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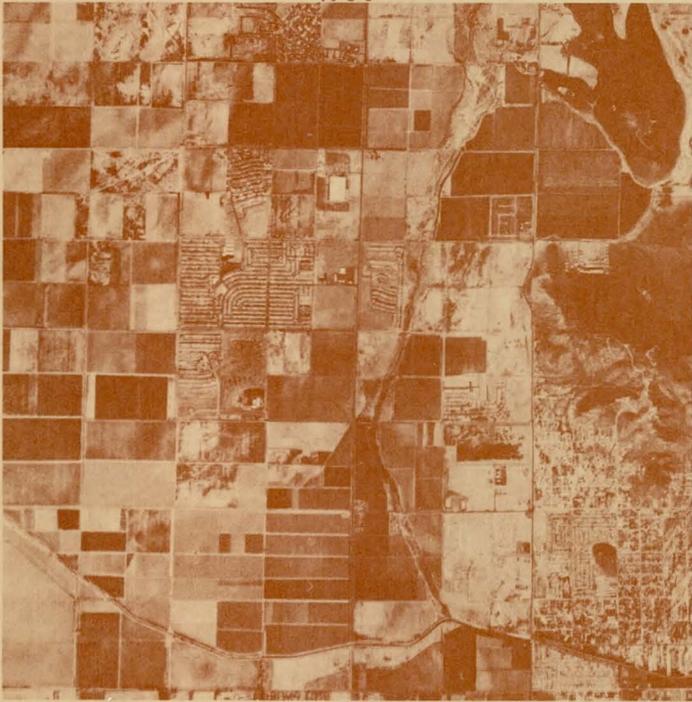


DEER VALLEY AREA PLAN

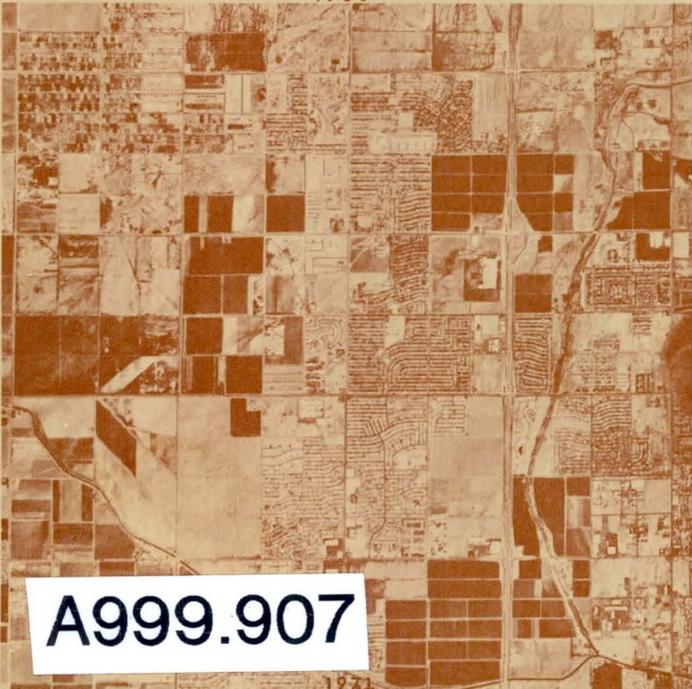
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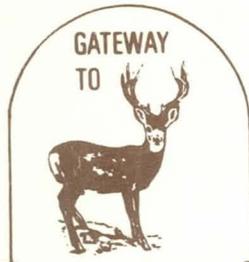
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DEER VALLEY PLANNING COMMITTEE

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PHOENIX, ARIZONA

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Planning Commission Members
City of Phoenix
Phoenix, Arizona 85003

Dear Members:

It is with pride, and as a result of detailed study and evaluation of our needs and desires, that the citizens and this committee transmit to you the Deer Valley Area Plan. The text and maps express and convey our written policies, recommendations and suggestions on land use and zoning.

The efforts of this committee have been reviewed by the people of Deer Valley at five public meetings and by many community organizations. It is their wish that this plan be adhered to and serve as a guide in Planning Commission deliberations on future land use. It is our desire that this not become another forgotten plan. The extent to which the Deer Valley Area Plan is followed will influence the success or failure of other area plans and the degree of citizen involvement in the City of Phoenix.

We, the committee, thank you for having given us this opportunity to become involved in the future of our city, and for participating in this foresighted planning program. To each individual, his home and immediate community are of great concern. Through citizen involvement, the community feels a personal pride that they, as an area, are identified and recognized.

The committee recommends this plan to you for your support in adoption by the City Council.

Respectfully,

Ralph A. Gierish
RALPH A. GIERISH
Chairman

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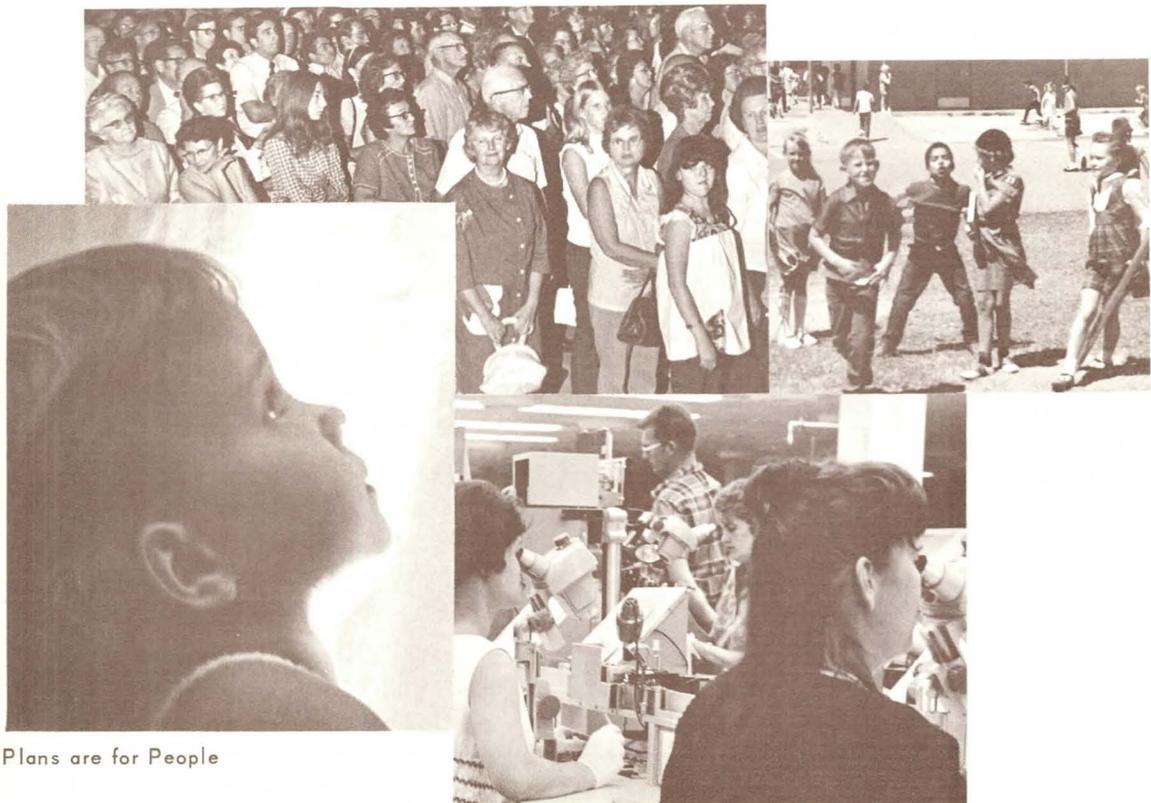
BACKGROUND OF THE DEER VALLEY AREA PLAN

THE NEED FOR PLANNING

Deer Valley is one of the fastest growing areas within the Phoenix Metropolitan Area. In 1960, Deer Valley had less than 1,500 people. In the decade of the Sixties, development snowballed, and resulted in a 1970 population of over 25,000 people. Today, the population is over 48,000 people.

Why has Deer Valley grown and what has been its appeal? The appeal of Deer Valley includes the following: readily developable land; accessibility via the Black Canyon Highway; good, reasonably priced new housing; the presence of several large industrial employers; and, an image of a low profile, uncrowded, open living environment. The image of Deer Valley has already changed from one of an agricultural area to that of a suburb within the Phoenix Planning Area. How will the Deer Valley image change as the area matures over the next twenty years?

In the Seventies, population is expected to quadruple to over 100,000. The magnitude and velocity of anticipated development is startling. Residents of Deer Valley should be concerned about how anticipated growth will occur and what its effect will be. Will growth be haphazard? Will development decisions be consistent and related to all of Deer Valley? Will schools and parks keep pace with home building? Will a quality living environment be attained? Without a course of direction, answers to these questions are clouded. Deer Valley needs a plan.



Plans are for People

PLANNING PROCESS

Cognizant of the growth needs of Deer Valley, the City Planning Commission appointed a citizens' planning committee in the Fall of 1970. Committee members were selected from homeowners associations, parent-teacher's associations, church groups, and land development and commercial interests. The intent of the commission was that it would be a liaison with the residents of the community and the City Staff; the committee would function to evaluate, comment on, and participate in the development of a plan.

This report is the culmination of that effort over the past 1-1/2 years. The committee has assessed the conditions and needs of Deer Valley residents, has formulated policies and recommendations, and has developed a land use and zoning plan to guide future area development.

Before the land use map and policies were finalized, the committee held five public hearings throughout Deer Valley to see whether their ideas reflected those of the whole community. The response from those hearings was encouraging and generally positive. Community viewpoints were carefully reviewed and the plan revised accordingly.

The committee is now forwarding the plan, text and maps, to the Phoenix Planning Commission with a recommendation for approval. The Commission in turn will make a recommendation to the City Council for final action. Public hearings will be held by both bodies. Once adopted, an area plan will become a part of The Comprehensive Plan 1990 Phoenix, Arizona.

Table I

THE DEER VALLEY PLAN PROGRAM STEPS

Nov. 1970	A. Collection and summary of data
Feb. 1971	B. Analysis and evaluation of area problems
July 1971	C. Development of preliminary policies and recommendations
Nov. 1971	D. Development of sketch land use plan
Jan. 1972	E. Liaison with area organizations, groups and interested citizens; public hearings in the Deer Valley Area.
Mar. 1972	F. Development of a revised land use plan reflecting citizen response
June 1972	G. Development of a zoning plan
Fall 1972	H. Presentation to the Planning Commission at a public hearing
	I. Approval by the Planning Commission and adoption by the City Council following a second set of public hearings
	J. Implementation and promotion of active citizen support of the plan

SETTING

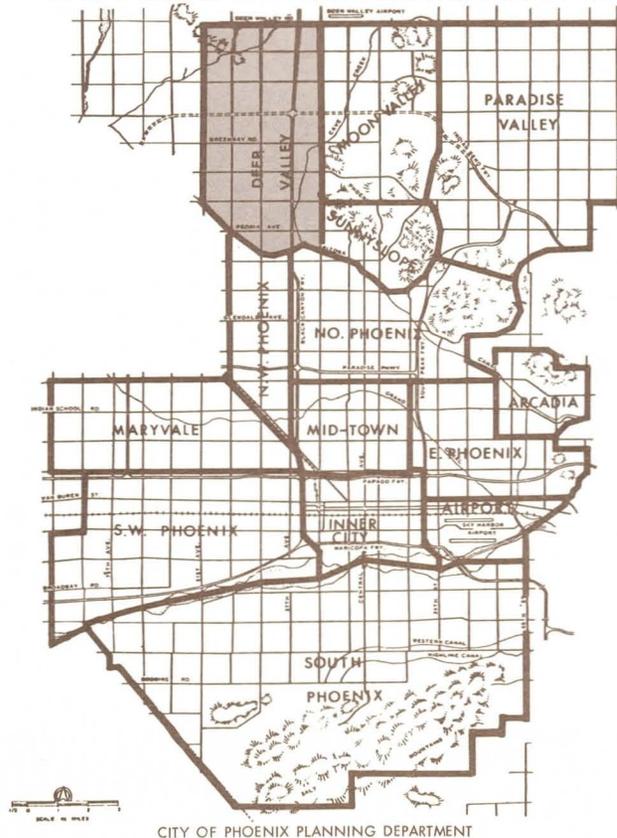
Deer Valley is in the northwest portion of the Phoenix Planning Area. It has an area of approximately 29.3 square miles or 19,723 acres. The boundaries of the area are as follows:

The Northern Boundary	Deer Valley Drive
The Southern Boundary	The Arizona Canal
The Eastern Boundary	19th Avenue
The Western Boundary	51st Avenue

Deer Valley is split between two political jurisdictions, the City of Phoenix and Maricopa County. That part of Deer Valley north of Bell Road is under the jurisdiction of the County, as is the area west of 43rd Avenue, between Bell and Thunderbird. The balance of Deer Valley is within the corporate limits of Phoenix. The City of Glendale borders Deer Valley on the west edge.

Major natural features in Deer Valley are two washes, Cave Creek and Skunk Creek. A number of mountains surround the area. Moon Mountain and Shaw Butte, a part of the Phoenix Mountains, are located on the southeast; Adobe Mountain is on the north; and the Hedgepeth Hills are located on the northwest extending into the planning area. The land in Deer Valley is relatively flat over an eight mile length, varying 200 feet in elevation, from 1225 feet to 1425 feet. The level topography, plus soils with few drainage problems, have added to the development potential of the area.

STUDY AREAS for AREA PLANNING PROGRAM



EXISTING LAND USE

Existing land use in Deer Valley, 1972, is predominantly vacant or agriculture. Agricultural uses have steadily declined as the area undergoes a transition to urban development.

