




Deer Valley

VILLAGE CHARACTER PLAN

phoenix.gov



Narrative



The Deer Valley Village is bounded by the CAP canal and Jomax Road to the north; 16th Street to the east; Greenway Parkway, Greenway Road, and Acoma Drive to the south; and 51st and 67th Avenues to the west. The village is characterized by its desert setting and mountains, diverse and growing communities, and large employment centers. It is distinguished by its attraction for business, variety of housing types and density ranges, the Phoenix Deer Valley Airport, and easy access to the regional freeway system. The Deer Valley Village has considerable commerce and industrial land which will satisfy basic employment needs. Additionally, the village is an active area of the city for the construction of single-family homes and redevelopment. Development within the Deer Valley Village should integrate into and incorporate elements of the natural desert environment.

Deer Valley Village

BY THE NUMBERS



Population

Existing: 173,130 (2015)

Projected: 192,190 (2030)



42%

Residential
0-5 du/acre
(General Plan Land Use)



7

Colleges/Trade Schools



86,430

Employment



Trails and Bikeways

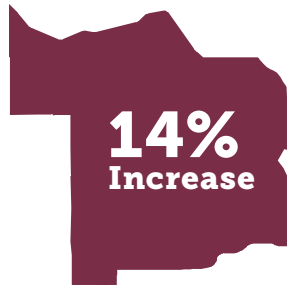
Existing: 105 miles

Proposed: 87 additional miles



66,890

Households (2015)



