



# Estrella

VILLAGE CHARACTER PLAN

[phoenix.gov](http://phoenix.gov)





# Narrative

Established in July of 1998, the Estrella Village is a diverse and thriving area that covers an expanse reaching from the I-10 freeway to the Salt River, and from the edge of downtown Phoenix to the City's westernmost edges. The Village also shares borders with neighboring municipalities Tolleson and Avondale.

Over the past 50 years, Estrella developed as a major hub for industrial, commercial and agricultural activities in Phoenix. The majority of the northern portion of the Village comprises a MAG designated major employment center and is home to numerous warehousing, transportation, logistics, shipping, and other businesses.

In recent years, the redevelopment of agricultural and vacant land has led to a greater diversity of land uses, including a growing number of quality residential communities and commercial centers that complement and balance the concentration of industrial uses along the I-10. The Estrella Village also contains established neighborhoods that contribute a historic character to the area, but may be in need of rehabilitation assistance and greater stability.

The Village also possesses an ample supply of undeveloped land, large parcels with commercial and industrial entitlements, natural and scenic amenities, and access to major transportation corridors. Estrella is also anticipating the Loop 202 South Mountain Freeway and I-10 West Light Rail extension. Opportunities abound for further development and enhancements to the diverse communities in the Estrella Village.

# Estrella Village

## BY THE NUMBERS

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### Population

Existing: 87,780 (2015)  
Projected: 111,450 (2030)

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## 35%

Residential  
0-5 du/acre

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## 1.2%

Percentage of  
Parks/Open Space

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## 83 Miles

of trails and bikeways

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## 41

Square  
Miles

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## 21,290

Households (2015)

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## 1%

State Trust Land  
(approx. 0.29 square miles)

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## 12%

County Jurisdiction  
(approx. 4.78 square miles)

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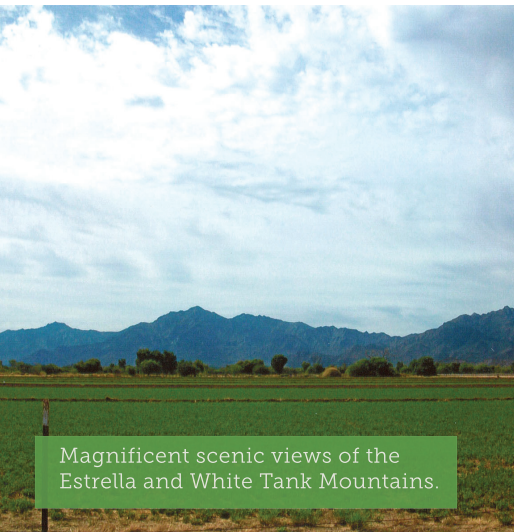
# Estrella Village

## CHARACTER

CITY OF PHOENIX  
WEST TRANSIT FACILITY  
405 N 79<sup>TH</sup> AVENUE



Estrella is located only 15-20 minutes from downtown Phoenix and is easily accessible by surface streets and the I-10 and I-17 freeways.



Magnificent scenic views of the Estrella and White Tank Mountains.



The future Rio Salado Recreation Corridor borders the south side of the Village.



The northeast portion of the Village is home to established neighborhoods with bungalow housing reminiscent of Phoenix in the 1940's and 50's. These neighborhoods are home to culturally diverse communities with strong community spirit.





The southwest portion of the Village is home to dairies and agricultural businesses, as well as a mix of housing types, planned communities, neighborhood parks, multi-use trails, and future shopping centers. The area is experiencing growth in residential development.



The central portion of the Village boasts the largest concentration of commerce park and industrial activity in the Valley with an extraordinary amount of land available for expansion opportunities and new businesses.

