



*South Central Avenue
Corridor Study*

INVENTORY REPORT

*Prepared by:
City of Phoenix Planning Department
January, 1992*

SOUTH CENTRAL AVENUE CORRIDOR STUDY
INVENTORY REPORT

JANUARY, 1992

PREPARED FOR:
SOUTH MOUNTAIN VILLAGE PLANNING COMMITTEE

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PUBLIC PARTICIPATION PROCESS

The most important part of the process of preparing an action program for the South Central Avenue Corridor is the involvement of the public. Without public participation, the goals, policies, strategies, and recommendations that are developed will be meaningless.

To generate the greatest level of public participation, the South Mountain Village Planning Committee has identified a subcommittee to coordinate the process of preparing a program. The subcommittee is working directly with the Phoenix Planning Department and serving as the liaison between Planning staff and those persons and businesses that will be most impacted by the final plan.

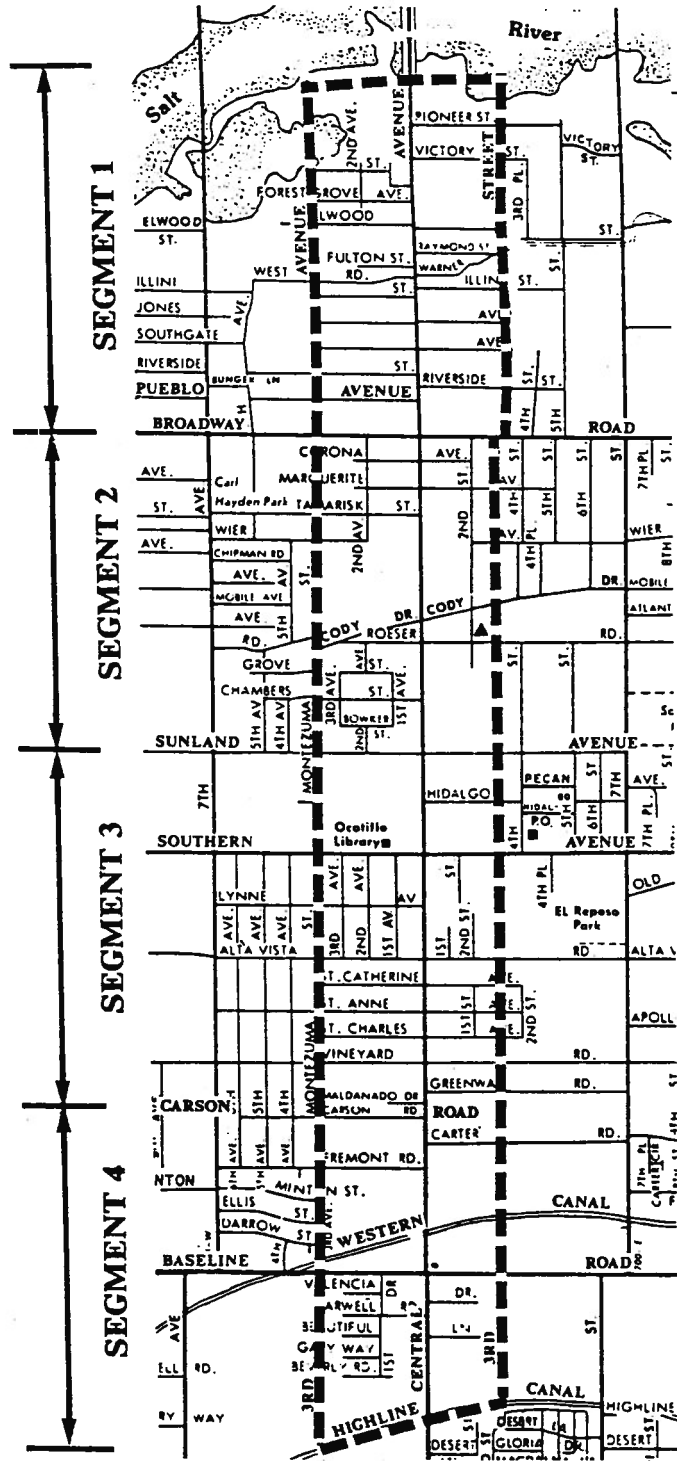
Since September, 1991, the Core Subcommittee has been meeting to discuss and identify the critical issues that they believe need to be addressed. They have also worked with the planning staff to prepare this Inventory Report which was presented at the public meeting held in November, 1991.

The Inventory Report and the first public meeting were the first major steps in the public participation process. To continue this process, the subcommittee will meet on a monthly basis and the public is invited to those meetings. In addition there will be public meetings during early 1992 which will be used to specifically provide the opportunity for additional public input concerning preparation of the Strategies Report. The Strategies Report will include recommendations addressing the Focus Issues identified in this Inventory Report.

For information regarding meetings dates and locations, please call the City of Phoenix Planning Department, Long Range Planning Division, 495-7030.



INTRODUCTION



SOUTH CENTRAL AVENUE CORRIDOR STUDY

STUDY AREA

BOUNDARY - - - - -



PURPOSE OF THE STUDY

The purpose of the South Central Avenue Corridor Study (SCACS) is to identify strategies for enhancing the economic environment and for developing and improving the physical environment along South Central Avenue. This will be accomplished by analyzing existing development, by identifying market area, and by determining long term market needs. The study has been divided into two phases. Phase I is the Inventory Report, Phase II will be the Strategy Report. These two phases will serve as the guide for future development in the South Central Avenue Corridor.

The Inventory Report will provide the background for developing the Strategies Report and will address existing conditions and the focus issues for the area identified. The Strategies Report will contain goals, objectives, policy recommendations and implementation strategies.

STUDY AREA BOUNDARIES

The South Central Avenue Corridor is located in the South Mountain Village. The study area is bounded by the Salt River on the north, 3rd Avenue on the west, the Highline Canal on the south, and 3rd Street on the east. (See Map 1)

Boundaries for the study area were defined after City Council requested broadening the boundaries for developing a proposed South Mountain Village Core Plan. That plan will not only examine commercial activity within the existing South Mountain Village Core, but will also include all commercial activity centers along South Central Avenue from the Salt River to south of Baseline Road.

HISTORIC OVERVIEW

The South Mountain Village is rich in history. Much of what makes South Mountain unique, thereby setting it apart from other villages, is its past and present agricultural character. In addition to what defines and promotes the character of the village, South Central Avenue has played an important role in the village history by serving as a commercial center and as the transportation link to those parts of Phoenix north of the Salt River.

The prehistoric Hohokam Indians were the first farmers to reside in the Salt River Valley. They built canals and diverted water from the Salt River to irrigate the land to grow various crops. Portions of those prehistoric agricultural areas were located in the South Mountain Village. In this century, the Bartlett-Heard Land and Cattle Company was also influential in the development of the South Mountain Agricultural Area with its large real estate holdings. The eventual subdivision of the Bartlett-Heard Ranch, due to a limitation on water allotment from the Roosevelt Dam by the U.S. Reclamation Service (now the Bureau of Reclamation), attracted additional population into the area and marked the beginning of a residential settlement south of the Salt River.

Historically, South Central Avenue has been the "main street" and transportation spine for commercial development within the South Mountain Village. The development of South Central Avenue as a commercial corridor began in 1910 with the construction of the "Center Street Bridge" (Central Avenue Bridge) which provided an all weather crossing of the Salt River. Over the years commercial development along South Central Avenue, and other land uses associated with that development, have undergone physical changes. Those changes have impacted economic growth and employment opportunities for residents of the South Mountain Village.

VILLAGE CHARACTER

Defining the character of the South Mountain Village is important because it helps to explain the historical development of its commercial and residential areas, much of which is reflective of the low density, semi-rural, agricultural history.

What is the character of South Mountain Village and specifically the character of the South Central Avenue Corridor? One term used to describe its character is "rural". The village is unique because of its ethnic and cultural diversity. It is also described as having a sense of being a special place with terms like: "small town", "town within a city", "urban countryside".

With most of the commercial activity concentrated along South Central Avenue, less than five miles from the Phoenix Central Business District, this unique combination of urban and rural character lends a small town atmosphere to the village and the study area. In an urban area such as Phoenix, commercial corridors are generally urban or suburban in appearance. Whether defined as "commercial strip districts" in an urban area, or "main streets" in a suburban setting, they present both opportunities and constraints. Identification of the opportunities will be included in the Strategies Report.

POTENTIAL DEVELOPMENT CONSTRAINTS

Many of the constraints associated with urban and suburban commercial corridors are visual and functional in nature. South Central Avenue shares a number of these common constraints that are characteristic of other suburban, "main street", corridors.

- ★ Strip commercial development
- ★ Large, free-standing advertisement and billboard signs
- ★ Large areas of unscreened surface parking
- ★ Little or no landscaping of older public or private properties
- ★ Few or no pedestrian improvements
- ★ Above-ground utilities/overhead wiring
- ★ Lack of consistency in design standards
- ★ Closely spaced driveway access
- ★ Limited market area
- ★ Not all goods available: shoppers go elsewhere

These constraints pose a challenge to the community in developing strategies to improve both the economic and the physical environment. An aesthetically pleasing environment, as well as an adequate market base, is needed to retain existing and attract new businesses which create employment opportunities.

URBAN VILLAGE CONCEPT

In 1979, the urban village concept was adopted as part of the Phoenix Concept Plan 2000. The intent of the concept is to provide a balance of housing and employment opportunities in an area that is distinctively identifiable and gives a sense of community to its residents. South Mountain Village, defined by its natural geographic boundaries, the Salt River on the north and the South Mountain Preserve/Park on the south, is one of ten urban villages identified within the City of Phoenix.

RELATIONSHIP TO THE CORE

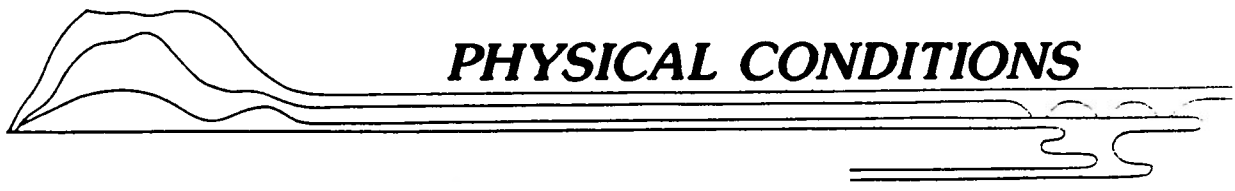
An important principle of the urban village concept was the creation of a core, a clearly identifiable area for village residents, which serves as the focal point for activity in the village. The village core is intended to contain the most intense development in each village. In the case of the South Mountain Village, the core was designated as an area immediately south of the Salt River. This designation was made based on the anticipated development of the Rio Salado Project.

The South Mountain Village Core was originally designated when the General Plan for Phoenix 1985-2000 was adopted in 1985. The core was located south of the Salt River and was envisioned as a future gateway and entry node to South Mountain Village. The core designation was adjacent to the Rio Salado Project which was defeated by voters in 1987. With little or no chance of the area being redeveloped from high intensity industrial uses to mixed-use commercial development without the Rio Salado funding mechanism, the South Mountain Village Planning Committee initiated a General Plan Amendment to change the core boundaries.

In March 1991, City Council approved a request initiated by the South Mountain Village Planning Committee to change the core boundaries on the General Plan Map. The old boundaries were from the Salt River to Broadway Road, 7th Avenue to 7th Street. The current core boundaries extend from Pueblo Avenue to Roeser Road, and from 3rd Avenue to 3rd Street.

As part of the process to identify an appropriate location for the new core, there were numerous citizen meetings. During this process, and after conducting a survey of the South Mountain area, some residents stated that the more appropriate location for a future core was at Central Avenue and Baseline Road because of the amount of new commercial development east of Baseline Road.

Despite approving new boundaries for the South Mountain Village Core at the General Plan Amendment public hearing in March 1991, the City Council opted to study a broader area to determine the effects and impacts of commercial uses along Central Avenue. As a result, the South Central Avenue Corridor Study was initiated.



PHYSICAL CONDITIONS

Through the process of studying an area, it is important that there be an understanding of the existing conditions in the area. This is important because the physical conditions in an area establish both the opportunities and the constraints that impact existing development as well as future development. This inventory will be used as background for the preparation of goals, policies, strategies, and recommendations that will be the primary focus for the final report.

GENERAL PLAN LAND USE DESIGNATIONS

The Phoenix General Plan is a policy document that serves as the guide for the long-term physical development of the community. The General Plan identifies broad land use categories which indicate how Phoenix should be developed or redeveloped. General Plan land use designations are shown on Map 2. A detailed breakdown of General Plan land uses and existing land uses is included in Table 1. This table provides a comparison of the amount of land designated in each land use category in the General Plan with the existing land uses that actually occur in the area.

Following is a description of the General Plan land use designations for the study area. During Phase II of the South Central Avenue Corridor Study, the General Plan Land Use designations will be reviewed to determine if those designations are still appropriate. The General Plan Map is just that - general. For that reason, the areas designated for each land use can not be precisely measured if the General Plan Map is used. Because of the size of the area and the maps used, precise acreages are identified for both General Plan Map designations and existing land use designations.

