



Laveen

VILLAGE CHARACTER PLAN

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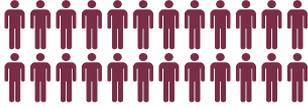
Narrative



Steeped in natural beauty and agricultural heritage, the Laveen Village has been long valued by farmers, equestrians, and those looking for solitude and mountain access. The Village, nestled between South Mountain and the Salt River, attracts residents for its rural character, community-focused traditions and the abundance of recreational amenities. The growth the area has experienced provides needed amenities while maintaining a rural, easy living flair. With its proximity to downtown and the future South Mountain Freeway Extension, additional opportunities for commercial and residential development, weaved with elements of area's agrarian heritage, abound.

Laveen Village

BY THE NUMBERS



Population

Existing: 52,500 (2015)
Estimated: 70,450 (2030)



one-third
with college degree

61%

Under 35
years old



30%

County Jurisdiction
(approx. 5,778 acres)



61%

Residential
0-5 du/acre



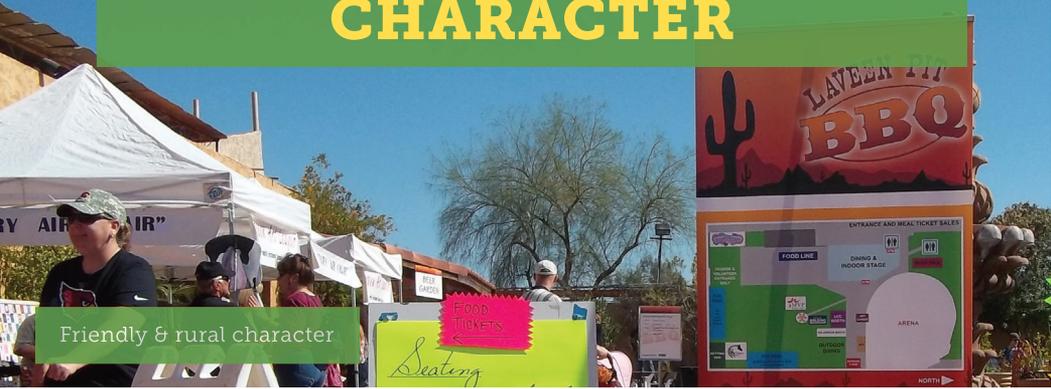
17%

Parks/Open Space



69+ Miles
of multi-use trails

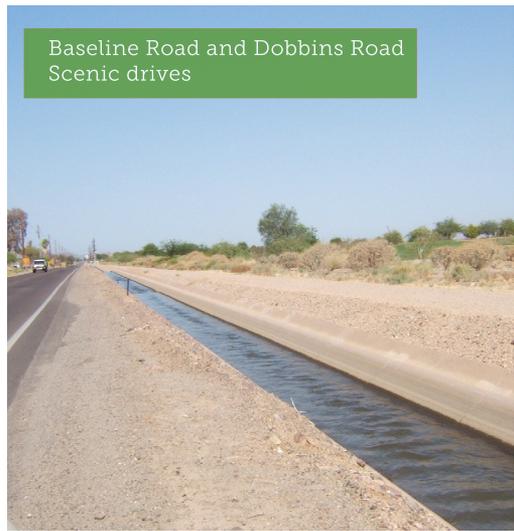
Laveen Village **CHARACTER**



Friendly & rural character



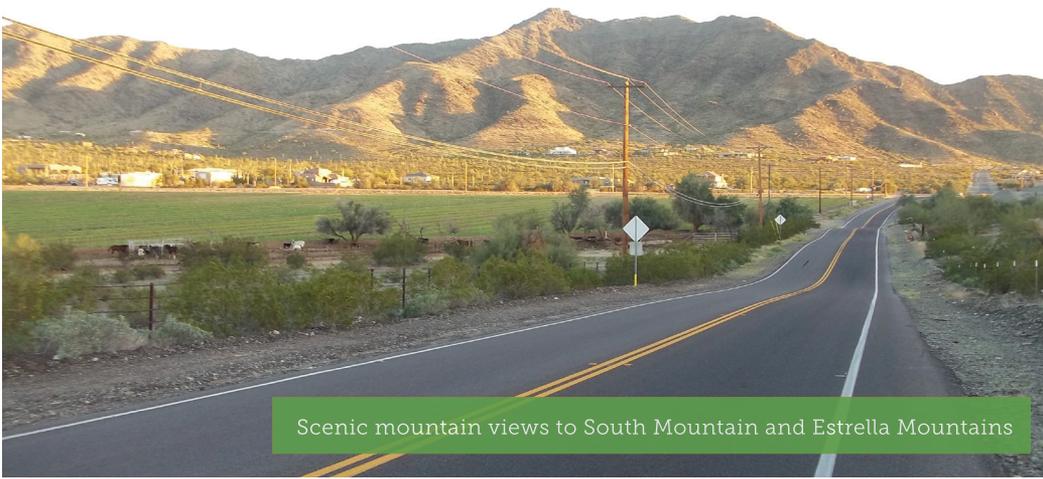
Multi-use trails & canals



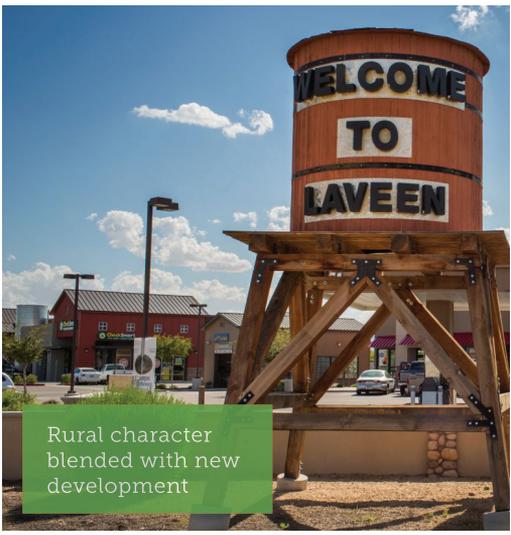
Baseline Road and Dobbins Road
Scenic drives



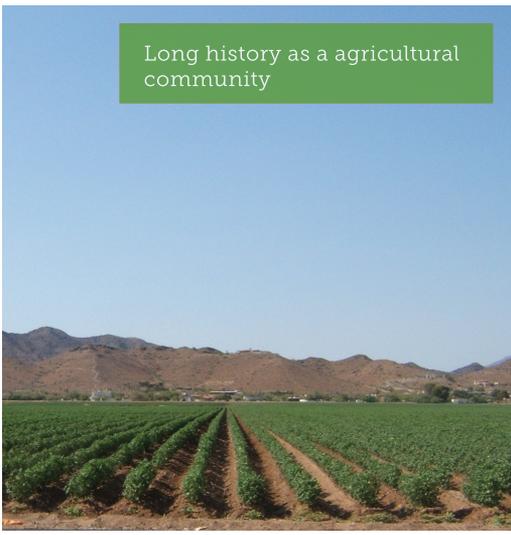
Adopted rural development guidelines



Scenic mountain views to South Mountain and Estrella Mountains



Rural character blended with new development



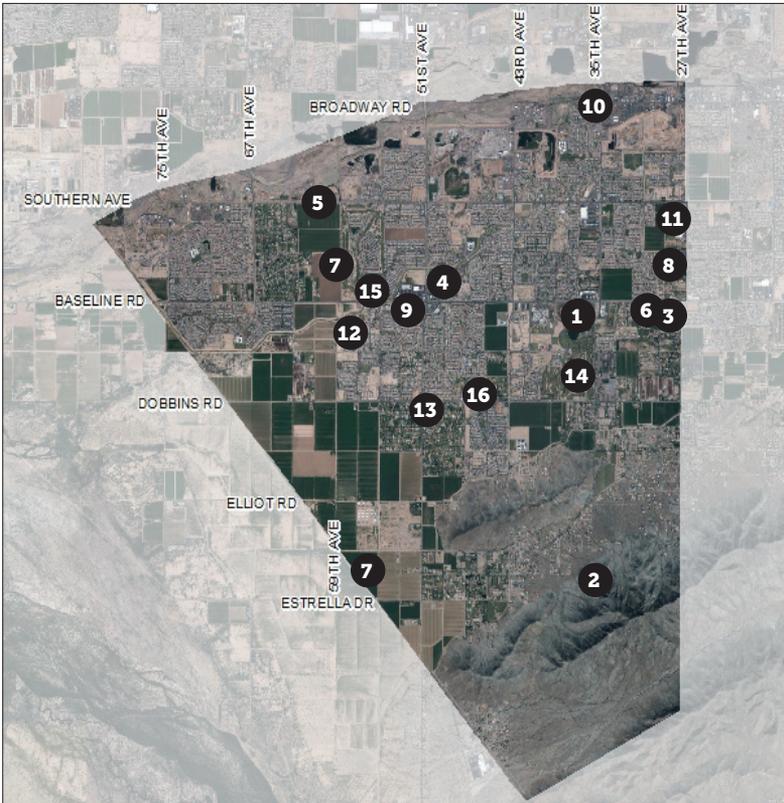
Long history as a agricultural community