Residential Growth Since
Previous General Plan
2002

Deer Valley Village

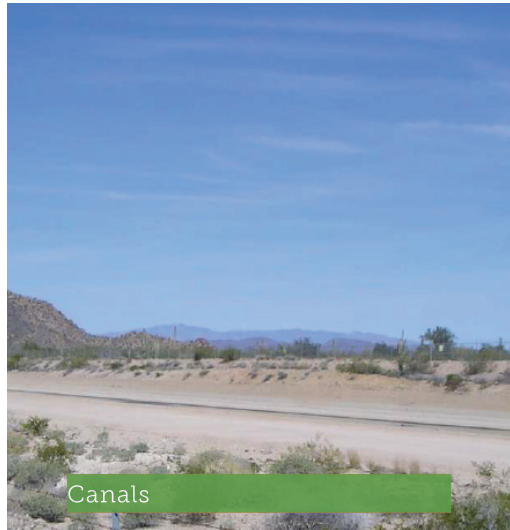
CHARACTER



Regional employment center opportunity



Mountain preserves, open space, and hiking trails



Canals



4

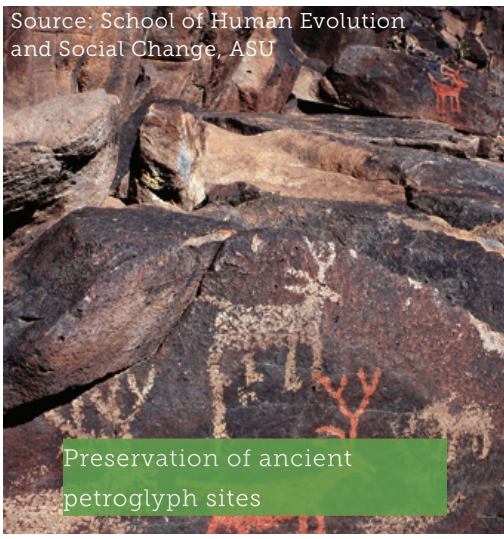


Variety of housing types and density ranges



Education and training facilities

Source: Google Street View



Source: School of Human Evolution and Social Change, ASU

Preservation of ancient petroglyph sites



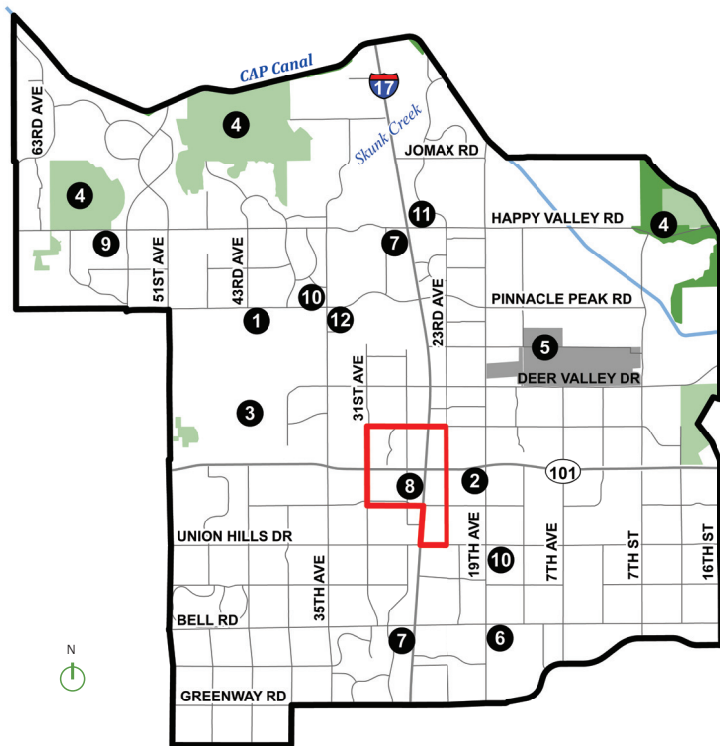
Deer Valley Airport



Source: Google Street View

Deer Valley Village

ASSETS



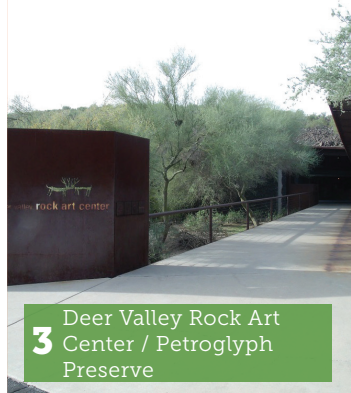
- | | |
|--|---|
| 1. Adobe Dam Recreation Area and Wet 'n' Wild Water Park | 8. Honor Health Deer Valley Medical Center |
| 2. Deer Valley Community Center | 9. Glendale Community College North |
| 3. Deer Valley Rock Art Center/ Petroglyph Sites | 10. Libraries
(Agave and Juniper Branches) |
| 4. Mountain preserves, washes, and trails | 11. The Shops at Norterra |
| 5. Deer Valley Airport | 12. Goelet A.C. Beuf Community Center |
| 6. Turf Paradise | |
| 7. Park and Ride Facilities | |



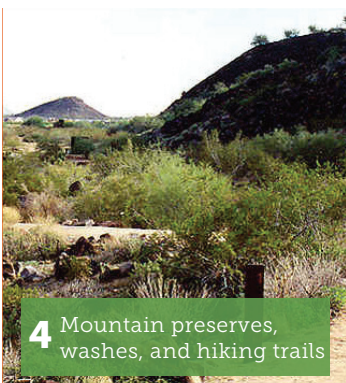
1 Adobe Dam Recreation Area and Wet 'n' Wild Water Park



2 Deer Valley Community Center



3 Deer Valley Rock Art Center / Petroglyph Preserve



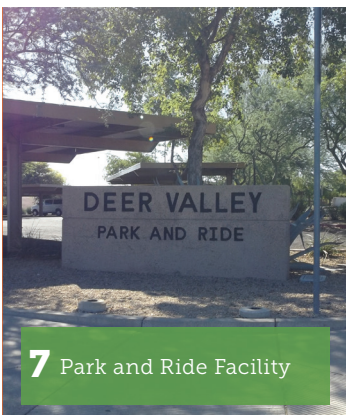
4 Mountain preserves, washes, and hiking trails