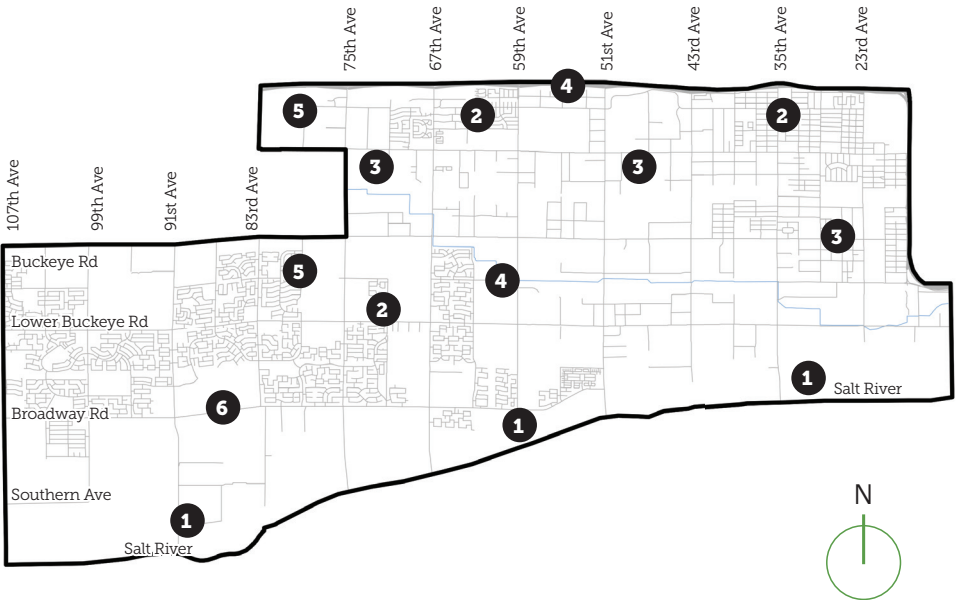


Diverse land-uses with large-scale industrial to the north balanced by quiet residential communities and agrarian, open fields in the south portion of the Village.

# Estrella Village

## ASSETS

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1. Natural and scenic amenities, including views of the Estrella Mountains and the Salt River bottom
2. Public parks, including Falcon Park, Santa Maria Park, and Sunridge Park
3. Intense commercial and industrial activity in the Southwest Phoenix Major Employment Center
4. Planned transportation and transit growth along the Loop 202 South Mountain Freeway and proposed I-10 West Light Rail extension
5. Major transportation and shipping hubs, including regional centers for PetSmart, Amazon, Fry's, Swift, Winco, and other major employers
6. Dairy operations, including those along "Dairy Way" on Broadway Road and the locally-based Danzeisen Dairy







# PLANS & CODES:

## A Strategic Set of Tools

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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.

### **Estrella Village Plan**

The Estrella Village Plan outlines a vision for the future of the Village by identifying five development goals. These goals include managed growth, development of a Village core, protection of residential properties, housing, and employment improvements, and a focus on design.

### **Estrella Village Arterial Street Landscape Program**

The program guides the landscaping choices for developing properties along arterial streets in the Estrella Village. Divided into three sections, the program outlines landscaping selections along arterials, identifies specific plant choices for Lower Buckeye Road and 67th Avenue, and defines gateway intersection themes for entrances to the Village.

