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INTRODUCTION

Since the mid 1960's, Central Avenue has changed from a street lined with large homes to one that is becoming lined with large high-rise buildings. This change in character has had considerable impact on surrounding neighborhoods and generated concern about the future of their homes.

In later 1980, several high-rise requests engendered substantial interest and initial opposition to new development. As an outgrowth of this common citizen interest, the WILLO Neighborhood Association was formed in April 1981. Realizing that this part of Central Avenue was destined for intensive development and recognizing that such divergent uses could harmoniously coexist, the property owners, both residents and business petitioned the City to form a Special Conservation District (SCD) in October 1981.

The Special Conservation District, an overlay zoning district, is a means for property owners of small geographical areas to conserve, revitalize, or generally upgrade their area, by tailoring the zoning ordinance to meet their unique needs. The central theme of the district is the conservation of neighborhood, but it also provides for appropriate non-residential uses as determined through a planning process. This process leads to a Neighborhood Conservation Plan (NCP) which sets forth conservation and development guidelines with specific regulations governing future land use activities. The district takes effect through the adoption of the plan and regulations by the City Council.

The WILLO area collected signatures representing 41 percent of the property, considerably more than the required 30 percent. The Planning Commission on April 7, and City Council on May 17, 1982, determined there was enough interest in pursuing the preparation of a plan.

In the process of preparing this plan, participants examined the long and short term impacts of new development on the area. Many meetings were spent discussing issues, goals, and possible action. The WILLO Neighborhood Conservation Plan provides a consistent reference document and a clear description of the neighborhood's future character for consideration when making a planning and zoning decisions regarding the neighborhood.

THE WILLO NEIGHBORHOOD

HISTORY AND ARCHITECTURE

Prior to the early 1900's the WILLO neighborhood was primarily an agricultural area, as was most of Phoenix. James P. Holcomb owned the land in 1871 when the original townsite was adopted. In 1880, travel by wagons and buggies north along Center (Central) at McDowell was permitted through a toll gate. Cost was 25 cents. It was operated by the Central Avenue Improvement Association, a subsidiary of the Arizona Water Company, presumably for the purpose of maintaining Center Avenue.

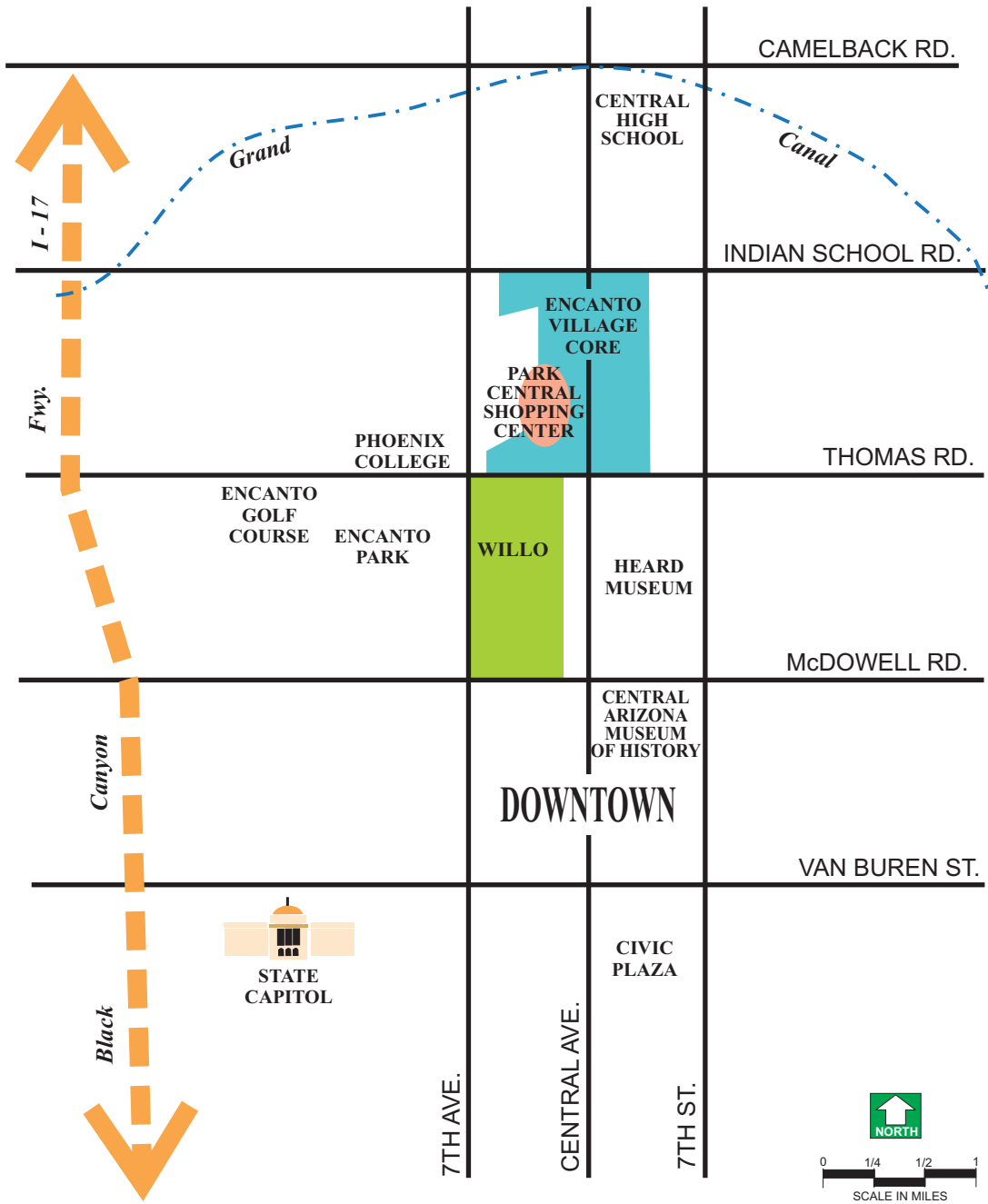
When development began in the neighborhood around the turn of the century, WILLO was still considered an outlying area. The first subdivision, filed in 1901 for McDowell and Central Avenue, was called the Lathams' Addition. The second, filed in 1910 and called Las Palmas, included the area bounded by Encanto Boulevard, Palm Lane, Central and Third Avenue.

Although in 1911 most of the area north of Latham Street was farms and open fields, the Phoenix Railway Company added the Kenilworth line to serve residents who had build homes on the west side of Central Avenue.

The Kenilworth line from Third Avenue and Encanto Boulevard south to Palm Lane, west to Fifth Avenue, south to Fillmore, east to Second Avenue then south and east to First Avenue and Washington, and did not intersect with another line. The 4.07 mile round trip took 30 minutes. Service ended in April 16, 1947 along with the rest of the street car system.

WILLO continued to develop in the 1920's and 1930's when most of the neighborhood was subdivided. Air conditioning was beginning to become widely available and deed restrictions limiting usage of property were popular. About 2/3 of the neighborhood was annexed prior to 1930 and the rest by 1937. WILLO was completely subdivided by 1950.

In the late 1950's and 1960's some deterioration appeared as suburban living became popular. People were looking for new homes north and northeast of WILLO. Activity moved farther north along Central Avenue to Indian School. Completion of Park Central Shopping center signaled the decline of retail activity downtown.



WILLO NEIGHBORHOOD CONSERVATION PLAN
VICINITY MAP

Figure 1

However, as new development continued on the outskirts of town, resurgence in traditional values was beginning. The deterioration was short-lived as old fashioned quality, unique architecture and the “special touch” became importation considerations for a new generation of home buyers.

SURVEY AND ANALYSIS OF EXISTING CONDITIONS

Land Use and Zoning

The predominant land use in the WILLO Neighborhood is the single-family house on property zoned R1-6. Thomas and McDowell Road frontages are zoned C-1 or C-2 with general service businesses and offices. Land Uses are generally consistent with the existing zoning district.

Generalized Existing Housing Conditions

In May 1978, the City Housing and Urban Redevelopment Department, in cooperation with the Planning Department, conducted 50 percent sample housing condition survey (every other unit) in the neighborhood as part of a city-wide survey. The 1978 survey included 582 houses of which only one house was found to need major repair. No house was determined to be “not economically feasible to repair.”

A recent update of housing conditions by the Phoenix Planning Department indicated overall housing conditions are the same except for some superficial deterioration between Central and Third Avenues. There is very little structural deterioration: e.g. cracked foundations and sagging roofs.

Traffic/Circulation/Park

The neighborhood is bounded by four major streets; Central Avenue, the City's most prominent traffic way; Seventh Avenue, McDowell and Thomas Roads. These streets are among the primary east-west and north-south traffic carriers for the City. Average 1982 daily traffic counts abutting to the planning area were as follows:

1982 Daily Major Streets	Traffic Count
McDowell	28,300
Thomas	33,000
Central	29,200
Seventh Avenue	20,400

One street in the neighborhood is designated as a collector street on the City of Phoenix Minimum Right-of-Way Standards Map. Additionally, the Central Phoenix Plan originally adopted in September of 1971 does not depict Fifth Avenue as it currently exists but, nevertheless, states:

Vacation of selected local rights-of-way will be considered at the appropriate time to further encourage land assembly and development as well as discourage through traffic in some residential areas.

First Avenue, although not depicted as completed in the Central Phoenix Plan is nonetheless, proposed by the Traffic Engineering Department to have 46' roadway within a 60' right-of-way. The streets for which traffic counts area available are as follows”

Collector and Special One Way Streets	1982 Daily Traffic Count
Third Avenue (one way north)	10,000 - 11,000
Fifth Avenue (one way south)	5,100 - 6,600
Encanto	3,200

Traffic lights are located at:

- Thomas and Central, Third Avenue, and Seventh Avenue;
- Central and Virginia;
- Seventh Avenue and Encanto;
- Central Avenue and Palm Lane; and;
- McDowell and Central Avenue, Third Avenue, Fifth Avenue and Seventh Avenue.

Parking on local streets near high-rise or garden office development is a problem. Measures have been taken to ease the problem, such as limiting vehicular access to the development from such streets and by posting parking limitations. So far there has been little success.

Housing

Houses in the WILLOW area range in age from 30 to 60 years. Most are single family owner-occupied and are generally larger than those in the rest of the city (5.5 rooms per house compared to 5.0). According to the 1980 U.S. Census, 57.7 percent of the houses had 6 or more rooms. This compares to a city average of 38.4 percent. Living space ranges from 1,200 to 2,400 square feet and come in a variety of bedroom and bathroom combination, 2 bedroom, and 1 bath through 5 bedroom and 3 baths.

Since 1970, 59 units have been demolished or removed from the neighborhood, mostly to make way for high-rise buildings. The ratio of owners to rents has remained almost constant.

