

North Gateway Village Core Plan



January 30, 2008



Prepared by the City of Phoenix
Planning Department

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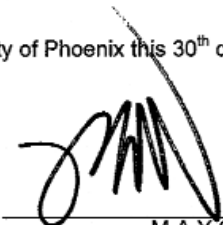
A RESOLUTION ADOPTING THE NORTH GATEWAY VILLAGE
CORE PLAN.

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF PHOENIX, as
follows:

SECTION 1: That the North Gateway Village Core Plan is hereby adopted,
a copy of which accompanies and is annexed to this resolution and declared a part
hereof.

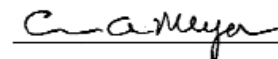
PASSED by the Council of the City of Phoenix this 30th day of January,
2008.




MAYOR

ATTEST:

ACTING


City Clerk

APPROVED AS TO FORM:


Acting City Attorney

REVIEWED BY:


City Manager

PB:c2:721028v1
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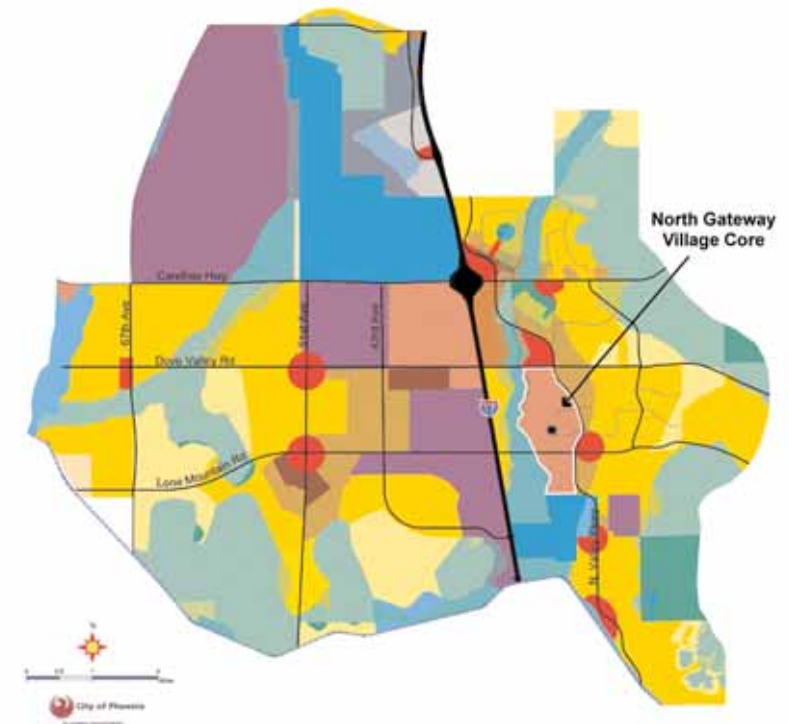
INTRODUCTION

The North Gateway Village Core (the Core) encompasses approximately 500 acres along the east side of Interstate 17. The Core is bounded by the Skunk Creek Wash Sonoran Preserve on the west, North Valley Parkway on the east, and Dove Valley Road on the north, and extends approximately ½ mile south of Lone Mountain Road. The Core is planned as a cohesive, environmentally sensitive community with mixed income levels, employment opportunities, retail services, and recreational amenities.

Various land uses have been strategically identified on the Conceptual Land Use Map (pg. 22) to create a sense of place for the Core with a pedestrian-oriented focus. Land uses that strengthen the sense of place and enhance the economic viability include broad categories of residential/commercial mixed use, residential/office mixed use, commercial, office, commerce/business park, and public uses.

The North Gateway Village Core Plan is designed to create a high density, urban environment that will reduce automobile trips, support transit, and promote the Skunk Creek Wash as a major natural amenity that allows for a paseo/trail opportunity. The Core provides a strong sense of place for development along a pedestrian spine connecting Skunk Creek Wash to Bronco Butte that will enhance the integrity of the mixed-use development as a true urban experience.

NORTH GATEWAY VILLAGE



VISION

The North Gateway Village Core will be a lively, dynamic, interesting place to live, work, shop and play. The Core has long been envisioned as an important regional employment center with an urban character. This area will attract high intensity and high density development with a mix of building heights, up to 10 stories. The urban form of the Core will be designed to integrate with the desert environment. Residential communities that accommodate a variety of income levels, with employment, retail, and recreational opportunities will develop within the Core and the surrounding area. Development should integrate mixed use retail, restaurant, offices, residential units, and pedestrian-oriented open spaces in an urban environment to establish the Core as a destination place.

Employment opportunities that create quality jobs sensitive to the environment and surrounding communities are highly desired. The Core will become home to a variety of employers, ranging from small, independent offices providing professional services to the corporate headquarters of major corporations, such as the bio-tech and medical industries.

The Skunk Creek Wash, Bronco Butte and Bronco Tank are valuable natural features that provide a sense of identity and character to the Village. The Core is strategically located to build on and enhance these natural amenities. Preservation of views to and from these amenities will serve to solidify the character of the Core and serve as a logical focal point for pedestrian-oriented commercial activities and recreational opportunities for future residents.

A key feature of the vision for the Core is an urban walkway connecting Skunk Creek Wash to Bronco Butte to provide access to these recreational areas and the planned district park on the west side of the Skunk Creek Wash. As an east/west pedestrian corridor through the heart of the Core, the urban walkway will also create a place for outdoor activities. Gardens and pedestrian plazas that interface with a combination of retail, office, residential and public activities should create a focal point and hub of activity for the Core. The urban walkway, outdoor plazas and paseo along Skunk Creek will attract pedestrian visitors and local employees during the day, while commercial retail, restaurants, and nightclubs will provide primary entertainment in the evening.

The dynamic mix of commercial, employment, residential and open space uses will result in quality developments that promote higher densities, support transit, reduce automobile trips, and preserve the natural environment.

BACKGROUND

The North Gateway Village Core is a 500-acre area located approximately 20 miles north of downtown Phoenix and is situated east of Interstate 17 between Dove Valley Road and Lone Mountain Road alignments. Currently undeveloped, the Core's access points are from Interstate 17 at the Dove Valley Road and Lone Mountain Road alignments with additional access off of the North Valley Parkway at North Foothill Drive and Bronco Butte Trail.

The majority of the topography of the North Gateway Core is flat with few recognizable land forms. Hydrology of the Core is Skunk Creek Wash that flows from the northeast to the southwest. Vegetation of the Core consists of Upper Sonoran which is composed of small trees, bushes, shrubs and flowering ground cover. There are three primary landforms in the Core: Skunk Creek Wash, Bronco Butte and Bronco Tank. Skunk Creek Wash is one of the primary tributaries of the New River Drainage System. The wash provides the western boundary of the Core and will provide great opportunities for recreation and open space preservation. The highest point is Bronco Butte and is the primary natural landmark. Bronco Butte is located in the east-central portion of the site and the terminus of the Core spine "Paso Del Prado". The western base of Bronco Butte is the location of the Bronco Tank, a riparian area centrally located in the Core. Bronco Tank should be used as water feature that could incorporate various public spaces.

An integral part of the North Black Canyon Corridor Plan, the Core establishes opportunities for regional employment centers in mid-rise offices buildings surrounded by campus style offices. The *City of Phoenix General Plan Land Use Map*

designates the Core as Mixed Use (Commercial/Commerce Park) providing the necessary flexibility to respond to changing market conditions and opportunities.

Relationship to Other Plans and Policies

Numerous factors have been considered in the development of this plan. Countless individuals and organizations have provided invaluable input into the development of the North Gateway Village Core Plan. Outlined below are a number of city of Phoenix plans and policies that were considered in the development of the Plan.

Phoenix Urban Village Model

Concepts of the Urban Village Model were developed in the mid 1970's by various citizen committees. The committees identified basic components and characteristics of a village. These components included: core, boundaries, neighborhood, and open space. In 1985, City Council adopted Urban Village Concept into *1985-2000 General Plan*. This plan established nine villages and Village Planning Committees. These nine committees provided recommendations regarding planning issues to the Planning Commission and City Council. The Village Model continued to develop several principals and comments regarding the design of a village. Since the inception of the Village Model, the villages have grown from nine to fifteen.

The Urban Village Model “core” remains the central focus for the village. The core is intended to provide intense land use patterns for the village. The Village Model encourages flexibility of land uses including office, retail, public, governmental, and residential.

PHOENIX URBAN VILLAGE MODEL



General Plan for Peripheral Area C and D

Planning for this area was initiated in 1987. *The General Plan: Peripheral Areas C and D* is a broad land use study for the new growth area located north of the Central Arizona Project Canal (CAP) and south of the Carefree Highway, between 67th Avenue to the west and the Scottsdale corporate boundary to east. From 1985 to 1987, many forums and advisory groups were appointed by the City Council to guide the development of the plan.

