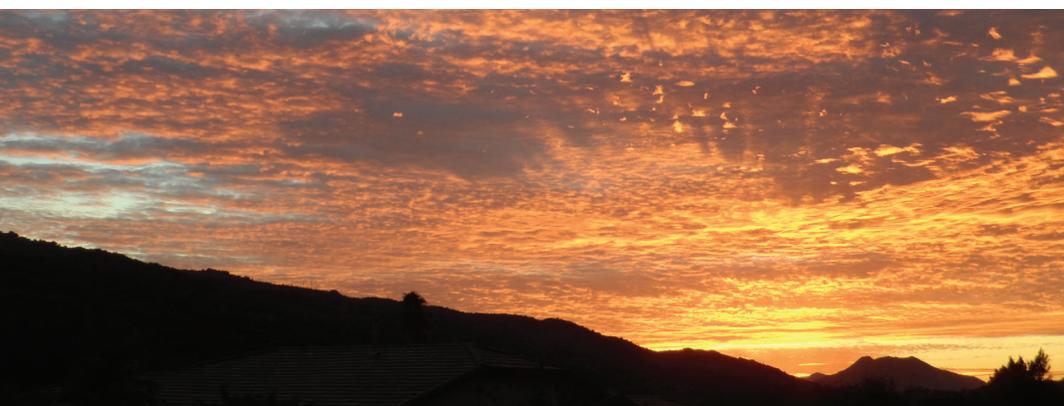




# South Mountain

VILLAGE CHARACTER PLAN

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



# > Narrative

The South Mountain Village's spirit is embodied in its abundant diversity. Its social fabric is marked by a rich variety of ethnicities, languages, cultures, mixed-income communities and lifestyles. Development patterns are similarly diverse, with farm fields & desert landscapes, urban living & large-lot horse properties, historic, luxury, and custom homes, and South Mountain Park, the nation's largest municipal park.

The Village has a rich agricultural heritage and an agrarian character seen in farms, nurseries, canals, open spaces and flood-irrigated properties. This environment supports recreational uses, such as championship golf courses, horseback riding, hiking, and biking, that reflect the interests of a diverse population. This heritage is protected in some areas through Mixed-Use Agricultural zoning and land use designations and the Baseline Area Master Plan. The Village embraces modern development that harmonizes with the character of its open spaces and connected neighborhoods.

Significant commercial development has emerged along Baseline Road. The General Plan identifies commercial growth potential along the Village's northern boundary, in close proximity to area freeways, downtown, and Sky Harbor International Airport. The proposed South Central Avenue Light Rail extension will improve connectivity and mobility while promoting development along its path. Educational opportunities abound on the South Mountain Community College, University of Phoenix, and Northern Arizona University campuses. The future of the Village is bright with opportunities as diverse as both the community and landscape of this unique area of Phoenix.

# South Mountain Village

## BY THE NUMBERS

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### Population

Existing: 116,880 (2015)  
Projected: 145,010 (2030)

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# 41%

Residential  
0-5 units/acre

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# 7.95

Square Miles of  
Parks/Open Space

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# 4,640

Acres of South  
Mountain Park

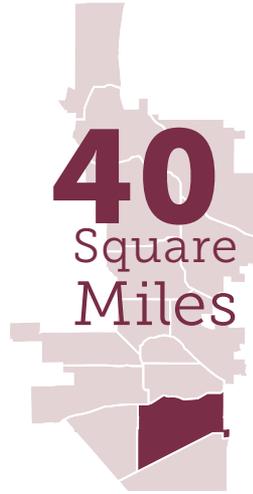
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# 183 Miles

of trails and bikeways

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# 36,910

Households (2015)

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# 1.2

Square  
Miles

State Trust Land  
(less than 1% of total area)

