



Desert View

VILLAGE CHARACTER PLAN

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Narrative



In the Desert View Village the scenic Sonoran Desert is the unifying element across diverse landscapes and mountain vistas. Desert View Village ranges from an urban core with higher densities along the Loop 101 freeway, within and adjacent to the Desert Ridge area, to a more equestrian, low density, horse properties and rural land uses. Near the core, Desert View offers high-end retail and office space as well as condominiums and master planned communities. These land uses compliment the equestrian ranch properties, vast amounts of open space, and large lot single-family residential located throughout dark sky areas located further north in the Village. The Village has natural washes which generally flow from the northeast to southwest. The Village also has many biking, walking, equestrian and multiuse trails that provide an abundance of opportunities for recreation in the lower density areas. The Desert View Village is unique in character, assets, and opportunities, and continues to remain one of the more desirable places to live in Phoenix.

Desert View Village

BY THE NUMBERS



Population

Existing: 49,190 (2015)
Projected: 119,240 (2030)



49%

Residential
0-5 du/acre



18.79

Square Miles of
Parks/Open Space



230 Miles

of trails and bikeways



19,480

Households (2015)

55%

State Trust Land
(approx. 37.65 square miles)

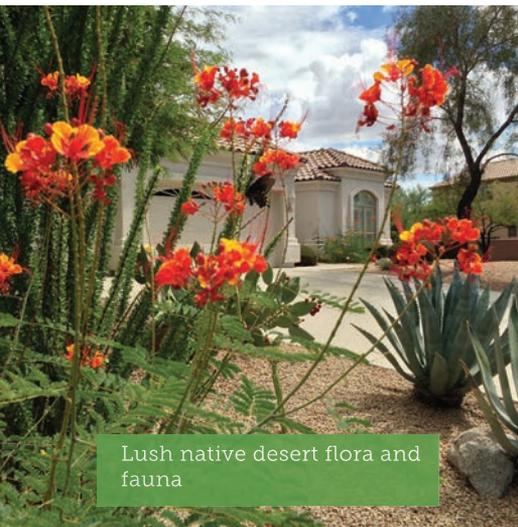
5%

County Jurisdiction
(approx. 3.85 square miles)

Desert View Village

CHARACTER

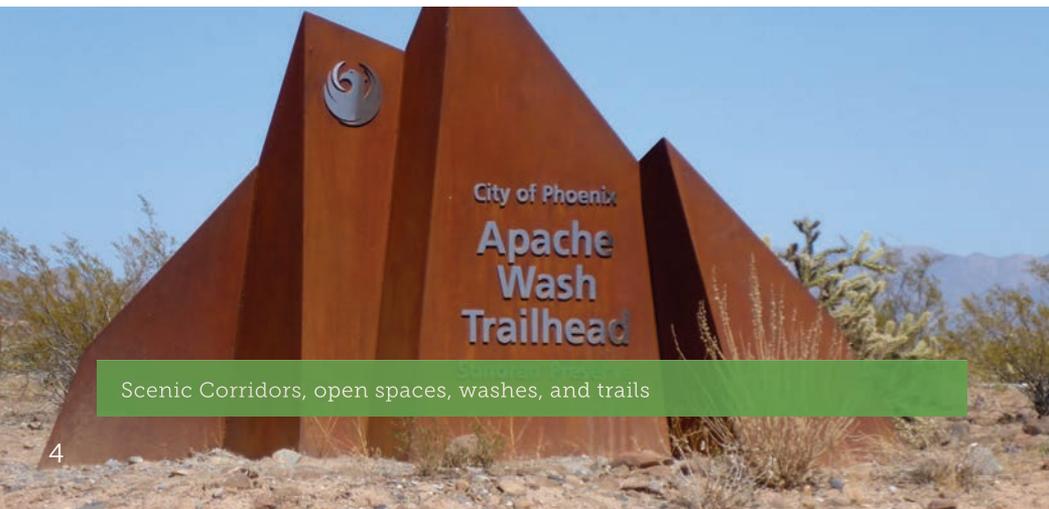
Visual and accessible linkages to open space