In 1970, 2,500 acres, or about 13 percent of Deer Valley was developed. In January, 1972, 4,750 acres, or about 25 percent, was developed. Of this 4,750 acres:

- 3,770 acres, or 79% were single-family homes
- 100 acres, or 2% were multi-family
- 500 acres, or 11% were public
- 230 acres, or 5% were industrial
- 102 acres, or 2% were commercial
- 48 acres, or 1% were in other uses

EXISTING ZONING

Residential lands in Deer Valley are primarily zoned R1-8 and R1-6. These represent one-family residential zones where lot sizes shall not be less than 8,000 and 6,000 square feet respectively. Building heights are limited to two stories and 30 feet. R1-8 zoning is located for the most part, north of Bell Road; R1-6 zoning is concentrated south of Sweetwater Avenue to the Arizona Canal.



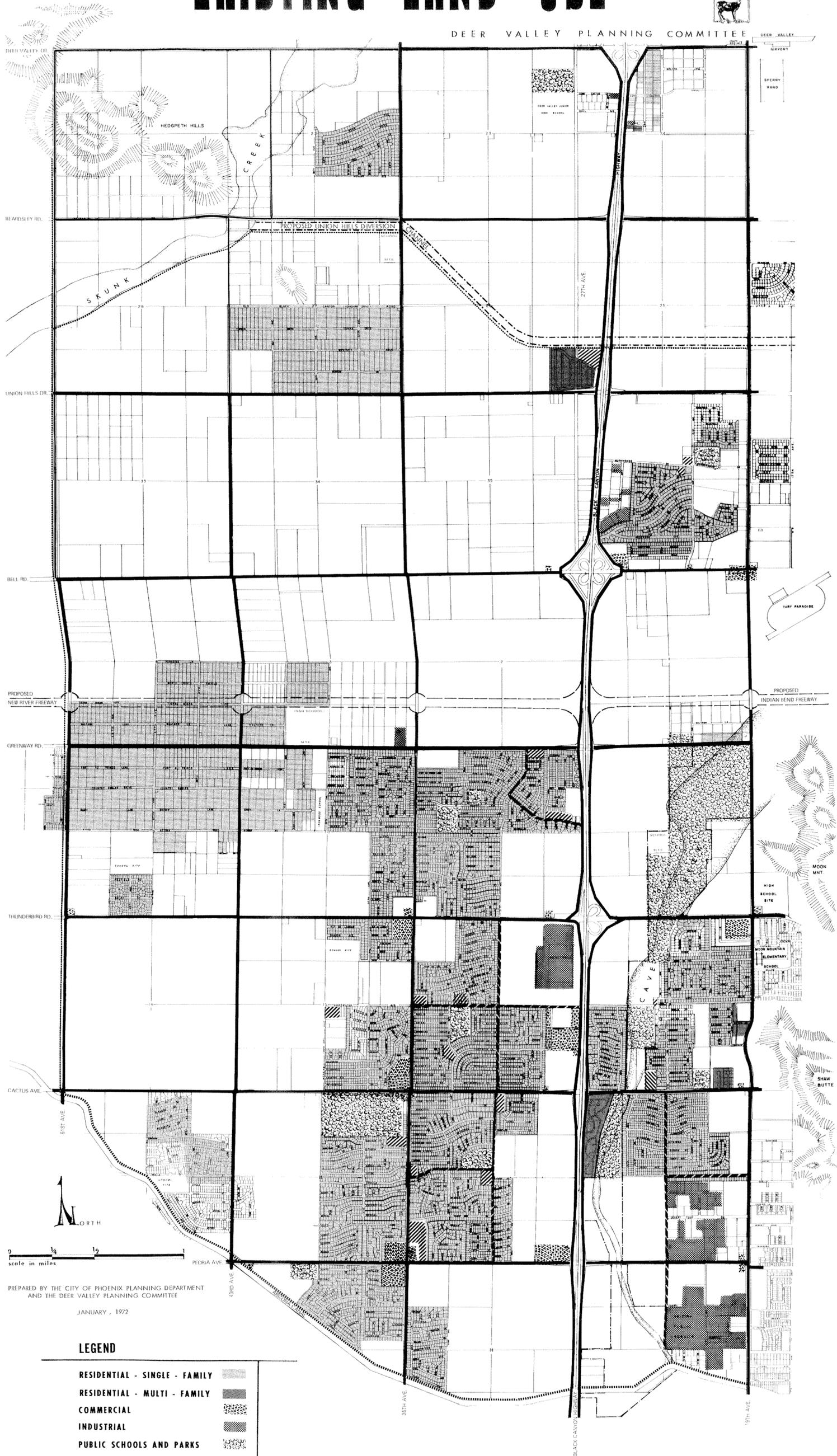
Homes in Deer Valley

A large portion of a mile strip between Bell Road and Thunderbird Road is zoned Rural S-1. This zoning reflects an area where semi-rural residential and agricultural uses can be maintained. Often, this S-1 zone is more of a holding zone for higher density zoning than a permanent zone category. Deer Valley contains bits of land spanning the whole range of zoning categories and densities. Within the past 1-1/2 years, large, key chunks of vacant land, skipped over along the Black Canyon Highway, have been rezoned to planned area development districts for multi-family use.

Most of the yet undeveloped industrial land is located on the south side of Deer Valley Drive west of 19th Avenue and along the Black Canyon Highway.

EXISTING LAND USE

DEER VALLEY PLANNING COMMITTEE



PREPARED BY THE CITY OF PHOENIX PLANNING DEPARTMENT
AND THE DEER VALLEY PLANNING COMMITTEE
JANUARY, 1972

LEGEND

- RESIDENTIAL - SINGLE - FAMILY
- RESIDENTIAL - MULTI - FAMILY
- COMMERCIAL
- INDUSTRIAL
- PUBLIC SCHOOLS AND PARKS
- QUASI-PUBLIC, INSTITUTIONS
AND CHURCHES
- VACANT

FOR ADDITIONAL INFORMATION SEE ACCOMPANYING TEXT

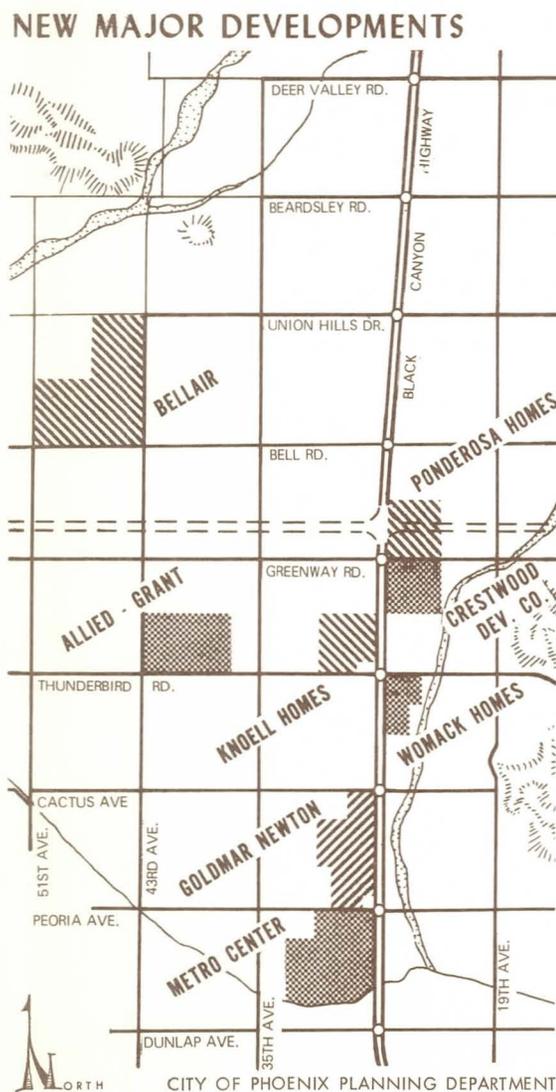
Figure 2

DEVELOPMENT OF DEER VALLEY

Initial residential development in Deer Valley was sparked by the aero-space industries and their expansion since World War II. Over the last decade, residential development has concentrated within a mile east and west of the Black Canyon Highway, from Peoria to Greenway Roads. Most of the housing consists of medium priced single-family detached houses on a minimum lot size of 6,000 square feet. Large lot development is found in Sunburst Farms which is located about one-half mile north and south of Greenway Road between 39th and 51st Avenues. Mobile home development is scattered north of Bell Road.

Deer Valley has few multi-family housing units. However, as mentioned, several large planned area developments have proposed substantial multi-family residential units as part of a total plan. Goldmar Newtown, 194 acres between Peoria Avenue and Cactus Road west of the Black Canyon, proposes 1,800 to 2,300 housing units.

Figure 3



Bellair, 508 acres between Bell Road and Union Hills Drive west of 43rd Avenue, proposes about 2,000 housing units. Knoell Homes, 127 acres at the northwest corner of Thunderbird Road and Black Canyon proposes over 1,000 housing units; and Crestwood Development, 148 acres at the southeast corner of Greenway Road and Black Canyon proposes approximately 700 housing units. These planned communities should help to diversify and balance the Deer Valley Area by offering a broad range of housing types and living styles. Patio houses, townhouses, garden apartments and high density apartments are on the drawing boards. Density in the new developments will be in the range of 6.0 to 9.0 housing units per gross residential acre in contrast to an existing pattern of 3.0 to 5.0 housing units per gross acre.

Commercial activity is located along the Black Canyon Highway - Westtown Shopping Center and Grant City Plaza. Numerous neighborhood centers are also found at the intersection of major streets along 35th and 19th Avenues as well. A super-regional shopping-office-residential complex is planned at Black Canyon Highway

and Peoria Avenue. The development, Deer Valley Metrocenter, is to be built on a 240 acre site and includes a potential 1,500 apartment units.

Deer Valley industry is located along or in proximity to the Black Canyon Highway; namely, Honeywell, Sperry Rand, Arizona Public Service, General Electric and Shure Electronics.

Most of the public uses in Deer Valley are schools and parks. Developed parks are few, but recreation space is significant. Cave Creek Park will extend a four mile length along Cave Creek Wash from Greenway Road to the Arizona Canal. This approximately 600 acre park will serve the entire northwest area. Cactus Park, 40 acres next to Moon Valley High School, also represents a major recreation space. Westown and Country Gables are small neighborhood parks..

THE PEOPLE

Deer Valley is an established residential area which had a 1970 population of over 25,000. Population in January, 1972, was estimated at 42,000. Growth during the past few months has been at a level of approximately 1,000 per month.

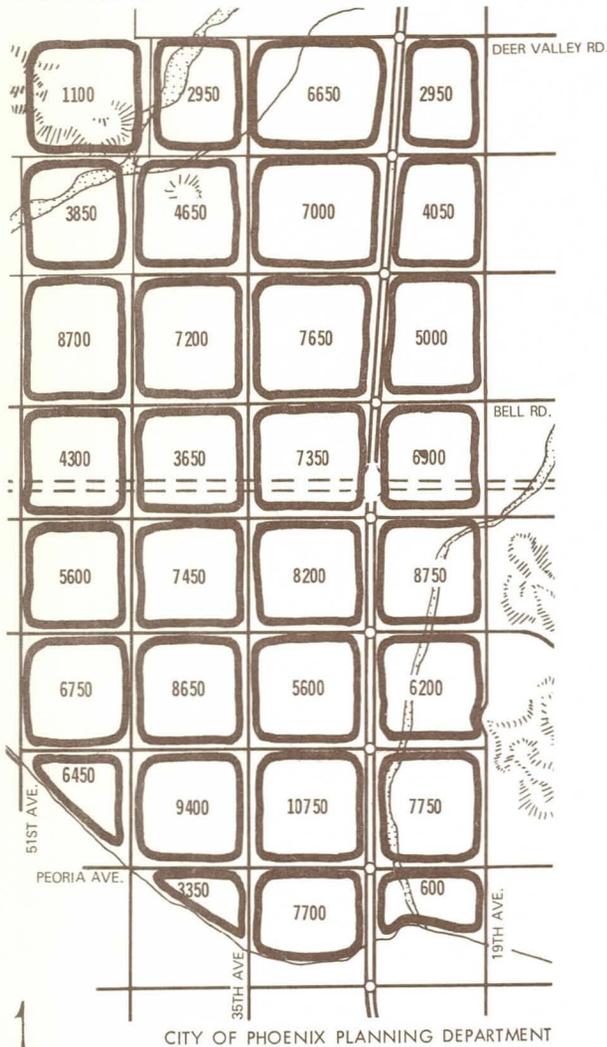
Characteristics of the Deer Valley population have been examined from an annual publication of Phoenix Newspapers, Inc., titled Inside Phoenix '72 for an area which includes much of Deer Valley and land on the west and south. Compared with Phoenix as a whole, people in Deer Valley have larger families (3.7 persons per household vs. 3.2 city average), a younger median age (22.2 years vs. 24.4 for the city), a higher median income than the city average (\$12,537 per year vs. \$9,813 for the city), at least a high school education (12.7 years of school), and a high percentage of home ownership (83% vs. city average of 68%). The residents of Deer Valley typify the white (98% caucasian), middle-class suburban family. Higher income levels may be attributed to more than one wage earner in families and the well paid jobs at Sperry, Honeywell, and General Electric.

The median value of homes is \$22,965, about \$3,000 higher than the city average. As might be expected, 98% of the households own at least one car. With the area's remoteness from bus service, the car is a necessity.