1970		1980	
Owner	Renter	Owner	Renter
68.1%	28.2%	67.9%	26.5%

Population

The WILLO Neighborhood is generally composed of older, longtime residents, including many families over the age of 65, and new families; parents between the ages 25 and 34 with young children. Mirroring city-wide trends is increasing numbers of single person households. The population of the neighborhood is 2,382, down 331 from 1970. This can be explained in part by the loss of the 59 homes, the departure of grown children since 1970, and the smaller size of today's families. Overall, household size is smaller than average, 2.73 persons per family vs. 3.3 for the City.

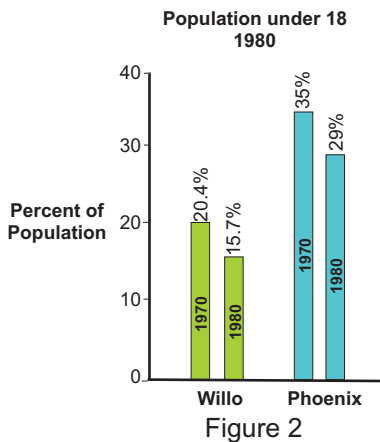


Figure 2

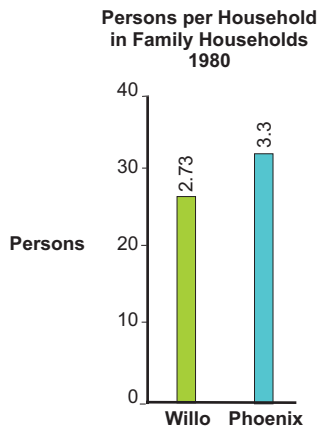


Figure 3

OPPORTUNITIES

The WILLO Neighborhood is a high quality single-family neighborhood close to Downtown. Similar neighborhoods often undergo change when cities spread far beyond their older, central areas. Partly because land uses in the WILLO area have remained remarkably unchanged, homes have undergone a subtle, but continuing revitalization. This is a good indication that the neighborhood remains attractive to the urban homeowner. Among the features of the WILLO neighborhoods are:

- ◆ A living example of Phoenix's history both architectural and its significant people.
- ◆ Easy accessibility to shopping, theaters, museums, the main library, hospital care, and the governmental center of the state.
- ◆ The largest middle income single-family neighborhood within walking distance of the Central Corridor.
- ◆ A "single-family" neighborhood for legal, medical and other professionals whose business is related to City, State and County offices and hospitals.
- ◆ Steadily increasing property valuations.
- ◆ Distinctive and architecturally significant homes in good condition.

The most important opportunity of all is preparation of this plan which will give the neighborhood stability, direction and a sense of purpose.

THE FUTURE - NEIGHBORHOOD AND CITY

CONCEPT PLAN 2000

The Phoenix Concept Plan 2000, adopted by City Council in July 1979, is a long-range plan that consists in part of goal and policy statements concerning future land use in Phoenix. The plan establishes nine planning area called urban villages, which are all part of a unified planning process.

Of the goals presented in the Concept Plan, seven in particular relate to this neighborhood:

1. Encourage the identification, preservation, and restoration of historically and culturally important neighborhoods, sites, and structures.

2. Enhance the opportunity for an integration of socio-economic backgrounds.
3. Create new and preserve existing neighborhoods that support the educational, physical and economic needs of their residents providing for security, leisure time activity, physical and mental health, and social interactions as well as privacy.
4. Create an atmosphere in which different types of people interact naturally.
5. Encourage a contemporary reflection of the heritage, culture, and environment of the Southwest in all areas and particularly in public facilities.
6. Maximize the sense of community felt by urban village and neighborhood residents.
7. Involve the public in all phases of the planning process and make them aware of the social, economic, and environmental effects of different land use policies.

Along with the Phoenix Concept Plan 2000, the City Council adopted the Interim 1985 Plan to guide development until the village plans are prepared. Several development policies of the Interim 1985 Plan affect the WILLO neighborhood and are stated in the plan as follows:

- ◆ Developed areas showing specific residential densities should be preserved and any new development or redevelopment should conform to those recommended limits.
- ◆ Single-family neighborhoods indicated on the village map which are zoned single-family and which surround village cores should be preserved. Any increase in the intensity of use should occur after 1985 and should be in conformance with the land use plans developed by the Village Planning Committees.
- ◆ Preservation of residential neighborhoods, particularly those adjacent to the high-rise area, should be encouraged.

RELATIONSHIP OF NEIGHBORHOOD TO CITY, ENCANTO VILLAGE AND DOWNTOWN

Each urban village is to have a distinctive character. Further, there should be a variety of

housing, shopping, job opportunities, recreation centers, and education facilities in each village in order to provide for the full needs of its residents.

The Encanto Village in which the WILLO Neighborhood is located, is the smallest but most intensely developed village in the City. It is also characterized by charming, well maintained homes, North Central high-rise buildings, Encanto Park, and other well known areas.

Each village has at least one core, or area of high activity and intense development. The Encanto Village core is Park Central Shopping Center and surrounding area. The core contains a portion of the Central Corridor where high-rise offices and high-rise residential development exist close together. The WILLO Neighborhood is located south of the core near the geographic center of the village. East of WILLO are more high-rise buildings and an area of single-family housing, some of which are being converted to offices. To the south is the Roosevelt Neighborhood and Downtown, the governmental and financial center of the state, and to the west lies the Encanto Neighborhood with its stately houses.

A goal of each village is to offer a variety of life-style so that residents may live, work, and enjoy leisure time activities within the village. Very little vacant land remains in Encanto and new large scale development will most likely include redevelopment to a different land use. Although there is little opportunity to add single-family detached homes within a central village, the WILLO and other Encanto neighborhoods have maintained this valuable resource.

One of the goals of Downtown revitalization is to establish a residential base to support business and services. Most of this housing will have to be provided by mid-rise and high-rise buildings. Yet, the WILLO Neighborhood already provides for a nucleus of people who will help bring 24-hour activity to Downtown. It is a stable, high quality single-family environment which will continue to attract a very important cross section of residents who would otherwise not consider living near Downtown.

PLANNING DETERMINANTS

The Special Conservation District ordinance requires "That the Neighborhood Conservation Plan is in substantial conformity with the Phoenix Comprehensive Plan and any other prevailing, adopted plans." In order to carry out the mandate of the ordinance, it is helpful to

recognize planning determinants. These determinants provide a link between the specific proposals for the WILLO Neighborhood and the broader planning guidelines of the Encanto Village.

1. That the WILLO Neighborhood area is designated a special land use area containing 3 to 5 dwelling units per acre.
2. That the Central Corridor is the primary location for high-rise development in the city.
3. That Central Avenue has been and will continue to be recognized as the City's grand boulevard.
4. That the Phoenix Concept Plan 2000 designates the general area from Thomas Road to Indian School, centered on Central Avenue as the primary core for Encanto Village.
5. That First Avenue will be dedicated and constructed as an access road for the intensive development along Central Avenue
6. That Encanto is designated as a collector street and Third and Fifth Avenues are designated as special one-way streets on the City Streets Minimum Right-of Way Standards Map.
7. That Seventh Avenue will continue to be a major street which will have full access to the planned Papago Freeway.

NEIGHBORHOOD GOALS AND OBJECTIVES

After many discussions within the neighborhood, certain long-range goals of the WILLO Neighborhood have been prepared which pertain to residential land use commercial development and traffic flow. The definition of a goal, and related objectives, has been borrowed from the Concept Plan 2000. The definition of a goal, in pertinent is as follows:

A goal is a statement of the end resulting or ultimate accomplishment toward which an effort is desired.

Objectives can best be defined as statements describing how a goal can be achieved. The goals and related objectives pertaining to the WILLO Neighborhood may be summarized as follows:

RESIDENTIAL GOALS

Protect the integrity of the residential area, guarantee the quality of family living in the area, and preserve the unique character of the neighborhood.

Restore and maintain existing residences and encourage compatible new housing.

Objectives:

- ◆ Encourage the development of vacant residential property with housing similar to that of adjacent residential properties.
- ◆ Reaffirm single-family residential zoning for designated residential areas.
- ◆ Encourage residential opportunities in the transition zone in keeping with the unique character of the WILLO Neighborhood.

Commercial Development Goals

Restore and maintain suitable existing commercial and residential properties and encourage compatible new commercial and residential development or redevelopment along the south side of Thomas Road and the north side of McDowell Road.

Objectives:

- ◆ Encourage substantial development along Central Avenue sooner than might otherwise be expected.
- ◆ Encourage commercial development along Central Avenue to design the portion of the development facing the residential neighborhood with design values consistent with the Central Avenue frontage.
- ◆ Extend First Avenue as commercial development or redevelopment occurs along Central Avenue.
- ◆ Encourage the developer of property fronting Central Avenue and/or First Avenue to provide buffering such as landscaping, walks, and fences, along the First Avenue frontage, as appropriate.
- ◆ Encourage high-rise development that respects the privacy of residences abutting commercial properties.

- ◆ Encourage retail and other neighborhood uses to be developed east of First Avenue at street level facing First Avenue.
- ◆ Encourage compatible residential development in the transition zone as part of the high-rise development along Central Avenue, where appropriate.

Traffic and Circulation Goals

Provide for an orderly flow of residential traffic to an through the neighborhood while minimizing the adverse effects of commercial traffic flow and parking.

Provide and maintain Fire, Police, and ambulance emergency vehicle access to all areas of the neighborhood.

Objectives:

- ◆ Restrict commercial east-west traffic flow by termination of all east-west streets with cul-de-sacs or loops. Any street closure will be handled on a case by case basis.
- ◆ Eliminate nonresidential parking on east-west streets.
- ◆ Encourage the use of on-site parking for commercial development along Central and First Avenues, McDowell and Thomas Roads.
- ◆ Allow residents the use of on-street parking in front of their residences.

The term “east-west streets” within the context of this plan shall not apply to Thomas or McDowell Roads, in connection with street closures.

**NEIGHBORHOOD CONSERVATION
PLAN ELEMENTS**

**LAND USE, ZONING, AND DESIGN
OBJECTIVES**

This plan takes into consideration existing land uses, lot sizes, and existing zoning districts.

Residential Use and Character

There are two general groups of residential land use: single family and multi-family. A single-family house has its own plot of ground or it may be grouped or clustered with other units to create common open space. The number of units per acre ranges from 1 to 7 units. Multi-

family dwelling are grouped two or more to a lot or building and range from 8 to 43 units per acre. The WILLO Neighborhood is primarily single-family, but there are a few small multi-family (e.g. duplex triplex and apartment) structures.