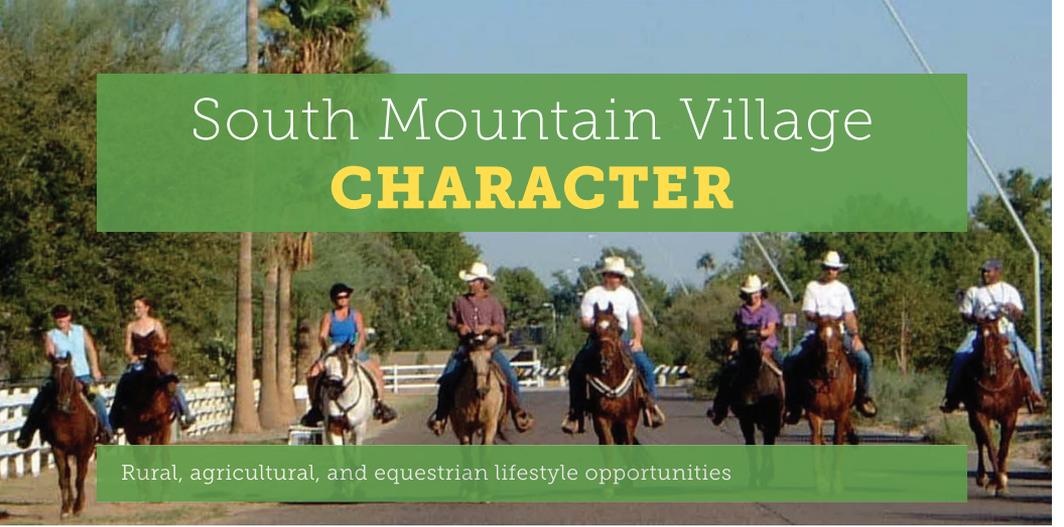
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# 0%

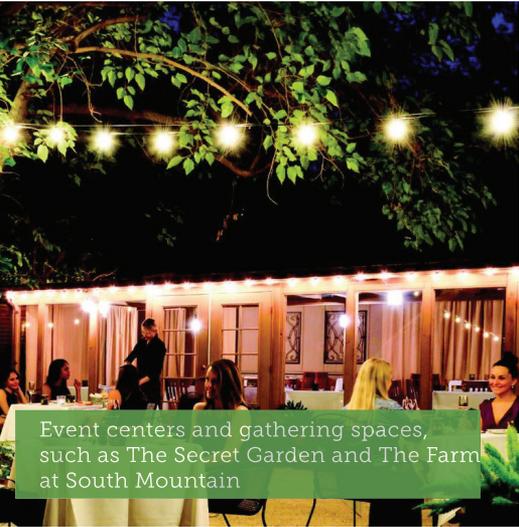
County Jurisdiction  
(approx. 0.00 square miles)

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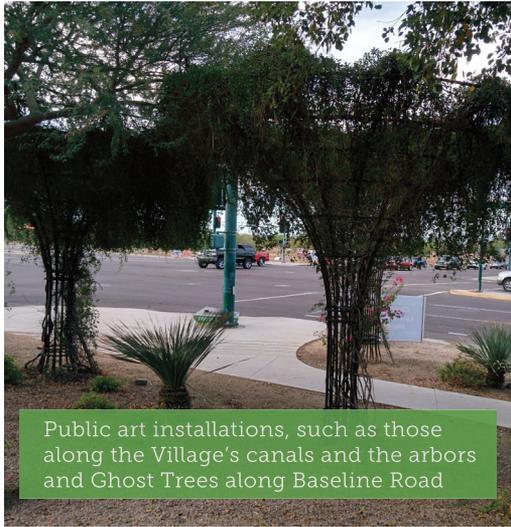
# South Mountain Village **CHARACTER**