JOBS

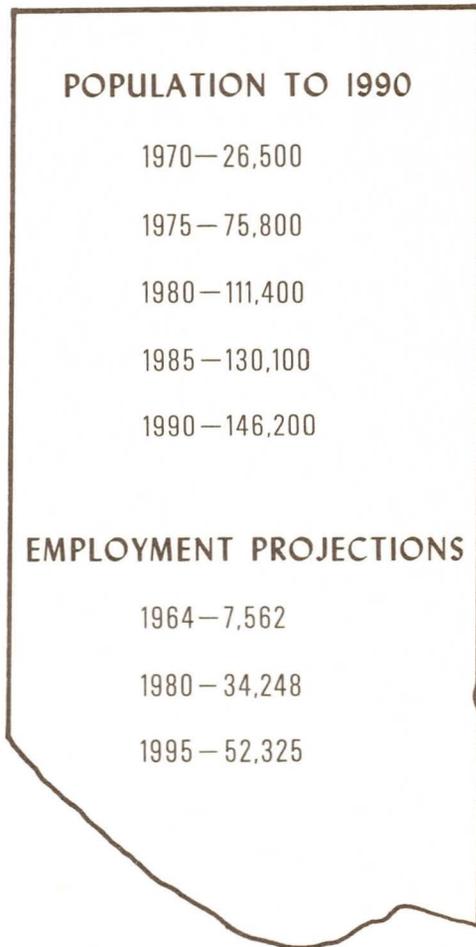
Most jobs in the Deer Valley District are provided by A.P.S., Sperry, Honeywell, General Electric and some smaller manufacturers of electronic and aerospace equipment. In 1964, A.P.S., Sperry, and General Electric (Honeywell had not entered the scene) employed 6,670, 88% of the district total of 7,562. By 1970, this figure had grown to 10,154, 89% of an estimated 11,400 jobs. There was a 51% increase in jobs and almost a 100% increase in population. This difference in population growth versus job growth shows that many new residents are moving to Deer Valley for reasons other than having a job there. Cave Creek Park, the Deer Valley Mall Metrocenter, and additions to Sunburst Farms will attract people to Deer Valley. Sunburst Farms is a forerunner of this trend. People are moving to Deer Valley for the environment it offers rather than to be near work.

Figure 4
POPULATION PROJECTIONS



NOTE: Estimates are based on the land use plan and represent holding capacity of the land.

Figure 5



In the future, there will be continued growth in the large computer, aerospace and electronics industries. By 1990, jobs in the existing industrial areas are projected to increase from a 1964 total of 7,562 to about 17,865. New industrial areas in the district will add about 10,300 more jobs. Most of these jobs will be in basic industries. These industries will probably make low bulk, high value products similar to the present types.

A significant change is expected in overall district employment. Nearly 25% of the jobs in 1990 will be in local service jobs. This may reduce the proportion of local residents who live near their jobs (the housing may be too expensive for many service workers), but this trend is already evident in the basic industries. More important, addition of commercial services will provide the shops, offices, and business services needed to support a sound residential district.

Deer Valley, in 1990, will have an ample supply of jobs in a variety of fields. The job mix will be directed more toward meeting the needs of the district residents than now, with an ample supply of manufacturing jobs for those who want them.

SCHOOLS

The Deer Valley Area is served by two elementary school districts, Deer Valley and Washington School Districts, and by one high school district, Glendale Union High School District. High school students north of Bell Road in the Deer Valley School District attend Moon Valley High School.

The demand for additional school facilities is directly felt by the Washington School District, which had to add six new schools in 1970, the largest number of new schools opened in any one year by a school district in Arizona. Four of these schools were in the Deer Valley area.

Prior to 1960, there were no schools in the Deer Valley Area and today, there are ten. Seven public elementary schools serve the area - Cholla, Desert Foothills, Inglewood, Sahuaro, Senita, Shaw Butte, and Village Meadows. Cactus Wren and Moon Mountain fringe on the planning area. There is also a parochial elementary school in Deer Valley, St. Jerome's. The single high school is Moon Valley; the new Thunderbird High School is on the eastern area boundary. A junior high, Deer Valley Jr. High, serves the Deer Valley District.

Table 2
ENROLLMENT DATA

Washington Elementary Schools in Deer Valley			
Schools	Fall 1969	Fall 1970	Fall 1971
Cholla	1,946	1,094	1,350
Desert Foothills	-	988	1,340
Inglewood	-	441	700
Sahuaro	1,373	1,360	1,600
Senita	-	284	520
Shaw Butte	1,582	1,354	1,440
Deer Valley Elementary School District			
Village Meadows	1,123	1,340	993
Deer Valley Junior High School		319	369
Glendale Union High Schools in Deer Valley			
Moon Valley High School	1,899	2,245	2,633

TRANSPORTATION

The Black Canyon Highway provides major access north and south through Deer Valley. Present volumes at Peoria and the Black Canyon are about 43,000 vehicles per day, and 22,000 vehicles per day at Bell Road and the Black Canyon. Two major streets, 19th Avenue and 35th Avenue, also aid in moving traffic north and south. Because of the Arizona Canal, movement in the southerly direction is limited to mile intersections at 51st, 43rd, 35th and 19th Avenues. Potential additional major street volume has also been diminished because of the fact that the Black Canyon overlays what normally would be 27th Avenue.

Deer Valley has good east-west access along Bell and Thunderbird Roads. These are the through routes east to Paradise Valley and Scottsdale. Mountains block the easterly extension of a number of major streets. Volumes at Bell and 19th Avenue are 7,400 vehicles per day and 4,900 at Thunderbird Road and 19th Avenue.

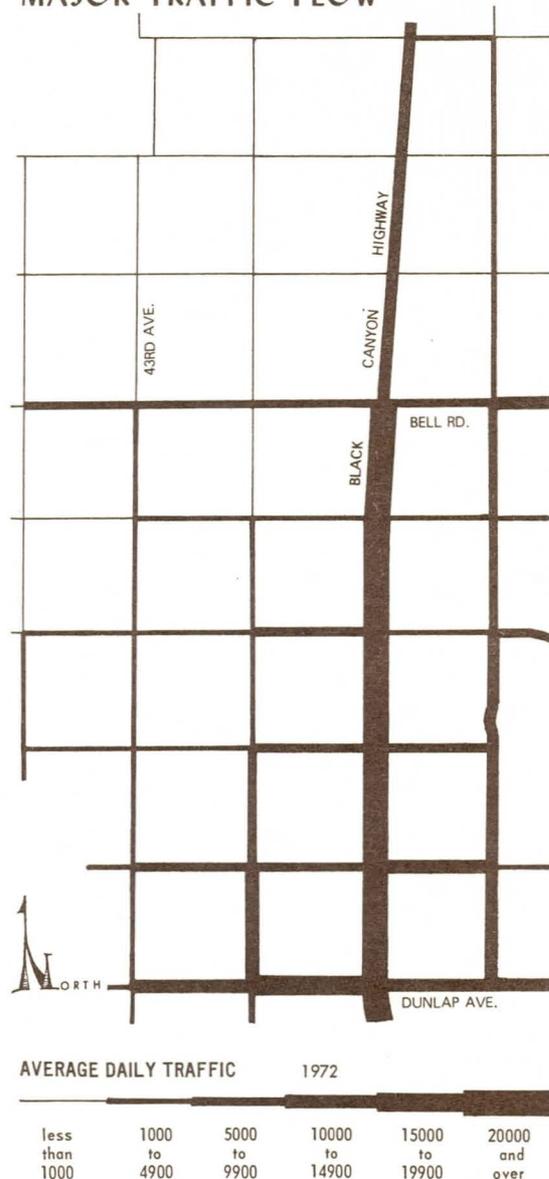
IMAGE

Image refers to the visual perception one has of an area. Presently, Deer Valley doesn't have a clearly definable physical form. The hazy picture that comes to mind is a residential area on the edge of town that is next to work and a freeway. A distinct form to Deer Valley could provide a sense of place and community; it could reflect an orderly arrangement of functions in Deer Valley.

Several observations can be made about the image of Deer Valley. The Black Canyon Highway represents a linear break in continuity in the area. A buffer transition between the speed, noise, and fumes along the freeway and other quieter kinds of functions is needed. Mile streets should be landscaped to add to the "feeling" of neighborhood.

Figure 6

MAJOR TRAFFIC FLOW



The mountains, Moon Hill, Shaw Butte and the Hedgepeth Hills, are natural and major landmarks around Deer Valley. To be positive landmarks, they must remain natural with an undisturbed view for a considerable distance.

The Arizona Canal is another potential landmark. The crossing of the Arizona Canal and the Black Canyon Highway could be a gateway to Deer Valley. The canal now goes unnoticed. By visually stressing the canal, it would show the southern boundary and add to the sense of entry to Deer Valley. On the north end of Deer Valley, around Adobe Mountain, is a second possible gateway.

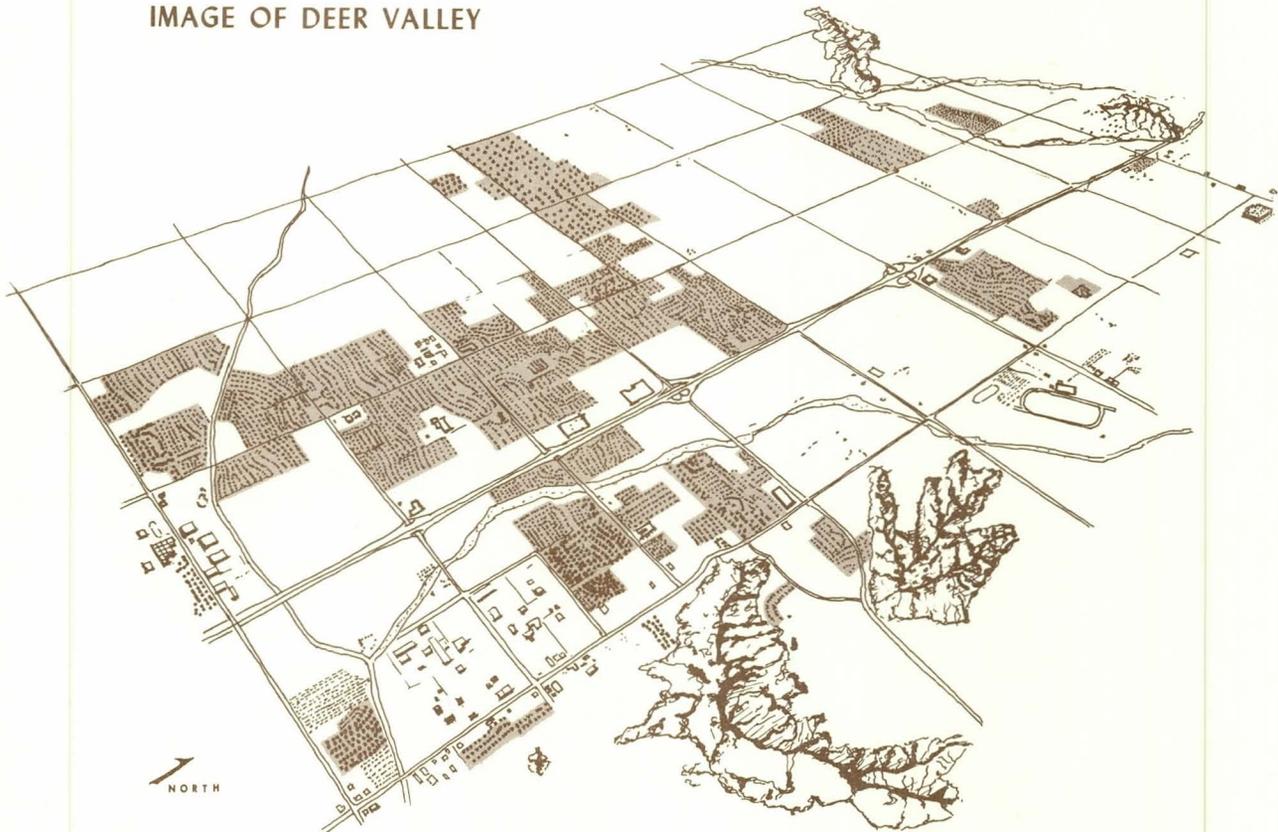
Cave Creek Park is a major edge and pathway in Deer Valley. The Cave Creek Park Plan calls for control of water movement in the wash and provision of recreation facilities. With proper design and development, the wash will add to the sense of community. On a smaller scale, Deer Valley lacks nodes for leisure meeting between children, and particularly teenagers. There is a lack of walking paths, to and from school, shopping, visiting and meetings, in the neighborhood.

The residential areas provide the major image for the developed portion of Deer Valley. From an aerial perspective, housing tracts are filling up the land without fitting into a master plan. Soon there will be no space for community functions in proximity to the homes.

In sum, the image or form of Deer Valley and Phoenix reveals the kind of living conditions that exist. The community has to ask whether these are the conditions that they want for their area. The people have to decide how the area should be molded.

Figure 7

IMAGE OF DEER VALLEY



POLICIES AND RECOMMENDATIONS FOR DEER VALLEY

To develop a plan, it is necessary to establish guidelines and direction for the community. The Deer Valley Planning Committee spent many months examining the problems and potentials of Deer Valley and solidifying their ideas on basic issues. The following policies and recommendations, together with the land use map, represent the substance of the Deer Valley Area Plan.

GENERAL

Policies

Urge the continuation of the Deer Valley Planning Committee to implement the Deer Valley Plan and to advise and assist planning and development agencies and community interests in future land use plans, zoning cases and related matters.

Improve City-County cooperation and planning to insure orderly development in Deer Valley.

Support state enabling legislation for the management of the urban environment through the establishment of new planning, zoning, subdivision, and open space conservation statutes.

Urge the compatible urban development of land in Deer Valley owned by the state, telephone company and various public and private utilities.

Recommendation

Grant conditional zoning for multi-residential and commercial land use proposals in order to discourage land speculation. Such conditional approval shall not prohibit development progression in orderly phases when site plan approval concepts are being utilized.



Homes Nearing Completion

RESIDENTIAL

Policies

Recognize the potential benefits of the Planned Area Development Concept for Deer Valley .

Recognize the predominantly single-family residential character of Deer Valley, but acknowledge the need for other land uses .

Encourage the overall residential density of Deer Valley to remain medium low. Medium low is defined as an average residential density of about 3.5 dwelling units per gross residential acre .

Urge the City Council to adopt policy guides and regulations for mobile home development .

Encourage a variety of housing types in Deer Valley to provide some contrast and give some variety to the townscape. Townhouses are a type which might fit in well in Deer Valley .

