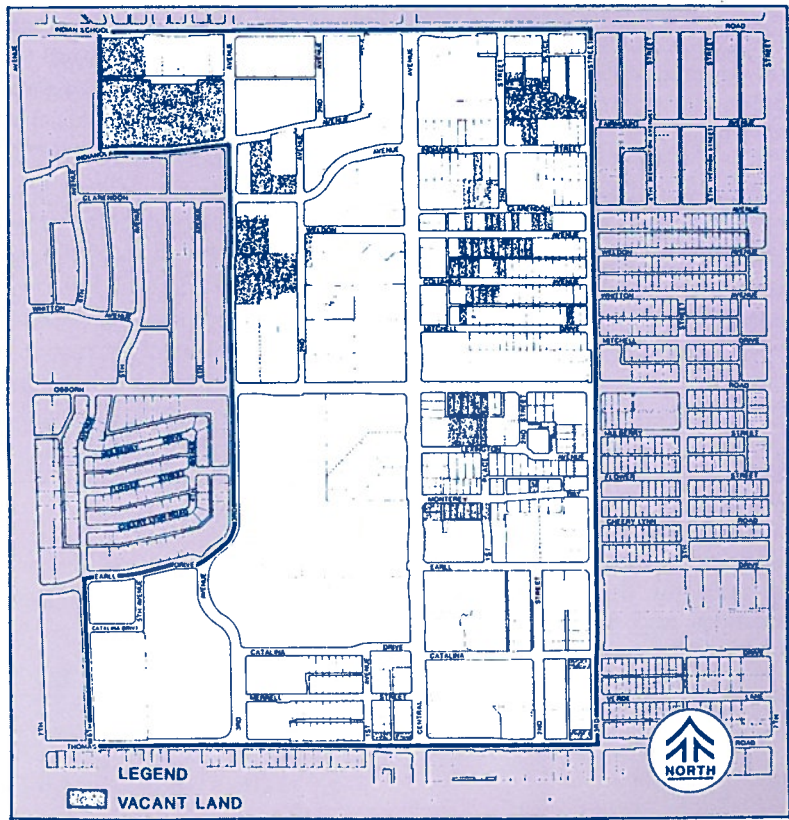
against the General Plan policy that encourages a balance of jobs and population within each urban village.

Table 8 shows the relationship among several factors indicative of growth in the

	1980	1990	2000
Population	891	684	713
Housing	531	467	485
Employment	15,150	33,544	39,493

*Figures from Maricopa Association of Governments

Encanto Core. This information indicates that while employment has made (and will continue to make) a dramatic increase between 1980 and 2000, population and housing have actually decreased between 1980 and 1990.



**VACANT LAND
MAP 7**

Retail Market

Retail, shopping, and entertainment elements are needed to provide vitality to the existing and planned high-rise offices in the Core. Retail uses which offer desired goods and services as well as an interesting, enjoyable environment are important to retain existing housing both in and around the Core and to encourage development of new housing. Office uses also need retail—particularly restaurants. Regional shopping and entertainment could provide the focus for the types of pedestrian-oriented uses envisioned in the goals for the Core. Although the retail market (like the office market) is currently weak, it is an essential component for the Encanto Core.

The appropriate retail uses for the Encanto Core fall into three categories:

1) Major shopping mall entertainment retail

As an existing shopping center in the Core, Park Central Mall clearly provides the greatest opportunity to attract the public day and night for shopping and entertainment.

2) Office-serving retail

Because these businesses depend on easy access to the offices they serve, the majority will locate in the Core near offices.

3) Neighborhood retail

Because it serves residential uses which are almost entirely outside the Core, neighborhood retail will tend to locate at or near the edges of the Core with access to collector or major streets. (Such locations also may be appropriate for multi-family housing.)

All three types of retail uses are important. Office-serving retail exists in the Core today and will expand as office uses expand. Neighborhood retail is currently scattered at the edges of the Core, mostly along Third Street north of Osborn Road.

The retail component provided by Park Central Mall is vital to development of the Encanto Core. Unfortunately, in recent years two of the three department store anchors have left. Major remodeling of the exterior pedestrian portion of the mall occurred in the fall of 1985. Some of the buildings need additional remodeling in order to compete with other malls in Phoenix and adjacent communities.

Park Central Mall's location on Central Avenue gives it an advantage over most other shopping centers in the Valley. High-rise office and residential uses are encouraged on the site. In 1987 the site received zoning approval for plans which included three office towers, a condominium tower, a hotel, a fourth anchor store, a cinema and a second level of retail shops. While these plans show the site's long-range potential, current market conditions may dictate a slower revitalization for the mall.