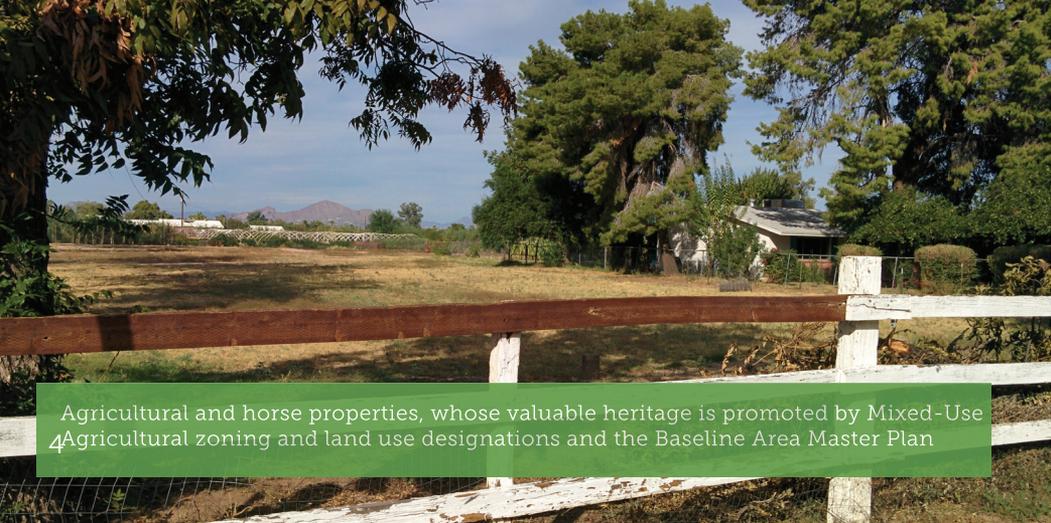
Rural, agricultural, and equestrian lifestyle opportunities



Event centers and gathering spaces, such as The Secret Garden and The Farm at South Mountain



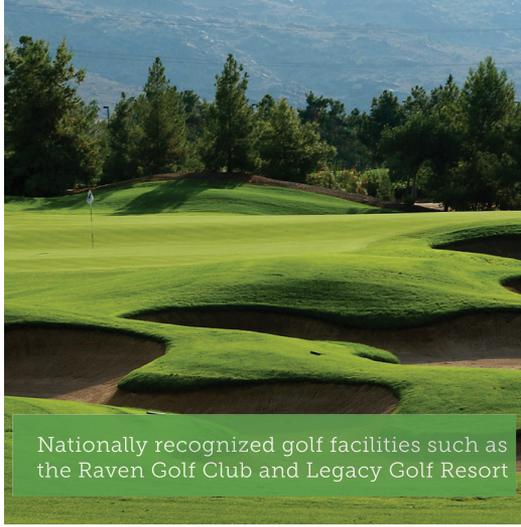
Public art installations, such as those along the Village's canals and the arbors and Ghost Trees along Baseline Road



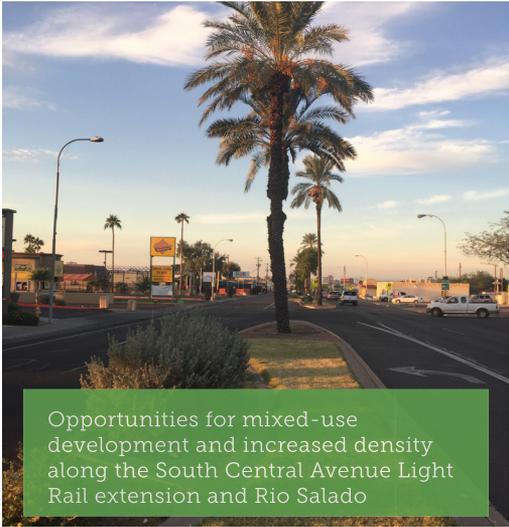
Agricultural and horse properties, whose valuable heritage is promoted by Mixed-Use Agricultural zoning and land use designations and the Baseline Area Master Plan



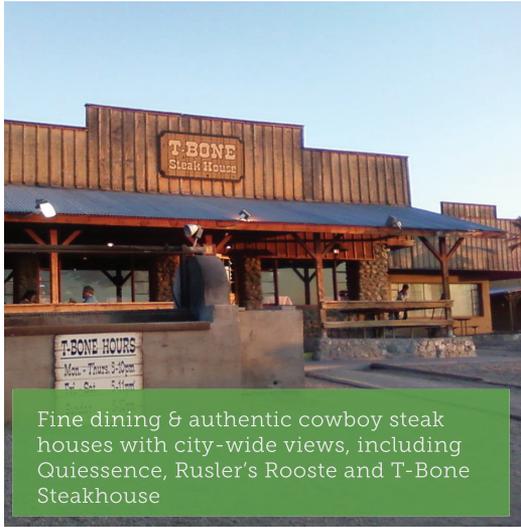
Community events, such as South Mountain Park Silent Sundays