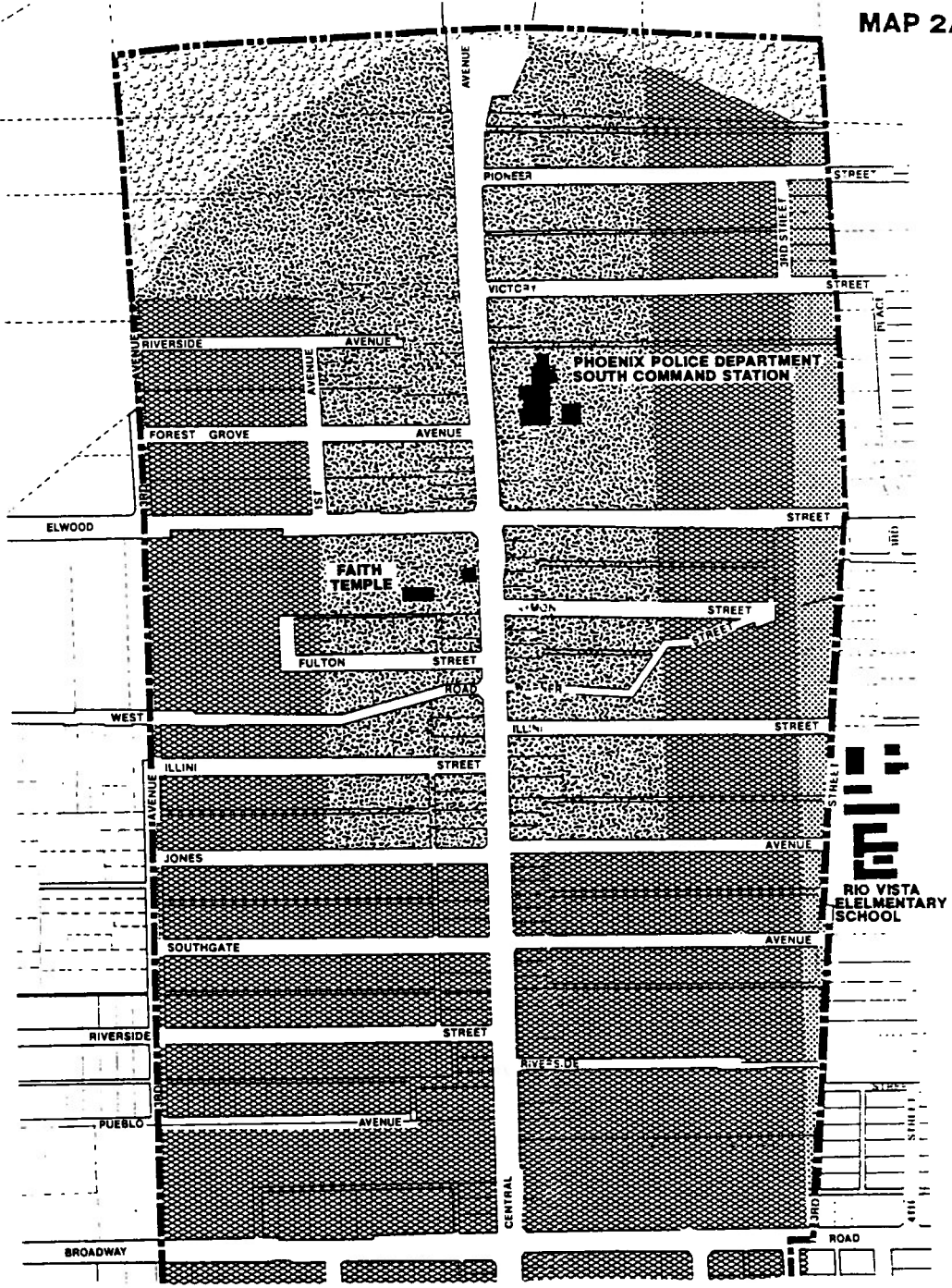
Residential The predominant land use designation is residential which includes three density categories: 2-5 du/ac., 5-15 du/ac., and 15+ du/ac. Residential land use designation accounts for approximately 463.1 acres or 48% of the total area of 963.8 acres.

Commercial The second major land use designation is commercial which accounts for approximately 361.3 acres or 37% of the total area.

Public/Quasi Public The third land use category is public/quasi public uses. This includes federal, state, county, and local government uses as well as schools and churches, but does not include open space. This land use designation consists of approximately 102.5 acres or 11% of the total.

Open Space The fourth land use category is open space. This includes approximately 36.9 acres or 4% of the total.


SEGMENT 1
MAP 2A



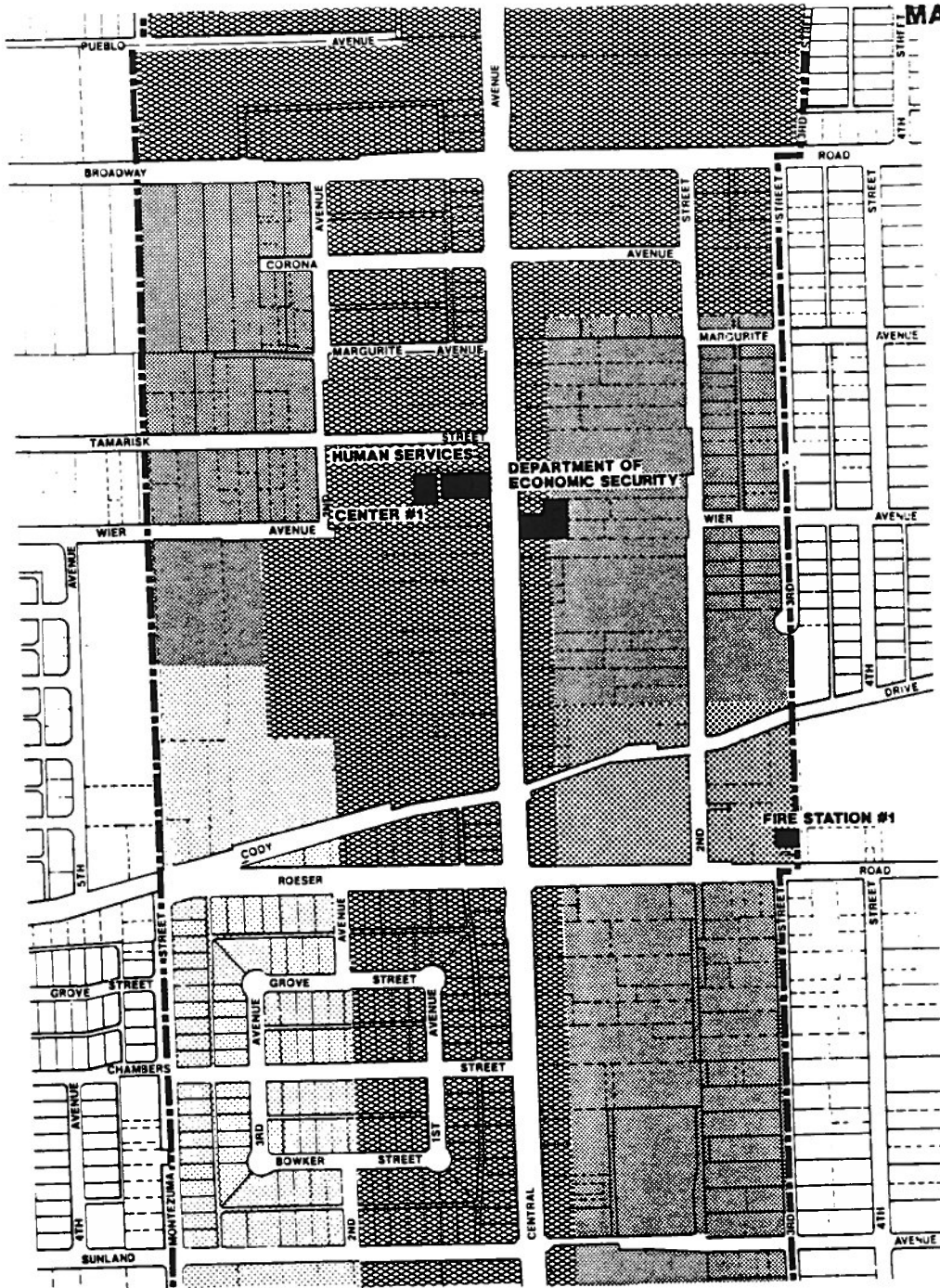
SOUTH CENTRAL AVENUE CORRIDOR STUDY

GENERAL PLAN LAND USE DESIGNATIONS

LEGEND

-  SINGLE-FAMILY 2-5 du./ac.
-  COMMERCIAL
-  MULTI-FAMILY 5-15 du./ac.
-  PARKS/OPEN SPACE
-  MULTI-FAMILY 15+ du./ac.
-  PUBLIC-QUASI PUBLIC








SOUTH CENTRAL AVENUE CORRIDOR STUDY

GENERAL PLAN LAND USE DESIGNATIONS

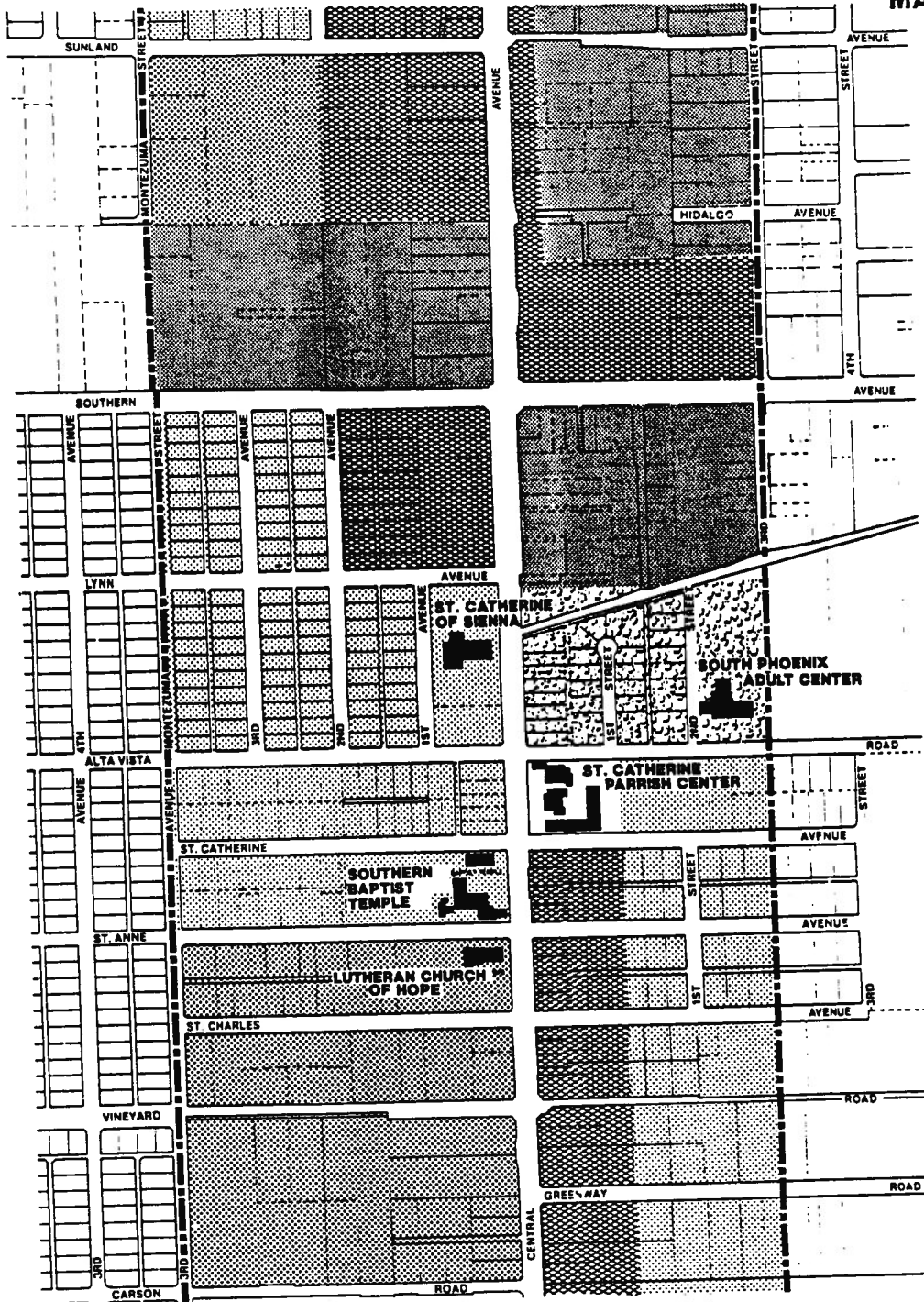
LEGEND

-  SINGLE-FAMILY 2-5 du./ac.
-  MULTI-FAMILY 5-15 du./ac.
-  MULTI-FAMILY 15+ du./ac.

-  COMMERCIAL
-  PARKS/OPEN SPACE
-  PUBLIC-QUASI PUBLIC






SEGMENT 3
MAP 2C



SOUTH CENTRAL AVENUE CORRIDOR STUDY

GENERAL PLAN LAND USE DESIGNATIONS

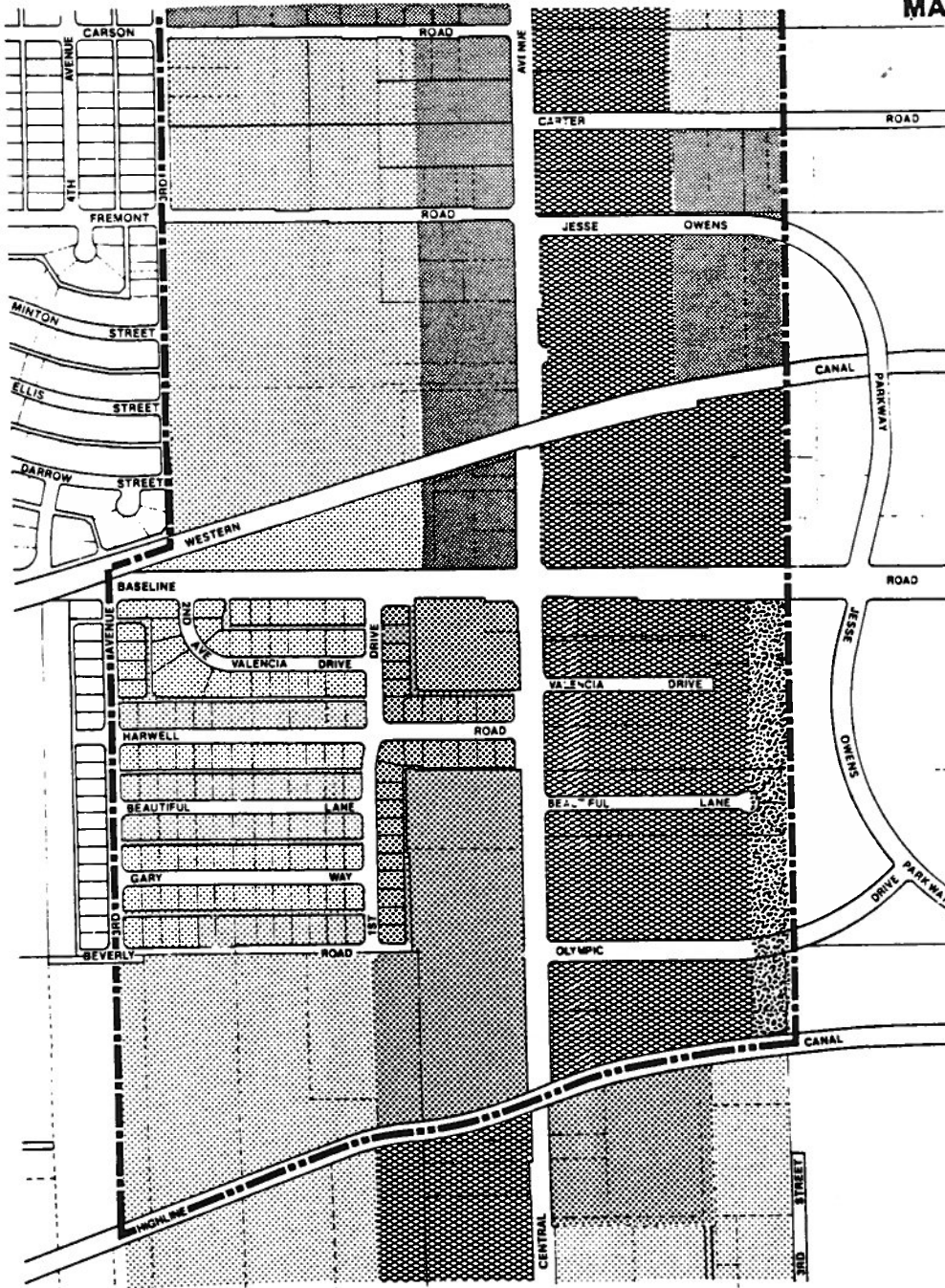
LEGEND

-  SINGLE-FAMILY 2-5 du./ac.
-  MULTI-FAMILY 5-15 du./ac.
-  MULTI-FAMILY 15+ du./ac.