The basis for the Plan was to develop a framework for consistent goals and policy making for the 1985 – 2000 *General Plan*. The *Peripheral Areas C and D Plan* identified a location for the core site. The Area D Core was originally located northeast of the Outer Loop (present day Loop 101) and south of the Carefree Highway. The Core would be designed using southwestern landscape materials and geared for the pedestrian.

The Area D Core would provide services, cultural and entertainment facilities that would complement the residential uses. In addition the Core would be appropriate for business, professional and governmental uses with the possibility of medical facilities.

North Black Canyon Corridor Plan

Since 1997, there have been a variety of planning efforts regarding the directives of the Strategic View of Growth. One of these directives focused on the North Black Canyon Corridor. The *North Black Canyon Corridor Plan* identifies the area as a regional employment center. Four goals were developed to provide a strategic framework that create a highly desirable pattern of urban growth.

The Corridor Goals include:

1. Promote the North Black Canyon Corridor as a regional employment center.
2. Achieve a balance between employment and housing.
3. Concentrate growth within a defined corridor.
4. Preserve North Sonoran desert amenities and use these features to define community form and identity.

Sonoran Preserve Master Plan

In 1997, the Phoenix Parks and Recreation Department along with the cooperation of City Council prepared a master plan to study and inventory undisturbed desert land in Phoenix. The master plan comprised of both of public and private lands evaluating natural features such as drainage systems, ridge lines, hill slopes, and native vegetation.

The majority of the outlying area in Phoenix is Arizona State Trust Land. The *Sonoran Preserve Master Plan* includes two study areas, the North Study Area (NSA) and South Study area (SSA). The NSA is comprised of land north of the Central Arizona Project Canal which includes North Gateway Village, Desert View Village and portions of the Deer Valley Village.

Preservation of natural areas within the North Gateway Village Core will have a profound effect on the entire community. Preserved natural lands such as Skunk Creek Wash, provide visual and emotional relief from the day-to-day stresses of living in an urban core setting. The preserve will also positively affect residential and commercial property values and development patterns.

The *Sonoran Preserve Master Plan* integrates the desert landscape with the Urban Village Model. The Plan presents a system trail connections and access points throughout the identified preserve areas. Skunk Creek will provide excellent recreational and open space opportunities for the North Gateway Village Core.

City Of Phoenix General Plan

The *City of Phoenix General Plan* identifies the Core as the central focus for the North Gateway Village with a pedestrian-oriented mix of land uses. The General Plan Land Use Map, shown in Exhibit A,(pg.7) designates the area as a mix of Commercial and Commerce/Business Park uses. The North Gateway Village Core Plan seeks to implement the goals and policies of the General Plan.

The following goals and policies are particularly relevant to the North Gateway Village Core Plan:

Growth Area Element

Goal 1; Growth: Maintain a high quality of life and economically healthy community.

Land Use Element

Goal 1; Urban Form: Growth should be structured into a series of Urban Villages characterized by the five components of the Urban Village Model: Core, Neighborhoods, Community Service Areas, Regional Service Areas, and Open Space.

Core Policy 1: Locate land uses with the greatest height and most intense uses within limits based on village character, land use needs, and transportation system capacity.

Goal 2; Employment and Population Balance: Development of each Village's potential should be encouraged by distributing a diversity of employment and housing in a way that achieves a balanced citywide plan

and that is consistent with commute travel patterns and the current character of each developed village.

Cost of Development Element

Goal 1; New Development's Financial Responsibility: New development in the city of Phoenix should not place a financial burden on existing development except where the bonding capacity of existing development is used for construction of facilities until revenues from new development are available.

Circulation Element

Goal 1; An Effective Multi-Modal Transportation System: A multi-modal transportation system should be developed that will allow the movement of goods and people safely and efficiently throughout the city, especially into and between, the Urban Village Cores.

Goal 2; Surface Streets and Parking Facilities: A system of streets and parking facilities should be designed and developed that matches the capacity and character of the street with the character of the area and projected automobile, truck, bicycle, and transit travel demands, support land use and other General Plan objectives.; makes efficient use of streets, enhances traffic safety, and results in adequate parking facilities.

Housing Element

Goal 2; Housing Choice: A diverse choice of housing should be provided in all villages of the city to meet the needs of all households.

Neighborhood Element

Goal 1; New Neighborhood Design: All neighborhoods should be designed to be safe, well maintained, pedestrian oriented, desirable places to live.

Environmental Planning Element

Goal 1; Natural/Physical Environment: The natural physical environment should be preserved and conserved while acknowledging that development will occur in some areas.

Open Space Element

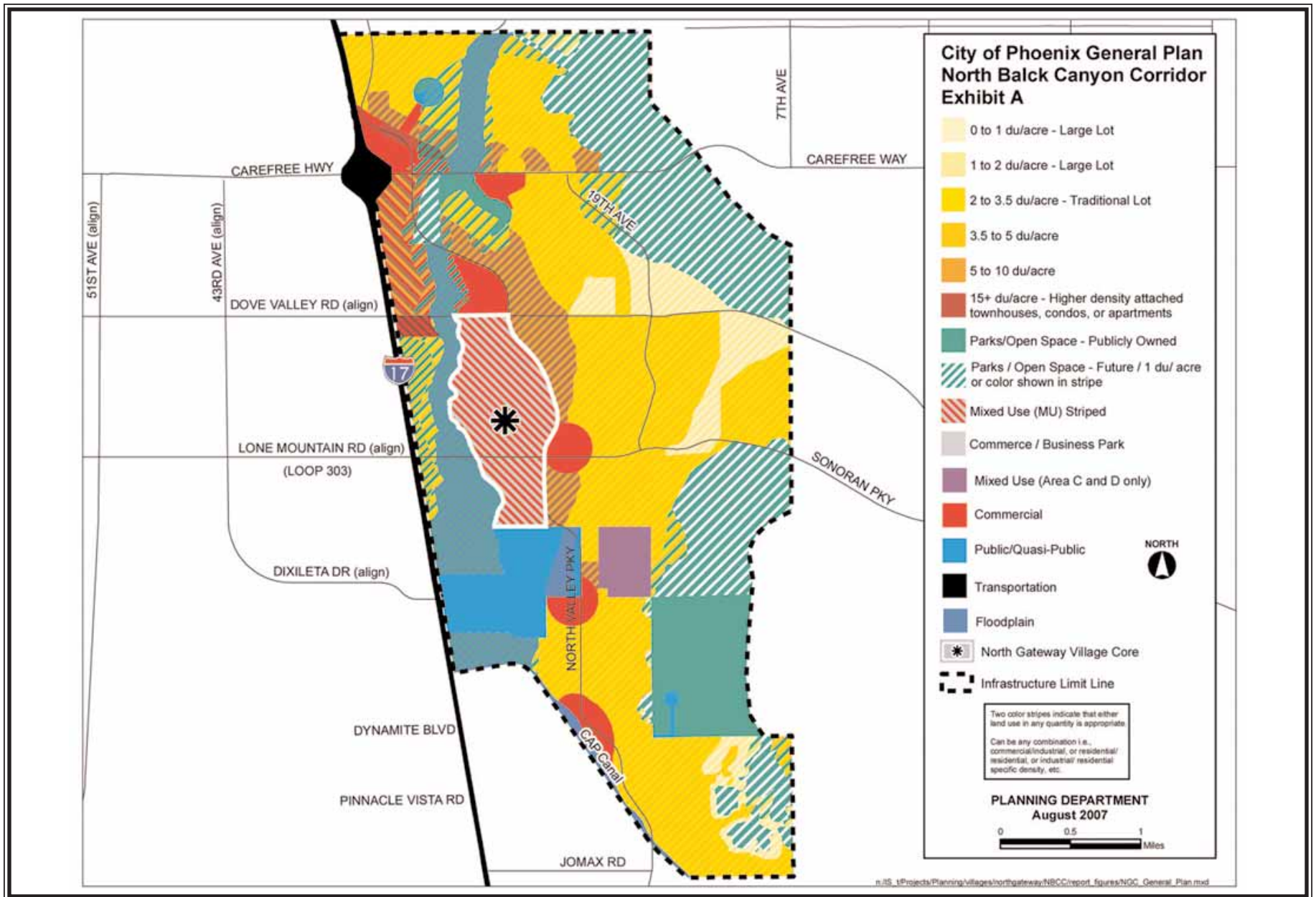
Goal 2; Linear Open Space: Linear systems of open space such as canals, washes, drainage corridors, and rivers should contribute to a continuous non-motorized trail system that serves as an alternative transportation system, provide a positive recreational experience and forms a neighborhood amenity.