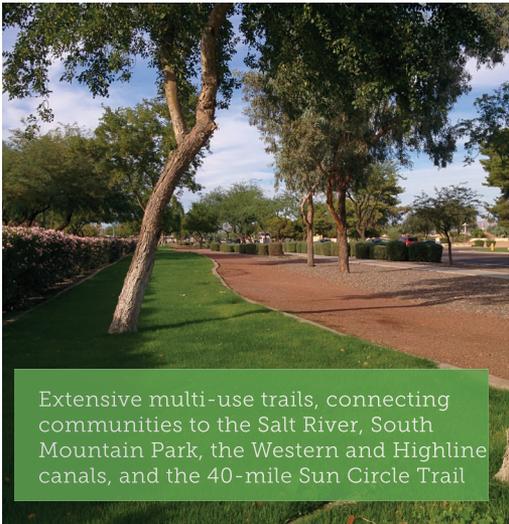
Nationally recognized golf facilities such as the Raven Golf Club and Legacy Golf Resort



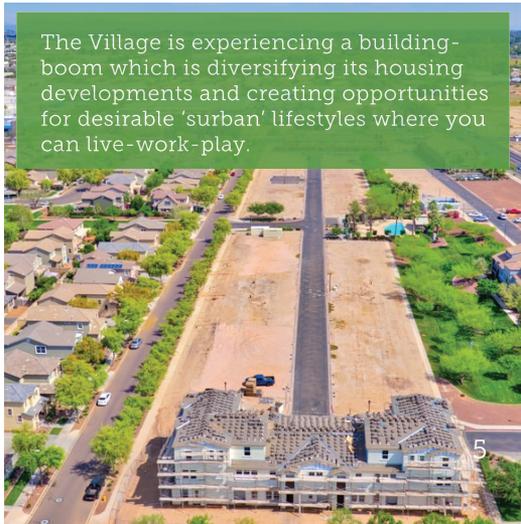
Opportunities for mixed-use development and increased density along the South Central Avenue Light Rail extension and Rio Salado



Fine dining & authentic cowboy steak houses with city-wide views, including Quiescence, Rusler's Rooste and T-Bone Steakhouse



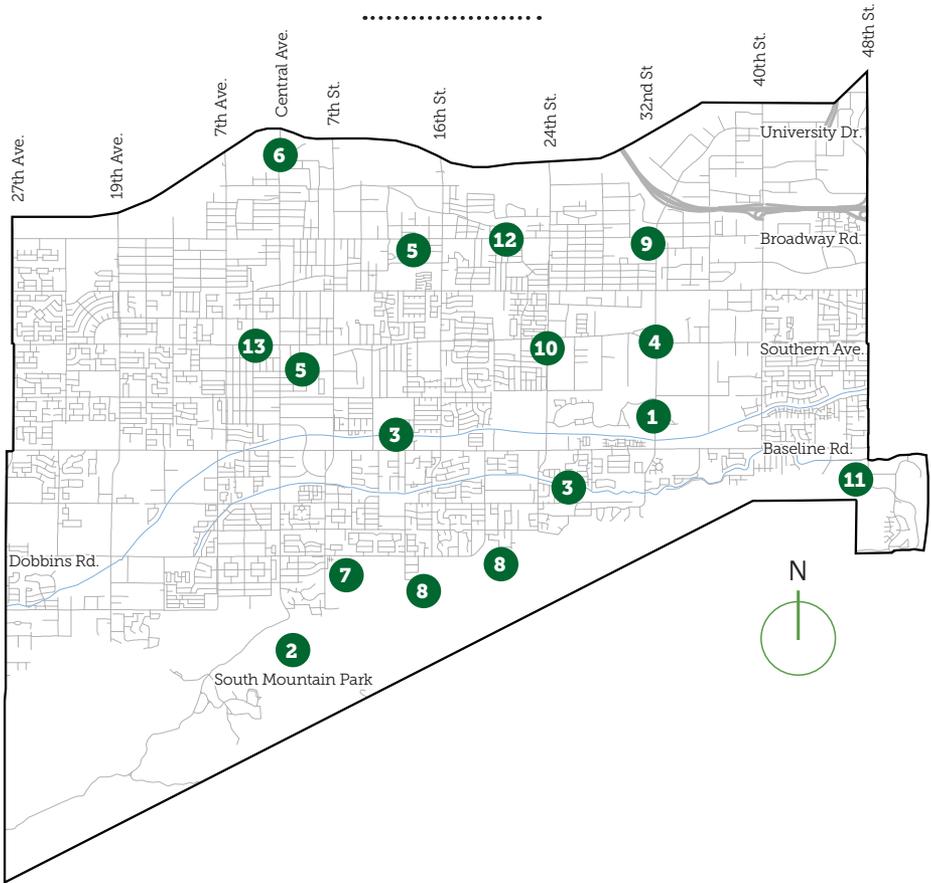
Extensive multi-use trails, connecting communities to the Salt River, South Mountain Park, the Western and Highline canals, and the 40-mile Sun Circle Trail