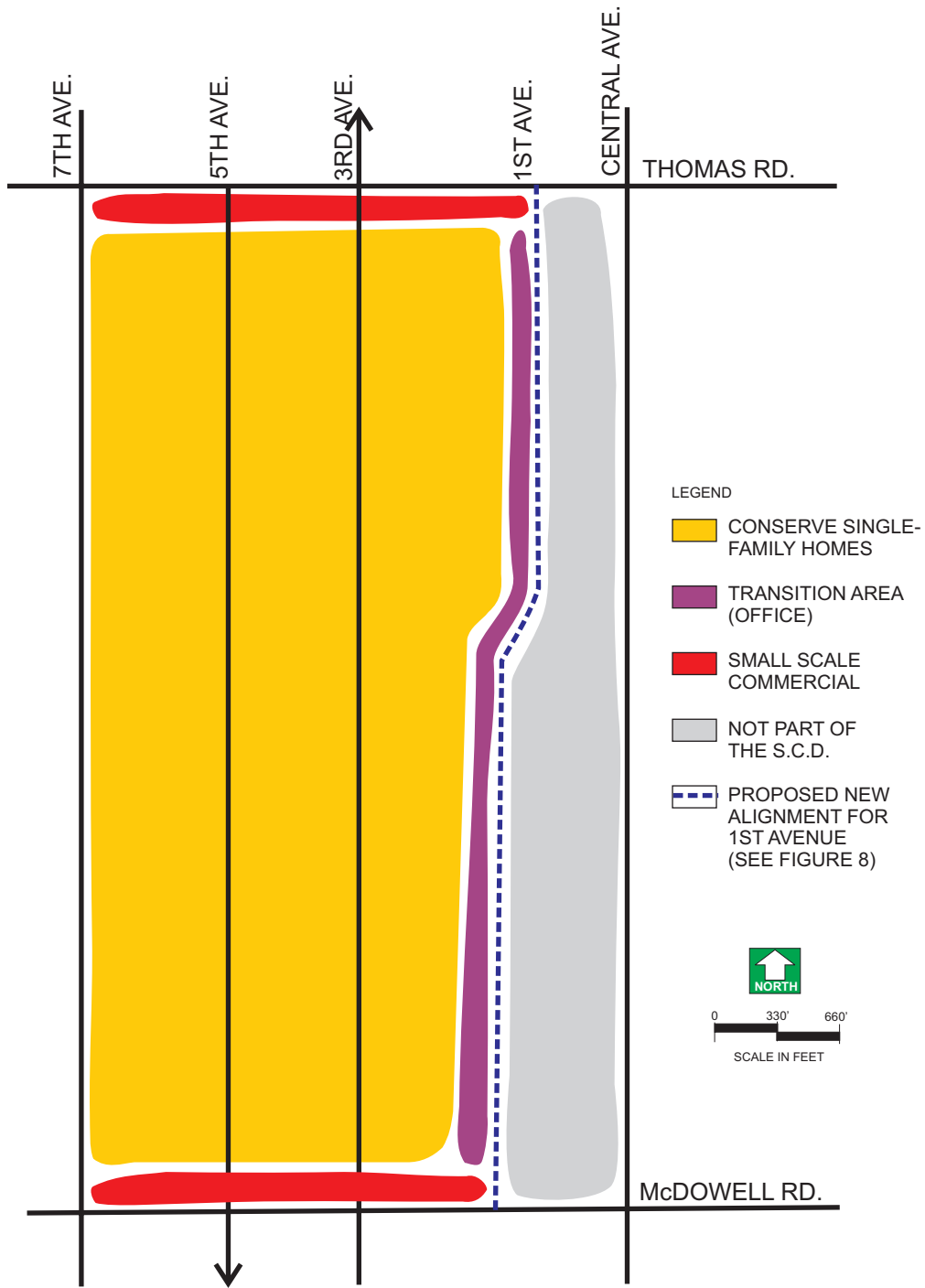
As stated earlier in Chapter III, each village planning effort strives to provide opportunities to live, work, and enjoy leisure time within one general area. WILLO already offers part of the residential base for Encanto Village and is very well situated with respect to employment and shopping. But Encanto, being the most intensely developed village, does not offer many new opportunities to add single-family homes to its housing stock. Areas are available, though, for intensification of residential use along First Avenue.

Few other closed in areas can boast of architecturally diverse houses in very good condition, tree lined streets and excellent location. However, because of WILLO's location to other more intense uses, these can themselves affect WILLO. The stability of the neighborhood depends on the quality of the environment. Enhancing and maintaining that quality is a high priority.

Therefore, WILLO as a single-family neighborhood is appropriate and as many houses as possible should be conserved. Vacant lots west of First Avenue, or its alignment, should be reclaimed with houses, possibly moved from the transition area which abuts First Avenue.

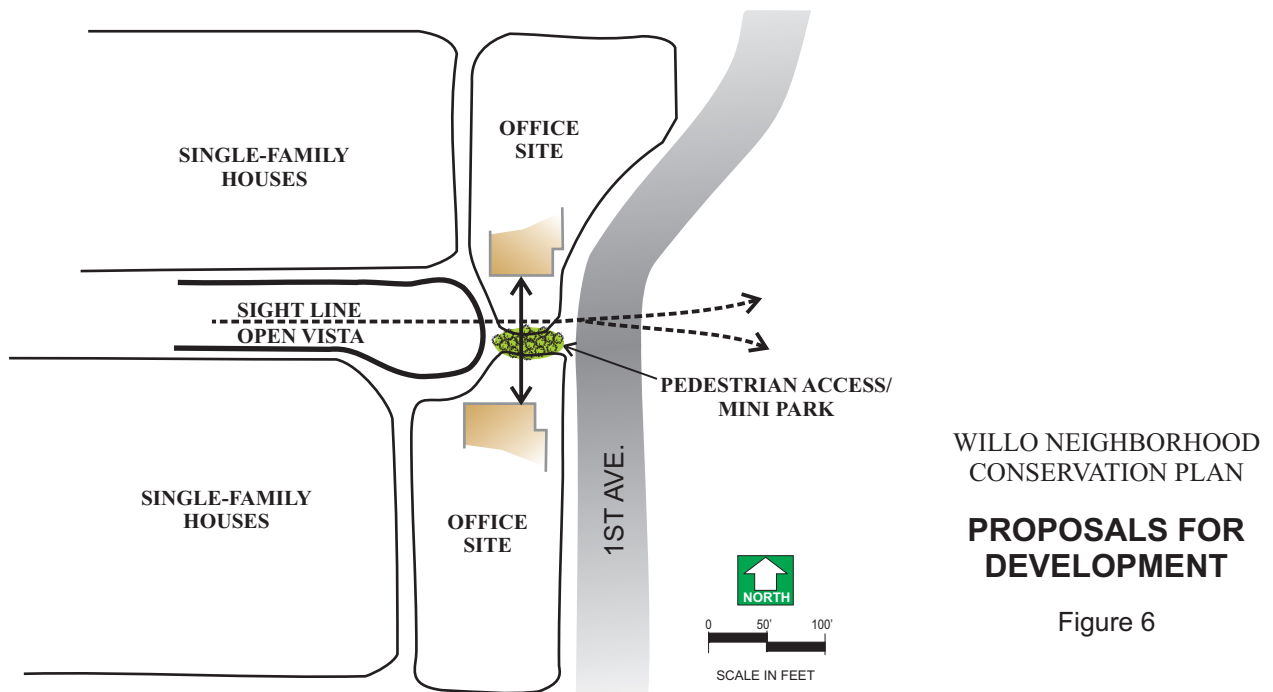
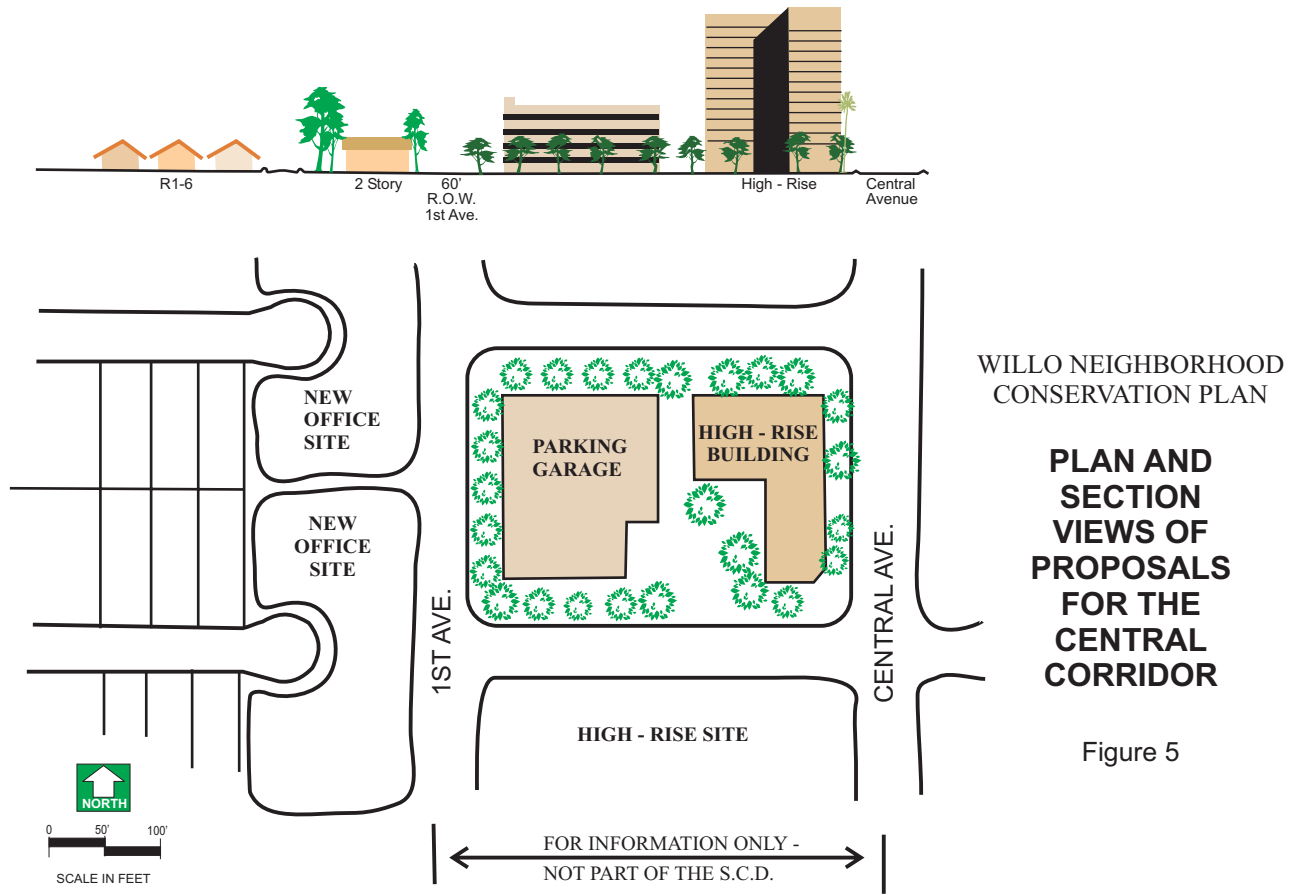
Central Corridor

In 1971, the City adopted the Central Phoenix Plan depicting the future development of the Central Corridor. The Plan proposed a wide range of land uses including development of high-rise office and residential uses along Central Avenue with support services in lower profile buildings. For the past 12 years, development has progressed. Significant investment has been made and intensification of appropriate properties has occurred. Development of the Corridor has opened many new economic opportunities for business. Associated with this growth are the peripheral impacts of land speculation. Until now, the WILLO Neighborhood has remained remarkably unaffected, except between Central Avenue and the First Avenue alignment, where houses on land which is expected to change to high intensity uses have been allowed to fall into disrepair.



