



BASELINE AREA MASTER PLAN



Prepared by the
City of Phoenix
Planning Department



BASELINE AREA MASTER PLAN

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**Approved by City Council June 26, 1996
and reflecting General Plan Amendments
adopted March 19, 1997**

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INTRODUCTION

As Phoenix has grown at a remarkable pace for the past thirty years, development has skipped over some areas of the city, including properties between the Rio Salado and South Mountain Park. In the 1990s, city leaders are paying increased attention to infill development as a method to advance the quality of life in Phoenix and to provide a reasonable alternative to extending ever further into outlying regions miles from the city center. A key location for infill is the Baseline Road corridor, a place with a rural character and bucolic lifestyle minutes from downtown and Interstates 10 and 17 and Sky Harbor International Airport, major components of the transportation network. The area contains over 2,700 underdeveloped acres which provide a rare opportunity for the city to plan something special and new close to its heart.

The City Council is seeing more interest in building in the Baseline area than it has since the city annexed the area in 1960. In order to properly guide this interest and make informed decisions on rezoning applications, the Council directed preparation of this area plan.

The Plan shows at a fine scale the character of the area and land uses the city and area residents desire for the next twenty-five years. It is based on an analysis of existing uses which are likely to remain, market trends in the corridor and a larger influence area, population characteristics, available and needed infrastructure, and area assets and challenges. After extensive discussions with area property owners and residents, the overriding theme of the Plan became promotion of development which respects and preserves the lifestyle in the area. A key portion of the Plan details those actions which are necessary to implement the Plan and proposes a schedule for their completion. The Plan is only a first step towards revitalization of the Baseline area.

STUDY BOUNDARIES AND AREA DESCRIPTION

The focus of the Plan is the area bounded by Central Avenue, Southern Avenue, 40th Street and South Mountain Park. This area, which is comprised of approximately 5,768 acres, lends itself to an area plan primarily due to its 2,700 plus acres of underdeveloped or vacant property. Many of these parcels are under cultivation or used for other agricultural uses such as citrus groves, plant nurseries and flower gardens. A substantial amount of the underdeveloped land fronts on Baseline Road, making it the natural focus for the Plan.

The area is situated at the southeast portion of the South Mountain Village which encompasses all properties in Phoenix between the Rio Salado and South Mountain Park. Although other segments of the Village are also underutilized, their character is different than that of the Baseline area; they are not included in the Plan. The

research for the study examined a larger influence area in the Village, particularly all land bounded by the Rio Salado, 27th Avenue, Interstate 10, and the Pointe Hilton at South Mountain. The larger area can impact development in the Baseline area through image issues, being the location of gateways to the area, and providing some demand for retail and services which are supplied in the Baseline area.

Two influences dominate the character of the Baseline area - the agriculture of citrus groves, plant nurseries and flower gardens and the Sonoran Desert of the 17,000 acre South Mountain Park and adjacent properties. Each of these factors contributes significantly to the open, rural feeling of the area. Development is low density in much of the corridor with some unimproved streets and liberal keeping of livestock ranging from ostriches to horses. Two canals, the Western and the Highline, traverse the area north and south of Baseline Road, respectively. The character is unusual for property within fifteen minutes travel time to the center of a city the size of Phoenix and to an international airport. Historically, people from throughout the Valley of the Sun have traveled to Baseline to enjoy the fruit and flower stands, purchase landscape materials, and visit South Mountain Park, the largest municipal park in the United States. The Mystery Castle, Boy Scout and Girl Scout camps, South Mountain Community College, and Pointe Hilton at South Mountain contribute to the unique atmosphere of the area which has attracted many area residents. Recent projects, such as the Raven Golf Club at South Mountain, have taken advantage of the locale and contributed to its character and are bringing more people to the area. Other new construction, especially apartment development on the eastern end of Baseline Road, is threatening the atmosphere. A character map, shown in Figure A on the following page, highlights many of these important uses.



Area assets include the Raven Golf Club at South Mountain.

FIGURE A
PRESENT CHARACTER MAP





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In addition to its location near the freeway system and Sky Harbor International Airport, the study area is well situated for employment opportunities. The Downtown office and entertainment core is within fifteen minutes of most of the area. Other job possibilities abound in the industrial centers near Interstate 10, including Sky Harbor Center, South Bank, and the Pointe. These centers are even closer to the area than Downtown. Employers in Tempe and other eastern Valley cities are also within an easy commute. This factor should help make the Baseline area ripe for development.

PLANNING PROCESS

The planning process for the Baseline Area Master Plan included extensive public involvement from its inception in April, 1995. From the outset, the city invited area property owners, residents, businesses and neighborhood organizations to attend and take an active role in development of the Plan. This input led to many of the concepts on which the Plan is based.

The city held eighteen public meetings at the South Mountain Community Center between April, 1995, and April, 1996, to discuss all aspects of the Plan. The sessions varied from staff presenting extensive data on the area to round table discussions regarding specific topics to a half day Saturday land use meeting to presentations by local public and private sector experts. As the project went forward, the city developed a mailing list of approximately three hundred individuals and organizations to notify about the process. In addition, targeted mailings went to large property owners and nursery operators. (A list of meeting dates and topics is included

in Appendix A.) The Baseline area falls primarily within the Roosevelt Elementary School District and Phoenix Union High School District attendance boundaries. The city met with representatives of both districts and encouraged their participation in the process. The Plan addresses school siting and funding needs.

In addition to the Baseline meetings, the city made regular presentations about the process to the South Mountain Village Planning Committee and two presentations to the South Mountain Chamber of Commerce. Several members of each group were active throughout preparation of the Plan.

GOAL AND OBJECTIVES

The city proposed a goal and several objectives to guide completion of the Baseline Area Master Plan at the beginning of the planning process. After months of public input and comment regarding the issues in the Plan, the city revised the goal and objectives to the form they take in the Plan. The goal and objectives are in addition to those in the *General Plan for Phoenix: 1985-2000* and the other plans in effect for the area: the *South Central Avenue Corridor Study* and the *South Mountain Village Plan*.

I. Goal

Develop a comprehensive master plan that promotes balanced, high quality development focused on Baseline Road and that recognizes the unique character of the area and creates a positive image for the South Mountain Village.

The city has not examined the Baseline corridor in detail for many years. With the continued emphasis on infill development in Phoenix, the time is right to study the area and provide a comprehensive plan to guide the city, area residents and developers. The Baseline Road area is unique in the city; the special character should form the foundation for how growth occurs.