The Village is experiencing a building-boom which is diversifying its housing developments and creating opportunities for desirable 'suburban' lifestyles where you can live-work-play.

# South Mountain Village

## ASSETS



1. Championship golf courses at the Raven Golf Club and Legacy Golf Resort
2. South Mountain Park and the South Mountain Environmental Education Center
3. Western and Highline Canals
4. Unique sites in the Bartlett-Heard community including the Farm at South Mountain, silos, the roping arena, and equestrian trails
5. Community centers including the Salvation Army Kroc Center and the South Mountain Community Center
6. Nina Mason Pulliam Rio Salado Audubon Center
7. Mystery Castle
8. Heard Scout Pueblo and The Bob & Renee Parsons Leadership Center for Girls and Women at Camp South Mountain
9. Roosevelt Center of Sustainability at Brooks Community School (S.T.E.A.M.)
10. South Mountain Community College, Community Library, and Performing Arts Center
11. Arizona Grand Resort
12. Urban gardens and community farms including the Garden of Tomorrow
13. Ocotillo Library



**1** Legacy Golf Resort



**2** South Mountain Environmental Education Center



**3** Highline Canal at 28th Street



**5** Salvation Army Kroc Center



**6** Rio Salado Audubon Center



**8** Heard Scout Pueblo



**9** Roosevelt Center for Sustainability



**12** Garden of Tomorrow

# 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.

### Plans

1. Baseline Area Plan & Overlay District
2. Black Canyon/Maricopa Freeway Specific Plan
3. Mountain Park Neighborhood Special District Plan