Lush native desert flora and fauna



Quality transitions between open space and development



Scenic Corridors, open spaces, washes, and trails



Undeveloped Sonoran Desert, mountains, washes and foothills



Large, master-planned communities



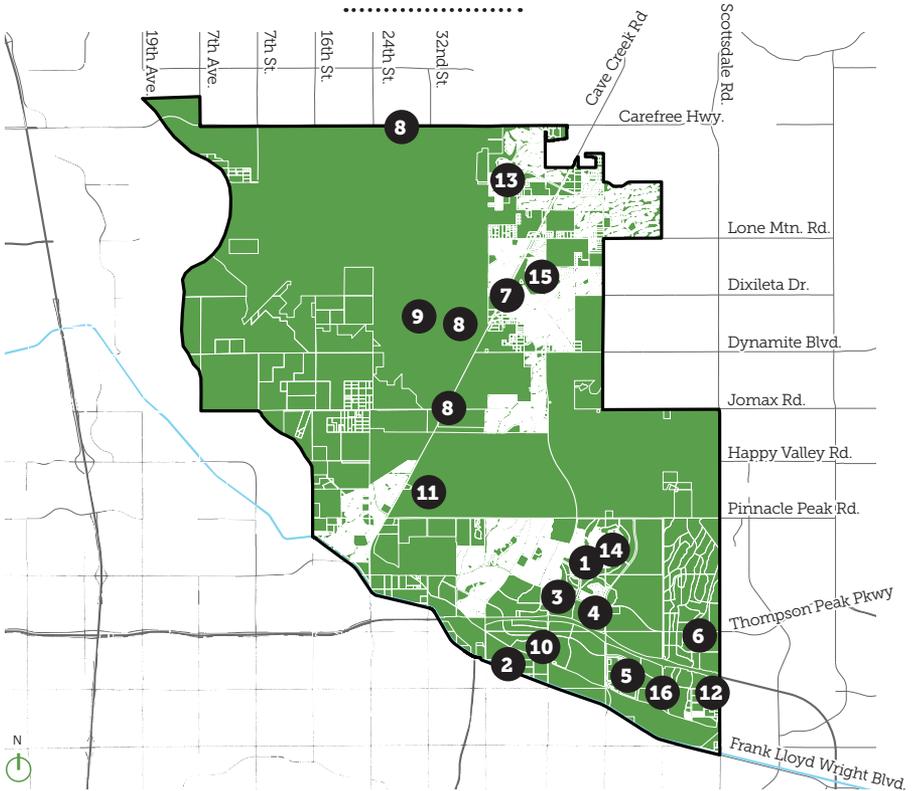
Regional employment center in and adjacent to the Village Core



Very low-density rural and equestrian lifestyle

Desert View Village

ASSETS



- | | |
|---------------------------------|-------------------------------------|
| 1. JW Marriott Desert Ridge | 10. Musical Instrument Museum (MIM) |
| 2. Reach 11 Sports Complex | 11. Arizona Veterans Cemetery |
| 3. Desert Ridge Market Place | 12. Scottsdale 101 Shopping Center |
| 4. High Street | 13. Dove Valley Ranch Golf Club |
| 5. Mayo Clinic Hospital | 14. Wildfire Golf Club |
| 6. Paradise Ridge | 15. Tatum Ranch Golf Course |
| 7. Desert Broom Library | 16. Major Employment Corridor |
| 8. Scenic Corridors and Deserts | |
| 9. North Sonoran Preserve | |



1 JW Marriot Desert Ridge



2 Reach 11 Sports Complex



3 Desert Ridge Marketplace



4 High Street



5 Mayo Clinic Hospital



7 Desert Broom Library



10 Music Instrument Museum



8 Scenic Corridor

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. Desert Ridge Specific Plan
2. North Land Use Plan
3. Outer Loop Specific Plan
4. Peripheral Areas C and D
5. Piestewa Peak Freeway Specific Plan