II. Objectives

A. Develop locational criteria for land uses, e.g. commercial, different densities of residential, agricultural, public facilities and institutions, including schools, and open space.

Many land uses will be necessary to have a balanced community in the Baseline area at build out. Locational criteria for the uses will ensure optimal placement of the uses.

South Mountain Park helps define the character of the Baseline Road Area.





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B. Establish an appropriate land use mix.

The mix of land uses in the Baseline area will determine the success of the Plan. If the land is developed with no regard for its impact on the community, the character of the area could be destroyed. To be an area which attracts businesses, residents and visitors, the Baseline corridor needs a mix of land uses which will give it vitality and interest.

C. Identify the need for and methods of providing services and facilities, e.g. infrastructure and public services, schools, parks, trails, and utilities.

The prospects for the area depend on adequate and appropriate public services and facilities in addition to quality private development.

D. Promote a safe and attractive environment.

Significant issues impacting progress in the Baseline area are perceptions about personal safety and property maintenance. The Plan must address these issues with its strategies.

E. Create design guidelines and special zoning districts to foster development which recognizes, enhances and preserves the assets, history and character of the area.

New design guidelines and zoning districts are required if development in the Baseline area is to contribute positively to the special character of the corridor. Some of the existing regulations which apply throughout Phoenix are either too restrictive or too permissive to allow the flexibility of uses and design controls necessary to encourage new buildings and uses which, although different than what exists in the corridor, will complement the area.

F. Prepare an implementation strategy/action plan.

The city and area residents and property owners anticipate fulfillment of the Plan. The implementation strategies and action plan will help realize this goal.

EXISTING CONDITIONS

In order to plan for an area, it is important to understand existing conditions, including land use, infrastructure, demographics, public facilities and services, the school system, crime and safety issues, and the various segments of the market. Staff collected extensive information about each of these topics during the early stages of the planning process. Highlights of that information are provided below; the full report is presented in Appendix B, Existing Conditions Survey, to this Plan.

LAND USE

The Baseline study area encompasses 5,768.2 acres. Figure B and Table 1 detail how the land is used. The largest single land use is single family residential, when all single family densities between zero and five dwelling units per acre are combined. The next most common uses are vacant land, agriculture, and parks/open space which includes both public parks and private golf courses. These uses contribute significantly to the open, rural character of the area. The other parcels which help define the character of the Baseline corridor are the flower gardens and nurseries. Although these businesses do not cover a large amount of property, they are highly visible on both Southern Avenue and Baseline Road and are a regional draw. Relatively few commercial properties exist in the Baseline area; those developed are primarily along Central Avenue and Baseline Road between Central Avenue and 7th Street.

Based on the existing land uses, information regarding commercial and residential building conditions, and market trends, staff and the community agreed that 2,701.8 acres in the Baseline area are developable. Figure C shows those parcels, which include vacant properties, agricultural land, nurseries, flower gardens, and some residential acreage between 24th Street, Vineyard Road, 40th Street, and Southern Avenue. The residential properties are those which could redevelop to a different density through lot splits or total reconstruction on site. These 2,700 acres are the focus of the Plan's land use recommendation.

TABLE 1
EXISTING LAND USE

Land Use	Existing Acres	Land Use	Existing Acres
0-2 du/acre	921.5	Public	25
2-5 du/acre	1189.2	Institutional	48
5-10 du/acre	196	Education	141.5
10-15 du/acre	27	Parks/Open Space	563.2
15+ du/acre	22.5	Agriculture	901.9
Neighborhood Commercial	27.5	Nursery/Garden	212.2
Community Commercial	64.5	Vacant	1428.2
		Total	5768.2

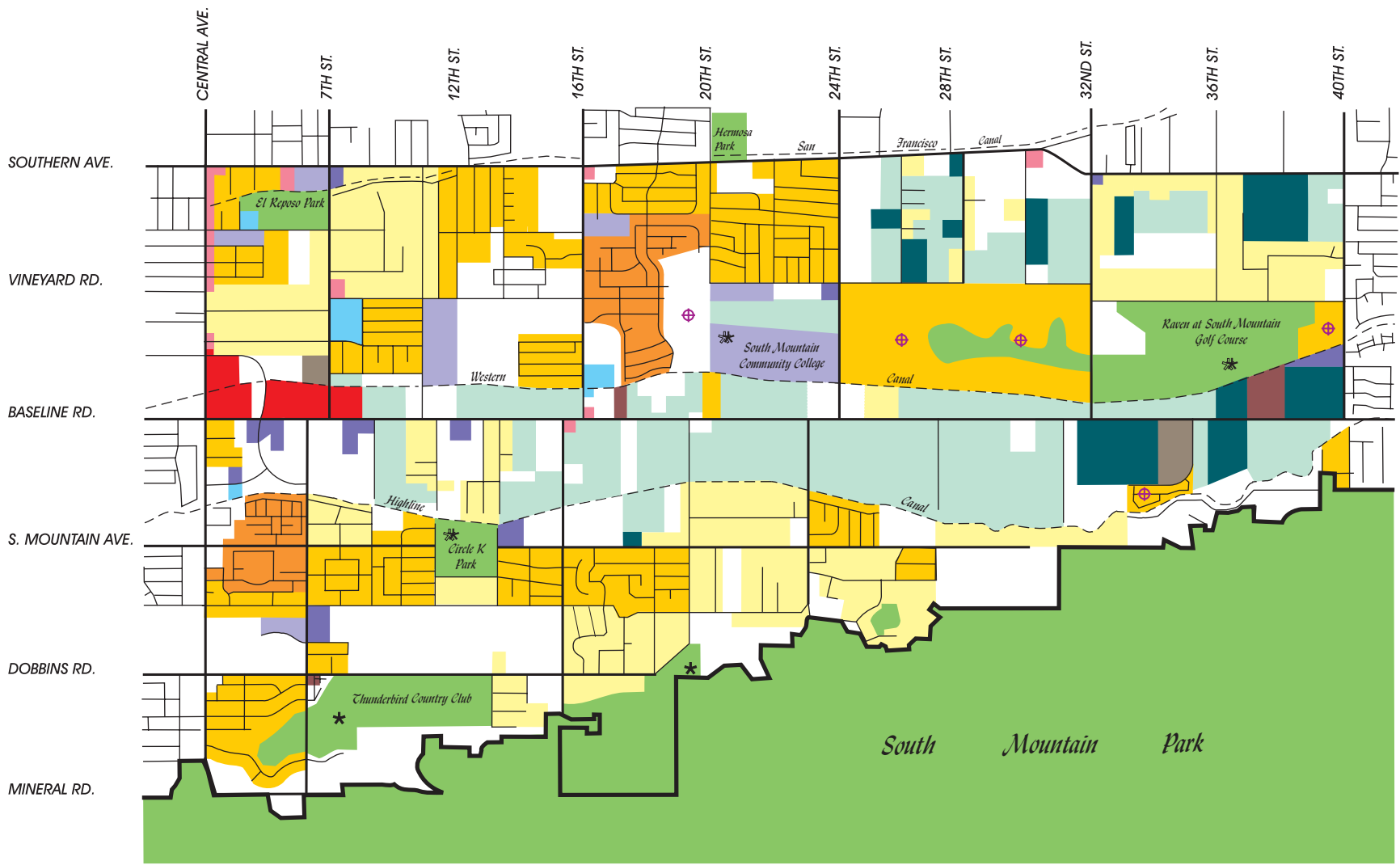
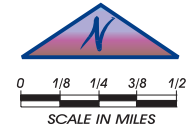