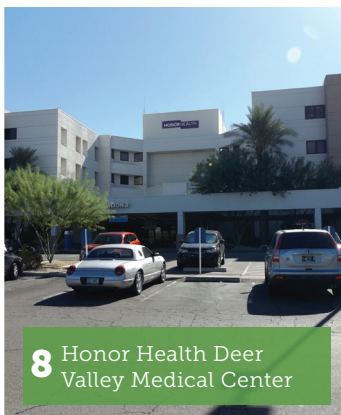
5 Deer Valley Airport



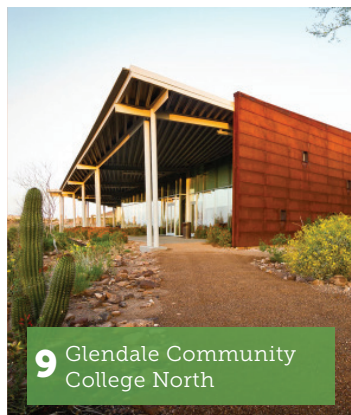
6 Turf Paradise



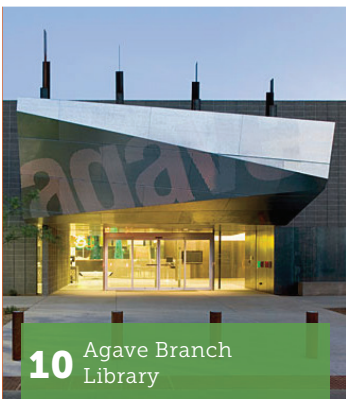
7 Park and Ride Facility



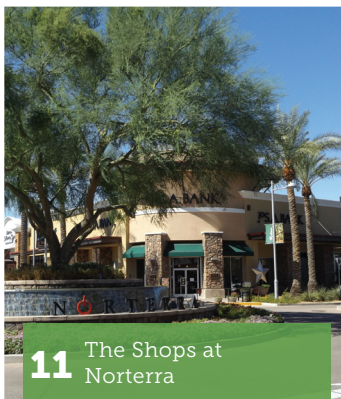
8 Honor Health Deer Valley Medical Center



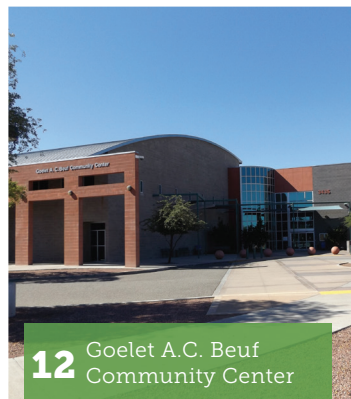
9 Glendale Community College North



10 Agave Branch Library



11 The Shops at Norterra



12 Goelet A.C. Beuf Community Center

PLANS & CODES:

A Strategic Set of Tools

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

Plans

1. Deer Valley Village Core Plan
2. Outer Loop Freeway Specific Plan
3. Sonoran Boulevard Standards for Happy Valley Road
4. Black Canyon/Maricopa Freeway Specific Plan
5. Sonoran Preserve Master Plan
6. Happy Valley Land Use Study
7. Greenway Road Land Use Study