WILLO NEIGHBORHOOD CONSERVATION PLAN
LAND USE MAP

Figure 4



The Central Avenue high-rise corridor is developing its own character but remains an area of opportunity not yet fully realized. The several tall buildings that now stand set the tone for future development. Central Avenue is the “Grand Boulevard” of Phoenix. The row of stately palms which line each side provides an image of timeless elegance and the setting for impressive commercial towers.

It is recognized that the Central high-rise development area occupies a location with certain development advantages unique in the City. Among these are:

- ◆ A location between the Central City and Encanto Village cores, and thus along the Valley's first likely mass transit route, located immediately between the Encanto village core and the Papago Freeway, and having the convenience of a special street (First Avenue) to service almost exclusively the traffic and service needs of the high-rise along Central Avenue. This can be a tremendous locational and functional asset for significant development, unique in the valley.
- ◆ Several objectives of the WILLO plan address potential interface problems with the adjoining neighborhood. In years to come, it can be expected that this association between WILLO and Central Avenue development will provide an unique, extended, mixed-use opportunity not yet provide nor currently contemplated else where in the City.

It is recognized that Central Avenue will be the most likely first mass transit route in the City, that each additional building representing substantial development will help bring closer the time when a true mass transit facility along Central can be feasible, that such mass transit will be an enormous asset to both the commercial and the residential portions of the neighborhood, and that such mass transit will lessen the need for commuter automobile traffic and parking.

Homes on streets west of First Avenue will require protection from the impacts of high-rise development. This can be provided by a mechanism of “temporary” street closure to be implemented by a high-rise area developer or by “permanent” street closures in connection with redevelopment of a transition or buffer area up to three (3) lots deep or two hundred (200) feet maximum on the west side of First Avenue. Depending on the width (north-south), these

sites in the transition area could be as large as 100,000 to 150,000 square feet or larger, although the average size will probably be between 30,000 to 80,000 square feet. No minimum or maximum lot sizes are suggested. As a condition of development of high-rise and transition sites, termination of the nearest local street or streets will be considered on a case by case basis to prevent traffic from the intense Central Avenue uses from penetrating the neighborhood.

The “permanent” street closure is defined as a loop road or cul-de-sac meeting all emergency vehicle turning requirements without requiring vehicles to use sidewalks or other structures to complete such maneuvers. Sidewalks, curbs and drainage facilities as required by the City shall be provided.

A “temporary” street closure is defined as a street closure meeting emergency vehicle requirements, but sidewalks and other structure acceptable to the Fire Department may be used to provide required maneuvering clearances. Temporary street closures may only be removed when the permanent street closure occurs. It is recognized that certain streets may not be closed for some time due to there not being any construction occurring either in the transition or high-rise development area on that street in the near future. In such an event, upon action initiated by residents on the Central to Third portion of a street, the street may be closed in whatever manner is acceptable to the residents and which follows the City's standard abandonment procedures. If approved, barricades may occur anywhere on the portion of the street which is within the transition zone. Such a barricade shall not qualify as a “temporary” street closure as required for development east of First Avenue.

Existing and new residential development in the transition zone will require protection from the loss-of-privacy impact of high-rise and office development as well as protection from the associated traffic noise of First Avenue. This can be provided by allowing:

1. Eight foot (96”) high decorative masonry walls in side and rear yards for properties along the neighborhoods perimeter streets (not along First, Third, or Fifth Avenues). This will require variances or text amendments.
2. Four foot, six inch (54”) high decorative masonry walls in front yards only along Third and Fifth Avenues and Encanto Boulevard. This will require variances or text amendments.

New development should be encouraged to respond to the need to provide adequate privacy and sound attenuation for residents through sensitive design solutions.

The most obvious example of apparently incompatible land uses in a high-rise office building adjacent to a single-family residence. Without design standards required of future tall buildings in this area, the effects of such development could result in deterioration of the adjoining neighborhood. Examples in other cities, however, have shown that such seemingly incompatible land uses, can, and do, exist successfully side by side if the basic conflicts between such uses are resolved.

It is recognized that a mixture of uses in the Central Corridor development area can benefit the neighborhood in several ways. High-rise residential opportunities can help promote the general area as an attractive part of the City in which to live. Retail opportunities, especially development such as a large retail mall along Central can provide attractive amenities, prestige and desirable services to the WILLO Neighborhood. Entertainment and recreational opportunities, such as theater and other facilities, can add enjoyment to living in WILLO and provide further incentives for additional residential opportunities throughout the downtown area of the City. Recognizing this, developers should be encouraged to help bring about such positive development. Incentives can help achieve this.

Parking in the Central Corridor

The use of the local streets for parking in connection with the Central Avenue development is currently a major problem in WILLO. This has caused problems for both the residents living on the affected streets as well as the owners of the commercial developments who have built expensive parking structures which are being underutilized.

Another parking-related problem in the neighborhood has been in construction of very large parking structure to provide the parking spaces required by the City for the associated commercial development. Until now, the design solution used most has been the placement of large open parking structures adjacent to First Avenue. A long series of parking structures along First Avenue would always be a deterrent to the positive integration of the commercial and residential portions of the neighborhood and incentives should be considered to help provide attractive alternatives to such development.

On-street, non residential parking restrictions proposed in this plan will effectively solve the problem of parking on the residential streets.

First Avenue Transition Zone

The First Avenue transition is generally described as the area bounded by the alley south of Thomas, the alley north of McDowell, First Avenue and the west property line of the third lot (or 200 feet maximum) west of First Avenue (See Appendix III, Map 2).

It is the intent of this plan that any residential redevelopment occurring in the transition zone should successfully address the problem associated with its proximity to Central Avenue high-rise development. A developer should take into account such concerns as privacy from tall buildings and sound attenuation from First Avenue traffic as may be appropriate.

Standards for side yards, front yards, rear yards and building heights are discussed below. (See also Figure 7)

It is the intent of the plan to allow rezoning in the transition zone only to C-O, R-3 and R-2 districts.

R-2 is offered as a means for a property owner to either add a dwelling unit to an existing property, or redevelop one or more R1-6 parcels and thus be able to effectively provide privacy, screening and noise attenuation measures as might be appropriate, once the street serving the property has been closed.

- ◆ All rezoning shall be stipulated to substantial conformance with an approved site plan in accordance with Section 511 of the Zoning Ordinance.
- ◆ As a condition of rezoning to C-O or R-3 and/or site plan approval by the City, any future development west of First Avenue or its alignment will be required to provide and pay for permanent street closures. Street closures in the transition zone must be consistent with the intent of containing ingress and egress of vehicular traffic servicing the development on or east of the First Avenue alignment.
- ◆ As further condition of rezoning to C-O or R-3 and/or site plan approval by the City, a developer of property in the transition area should be required to post a performance bond to ensure completion of all "buffering and screening" and street closure improvements.

WILLO NEIGHBORHOOD CONSERVATION PLAN
DEVELOPMENT STANDARDS

Figure 7

Area	Zoning	Front	Setbacks	Lot Coverage	Walls	Landscaping	Signage Lighting	Height
McDowell/ Thomas	District C-O 5' redeveloped	Ratio of 1:2 building height to horizontal distance from C.L. of alley	Side 5' along collector or major street, no setback required otherwise	No requirement	8' (96") high decorative masonry block wall only in side and rear yards with use permit	As required in-site plan review by D.C.O.	8' height limit in C-O and internally illuminated	30' or 2 stories. No windows looking into residential properties beyond alley permitted in 2 story.
	Existing	←	→	Per existing zoning ordinance requirements	→		8' height limit in C-1 and C-2 and internally illuminated	
7th Avenue	R1-6 or as existing	Per existing zoning ordinance requirements		N/A	No requirements but owner may construct 8' high decorative masonry block wall of uniform appearance in side or rear yards with use permit	Per existing ordinance	8' height limit in C-O and internally illuminated	Per existing zoning ordinance requirements
First Avenue	C-O	10' from any city R-O-W. property line	→	See text	→	→	8' height limit in C-O and internally illuminated	30' or 2 stories
Transition Area								See text
All Areas	P-1	20'	Per existing ordinance	N/A	6' decorative masonry with 3' on alley	As required in-site plan review by D.C.O.	Shall not be permitted on a local street	N/A

- ◆ As a condition of rezoning to R-2, the local street must either already be closed to through traffic from First Avenue or the local street must be closed as a part of the rezoning process. A temporary street closure is permitted.
- ◆ In a C-O and R-3 districts there shall be a 35' setback from the property lines of abutting residential properties; landscaping shall be placed so as to buffer and screen the development from abutting residential properties and be maintained by the developer and/or his assigns.
- ◆ In C-O and R-3 district, no structure shall exceed two stories and no second story windows looking into residential properties to the west may be included in the west elevation. This is intended to provide privacy for the abutting residential properties.
- ◆ Parking shall be or at below ground level.
- ◆ A five-foot setback is required when abutting property is zoned other than for residential use.
- ◆ A six-foot decorative masonry block wall shall be required to screen views of C-O or R-3 zoned property to the west.
- ◆ Glare shall be prevented from shining on residential property. This shall apply to parking lots, decorative lighting, flood lights, and any other lights which cause annoying glare.
- ◆ Access and provision for pedestrian and bicycle traffic shall be maintained between First Avenue and the local streets to the west after street closure.
- ◆ In C-O and R-3 districts, all vehicular access and egress shall be to and from First Avenue, except that in an R-3 district, access and egress may be to and from the local street to the west. If a majority of property owners on that street between the R-3 district and Third Avenue agree to such access and egress. If such access and egress is permitted, the development shall be designed and maintained such that it shall not be possible for a vehicle to drive from First Avenue to the local street to the west through the development. This is intended to prevent unauthorized nonresidential traffic from filtering through the development.

- ◆ In an R-2 district, there shall be a front yard setback of 20 feet along the east-west street and a maximum height of two stories or 30 feet.
- ◆ In an R-2 district with subdivision development option, there shall be a minimum lot width of 50 feet.

Development standards for Thomas Road, McDowell Road, the First Avenue Transition Area, the Seventh Avenue are shown on Figure 7. Standards relating to the R1-6 residential zone and other areas are proposed in Chapter VI, "Carrying out the Plan".

Thomas and McDowell Roads

Commercial land use and its location reflect many economic factors such as population density and distribution, income levels, and competition from other commercial areas. Probably the most significant commercial pattern to emerge in the last 20 years has been the movement of commercial activities to the suburbs. Prior to the building boom of the 1950's and 60's, almost all businesses were located downtown. As the City grew, strip commercial areas lined major streets and many offices moved uptown and near shopping centers, such as Park Central Mall.