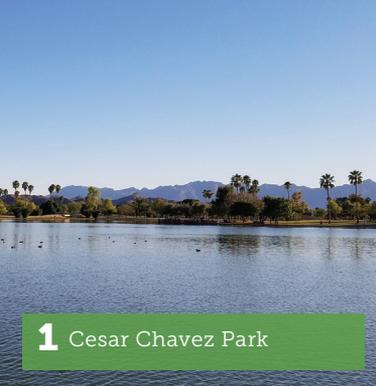
Rural, equestrian & agricultural lifestyle

Laveen Village

ASSETS



- | | |
|---|----------------------------------|
| 1. Cesar Chavez District Park & Library | 9. Neighborhood Retail |
| 2. South Mountain Park | 10. Broadway Road Corridor |
| 3. 27th Ave/Baseline Park and Ride | 11. Arizona Lutheran Academy |
| 4. Arizona General Hospital | 12. Betty H. Fairfax High School |
| 5. Danzeisen Dairy | 13. Laveen Education Center |
| 6. Corona Ranch | 14. Aguila Golf Course |
| 7. South Mountain Freeway Extension | 15. Southern Ridge Golf Club |
| 8. Venue at the Grove | 16. Laveen Community Parade |



1 Cesar Chavez Park



2 South Mountain Park



4 Arizona General Hospital



7 South Mountain Freeway



9 Neighborhood Retail



10 Broadway Road Corridor



13 Laveen Education Center



16 Laveen Parade

PLANS:

A Strategic Set of Tools

Already established plans throughout the village help guide investment and growth. It is important to continually evaluate current & previously desired plans so that 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.

Southwest Growth Study

Created in 1998, the Southwest Growth Study provides guidance for land use decisions within the Laveen Village, including recommended design guidelines for single-family, multifamily and commercial development. The plan identifies seven objectives summarized below:

- Establish an appropriate and balanced housing mix that also encourages development that protects existing residential lifestyles and natural resources.
- Identify needs and methods for providing public services and facilities.
- Prepare design guidelines and development standards that encourage development that is both sympathetic and responds to the area's cultural, historical and agricultural assets.
- Develop a comprehensive transportation network for the area.
- Propose comprehensive recreation and open space elements for the area.
- Provide a planned community for a portion of the area. Planned communities can help to ensure a balance of quality development.
- Prepare an implementation and action plan.