Recreation Element

Goal 1; Parks System: The Parks and recreation system should meet the needs of residents and visitors, be accessible, convenient, and diverse in locations, programs, and facilities.

Water Resources Element

Goal 1; Water Resources: Provide a reliable supply of high quality water at a reasonable cost, while balancing social, economic, and environmental impacts of water resources development projects and water demand management programs.



OPPORTUNITIES AND CONSTRAINTS

Development of the North Gateway Village Core will need to respond to a wide variety of factors, including patterns of employment, housing, site planning, and transportation technologies.

The *City of Phoenix General Plan Land Use Map* designates the North Gateway Village Core as Mixed Use (Commercial and Commerce/Business Park). The Core is located within the North Black Canyon Corridor which is a sub area of the North Gateway Village. Various opportunities are present for a successful core with minimal constraints that can be addressed by adequate planning. A map of the North Gateway Village Core Opportunities is shown in Exhibit B (pg. 11).

Natural Features and Recreational Amenities

Locating the Core adjacent to the Skunk Creek Wash and Sonoran Preserve provides numerous opportunities. Skunk Creek Wash is integral in creating a sense of place for the Core. The protection of natural features and view corridors is part of the North Black Canyon Corridor Overlay District which promotes development of a unique Core using the open space as an amenity.

The Bronco Butte and Skunk Creek Wash are landmark areas that provide trail opportunities for pedestrians within the Core. A network of trails that moves pedestrians through the Core environment can benefit from the natural features available in this area.



View of Bronco Butte and Bronco Tank looking east, the heart of the North Gateway Core.

The Phoenix Parks and Recreation Department has identified a 100+ acre site along the west side of the Skunk Creek Wash adjacent to the Core as a future site for a district park. Retail and restaurant establishments within the Core will benefit from the close proximity to a destination recreation facility. Similarly, residents and employees of the Core will be able to take advantage of the open space and recreational amenities provided in the park.

View Corridors

The preservation of Skunk Creek Wash, Bronco Tank, Bronco Butte and surrounding panoramic views of near mountain ranges, provide area residents and visitors view corridors and desert environments even as the Core experiences urbanization.



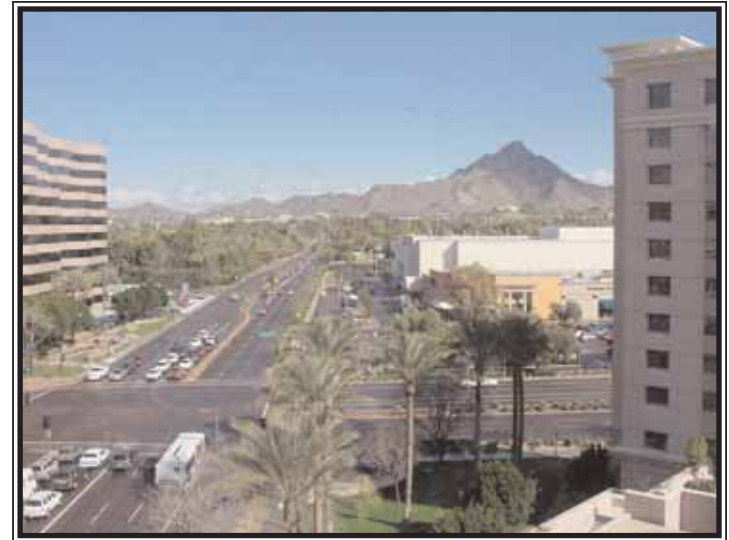
View of Pyramid Peak

The North Gateway Village Core is in proximity to the No Name Mountains, Pyramid Peak, and Union Hills where scenic views may be enjoyed.

This urbanization responds to the fundamental principle of the General Plan regarding strategic placement of growth and containing the built environment within a broader region where natural features predominate.

View corridors add to the sense of place for the North Gateway Village Core. Views from office buildings, hotels, residential units, public spaces and retail centers add value to the property.

The North Gateway Village Core Plan has been designed to accommodate the various views that support the overall character with the Core's trails and circulation patterns.



This view of Piestewa Peak, preserved in the Camelback East Village Core, illustrates the view corridor concept.

Development of local streets with buildings orientated to the street will help meet the view corridor vision.

Future development patterns along the Paseo del Prado should promote the vistas of Union Hills, No Name Mountains, and Pyramid Peak as illustrated in Exhibit B (pg. 11).

The urban Core should work in concert with views to open spaces to establish successful land use patterns that embrace the natural environment while urban development occurs.

Existing Zoning

The Core has approved zoning of C-2 (Intermediate Commercial) and/or CP (Commerce Park) with a Mid-Rise Planned Community District. The ability to master plan commercial land uses in this area offers the City a unique opportunity to achieve design continuity and coordination of infrastructure development in the Core area. Established zoning also supports employment and retail opportunities for the Core.

The zoning classifications will allow the Core to develop using market conditions and the goals of the North Gateway Village Core Plan. The existing zoning classifications are defined by two major Planned Community District (PCD) rezoning cases, Z-43-99-2 (Sonoran Foothills-McEwen Trust PCD) and zoning case Z-34-01-2 (North Gateway PCD).

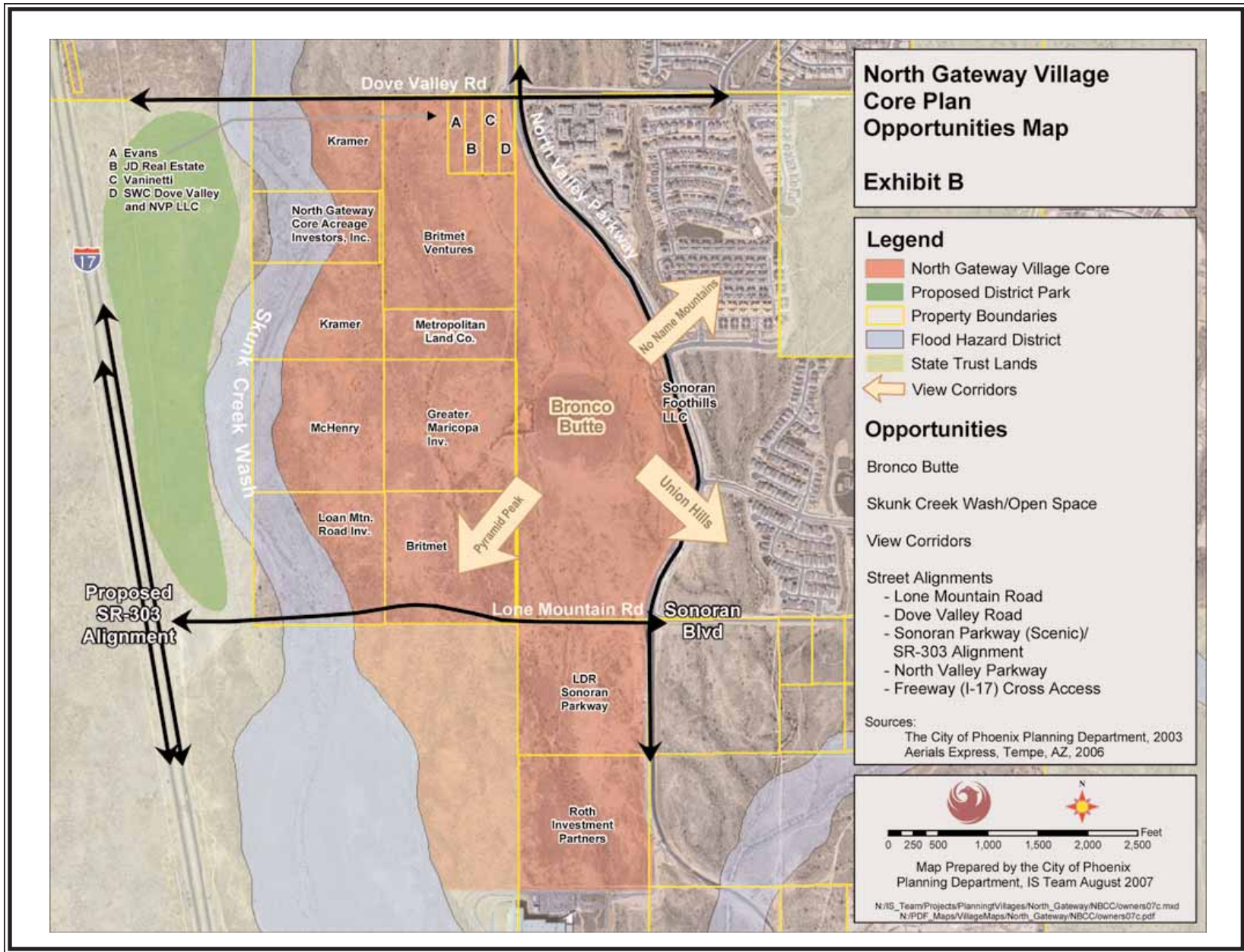
Various Landowners

There are more than a dozen individual property owners within the Core. In order for the Core to be successful, cooperation between landowners, developers, and the City is crucial. Collaborative efforts with a shared vision for the area is key to successful development that will increase real estate values, create vitality in the community, and generate revenues and employment opportunities. Absent a cohesive plan and shared vision for the Core, development of individual properties on a parcel by parcel basis could be a constraint.