Thomas and McDowell Roads are representatives of the early phases of that commercial shift. Their trade area encompasses most of Central Phoenix, but a few businesses do provide neighborhood services.

There are no serious conflict between abutting residences and businesses at this time. This is due in part to the fact that for virtually all properties, maximum development potential under existing zoning has not yet been utilized. However, as the commercial buildings age, replacement may become necessary. As those buildings are removed, it is recommended that the properties be redeveloped with either offices or neighborhood commercial use of benefit to the neighborhood. Existing zoning is not intended to be downgraded, but if rezoning is required, new C-O standards are proposed. To encourage this, appropriate standards are set forth in Figure 7, Development Standards.

Seventh Avenue

The predominant land use along Seventh Avenue is single-family residences. An office building, several apartments and a vacant lot also exist. Even though the single-family homes line a major traffic arterial, they are oriented to side streets, and function rather well in these

circumstances. This plan recommends continuation of single homes in this area and discourages any change from housing to a more intensive use.

HOUSING

As the land use proposals and street closures are implemented, the houses nearest First Avenue, or its alignment, will become more desirable. The incentive to repair the cosmetic deterioration will be restored when the obvious opportunities for inappropriate land speculation are removed.

Many homes have been renovated over the past few years. The pace of renovation should quicken as the neighborhood's future is secured. The prospects for continued activity is further enhanced by the increasing number of people, young and old, who are selecting homes in WILLO for their architectural character.

However, it is necessary to compensate for changing times and circumstances. The first home was built between 1910 and 1920. The last home was probably constructed in the early 1950's. Today there is greater dependency on the automobile, diverse life-styles and more overall activity.

To maintain its competitive edge, several modifications to the City zoning ordinance are recommended in Chapter VI, "Carrying out the Plan." These recommendations are designed to increase privacy and usable area.

TRANSPORTATION AND CIRCULATION

Continued development of the Central Corridor and the lack of a high capacity north-south street to accommodate traffic to and from Downtown is putting more traffic on local streets.

The major traffic problem is caused by use of the local streets between Central and Seventh Avenue by a large number of nonresidential vehicles. Adopted plans for the development of the corridor provide for First Avenue to handle this problem. First Avenue would not only carry traffic to and from the high-rise development but serve to separate the development from the single-family homes on the west.

Unless changes are made, the grid street system would still allow traffic into the residential area. To remedy this, all east-west streets between First and Third Avenues should be terminated with a cul-de-sac or connected to another street with a loop, upon approval by City Council on a

case by case basis (see Figures 8 & 9). This will direct traffic to major streets or First Avenue for access to the Central Corridor.

Now new traffic improvements or modifications to Central Avenue, Seventh Avenue, McDowell Road, Thomas Road, and Third and Fifth Avenues are recommended beyond the City's existing plans, which are as follows:

McDowell - Current 80' right-of-way, 64' pavement

Thomas - Will be widened 9' 20' on south side of street in Fiscal Year 1988-89. Right-of-way already required.

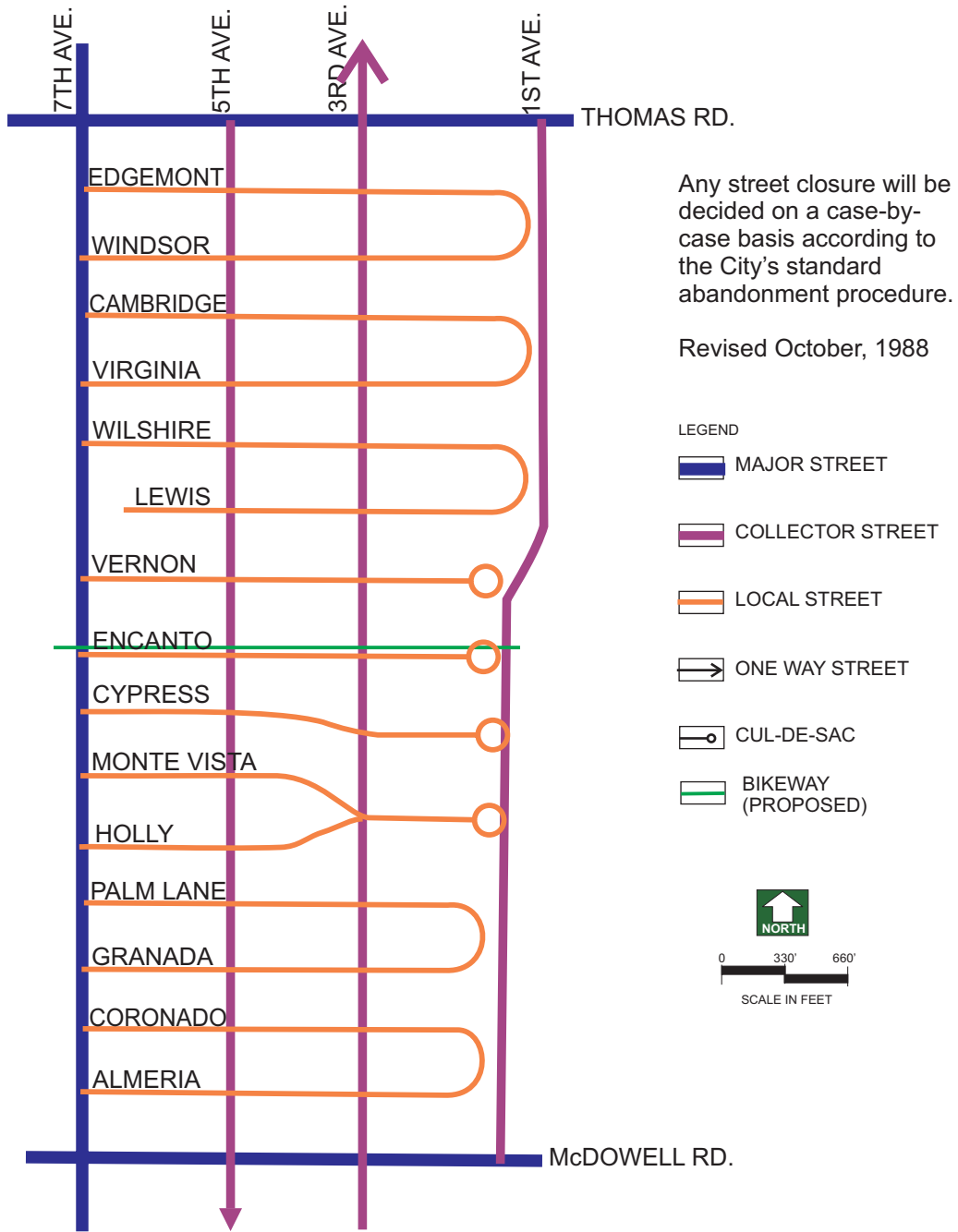
Seventh - Will receive some intersection widening Avenue in 1987-88. Current 80' right-of-way and 64' pavement will be maintained.

Probably the second largest traffic problem in the neighborhood is parking on residential streets by people working in high-rise buildings. While a certain amount of on-streets parking is to be expected, the concentration of employees has compounded the problem. Residents occasionally have their driveway blocked as a result of unauthorized parking. Residents on the south side of Virginia petitioned to the City and received parking limitations between 9:00 am and 5:00 am. As a result, cars now park on the north side of the street. Efforts must be made to develop a long term solution to this problem. Alternatives could include restricting all parking between the hours of 9:00 am and 5:00 on both sides of each street, a permit system for residents only, or limiting parking to 2 hours or less.

According to the Traffic Engineering Department, the planned Papago Freeway, to be located south of McDowell Road, is not expected to increase traffic activity within the neighborhood even through full on/off ramps are proposed for Seventh Avenue and Seventh Street.

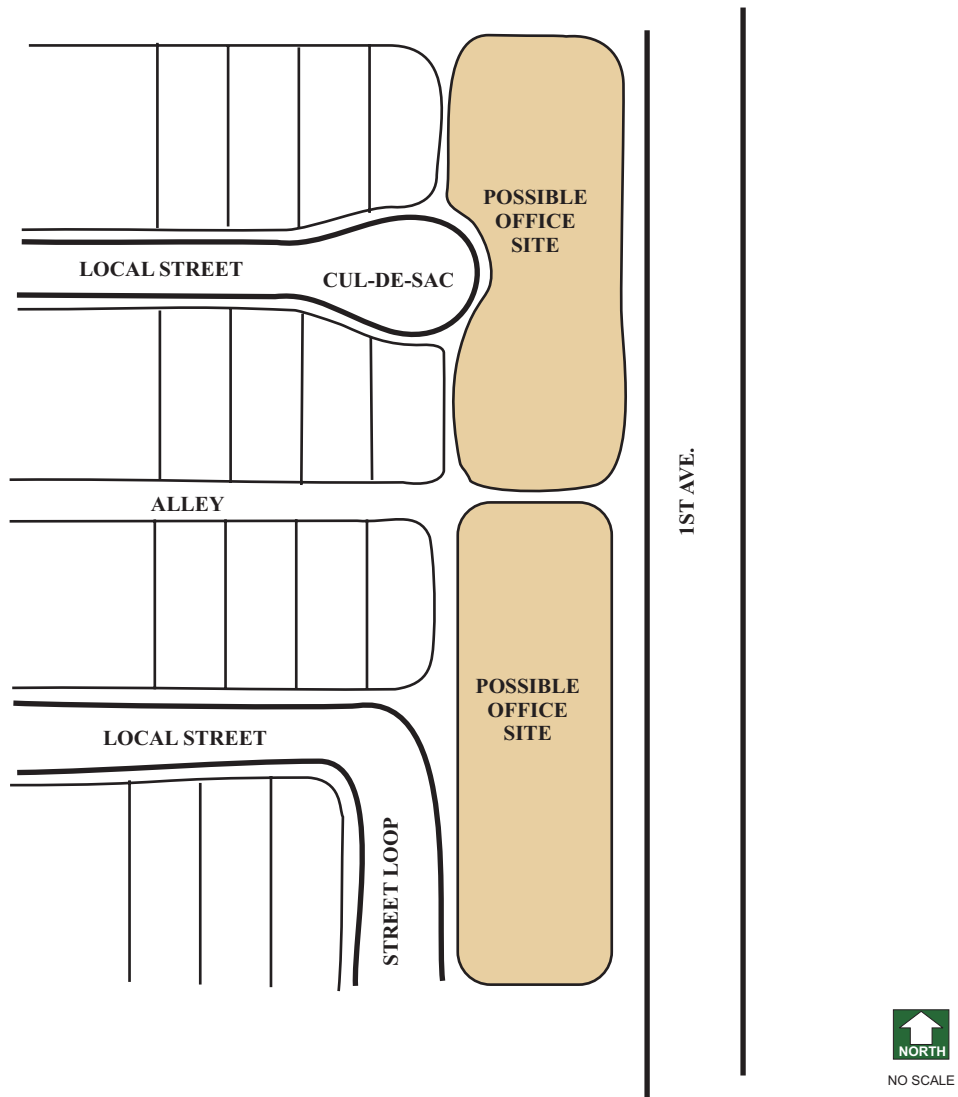
There are bike paths along Third and Fifth Avenues. A bike path along Encanto Boulevard to Encanto Park is proposed safety provide east-west travel.