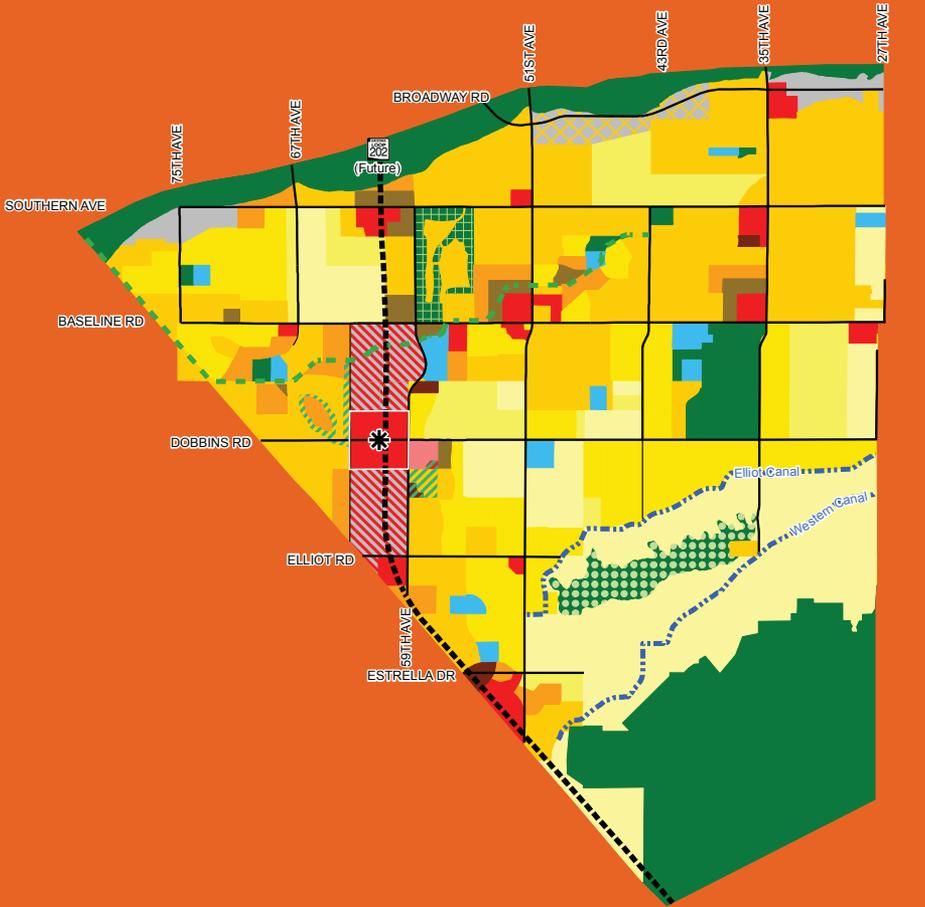
For more information on Laveen Village Plans, please visit

phoenix.gov

Laveen Village

Land Use Designations

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- | | | | | | |
|--|------------------------------|--|--|--|---------------------------|
| | Residential 0 to 1 du/acre | | Parks/Open Space - Future 1 du | | Arterial Street |
| | Residential 1 to 2 du/acre | | Conservation Community (See Laveen Area Plan) | | Collector Street |
| | Residential 0 to 1 du/acre | | Mixed Use (Commercial / Commerce Park) | | Canal |
| | Residential 3.5 to 5 du/acre | | Mixed Use | | Laveen Conveyance Channel |
| | Residential 5 to 10 du/acre | | Mixed Use (Parks / Open Space / 5-10 du/acre) | | Primary Village Core |
| | Residential 10 to 15 du/acre | | Mixed Use (Parks / Open Space / 3.5-5 du/acre) | | |
| | Residential 15+ du/acre | | Mixed Use (Park-Open Space / 15+ du/acre) | | |
| | Commercial | | Mixed Use (Transition Commerce/Business Park to 3.5 - 5 du/acre) | | |
| | Commerce / Business Park | | | | |
| | Public/Quasi-Public | | | | |



LAND USE



The Laveen Village helped to identify specific land use policies to better equip all stakeholders with the ability to preserve and protect the Village Character while encouraging growth and investment.

Land Use

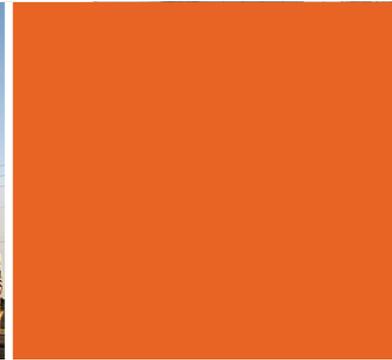
Locate land uses with the greatest height and most intense uses within limits based on village character, land use needs, infrastructure and transportation system capacity. **(Laveen Village Core & South Mountain Freeway Corridor)**

Land Use

Protect residential areas from concentrations of incompatible land uses that could change their character or destabilize land values. **(Dobbins Point Neighborhood)**

Land Use

Locate police, fire and paramedic facilities to provide efficient emergency service to neighborhood residents. **(Phoenix Fire Station No. 58)**



Land Use

Support the growth of land uses that contribute to a healthy and sustainable food system, like grocery stores, community gardens, urban farms and other urban agricultural elements. **(La Salvia Dairy)**

Land Use

Establish distinctive urban shopping destinations and support the establishment of small, local retail businesses throughout appropriate areas in the village. Support and attract more retail and restaurants that foster an active pedestrian environment. Cluster such uses in pedestrian centers so that there is a critical mass of urban vitality. **(51st Avenue & Baseline Road)**



Land Use

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

(Scooptacular & Del Monte Grocery)

Land Use

Promote land uses that preserve Phoenix's natural open spaces.