Circulation/Transportation Corridors

Development of a circulation plan should take advantage of the existing road patterns of I-17, North Valley Parkway, Dove Valley and Lone Mountain Roads along with platted roads from Sonoran Foothills PCD. This street pattern segments parcels creating ingress/egress opportunities for the individual property owners, establishes transportation routes for potential transit, and creates view corridors.

Topography is also a key factor in the circulation plan. Identifying key areas such as Skunk Creek Wash and how it relates to Bronco Butte and Bronco Tank is paramount.



GOALS

North Gateway Village Core Plan Goals

The North Gateway Village Core Plan has been prepared for the purpose of ensuring consistently high quality, pedestrian design and development for the Core and encouraging mixed use development that supports employment and economic growth. This purpose can be achieved by guiding developers and builders through the entitlement process and by identifying the parameters within which development should occur.

Along with design guidelines and other ordinances and regulations, the North Gateway Village Core Plan protects undeveloped areas from undesirable design and development by assuring aesthetically consistent and appropriate development with an emphasis on the pedestrian.

The North Gateway Village Core Plan supports neighborhoods with mixed-use housing opportunities, a business district, entertainment and retail opportunities in an urban setting. The Core should function as a defined community that protects the area's natural resources and offers a quality desert lifestyle.

Goal 1 - Mix Land Use Development

The North Gateway Village Core should be a desirable living environment which provides a mix of residential, employment, retail, and recreational amenities with a strong identity.

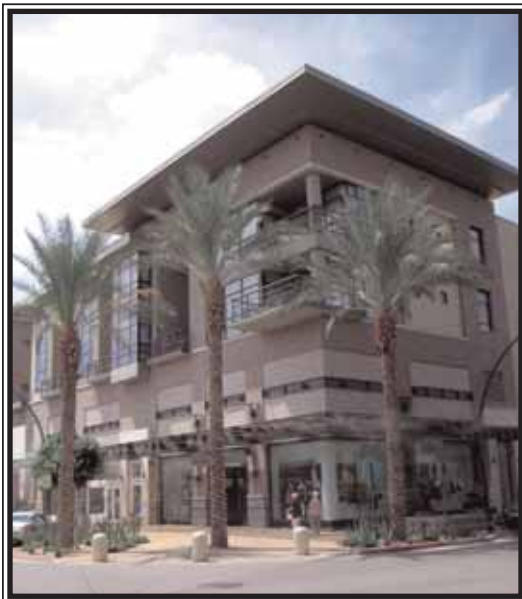
Policies:

- A. Manage development so that it occurs in a compact, urban manner.
- B. Create a vibrant urban environment with a variety of mixed uses.
- C. Cluster compatible uses to establish a pedestrian environment and decrease vehicular traffic.
- D. Emphasize pedestrian accessibility and connectivity throughout the Core.

Recommendations:

1. Encourage corporate office, retail, hotel, entertainment complexes, and loft residential uses along Dove Valley Road and North Valley Parkway.
2. Locate mixed-use development along the pedestrian Paseo del Prado emphasizing specialty retail and residential uses.
3. Encourage the development of a major resort/ hotel and related uses such as restaurants/cafes into the streetscape adjacent to Skunk Creek Wash to capture the views and amenities the Sonoran Preserve can offer.
4. Locate Mid-rise office, commercial and retail north and south of Bronco Butte along North Valley Parkway capturing the bio-tech research market, medical offices, and related uses.
5. Create a demand for the mixed use commercial services by encouraging high-density residential uses surrounding the Paseo del Prado.
6. Adopt design guidelines for the North Black Canyon Overlay zoning district that address urban form, including, but not limited to:

- a) Site design and building orientation
- b) Urban open space and pedestrian gathering areas;
- c) View corridors;
- d) Pedestrian connections;
- e) Transit oriented development
- f) Parking lots and structures;
- g) Street design
- h) Landscaping
- i) Art
- j) Lighting
- k) Green building and sustainability



Kierland commons illustrates how a mixed-use retail/residential development provides a unique environment.

Goal 2 - Accessibility and Pedestrian Connectivity

Improve mobility throughout the Core, within and between developments, to create a high quality of life for residents and local businesses.

As the Core experiences population and employment growth the pollution and congestion will increase. Development should provide alternatives to this ongoing problem by promoting multi-modal transportation systems and transit-oriented development.

Policies:

- A. Minimize the adverse impact of the transportation system through integrated urban design.
- B. Promote active commercial centers that support transit and public spaces through building intensities, orientation, and massing.
- C. Emphasize mixed-use office and residential uses to increase the mixed-use, round-the-clock nature of the Core.
- D. Promote pedestrian-oriented developments to reduce vehicular travel.

Recommendations:

- 1. Encourage the use of roundabouts and other traffic calming devices to manage the volume and speed of vehicular traffic.
- 2. Create connections between development sites to encourage pedestrian activity.
- 3. Develop a pedestrian connection between the Core and the planned district park along the west side of the

Skunk Creek Wash through the development of the Paseo del Prado.

4. Encourage safe, pleasant walking environments through regulation of urban form, including the treatment of streets, sidewalks, building entries, balconies, porches, and architectural features.
5. Locate employment-generating uses such as office buildings and employee intensive uses adjacent to the retail component of the Core.
6. Design development near transit centers to promote safe and convenient access to multi-modal transportation systems to increase ridership.
7. Collaborate with Valley Metro to create special area plans, design guidelines, and partnership arrangements that support transit initiatives.

Goal 3 - Economic/Employment Opportunities

Create an employment hub to serve as a “mini downtown” for the North Valley area to support the Village goal of creating a number of jobs to equal 75 percent of the Village’s resident population.

Policies:

- A. Create vibrant retail and commercial districts that meet the needs of local residents and employees.
- B. Create a balance of quality employment and residential options to provide residents with an opportunity to live and work in the same or adjacent villages.
- C. Attract a variety of employers, ranging from small, independent offices providing professional services (e.g., law, real estate, insurance, and health care) to headquarters of major corporations.

Recommendation

1. Recruit businesses that complement the Core retail and mix use development.
2. Develop appropriate incentive programs to stimulate the development of the bio-tech campus and specialty retail center.
3. Encouraging clusters of specialty retailers.
4. Encourage architecture that will withstand changes in style and economy, enabling adaptive re-uses in the future.
5. Consider financial resources such as bond proposals for hotels, parking structures and civic amenities when feasible.

Goal 4 - Environmentally Sensitive

Development should be sensitive to the Skunk Creek Wash and the Bronco Butte desert environments and all land uses should minimize adverse environmental impacts and maintain existing natural resources.

Policies:

- A. Retain and strengthen the significant features of the natural landscape.
- B. Locate uses in a manner which minimizes conflict and mitigates impacts to the environment.
- C. Respond to climatic factors and human comfort.
- D. Promote sustainable design concepts.

Recommendation:

1. Promote strategies that preserve and protect the ecological value of Skunk Creek Wash and Bronco Butte environments.
2. Retain view corridors of Bronco Butte, Pyramid Peak, Union Hills and No Name Mountains by limiting building heights to 10 stories and encouraging building step backs as the height increases.
3. Encourage the use of reclaimed water, where feasible, in water features.
4. Promote the use of Green Building strategies.



Bronco Butte is a recognizable landmark in the North Gateway Village Core. Preserved natural environments offer a sense of place in an urban community.

LAND USE ELEMENT

Existing Land Use

The Core encompasses 500 acres of vacant, undeveloped land. The Core is separated from surrounding residential and community uses by arterial streets and topography. This separation provides an opportunity for the Core to develop with a unique identity and character. Bronco Butte, Bronco Tank and the Skunk Creek Wash are natural features within the Core that should be preserved and enhanced as land develops.

North Gateway Village Core Plan

The North Gateway Village Core Plan implements the Urban Village Model by creating a destination with opportunities for a residential, employment, shopping, and recreation opportunities within the North Gateway Village.