FIGURE B
EXISTING LAND USE
 (2 ACRES OR MORE)

- | | | | |
|--------------|---------------------|---|--------------------------------|
| 0-2 DU/JAC | NEIGHBORHOOD RETAIL | INSTITUTIONAL | VACANT |
| 2-5 DU/JAC | COMMUNITY RETAIL | PARKS/OPEN SPACE | KEY FACILITY |
| 5-10 DU/JAC | EDUCATIONAL | AGRICULTURAL | PROPOSED DEVELOPMENT IN REVIEW |
| 10-15 DU/JAC | PUBLIC FACILITY | TREE FARMS/NURSERIES/
FLOWER GARDENS | |
| 15+ DU/JAC | | | |



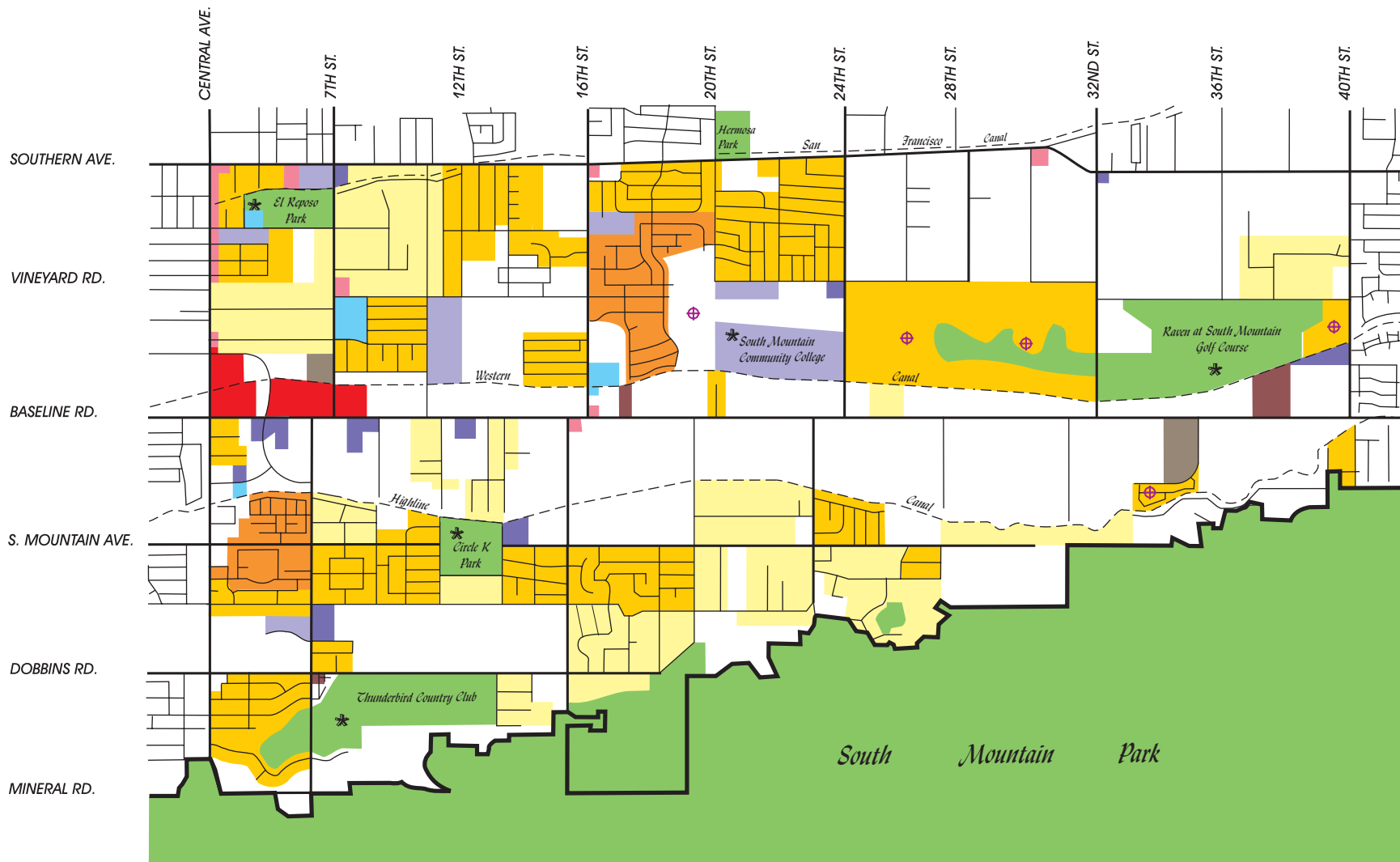


FIGURE C
DEVELOPABLE LAND





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INFRASTRUCTURE

Existing infrastructure in the Baseline area is in generally good condition. Some things, particularly local streets and some water and sanitary sewer lines, are not built to city standards, due to construction prior to annexation, or are not readily available in all locations. All infrastructure issues are summarized below:

Streets

The study area has an orthogonal street pattern. Baseline Road and Southern Avenue are the major east-west corridors; Central Avenue and 7th, 16th, 24th, 32nd and 40th Streets provide north-south travel ways. The Street Classification Map designates each of these streets as either a major arterial or arterial. Baseline and Southern connect the east Valley to Laveen. Central Avenue and 7th, 16th and 24th Streets run from the South Mountain Village to north Phoenix; 32nd and 40th Streets carry traffic north to Interstate 10. Upon full improvement, Dobbins Road will be another arterial between the South Mountain Village and Laveen.