Encourage housing styles, roof lines, elevations and lot setbacks to be varied. Identical housing styles and lot lines have given Deer Valley a monotonous appearance .



Sunburst Farms

Recommendations

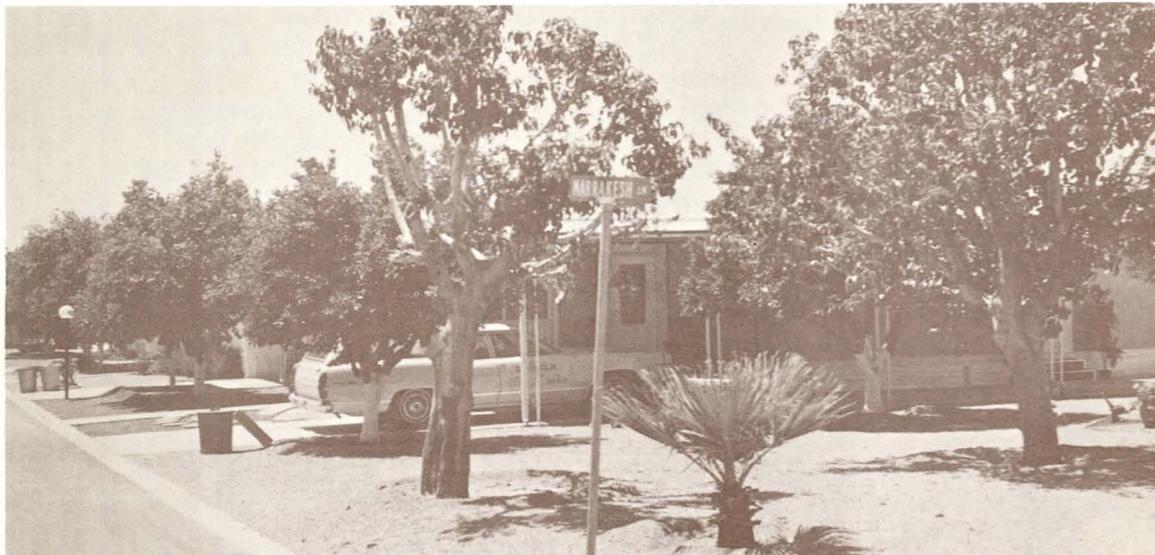
Require site plan review requirements to ensure land use compatibility, buffering, gradation of densities, etc.

Require 8,000 square feet as the minimum allowable lot size for new single-family development.

Designate, in general, a maximum height limit in Deer Valley of two stories or 30 feet on all new buildings. Allow three stories subject to a variance.

Set aside areas along the Black Canyon Highway for higher density residential use. Other appropriate areas might be the corners of major thoroughfares and clustered selectively along major mile streets.

Require that all mobile homes be located in designated parks or planned area developments.



A Well-landscaped Trailer Park

Request the Maricopa County Planning and Zoning Commission to reconsider their resolution of October 2, 1969, designating the area north of Beardsley Road, between 23rd Avenue and Skunk Creek as suitable for mobile home development. This area represents a gateway to Phoenix and Deer Valley and may set the image of the area.

Discourage mobile homes from becoming over-concentrated in particular areas, such as locating entirely within a single square mile or along the Black Canyon Highway Corridor.

Establish more efficient review procedures for Planned Area Development. Encourage less stringent F.H.A. lending requirements on P.A.D.'s to make them more workable.

BUSINESS

Policies

Encourage needed commercial activity in appropriate areas of Deer Valley and discourage excessive commercial development.

Recommendations

Prohibit strip commercial in Deer Valley. Centralize business activity as much as possible in shopping centers.



Strip Commercial

Encourage neighborhood level business activity to vary its location pattern; say, the intersection of every four square mile area instead of every mile.

Urge the City Council to adopt regulations which would control the size, location, and number of service stations. Do not allow them to locate on every corner of an intersection.

Require site plan approval for gas stations; initiate added setback and landscaping requirements.

Provide better sign control and encourage better sign design.

INDUSTRY

Policies

Plan new industrial areas in Deer Valley to relieve the residential tax load and afford convenience to employment.

Recommendations

Encourage industry which is of a garden or light industrial type. Redefine and regroup light industrial uses permitted in A-1. Study, for possible revision, the requirements of the Industrial Park Zone to make it more attractive.

Locate new industry in proximity to freeways or other adequate major mile streets in Deer Valley. Require buffering of industry to separate it from residential areas.



Light Industry Near Freeway

TRANSPORTATION

Policies

Urge the city and state to begin now to look at and determine future mass transportation alternatives. Ultimately, Phoenix should not depend solely on the automobile for personal transportation.

Encourage a balanced, efficient, high quality transportation system in Deer Valley, and throughout the Phoenix Metropolitan Area.

Recommendations

Urge further study of the proposed location of the Indian Bend - New River Freeway in Deer Valley with the idea that it should be located north of Bell Road. The joint location of the freeway with the proposed Union Hills Diversion Channel should be investigated.



A Frontage Road Needs Landscaping

Urge the city to landscape major streets in Deer Valley, particularly those which have frontage roads such as Cactus Road, Thunderbird Road and 35th Avenue.

Request the State Highway Department to continue to landscape and maintain the Black Canyon Highway. Urge that the harsh concrete at the interchanges be softened.

Encourage the design of curvilinear collector streets which do not bisect neighborhoods in Deer Valley.

Encourage the city to set aside monies in its Major Street and Highway Improvement Program for critical street needs in Deer Valley. Improvement of 35th Avenue, Peoria Avenue, 19th Avenue and Cactus Road should have top priority.

Investigate the possibility of a mass transit system to move people around within Deer Valley. Such a system could eliminate the need for second cars. A bus system, similar to that of Sun City, should be studied.

Support enabling legislation to increase the share of gasoline tax revenues distributed to urban areas. This will aid cities in improving major streets.

Request that a bridge across Cave Creek Wash at Peoria Avenue be included in Phoenix's Five Year Capital Improvement Program, 1973 - 1978.

Provide paved bicycle paths along the right-of-way of the Arizona Canal. Develop a master plan to beautify the canal banks.

Provide bicycle paths along Deer Valley's major streets.

Urge the use of pictorial traffic signs similar to those used in Europe.



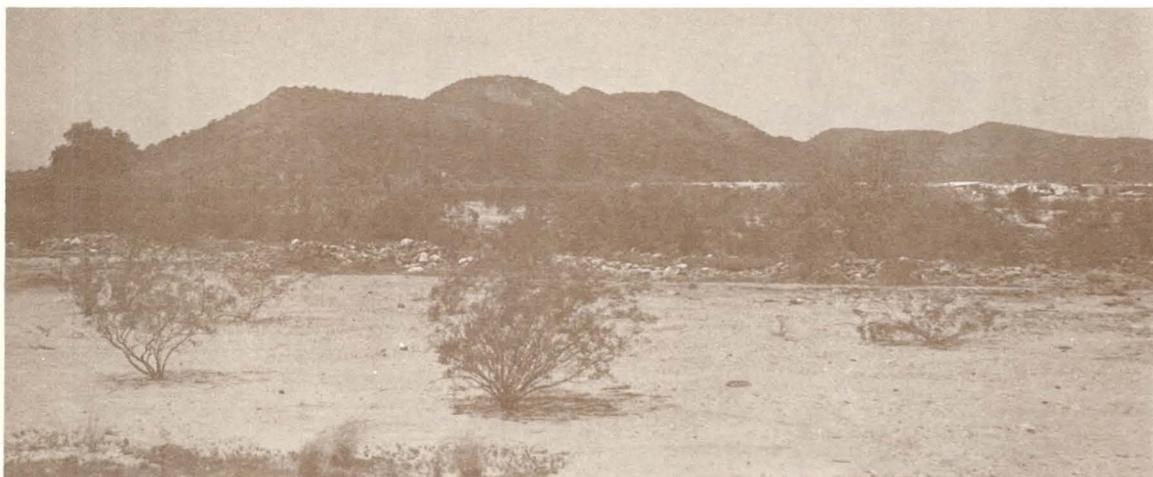
Bicycle Paths are Badly Needed

OPEN SPACE AND COMMUNITY FACILITIES

Policies

Urge the acquisition of neighborhood parksites now, before the land is developed. Neighborhood parks are the major open space need in Deer Valley.

Establish green belts or open space around the Deer Valley Area to set it apart and differentiate it from other areas.



Hedgepeth Hills Should Be Preserved As Open Space

Preserve some agricultural land in Deer Valley as green space.

Support efforts to preserve the higher slopes of Phoenix Mountains and prevent hillside scarring.

Promote the cooperative planning and development of school-park complexes by Deer Valley and Washington Elementary School Districts and the city. This

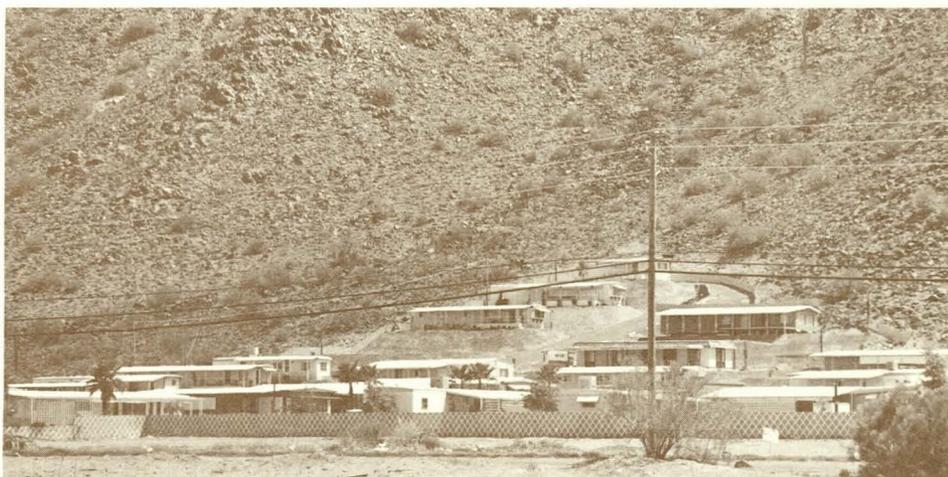
would avoid duplication of facilities and result in a more economical use of land.

Recommendations

Encourage the immediate formation of a community center to serve as a focal point in Deer Valley; such a center might be developed in conjunction with Moon Valley High School and Cactus Park.

Urge state legislation to provide a property tax program which doesn't penalize farmers.

Adopt hillside grading and drainage regulations to prevent hillside scarring of Shaw Butte and Moon Mountain.



A Hillside Development

Urge the State Highway Department to develop a roadside park and information center along the Black Canyon Highway to serve as a gateway to Deer Valley and Phoenix.

Develop a 50 meter swimming pool at Cactus Park as soon as possible. A swimming pool represents the top recreation facility need in Deer Valley; the Cortez Park Pool is too small and already overcrowded.

Encourage the Deer Valley, Washington and Glendale Union School Districts to open school facilities for community use after school hours all year round. Schools should be made available to the people for adult education classes, recreation and meetings.

Complete the Deer Valley Landfill as soon as possible and develop a golf course. The golf course would be a positive attraction in Deer Valley.

Encourage new state enabling legislation which would require residential developers to donate land for school-park purposes or money in lieu thereof according to an equitable formula.

Encourage the underground placement of utility and telephone lines and the safety fencing or covering of open irrigation canals.

Establish adequate medical facilities in Deer Valley for minor and emergency health care in accordance with recognized medical standards.

Encourage adequate street lighting.

PLAN PROPOSALS

INTRODUCTION

The Deer Valley Area Plan considers five basic land use types: residential, commercial, industry, public and civic institutional uses. Residential uses are further broken down into five sub-categories based on density.

Table 3

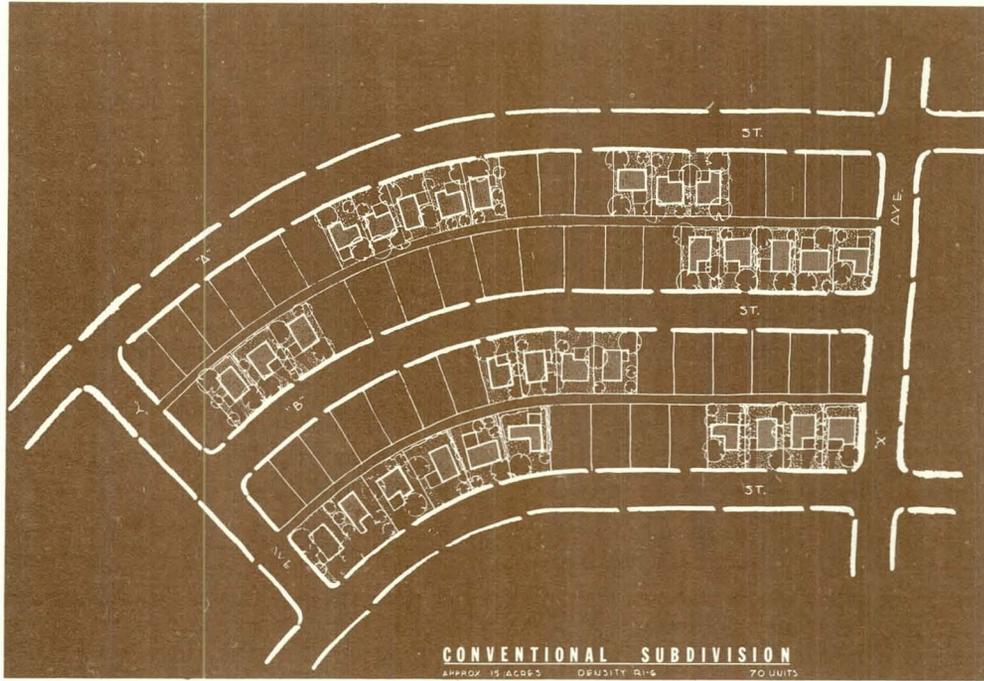
RESIDENTIAL LAND USE BREAKDOWN

Land Use Category	Dwelling Units Per Gross Res. Acre	Examples	Lot Sizes
Rural Residential	0 - 2.5	Sunburst Farms, Western Meadows	1 acre, one-half acre, 18,000 sq. ft., 14,000 sq. ft.
Single-family residential, lower density	2.5 - 4.0	Moon Valley Gardens, south of Thunderbird, 19th to 23rd Avenue; Thunderbird Heights, south of Thunderbird, 35th to 39th Avenue; Deerview, south of Acoma east of 35th Avenue.	10,000 sq. ft. 8,000 sq. ft.
Single-family residential, higher density	4.0 - 5.0	Country Gables; Westown; Cox Meadows; and virtually everything south of Sweetwater to the Arizona Canal, 19th to 51st Avenues.	6,000 sq. ft.
Multi-family residential, low density	5.0 to 15.0	Canyon Bell Mobile Home Park, Black Canyon and Cactus; apartments, 19th Avenue and Larkspur.	3,000 sq. ft. per dwelling unit
Multi-family residential, high density	over 15.0	No existing examples in Deer Valley	1,500 sq. ft., 1,000 sq. ft. per dwelling unit.