-  COMMERCIAL
-  PARKS/OPEN SPACE
-  PUBLIC-QUASI PUBLIC



SEGMENT 4
MAP 2D

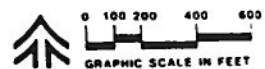


SOUTH CENTRAL AVENUE CORRIDOR STUDY

GENERAL PLAN LAND USE DESIGNATIONS

LEGEND

- | | | | |
|---|---------------------------|---|---------------------|
|  | SINGLE-FAMILY 2-5 du./ac. |  | COMMERCIAL |
|  | MULTI-FAMILY 5-15 du./ac. |  | PARKS/OPEN SPACE |
|  | MULTI-FAMILY 15+ du./ac. |  | PUBLIC-QUASI PUBLIC |



EXISTING LAND USES

Following is a breakdown by land use category of the uses that actually exist in the area. Because the General Plan identifies the intended land use pattern, the land use designations in the Plan may not reflect existing land uses. When the General Plan was prepared it was assumed that those existing uses not in conformance with the Plan would become conforming sometime during the 20-25 year planning period. These land uses are depicted on Map 3.

Residential Land used for residential purposes accounts for approximately 550.5 acres or 57.1% of the total of 963.8 acres. Single family homes are the primary residential type, although there is a mix of different densities throughout the study area. Residential land uses are generally located away from major traffic arterials and are concentrated along the eastern and western edges of the study area. Most of the neighborhoods in the study area are single family detached dwellings.

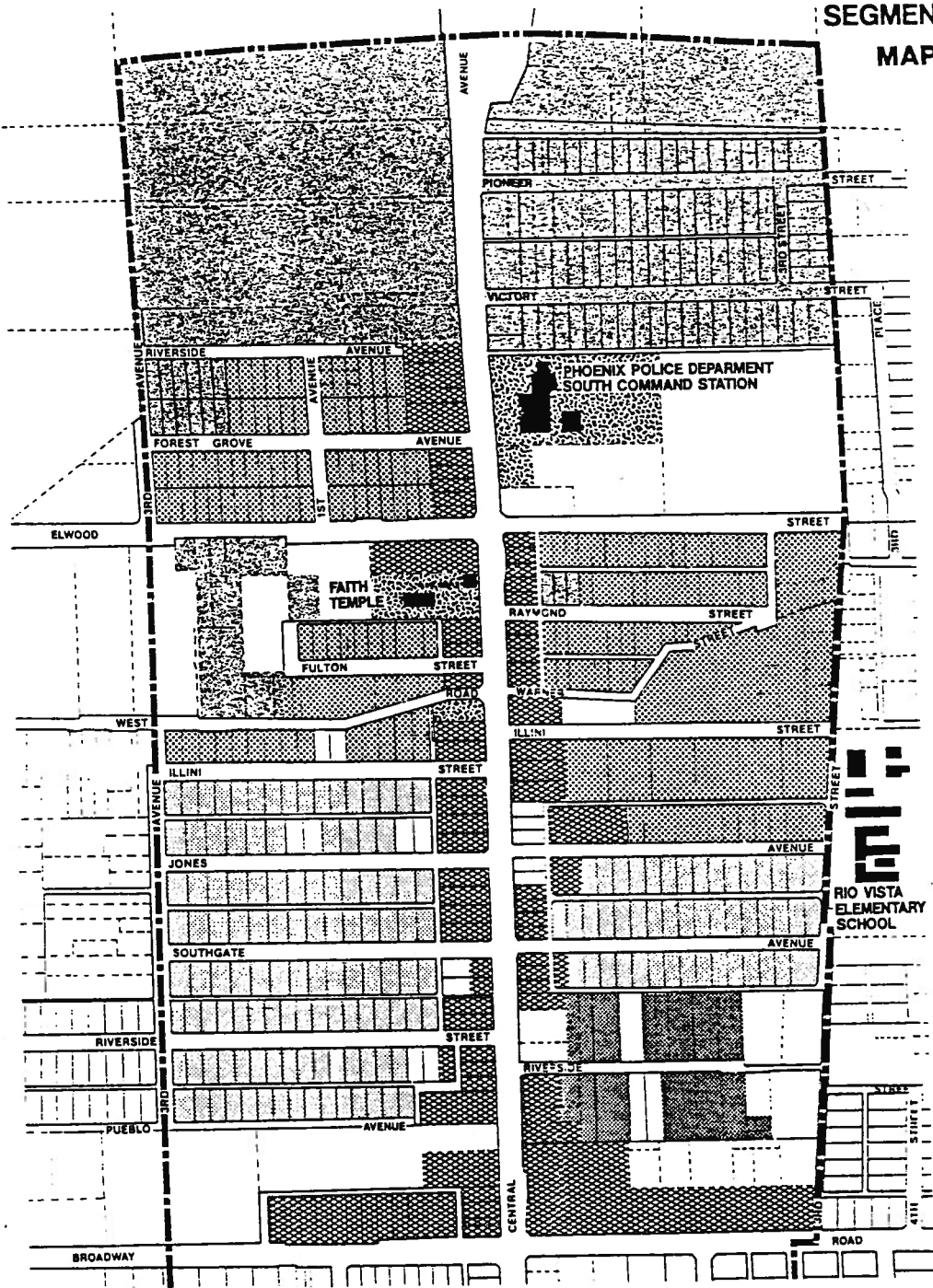
Commercial Land used for commercial development accounts for approximately 251.7 acres or 26.1%. The freestanding commercial structure on an individual parcel of land is the most prevalent commercial use in the area. Although most of the commercial development along South Central is "strip commercial", there are some nodes of commercial activity. Development at the northeast corner of South Central Avenue and Baseline is the largest node of commercial activity in a "shopping center" type development. In addition to the strip commercial and commercial nodes along South Central Avenue, there is also commercial activity along the major intersecting arterials, including Broadway Road, Southern Avenue, and Baseline Road. These commercial activities include a broad mix of businesses.

Industrial Industrial uses occupy 101.0 acres or 10.4% of the total area. Industrial development is concentrated along South Central Avenue adjacent to the south side of the Salt River. This is a mix of different types and intensities of uses.

Public/Quasi Public Public/quasi public uses include federal, state, county, and city owned facilities in the "public" category. Such things as churches and schools fall into the category of being quasi public. Public/quasi public uses occupy approximately 4.2 acres or 0.4% of the study area.

Vacant Although "vacant" is not a land use category, it is important to identify the amount of vacant land because it can be considered a valuable resource and provides an indication of the capacity of the area to accommodate new development. There are 163.4 acres of vacant land in the study area. This equals approximately 17% of the study area.





SEGMENT 1
MAP 3A







SOUTH CENTRAL AVENUE CORRIDOR STUDY

EXISTING LAND USE

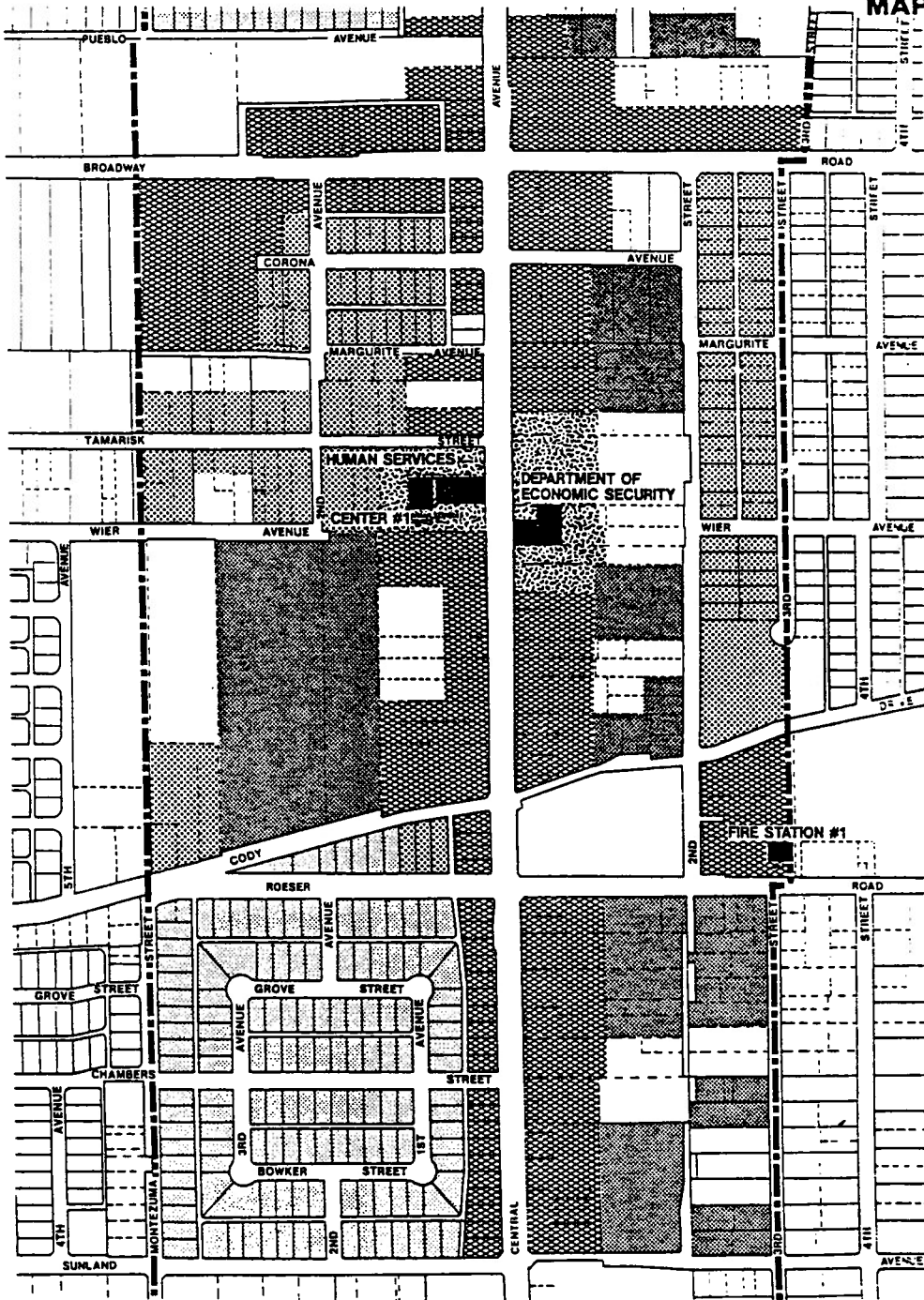
LEGEND

-  SINGLE-FAMILY 2-5 du./ac.
-  MULTI-FAMILY 5-15 du./ac.
-  MULTI-FAMILY 15+ du./ac.
-  COMMERCIAL