Baseline Road is a scenic drive; it received this designation in 1976 through the *South of the Rio Salado Area Plan*. Construction of the road is intended to match the rural character and cultural tradition of the area and to complement the multiple use trail system in the South Mountain Village. The City Council approved as policy a special cross section for Baseline Road in 1987. A revised cross section is proposed in Section VII of this Plan, "The Vision for the Future."

In the study area, the only major arterials or arterials which are not fully improved or have substandard rights-of-way are 32nd and 40th Streets north of Baseline Road, 16th Street south of Baseline Road, Dobbins Road between 16th Street and Central Avenue, and Baseline Road between 16th and 40th Streets. As the Plan begins its public hearing process, the city is finalizing plans to improve partially 32nd Street from Baseline Road to Vineyard Road. The Preliminary 1997-2001 Capital Improvement Program for Phoenix proposes construction of 40th Street between Baseline Road and Southern Avenue in 1996-1997 and purchase of right-of-way for Baseline Road from 16th Street to 32nd Street in 2000-2001. No other street improvements in the study area are listed.

Every north-south arterial street in the Baseline corridor, except Central Avenue, is offset at Baseline Road. The Street Classification Map proposes alignment of 7th, 16th, 24th, and 32nd Streets as development occurs. The alignment would happen on the southeast corner of the intersections. Although aligning the streets will reduce the amount of developable land on those corners, it will improve both safety and convenience.

Local streets pose more of the challenges in the study area. Some of the streets are in substandard condition with no curb and gutters, no or incomplete paving, and substandard rights-of-way. These roads are in locations developed prior to city annexation. Improvement of the streets would require local improvement districts with a payback period specified at the time of district formation. Of the fifteen residential improvement districts the city has attempted in the study area, only one has been successful. This is due in large part to the high cost of the districts for participating property owners. In addition, property owners in some areas prefer a less urban streetscape given their proximity to South Mountain Park and the desert environment.

Alleys

Alleys are located in many of the developed portions of the Baseline area. Residents view alleys as thoroughfares for crime and as additional maintenance which they do not enjoy. Abandonment of alleys is possible through a public hearing; adjacent property owners must apply for the abandonment with the accompanying fee of \$950.00. After abandonment, access to utilities will be required unless the utilities are relocated to the front of the properties.

Water Distribution

Most of the water distribution system in the study area is in place and conforms to current city standards. Twelve inch mains are located along the arterial streets; eight inch lines run along most collector streets. There are limited neighborhoods with substandard lines. The city has a program to evaluate, prioritize, and replace substandard water lines on a city-wide basis to assure adequate water delivery and sufficient pressure for fire suppression. New development is responsible for on-site water lines; water availability has not hindered new development.

Sanitary Sewer

Major components of the sanitary sewer system exist along the north-south arterials leading to a sixty inch main at Southern Avenue. Many older neighborhoods use septic systems; in time, these properties should be connected to the city sewers through improvement districts. As projects are developed, they must tie into the city system. Although this is not an issue for large developments, the associated costs can be high enough to impede development of small parcels which are not adjacent to existing sewer lines.

Storm Drainage

The Baseline area has a two year storm drainage system; this is the city's standard. The system is designed to drain rain water from streets during a two year storm in a manner which leaves two passable traffic lanes. Storm drainage which can handle a larger volume of water is possible but cost prohibitive. Although some areas with flooding problems exist in the study area, none are at a level which should stop development. Adding curb and gutter or better storm water retention swales to segments of Baseline



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Road which do not have these improvements should mitigate the most significant problems cited during the public input process for the Plan; some segments might also need to be retrofitted to reduce problems along improved portions of Baseline Road.

Power

Salt River Project supplies electric power to the Baseline area. Facilities are adequate to meet current demand and some new development. The utility will need to add a receiving station somewhere in or near the study area in a few years. This placement will have a separate public involvement process. SRP has identified a site at 40th Street and the Western Canal for a substation.

DEMOGRAPHICS

Population and household characteristics are good indicators of demand for commercial uses, housing deterioration, and property maintenance issues. Although the study area data mirror those of the city in some ways, in others there is significant deviation. In general, the Baseline area population is the same age as Phoenix', but it is more ethnically diverse, less educated and less prosperous. The total population for the area is estimated at 19,495. The low population and the other factors help explain the missing segments of the commercial market in the study area, primarily entertainment uses and the power center type of development found in other parts of the Valley. As new builders erect new subdivisions and more people relocate to the area, the population should begin to more closely resemble that of the rest of the city, increasing demand for sales and services.

Housing statistics for the Baseline area indicate a housing supply which is similar in age to the city average but with lower values and more overcrowding. These factors typically are found in areas with deteriorating houses on properties with property maintenance problems. This scenario is probably close to the image of the Baseline area which people who do not frequently visit the area believe. However, a 1994 Arizona State University housing conditions report does not support this image. That study found that increased property maintenance is needed in some residential areas; however, the housing stock in general is in good condition. This fact leads to the conclusion that pride of ownership exists in the area. In addition, the varying ages of the houses should mean the area will not become blighted suddenly as can happen when building stock is all constructed during a short time period. Although housing conditions further north and west in the influence area require greater attention, housing conditions should not be a rational impediment to new development in the Baseline area.

PUBLIC AND QUASI-PUBLIC FACILITIES AND SERVICES

The Baseline corridor is served well by most public facilities and services. Recreation, library, and fire protection facilities are adequate for the existing population and some growth. Health services are available in the area. Public transit is the most lacking public service, especially along Baseline Road.

Parks and Recreation Facilities

Both public and private recreation facilities are located in the Baseline area. They contribute to the lifestyle of area residents and attract new residents and visitors.

Two community level parks and a community center are located near the area's western edge. Although these parks meet the general standard for the current population, they do not provide adequate acreage for much additional population. Any shortage will be particularly noticeable in the eastern and central segments of the study area, the most probable locations for new subdivisions.

South Mountain Park, in addition to helping define the character of the Baseline area, provides an exceptional recreational amenity for both the local and regional populations. The South Mountain Park Interpretive Center, which is in design and scheduled for construction within the next year, will enhance the Park and broaden its function. The Center will add to the educational experience available at the Park through exhibits and programs. Trail access at points along the Park's northern boundary can ensure easy use of its extensive trail system for all area residents.