The North Gateway Village Core's mixed-use development area is the primary location for major facilities within the North Gateway Village. The North Black Canyon Corridor Plan seeks to locate regional and major community uses in the Core. High density residential development is encouraged. Proximity to major transportation corridors, I-17, North Valley Parkway and Lone Mountain Road (Sonoran Boulevard to the east and SR 303 to the west), supports the intensity and density of land uses planned for the Core.



A central plaza at Kierland Commons is surrounded by mixed-use buildings with office, retail and residential uses.

The Conceptual Land Use Map for the North Gateway Village Core, shown in Exhibit C (pg. 22), identifies the locations of various land uses in relationship with existing known opportunities and constraints. The Conceptual Land Use Map aims to build on and enhance the attributes of the Sonoran Desert to create a destination. The Core will have its own distinctive identity that builds on the dominance of the Skunk Creek Wash and Bronco Butte as a regional image and provide linkages from one destination to another.

The North Gateway Village Core Plan seeks to combat urban sprawl by locating intense land uses and high densities in one centralized destination. Development will be encouraged to

preserve views of natural features within the Core by limiting the building height to 10 stories and providing building step backs to avoid massive walls as the height increases. The urban form should be conscious of natural amenities surrounding the Core and promote a seamless integration between the built and natural environment. Commerce and industry, diverse residential units, urban entertainment districts, restaurants, parks, and open spaces define the Core.

Conceptual Land Use Map

The Conceptual Land Use Map promotes a functional and equitable mix of uses to establish a strong sense of community. The fundamental goal of the North Gateway Village Core is to encourage a broad spectrum of uses and structures to work together to create a vibrant community. The following broad land use categories have been developed to further define how the Core is envisioned to develop:

Commercial Center/Commerce Park

The Commercial Center/Commerce Park land use designation accommodates the primary employment activity for the North Gateway Village Core. This is a broad land use category that includes a diversity of uses with an emphasis on employment, including mid-rise office complexes, corporate campuses, business parks, and light industrial uses. This designation is intended to accommodate commercial services, retail, entertainment, recreational and mixed residential uses as well.



Office complexes, as shown here, attract quality employers and provide employment opportunities for area residents.

The North Gateway Village Core Plan aims to attract businesses and employees. Businesses are finding the value of locating in areas that offer a variety of amenities to attract and retain employees. The Core seeks to attract knowledge-economy workers who value the attributes of the location, scenic beauty, and attributes of an urban lifestyle.

Mixed Use, Commercial/Residential and Retail/Residential

There are two Mixed-Use land use designations: Retail/Residential and Commercial/Residential. These designations encourage a variety of community activities to co-exist in close proximity, thereby reducing the need for extensive automobile travel. Successful mixed use projects



The Post Property, on Central Avenue and Portland, is a mixed-use project with retail shops and a restaurant on the first floor and residential above.

blend office, retail and residential uses in a pedestrian-oriented project that minimizes travel distances between uses.

The Commercial/Residential designation is intended to accommodate a variety of commercial, office, retail and residential uses. An example of a successful mixed use project is The Esplanade, located at the southeast corner of 24th Street and Camelback Road, which has successfully achieved a mixed-use multi-story office, retail, multi-family, and commercial in one cohesive development. Such developments often require developers, public agencies, and the community to work together to create a successful project.

The Retail/Residential designation is intended to attract specialty retail users with unique residential opportunities integrated into the project. An example of this type of dynamic mixed use project would be Kierland Commons, located on the west side of Scottsdale Road at the intersection of Greenway and Scottsdale Roads. Areas adjacent to the Paseo del Prado are designated as Retail/Residential to build on the unique atmosphere created by the Paseo.

While retail is perhaps the most visible use in these projects, and requires considerable attention, housing is the essential ingredient that makes these projects successful. When people live within a core area, they take part in the life of the plan simply by carrying out their daily routines. The comings and goings of residents, office workers, moviegoers, diners, and shoppers, all contribute to the round-the-clock rhythm of a mixed use project. Housing is a key component that supports mixed-use development.



High density residential opportunities are a key ingredient of successful urban environments.

Paseo del Prado

The Paseo del Prado is the most important element of the Core. The Paseo del Prado is a pedestrian spine that connects Bronco Butte with Skunk Creek Wash and serves as a central focus for the Core. The Paseo del Prado is expected to develop in a manner that preserves and enhances the views of Bronco Butte and Bronco Tank. This area is envisioned to be a vibrant area offering diverse activities throughout the day and evening, including unique shopping, dining, entertainment, and living opportunities. Various retail nodes and pedestrian plazas are anticipated along the Paseo. This urban design and place making concept is expected to attract various investments to the North Gateway Village Core.

Retail shops and restaurants with outdoor dining line a pedestrian plaza at the Arizona Center.



Resort/Residential

The Resort/Residential designation is intended to accommodate a major resort or hotel and related retail uses, such as restaurants and cafes, along the Skunk Creek Wash to take advantage of and build on the scenic beauty and amenities available. Additionally, the Resort/Residential area is located in a position to anchor the mixed-use developments immediately north. Various mixed-use projects around the country combine luxury condominiums with luxury hotels. Such pairings is evident in Phoenix with the success of Desert Ridge/Marriott, Kierland Commons/Westin, and the Esplanade/Ritz Carleton. Hotels can enhance the marketability of office and residential uses just as retail and restaurant uses can compliment the shopping environment for hotel guests and in turn improves the marketability of the hotel component.

Open Space/Public Space

The quality of the public space will be a major component of the success of the Core development. While not identified as a land use designation on the Conceptual Land Use Map, public spaces and pedestrian connectivity is a vital component in making the Core successful. Landscaping, pedestrian trail connections, open spaces and water features are illustrated on the Conceptual Land Use Map for the purposes of conveying the intent that as the Core develops, each project should incorporate these concepts into their site design. The objective is not to create or require public parks or dedicated trails through every project, but that consideration is given to how and where pedestrian access and amenities are provided for employees, visitors and residents of the Core.



This image illustrates that live, work, play concept and the benefit of open space and recreational amenities.

Public spaces contribute to the identity of a place and are a major factor in determining whether or not people want to live, work, shop, and play in the area. Successful public spaces draw people to the development and create economic gain for businesses located within.

A system of public spaces is envisioned by the creation of a central focus. From Bronco Butte to Skunk Creek, the Paseo del Prado (pedestrian spine) transitions from the Bronco Tank area to the Skunk Creek Wash and planned district park. The Paseo del Prado links the network of plaza areas, each with its unique presence and atmosphere.



Water features, like this fountain at La Encantada, provide a visual focal point and enhance the aesthetic quality of the development.

Focal points should be developed throughout the Core offering visual and recreational opportunities. Focal points can take a variety of forms, including active and passive water features, statues and sculptures, and enhanced landscaping. Where feasible, water features will be encouraged to utilize reclaimed water.

Throughout Phoenix, a variety of parks and open spaces have been preserved in their natural state because of their inherent recreational and aesthetic value. Some areas of the City have physical constraints that preclude urban development of such parks. The City has developed parks primarily for active and passive recreation uses, and in some cases, for drainage functions.



Indian School Steele Park is an example of how open space provides relief from urban development and encourages a variety of experiences.

The Arizona Preserve Initiative has allowed the City to purchase unique Sonoran Desert areas to remain undeveloped. The Skunk Creek Wash may satisfy some of the recreational needs for the North Gateway Core by providing open-space corridors for passive recreational use that will ultimately connect to other preserve areas. Future uses will increase as improvements occur and the Core develops.