(South Mountain)

Land Use

Encourage development of the taller and larger buildings in Areas of Change away from single-family and low-rise, multifamily housing.

(South Mountain Freeway Corridor)



Land Use

Develop transit facilities in appropriate cores, centers and corridors to facilitate trip reductions and the use of mass transit.

(27th Avenue/Baseline Park and Ride)

Land Use

Support and protect the expansion of industrial zoning in targeted industrial areas. **(Broadway Road Corridor)**

DESIGN

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Laveen Village helped to identify design policies to better equip all stakeholders with the ability to preserve and protect the Village Character while encouraging growth and investment.

Design

Protect and enhance the character of each neighborhood and its various housing lifestyles through new development that is compatible in scale, design, and appearance. **(Sierra Madre Neighborhood)**

Design

Provide multi-use trail connections where appropriate. **(Baseline Road)**

Design

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 encourage development of brownfields in synergy to our desert climate. **(Laveen Estates)**

Design

Maintain continuity of trails and avoid creating barriers to bicycle, equestrian and pedestrian travel when designing new freeways and arterials. **(South Mountain Freeway Corridor)**

Design

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. **(Sierra Madre Neighborhood)**



Design

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. **(Dobbins Point Neighborhood)**

Design

Protect the neighborhood's views of open space, mountains, and man-made or natural landmarks. **(Estrella Mountain & South Mountain)**

Design

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. **(Rio Salado)**

Design

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. **(Commercial development at southwest corner of 51st Avenue and Southern Avenue)**

Laveen Village

OPPORTUNITIES FOR GROWTH & INVESTMENT

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

South Mountain Freeway

With the long-planned transportation project coming to fruition, residents are concerned that appropriate, quality development is constructed along this important corridor.

Attracting Commercial Investment

With new residential development, residents need diverse commercial amenities so that they can shop, dine and work in their community.

Ensuring High-Quality Residential Development

New residential development should be cognizant of the surrounding scale and character of the larger community.

Preserve Our Character

With an abundance of open space and a unique rural heritage, this village has an opportunity to strategically encourage growth without disturbing the established and celebrated community character.

Coordination with Maricopa County

Since a significant portion of the area within the Laveen Village is under Maricopa County jurisdiction, their involvement in floodway and transportation projects is important to the health of the overall community.

NEXT STEPS

GOALS

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Goals set a strategic path to growth, preservation and investment all with the desire to sustain established village character and assets while providing potential solutions to village identified challenges. Laveen has identified five top Goals:





Build the Sustainable Desert City

6
Encourage high quality residential development



Connect People & Places



Celebrate Our Diverse Communities & Neighborhood



Connect People & Places

5
Connect to new transportation infrastructure



Build the Sustainable Desert City



Create an Even More Vibrant Downtown

4
Create gateway areas into the community



Connect People & Places



Celebrate Our Diverse Communities & Neighborhood

3
Encourage growth along the freeway corridor.



Create an Even More Vibrant Downtown



Strengthen Our Local Economy



Connect People & Places

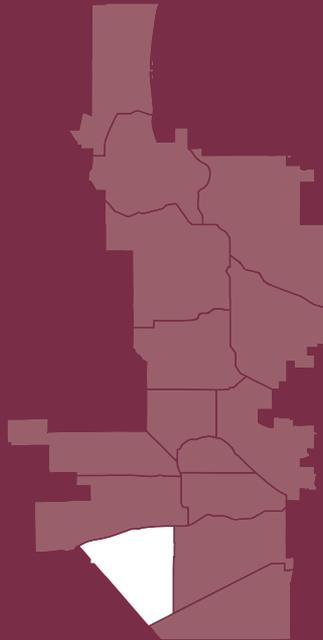


Celebrate Our Diverse Communities & Neighborhood



Laveen Village

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



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