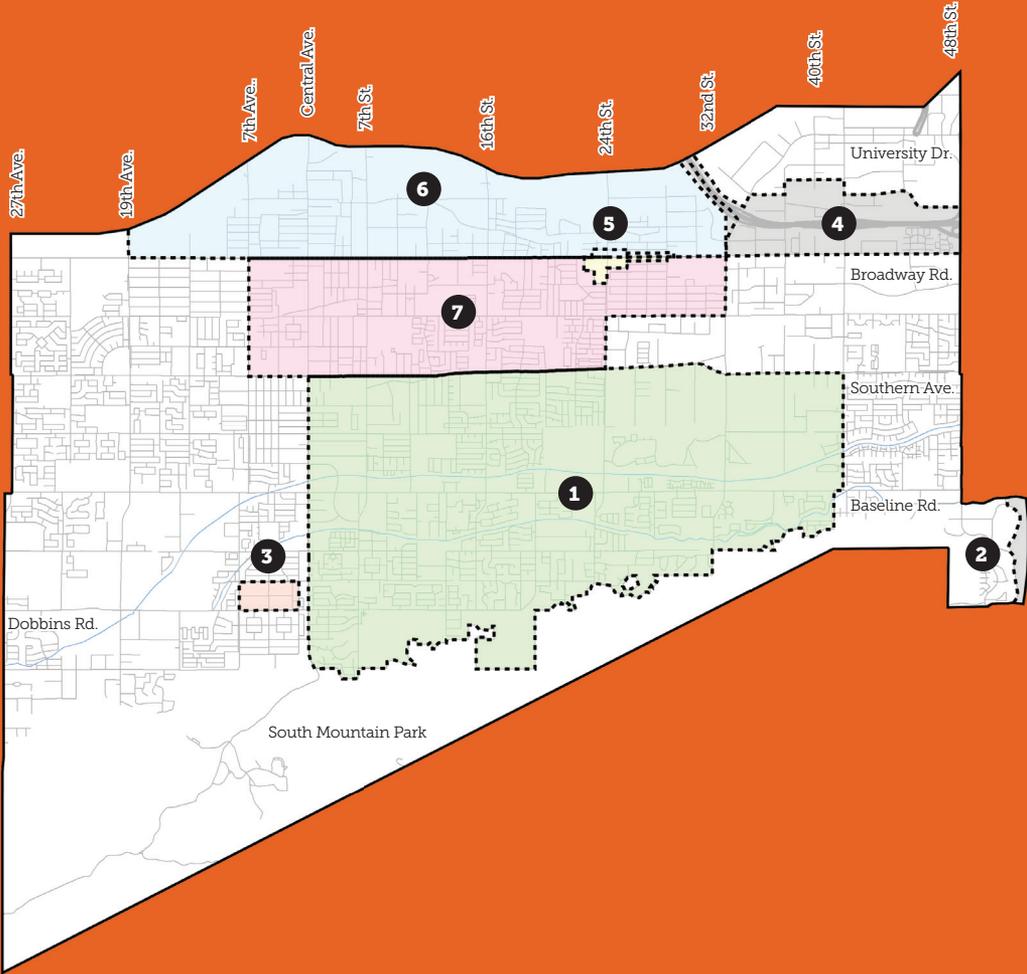
### Codes

4. Airport Noise Impact Zone Overlay
5. Four Corners Overlay District
6. Rio Salado Interim Overlay District
7. South Phoenix Village & Target Area B Design Overlay District

For more information on South Mountain Village Plans & Codes, please visit

[phoenix.gov/villages/South-Mountain](https://phoenix.gov/villages/South-Mountain)

# South Mountain Village Planned Areas



# LAND USE

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The South Mountain 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

- Continue the development of Central Avenue as the city's transit spine and the principal street of Phoenix, concentrating the maximum intensity of commercial office and retail uses downtown.

*Example: South Central Avenue Light Rail extension*

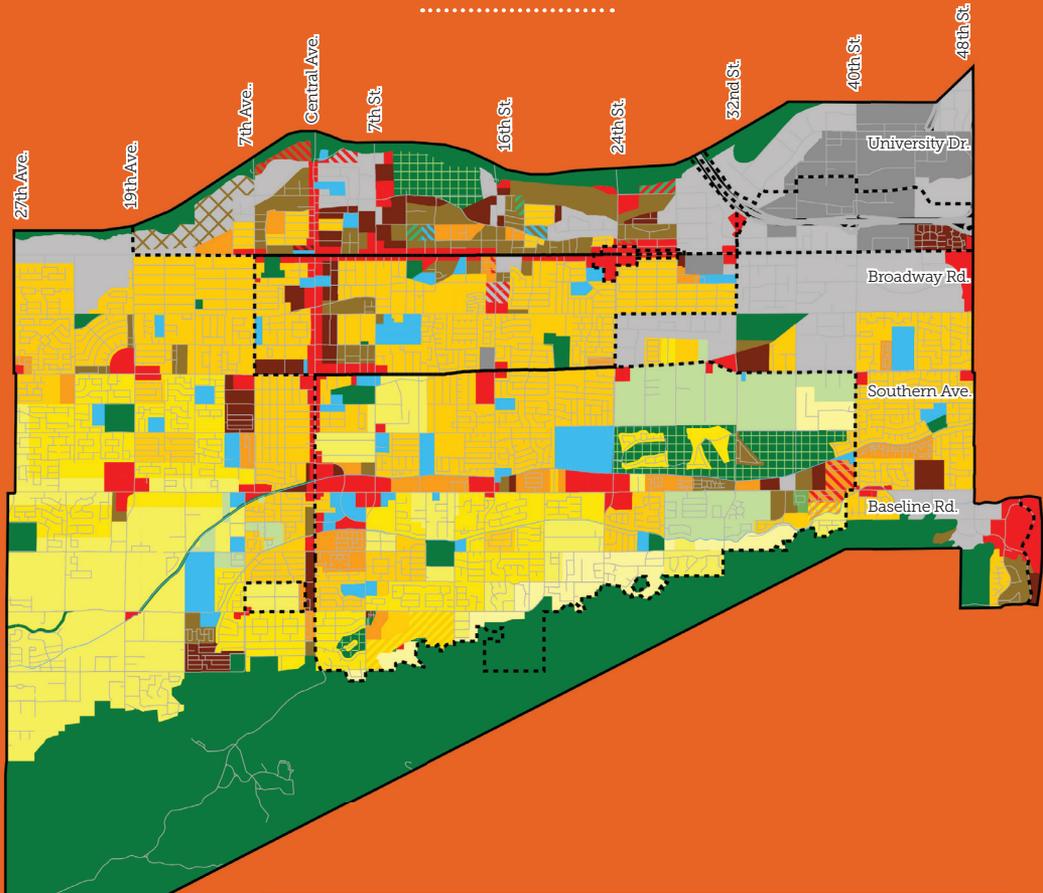
- Plan cores, centers and corridors to include a variety of land uses: office, retail shopping, entertainment and cultural, housing, hotel and resort, and where appropriate, some types of industry.