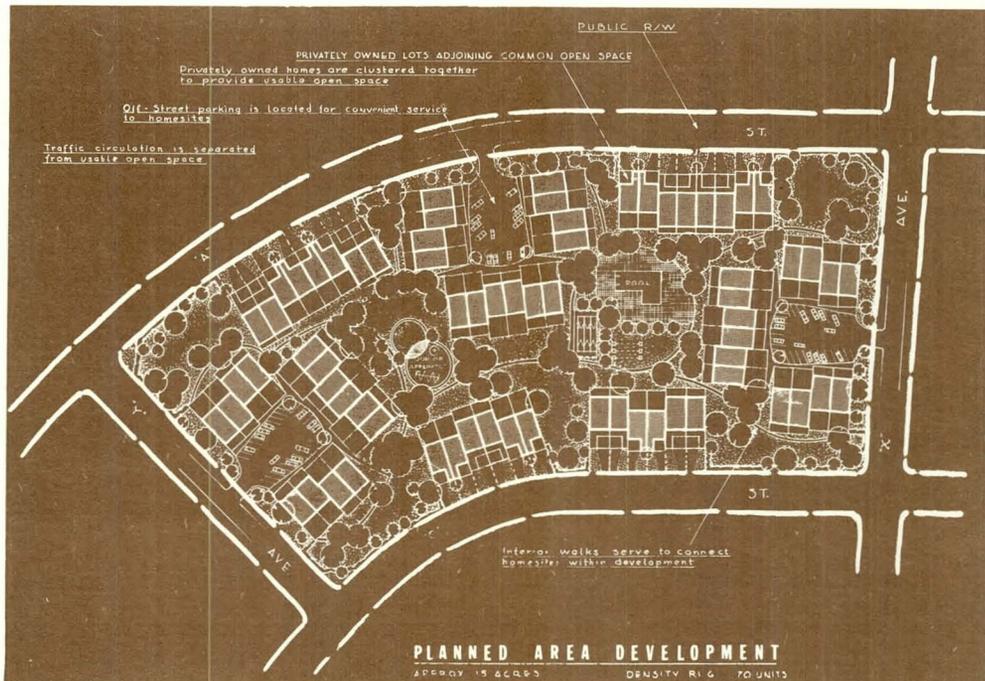
The plan attempts to provide a broad range of densities, dwelling types and land uses. It is suggested, where possible, that these density levels be achieved by using a planned area development. Planned area development, or P.A.D., is a land subdivision in which common land is an essential or major element of the development and is owned by an association of all homeowners. The purpose of a P.A.D. is to encourage a more creative approach in land development. The goals are more efficient, aesthetic,

and desirable use of open space; design flexibility as far as building placement, street layout and parking areas; and utilization of the best potential of sites with special topographic features. While the quality of any development depends upon the individual builder, it is felt that P. A. D. is a step towards achieving a better environment.

Figure 8



Conventional Subdivision



Planned Area Development Can Provide a Park-like Environment

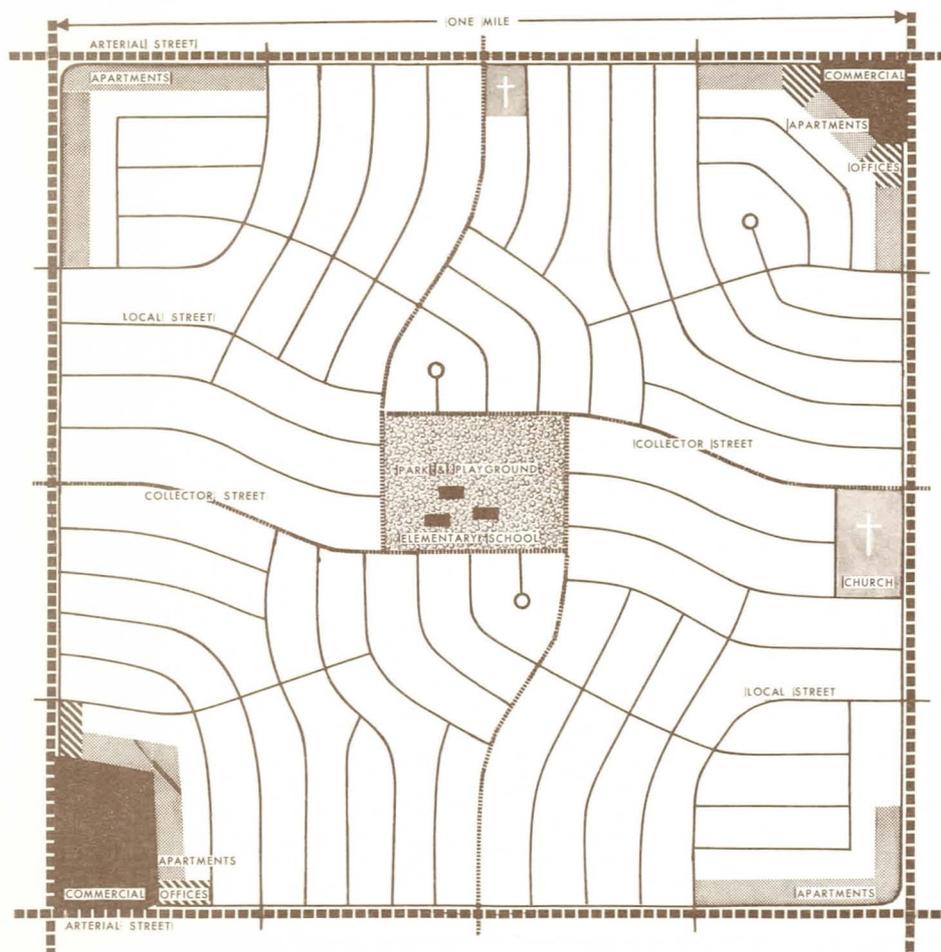
RESIDENTIAL

Most of the new single-family development in Deer Valley is proposed for lower density single-family development to offset the present more dense pattern. The bulk of the vacant land available for such development is north of Bell Road in Maricopa County. Some new high density single-family development is suggested around industrial nodes and as a logical extension of existing housing areas.

Rural residential densities are proposed by the plan around the Hedgepeth Hills and Skunk Creek in the northwest portion of Deer Valley. The committee has singled out the Hedgepeth Hills as an area for P. A. D. because of the terrain and obvious suitability of some type of cluster development. A second area of rural residential is suggested as a buffer around Sunburst Farms.

Multi-residential uses, including mobile home parks, have been located selectively along major streets, along the Black Canyon and near Cave Creek Park. Multi-family at major street intersections can be a reasonable alternative to commercial use of the land.

Figure 9



RESIDENTIAL NEIGHBORHOOD DESIGN

The Deer Valley Planning Committee has a basic policy of encouraging the overall residential density of Deer Valley to remain medium low (3.5 dwelling units per gross residential acre). The committee also recognizes the need for a variety of housing styles and types, including townhouses and apartments.

Figure 10 is a schematic design for a residential neighborhood. It shows one possible scheme of development which incorporates the guidelines expressed by the Deer Valley citizenry. The mile road grid in Deer Valley, as throughout Phoenix, generally determines the boundaries of neighborhood units. This site, bounded by Beardsley Road, Black Canyon Freeway, Union Hills Drive, and 35th Avenue, is actually 1.10 square miles (711 acres) in area. A 58 acre mobile home park, Orangewood Village, is located in the southeast corner of this site. The design objective is medium low density and a variety of housing types.

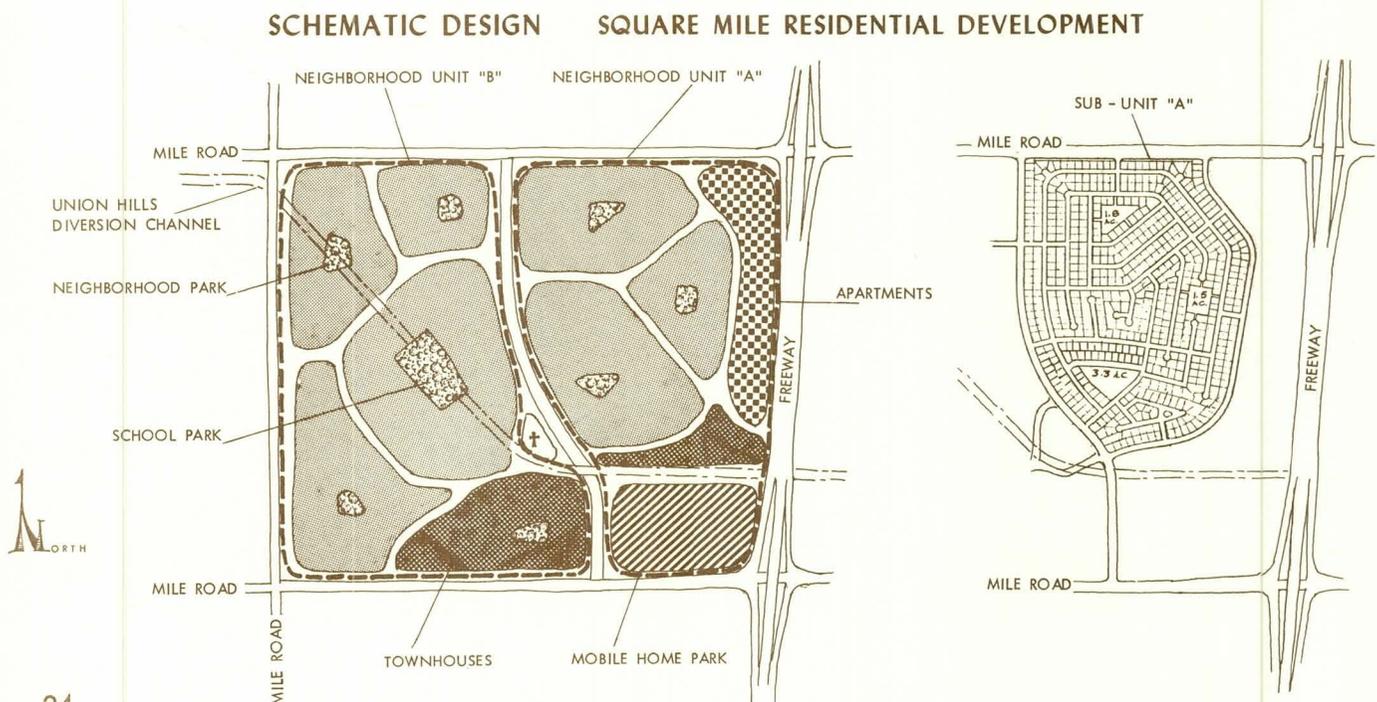
The planning area is divided into two neighborhood units, "A" and "B". In order to achieve more variety in housing types, the area was planned as follows:

Apartments form a buffer along the freeway: 56 acres at a density of slightly greater than nine dwelling units per acre, or 512 dwelling units.

Townhouses adjoin the mobile home park and single-family area to the south: a total of 98 acres at eight dwelling units per acre, or 784 townhouse dwelling units.

The existing mobile home park, if fully developed at seven units per acre, would result in 406 dwelling units.

Figure 10



The single-family area of neighborhood unit "A" contains 170 acres. It was designed at P. A. D. 7 requirements (maximum of 3.5 dwelling units per acre), and the resulting 547 lots as detailed result in an actual density of 3.2 dwelling units per acre.

Neighborhood unit "A" was designed with three sub-neighborhoods. The sub-neighborhoods have small (2.0 acres) park-playground areas near their center, which are accessible from four sides.

Two church sites are also shown on the collector street between the neighborhood units.

The single-family portion of neighborhood unit "B" contains 282 acres. If developed at PAD-3 or RE-24 (24,000 square foot lots), it would contain 385 lots at a density of 1.4 dwelling units per acre. This density would be appropriate for neighborhood unit "D" since it is adjacent to existing large lot residential development to the west.

The design of neighborhood "B" could be much more sophisticated than that of neighborhood "A" by employing clustering and other techniques. However, it was desired to show in the design of neighborhood unit "A" that the typical subdivision can be laid out with curvilinear streets and neighborhood parks convenient to all homes and children.

Table 4

STATISTICAL SUMMARY			
Land Use	Acres	Dwelling Units	Dwelling Units per Acre
Single-family Residential			
R1-8/PAD-7	170	547	3.2
RE-24/PAD-3	282	385	1.4
Townhouses	98	784	8.1
Apartments	56	512	9.1
Mobile Homes (Existing)	58	406	7.0
Schools and Parks	43		
Church Sites	4		
	<u>711</u>	<u>2,634</u>	<u>3.7</u>

COMMERCIAL

Commercial needs in Deer Valley are based on the residential proposals and the estimated demand which the population will generate. The plan takes into account five different types of commercial needs - neighborhood shopping centers, community shopping centers, regional shopping centers, support commercial needs and office needs. Most of the proposals are located along major transportation arteries in the areas yet to be developed.