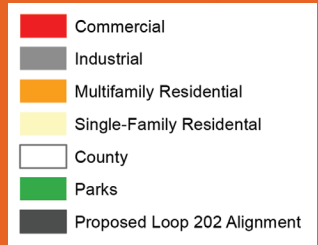
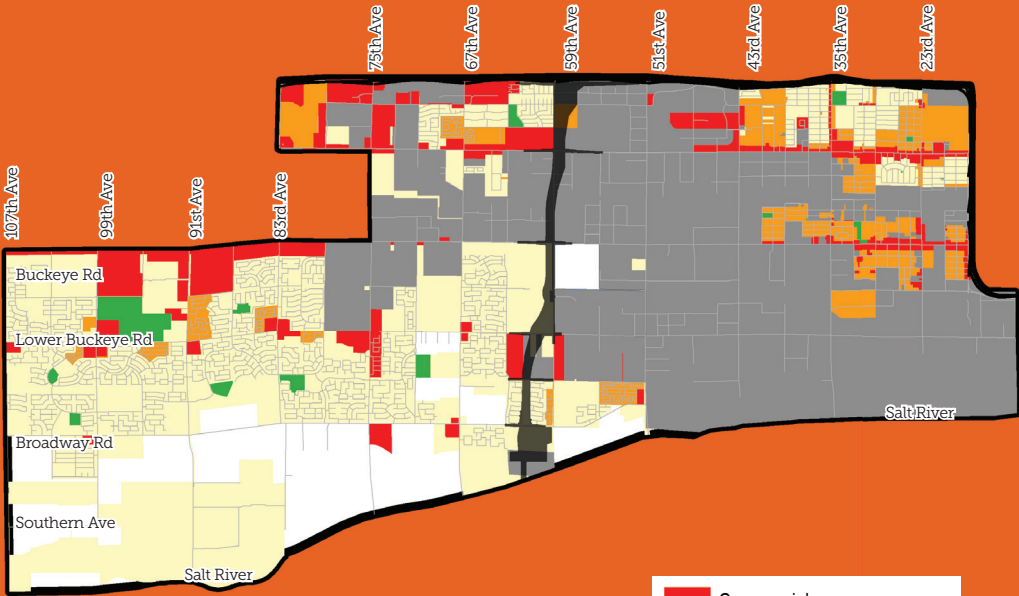
For more information on Estrella Village Plans & Codes, please visit

[phoenix.gov/villages/Estrella](https://phoenix.gov/villages/Estrella)

# Estrella Village

## CURRENT ZONING

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# LAND USE

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The Estrella 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

- **Promote and encourage compatible infill development with a mix of housing types in neighborhoods close to employment centers, commercial areas, and where transit or transportation alternatives exist.**

*Sundance Ranch: Northeast corner of 83rd Ave and Lower Buckeye Road*

- **Support the growth of land uses that contribute to a healthy and sustainable food system (i.e. grocery stores, community gardens, urban farms and other urban agriculture elements).**

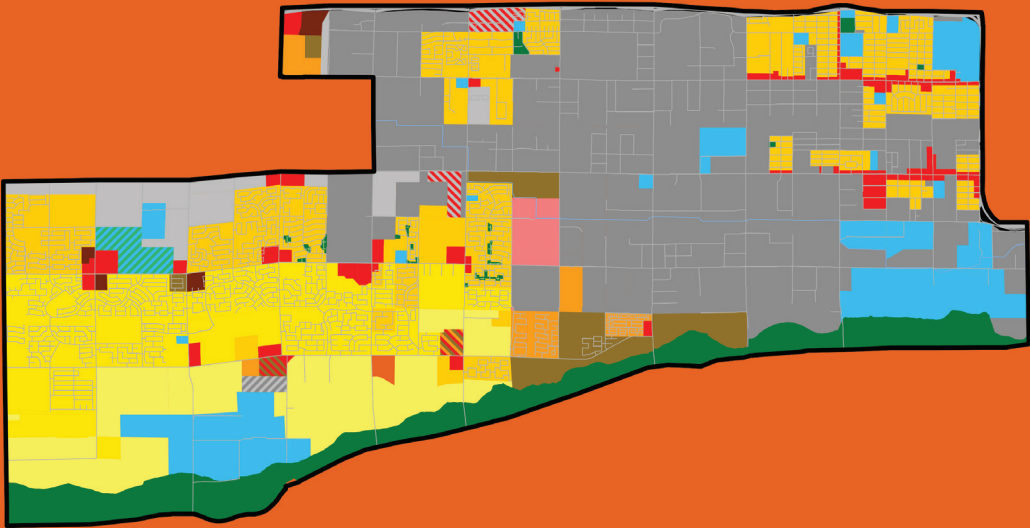
*Dairies along Broadway Road*

- **Communities should consist of a mix of land uses to provide housing, shopping, dining and recreational options for residents.**