Codes

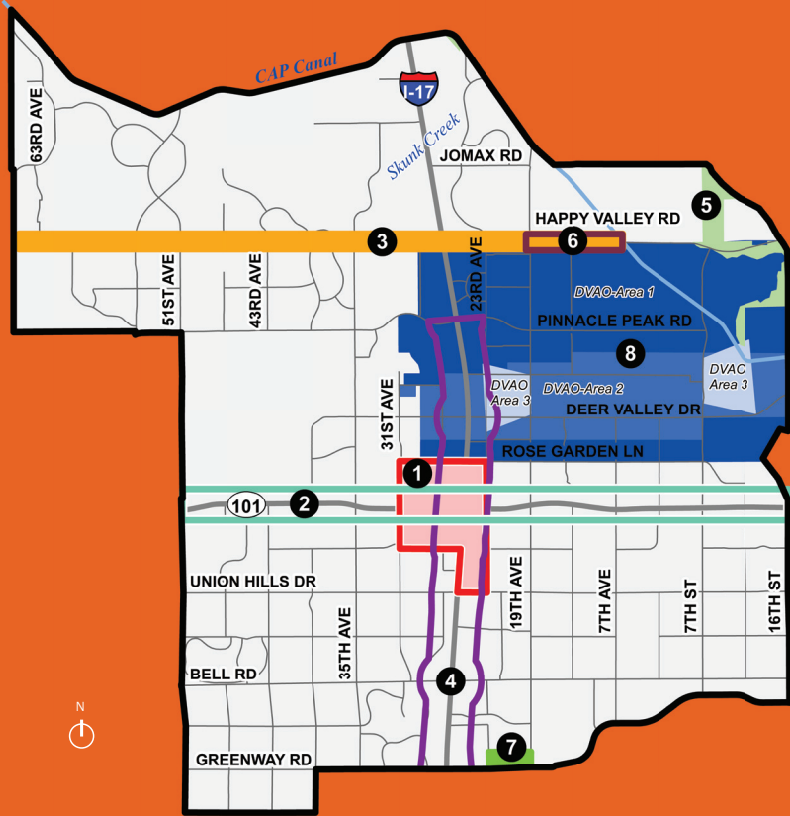
8. Deer Valley Overlay District

For more information on Deer Valley Village Plans & Codes, please visit

phoenix.gov/villages/Deer-Valley

Deer Valley Village Planned Areas

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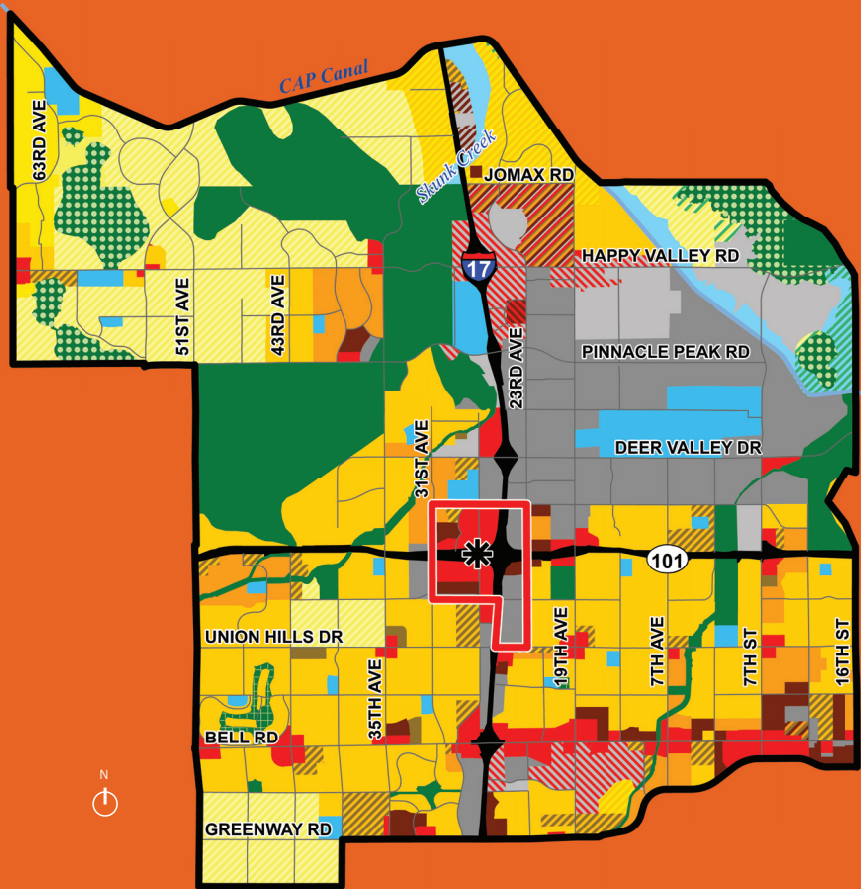
LAND USE