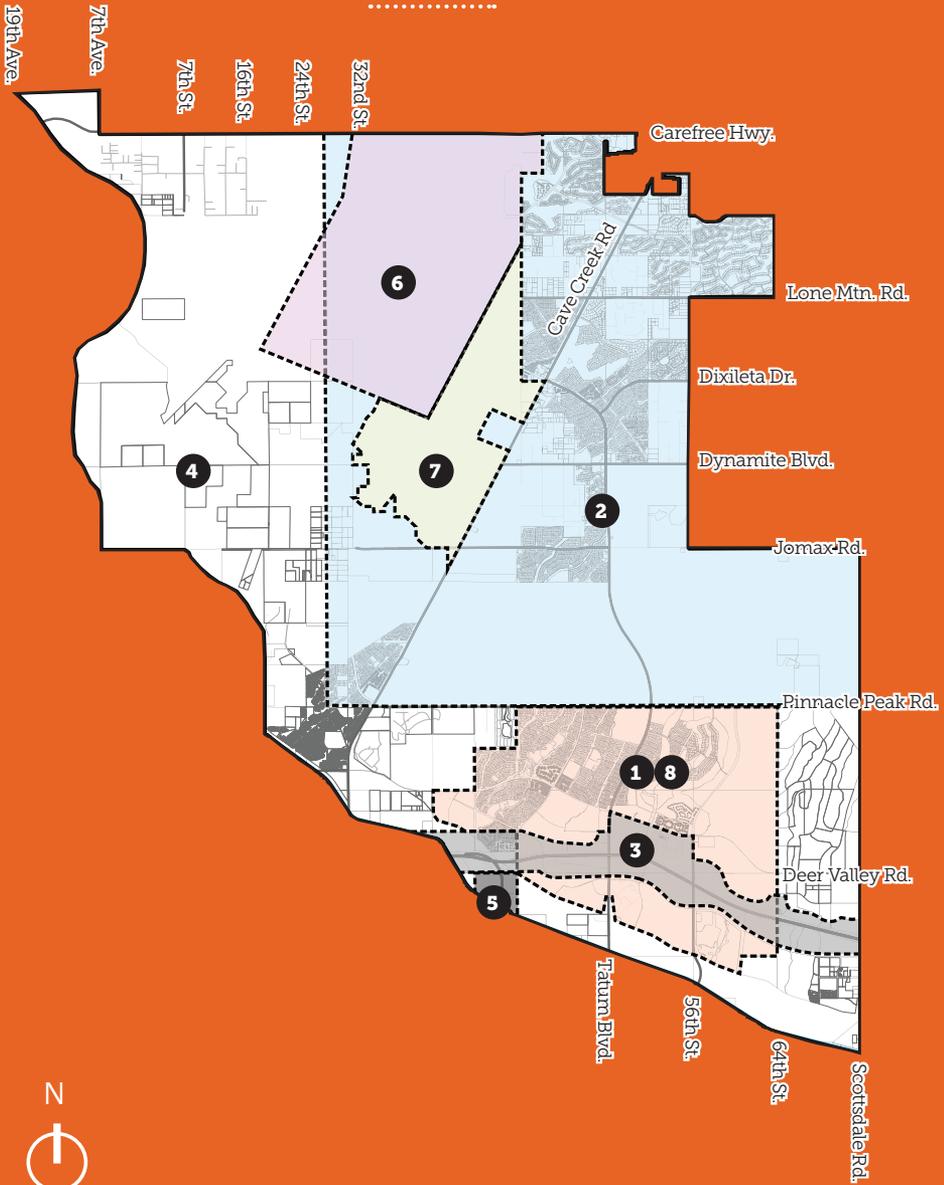
Codes

6. Desert Character Area Overlay A
7. Desert Character Area Overlay B
8. Desert Ridge Specific Plan

For more information on Desert View Village Plans & Codes, please visit

phoenix.gov/villages/desert-view

Desert View Village Planned Areas



LAND USE

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The Desert View 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.