Most planning for the Baseline area has included extensive discussion of the need for and location of multiple use trails. The *General Plan for Phoenix: 1985-2000* designates multi-use trails along the Western and Highline Canals, 7th and 24th Streets from Baseline Road to South Mountain Park, and on 32nd Street from the Rio Salado to South Mountain Park.

The Western and Highline Canals provide a trail system which covers approximately 12.5 miles in the Baseline area. Hikers, joggers, bicyclists, and equestrians extensively use the canal banks. The Western Canal between Central Avenue and 7th Street is a designated Canal Demonstration Project for improvement when funds are available. The city is working with Salt River Project and a citizens committee to establish design guidelines and zoning regulations to encourage active use of the canal banks and improve their appearance. Rezoning applications adjacent to the canals are subject to stipulations which further the intent of the draft design policies.



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Private recreational facilities include two golf courses (the Raven Golf Club at South Mountain and the Thunderbird Country Club), the new YMCA on Olympic Drive, and the Boy Scout and Girl Scout camps which border South Mountain Park. All of these projects add to the appeal of the Baseline area. The Raven Golf Club received excellent coverage in national media prior to and since its opening in 1995; it is playing an important role in revitalizing the area's image.

Library

One public library, the Ocotillo Branch, serves the South Mountain Village and the study area. Although the library is well equipped, it is small and has a low circulation rate. As development occurs and population grows at the eastern end of the study area, an additional or larger facility could be needed.

Post Office

The U.S. Postal Service plans to open a new post office at 7th Street and Vineyard in the study area in February, 1997. The new office will replace an undersized facility on East Southern Avenue.

Fire Protection

Fire stations in and near the Baseline area provide fire protection and emergency medical services (EMS) with an average response time of four minutes and thirty seconds; the city-wide average is four minutes and fifteen seconds. Two additional stations are planned but not funded in or near the Baseline area - on 41st Street south of Baseline Road and at 7th Avenue and Dobbins Road. As noted above, some water lines in local streets must be improved to assure adequate pressure for fire fighting.

Health Services

Health care is available at the Jesse Owens Memorial Medical Center. None of the offices at the center offers care twenty-four hours per day. However, the site includes sufficient land for a hospital, if demand warrants its construction. Given the proximity of the Baseline area to central Phoenix, travel time is short to such hospitals as Good Samaritan, St. Luke's, St. Joseph's, and Phoenix Memorial.

Public Transit

The most deficient public service in the Baseline area is transit. Bus routes are established north from the area. No service exists, however, to carry residents east of 16th Street on Baseline Road. An east-west line is in operation on Southern Avenue; north-south routes on Central Avenue, and 7th, 16th and 24th Streets can carry passengers to make connections to the Southern line. There are no north-south lines on 32nd or 40th Streets. An east-west line on Baseline Road is proposed but

unfunded; if operated, it would increase the opportunity for residents to use public transit to access jobs in east Phoenix and elsewhere in the east Valley. Area residents commented that an east-west line is their top transit priority; the Public Transit Department believes the proposed routes would be successful with high ridership. Given the uncertain future of public transit financing in the Valley, starting either of the routes is on hold. Lack of transit could have minor impacts on the development of the Baseline area.

SCHOOLS

Four school districts serve the Baseline area: Roosevelt Elementary; Kyrene Elementary; Phoenix Union High School; and Tempe Union High School. The Kyrene and Tempe districts' attendance boundaries include only small portions of the study area; details about these districts are in Appendix B. South Mountain Community College also serves the area.

Roosevelt Elementary

The Roosevelt Elementary District has six schools in the study area with a student population of approximately 3,600. This number represents 32% of the district's enrollment. Three of the schools are at capacity; three are over capacity. Unless more schools are built or existing facilities are expanded, overcrowding will increase. The predominant land use in the district's boundaries is residential. Given schools' reliance on property taxes for financing, this puts Roosevelt at a disadvantage and makes it more difficult to secure funding for new or expanded facilities.

Students in the area have some of the characteristics of being "at risk." These factors include higher than average absenteeism, limited English proficiency, low test scores, limited mobility, and free and reduced lunch fee eligibility associated with lower than average household incomes. At risk students require special programs which the district is providing; these programs put another drain on district finances.

The Roosevelt Elementary District faces several challenges. Unless they are solved, it will be difficult to attract quality residential development in any appreciable quantity to the area. The challenges include:

- ▶ Finding funding to build new facilities before additional children arrive and to relieve present overcrowding;
- ▶ Obtaining funding to make repairs to existing facilities which are necessary for health and safety;
- ▶ Securing additional operating and maintenance funds to protect facilities and address the needs of "at risk" students.



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Phoenix Union High School District

South Mountain High School is the Phoenix Union High School District facility for the Baseline area. The school's curriculum includes several popular magnet programs including performing arts, visual arts, law, aerospace, and communications. The magnets were designed to attract Anglo students in an effort to desegregate the district. The student population at South Mountain numbers approximately 3,600; this is 142 percent of the designed capacity for 2,500 students. The drop out rate for the school is 15 percent, the second lowest rate in the district.

Phoenix Union can address overcrowding concerns through some redistricting. Some additional capacity exists at Alhambra and North High Schools; both Central and Camelback High Schools are expanding. The district also owns East High School which is under lease to another district for at least two more years. When the lease expires, the district may reopen the school for magnet and alternative programs. Two additional options are use of double sessions and switching to a year round calendar with two tracts of 1,800 students each.

The district could build a new facility today. However, it does not have the necessary operating funds. This makes the options discussed above financially attractive, although they are not popular with area residents. Phoenix Union is also reluctant to build a new school until it determines the optimal location in its attendance boundaries, based on population growth.

Although Phoenix Union faces challenges, none should pose a rational impediment to growth in the Baseline area. Although an additional high school in the area is desirable, it is not critical to attracting more residents.

South Mountain Community College

South Mountain Community College serves the Baseline area and the rest of the Valley. It offers courses for both college age students and adults in degree and non-degree programs. The college has the capacity for 5,000 students; enrollment for fall, 1995, classes was approximately 2,500. Attendance dropped between 1994 and 1995 when Arizona State University ceased operating two programs at this campus. A small percentage of the adult students are from the Baseline area. This is attributable to the fact the adult classes are offered primarily at Mountain Point High School in the Ahwatukee-Foothills village.