Commercial Standards

Commercial demands can be pinned down rather precisely; there are generally accepted planning standards which relate acreage needs to population. The Comprehensive Plan, 1990 Phoenix, Arizona outlines such standards.

Table 5

STANDARDS FOR FUTURE SHOPPING CENTERS

Type of Center	Neighborhood	Community	Regional
People Served	5 - 25,000	25 - 100,000	Over 100,000
Average Site Size	8 acres	22 acres	60 acres
Gross Square Footage	100,000	100 - 500,000	Over 500,000
Major Tenant	Supermarket	Junior Department Store	Two or More Major Department Stores
Area Served	Several Neighborhoods	Community	Major Districts
Acreage Needed to Serve Population	.8 acres per 1,000 persons	.5 acres per 1,000 persons	.4 acres per 1,000 persons

Sources: Community Builders Handbook, Urban Land Institute, 1968;
Commercial Land Needs (Parts I, II and III), Santa Clara County Planning Department, 1964.

The future standard for support development is expected to be 1.7 acres per 1,000 population and for office development 1.0 acres per 1,000 population in 1990

Commercial Needs

Neighborhood shopping centers - the total demand for neighborhood shopping centers in Deer Valley is 152.48 acres. This translates into a need for about

18 neighborhood centers. Existing centers are Westtown, Lucky's and Smitty's. Eight centers are considered committed, either under development or proposed. These are located at 35th Avenue and Cactus, 35th Avenue and Thunderbird (2), 19th Avenue and Thunderbird, 19th Avenue and Sweetwater, and neighborhood convenience proposed in Metro Center, Goldmar, and Bellair. In actuality then, seven new neighborhood shopping centers are proposed in Deer Valley.



A Shopping Center

Community shopping centers — community centers offer a mix of convenience and comparison goods and services to an area of some 20,000 people or more. The total demand for such centers in Deer Valley is 95.32 acres, or about five centers. Four such centers are committed to date at 35th Avenue and Greenway, Larkspur and 29th Avenue (just south of Westtown), in conjunction with Metro Center, and in conjunction with Bellair.

Regional shopping centers — Deer Valley Mall will meet the future regional needs of the Deer Valley area. Regional shopping center demand is for 76.25 acres, or one center.

Support commercial — support commercial or ancillary commercial will demand over 300 acres when Deer Valley reaches saturation. At present, less than one-half this amount exists or is zoned in Deer Valley. Examples of existing support uses are found along 19th Avenue, in conjunction with existing shopping centers, gasoline stations, convenience commercial and discount centers such as Grant's. Support development has been concentrated around existing shopping centers to avoid ribbon development along major streets. Areas for larger support uses, such as motels, hotels, discount centers and restaurants, have been allocated space along the Black Canyon Highway and in conjunction with larger commercial centers.

Office needs — the demand for office use in Deer Valley will be 190.72 acres based on expected population. Existing office space in that area is practically non-existent. Metrocenter, Goldmar, and Bellair have proposed substantial commercial office areas. Several other suitable areas have generally

been indicated along the Black Canyon Highway. Beyond this, office locations have not been suggested.

The Deer Valley Planning Committee would like to see a varied pattern of neighborhood retail uses. They do not feel there is a need, nor is it desirable, to have shopping centers at the corners of every major mile street intersection. The committee is seeking to avoid such development along 43rd and along 35th Avenues where it is not already established. An innovation of the plan is encouragement of neighborhood shopping in the middle of the square mile, Cactus to Thunderbird between 43rd and 51st Avenues. The success of this proposal depends upon cooperation of developers, a typical collector street pattern and good design. The benefit is improved neighborhood identity, pedestrian orientation and more attractive major streets.

INDUSTRY

New industrial areas in Deer Valley are recommended in three locations: across from Sperry Rand at 19th Avenue and Deer Valley Drive continuing west of the Black Canyon Highway, across from Village Meadows (Sperry Flight, American Bank Note Company) at the Black Canyon Highway and Bell Road, and around Peoria Avenue between 19th Avenue and Cave Creek Park.

A cluster concept has been employed placing the industry around existing nodes. The new industrial areas will bolster the employment and tax base of Deer Valley. All of the proposals are consistent with The Comprehensive Plan 1990, Phoenix, Arizona and relate to metropolitan industrial needs. Access via the Black Canyon Highway and the proximity of Deer Valley Airport would seem to make the sites mentioned ideal for light industrial development.



Sperry Flight Systems



Deer Valley Airport

RECREATION AND OPEN SPACE

Parks are particularly needed in rapid growth areas like Deer Valley. The plan recognizes neighborhood, community, and district parks as well as larger open space and special needs.

Neighborhood Parks

Neighborhood parks are intended to serve the near-to-home outdoor recreation needs of the residents of one neighborhood. In Phoenix, as mentioned, neighborhoods are generally a square mile and bounded by major streets. Neighborhood park sites should be reasonably level, well drained, and most important, accessible to the residents of the neighborhood. For this reason, neighborhood parks are usually located in the center of a square mile. Safety is also a criteria of creating neighborhood parks in the middle of a neighborhood.

The standard for neighborhood parks is one acre per every 375 persons or 2.7 acres per 1,000 population. School playgrounds meet part of the overall need and supplement neighborhood parks. Wherever feasible, the neighborhood recreation center should be placed next to an elementary school so that the play space for the school and the active play area in the recreation center serve the same age group.

Ten neighborhood parks are proposed in accord with the residential sketch plan. Nine of the ten are shown in conjunction with an existing or proposed elementary school.

Figure II

Community Parks

Community parks serve the recreation needs of the residents of several neighborhoods and provide a broader range of service than neighborhood centers. Playfields for team sports, a regulation swimming pool, large picnic areas, and similar activity spaces provide for all age groups, particularly teenagers and young adults. Senior citizen areas, natural areas, and landscaping should be provided. Park sites should be reasonably level, well drained and accessible by foot and automobile. In most cases, sites are selected on a major, or at least, collector street.

The standard for community parks is 2.0 acres per 1,000 population. This translates into 20 acres per 10,000 people, or 40 acres

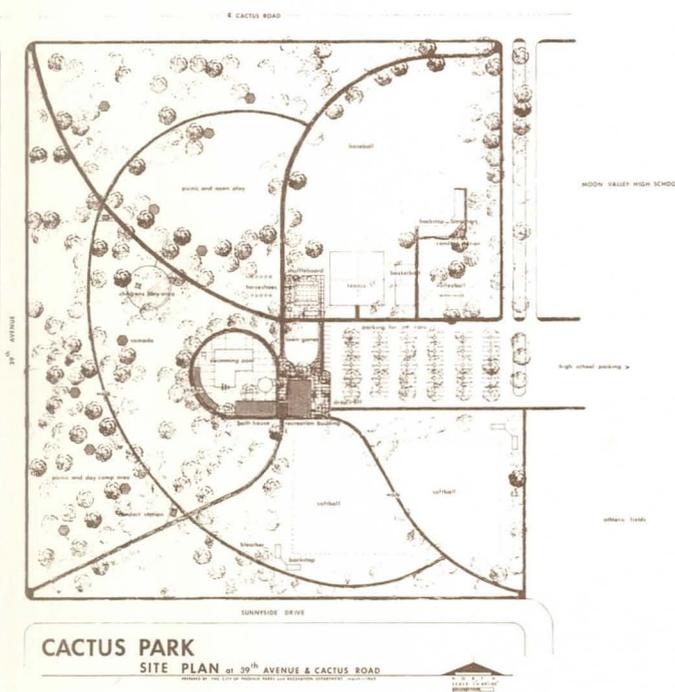
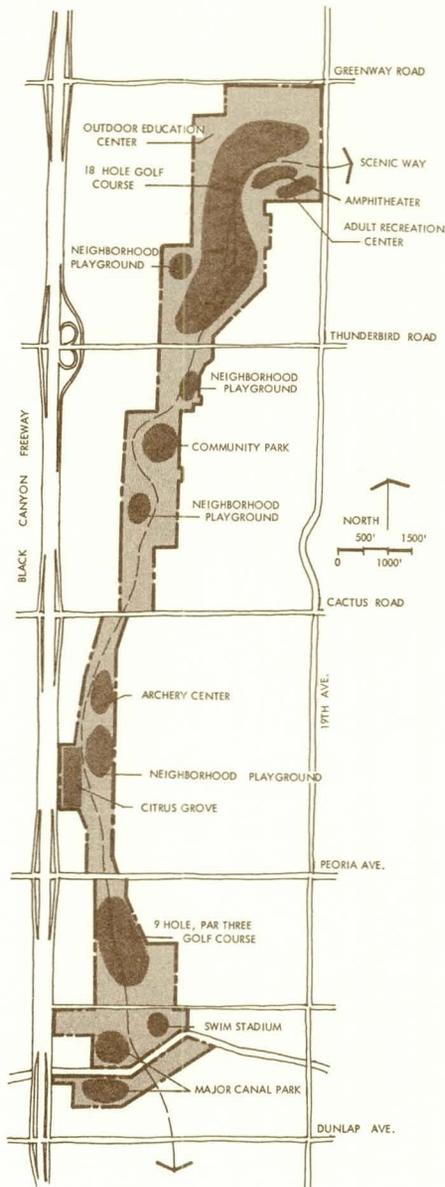


Figure 12



CAVE CREEK PARK

Open Space and Special Uses

Some of the new things the plan proposes in the way of open space are preservation of the Hedgepeth Hills, (a landmark in Deer Valley) and a circuitous hiking-riding trail around the area. The trail would make use of the present Sun Circle Riding Trail along the north side of the Arizona Canal, the west side of 51st Avenue (an adopted Spoke Trail to Thunderbird Semi-Regional Park), Skunk Creek and right-of-way along the Union Hills Diversion Channel (recommended for flood control), and Cave Creek Wash and Cave Creek Park. A loop system would be created.

per 20,000 people. In Deer Valley, 40 acre community parks are proposed because of the dominant residential character of the area.

Community parks are proposed adjacent to high schools to allow for joint use. An example of this kind of development is Cortez Park and Cortez High School. Moon Valley High School and adjacent Cactus Park will be developed in a similar manner. Three new community parks will be needed in Deer Valley.

District Parks

District parks are the next largest facility above parks. They are designed for the use of large numbers of people in each major section of the city. District parks include large natural areas interspersed with areas for intensive recreation use. A wide range of activities are provided for.

Minimum site size is 100 acres, and the site may range to well over 1,000 acres. There is no set acreage - population ratio, but in some cases where natural landscape features are not present, a ratio of 2.5 acres per 1,000 population is generally sufficient. Cave Creek Park, an approximately 600 acre proposed park, extending along both sides of Cave Creek Wash from Dunlap to Greenway Road, will meet the district needs of Deer Valley. It will be the Encanto Park of the northwest area.

Standards

Standards for user-oriented and intermediate facilities are expressed below. Present city development standards for regional and semi-regional parks conform to those of the Maricopa County Regional Park System Plan. In essence, a regional park is a large, unspoiled, natural area encompassing an environment precinct and protected from urban encroachment by a buffer zone. Its purpose is to offer remoteness from things urban.

Table 6

STANDARDS FOR RECREATION FACILITIES
PHOENIX, ARIZONA

USER-ORIENTED FACILITIES				Intermediate Facilities
	Mini-Parks	Neighborhood Centers	Community Centers	District Parks
Minimum Acres per 1,000 population	Not applicable	2.7 acres adjusted for population characteristics	2.0 acres	2.5 acres
Desirable Site Size	One or more city lots	10.0 to 18.5 acres	20 to 50 acres	100 to 1,000 acres
Age Group Served	Variable	All, with emphasis on 5-15 year group	All	All
Population Served	500 to 1,000	4,000 to 7,000	16,000 to 32,000	60,000 to 150,000
Service Radius	One block to 1/4 mile	1/4 to 1/2 mile	1 to 2 miles	15 minutes travel time
Location	Where needed	Next to Elementary School	Next to High School	Where needed
Site Facilities	Variable	Play lot Apparatus area Spray pool Court game area Field game area (lighted) Free play area Recreation Building Picnic area Nature or crafts area Old people's area Landscaping Parking	Same as Neighborhood plus: Sports fields Special events area Swimming pool Natural area Lagoon (optional)	Same as Community Center plus: Arboretum Creative play-ground Lagoon Golf course (if needed) Day camping area Horseback riding center with paths (optional)

SCHOOLS AND OTHER COMMUNITY FACILITIES

Method and Site Criteria

To determine school needs, a study was made of the present situation as a base for future projections.

In looking at the Washington School District, there is a ratio of about 170 elementary students per 1,000 people and about 84 high school students per 1,000 in the Glendale Union High School District. These figures are somewhat conservative for elementary students in a developing area and similar to Paradise Valley School District for the high school students. These ratios were applied to the population forecasts made for the area. With the use of the above ratios, there will be an estimated 32,415 elementary students and 16,000 high school students in Deer Valley by the time the area is completely developed.

To translate these projections into school needs, locally accepted standards for site needs were used. For elementary school sites, a base of five acres plus one acre for each 100 students of ultimate enrollment is the standard commonly accepted by the Washington School District. The elementary school sites then are about 15 acres. The high school site standard used by districts in Phoenix is 40 acres per high school. The Glendale Union High School District's policy is to keep high school enrollments to about 2,500.



Senita School

School Needs

The Deer Valley Area Plan proposes 21 new elementary schools and three new high schools in the area. The elementary schools are shown schematically in the center of a square mile where they are most accessible for the kids in the neighborhood. The high schools, since they generate a great deal of vehicular traffic, are proposed on collector or major streets.

The Washington Elementary District has acquired three new sites with their

1970 bond program. The sites are located at 39th Avenue and Joan De Arc Avenue, 47th Avenue and Cholla Street, and 47th Avenue and Hearn Road. A fourth school site has been donated to the district at what would be the extension of Acoma Drive and 23rd Avenue.