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

- Promote and encourage compatible development and redevelopment with a mix of housing types in neighborhoods close to employment centers, commercial areas, and where transit or transportation alternatives exist. Include a mix of housing types and densities where appropriate within each village that support a broad range of lifestyles.
- Support General Plan Land Use Map and zoning changes that will facilitate the location of employment generating uses in each of the designated employment centers.
- Facilitate adaptive reuse of older, underutilized properties to create mechanisms for new local and small businesses to operate, thrive and grow.
- Encourage land uses that promote the growth of entrepreneurs or new businesses in Phoenix in appropriate locations.
- Discourage the location of incompatible uses near base industrial clusters.
- Evaluate the current land use designations on the General Plan Land Use Map surrounding education and training facilities in each of the urban villages and determine if updates to the land use mix would be appropriate. Support the expansion of education and training facilities where appropriate.
- Continue to carefully monitor and evaluate all future land uses around the airports, protecting the airport from incompatible development that could pose a safety hazard to aircraft passengers, or to individuals living or residing in those areas.
- Plan cores, centers and corridors to include a variety of land uses: office, retail shopping, entertainment and cultural, housing, hotel and resort, and where appropriate, some types of industry.
- Maximize use of existing infrastructure and carrying capacity by encouraging redevelopment and infill.
- Protect residential areas from concentrations of incompatible land uses that could change their character or destabilize land values.
- New development and expansion or redevelopment of existing development in or near residential areas should be compatible with existing uses and consistent with adopted plans.
- Support new compatible land uses that remove extremely deteriorated structures, excessive trash and debris, and other blight in neighborhoods.
- Recommend land use actions that promote restoration and more efficient use of brownfields within Phoenix.
- Preserve natural washes coming from the preserves and promote access and views of the preserves by the public.

DEER VALLEY VILLAGE



DESIGN

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

Design Principles

- Protect the neighborhood's views of open space, mountains, and man-made or natural landmarks and provide multi-use trail connections where appropriate.
- Integrate into the development design natural features such as washes, canals, significant topography and existing vegetation, which are important in providing character to new subdivisions.
- Promote site development and land use which protects the natural environment by preserving vegetation and surface water, minimizes disturbances to the existing terrain and greenfields, and encourages development of brownfields in synergy to our the desert climate.



- Pursue creative, innovative, and environmentally-sound methods to capture and use stormwater and urban runoff for beneficial purposes.
- Encourage construction plans that reflect a systematic and integrated approach to building design, civil engineering, and landscape architecture in order to maximize the potential for rainwater harvesting and stormwater retention for landscape watering.
- Restore brownfields sites with uses that support the character and vision of the surrounding area.
- Design libraries to provide access to technology for the general public.



Design Principles

- Design industrial sites to be well screened from adjacent sensitive land uses such as residential.
- Develop airport facilities using concepts that are flexible and adaptable to changing conditions in the airline and transportation industry.
- Protect and enhance the character of each neighborhood and its various housing lifestyles through new development that is compatible in scale, design, and appearance.
- Create or maintain spacing requirements for small-scale incompatible land uses such as adult businesses, homeless shelters, residential treatment facilities and other group facilities, to avoid concentrations that change the character of an area.



- Provide impact-mitigating features (such as extra width or depth, single story units, or landscape buffering) when new residential lots abut existing non-residential uses or are adjacent to arterial streets or freeway corridors. Dissimilar land uses often require additional separation or other measures to achieve compatibility.
- Require appropriate transitions/buffers between neighborhoods and adjacent uses.
- Enhance a sense of safety and community by encouraging windows and porches that face the street in development or redevelopment.
- Design and locate new neighborhoods to promote access (both physical and visual) to parks and open space. New developments should also provide convenient pedestrian and bicycle access to transit stops, schools and other neighborhood amenities.

Deer Valley Village

OPPORTUNITIES FOR GROWTH & INVESTMENT

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

Opportunities for Growth & Investment

Major intersections have not been fully improved or do not function adequately.

Examples of this are at the intersections of Interstate 17 at both Pinnacle Peak Road and Happy Valley Road. Improving these intersections should be a higher priority, as more and more new development is occurring in close proximity to these challenging areas.

Maintaining clean and safe neighborhoods and trail systems.

More efforts are needed to maintain a clean and safe environment.

Empty retail strip shopping centers.

The Deer Valley Village has several outdated shopping centers with high vacancy rates. This is an opportunity to re-evaluate the land use distribution, consider alternative uses to activate empty retail spaces and encourage more renovations.

Lack of diversity in restaurants.