*Example: Major corridors along 7th and Central Avenue, 7th, 24th, and 48th Street, and Broadway and Baseline Road*

- 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.

*Example: North side of Southern Avenue, 28th to 30th Street*

# SOUTH MOUNTAIN VILLAGE



## General Plan Categories

- |  |  |   |
|--|--|---|
|  0 to 1 du/acre - Large Lot   |  Commercial   |  Arterial Streets        |
|  1 to 2 du/acre - Large Lot   |  Industrial   |  Collector Streets       |
|  2 to 3.5 du/acre - Traditional Lot   |  Commerce/Business Park   |  Canals                  |
|  3.5 to 5 du/acre - Traditional Lot   |  Public/Quasi-Public  |  Primary Core            |
|  5 to 10 du/acre - Traditional Lot  |  Transportation   |  Proposed Park in Area   |
|  10 to 15 du/acre - Higher density attached townhouses, condos, or apartments |  Nurseries/Flower Gardens with alternative 3.5 to 5 du/acre   |  Proposed School In Area |
|  15+ du/acre - Higher density attached townhouses, condos, or apartments      |  Mixed Use Transition - Color in crosshatch is the color to, color between the crosshatch is the color from |   |
|  Parks/Open Space - Publicly Owned  |  Mixed Use (Striped)  |   |
|  Parks/Open Space - Privately Owned   |  |   |
|  Mixed Use Agricultural   |  |   |
- 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.





## LAND USE PRINCIPLES

- Encourage tourism related activities within specified tourism districts.

*Example: The Arizona Grand Resort, South Mountain Park and nationally recognized golf courses at the Raven Golf Club and Legacy Golf Resort*

- 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.

*Example: The South Mountain Major Employment Center located in the northeast portion of the Village*

- Locate police, fire and paramedic facilities to provide efficient emergency service to neighborhood residents.

*Example: South Mountain Precinct at the intersection of 3rd Avenue and Southern Avenue*



## LAND USE PRINCIPLES

- 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).

*Example: The Farm at South Mountain, as well as the large range of farms and nurseries in the Bartlett-Heard community*

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

*Example: Vacant big-box retail site at the northeast corner of Jesse Owens Parkway and Baseline Road*

- Support the expansion of industrial zoning in targeted industrial areas.

*Example: Properties within the Rio Salado Interim Overlay district (RSIOD)*

# DESIGN

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The South Mountain 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 and enhance the character of each neighborhood and its various housing lifestyles through new development that is compatible in scale, design and appearance.

*Example: Properties bearing an MUA zoning or General Plan Land Use Map designation.*

- All housing should be developed and constructed in a quality manner.
- Protect the neighborhood's views of open space, mountains, and man-made or natural landmarks.

*Example: Desert Rose and Villas at Toscana II*

- 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.

*Example: Vineyard Road, between 32nd and 40th Street*

- 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.

*Example: Highline Groves*

- Establish design standards and guidelines for parking lots and structures, setback and build-to lines, blank wall space, shade, and other elements affecting pedestrians, to encourage pedestrian activity and identify options for providing pedestrian-oriented design in different types of development.



*Example: Groves at South Mountain, near 27th Street and Baseline Road*

- Encourage bicycle and pedestrian amenities in new major development projects in high density, mixed-use areas or near transit stations or employment centers.