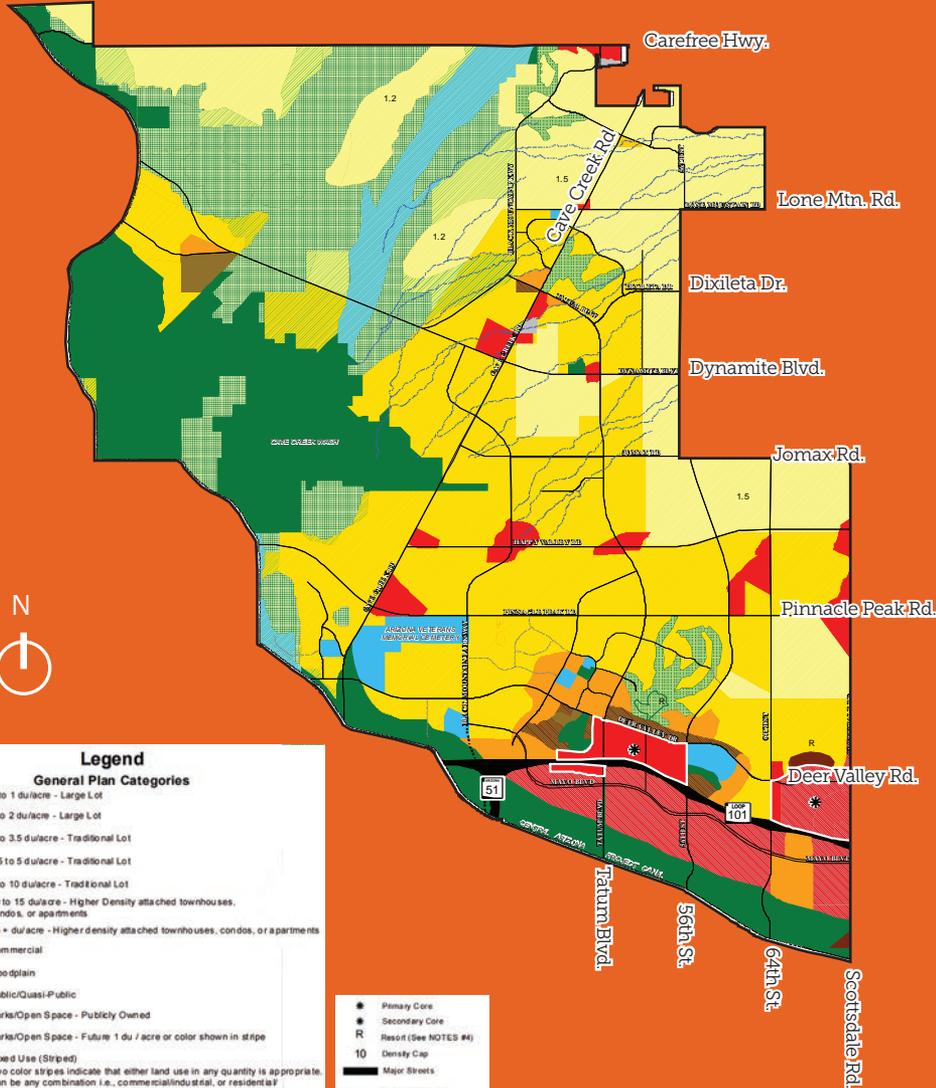
Land Use Principles

- Locate land uses with the greatest height and most intense uses within village cores, centers and corridors based on village character, land use needs, and transportation system capacity. **(Loop 101 Corridor: High Street and Desert Ridge)**
- 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. **(Loop 101 Corridor: High Street and Desert Ridge)**
- 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. **(Loop 101 Corridor, Biomedical Corridor)**
- Support necessary changes to land use and zoning in and around bio-medical clusters. **(Biomedical Corridor, Mayo Clinic Hospital)**
- Support special investment zones where incentives are available to attract new business development. **(Biomedical Corridor, Mayo Clinic Hospital)**
- Support the expansion of education and training facilities where appropriate. **(Biomedical Corridor, Mayo Clinic Hospital)**

DESERT VIEW VILLAGE

19th Ave.

7th Ave.



Legend

General Plan Categories

- 0 to 1 du/acre - Large Lot
- 1 to 2 du/acre - Large Lot
- 2 to 3.5 du/acre - Traditional Lot
- 3.5 to 5 du/acre - Traditional Lot
- 5 to 10 du/acre - Traditional Lot
- 10 to 15 du/acre - Higher Density attached townhouses, condos, or apartments
- 15+ du/acre - Higher density attached townhouses, condos, or apartments
- Commercial
- Floodplain
- Public/Quasi-Public
- Parks/Open Space - Publicly Owned
- Parks/Open Space - Future 1 du / acre or color shown in stripe
- Mixed Use (Striped)
- Two color stripes indicate that either land use in any quantity is appropriate. Can be any combination i.e., commercial/industrial, or residential/ residential, or industrial/ residential specific density, etc.
- Transportation

- Primary Core
- Secondary Core
- R Resort (See NOTES #4)
- 10 Density Cap
- Major Streets
- Collector Streets
- Canal, Watercourse, Wash



Land Use Principles

- Encourage tourism related activities within specified tourism districts. **(Music Instrument Museum, JW Marriott, and Desert Ridge Marketplace)**
- Promote land uses that preserve Phoenix's natural open spaces. **(Large Lot Residential communities and Horse Properties)**
- Preserve natural washes coming from the preserves and promote access and views of the preserves by the public. **(404 wash corridors)**
- Encourage properties and neighborhoods planned for residential use to continue as residential uses rather than being assembled for nonresidential development. **(Cave Creek Road, Deer Valley Road)**
- 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. **(Northeast corner of Lone Mountain and 56th Street)**



COMMITTEE SUGGESTED LAND USE PRINCIPLES:

- Work with School Districts in early stages to develop good access plans for future high schools. **(Two existing schools have inadequate access: Pinnacle High School, Cactus Shadow Highschool)**
- Be very respectful of low density with open space and large lots; Cluster commercial in core area of Desert Ridge; Place high density in the core area of Desert Ridge; Decrease strip mall planning. **(Dove Valley Estates)**
- Preserve large amounts of open space in each development not only for the environmental impact but also for plants and animal habitat. More open space will maintain the natural ecosystem. **(Dove Valley Estates)**
- Build, increase, improve and maintain sustainable public transportation including but not limited to buses and light rail with a goal of reducing the use of individual car trips. **(Planned High Capacity Transit, potential RAPID, potential bus)**