*Intersection of 75th Avenue and Lower Buckeye Road and surrounding area*



# ESTRELLA VILLAGE



## General Plan Categories

- |  |                        |                       |
|--|------------------------|-----------------------|
| 1 to 2 du/acre - Large Lot   | Commercial             | Arterial Streets      |
| 2 to 3.5 du/acre - Traditional Lot   | Industrial             | Collector Streets     |
| 3.5 to 5 du/acre   | Commerce/Business Park | Canals                |
| 5 to 10 du/acre  | Public/Quasi-Public    | Rail                  |
| 10 to 15 du/acre - Higher density attached townhouses, condos, or apartments | Transportation         | Future Transportation |
| 15+ du/acre - Higher density attached townhouses, condos, or apartments      | Primary Core           | Density Cap Limit     |
| Parks/Open Space - Publicly Owned  | Park                   |                       |
| Parks/Open Space - Privately Owned   | School                 |                       |
| Mixed Use (MU) (See NOTES # 1)   |                        |                       |
| Mixed Use (Striped)  |                        |                       |
- Color stripes indicate that any of the land uses in any quantity is appropriate. Can be any combination i.e., commercial / industrial, or residential / residential, or industrial / residential specific density, etc.



## Land Use Principles

- Encourage land uses that promote the growth of entrepreneurs or new businesses in Phoenix in appropriate locations.

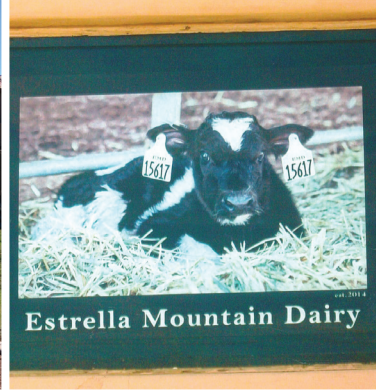
*Living Spaces: Southeast corner of 67th Avenue and the I-10 Freeway*

- Discourage the location of incompatible uses near base industrial clusters.

*Properties near the intersection of 43rd Avenue and Lower Buckeye Road*

- Support the expansion of education and training facilities where appropriate.

*Phoenix Fire Department Training Academy, east of the southeast corner of 27th Avenue and Lower Buckeye Road*



## Land Use Principles

- Facilitate adaptive reuse of older, underutilized properties to create mechanisms for new local and small businesses to operate, thrive and grow.

*Vacant commercial sites on Lower Buckeye Road, west of 75th Avenue*

- 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.

*Swift Transportation: North of the northwest corner of 75th Avenue and Lower Buckeye Road*

- Discourage the location of incompatible uses near base industrial clusters.

*Major Industrial Parks in the area between I-10 and Buckeye Road, and 43rd Avenue to 75th Avenue*



# DESIGN

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The Estrella 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.

*Pecan Promenade at the northeast corner of 99th Ave and Lower Buckeye Rd*

- Provide multi-use trail connections where appropriate.

*Hurley Ranch: Southeast corner of 91st Avenue and Lower Buckeye Road*



- 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.

*Properties near the intersection of 63rd Avenue and Fillmore Street*



- 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.

*Tuscano Towne Center at the southwest corner of 75th Ave and Lower Buckeye Road*

- Incorporate Crime Prevention Through Environmental Design (CPTED) guidelines, into site plan and design guidelines as appropriate.

*Utilize design tools such as lighting, fencing, foliage, and color to reduce crime opportunities and increase natural surveillance*

- Develop housing so that it does not front directly on, or have direct access to, arterial streets, unless large lot size, buffering techniques, and/or site design can adequately mitigate both negative traffic impacts and adverse noise impacts.

*Properties along Lower Buckeye Road, from 83rd to 91st Avenue*

- 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.

*Sienna Vista subdivision: Southwest corner of 71st Avenue and Lower Buckeye Rd*

# Estrella Village

## OPPORTUNITIES FOR GROWTH & INVESTMENT

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

### **Degrading Street Conditions & Severe Traffic Problems**

The concentration of intense land uses in Estrella has contributed to severe traffic congestion and worsening road conditions. Village streets are inadequately designed for major truck traffic, do not contain a sufficient quantity of lanes, and there is an abundance of intersections that lack turn signals and lights.