-  INDUSTRIAL
-  PARKS/OPEN SPACE
-  PUBLIC-QUASI PUBLIC
-  VACANT













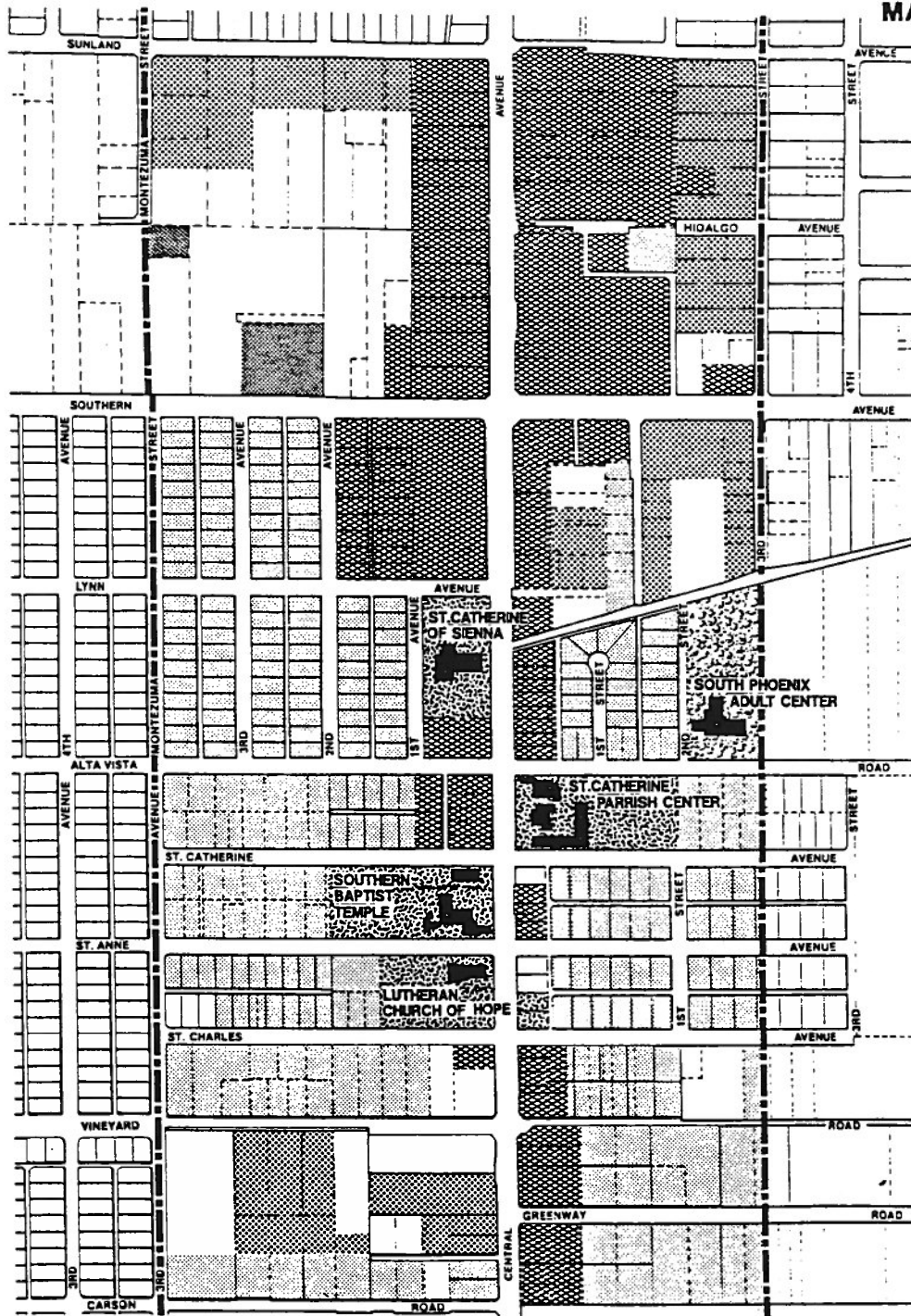
SEGMENT 2
MAP 3B



SOUTH CENTRAL AVENUE CORRIDOR STUDY
EXISTING LAND USE

LEGEND





- | | |
|---|---|
|  SINGLE-FAMILY 2-5 du./ac. |  INDUSTRIAL |
|  MULTI-FAMILY 5-15 du./ac. |  PARKS/OPEN SPACE |
|  MULTI-FAMILY 15+ du./ac. |  PUBLIC-QUASI PUBLIC |
|  COMMERCIAL |  VACANT |
- 




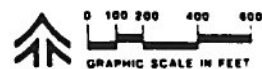
SOUTH CENTRAL AVENUE CORRIDOR STUDY

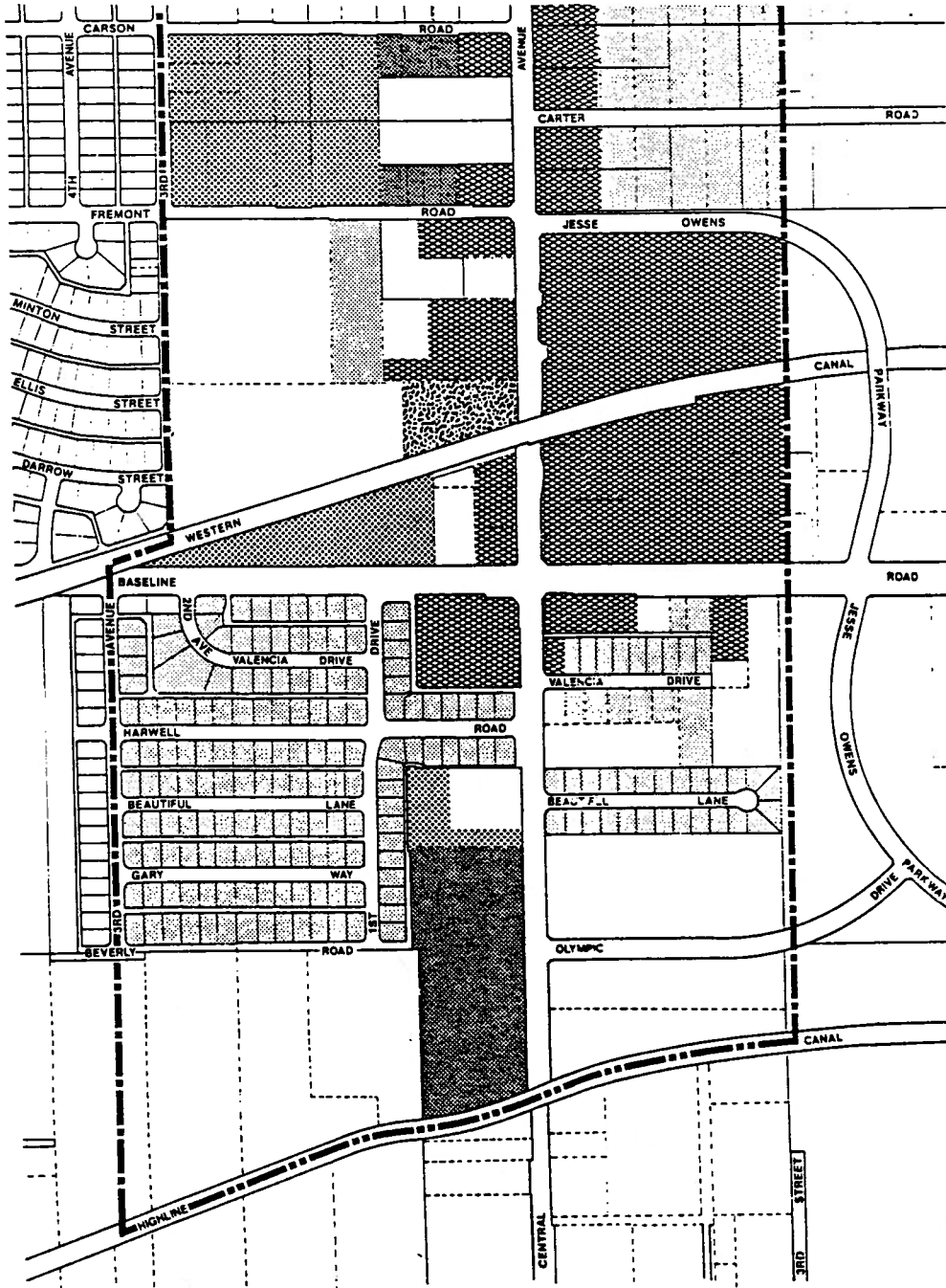
EXISTING LAND USE

LEGEND

-  SINGLE-FAMILY 2-5 du./ac.
-  MULTI-FAMILY 5-15 du./ac.
-  MULTI-FAMILY 15+ du./ac.
-  COMMERCIAL

-  INDUSTRIAL
-  PARKS/OPEN SPACE
-  PUBLIC-QUASI PUBLIC
-  VACANT









SOUTH CENTRAL AVENUE CORRIDOR STUDY

EXISTING LAND USE

LEGEND

-  SINGLE-FAMILY 2-5 du./ac.
-  MULTI-FAMILY 5-15 du./ac.
-  MULTI-FAMILY 15+ du./ac.
-  COMMERCIAL





-  INDUSTRIAL
-  PARKS/OPEN SPACE
-  PUBLIC-QUASI PUBLIC
-  VACANT



Table 1

Land Use Designations by Acreage

	General Plan	Existing	Vacant(1)
Residential	463.1	550.5	100.6
Commercial	361.3	251.7	45.4
Industrial	0.0	101.0	5.4
Public/QuasiPublic	102.5	56.4	16.3
Open Space	36.9	4.2	
TOTAL	963.8	963.8	

(1) Indicates amount of net vacant land in each land use category.

ZONING DISTRICT DESIGNATIONS

The Zoning Ordinance is one of the primary tools for implementation of the General Plan. Zoning for an area should be in general conformance with the land use designation as shown on the General Plan Map. Zoning within the South Central Avenue Corridor generally conforms to the General Plan except for the area south of the river and north of Broadway Road. The General Plan designated a large area for public/quasi-public uses in conjunction with the Rio Salado Project.

Following is a discussion of the zoning designations. Map 4 illustrates existing zoning patterns.

Residential Districts As with the land use designations the areas zoned for residential development encompasses the largest area - 562.7 acres, approximately 58% of the study area. The zoning districts include R1-10 and R1-6, single family residential zones, and R-3, R-3A, R-4, and R-5, multiple family zones. Table 2 provides a breakdown by district of the acreage in each classification.

Commercial Districts Commercial classifications account for approximately 259.7 acres, or 27% of the area. The commercial districts include C-1, C-2, C-3, and PSC. Table 2 provides the breakdown in acreages per district. The C-1 district permits neighborhood commercial type uses that are of a relatively low intensity. The C-2 district permits intermediate commercial uses generally of a higher intensity than those uses permitted in the C-1 district. The C-3 district permits commercial uses with the greatest intensity and allows outdoor display of merchandise and storage. (The problems with outdoor display and storage have been identified as a major problem to be addressed in the study area.) The PSC, Planned Shopping Center, district provides the greatest level of control over types of uses allowed and how the site is developed.

One small area of approximately 1.9 acres is designated for P-1. This district permits parking and is used as an auxiliary use to a commercial use.

Industrial Districts Areas zoned for industrial development include approximately 139.5 acres, or 15% of the area. The A-1 district permits industrial uses that are not offensive to nearby commercial and residential uses. The A-2 district permits heavy industrial uses that have the potential to adversely impact adjacent land uses. Table 2 provides an overview of the acreage included in both industrial districts.

Table 2

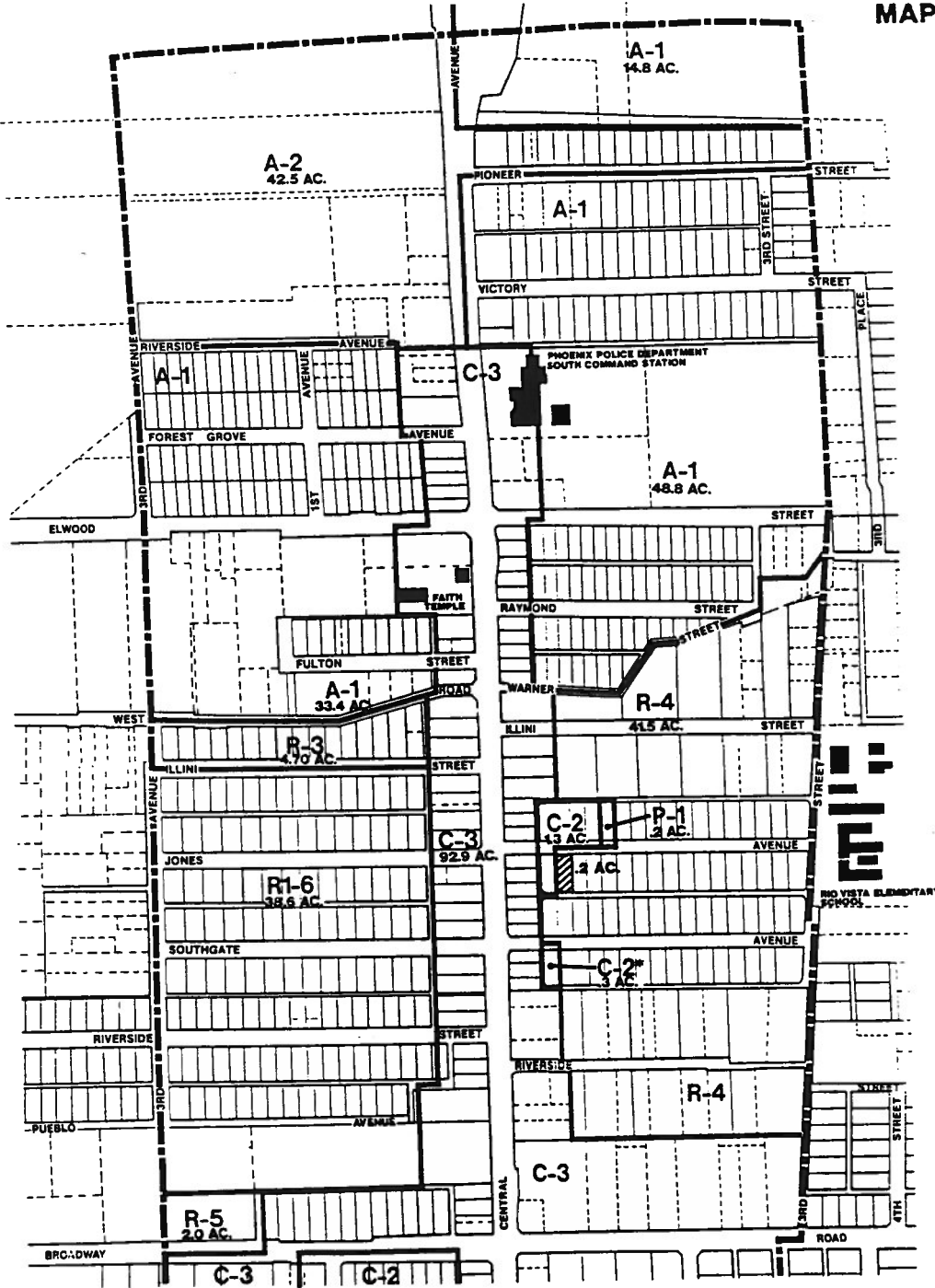
Study Area Zoning Districts

Zoning District	Total Acres	Net Vacant Area	% Vacant
R1-10	23.1	0.0	---
R1-6	279.6	45.6	16.3
R-3	93.5	16.9	18.1
R-3A	14.4	4.8	33.3
R-4	75.0	9.8	13.1
R-5	77.1	29.5	38.3
C-1	0.3	0.0	---
C-2	154.3	33.6	21.8
C-3	95.7	9.2	9.6
PSC	9.4	0.0	---
A-1	97.0	18.4	19.0
A-2	42.5	0.0	---
P-1	1.9	0.0	---
TOTAL	963.8	167.8	

**Nonconforming
Uses**


Although not a zoning district, it may be appropriate to briefly discuss nonconforming situations since these have been one of the major problems identified in this area. There are two different nonconforming situations that exist along South Central Avenue - nonconforming uses and nonconforming development based on changes in the development standards.