Sidewalks are already in place throughout most of the neighborhood. Portions of Third and Fifth Avenues do not have sidewalks, however, a complete sidewalk network throughout the neighborhood would enable residents to walk safely to and from midtown office buildings and services, St. Joseph's Hospital, and businesses along McDowell and Thomas. Construction of new sidewalks is recommended for:



WILLO NEIGHBORHOOD CONSERVATION PLAN
PROPOSED CIRCULATION MAP

Figure 8



WILLO NEIGHBORHOOD CONSERVATION PLAN
CUL-DE-SAC AND STREET CROSSING OPTIONS

Figure 9

First Avenue - west side

Third Avenue - Virginia to Edgemont, west side and Cambridge to Thomas, east side.

Fifth Avenue - Encanto to Edgemont, west side and Vernon to Thomas, east side.

Granada Avenue - First to Third Avenues, north and south sides.

Coronado Avenue - First to Third Avenues, north side.

PUBLIC FACILITIES AND SERVICES

Public facilities and services in the WILLO Neighborhood are adequate. The City provides police and fire protection, and water and sewer service. Schools are nearby as are parks and museums.

Police and Fire Protection

Police and Fire protection is good. The neighborhood lies in two Police Department districts. South of Encanto Boulevard, police units are dispatched from the 500 District Office near Sky Harbor. North of Encanto Boulevard, dispatches come from the 700 District Office near Squaw Peak, the 800 District, lying west of Seventh Avenue, can respond in an emergency situation, as can other units throughout the City. Generally, two to five officers patrol the neighborhood at any given time. Fire protection is primarily provided by Fire Station No. 4, at Third Avenue and McDowell. Other units can be called from Stations No.'s 3, 5 and 9, all about one mile from the neighborhood. Fire Fighting equipment can generally respond within two to three minutes. Paramedics can respond in from three to five minutes.

Utilities

Electrical power and natural gas are provided by Arizona Public Service. Water and sewer are provided by the City of Phoenix. Mountain Bell provides telephone service and maintains telephone lines in the neighborhood. The Salt River Valley Water Users Association has a piped lateral running through the neighborhood along Encanto.

Water and sewer lines appear adequate for the future. The lines are large enough to allow connection by new commercial projections along Central Avenue. Aside from the street improvements discussed earlier, only one capital improvement project is planned at this time for the neighborhood. It is a 10" diameter sewer line to be installed between the years 1986-1990 on Central Avenue, parallel to the existing line,

from Lewis to Windsor Avenues. This line will improve service to projected high-rise development.

Schools

The WILLO Neighborhood is divided between school districts. The Osborn School District lies north of Cambridge Avenue, while to the south is the Phoenix Elementary School District. In the Osborn District, Encanto School serves Kindergarten through Fourth Grade, and Clarendon School served grade five through eight. The Phoenix Elementary School District operates Kenilworth School for Kindergarten, and grades one through six, and Heard Middle School for Seventh and Eighth grade. Central High School serves the entire neighborhood, all are within 1 1/2 mile and the closest, 1/4 mile.

A number of parochial and private schools are also nearby. Include are St. Mary's High School, Brophy Prep, and Saint Francis Xavier High School, Phoenix Christian High School, Valley Lutheran High School, and the Khalsa School. A number of preschools are also located near the neighborhood.

The Maricopa County Community College District operates Phoenix College, providing adult education at the Junior College level as well as general interest community oriented classes.

Recreation Opportunities

A variety of recreational opportunities are located near WILLO. Although no parks are within its boundaries, one of the largest parks in the City, Encanto Park, lies only one block to the west. This park included facilities for individual and group recreational activities, including canoeing, kiddieland, archery, swimming, and softball. Adjacent to this park is the Encanto Golf Course, which consists of separate 9 and 18 hole courses.

Several smaller parks are east of WILLO. Monterey Park, at 350 East Oak, has excellent facilities for group sport activities, as does Coronado Park, at 12th Street and Coronado.

A number of excellent museums are also located in the area. The world famous Heard Museum with its emphasis on the heritage of the southwest is located on the neighborhood's eastern boundary. Nearby are the Phoenix Art Museum of History. Other museums are the Arizona Mineral Museum, the Arizona Museum, the Arizona Museum of Science and Technology, and the museums associated with Heritage Square.

SOCIAL SERVICES

Because no specific need for social services has been expressed, no recommendations are made in this plan. However, a wide variety of social services are available to residents, if they choose to use them. Some are available within the neighborhood, particularly along the periphery, but most are located within several miles.

The Social Services available serve a number of societal needs. These services include financial and educational counseling, health counseling, drug and alcohol abuse rehabilitation centers, crisis shelters for physical abuse, and elderly and handicapped services, among others.

A list of selected social services is in Appendix I. Many of the entries were provided by the Coronado Special Conservation District Planning Committee. Not included on this list are the many commercial services, health care, child care, and educational facilities also found in the area.

THE IMAGE AND CHARACTER OF THE WILLO NEIGHBORHOOD

There are two images of the WILLO Neighborhood: a quiet, attractive residential area and high-rise offices set along a grand boulevard.

The older homes have retained their original charm. They are a unique collection of styles including "Craftsman Bungalows," various period revivals, 50's ranch, and "Moderne." This variety of styles is unified on most streets by regular setbacks and parkway tree plantings that are consistent within blocks.

The mass of individual houses is generally consistent with the neighboring structures through the architectural styles may vary significantly. It is this combination that gives WILLO its distinct character and appeal.

After some fifty years of existence, the neighborhood remains vital and attractive. A continual influx of homeowners, seeking an alternative to the sameness of post-war development while enjoying the convenience of downtown living, assures that this will continue.

As stated previously, the Central Avenue high-rise corridor is developing its own character, but remains an area of opportunity not yet fully realized. The several tall buildings that now stand set the tone for future development.

Central Avenue is the grand boulevard of Phoenix. The rows of steely palms which line each side provide an image of timeless elegance and the setting for impressive commercial towers.

One objective of this plan is to enhance these two images and assure the continued vitality of WILLO. Actions which will help achieve this objective for the residential area fall into four categories:

1. **Social** - Activities which will create a neighborhood environment with a sense of identity, fostering friendliness, mutual concern among neighbors, variety of inhabitants, and a commitment of property maintenance.
2. **Physical** - Retain the well designed homes in a variety of styles.
3. **Location** - Make the most of the location which is near downtown and cultural facilities, next to the Central Avenue Corridor, convenient to shops and gathering places where residents can conduct personal business and get together with neighbors as well.
4. **Circulation** - Create a neighborhood in which adults and children can get around easily and safely, whether by car, bicycle, or on foot. Design the street system to reduce external traffic.

The image of the Central Avenue Corridor is likewise influenced by actions in four distinct categories:

1. **Social** - Create an environment with a sense of identity, which fosters personal contact for commerce, which provides for a variety of use patterns, and a commitment to compatible development.
2. **Physical** - Encourage new buildings which complement the stately elegance that is the hallmark of Central Avenue. Develop buildings which are inviting yet dignified, surrounded by ample open space.
3. **Location** - Take advantage of the closeness to downtown, uptown, cultural centers, centers of commerce and government, and distinctive residential areas.
4. **Circulation** - Develop a circulation network that provides convenient access to the variety of uses in the corridor without encroaching on nearby residential streets. Provide sufficient parking for tenants and visitors.

CARRYING OUT THE PLAN

Now that the plan for WILLO Neighborhood has been developed, how can it be carried out? What policies will lead to achievement of the goals and proposals? How will the plan be financed? Who will be responsible?

This chapter deals with the questions and proposes a variety of policies and actions which can yield tangible results.

Success of the plan requires coordination between the City, business community, developers, and residents. Without it, accomplishments will be limited. Within this context, the plan provides several incentives for all participants to encourage mutual support and cooperation.

The incentives shall only be applied upon adoption of the plan in its entirety. "Incentives" shall include, but not be limited to, those elements of the plan providing benefit to development opportunities which would not otherwise be available in the absence of this plan.

For any plan, be it a city-wide General Plan or a Neighborhood Specific Plan, there are a range of strategies and tools available. Selection of these should be tailored to meet plan objectives. Typical tools include the zoning ordinance, site plan review, Capital Improvement Programs, neighborhood self-help activities, and the Special Conservation District overlay.

Where this plan is not in conformity with any other ordinance, this plan shall control. If any portion of this plan be invalidated, the other portions of this plan shall remain in full force and effect.

IMPLEMENTATION POLICIES AND ACTIONS

Following are specific policy statements and actions which when carried out will achieve the goals of this plan. These actions and policies are both a private and public responsibility. By pursuing these, the specific objectives of this plan will be realized and the overall goals for the future of the neighborhood will become reality.

Posting

In the years to come, there will be many rezoning applications and other requests requiring public hearings. Due to the size of the neighborhood, it may be difficult for all residents and property owners to be aware at all times of all pending hearings. To help facilities

neighborhood-wide awareness of pending public hearings dealing with neighborhood properties, it shall be a requirement of any posting, in accordance with State Statutes and City Ordinances, for any hearing concerning any property in the WILLO Neighborhood, that in addition to official posting on the subject property, that an additional posting be made to the neighborhood-at-large. It shall be the responsibility of the applicant to maintain such posting.

Public Policy

- ◆ Public hearings concerning properties in the WILLO Neighborhood shall only be conducted if the neighborhood-at-large has been posted.

Public Actions

- ◆ At the time any property is posted for a public hearing, additional notices shall be placed at the nearest intersections of 3rd and 5th Avenue to the property in question. Such notices shall be placed so as to be clearly visible from the intersections.

Residential

The plan proposes conserving the quality of the residential neighborhood and its principal resource the single-family home. But conditions have changed over the years since the neighborhood was built. Therefore, preserving the neighborhood exactly as it is may not be practical, but every effort should be made to save as much of it as possible.

Public Policies

- ◆ Discourage development proposals which would significantly alter the single-family character west of the transition area.
- ◆ Encourage reclamation of single-family parcels west of the transition area which are vacant or a minimally improved parking lot.
- ◆ Encourage continued renovation of houses in the residential area.

Public Actions

- ◆ Modify the Zoning Ordinance to:
 1. Allow eight foot (96") high decorative masonry walls in side and rear yards for properties along the neighborhoods perimeter streets (not along First, Third, or Fifth Avenues). This will require variances or text amendments.