CRIME AND SAFETY ISSUES

A perception that the Baseline area has high crime rates has for several years had a negative impact on the area's image. Some Valley residents hear the word

"Baseline" and associate it and South Phoenix with gang members and violence. Crime statistics for the area do not support this perception. The majority of the area has very little crime. The neighborhoods between Central Avenue and 24th Street from Vineyard Road to Southern Avenue have a higher incidence of crime than the remainder of the study area. The most serious problem is juvenile crime at the northeast corner of Central Avenue and Baseline Road; most of this activity is attributable to shoplifting, a type of crime which is not unique to the Baseline area. Design of new developments using Crime Prevention through Environmental Design (CPTED) principles and increased use of existing programs, such as Neighborhood Block Watch, can address concerns about safety and help remove them as an impediment to development.

MARKET INFORMATION

Information about various segments of the market helps identify what uses are lacking in an area and which are over built. Locational criteria for different land uses can help determine which properties in an area have a realistic potential for development for those uses. The Baseline study and influence areas are under served by retail development, based on a Valley-wide average. Little vacant office space is available in the study area; the offices which exist are slightly older than the Valley norm and are often located in retail centers. No industrial development is located in the Baseline area; a significant number of industrial/commerce park projects are present in the influence area. The hotel/resort market is not represented in the Baseline corridor; two resorts border the area. Interest in constructing new single family developments in the area is increasing. The most instructive data regarding new subdivision starts are locational criteria.

Retail/Shopping Centers

The *General Plan for Phoenix: 1985-2000* recognizes three levels of shopping centers: neighborhood; community; and regional. Most of the shopping centers in the Baseline area are neighborhood level. The intersection of Central Avenue and Baseline Road is an exception; the retail at that location is community level. No regional centers exist in the study area. Some regional uses are locating in Tempe at the intersection of Baseline Road and Interstate 10, including Incredible Universe and the proposed Arizona Mills Mall.

The Valley-wide average for provision of retail space is 31 square feet per resident. Both the study and influence areas fall short of this standard, the study area with 20 square feet and the influence area with 18 square feet per resident. Vacancy rates in the area are low. These factors indicate that the area is under served with retail uses. The median incomes in the area are below the citywide average and probably generate less demand. However, as new subdivisions are constructed and median incomes rise, more retail space will be necessary.



BASELINE AREA MASTER PLAN

Office

Office vacancy rates are low and rental rates are relatively high in the Baseline area. This information is indicative of an under served market. As population grows, more office uses will be needed to serve area residents and to provide locations for some employment. As the General Plan does not distinguish between commercial uses, office development is possible at any commercially designated site.

Industrial

No industrial properties are located in the study area. Both commerce park and straight industrial projects are within the influence area, particularly along Broadway Road, in South Bank along University Drive, and near the Pointe Hilton at South Mountain. Area residents do not believe the Baseline corridor is an appropriate place for any variety of industrial development. It would conflict with the rural atmosphere of the area. Given the proximity of industrial sites to the area at locations closer to the freeways, ample employment opportunities exist within an easy commute.

Hotels/Resorts

The Baseline area does not contain any hotels or resorts. Two resorts, the Pointe Hilton at South Mountain and The Buttes, are near the area as are a few hotels in Tempe and Guadalupe on Baseline Road and in Phoenix near University Drive and the Hohokam Freeway. Demand for a hotel is not likely in the Baseline area. The city commissioned Young Warnick Cunningham and Company to study the feasibility of a resort in the South Mountain Village in 1995. The report indicates a resort is most feasible at the Thunderbird Country Club site, based on the setting and a series of locational criteria. Improvements to the golf course and gateway roads to the property would be required to make a resort viable.

Single Family

New single family subdivisions are under construction or proposed at several locations in the Baseline area. Elliot Homes is continuing to build with approximately 209 available lots at 16th Street and the Western Canal; the annual absorption rate is approximately 50 houses. North and east of that site, at 16th Street and Alta Vista, the Habitat for Humanity's 195 unit project is proceeding. The Pines at the Raven, on property bounded on the south by the Western Canal and on the east by 40th Street, has recently started construction on an 80 lot neighborhood. Sunbelt Holdings has approval and city assistance for a 1,250 unit subdivision, South Mountain Ranch, between 24th Street, Vineyard Road, 32nd Street and the Western Canal. First City Homes is preparing to begin construction at approximately 36th Street and the Highline Canal; Wildflower is platted for 45 lots. As these projects progress, interest in the area should increase for more residential development.

Home builders use a series of locational criteria in deciding whether to invest in an area. The criteria include property size, distance from schools, commercial sites, and employment, utility availability (discussed above), and physical characteristics of the land. Many of these are positive in the Baseline area; others will improve with more development.

The final large piece of singly owned property in the Baseline Corridor was the 281 acre Heard Ranch parcel which Sunbelt Holdings acquired for the South Mountain Ranch subdivision. Other large, undeveloped blocks exist but will require assemblages for sizable subdivisions. Most of the available property is regularly shaped, adding to the ease with which it could be developed.

Most schools and commercial developments in the Baseline corridor are in the central and western region. Historically, these were the population centers. As more people locate to the east, schools and retail centers will be needed there. As noted earlier, the schools pose a major challenge for the area.

Employment opportunities are present in Downtown Phoenix, at commerce park sites near Sky Harbor International Airport and the Pointe at South Mountain, and in other jurisdictions. Most of these locations are within a fifteen minute commute from all parts of the Baseline study. This property is arguably the best situated, underdeveloped land in Phoenix in terms of proximity to employment.

The physical appeal of the Baseline area is also strong. South Mountain Park, the canals and the agricultural character help make the area a relatively undiscovered asset in Phoenix. As remaining concerns about the area are addressed, Baseline should become a desirable location for new housing.

THE GENERAL PLAN TODAY

The city adopted the *General Plan for Phoenix: 1985-2000* in 1985. The Baseline Area Master Plan is the first comprehensive review of the land use plan for the Baseline corridor since 1985. The General Plan Land Use Map gives confusing guidance to area residents, developers, and decision makers. An analysis of the General Plan highlights the source of this confusion and provides a foundation for change with the current planning effort.