Land uses that are located in a zoning district where that use is not permitted by the Zoning Ordinance are considered to be nonconforming. Nonconforming uses in the study area are identified on Map 4. The primary problem in the study area is not nonconforming uses but rather development that is nonconforming because of changes in development standards. Examples include requirements regarding setbacks and landscaping in the C-3 District. Many, if not all of the land uses in the C-3 District were developed prior to the most recent changes in the development standards. Although not in conformance with the existing Ordinance, those developments are legal because they were developed legally under the standards in force at the time. Because of the status as legal nonconforming uses, there is no requirement that those uses be brought into compliance with the current standards.

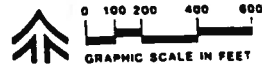


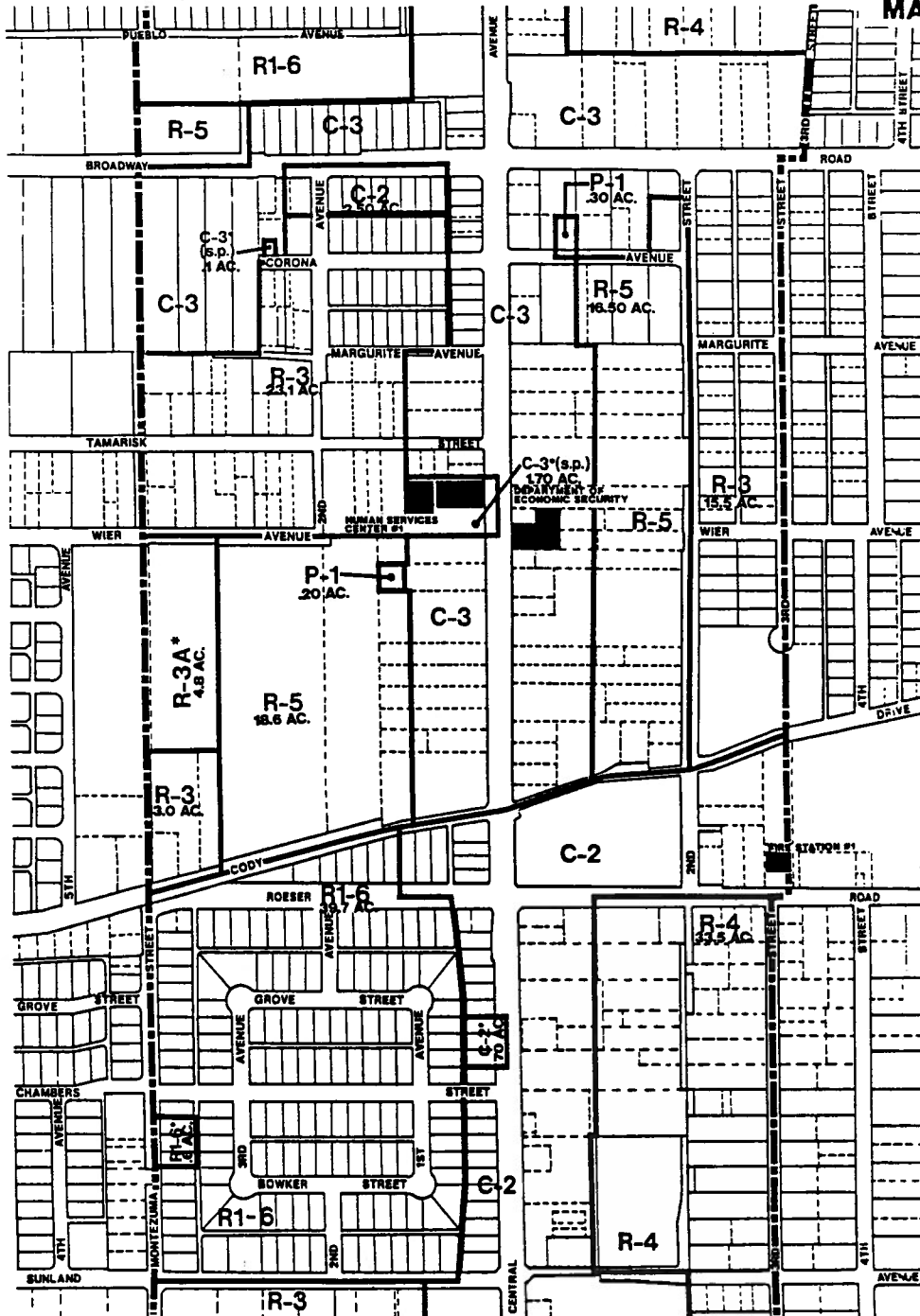
SOUTH CENTRAL AVENUE CORRIDOR STUDY
EXISTING ZONING

LEGEND

- A-1 LIGHT INDUSTRIAL
- A-2 HEAVY INDUSTRIAL
- C-2 INTERMEDIATE COMMERCIAL
- C-3 GENERAL COMMERCIAL
- P-1 PARKING(OPEN)
- P.S.C. PLANNED SHOPPING CENTER
-  NONCONFORMING USE


- R1-10 SINGLE-FAMILY RESIDENTIAL 3.5 D.U./A.C.
- R1-6 SINGLE-FAMILY RESIDENTIAL 5.3 D.U./A.C.
- R-3 MULTI-FAMILY RESIDENTIAL 14.5 D.U./A.C.
- R-3A MULTI-FAMILY RESIDENTIAL 22.0 D.U./A.C.
- R-4 MULTI-FAMILY RESIDENTIAL 29.0 D.U./A.C.
- R-5 MULTI-FAMILY RESIDENTIAL 43.5 D.U./A.C.



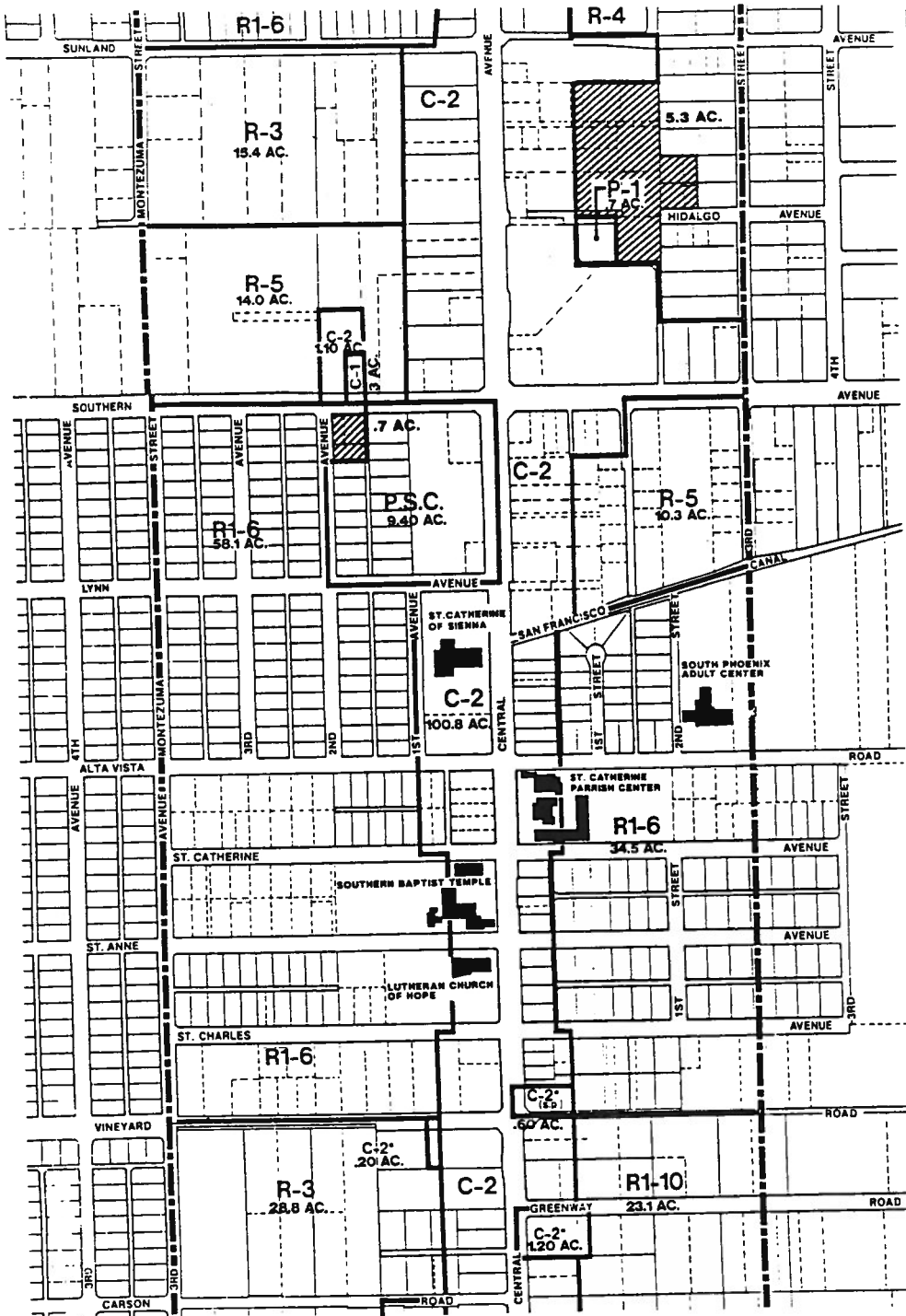


SOUTH CENTRAL AVENUE CORRIDOR STUDY
EXISTING ZONING

LEGEND

A-1 LIGHT INDUSTRIAL	R1-10 SINGLE-FAMILY RESIDENTIAL 3.5 D.U./A.C.
A-2 HEAVY INDUSTRIAL	R1-6 SINGLE-FAMILY RESIDENTIAL 5.3 D.U./A.C.
C-2 INTERMEDIATE COMMERCIAL	R-3 MULTI-FAMILY RESIDENTIAL 14.5 D.U./A.C.
C-3 GENERAL COMMERCIAL	R-3A MULTI-FAMILY RESIDENTIAL 22.0 D.U./A.C.
P-1 PARKING(OPEN)	R-4 MULTI-FAMILY RESIDENTIAL 29.0 D.U./A.C.
P.S.C. PLANNED SHOPPING CENTER	R-5 MULTI-FAMILY RESIDENTIAL 43.5 D.U./A.C.
 NONCONFORMING USE	

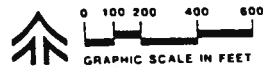


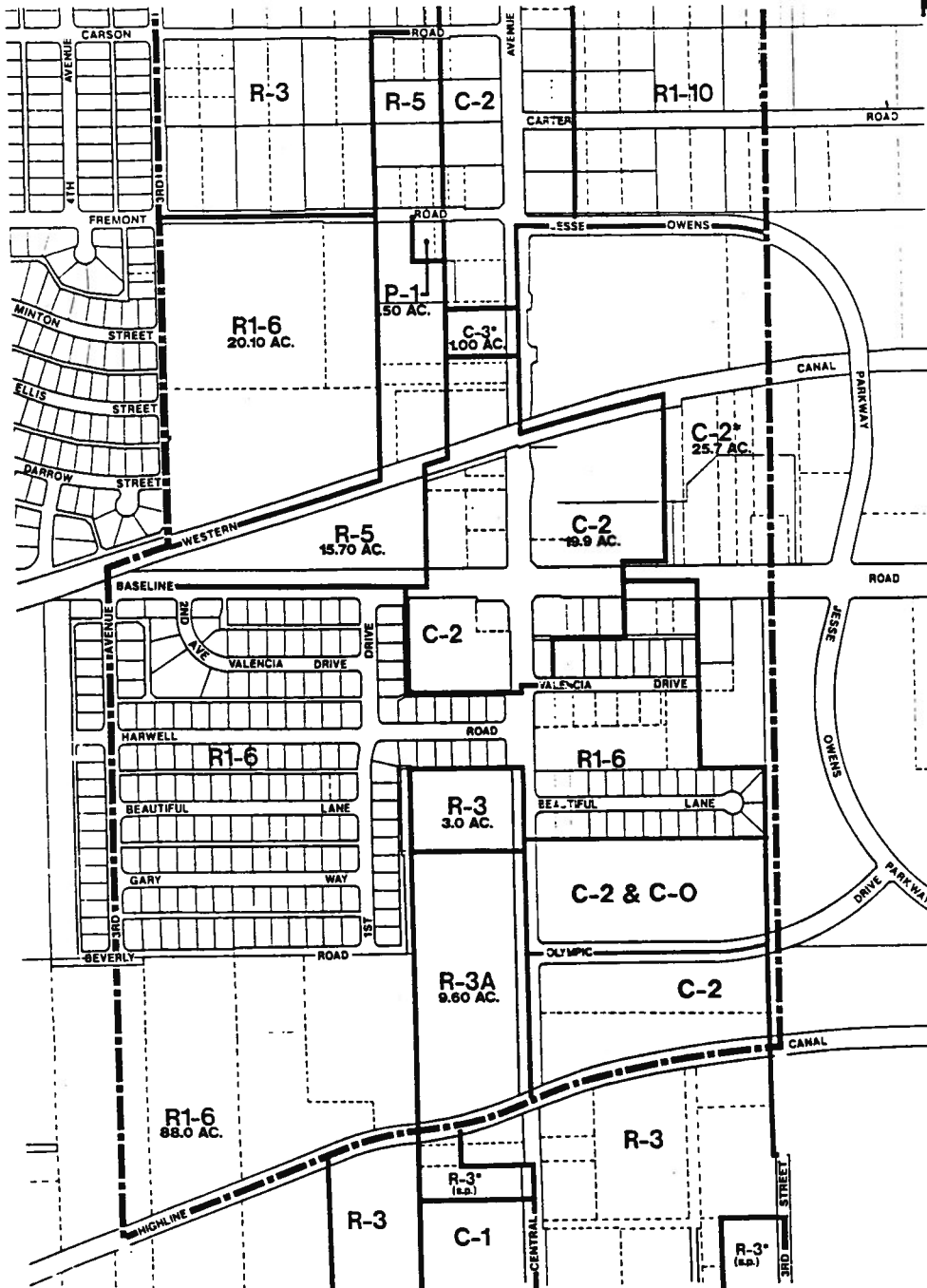


SOUTH CENTRAL AVENUE CORRIDOR STUDY
EXISTING ZONING

LEGEND


- | | |
|--------------------------------|--|
| A-1 LIGHT INDUSTRIAL | R-1-10 SINGLE-FAMILY RESIDENTIAL 3.5 D.U./A.C. |
| A-2 HEAVY INDUSTRIAL | R-1-6 SINGLE-FAMILY RESIDENTIAL 5.3 D.U./A.C. |
| C-2 INTERMEDIATE COMMERCIAL | R-3 MULTI-FAMILY RESIDENTIAL 14.5 D.U./A.C. |
| C-3 GENERAL COMMERCIAL | R-3A MULTI-FAMILY RESIDENTIAL 22.0 D.U./A.C. |
| P-1 PARKING(OPEN) | R-4 MULTI-FAMILY RESIDENTIAL 29.0 D.U./A.C. |
| P.S.C. PLANNED SHOPPING CENTER | R-5 MULTI-FAMILY RESIDENTIAL 43.5 D.U./A.C. |
| NONCONFORMING USE | |