DESIGN

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The Desert View 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

- Encourage centers to provide a pedestrian environment with plazas, common open space, shaded walkways, separation of pedestrian and vehicular traffic, bicycle parking, and vehicle parking in architecturally disguised structures or underground where feasible. **(High Street)**
- Propose new design standards that address drainage, use of native plants, edge treatment, and access – both visual and physical – for private and public development adjacent to public preserves, parks, washes and open spaces. **(Dove Valley Estates)**
- Establish design and management standards for natural major washes and connected open spaces that will allow preservation of the natural ecological and hydrological systems of major washes while allowing for appropriate public use. **(Dove Valley Estates)**
- Protect and enhance the character of each neighborhood and its various housing lifestyles through new development that is compatible in scale, design, and appearance. **(Colina del Norte, Dove Valley, Ventana, Bellisima, Monte Vista, Desert Ridge, Lone Mountain, Casas del Cielo)**
- Protect the neighborhood's views of open space, mountains, and man-made or natural landmarks. **(Single Story Construction; Lone Mountain)**
- Create new development or redevelopment that is sensitive to the scale and character of the surrounding neighborhoods and incorporates adequate development standards to prevent negative impact(s) on the residential properties. **(Black Mountain Police, Fire Department; Light of the Desert Church)**

- Enhance the compatibility of residential infill projects by carefully designing the edges of the development to be sensitive to adjacent existing housing. Create landscape buffers and other amenities to link new and existing development. **(Dove Valley Estates)**



- 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. **(Lone Mountain, Colina del Norte, Ventana)**



- Promote neighborhood identity through planning that reinforces the existing landscaping and character of the area. Each new development should contribute to the character identified for the village. **(Cave Creek Scenic Corridor)**
- 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. **(Dove Valley Estates, Casas del Cielo, Lone Mountain)**
- Maximize the use of drought-tolerant vegetation in landscaped areas throughout the city and promote the use of Xeriscape techniques. **(Cave Creek Scenic Corridor)**

COMMITTEE SUGGESTED DESIGN PRINCIPLES:

- Encourage development of wider wash tracts / easement along washes to construct trails parallel to natural washes due to extensive numbers of washes in future development areas. **(Azara Washes)**

Desert View Village

OPPORTUNITIES FOR GROWTH & INVESTMENT

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

Preserving Our Character

Desert View has an abundance of undisturbed open space, washes, and preserves contributing to its unique character. As development in this village occurs, planning needs to address preservation of the established character, low density, and rural areas in the village.

Lack of Local Connectivity

Desert View has several partially constructed roads especially in the core. The lack of continuity of roads causes major traffic congestion. Major roadways need to be prioritized for completion.

Empty Retail Strip Malls

Commercial properties are in abundance and unused in the outlying areas away from the core. There is opportunity going forward to support existing retail space by not adding new retail spaces in the outlying areas and to limit carefully the retail in the core.

Lack of Community Parks

There are properties in Desert View designated as community parks but remain undeveloped. There is a desire to have these properties and additional area developed to encourage healthy living and activity.

Smart Growth

Desert View has an abundance of buildable area to be developed in the near future. This is unique to the village and presents an opportunity to encourage sustainable building and site development. Desert View can be the leader in alternative energy, stormwater management, and water reclamation and reuse.

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:





Build the Sustainable Desert City



Connect People & Places



Strengthen Our Local Economy



Celebrate Our Diverse Communities & Neighborhood

Encourage Growth near the Core



Build the Sustainable Desert City



Celebrate Our Diverse Communities & Neighborhood

Establish more community parks



Connect People & Places

Increase retail tenant occupancy rate



Strengthen Our Local Economy

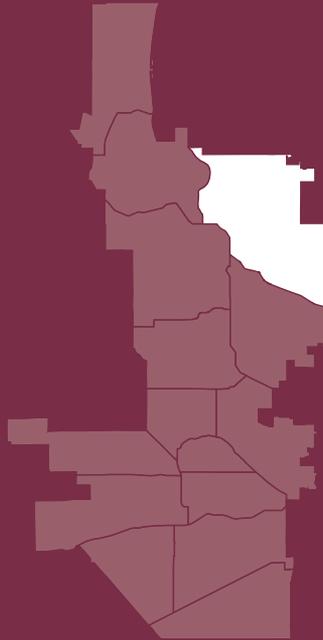


Connect People & Places



Desert View 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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