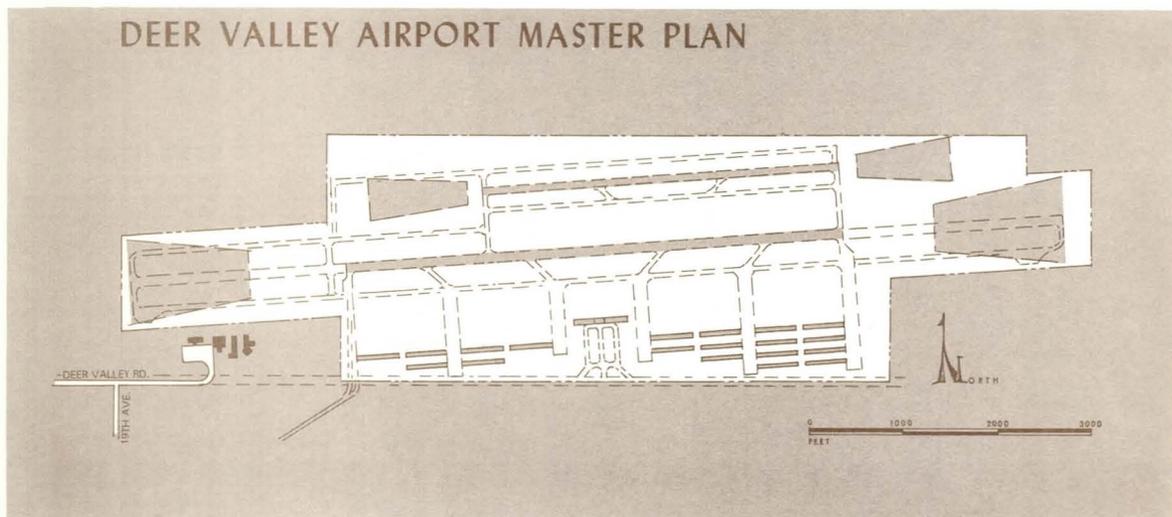
The Deer Valley Elementary District has acquired a site and will soon construct a school at 35th Avenue just south of Beardsley.

The Glendale Union High School District will open Thunderbird High School, a new school at 19th Avenue and Thunderbird, in the Fall, 1972. A second new high school in Deer Valley, Greenway High School, at 39th Avenue and Greenway, is on the drawing boards.

Other Community Facilities

The City of Phoenix has recently purchased Deer Valley Airport, 482 acres. Purchase of the airport was made in accordance with a long range plan for satellite airports. Deer Valley will help relieve general aviation operations at Sky Harbor International Airport and help meet future general growth. Over the next five years, substantial improvements will be made at Deer Valley Airport, including the following: construction of a permanent runway and taxiways, the addition of a control tower and "T" hangars, the installation of weather gauges and the construction of administrative and terminal buildings.

Figure 13



The Deer Valley Area Plans shows a proposed library in the Deer Valley Metro-center at Peoria and the Black Canyon Highway. It should be a major branch library. The philosophy of locating a branch library in a regional shopping center has to do with the relationship between cost and use. The greater the use, the less the operating cost per unit of service. The best branch location then is one which affords convenient book borrowing in combination with another activity which occurs with great frequency. A regional shopping center would seem to provide such attractiveness and frequency and result in

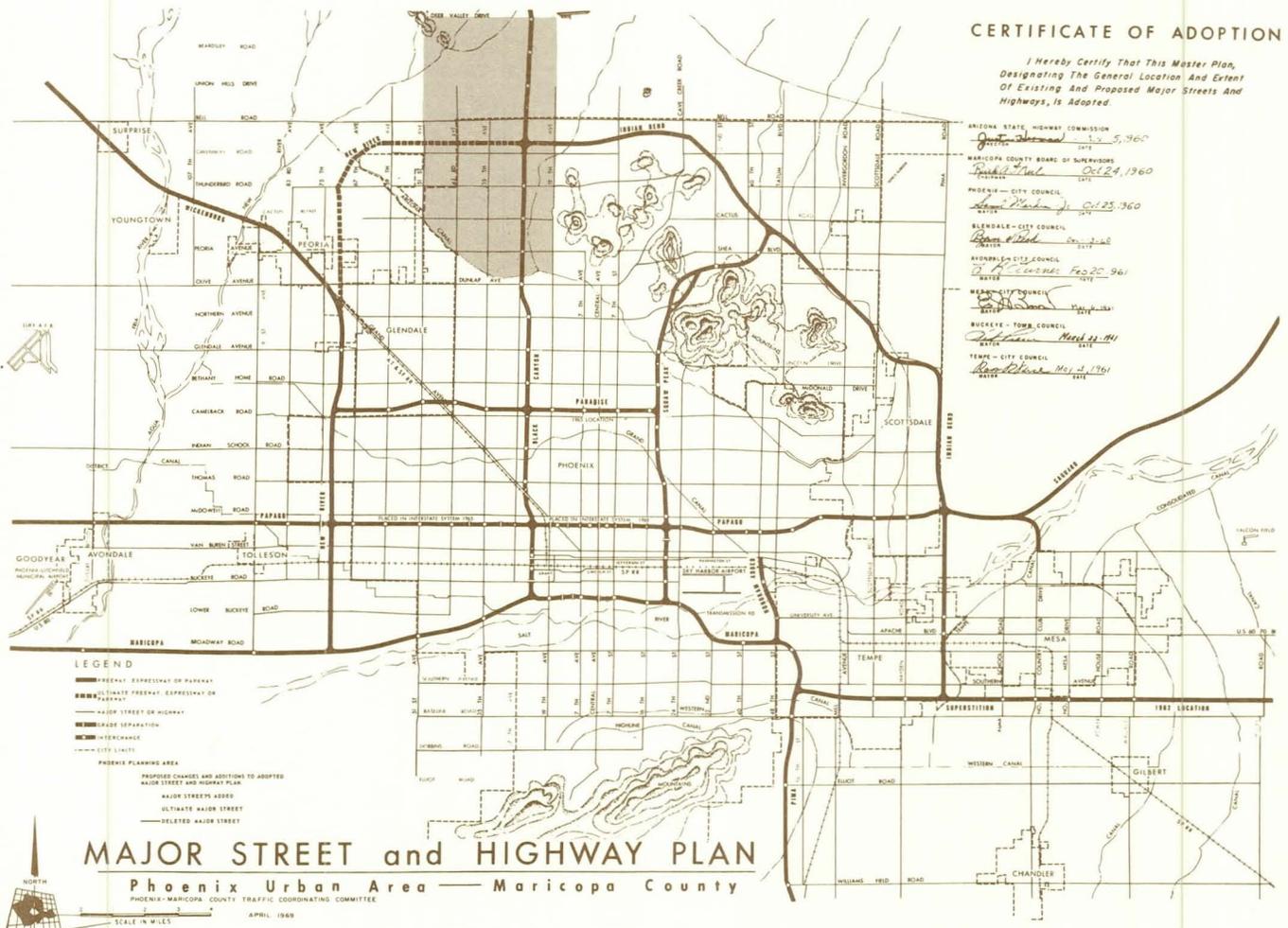
maximum library usage. Examples where this type of arrangement has worked well are: Yucca Branch Library at Christown Shopping Center and Saguaro Branch Library at Thomas Mall.

The Deer Valley Planning Committee has, in addition, recommended development of a community center in Cactus Park, recommended that a new university be located on 320 acres of state land between 43rd and 51st Avenues south of Thunderbird, and endorsed the ultimate development of a hospital at the southeast corner of Greenway Road and Black Canyon.

TRANSPORTATION

The transportation system for the Deer Valley Area Plan is a street system. It includes freeways, major streets, collector and local streets. The New River-Indian Bend Freeway is the principal new transportation artery, planned a quarter mile north of Greenway Road. The Deer Valley Area Plan encourages a parkway, or a heavily landscaped, scenic roadway to be considered for the New River-Indian Bend Freeway. In view of the long-range nature of this freeway proposal, the Deer Valley Planning Committee has suggested further future evaluation of routes north of Bell Road.

Figure 14



Policy statements for the Plan suggest the following: improving major streets in Deer Valley, landscaping frontage roads, designing curvilinear collector streets, improving the appearance of the Black Canyon Highway and locating a roadside information center just north of Deer Valley off the Black Canyon Highway.

While the transportation system indicated on the plan is a street system, the need for a balanced system has been recognized in the policy portions of this plan. The plan encourages the serious study of alternative transportation means, now, for Deer Valley and the metropolitan area. Alternatives such as a mini-bus system for intra-Deer Valley trips, exclusive bus lanes along freeways for commuters, a surface rail system using the Black Canyon Highway right-of-way or an elevated system along dense corridors should be examined.

The Deer Valley Planning Committee has also recommended the development of a hiking and riding trails system in the area. The framework for such a system has been delineated on the Deer Valley Area Plan Map using the Arizona Canal Bank, the proposed Cave Creek Park, the right-of-way of the proposed Union Hills Diversion Channel and right-of-way along 51st Avenue.



We need bicycle trails and bridle paths.

IMPLEMENTATION

Once a plan is adopted by the Planning Commission and City Council, it becomes a guide for action. The success of carrying out that guideline is dependent upon on-going decisions made by government, private business and individuals. Government can effect a plan through its management of public land, enactment of legislation, taxation, and regulation of private activity. Examples of government regulatory measures are the subdivision, zoning and sign ordinances and the building code.

Zoning, in particular, will be a major means of implementing the Deer Valley Area Plan. A zoning plan has been developed for Deer Valley based on the land use proposals. What is the zoning plan? The zoning plan is a refinement of the land use plan; it indicates the committee's preference as to the type of zoning they feel is most appropriate within each of the various land use categories and density ranges.

If this zoning plan is adopted, does it mean that the city will rezone everything accordingly? No, for two reasons. First, the zoning plan is not the same thing as the city's zoning maps. The zoning maps are legal documents which regulate the specific use of property. The zoning plan is nothing more than a plan, a suggestion. Second, the zoning plan reflects ultimate zoning, zoning proposals for when Deer Valley is completely developed. Thus, shopping center zoning suggested by the plan may today be premature because of inadequate population to support it. Likewise, an area shown for single-family residential development might not be developed for ten years; a less intense zoning for rural or agricultural uses might be more suitable in the interim. The committee suggests that once the area plan is adopted, the zoning plan be used to suggest specific short range zoning map changes.

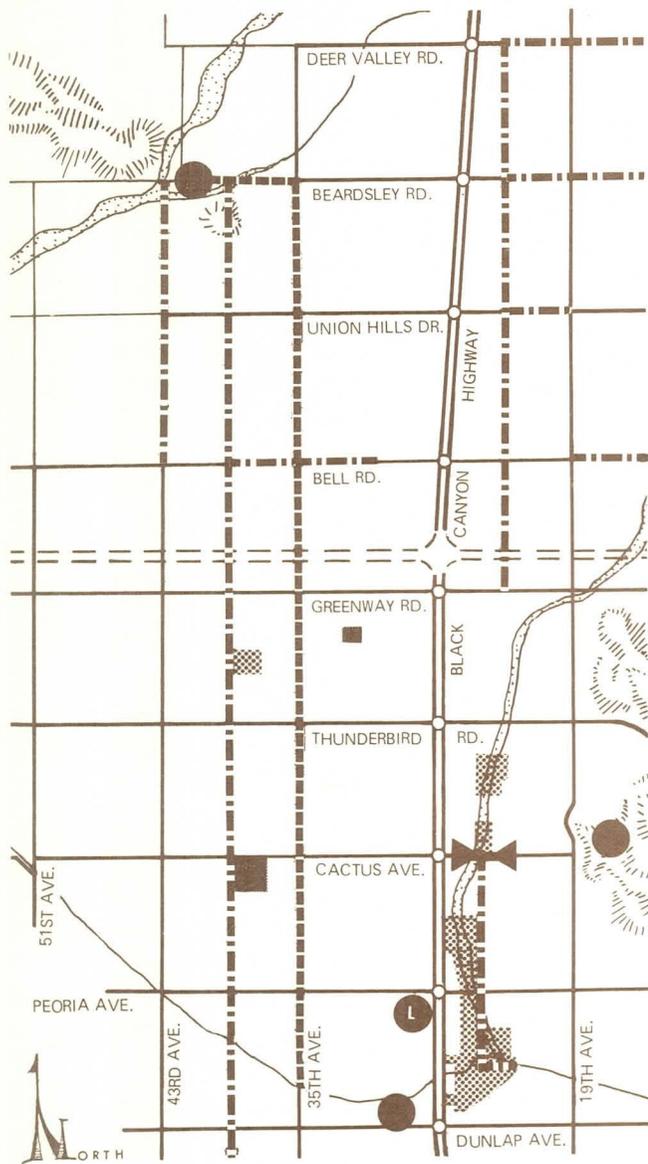
A second means of implementing the Plan is a Capital Improvement Program for Deer Valley. Phoenix' Capital Improvement Program is a schedule of expenditure and priority for all of the various public facilities the city needs. Many of the public facilities proposed by the Deer Valley Plan will require detailed programming as to cost, priority and need. The city will be asked to make some improvements as a result of this plan; other improvements will require private actions.

New legislation at the state level is a third tool which would assist in carrying out the plan. Phoenix, and other cities and towns, lack state enabling legislation which could expand their planning powers and responsibilities. Examples are legislation requiring developers to provide for school and park sites and legislation to make it economical to preserve some agricultural land, institute better sign controls, and enact development guides for flood plain and flood plain zoning.

The most important means of implementing the Deer Valley Area Plan will be strong citizen support. Many of the proposals of the plan can be achieved through citizen action. The community's voice should be heard regarding public and private development decisions. Citizen views should be expressed on such plan proposals as: regulating the number and location of service stations, better bus service, bicycle paths, community schools, control of hillside development, etc. The people in Deer Valley have to be behind the plan if it is to be an effective development guide.