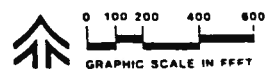




SOUTH CENTRAL AVENUE CORRIDOR STUDY
EXISTING ZONING

LEGEND

A-1 LIGHT INDUSTRIAL	R1-10 SINGLE-FAMILY RESIDENTIAL 3.5 D.U./A.C.
A-2 HEAVY INDUSTRIAL	R1-6 SINGLE-FAMILY RESIDENTIAL 5.3 D.U./A.C.
C-2 INTERMEDIATE COMMERCIAL	R-3 MULTI-FAMILY RESIDENTIAL 14.5 D.U./A.C.
C-3 GENERAL COMMERCIAL	R-3A MULTI-FAMILY RESIDENTIAL 22.0 D.U./A.C.
P-1 PARKING(OPEN)	R-4 MULTI-FAMILY RESIDENTIAL 29.0 D.U./A.C.
P.S.C. PLANNED SHOPPING CENTER	R-5 MULTI-FAMILY RESIDENTIAL 43.5 D.U./A.C.
 NONCONFORMING USE	



RESIDENTIAL CHARACTER

Residential development in a mix of housing types and densities is the predominant use in the study area. The condition of housing varies from deteriorated to good and there are sharp contrasts in the quality of housing from one area to another.

Residential character and condition contribute to the economic vitality of the commercial development along South Central Avenue. Realistically, it can be assumed that many of the businesses along South Central Avenue rely on the adjacent residential development both within and outside the study area. For that reason, the health and vitality of the adjacent neighborhoods is important to the long term vitality of the commercial area.

There are identifiable problems in the residential areas, and some of those problems will be identified in a separate document - The Neighborhood Stability Report. That document will be a basic inventory of those problems but will make no attempt to identify strategies for addressing those problems. Identification of strategies to address the problems in the residential neighborhoods is beyond the scope of the South Central Avenue Corridor Study and should be the subject of a more comprehensive study that would examine a broader area.

The strategies to be identified in the Strategies Report will focus on the commercial area with the recognition that there is a need to address the problems of the neighborhoods during a subsequent planning effort.

The following are general characteristics concerning housing for the South Mountain Village and for the Census Tracts encompassing the South Central Avenue Corridor study area (7th Street to 7th Avenue, Salt River to Baseline Road). Whenever possible, information is provided from both the 1990 and 1980 Census for comparison purposes.

Housing

- ★ The South Mountain Village has experienced an approximate 20% increase in the total number of housing units from 20,600 in 1980 to 26,000 in 1990. This increase is similar to the approximate 20% increase for the city as a whole over this same time period.
- ★ The Census Tracts encompassing the South Central Avenue Corridor had a housing unit increase of approximately 28% from 3,500 in 1980 to 4,900 in 1990.
- ★ The Census Tracts that contain the South Central Avenue Corridor includes 4,900 housing units which is approximately 19% of the 26,000 units in the village. (1990 Census)
- ★ 56% of the housing units in the village are owner occupied, compared to 52% citywide. (1990 Census) This percentage has dropped from 70% owner occupied units in 1980.
- ★ 32% of the housing units in the village are renter occupied, compared to 36% citywide. (1990 Census) This has increased from 24% in 1980.
- ★ 12% of the housing units are vacant which is the same vacancy rate citywide. (1990 Census) This percentage has remained stable over the past decade.
- ★ Median housing values in the village are \$71,600 as compared to \$94,335 citywide. (1990 Census)
- ★ The average rent is \$355 compared to an average of \$394 citywide. (1990 Census)

CIRCULATION

This area is dependent on the availability of the vehicular circulation system to allow people to come to the commercial services provided along the corridor. If the circulation system is inadequate, the long term development and viability of the commercial businesses within the study area will be seriously hampered.

Street Network

The primary north-south arterial through the area is South Central Avenue. It serves as access for the businesses along the street as well as the access to South Mountain Park from parts of the city to the north. 7th Street and 7th Avenue just outside the study area also serve as major north-south traffic corridors.

There are three east-west arterials that serve the area: Broadway Road, Southern Avenue, and Baseline Road. These arterials provide access from the east and the west to the South Central Avenue commercial areas. These streets transport people to the corridor but also serve to transport people through the area. These major arterials serve as commuting corridors for persons who live in the southeast valley and work in the Downtown and Uptown areas.

A number of local streets that serve the commercial areas along South Central Avenue. These streets provide access primarily from the residential areas to the east and west.

Street traffic volumes are identified on Map 5.

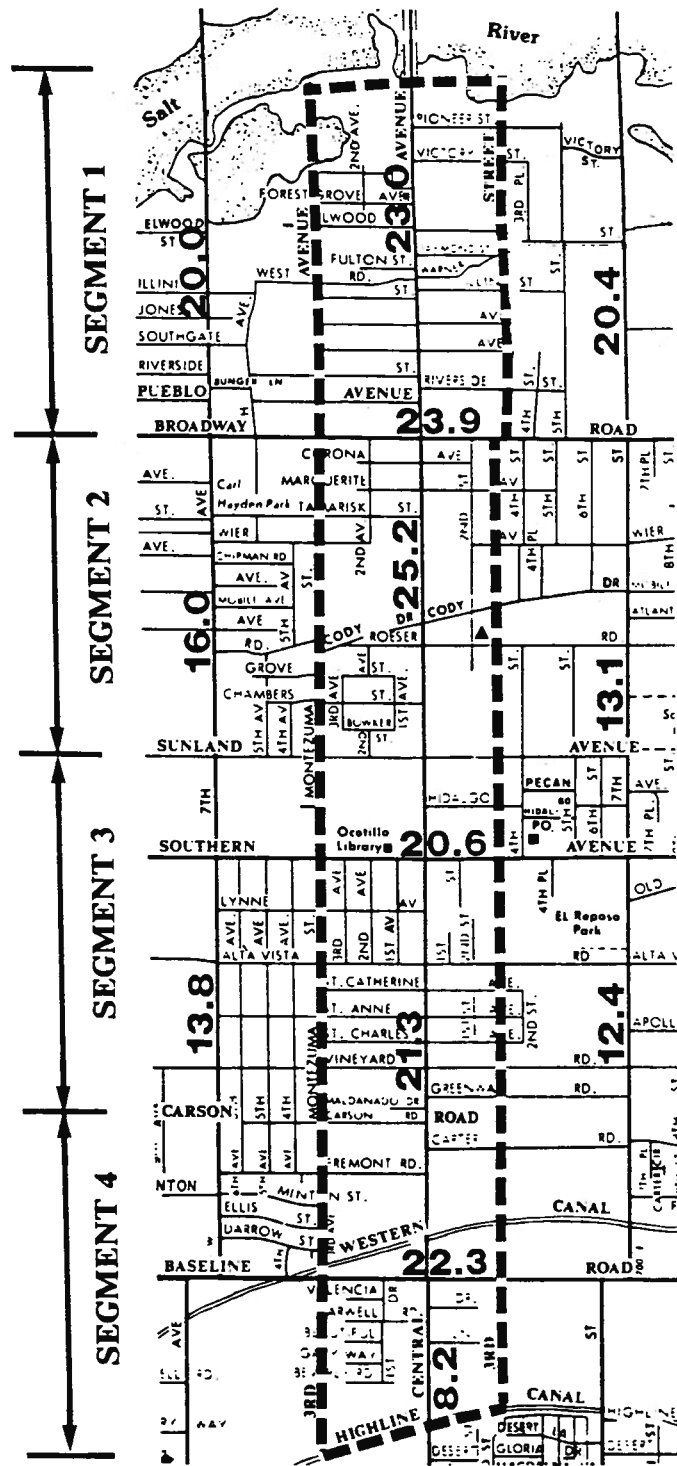
Public Transit

Public transit service is provided on South Central Avenue, 7th Avenue and 7th Street. Transit service is also provided on east-west directions along Broadway Road, Southern Avenue, and Baseline Road. There is no transit center located along South Central Avenue.

Current ridership numbers for each of the major routes are as follows:

Location	Boarding Activity	
	Daily Totals	Peak Totals
7th St. & Broadway	137	53
7th St. & Southern	393	157
7th St. & Baseline	153	61
Central & Broadway	641	256
Central & Southern	830	332
Central & Baseline	252	101
7th Ave. & Broadway	57	23
7th Ave. & Southern	80	32
7th Ave. & Baseline	17	7

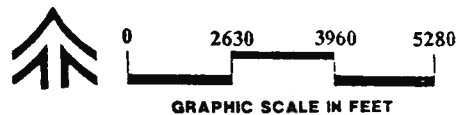
Source: Phoenix Public Transit, Fall '91.



SOUTH CENTRAL AVENUE CORRIDOR STUDY
STUDY AREA

BOUNDARY

13.8 AVERAGE WEEKDAYS TRAFFIC VOLUMES IN THOUSANDS 1988



PUBLIC FACILITIES

A wide variety of public facilities and services are available to the residents of the South Mountain Village in general and the South Central Avenue corridor in particular. Services are provided by the City of Phoenix, Maricopa County, and the State of Arizona. Brief descriptions of each are provided.

City of Phoenix

Infrastructure

Water service, sanitary sewer, storm drains, is available throughout the area. There are no known problems at this time.

Streets

All properties in the area have access to public streets, but street conditions vary. The major arterials are improved with paving and curb and gutter. Some of the streets in the residential and industrial areas are unimproved. Sidewalks and street lights, are also lacking in some areas.

Parks/Recreation

A portion of El Reposo Park surrounding the South Phoenix Adult Center is included in the study area.

Safety

The Phoenix Police Department South Command Station is located on the east side of South Central Avenue north of Elwood Street. Fire Station #22 is located on the north side of Roeser Road at 3rd. Street.

Library

The Ocotillo Branch is located on the north side of Southern Avenue west of South Central Avenue.

Human Services

The Human Services Center #1 is located on the west side of South Central Avenue south of Tamarisk Street.

Maricopa County

The County is currently planning to construct a Primary Health Care facility on South Central Avenue at Tamarisk Avenue adjacent to the Human Services Center. This will result in the redevelopment of several deteriorated properties.

State of Arizona

A branch office of the Department of Economic Security is located on the east side of South Central Avenue across from the Human Services Center.

SOCIOECONOMIC CHARACTERISTICS

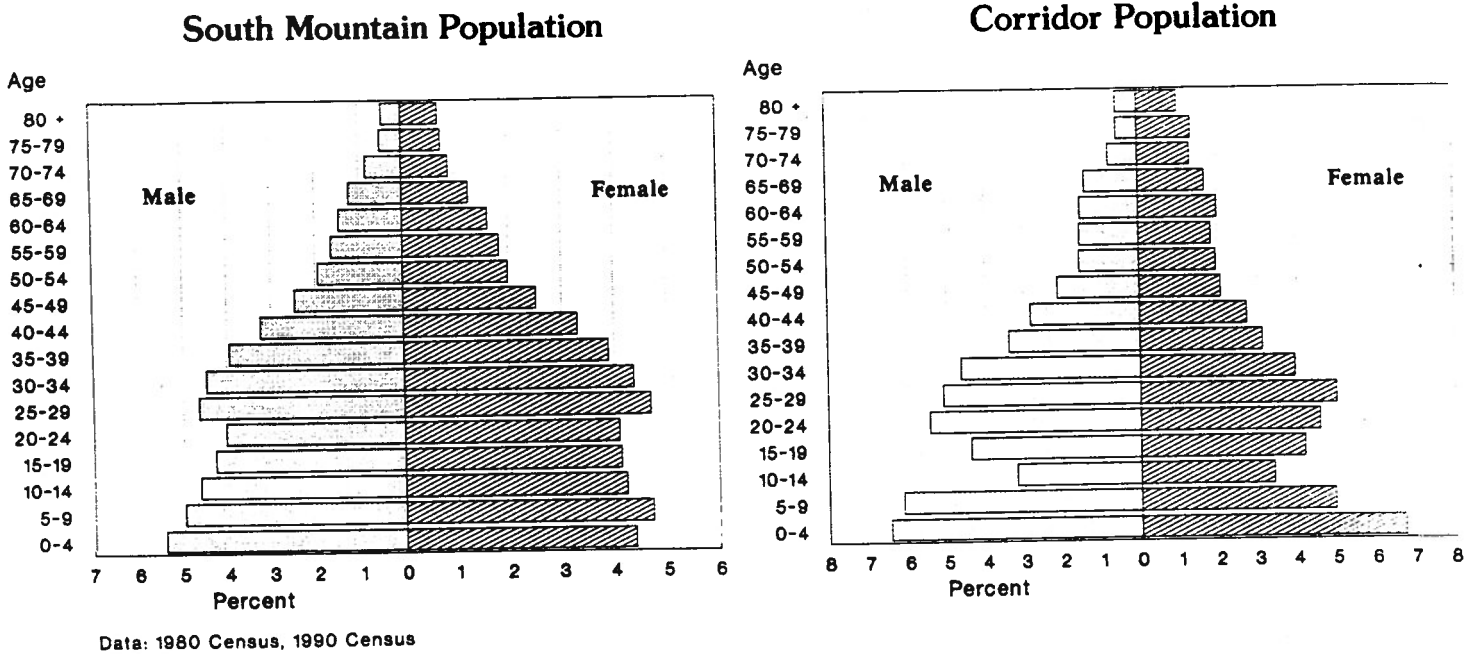
To achieve its maximum economic potential, the South Central Avenue Corridor must relate to the surrounding community. To best meet the needs of the community that the corridor serves, it is important to analyze attributes of the South Mountain Village, such as age, income and employment. Population and income are factors that can be used to determine the economic viability of locating additional commercial uses within the Corridor. These are also important factors to consider when planning parks, schools, and other public facilities.