A district park, planned along the west side of the Skunk Creek Wash, will provide numerous amenities to the community from a sports complex, community center and

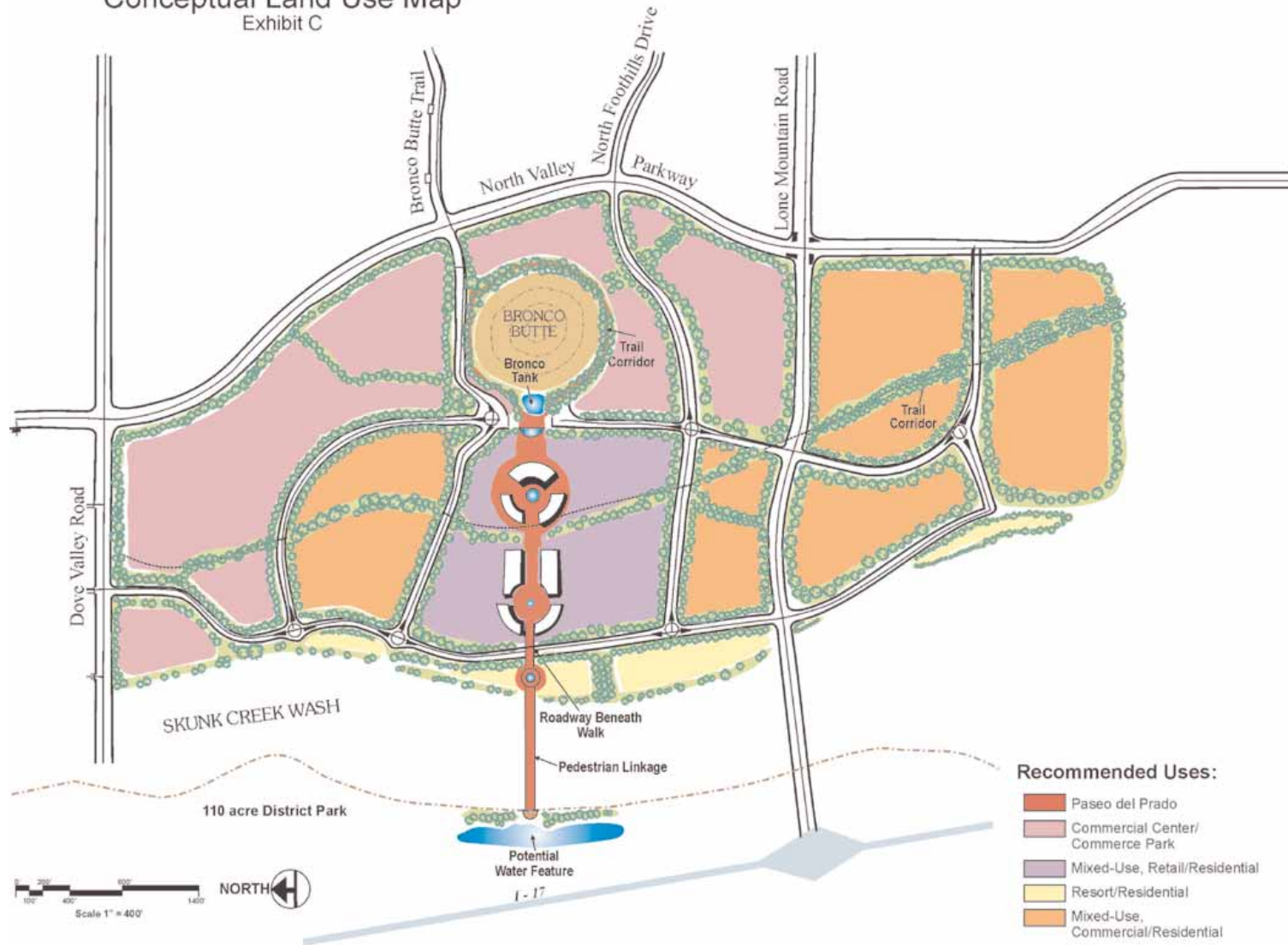


District parks provide active and passive recreational opportunities for area residents.

landmark water feature. While located just outside the Core, the park is a key component to the development of the Core as it provides passive and active recreational opportunities for area residents and visitors.

North Gateway Village Core Plan Conceptual Land Use Map

Exhibit C



Scale 1" = 400'

NORTH

08-07-07

ECONOMIC DEVELOPMENT

Existing Conditions

There are currently no existing employment or commercial developments within the Core. A number of neighborhood and community commercial nodes have been developed or are in the process of developing in the immediate vicinity including the northeast and northwest corners of North Valley Parkway and Carefree Highway and the southwest and southeast corners of 27th Avenue and Carefree Highway. Commercial development is planned for the southwest corner of North Valley Parkway and Carefree Highway, the southwest corner of 27th Avenue and North Valley Parkway, the northeast and southeast corners of North Valley Parkway and Lone Mountain Road/Sonoran Boulevard, and the northwest and northeast corners of North Valley Parkway and Dynamite Boulevard. Additionally, the North Black Canyon MotorPlex is planned for the northeast corner of Interstate 17 and Dove Valley Road.

The North Valley is a prime location for research, bio-tech, and high-technology operations. Due to new technologies, these land uses are environmentally friendly and lend themselves to a pedestrian-oriented, campus-like setting. Major corporations are beginning to relocate in urban areas that offer a higher quality of life than typical industrial parks. The industry is beginning to transform from single-use work zones into mixed-use, pedestrian oriented areas.

A 2003 market study prepared by Elliott Pollack, determined that the trade area surrounding the proposed Core must consist of high-density residential development to support a

retail/office market. The projected population density and spending power justifies a specialty retail project and associated community retail.¹

Given the projected population growth in north Phoenix, the city of Peoria, and the towns of Cave Creek and Carefree, the Maricopa Association of Governments (MAG) research has concluded that a specialty serving retail project should be feasible sometime between the years 2010 - 2020 (Table 1) (pg. 24).

¹ The population figures do not take in consideration the goal for high-density residential development in the core.

**TABLE 1
TOTAL POPULATION PROJECTIONS FOR NORTH I-17 RETAIL MARKET STUDY
BOUNDED ON THE NORTH –ANTHEM, SOUTH – PINNACLE PEAK ROAD, EAST 7TH AVENUE, AND WEST
35TH AVENUE**

Year	Population	# Housing Units	EMPLOYEES					TOTAL
			RETAIL	OFFICE	INDUSTRIAL	PUBLIC	OTHER	
2000	23,051	7,378	1,297	343	1,667	3,464	745	7,516
2010	70,788	24,963	6,885	9,587	3,068	8,144	6,354	34,038
2020	173,628	65,196	13,113	28,933	14,495	15,624	12,769	84,934
2025	209,119	80,211	24,219	44,651	20,123	16,271	12,622	117,886
2030	243,588	94,329	37,525	64,115	27,672	17,185	13,445	159,942

Source: Elliott Pollack and Company Study, 1996 (MAG 1993)

According to the data, the employment to housing ratios average approximately 48% from 2010 through 2020, and increase to a citywide average of 56% in 2025. The data indicates that the goal for employment in the Core area is justified with intense mid-rise development. The North Valley’s long range goal is to operate and function as an employment center to the region as the “downtown” provides regional employment.

The office market will provide employment opportunities and be stable in the Core, especially with the focus of bio-tech, medical, and related services as proposed in the North Gateway Village Core Plan.

The retail analysis data provided in Table 2 (pg. 25) suggests that there is not a demand for Regional, Community or Neighborhood Centers in the North Gateway Village Core. However, with high density development in the Core, the data supports the market for a Specialty Retail Center, various commercial opportunities, and supporting services as proposed in the North Gateway Village Core Plan.

**TABLE 2
RETAIL ANALYSIS POPULATION 243,588 (BUILD OUT
PROJECTION)
BOUNDED ON THE NORTH –ANTHEM, SOUTH – PINNACLE
PEAK ROAD, EAST 7TH AVENUE, AND WEST 35TH AVENUE**

Type	Demand Factor	With Contingency	Square Foot Demand	Acre Demand
Regional	4.4	4.4	1,071,787	1,233,464
Community	9.5	9.5	2,314,086	266
Neighborhood	11.5	13.8	3,361,514	386
Specialty	3.4	4.1	993,839	114
TOTAL	28.8	31.8	7,741,227	889

Source: Elliott Pollack and Company Study, 1996 (MAG 1993)

North Gateway Village Core Plan

One of the planning goals expressed in the *General Plan Peripheral Areas C and D* is to “assure a fiscally sound land use mix” supported by market demand. The goal further warns that an over-reliance in one or two types of uses can result in a deficit when public costs for providing services are compared to revenue generated. The vision of the Core is to serve as a mini-downtown for the North Valley. To be successful, the Core must attract diverse employment uses.

The economic analysis provided by Elliott Pollack and Company demonstrates that the Core area is ripe for employment, neighborhood commercial service and specialty retail uses. The Core is uniquely situated along major transportation corridors to draw interest from the technology,

medical, and research industries as well as general office and specialty retail users. This diversity of employment opportunities is necessary to provide a sound economic base for the North Gateway Village and the City.

The North Gateway Village Core will be known as a destination offering employment, entertainment, shopping, and recreation opportunities with progressive, modern development patterns building upon other core area developments such as Desert Ridge and the Esplanade.

The City must monitor its economic development goals with measurable objectives such as job-creation, job retention, tax base creation, increases in property values, economic stability, and economic self-sufficiency.

Key components of the North Gateway Village Core Plan is the development of mid-rise office buildings, specialty retail stores, bio-tech research campuses, business centers, restaurants and hotels adjacent to Interstate 17. Corporate headquarters are anticipated to locate in the Core to take advantage of the location.

The Core is poised to take advantage of the opportunity to develop an environment where residents can live close to their jobs. While typical urban sprawl locates people further out of the downtown, increasing the reliability on the automobile and creating an influx in traffic, the North Gateway Village Core Plan establishes strategies to get people out of their cars into a pedestrian - live, work, and play lifestyle.