### **Managing Street Maintenance Issues and Responsibilities Among Various Jurisdictions**

There are multiple jurisdictions responsible for public streets and right-of-way in the Estrella Village, including the City of Phoenix and Maricopa County. This can complicate efforts to initiate, promote, and advocate for maintenance and improvements. The construction of the Loop 202 may further complicate matters.

### **Lack of Retail and Restaurant Options**

As development activity increases throughout Estrella, the Village has a growing need for more quality restaurants, retail, and commercial services to serve its diverse and expanding population.

### **Encouraging Corporate Engagement Between Major Industrial and Commercial Tenants and Estrella Communities**

Opportunities should be identified during development processes to discuss ways for developers to better integrate in their communities and find pathways for communication.

# Opportunities for Growth & Investment

## **Managing Future Growth Along the Salt River Bottom**

As this unique area of the Village continues to develop, the Village must work to manage growth by maintaining existing density patterns near the unique residential communities in the area, providing adequate buffering from ecologically-sensitive areas, and further developing the trail system along the River bottom.

## **Preserving Robust Setback and Landscaping Standards Along Buckeye Road**

Buckeye Road remains a hotspot for new industrial and commercial development in the Estrella Village, with many remaining large-lots already entitled for new projects. The Village must maintain the precedent for large setbacks and robust landscaping standards along this major corridor as it continues to develop.

## **Maintaining and Protecting Mountain Views**

Estrella's scenic views of the Estrella and White Tank mountains must be protected by closely reviewing proposed building height and view corridors for proposed developments.

## **Lack of Community Amenities**

The Estrella Village lacks quality public parks, bicycle lanes, and connectivity of multi-use trails and pathways. As residential development activity increases, it will be increasingly important to provide these amenities for an expanding population. The Estrella Community should promote restoration of access to amenities such as the Tres Rios Wetlands.

## **Diversifying the Housing Stock**

Residential development in the Estrella Village is predominantly single-family detached units on smaller lots in the R1-6 and R1-8 zoning districts. There is a lack of diversity in the housing stock and a particular lack of larger-lot residential properties and multifamily options.



# 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:

Support street improvement projects that improve right-of-way conditions



Celebrate Our Diverse Communities & Neighborhood



Connect People & Places

Identify and promote opportunities to integrate neighborhood retail and commercial components in new development plans and proposals

Engage tenants and corporate citizens in building relationships within the Estrella community



Connect People & Places



Strengthen Our Local Economy



Celebrate Our Diverse Communities & Neighborhood



Strengthen Our Local Economy



Build the Sustainable Desert City



Celebrate Our Diverse Communities & Neighborhood



Connect People & Places



Celebrate Our Diverse Communities & Neighborhood

Support public & private efforts to develop quality public parks, bike lanes, public art, youth sports fields, and other amenities

Support residential development proposals that introduce greater diversity in the housing stock



Connect People & Places



Build the Sustainable Desert City



Celebrate Our Diverse Communities & Neighborhood



Build the Sustainable Desert City

Ensure that new development respects scenic view corridors



Celebrate Our Diverse Communities & Neighborhood



Connect People & Places

Ensure that development along the Salt River bottom is consistent in scale and character with existing properties in the surrounding area.

Maintain consistency in setbacks and landscaping along Buckeye Road



Build the Sustainable Desert City



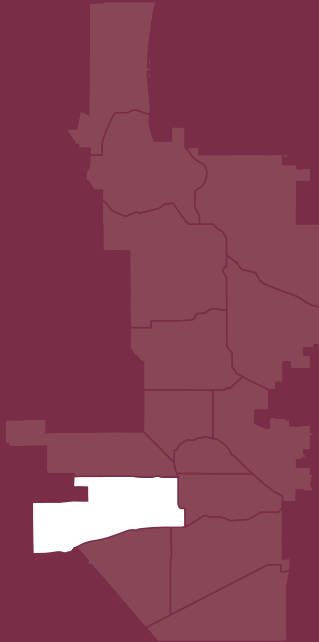
Celebrate Our Diverse Communities & Neighborhood



## Estrella Village

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For more information, or to view the electronic version of the document please visit **[phoenix.gov/villages](http://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



**PDD**