The Census numbers used in this section to describe the study area are based on two Census Tracts which cover a larger geographic area. This is necessary because information for a smaller geographic area is not yet available for the 1990 Census. The geographic area is Seventh Street to Seventh Avenue and the Salt River to Baseline Road.

Population There are approximately 81,000 people living within the South Mountain Village. The total village population has increased by approximately 20% from 67,000 in 1980. The following information is included on Figure 1 and is based on the 1980 and the 1990 Census.

- ★ 14,700 live within the census tracts encompassing the corridor. This number has increased by 47% from 10,000 in 1980.
- ★ Compared to the population of the city as a whole, South Mountain Village is similar in that it has a relatively stable balance of the different proportionate age groups. This was also the case in 1980.
- ★ There is a slightly higher proportion of children under the age of 14 - 25% compared to 23% for the city.
- ★ The South Mountain Village has not experienced the influx of retirees in the 60 to 64 year old age category that is apparent in the city as a whole.
- ★ 43% of the village residents over the age of five have lived at the same address for five or more years, compared to 41% citywide.
- ★ Compared to South Mountain village the most significant difference in the area encompassing the corridor is a higher percentage of children aged nine and under living in the study area (Figure 1).

Figure 1



Ethnicity The South Mountain Village population has a higher degree of ethnic diversity than the City as a whole (Figure 2). The most striking characteristic is the high percentage of Hispanic residents - 44% compared to 20% for the city. The total percentage of Hispanic Residents was 47% in 1980. The total percentage of minority populations in South Mountain Village has increased from 51% in 1980 to 82% in 1990 (Figure 3). This is due to a decline in the number of non Hispanic white residents from approximately 25,600 in 1980 to 14,433 in 1990.

Figure 2
1990 Ethnicity

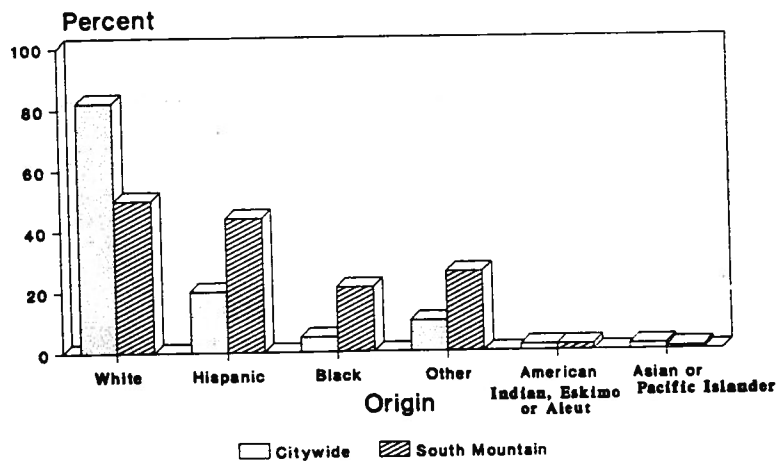
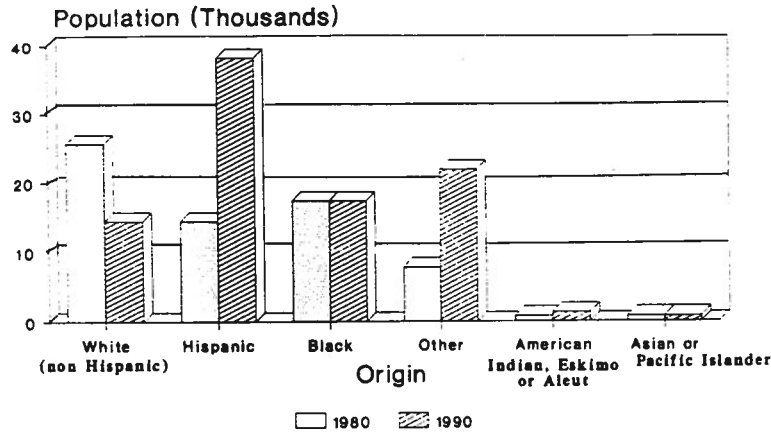


Figure 3

South Mountain Ethnic Composition 1980-1990

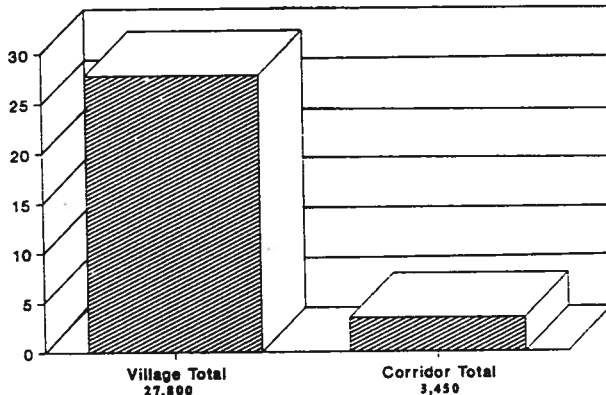


Data: 1980 Census, 1990 Census

Employment There are approximately 27,800 jobs located in the South Mountain Village. Of these, approximately 3,500 (or 12%) are located within the corridor. Employment is dispersed throughout the village, although retail and, to a lesser extent public and office employment are clustered within the corridor (Figure 4). Industrial jobs comprise the predominant employment category in South Mountain Village, followed by retail, public and office employment (Table 3). A high proportion of industrial employment is also evident in the corridor, where 2,000 industrial jobs comprise approximately 63% of total employment. Industrial uses in and adjacent to the corridor include both heavy and light manufacturing, such as tool and die operations, metal fabrication, millwork, door manufacturing and welding.

Figure 4

South Mountain Employment



Data: Maricopa Association of Governments, 1989

Table 3

Village & Corridor Employment Totals

	Village	Corridor	% in Corridor
Public	3,190	331	(10%)
Office	3,300	280	(8%)
Retail	4,700	2,000	(43%)
Industrial	14,291	560	(4%)
Other	2,365	330	(14%)

Data: 1989 MAG, Draft Socioeconomic Projections

***Economic
Characteristics***

Income and unemployment statistics indicate that the South Mountain Village is economically disadvantaged compared to the city as a whole:

- ★ The 1988 mean household income for the South Mountain village (\$26,600) was about 23% lower than that of the city as a whole (\$34,700). The average income in the area that encompasses the corridor (7th avenue to 7th street, the Salt River to Baseline Road) was slightly lower than the village total at \$23,700. (MAG 1989 Socioeconomic Projections)
- ★ The 1980 unemployment figures for the civilian labor force in the village indicate a higher rate of unemployment than for the city as a whole (8.8% compared to 5.5%).

This is important because the buying power, as well as other factors such as housing stability, may limit the economic feasibility of locating certain uses, such as a regional shopping center in the vicinity. This will be studied in greater detail in the market analysis portion of this study.

***Market
Analysis***

More detailed information concerning economic characteristics in the study area will be developed as part of the process of preparing the Strategies Report. Examples of the types of information to be included are:

- ★ sales tax revenue trends
- ★ market area
- ★ market needs
- ★ Citywide Economic Model analysis results



The South Mountain Village Planning Committee has identified focus issues to be addressed in the study relative to the South Central Avenue Corridor Study area.

MARKET ANALYSIS ISSUES

Marketing

- ★ No ongoing efforts to market South Central Avenue as a distinctive retail area to the potential support population.
- ★ Market area has not been identified.
- ★ Long term market needs have not been identified.
- ★ Determine whether there has been a movement of commercial uses from Central Avenue to other areas in the village.
- ★ Need for a strong business alliance.
- ★ Market determination for small office space.

Employment

- ★ Maintain and expand the number of jobs in core and along the corridor.
- ★ Identify the types of jobs that are needed in the South Central Avenue Corridor.

Land Use Relationships

- ★ Prevent further expansion of industrial areas along Central.
- ★ Transition between industrial uses and commercial uses in the area.

Other

- ★ Financial lending practices in the area.
- ★ Residential base needed to support businesses.
- ★ Affects of crime on attracting and retaining businesses.
- ★ Areas need to be identified for design improvements to prevent further deterioration.
- ★ Identification of funding sources that respond to problems.
- ★ Success "stories" from other cities be used as examples of how revitalization can occur.
- ★ Programs and funding sources.

RESIDENTIAL COMMUNITY CHARACTER ISSUES

Physical Condition

- ★ Lack of property maintenance.
- ★ Lack of public improvements, e.g., paved streets, curb and gutter, and sidewalks.
- ★ Vacant parcels.
Vacant buildings.

Land Use Relationships

- ★ Land use conflicts between residential uses and commercial, industrial uses.
- ★ Noise created by nonresidential land uses.
- ★ Affects of residential development on adjacent commercial development. (Do deteriorated residential structures impact commercial development?)

Other

- ★ Crime
- ★ The amount of population that is needed to support additional commercial development.
- ★ Programs and funding sources.

PHYSICAL APPEARANCE ISSUES

Physical Condition

- ★ Open storage and merchandise display.
- ★ Lack of property maintenance.
- ★ Lack of maintenance by absentee owners.
- ★ Lack of landscaping.
- ★ Signage controls.
- ★ Facade improvements.

Amenities

- ★ Lack of pedestrian amenities.
- ★ Need for pedestrian open space along Central Avenue.
- ★ Preservation of mountain views.
- ★ Need for a "town center" or gathering place.
- ★ Possibility of bicycle paths along Central Avenue.
- ★ Nodes at major intersections that need a special design treatment to emphasize the uniqueness of the area.
- ★ Possibility of a community cleanup program involving youth in the area.

- ★ Street design and improvements within the public right-of-way.
- ★ Public transit improvements and transit center.
Traffic controls.

***Land Use
Relationships***

- ★ Land use conflicts between commercial uses of different intensity.
- ★ Impacts on businesses along Central Avenue resulting from the long term development of Rio Salado.
- ★ Reuse of city owned property at Central and Broadway.

Other

- ★ Programs and funding sources.

GOVERNMENTAL USES ISSUES

- ★ Saturation point for locating governmental uses in the core.
- ★ Limit on the types of governmental services located in the core.
- ★ Impact of governmental agencies on the core.
- ★ Maintenance of government owned land and buildings.



SUBCOMMITTEE CORE GOALS

The Core Subcommittee of the South Mountain Village Planning Committee has identified goals for the South Mountain Village Core Plan. Although the goals were initially prepared for the Core, many of the goals are also applicable to the entire study area.

The goals have been reviewed in the context of the focus issues identified for the Corridor Study. After each goal the Focus Issue Area(s) are identified that apply to that goal.

- ★ Provide employment opportunities for South Mountain residents.

- A. Market Analysis

- ★ Encourage continued commercial, retail, and low-rise office development within the core boundaries with a maximum of 4 story office development.

- A. Market Analysis

- ★ Minimize traffic impact through street design measures on South Central Avenue and encourage pedestrian linkage between uses.

- C. Physical Appearance

- ★ Encourage the preservation and upgrading of existing neighborhoods and proper planning for new housing.

- B. Residential Community Character

- ★ Create a Government Center to provide a central location for cultural, service and social facilities to serve the community.

- A. Market Analysis

- B. Residential Community Character

- C. Physical Appearance

- D. Governmental Uses

- ★ Create an image of South Mountain Village as a growing suburban community without sacrificing the essential elements of the village character as defined in the General Plan.