2. Allow four foot, six inches (54") high decorative masonry walls in front yards only along Third and Fifth Avenues and Encanto Boulevard. This will require variances or text amendment.
3. Allow greater lot coverage with a Use Permit than is available under current zoning on parcels west of First Avenue zoned P-1, P-2, or vacant at the time of adoption of this plan; if such parcels are improved with a single-family house; and for existing structures if those structures are for single family use.
4. Require that lots cleared after adoption of this plan retain the existing vegetation where healthy, and be seeded for dust control and fenced with a decorative material of the owners option if construction is not scheduled to begin for 90 days. If construction is scheduled, the owner shall control dust and may fence property with chain link. Vacant lots shall be brought into conformance with the above within 180 days of adoption of this plan.
5. Require in the P-1 and P-2 zoning districts a 20' landscaped front yard setback, 6' decorative masonry perimeter wall and no direct access to east-west residential streets.

Private Policy

- ◆ Residents should generally adhere to the existing character of neighborhood landscaping and style of their homes when making improvements.

Private Actions

- ◆ Initiate modifications to the zoning ordinance as might be compatible with this plan.

McDowell, Thomas, and Seventh Avenue Areas

Currently, there are no known conflicts between neighborhood single-family houses and uses on McDowell and Thomas Roads. Thus, no specific policies or actions area recommended, except for signage. However, the plan does envision the possibility of eventual redevelopment to offices (in which case parking may be a concern). Already there are parking lots on the north side of Edgemont.

No land use changes for residential properties are proposed for Seventh Avenue, but several zoning ordinance modifications are proposed principally for privacy and noise attenuation.

To accomplish this, the following is required:

Public Policy

- ◆ When commercial uses are no longer viable, publicly encourage redevelopment of McDowell and Thomas with low profile offices.

Public Actions

- ◆ Modify the zoning ordinance per the development standards proposed in Chapter V, Land use, Zoning, and Design Objectives, to encourage new development.

Private Policy

- ◆ None

Private Action

- ◆ Initiate modification to the existing zoning ordinance to permit privacy and noise attenuation on Seventh Avenue, as might be compatible with this plan.

Transition Area

To protect the residential quality of the houses west of the transition area, the east-west streets area to be closed to through traffic. Separating homes from nonresidential traffic is an important step towards making the WILLO Plan a success. Assuring success of the WILLO Plan has the added effect of upgrading property value and helping maintain the locational desirability of Central Corridor development. The following policies and actions are designed to accomplish this.

Public Policies

- ◆ Developers in the transition area shall have the flexibility to assemble sites of sufficient width (north-south) to make them economically feasible. The local street(s) abutting the developer's property shall be terminated and a cul-de-sac or street loop dedicated and improved upon approval by the City Council.

- ◆ Any cul-de-sac or street loop shall conform to standards set by the City and should be compatible to the standards of this plan. Emergency vehicle access to all properties shall be maintained.

- ◆ Rezoning shall be restricted to R-2, R-3, and C-O.
- ◆ No demolition of current residential properties should take place until all of the following preconditions have been met:
 - 1) actual purchase and/or acquiring of all properties which might be subject to any development;
 - 2) final approval of any rezoning application pertaining to the area subject to development;
 - 3) acceptance of the site plan by appropriate City entities.

In the event that construction of any development in the transition area does not occur within 90 days of any demolition, then zoning shall revert to that which was in force prior to compliance with any of the foregoing pre-conditions and applicable to any area subject to rezoning. Upon reversion of zoning as a result of any failure of construction within 90 days from demolition, no applications for amending the previous rezoning or otherwise continuing the commercial zoning should be approved by the City for two years.

- ◆ The Zoning Administrator shall not grant Use Permits to extend commercial or multi-family uses beyond 200 feet west of First Avenue, as might otherwise be granted under Section 109 of the Zoning Ordinance. The 200-foot line is to be considered as a limit to development, not as a starting point for further encroachment into the establishment residential portion of the neighborhood.

Public Actions

- ◆ The City shall process street abandonment in conjunction with development.
- ◆ Include transition standards as part of rezoning application.

Private Policy

- ◆ Land should be acquired for development sites by private developers.
- ◆ Sites should be scaled to market needs, within established depth.

Private Actions

- ◆ Interim property use should not change from existing uses, pending development of a new project.

- ◆ Development phasing along First Avenue should be in response to private forces in development.
- ◆ Use property obtained from closure of local streets in conjunction with development of the transition area.
- ◆ Initiate modifications to the zoning ordinance.

Zoning

Zoning is probably the most useful and effective tool to achieve the land use goals and objectives of this plan. It has the ability to maintain existing land use districts and provide for change through a prepackaged agreement between developers and the neighborhood.

The proposed land use plan depicts land uses for the future. These land uses will eventually be translated into development plans and rezoning applications to be reviewed and processed by the City as to their compatibility with this plan. In this way, the neighborhood can remain flexible to respond to market forces as they arise and as they are compatible with this plan.

Public Policy

- ◆ Rezoning applications should be approved where consistent with the land use proposals of this plan.
- ◆ Rezoning applications not consistent with the plan should not be considered for approval.

Public Actions

- ◆ Accept and process rezoning applications.

Private Policy

- ◆ The neighborhood shall actively support rezoning applications which are consistent with the goals of the plan.

Private Actions

- ◆ Where necessary, a neighborhood spokesperson should be present at a public hearing to support worthy proposals.

Previously Zoned Land

This plan shall not apply to property rezoned after January 1, 1981 and before the effective date of the Special Conservation District zoning amendment. Property rezoned during this time period shall be subject to underlying zoning regulations, approved site plans, and all conditions of zoning approval.

Zoning Enforcement

Through the years, neighborhoods accumulate a variety of nonconforming and illegal uses. This plan proposes modifying the zoning ordinance to correct the nonconformities. It also proposes relaxing setback standards to reclaim buildable area.

Uses which were at one time legal, but are not illegal due to changes in the ordinance are called nonconforming uses and are allowed to continue in operation. This plan does not relieve property owners of their responsibility to comply with City Codes and Ordinances. Any use which is established contrary to the ordinance must be brought into conformance.

CITY AND NEIGHBORHOOD RESPONSIBILITIES

Carrying out this plan is the responsibility of everyone, both public and private. The specific tasks will generally fall to the group or agency best equipped to handle them. However, several responsibilities can readily be identified.

City

The City shall be responsible for reviewing rezoning applications and development proposals, processing variances and Use Permits, processing amendment to the City Zoning Ordinance, continued staff assistance and routine delivery of City services such as water, trash, and refuse collection because it is best equipped to administer the ordinance and provide services.

Neighborhood

The neighborhood shall be responsible for soliciting financial and political support for plan objectives, developing a partnership with the business community, coordinating neighborhood opinion, and maintaining communications with appropriate City departments. These are all activities which rely on initiatives and personal contact between individuals of the neighborhood.

The neighborhood is also responsible for encouraging and coordinating home repairs and improvements, neighborhood beautification projects and other self-help kinds of programs. These are activities which can be handled by the neighborhood with little outside assistance.

FINANCING

Traditional funding sources for plans have been City, State, County, and Federal agencies.

However, recent economic conditions have prompted a reexamination of expenditures at all levels of government. The result has been a de-emphasis in the role of the public sector and shifting of responsibility to the private side.

The principle funding need in the WILLO Plan is development of the Central Corridor, the transition area and street closures. The private sector has demonstrated that as long as there is an economic incentive present, it is willing. As the marketability of the neighborhood increases so will the economic incentives.

Evaluation

Within the coming years, an assessment of this Neighborhood Conservation Plan should be conducted. In the assessment the following questions should be asked:

1. Are the goals and objectives still appropriate;
2. Are the proposals designed to achieve those goals workable;
3. Are the policies and actions effective;
4. Is it appropriate to shift roles and responsibilities?

Ongoing evaluation of the plan by citizens in the community will ensure that it maintains its timeliness. From time to time it may be necessary to amend the Plan. The procedure to amend the Plan shall be the same as was applicable for the adoption of the Plan.

The Neighborhood, Planning Commission, and City Council should consider the following criteria for adoption of amendments to the Plan:

1. Will the proposed amendment allow rezoning to uses higher than those permitted or in areas other than those shown in the current Plan?

Such amendment should not be adopted for the transition or the residential portions of the neighborhood for at least twenty years following initial adoption of the plan to provide sufficient zoning stability to encourage continued renovation of the residential properties, and redevelopment of transition area properties within the standards of the current plan.

2. If the proposed amendment will allow rezoning to uses higher than those permitted or in areas other than those

shown in the current plan, does it contain sufficient standards to offset the adverse effects of such rezoning on the remaining residential properties, and is such rezoning as necessary to the City compared with the residences which will be lost?

3. Is the proposed amendment intended to allow rezoning to use higher than those permitted or in areas than those shown in the current plan, in order to 'cleanup' an area?

Such amendments should not be considered. A property owner should not be rewarded with rezoning to a higher use because the property has been allowed to fall into disrepair.

APPENDIX I

LISTING OF SOCIAL SERVICES

Affiliation of Arizona Indian Centers
2721 North Central Avenue, Room 908
Phoenix AZ 85004

American Heart Association
1445 East Thomas Road
Phoenix AZ 85014

American Red Cross
1510 East Flower
Phoenix AZ 85014

Arizona Action for Displaced Homemakers
503 West Latham
Phoenix AZ 85003

Arizona Community Action Association Inc.
2721 North Central Avenue
Phoenix AZ 85004

Arizona Family Planning Council
316 West McDowell Road
Phoenix AZ 85003

Arizona Family Planning Services
33 East Virginia Avenue, #222
Phoenix AZ 85003

Arizona Lung Association
1239 East McDowell Road
Phoenix AZ 85006

Arizona State DES Development Disabilities
1824 East McKinley
Phoenix AZ 85006

Arizona State DES Emergency Assistance
815 North 18th Street
Phoenix AZ 85006

Arizona State DES Employment Services
815 North 18th Street
Phoenix AZ 85006

Arizona State DES Food Stamp Program
815 North 18th Street
Phoenix AZ 85006

Arizona State DES General Assistance
815 North 18th Street
Phoenix AZ 85006

Arizona State DES Unemployment Insurance
815 North 18th Street
Phoenix AZ 85006

Arizona State DES Vocational Rehabilitation
815 North 18th Street
Phoenix AZ 85006

Behavioral Health Consultants Inc.
2214 North Central
Phoenix AZ 85024

Big Sisters of Arizona
2214 North Central Ste #111
Phoenix AZ 85024

Community Information & Referral Services
1515 East Osborn Road
Phoenix AZ 85004

Cystic Fibrosis Foundation
2721 North Central Ste #307
Phoenix AZ 85004

Doctors Referral
2025 North Central
Phoenix AZ 85004

Episcopal Community Services
110 West Roosevelt
Phoenix AZ 85003

Good Samaritan Medical Center
111 East McDowell Road
Phoenix AZ 85006

Goodwill Industries of Arizona
417 North 16th Street
Phoenix AZ 85006

Hillhaven Health Care
531 West Thomas Road
Phoenix AZ 85013

Jewish Family and Children's Services
2033 North Seventh Street
Phoenix AZ 85006

Laura Danieli Activity Center
613 North Fourth Avenue
Phoenix AZ 85003

Laura Danieli Senior Center
613 North Fourth Avenue
Phoenix AZ 85003

Lynncrest Home for Women
344 West Lynwood
Phoenix AZ 85003

March of Dimes
Grand Canyon, Saguaro Chapter
316 West McDowell Ste #104
Phoenix AZ 85003