Figure 15

1971-76 CAPITAL IMPROVEMENTS



CITY OF PHOENIX PLANNING DEPARTMENT

LEGEND

- STREET IMPROVEMENTS BRIDGE
- SANITARY SEWER LINES
- BRANCH LIBRARY
- PARK ACQUISITIONS
- PARK DEVELOPMENT
- MAJOR WATER MAINS
- WATER STORAGE RESERVOIR

Home sites reduced to 1 per acre

More than 1,000 land northwest was rezoned by supervisors yesterday. Some of them are houses per acre use.

Owners of about 660 acres of the land rezoned had petitioned for the change. Some of them are without success. The City Council is expected to recommend the rezoning, including an annex, including 7 square miles area. City Manager Charles Miller, and all, Maricopa County Clerk. The suit disclosed the rezoning's proposal to annex the area. City Manager confirmed the council staff's recommendation. The rezoning was announced today.

Landowners file suit to block Sunburst Farms annexation

4-B The Arizona Republic Phoenix, Sunday, Oct. 24, 1971

Deer Valley wins zoning battle

By GRANT E. SMITH

Ralph Gierish stood in the middle of a jubilant crowd outside the Phoenix City Council Chambers, beaming and accepting congratulations.

Gierish is chairman of the Deer Valley Planning Committee, a citizens' group appointed by the City Planning Commission last January to draw up a plan for the Deer Valley area.

Last Wednesday night, the committee and the plan, still in formative stages, went into its first full-fledged zoning battle and won.

of the Black Canyon Freeway and Greenway Road. The plans include a motel, gas station, convenience market and townhouses.

The City Planning Department, however, informed the City Council that single-family development zoning could mean 119,000 more families.

Staggs-Bilt Home square mile section corner of the Road. The plans to develop the area.

Wednesday night, the committee followed committee recommendations. The plan is to be adopted by the City Council.

Public hearing set on Deer Valley plan

A public hearing on a Deer Valley area plan for future development will be held at 7:30 p.m. tomorrow in the First Church, 10815 N. 35th Ave.

The plan was drawn up by the Deer Valley Planning Committee, a citizens' group appointed by the City Planning Commission. The Phoenix City Council Planning Department assisted the committee.

Ralph Gierish, president of the committee, said the plan is to be adopted by the City Council.

Deer Valley residents expressed their opposition to the plan at a public hearing last night. They hoped the City Council would adopt the plan as a guide for future development.

Lighting of the proposal was moved to 12 months ago. The City Council Association of the Deer Valley Planning Committee is expected to meet next month.

For 2 city areas Citizen future growth committee

By PAUL SCHATT

The city planning department will recommend the establishment of a new citizen-run area planning commission to develop detailed plans for future growth in South Phoenix and Paradise Valley within the city.

The council's request to the Phoenix City Council will put the council in a position to decide on the future of the area.

square miles or 12,723 acres and at present has about 26,500 residents. By 1980, the committee estimates that there will be about 146,000 persons living in the Deer Valley area of the city.

Deer Valley backs development plan

Deer Valley Planning Committee will be adopted by the City Council.

Citizens revolt helps to beat zoning shifts

The City Council headed the protests of two citizens' groups last night and rejected two zoning applications by businesses.

The council rejected applications for a Smitty's Big Town on the southwest corner of Shea and Tatum boulevards and an office development at the southeast corner of 35th and Peoria avenues, next to the proposed MetroCenter.

The council chambers overflowed with protesters. About 500 people showed up for the hearings.

The citizens' revolt, George Deer Valley Resident, said. "We've won."

Table 7

SUMMARY, PROPOSED DEER VALLEY LAND USE AND ZONING

Land Use Category	Zoning	Acreage	Percentage
Rural Residential	RE-43, RE-35, R1-18 R1-14, P.A.D. 1-5	4,162	22.23
Single-Family Residential lower density	R1-10, R1-8, P.A.D. 6-7	7,461	40.85
Single-family Residential, higher density	R1-6, P.A.D. 8	2,865	15.30
Multi-family Residential, low and medium density	R-3, P.A.D. 9-13	598	3.19
Multi-family Residential, high density	R-4, R-5, P.A.D. 14-15	253	1.35
Commercial	C-O, C-1, C-2, C-3, P.S.C.	837	3.47
Industry	A-1, Industrial Park	1,046	5.59
Public/Quasi Public	All Zones	1,501	8.02
Agriculture/Vacant	S-1	- <hr/> 18,723	- <hr/> 100.00

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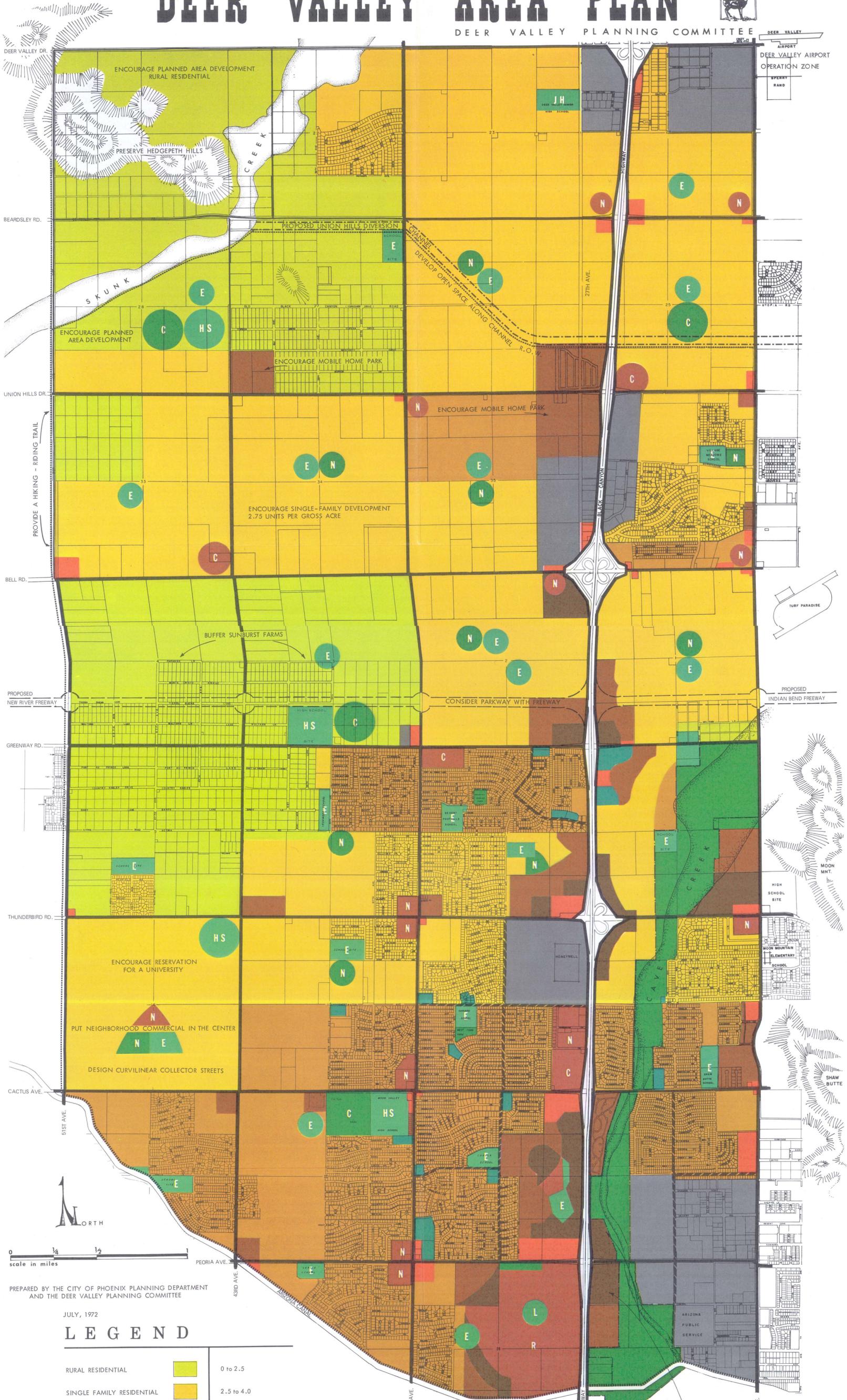
Rachel V. Alameda

* Report Preparation

DEER VALLEY AREA PLAN



DEER VALLEY PLANNING COMMITTEE



PREPARED BY THE CITY OF PHOENIX PLANNING DEPARTMENT AND THE DEER VALLEY PLANNING COMMITTEE

JULY, 1972

LEGEND

RURAL RESIDENTIAL		0 to 2.5
SINGLE FAMILY RESIDENTIAL Lower density		2.5 to 4.0
SINGLE FAMILY RESIDENTIAL Higher density		4.0 to 5.0
MULTI-FAMILY RESIDENTIAL Low and medium density		5.0 to 15.0
MULTI-FAMILY RESIDENTIAL Higher density		over 15.0
GENERAL COMMERCIAL		
SHOPPING CENTERS		
INDUSTRIAL		
SCHOOLS & PUBLIC BLDGS.		
PUBLIC PARKS		
CIVIC/INSTITUTIONAL USES Hospitals, schools, churches		

NOTE
 N = NEIGHBORHOOD
 C = COMMUNITY
 R = REGIONAL
 E = ELEMENTARY SCHOOL
 JH = JUNIOR HIGH
 HS = HIGH SCHOOL
 L = LIBRARY

FOR ADDITIONAL INFORMATION SEE ACCOMPANYING TEXT

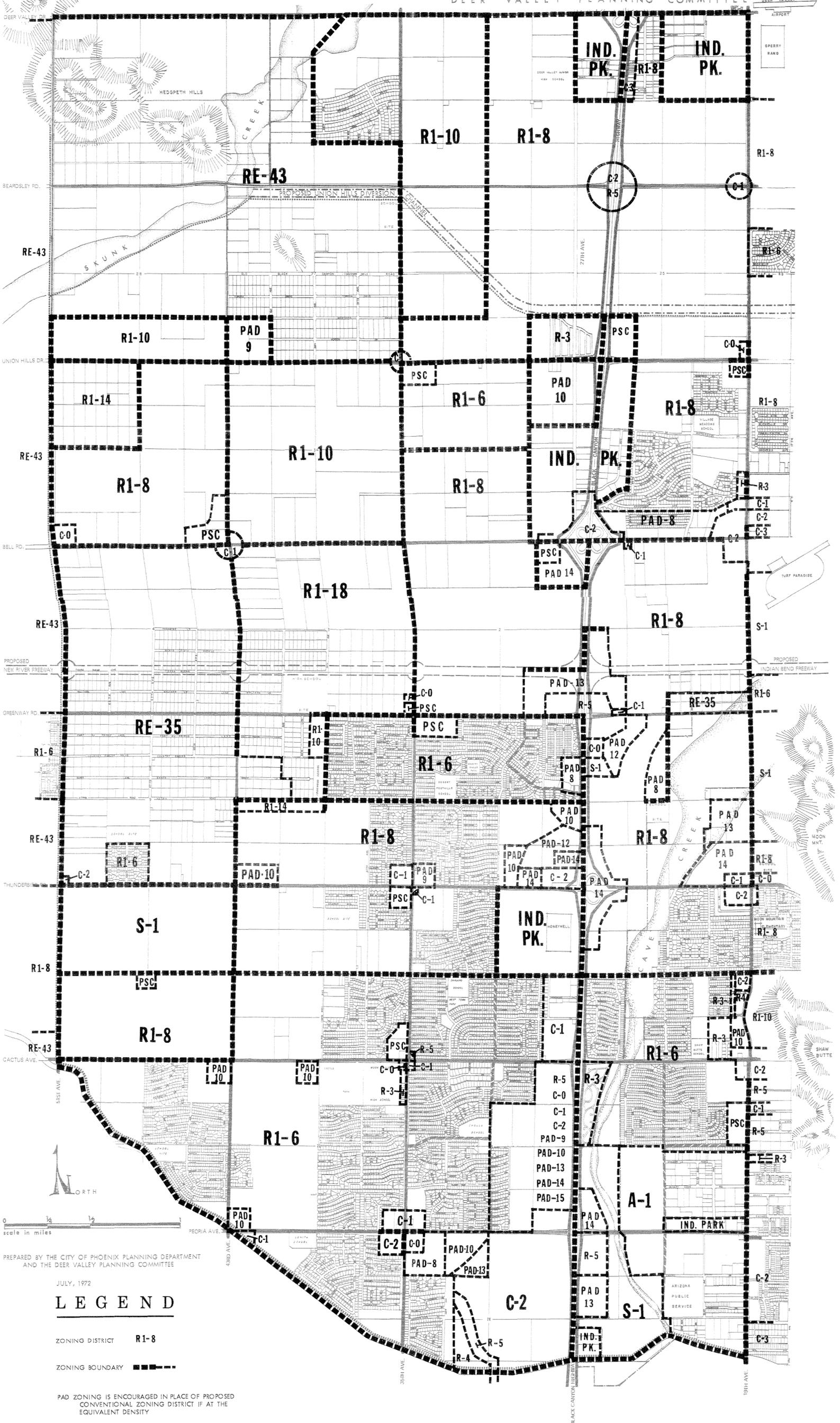
EXISTING	PROPOSED

MAJOR STREET
 COLLECTOR
 FREEWAY
 HIKING - RIDING TRAIL

DEER VALLEY ZONING PLAN



DEER VALLEY PLANNING COMMITTEE



LEGEND

ZONING DISTRICT R1-8
 ZONING BOUNDARY

PAD ZONING IS ENCOURAGED IN PLACE OF PROPOSED CONVENTIONAL ZONING DISTRICT IF AT THE EQUIVALENT DENSITY
 SCHOOL AND PARK SITES SHOULD BE RESERVED AS NEW AREAS ARE REZONED FOR DEVELOPMENT

FOR ADDITIONAL INFORMATION SEE ACCOMPANYING TEXT