The General Plan Land Use Map for the study area is depicted in Figure D. The map is adjusted to reflect recent developments which, although not consistent with the General Plan, have been permitted without a General Plan Amendment: the two projects between 24th and 40th Streets and Vineyard Road and the Western Canal

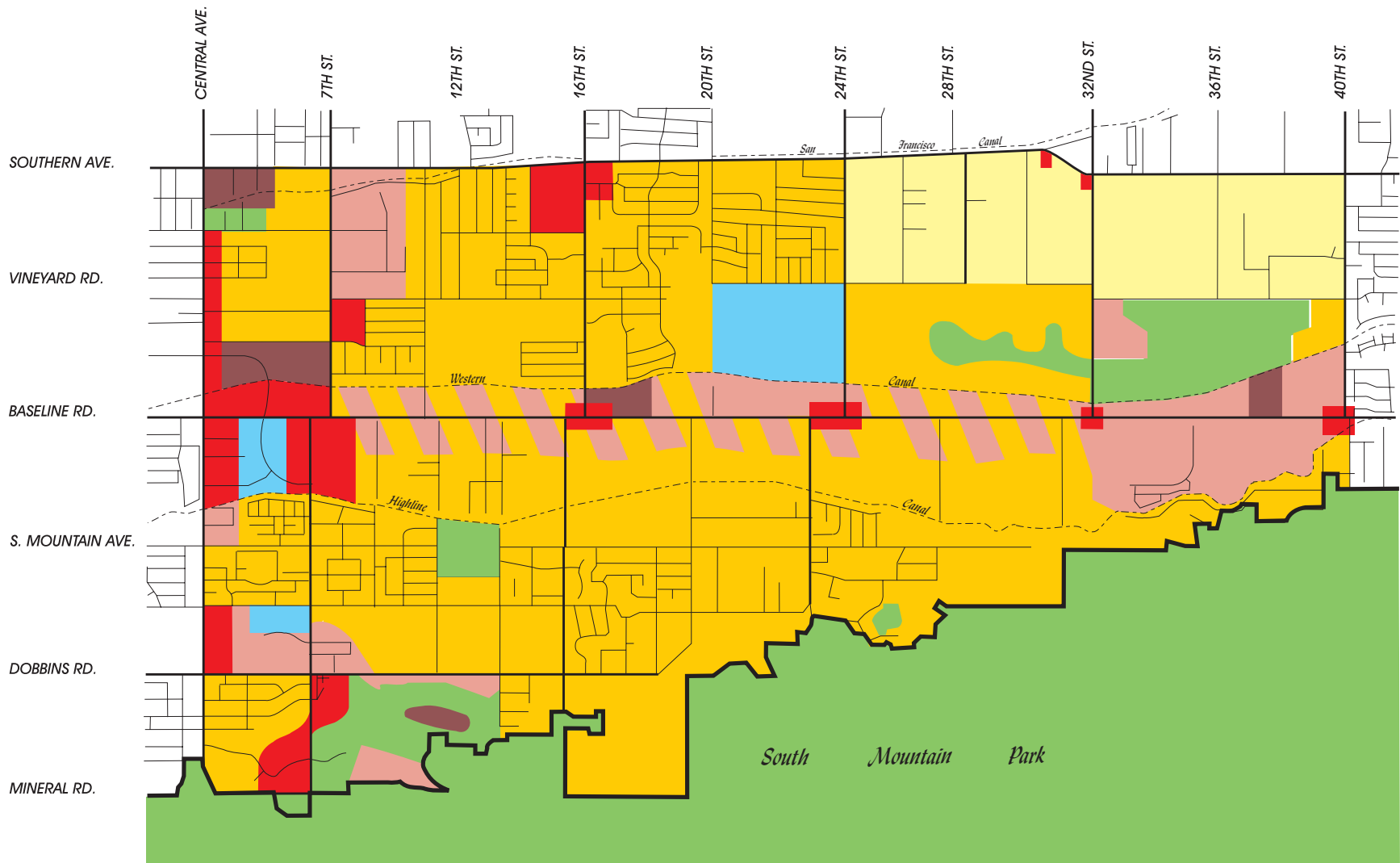







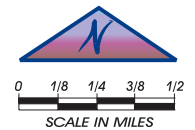


FIGURE D

**CITY OF PHOENIX GENERAL PLAN LAND USE
(ADJUSTED)**

- | | | |
|--|--|--|
|  0-2 DU/AC |  15+ DU/AC |  PUBLIC/ QUASI-PUBLIC |
|  2-5 DU/AC |  COMMERCIAL |  PARKS/ OPEN SPACE |
|  5-15 DU/AC | | |





BASELINE AREA MASTER PLAN

(South Mountain Ranch and the Raven Golf Club at South Mountain); and the multiple family development east of 36th Street on the north side of Baseline Road. Under the General Plan Amendment procedures, an amendment is not required if a proposed residential development is not more than one density category higher than that shown on the General Plan Map; all of the subject sites fit this criterion. The land use categories are summarized in Table 2. The factors used to convert planned acres into new housing units, population, and school students are as follows:

► In projecting dwelling unit counts, the following numbers of units per acre were used for the residential categories, based on existing development in the area:

0-2 d.u./acre: 1.5	5-10 d.u./acre: 8	15+ d.u./acre: 20
2-5 d.u./acre: 4.5	10-15 d.u./acre: 14.5	Mixed Use Ag: 0.5

► In projecting new students per dwelling unit, the following multipliers were used. The Planning Department uses these numbers for all General Plan analyses. Representatives of the Roosevelt School District believe the numbers may be low; they do provide a starting point for discussion and may be modified later.

0-2 d.u./acre: .65 elem. .37 high school	10-15 d.u./acre: .12elem. .07 high school
2-5 d.u./acre: .65 elem. .37 high school	15+ d.u./acre: .12 elem. .07 high school
5-10 d.u./acre: .33 elem. .14 high school	Mixed Use Ag: .65 elem. .37 high school

► The population multiplier employed was 2.65 persons per dwelling unit for both single and multiple family, the citywide average. Staff used this number based on the assumption household size in the Baseline Area will more closely resemble other parts of Phoenix as it develops.

As this information shows, the General Plan proposes development of the Baseline area primarily with standard single family residential densities, 2-5 dwelling units per acre. It suggests an additional 660 acres of apartments is appropriate. All of the residential, at build out, could add over 51,000 residents to the area; 27,000 of these individuals could reside in apartments. A significant number of commercial acres are planned throughout the study area. At build out, this acreage would greatly exceed the Valley-wide average for retail outlets; the General Plan supports construction of an additional 2.95 million square feet of commercial space, enough to serve 95,000 new residents. Unless incomes in the area are substantially higher than the Valley average or no additional commercial acreage develops in South Mountain Village, the community will never be able to support this planned development.

A large amount of property on Baseline Road between the Western and Highline Canals is planned for either single or multiple family development. This dual designation is the greatest source of confusing guidance from the General Plan; it provides no assurance what construction the city desires on those parcels. It is difficult to argue against Baseline Road becoming an apartment corridor given the planned density range, despite repeated requests from area residents and property owners to limit the number of new apartment complexes.