- A. Market Analysis

- B. Residential Community Character

- C. Physical Appearance

- ★ Create a Core that will be safe, secure, and serve as a daytime and evening activity center.
 - A. Market Analysis
 - B. Residential Community Character
 - C. Physical Appearance
- ★ Locate a public transit station in the core.
 - C. Physical Appearance
 - D. Governmental Uses
- ★ Develop policies and guidelines for development in the secondary Central Avenue Corridor study area.
 - A. Market Analysis
 - B. Residential Community Character
 - C. Physical Appearance
- ★ Urge existing businesses to support the core plan and encourage property maintenance.
 - A. Market Analysis
 - B. Residential Community Character
 - C. Physical Appearance
- ★ Develop a general guidelines for building design.
 - C. Physical Appearance
- ★ Preserve the skyline.
 - A. Market Analysis
 - C. Physical Appearance



APPENDIX A

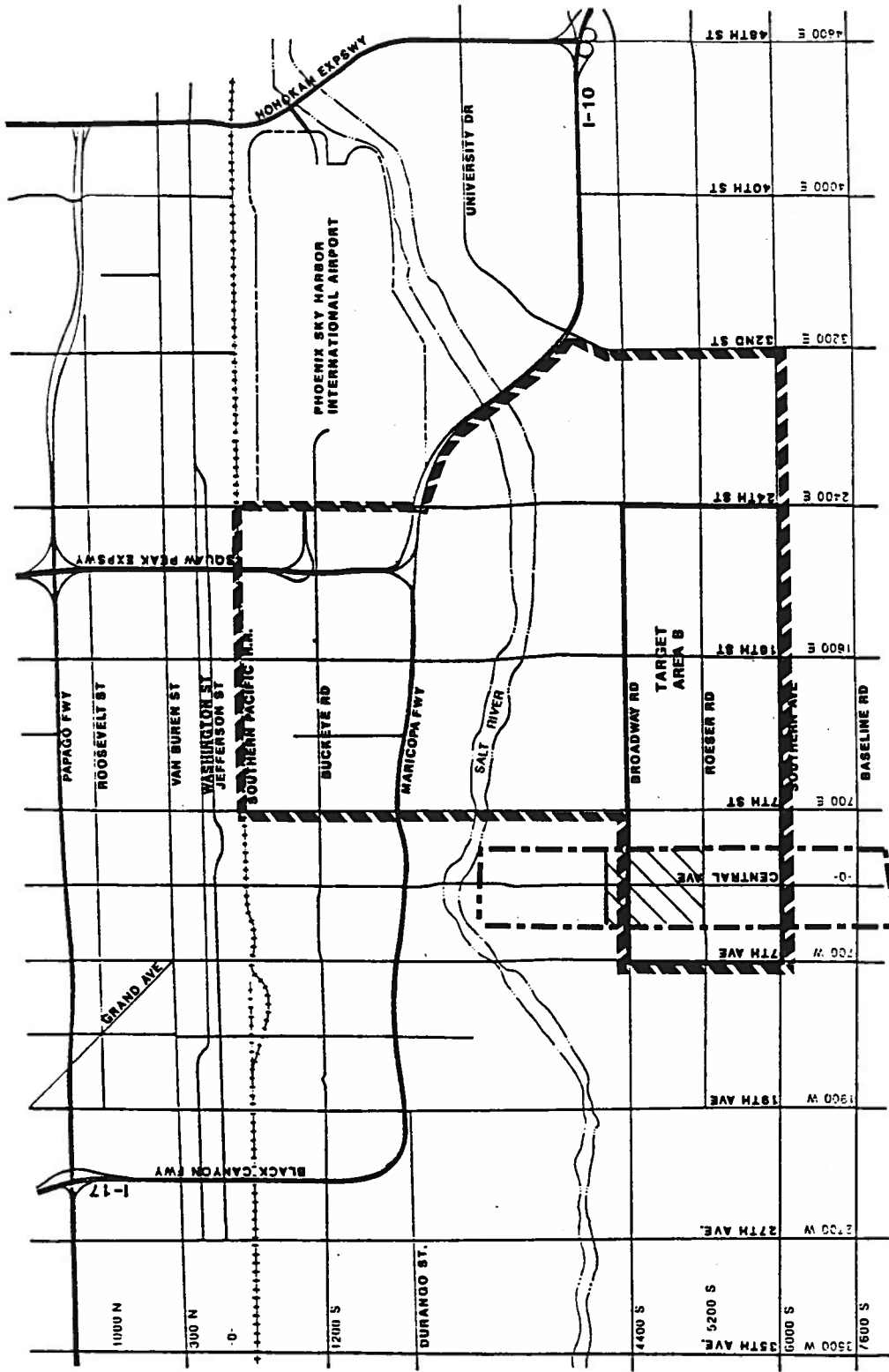
Portions of the South Central Avenue Corridor are included within the boundaries of other special designated areas. Those designations are shown on Maps 6 and 7.

APPENDIX B

At the public meeting on November 21, 1991, a participant survey was distributed to the people present. The results of that survey are included as Appendix B.

APPENDIX C

During the public meeting on November 21, 1991, the participants were divided into four groups for the purpose of discussing the four segments of the study area. The comments from the four groups are included as Appendix C.



MAP 6

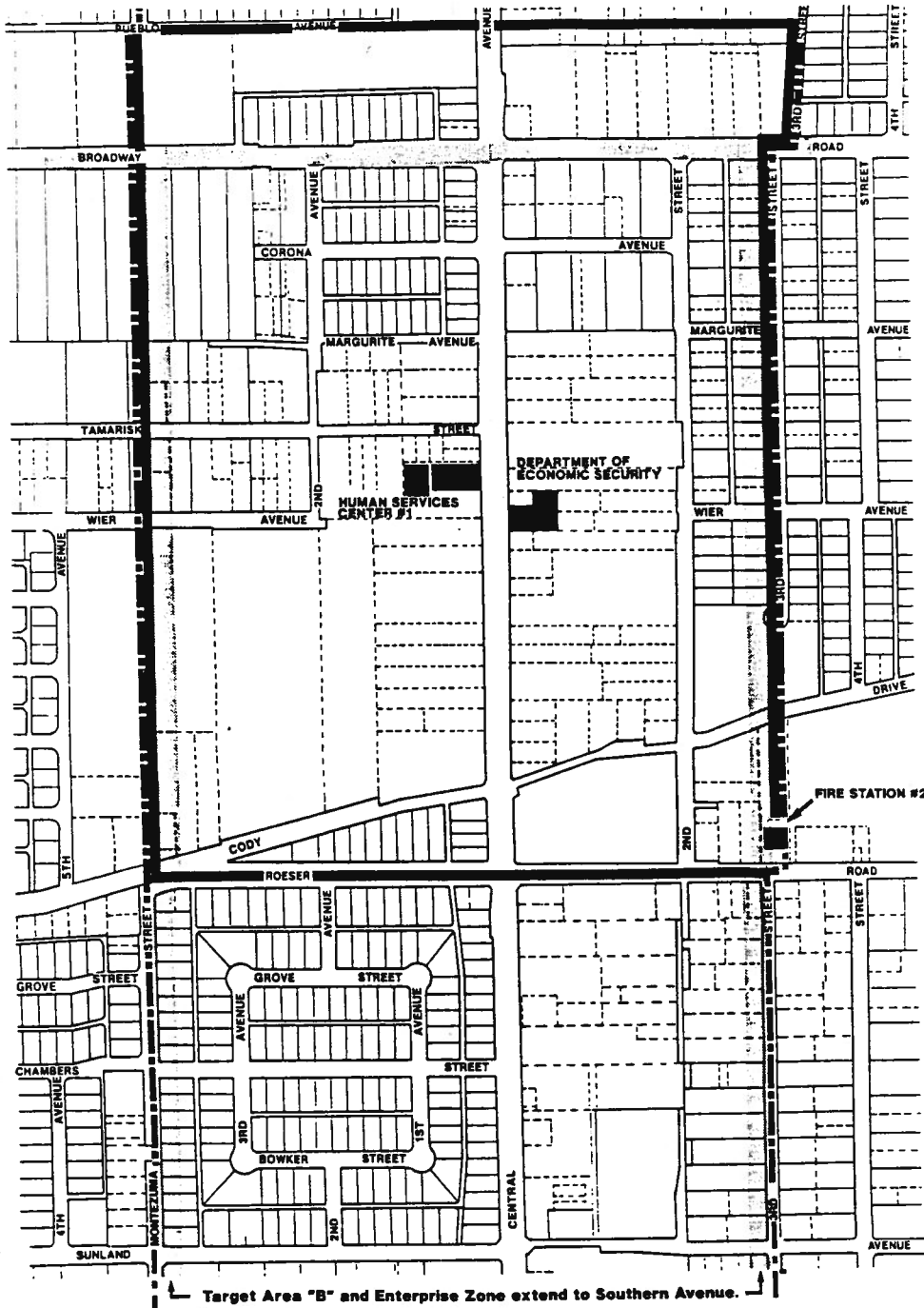
SOUTH CENTRAL AVENUE CORRIDOR STUDY

BOUNDARIES MAP

LEGEND

- STUDY AREA
- ▨ SOUTH MOUNTAIN VILLAGE CORE
- ▩ TARGET AREA "B"
- ▧ ENTERPRISE ZONE

Scale: 1" = 1 Mile



SOUTH CENTRAL AVENUE CORRIDOR STUDY BOUNDARIES MAP

LEGEND

STUDY AREA

TARGET AREA "B"
ENTERPRISE ZONE

SOUTH MOUNTAIN VILLAGE CORE



**SOUTH CENTRAL AVENUE CORRIDOR STUDY
SURVEY RESULTS**

SECTION I. BUSINESS CLIMATE

Question 1 Are there any problems along South Central Avenue?

11 Yes Responses 1 No Response

- Need left turn light at Central & Baseline
- Need left turn light at Central & Southern
- Need to paint empty and occupied buildings
- Need beautification
- Need beautification at Central Avenue bridge
- Unsightly junk yards
- Unsightly appliance stores
- Unsightly auto garages
- No good American restaurants
- No movie theaters
- No fabric shops
- Too many drunks
- Too many vandalized buildings in need of repair
- Not enough lighting along Central Avenue

Question 2 Do you shop along South Central Avenue?

12 Yes Responses 1 No Response

Auto Services & Parts	
Auto Zone	1
M & M Auto	1
Bank	
Valley Bank	1
Food Stores	
Circle K	1
Safeway	6
Thrifty	4
Mega Food	4
Smitty's	10
McCoury's	1
Hardware Stores	
Payless	1
In general	1
Pharmacy	
Sun Drug	1
In general	1
Post Office	
	1

Restaurants	
Jack in the Box	1
Ponchos	1
Roberto Barbar	1
Shoe Repair	1
Tire Stores	1
Video Stores	
Blockbuster	1
Radio Shack	1

Question 3	Do you use public or private services?
-------------------	---

12 Yes Responses 1 No Response

Banks	
Bank of America	
First Interstate	
Valley National Bank	
Doctors	
Dr. Price	
Dr. Reed	

Question 4	Does South Central Avenue have enough stores, restaurants, and other businesses to serve you and community? If no, what additional businesses are needed?
-------------------	--

1 Yes Response 13 No Responses

Bakery		3
Beauty Salons		3
Bowling Alley		1
Cleaners		1
Clothing Stores		9
24 hr. Drug Stores		2
Fabric Shop		7
Movie Theater		14
Office Supplies		6
Real Estate Office	1	
Take-Out Restaurants		0
Skating Rink		1
Sit-Down Restaurants		10
Supermarket		0

Question 5	What stores do you regularly use outside the South Central Avenue Corridor Area?
-------------------	---

Beauty Salon	1
Department Stores	

Bullocks	1
Dillard	2
K-Mart	1
Mervyn's	1
Miller's Outpost	1
Penney's	1
Robinson	1
Sears	1
Fabric Shop	
Hancocks	1
House of Fabric	1
Food Stores	
ABCO	1
Price Club	1
Smitty's	1
Movie Theater	1
Office Supply	1
Restaurant	
Denny's	1
JB's	1
American	2

Question 6 Are you a Business Owner? Why did you locate business in South Central Avenue, and what can be done to help business?

4 Yes Responses 10 No Responses

- o J & M Auto Sales A good location, experimental, Hispanic Community. Need business growth.
- o Unidentified Main through fare, building was already in place. Need more higher paying jobs and higher income per families.
- o Unidentified Home was also used as business.
- o Unidentified Business was established when young.

SECTION II. PHYSICAL APPEARANCE

Question 1 Which would be most helpful in improving the look of South Central Avenue?

NOTE: (items were ranked 1 through 7, with # 1 as the most helpful, and #7 as the least helpful)

Total Average of Citizen Response

Additional Landscaping 4.0

Exterior Bldg Improvements	3.1
Pedestrian Improvements	4.2
Property Cleanup	1.7
Sign Improvements	5.2
Street Improvements	4.7
Other	

SECTION III. GENERAL COMMENTS

Cleanup old business
Increase employment opportunities
Brighten up less depressive area
Need a gateway to South Phoenix at the bridge at Central Avenue
Clean Up

SOUTH CENTRAL AVENUE CORRIDOR STUDY
RESULTS FROM SMALL GROUP DISCUSSIONS AT PUBLIC
MEETING ON

NOVEMBER, 21, 1991

The study area was divided into four segments which served as the basis for discussion in each of the groups. A copy of the map showing the segments is attached.

SEGMENT 1

1. Thru IDA could leverage business to hire people from the area.
2. Enterprise Zone
3. City should make it easier to qualify for enterprise zone stuff.
4. Many businesses have been here so long.
5. City should make new business hire so many people from this community. Have job training.
6. Do not group all business people into one large group. Deal with them on a individual basis.
7. Better notification of business owners and property owners.
8. Need to give more consideration to existing business. Have a feeling that more concern is given to pretty new things. Will put them out of business.
9. So many mixed use business - steel fabrication, people working of their home - concern they will lose their A-1 zoning.
10. Do not want to pay to do free face-lifting to their business.
11. Concern about the fly by night businesses opening up one day and closing the next (almost) leave a mess.

SEGMENT 2

Commercial Uses

1. Theaters.
2. Appliance Store.
3. Restaurants (Not enough lunch crowd).

Physical

4. Property clean up.
5. Building maintenance.
6. City street Imp - Broadway and Central

Pedestrian Amenities

7. Street lighting.
8. Distinctive colors for light poles, benches, etc.
9. Dangerous blind corners because of landscaping.
10. Paint over graffiti.

SEGMENT 3

1. Central girl and boy scout camp for jamboree and year round.
2. Department store, Home Depot.
3. Family-oriented uses: bowling alley, skating rink, theater.
4. Doctors (good doctors)
5. Sit-down restaurants.
6. Upscale McDonalds.
7. Hospital.
8. Job opportunities increase.
9. Artistic facilities (like theaters) for young people develop talent.
10. Library mobile library.
11. Cultural like museum.

Appearances

12. Business clean up washing windows.
13. Natural desert landscaping, mesquites (conserve water)
14. Clean up junk at empty buildings.
15. More lighting.
16. Left turn arrow at Southern and Baseline, Broadway and Central.
17. Promote SM park as positive place.

SEGMENT 4

1. Skating rink.
2. Theaters - walk-in or drive-in.
3. American food restaurants.
4. Clothing store/world.
5. Left turn traffic lights.
6. Traffic lights near Bloom Mortuary.
7. A number of dogs.
8. Bus stop with shade.
9. Removal of junk on the west of Carter Street.