As an employment center, the North Gateway Village Core strives to attract corporate users in an attractive office setting.

CIRCULATION

Existing Conditions

Access to the North Gateway Village Core is provided by Interstate 17 (I-17), North Valley Parkway, Dove Valley Road and Lone Mountain Road/Sonoran Boulevard.

I-17 is a major north-south transportation corridor that connects Phoenix to Flagstaff and provides connections to numerous interstates and state routes. ADOT is planning a number of improvements to I-17 between Loop 101 and Anthem, including a widening project to add additional lanes and capacity and several interchanges. These improvements are expected to be complete within the next several years.

Dove Valley Road, an arterial street, bounds the Core on the north. Dove Valley Road is not developed west of North Valley Parkway. The road will be constructed when the adjacent properties develop. Dove Valley Road will be a six lane arterial road between I-17 and North Valley Parkway. ADOT is planning to construct an interchange with I-17 at Dove Valley Road by 2009.

North Valley Parkway is a major arterial that bounds the Core on the east and has access at every mile (sometimes ¼ mile depending on land use) from Happy Valley Road to Carefree Highway, crossing over the CAP Canal. The parkway is to be constructed with three lanes in each direction with provisions for a bike lane. The east half of North Valley Parkway adjacent to the Core is currently developed.

The west half of the Parkway is expected to be constructed with the development of the Core properties along the west side.

Lone Mountain Road/Sonoran Boulevard, a major arterial street, transects the southern portion of the Core. Lone Mountain Road is proposed to be a six lane major arterial that connects with Loop 303 to the west and extends as a parkway to the east over the Sonoran Preserve. Lone Mountain Road may receive a scenic corridor designation from I-17 east in concert with the Sonoran Boulevard. Lone Mountain Road/Sonoran Boulevard has not been developed west of North Valley Parkway. Construction is expected when the adjacent properties develop. ADOT is planning to construct an interchange with I-17 at Lone Mountain Road/Sonoran Boulevard by 2009.

Two collector road connections in the Core are planned along North Valley Parkway, Bronco Butte Trail and North Foothills Drive.

North Gateway Village Core Plan

Transportation is a major consideration and determining factor in how the Core develops. A Conceptual Circulation Map Exhibit D (pg. 33) has been developed with an extensive network to move people and goods throughout the Core. The map depicts a freeway, parkway, arterial roads, and collector streets with a multi-modal transit system. Development should ensure efficiency in circulation to and from the various land uses within the Core.

A cohesive circulation system consists of a simple hierarchy of roads, providing logical, clear and simple access to a variety of uses within the North Gateway Village Core. The hierarchy should be reinforced by the consistent use of paving, setbacks, landscaping, signage and lighting elements.

There shall be three levels of roadways in and around the Core: major arterials, collector roads, local streets. Where appropriate, private narrow streets are preferred to slow traffic and promote safe and intimate routes for the pedestrian.

The incorporation of an effective circulation system of pedestrian and vehicular traffic that minimizes visual impacts on the environment will add to the development of a successful core area. The system should integrate the intimate scale of the pedestrian movement with more monumental scale required for effective vehicular circulation.

Paseo del Prado – Pedestrian Spine

The essential purpose of the Paseo del Prado is to establish a special character for the Core, and to create a place for social interaction. People will come here to have a common meeting ground where the pedestrian can get from Skunk Creek Wash or Bronco Butte. The Paseo del Prado should provide view corridors to be walked and enjoyed by the pedestrian with a unique landscape character, streetscape continuity, and a lighting design that will provide the Core with an identity.

The design and placement of the buildings should front collector streets and provide a pedestrian pathway easement a minimum of 20 feet wide, of which twelve (12) feet of the width should always be kept completely free of any and all impediments to pedestrian travel including poles, bollards, signs benches, tables, chairs, easels, stalls, space heaters, etc, while the remaining eight (8) feet may be used for such pedestrian friendly uses such as restaurant seating, vendor's stalls, artists' display, etc. Generally, buildings will provide a sense of definition when height and spacing relate to the human scale.



Private streets allow for a unique pedestrian experience.



The Cheuvront Wine and Cheese Café and Artisan Lofts development illustrates the buildings closer to the street

The Paseo del Prado promotes the buildings closer to the street, focusing on the pedestrian, to create an environment conducive to the social fabric of the Core. The Paseo del Prado should capture the specialty retail market by providing amenities such as outdoor cafes adjacent to public spaces and plazas for social gatherings. The Core's development should depend on progressive design and not on past trends such as strip retail centers designed around parking lots.

Paseo/Trail System

A variety of pedestrian connections in and around the North Gateway Village Core connect to different natural and urban environments, inviting the pedestrian to enjoy the outdoor



Shaded walkways encourage pedestrians to walk between developments.

experience that is unique and rewarding. The intent of the pedestrian connections is to provide connectivity throughout the Core to encourage employees, residents and visitors to walk between the various venues.

The main paseo follows the edge of Skunk Creek Wash. Land uses adjacent to the Skunk Creek Wash Sonoran Preserve should incorporate public pedestrian access through the site to the open space and connect to designated trail heads. Trail head amenities along Skunk Creek Wash and Bronco Butte could include restrooms, drinking fountains, picnic ramadas, parking for vehicles and bicycles to accommodate trail users.

Development at the pedestrian crossing of Skunk Creek Wash should be linked to the district park to the west and the urban development to the east by a pedestrian bridge. The pedestrian bridge will create a sense of place with a view of the wash. The bridge may be a one-of-a-kind art piece or it may provide a location for displaying local art work.

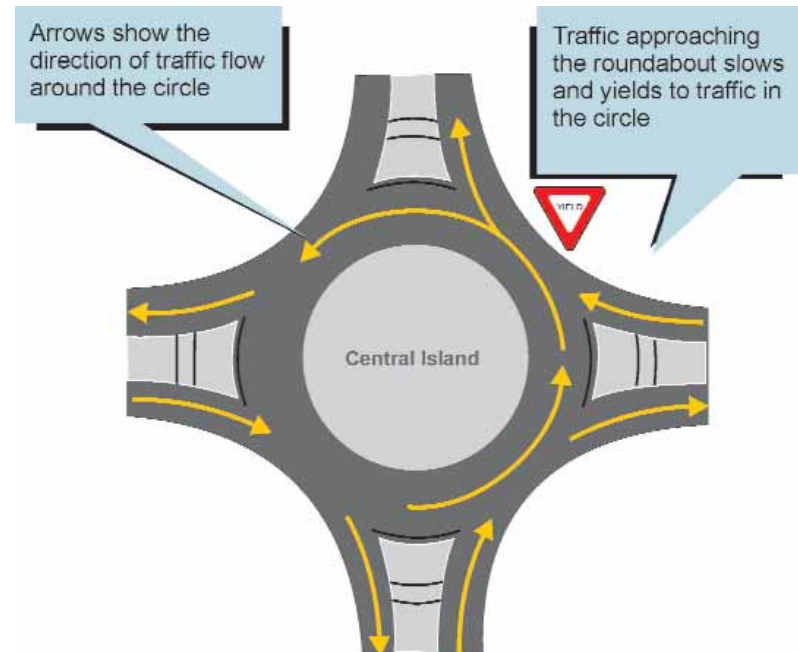
Roundabouts

Circulation and key access points are critical features for the North Gateway Village Core. Roundabouts are a unique and efficient design feature for the Core that are known to manage traffic and keep it moving at a constant pace. They provide refuges for pedestrians and provide an opportunity to incorporate landscaping as a focal point. When installed as part of new road construction, they are more nominal and conducive than traditional signalized intersections.



As shown here, a well-designed roundabout can visually enhance the streetscape while providing safe, continuous vehicle movement with few pedestrian conflicts.

Roundabouts are strategically planned at proposed intersections throughout the Core. The final location and alignment of roundabouts will be determined and approved with the PCD master street plans.



A TYPICAL ROUNDABOUT

Appropriate road curvature and signage are implemented into the design plan in order to maintain low speeds which give drivers a safe approach.

Paving materials such as scored concrete or bricked paving could be used in the roundabout design to better define the intersection, as well as make it safer and more accessible for pedestrians.

Landscaping can also be incorporated into the development as a means of integrating the Bronco Butte theme and providing a sense of place for the Core. Crosswalks should be properly marked.

The development of roundabouts will provide the Core with lower speeds and minimize accident rates while maintaining consistent traffic flows. Engineers must consider queuing conflicts, merge and diverge conflicts, as well as crossing conflicts when implementing the design into the Core.