Coordinated Urban Design

Development in the Core to date has lacked coordination and been insensitive to the needs of the pedestrian. The Village Planning Committee's goals for the Core emphasize the need for an urban design that places each new development into its surroundings in a functional and pleasing manner. The goals also emphasize pedestrian activity as an important consideration in the design of each new building and open space. Coordination of walkways, shading, arcades and landscaping between buildings and different kinds of uses to create an exciting pedestrian environment is encouraged. The Phoenix climate should also be considered in the designs. New development in the Core will be

affected by new design review guidelines which were adopted for the entire City on March 1, 1991. (See box.) These guidelines are consistent with the goals for the Encanto Village Core.

The beautification of Central Avenue (completed in 1991) should encourage good design and continuity among projects. In the past few years, 300 medallions depicting 22 different Indian petroglyphs have been erected on street lights along Central Avenue. Other Central Avenue improvements include the planting of palm trees, palo brea, sweet acacia, and pink dwarf oleander, the installation of red sandstone pedestrian walkways, and new bus stops featuring solar-powered night lights.

NEW CITY WIDE DESIGN GUIDELINES

Design review is now required for all **new** development in zoning districts that require formal site plan control, including high rises, mid rises, offices and parking districts. The goal of this City-wide review procedure is to ensure a high-quality visual appearance for the City and to provide continuity between the appearance and function of individual projects.

The design guidelines will be implemented through requirements, presumptions, and considerations for the developer. The developer must fulfill items listed as requirements. Items noted as presumptions and considerations allow for flexibility and compromise. Characteristics addressed by the design review include: open space; height, bulk, and area of a new building; building placement and orientation; streets and sidewalks; landscape buffers; public amenities; colors and materials; drainage; and public art. Acknowledging the sometimes extreme climatic conditions of Phoenix, many of the guidelines are written to encourage pedestrian-friendly spaces between buildings, attractive, sun-sheltering vegetation, building overhangs and canopies, and a building scale appropriate to pedestrians.

ZONING AND DEVELOPMENT

14

Recent Major Development Requests

In the mid to late 1980s the City approved rezoning for several major projects in the Core which have not been constructed to date.

In 1984, plans for an office tower of 25 stories, a 19-story condominium tower and a 300-room hotel were approved by the City on about 13 acres at the northwest corner of Third Avenue and Indianola (extending north to include frontage on Indian School Road). The site has approved zoning of C-2 HR. The approval specified a number of stipulations including a conditional time stipulation that will expire in July of 1992.

In 1987, C-2 HR zoning was approved for 51 acres of Park Central Mall. The approved project featured office, hotel and residential uses with five high rises proposed. The tallest would be about 45 stories. The project included 1.3 million square feet each of office and retail.

C-2 HR zoning was approved in 1987 for a 6-acre site located on the east side of Central Avenue between Osborn Road and Lexington Avenue. Two office towers (24 and 33 stories) and adjacent parking structures were to be built in two phases. The development would provide nearly 1 million square feet of office space and 10,000 square feet of retail.

Recently Completed Projects

Phoenix Plaza I was built in 1988; Phoenix Plaza II was built in 1990. Developed by the Koll Company, these two adjacent towers are each 20 stories and are located at the northeast corner of Central Avenue and Thomas Road. The 13-acre site also contains an 11-story, 226-room Hilton Suites hotel, and the 25-story U.S. West Tower, built in 1989.

A six-story district office building for the Internal Revenue Service is currently being constructed on 3.7 acres at the northwest corner of Earll and Third Street. The building will contain 160,000 square feet. It is being developed by Lendrum Associates.

Zoning

Zoning for the Core and surrounding areas is shown on **Map 7**. The current zoning provides an indication of existing and potential land uses.

An asterisk (*) on Map 7 indicates that the zoning shown has been approved but has not vested. (This means that the zoning is subject to some further stipulation or review such as a right-of-way dedication or site plan approval before it can be finalized.)

Following are general definitions of the zoning districts shown on Map 7.

C-O (Commercial Office) is intended to provide office use as an appropriate transition between intense commercial activities and nearby residential uses.

C-1 (Commercial Neighborhood Retail District) is a district of light neighborhood retail and customer service uses.

C-2 (Commercial Intermediate District) is a district of commercial uses of medium intensity.