*Example: Multi-use trails along Baseline Road*

- Integrate trees and shade into the design of new development and redevelopment projects throughout Phoenix.
- Plant drought-tolerant vegetation and preserve existing mature trees in new development and redevelopment.
- New development should minimize surface parking areas and provide an abundance of shade through either trees or structures on any planned parking areas.

*Example: Legacy Golf Resort, Ghost Trees along Baseline Road*

- Restore brownfields sites with uses that support the character and vision of the surrounding area.

*Example: Numerous properties along the Salt River's southern edge*

- Design industrial sites to be well screened from adjacent sensitive land uses such as residential.

*Example: Southeast corner of 40th Street and Roeser Road*

South Mountain Village

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# **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 South Mountain 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

## **Lack of neighborhood retail, healthy restaurants, a major hospital, and healthcare facilities throughout the Village.**

As development activity increases, the Village should increase the number of these facilities to serve its diverse, expanding population. The Village is uniquely positioned to support innovative options such as agrihoods, farm-to-table restaurants and farmer's markets, which support local business and public health.

## **Promote development opportunities in the Village by celebrating recent successes**

Community development efforts, public and private partnerships and investments, housing rehabilitation projects, and other efforts have produced effective outcomes for public safety and beautifying the built environment in South Mountain. The Village must continue to promote its successes and support further efforts to enhance the community.

## **Promote preservation and education of the Village's diversity & unique rural, agricultural, and equestrian history.**

There is a lack of awareness of the unique history of the South Mountain Village, which includes the Hohokam, Noah Broadway, the Okemah Community, SRP canals, the post-war boom, the Japanese flower gardens and countless other fascinating stories. The Village's heritage should be honored and promoted.

## **Increase the diversity and quality of housing options while remaining consistent with the Village's character and respectful of its socioeconomic diversity.**

New development should express high quality and unique design to avoid generic, cookie-cutter neighborhoods and streetscapes. Continued work in the Target Area B and South Phoenix Village areas will help distressed neighborhoods with rehabilitation assistance.

## **Manage and control traffic issues affecting residential neighborhoods.**

Development activity, including construction and changes to street patterns and infrastructure, can impact neighborhoods and residents' lifestyles as well as the stability of pedestrian, biking, equestrian, and natural infrastructure.

# 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 development that enhances neighborhood retail, restaurant, and health sectors.**



**Celebrate Our Diverse Communities & Neighborhood**



**Strengthen Our Local Economy**

**Promote connectivity between communities and seamless connections that grant neighborhoods access to parks, multi-use trails, and bike paths.**

**Develop shorter, smaller blocks to promote walkability and create cohesion within neighborhoods.**



**Connect People & Places**



**Build the Sustainable Desert City**



**Connect People & Places**



**Build the Sustainable Desert City**



**Build the Sustainable Desert City**



**Strengthen Our Local Economy**

**Promote increased density in Village centers, infill areas, and sites with concentrations of infrastructure.**

**Develop marketing, public outreach and education strategies to celebrate and preserve the Village's unique history.**



**Celebrate Our Diverse Communities & Neighborhood**



**Connect People & Places**

**Control development activity that creates cut-through traffic within neighborhoods to allow safe passage between pedestrian & equestrian areas.**

**Support quality development and promote the Village's diverse communities and activities to enhance the Village's positive reputation.**



**Build the Sustainable Desert City**



**Connect People & Places**



**Strengthen Our Local Economy**



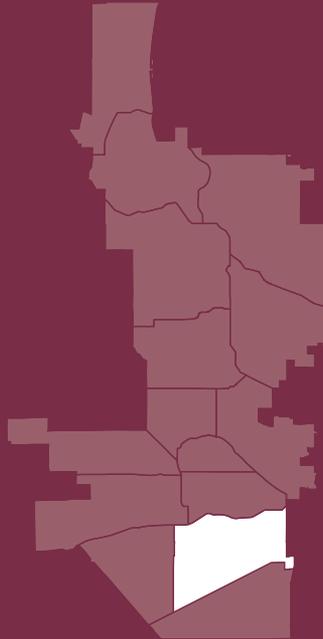
**Celebrate Our Diverse Communities & Neighborhood**



## South Mountain 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**