Parking/Parking Structures

With the high densities and urban intensity proposed for the Core, parking management is a key consideration in creating a pedestrian-oriented development. Incorporating parking management in the earliest stage of planning allows the development's design to encourage less surface parking. Parking strategies may expect fewer vehicle trips where streets can be designed for lower traffic volumes which help to improve the pedestrian environment.

On-street parking is discouraged on the major collector streets and should occur intermittently on the local streets developing as either parallel or angled spaces considering the land use, paseos, and bike lane. Streets within the Core may be kept private to compliment the "Paseo del Prado" and to allow the streets to be closed for special events such as farmers' markets and concerts.

At the edge of the Core, however, the intimate private streets give way to public streets with wider configurations, including 25th Way, 27th Avenue, Bronco Butte Trail and North Foothill

Drive, a four-lane street with a large median, which surround the "Paseo del Prado" and separates land uses.



Street design can enhance the pedestrian environment.



The entrance to Kierland Commons conveys a pedestrian-friendly atmosphere with a two-lane road, on-street parking, and pedestrian walkways shaded with a combination of street trees, awnings and canopies.

The Core faces the challenge of providing adequate and accessible parking while avoiding the creation of a sea of parking. Creative solutions to isolating and concealing vast amounts of parking are encouraged. One strategy is to place the parking at the outer periphery of the “Paseo del Prado” specialty retail center in rectangular lots or in parking structures that are separated by streets or buildings. These areas feed into the retail side streets that may run perpendicular from the retail spine. Structure and shared parking should work in conjunction with surface parking to meet parking demands and minimize large areas consumed for surface parking.

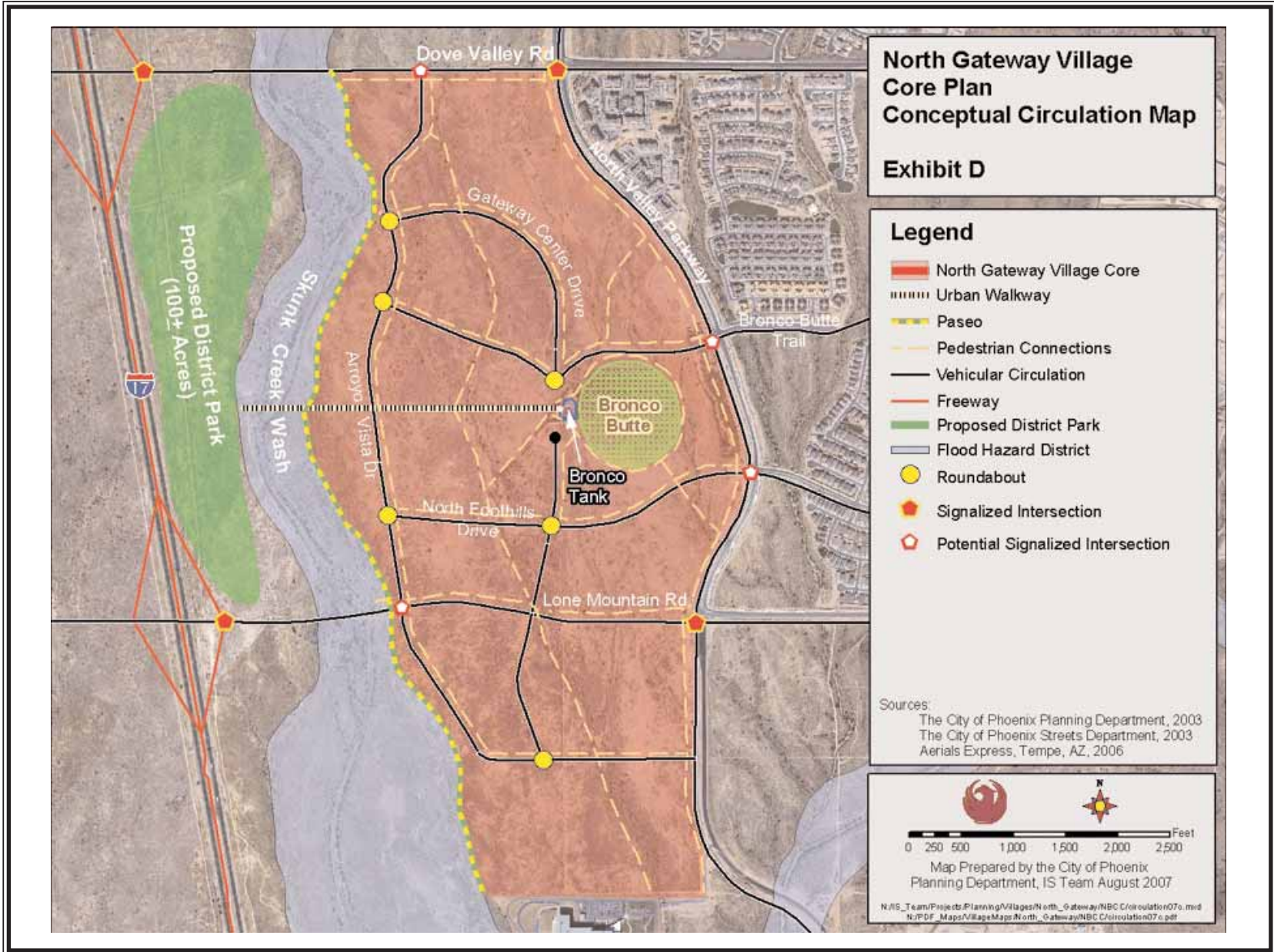
Developers are encouraged to provide power with solar power panels on covered parking structures committing to renewable energy resources. Electricity produced by solar panels, called photovoltaic energy, is emissions-free and environmentally friendly. Panels on a security structure can provide power for a building’s air conditioning and security system.

Parking structures are encouraged to be mixed-use with retail shops at the lower level or developed with offices or apartments on the upper floors and parking beneath. Structures should be situated between a cluster of buildings to promote shared access. It is important to minimize the view of parking structures from the street.



This parking structure has retail shops on the first floor creating a more vibrant streetscape than a traditional parking structure.

Parking structures should consider Green Building designs to accommodate the environment. Designs such as terracing facades with landscape materials that resemble hanging gardens, extra architectural features to break up the solid walls, and various materials and colors should complement the design.



**North Gateway Village
Core Plan
Conceptual Circulation Map**
Exhibit D

- Legend**
- North Gateway Village Core
 - Urban Walkway
 - Paseo
 - Pedestrian Connections
 - Vehicular Circulation
 - Freeway
 - Proposed District Park
 - Flood Hazard District
 - Roundabout
 - Signalized Intersection
 - Potential Signalized Intersection

Sources:
 The City of Phoenix Planning Department, 2003
 The City of Phoenix Streets Department, 2003
 Aerials Express, Tempe, AZ, 2006

0 250 500 1,000 1,500 2,000 2,500 Feet

Map Prepared by the City of Phoenix
 Planning Department, IS Team August 2007

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CONCLUSION AND IMPLEMENTATION

The North Gateway Village Core Plan has significant employment, financial and cultural implications for the region. Achieving maximum potential of the Core requires a long-term development plan.

A variety of methods and techniques will be employed to implement the vision and goals of the Core. These methods range from broad economic development techniques to specific actions. Phoenix has a diverse range of programs intended to stimulate economic development in the City. Efforts to create and support an employment center for the North Phoenix area are ongoing.

Zoning provides the regulatory framework for land use development. The implementation of the zoning classifications ensures standards that support a mixed-use environment and regional employment center. The zoning for the Core includes C-2 (Intermediate Commercial), CP/GCP (Commerce Park – General Commerce Park Option), and PCD (Planned Community District). Additionally, the Sonoran Foothills PCD and North Gateway PCD have designated areas within the Core with a Mid Rise Overlay, allowing increased height in the area. The goals of the North Gateway Village Core Plan will be implemented through the zoning and Planned Community District development process.

In addition to the standard development requirements of the Zoning Ordinance, development within the Core is subject to the North Black Canyon Overlay District (NBCOD) regulations. These regulations support the goals of the North

Gateway Village Core Plan. The NBCOD provides the City with further opportunities to implement the vision of the Core through the adoption of commercial design guidelines for the Core.

The North Gateway Village Core Plan is a tool that promotes an urban lifestyle with high density and intense uses. The City anticipates an expanding business sector in the North Valley and is advocating new mixed-use development with major employment components.

The North Gateway Village Core Plan is designed to develop an urban community with a pedestrian-oriented character, high density housing, office, retail and recreational amenities.

Once each year, the North Gateway Village Planning Committee should recommend refinements and adjustments to the North Gateway Village Core Plan to the Planning Commission and City Council, and should complete a major evaluation and update of the Plan for submission to the City Council every ten (10) years.