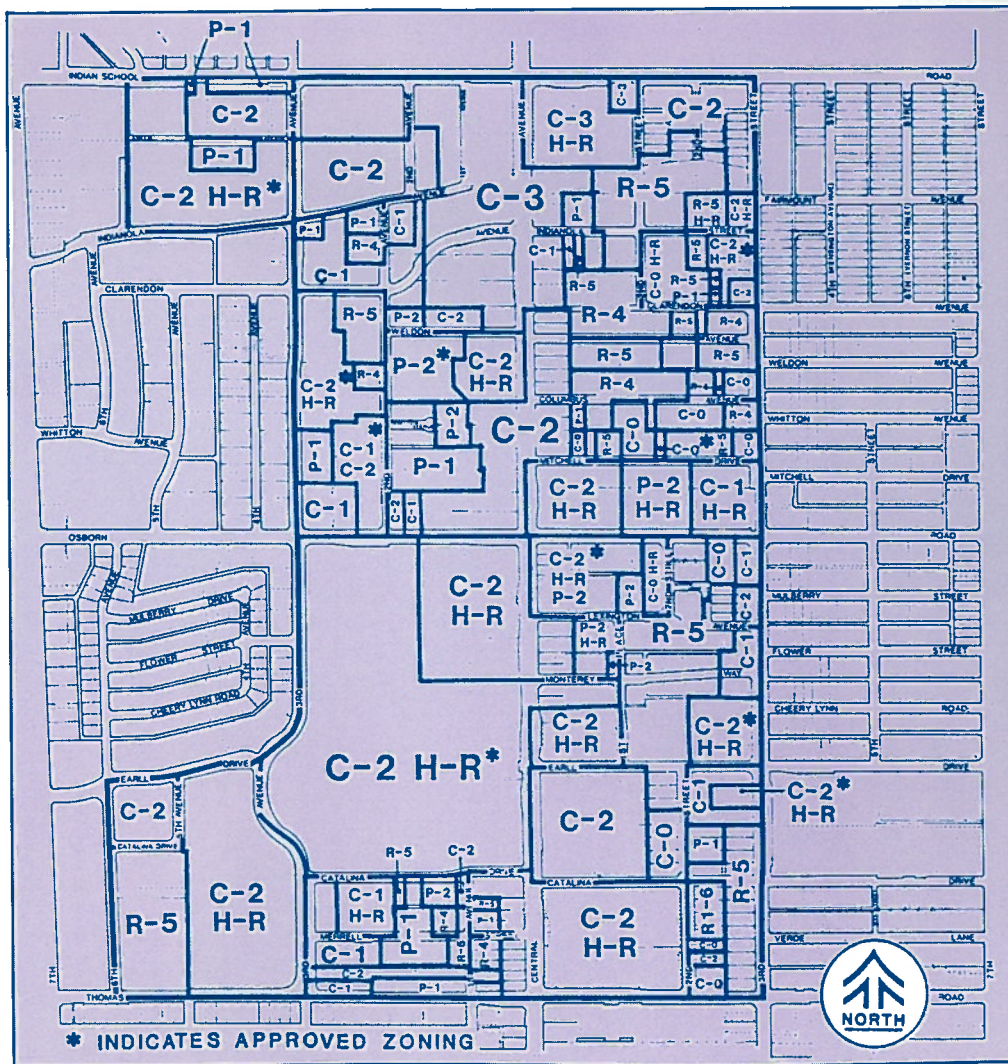
C-3 (Commercial General District) allows intensive commercial uses.

P-1 (Parking District) allows surface parking lots only.

P-2 (Parking District) provides for off-street parking structures, either above or below ground surface.

R-4 and R-5 (Multiple Family Residence Districts) allow higher density apartments as well as condominiums, townhomes, and single family houses. R-5 zoning also allows limited office use.

H-R (High Rise Overlay) allows greater building height and density. This overlay may be combined with C-0, C-1, C-2, P-1, P-2, R-4, and R-5 districts.



ZONING
MAP 8

METHODOLOGY/SOURCES

Information in this report was gathered through field trips to the Encanto Village Core, as well as examination of aerial photos and maps in the City of Phoenix Planning Department.

Information on the characteristics of high rises was obtained primarily from *The Heart of the City Report 1988*, Bookbinder Realty and Investments, Inc., the *Phoenix Indian School Property Market Analysis*, prepared by Robert, Charles, Lesser & Associates, and the *1991 Office Market Report, Third Quarter*, by Coopers & Lybrand, certified public accountants.

Zoning information was obtained from the Zoning Ordinance of the City of Phoenix, City zoning maps, and zoning files, (which also yielded information on approved zoning, height and net square footage of proposed high rises.)

Debra Gelbart of St. Joseph's Medical Center provided information on that facility.

The history of Park Central Mall was obtained from newspaper stories in the *Arizona Republic*.

Traffic information was obtained from Stephen Mathein, signal systems specialist in the City Streets and Transportation Department, and from the *Encanto Village Transportation Study* by Heffernan & Associates, 1988.

For information about the Indian School Property, see the *Indian School Specific Plan*, adopted December 1991, City of Phoenix Planning Department.

Map 6, Travel Time was developed by driving 11 different routes from the core center beginning at 5:00 pm on weekdays in March and April of 1992.

Phoenix Planning Dept.
125 E. Washington St.
Phoenix, Az. 85004-2342

BULK RATE
U.S. POSTAGE
PAID
Permit No. 1479
Phoenix, Arizona



prepared by the
Phoenix Planning Department
June 1992



Made from Recycled Paper

Price: \$1.00 ea