Maricopa County Community Health Services
1845 East Roosevelt
Phoenix AZ 85006

Maricopa County Division of Public Health
1845 East Roosevelt
Phoenix AZ 85006

Maricopa Ecumenical Council
10 East Roanoke
Phoenix AZ 85004

Valley Wide Parent Study Groups
2300 North Central
Phoenix AZ 85004

Mended Hearts, Inc.
1445 East Thomas Road
Phoenix AZ 85014

YWCA
230 East Earll
Phoenix AZ 85012

National Multiple Sclerosis Society
2530 North Seventh Street Ste #109
Phoenix AZ 85006

New Casa De Amigas
303 West Portland
Phoenix AZ 85003

New Change Rehabilitation Industries
1115 East Van Buren
Phoenix AZ 85006

OK Community
502 West Roosevelt
Phoenix AZ 85003

Overeaters Anonymous
2250 North 16th Street Ste #204
Phoenix AZ 85006

Phoenix Citizen's Assistance
251 West Washington
Phoenix AZ 85006

Phoenix Nursing and Convalescent Center
1314 E. McDowell Rd.
Phoenix AZ 85006

Psychologists Information and Referral
55 East Thomas Road
Phoenix AZ 85013

St. Luke Medical Center
525 North 18th Street
Phoenix AZ 85006

Second Harvest Food Bank
1001 North Central Phoenix
Phoenix AZ 85004

Seventh Day Adventist Community Service
1320 North 15th Street
Phoenix AZ 85006

Toby House Day Program
39 West Cypress
Phoenix AZ 85003

Tumbleweeds
309 West Portland
Phoenix AZ 85003

US Department of Labor Occupational Safety-Health
2721 North Central Avenue
Phoenix AZ 85004

APPENDIX II

SOURCES OF WILLO HISTORY

Phoenix. A Chronological and Documentary History
1978 Oceana Publications

Ride a Mile and Smile the While
Lawrence J. Fleming, 1977
Swaine Publications

The Journal of Arizona History
Special Phoenix Issue, Autumn, 1977

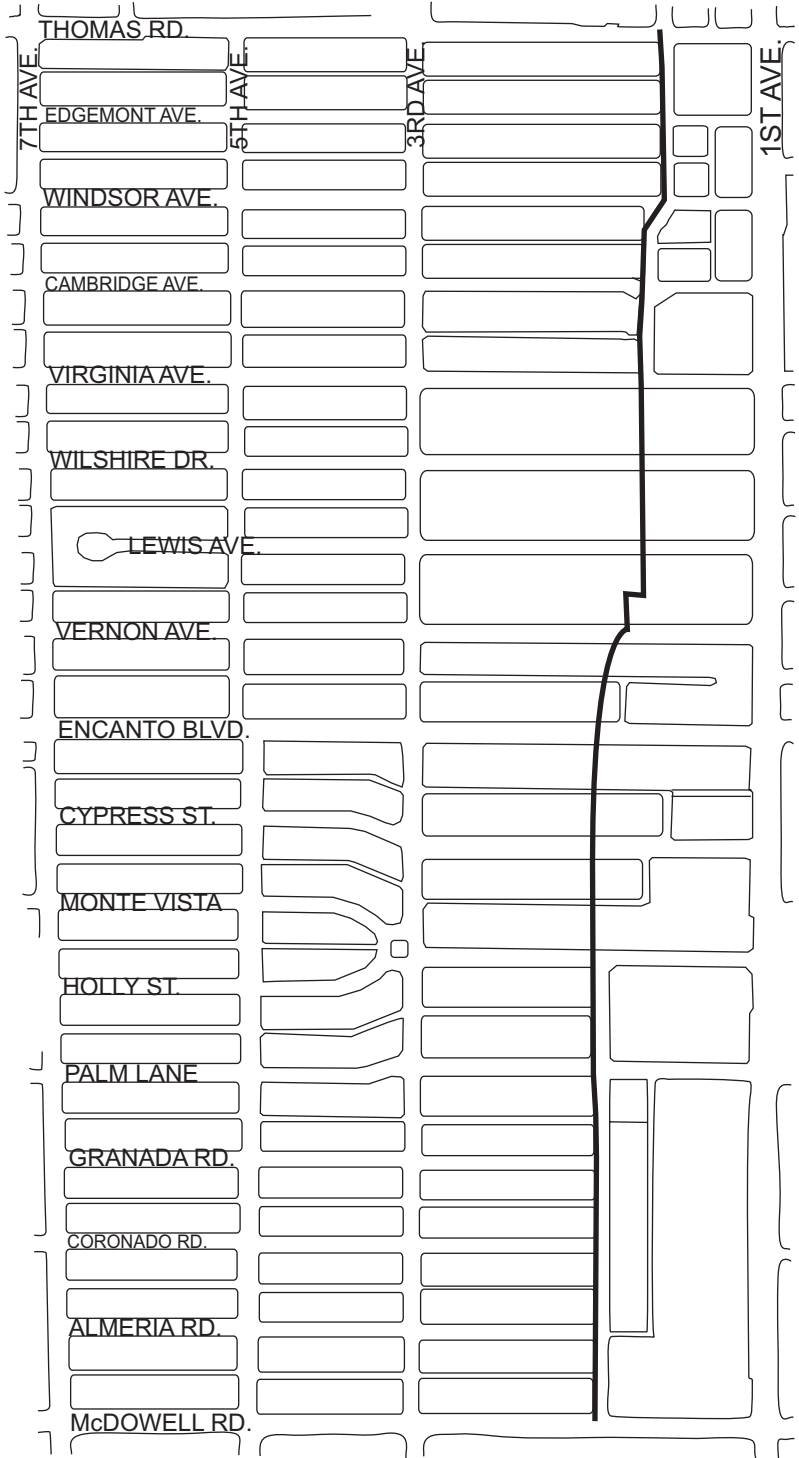
Phoenix 1870 - 1970
Herb and Dorothy McLaughlin, 1970

APPENDIX III

FIRST AVENUE ALIGNMENT AND TRANSITION ZONE

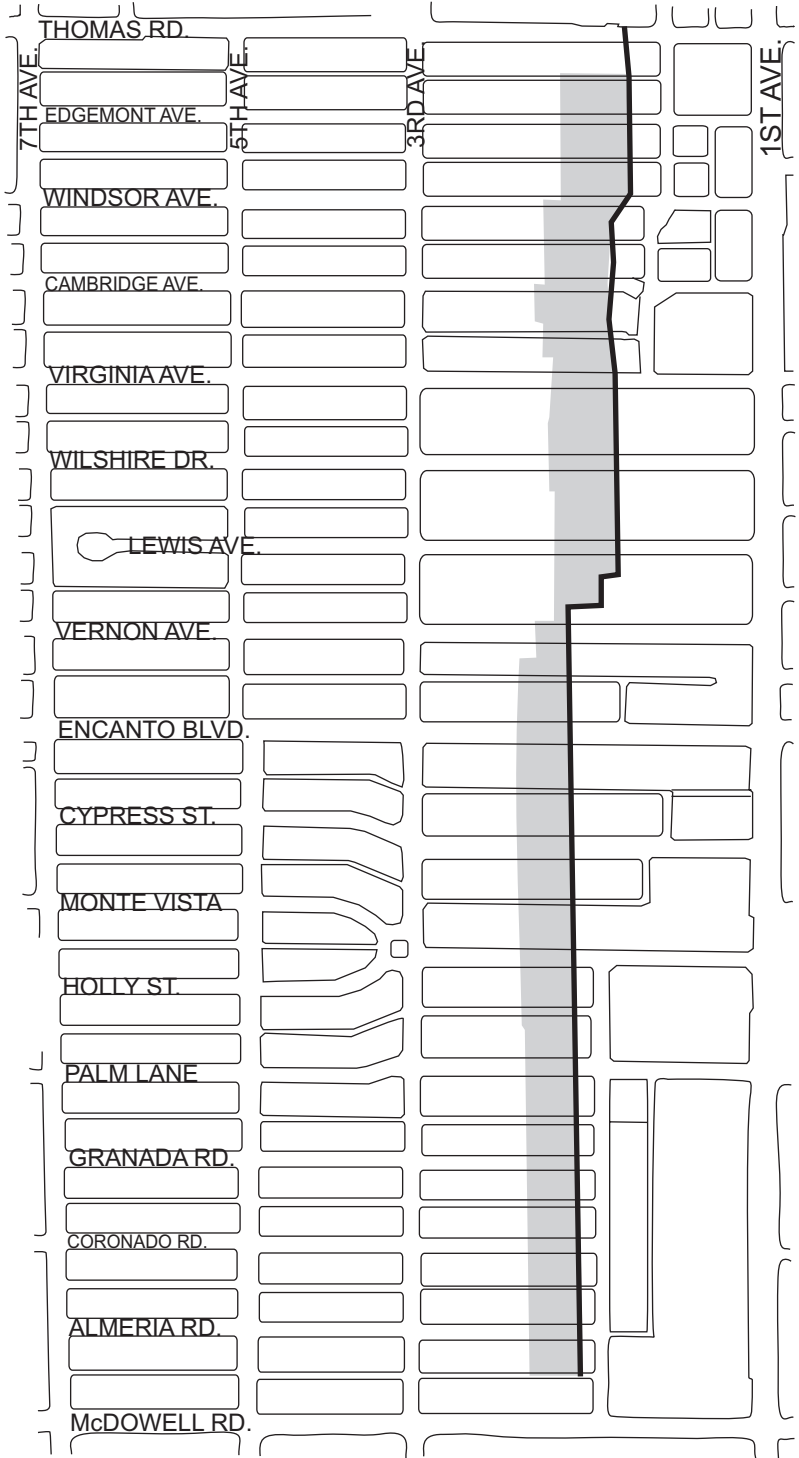
In accordance with the Phoenix City Council approval of the WILLO Special Conservation District on December 18, 1985, the eastern boundary of the district is aligned with First Avenue where it exist and with the eastern lot lines of lots as shown on Map 1. This eastern boundary shall ultimately be set at First Avenue where that street is actually constructed and installed. As the final alignment of First Avenue is fixed, the boundary of the SCD shall be adjusted by rezoning applications initiated by the Planning Commission to be consistent with the First Avenue. These applications shall be processed as expeditiously as possible through the Zoning Hearing Officer and rezoning process.

Map 2 shows the location of the transition zone as described in the plan



WILLO NEIGHBORHOOD CONSERVATION PLAN
EAST BOUNDARY OF S.C.D.
(FIRST AVENUE ALIGNMENT)

Map 1



WILLO NEIGHBORHOOD CONSERVATION PLAN
TRANSITION ZONE

Map 2