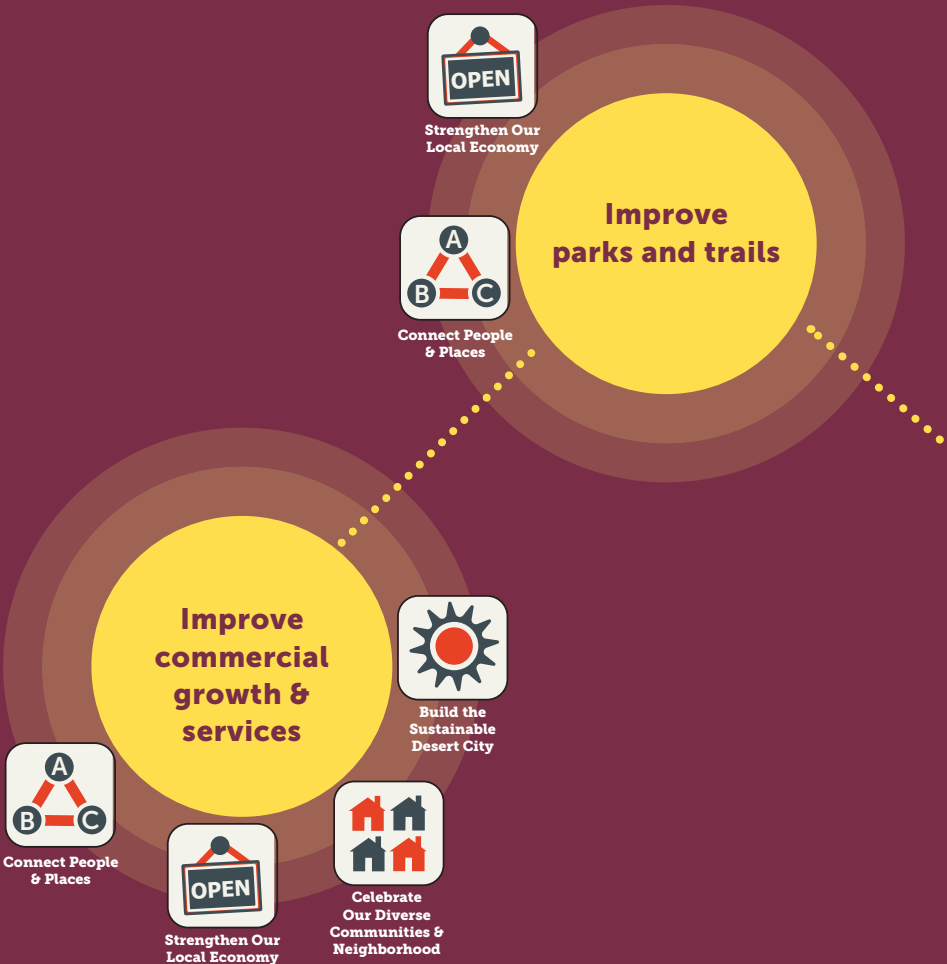
There are some well-established restaurants and several fast food options, however, there are not enough options for local, healthy and high-quality foods. Aging commercial space may be contributing to this, as many newer high-quality restaurants within the village tend to establish in new or newly renovated shopping centers within the village. More local, healthy and high-quality food options should be encouraged throughout the village.

Maintaining shaded streetscapes.

Many parts of the village have a lack of walkable, shaded streetscapes, especially in areas with existing transit. Enhancements to the streetscape should be encouraged whenever possible.

NEXT STEPS GOALS

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





Connect People & Places



Strengthen Our Local Economy

Improve the pedestrian environment



Build the Sustainable Desert City



Create an Even More Vibrant Downtown

Improve public transportation options



Build the Sustainable Desert City



Connect People & Places



Strengthen Our Local Economy

Encourage green building and protection of open space



Build the Sustainable Desert City



Celebrate Our Diverse Communities & Neighborhood



Connect People & Places

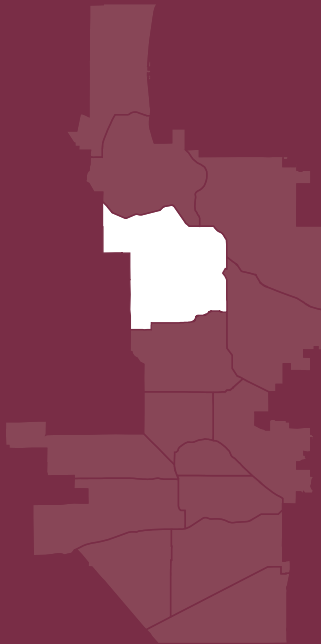


Strengthen Our Local Economy



Deer Valley Village

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



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