The General Plan is inconsistent with many residents' goals for the area. Designation of Baseline Road as a scenic corridor and several other streets for trails to South Mountain Park are the only elements of the General Plan which promote preservation of the character of the Baseline area. Despite existing densities adjacent to South Mountain Park in the 0-2 dwelling units per acre density range, this property is designated for 2-5 units per acre. No provisions are made for continuation of any agricultural uses, including citrus groves, nurseries, and flower gardens.

THE VISION FOR THE FUTURE - LAND USE AND DESIGN

The land use plan and design policies further the goal and objectives of this Plan. They incorporate issues raised with the existing conditions and General Plan analyses. Land use and design are two of the most important aspects of this Plan and can help guide, through proper implementation, new development in a manner which maintains the character of the area while bringing it new vitality and enhancing its image.

LAND USE

The Baseline land use plan is presented in Figure E; the land use classifications are summarized in Table 3 and compared to the existing General Plan in Table 4. The map recognizes properties of at least two acres. The conversion factors used for

Land Use	Existing Acres	Net Change Acres	Total Planned Acres	Number of New Dwelling Units	Number of New Residents	Number of Students	
						Elem.	High School
0-2 du/acre	921.5	-293	628.5	-439.5	-1165	-286	-163
2-5 du/acre	1189.2	+2152.825	3342.025	9687.7	25672	6297	3585
5-10 du/acre*	-	NA					
10-15 du/acre*	223	+555.225	778.225	805.07	21334	966	564
15+ du/acre	22.5	+107.75	130.25	2155	5711	259	151
Neighborhood Commercial*	-	NA					
Community Commercial*	92	+271	363				
Public*	214.5	-46.5	168				
Institutional*	-	NA					
Education*	-	NA					
Parks/Open Space	563.2	-205	358.2				
Agriculture	901.9	-901.9	-				
Nursery/Garden	212.2	-212.2	-				
Vacant	1428.2	-1428.2	-				
Total	5768.2		5768.2	51552		7236	4137

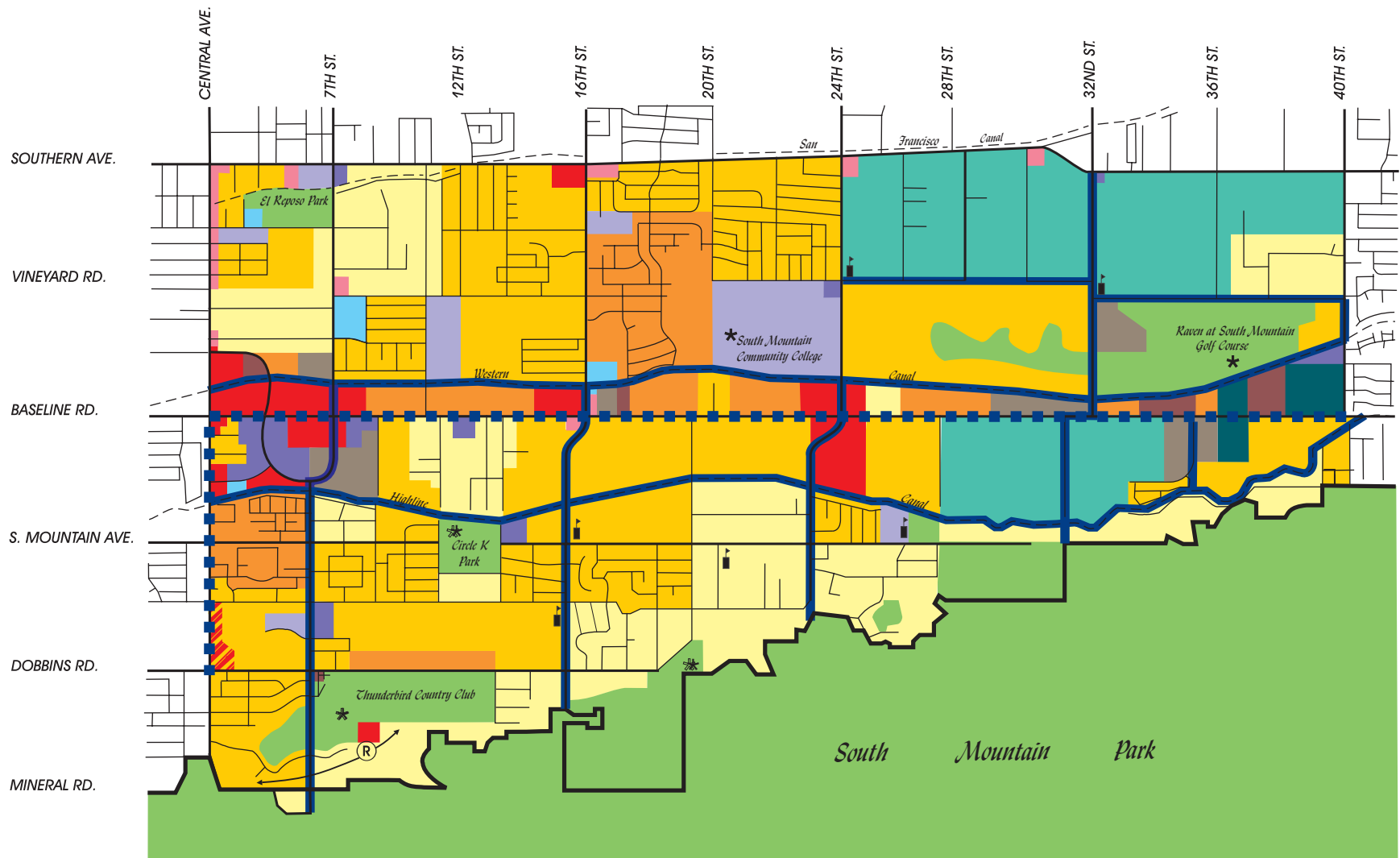


FIGURE E
CITY COUNCIL APPROVED LAND USE

- | | | | |
|-------------|---------------------|---------------------------|--------------|
| 0-2 DU/AC | NEIGHBORHOOD RETAIL | PARKS/OPEN SPACE | KEY FACILITY |
| 2-5 DU/AC | COMMUNITY RETAIL | MIXED USE AGRICULTURAL | RESORT |
| 5-10 DU/AC | EDUCATIONAL | NURSERIES/ FLOWER GARDENS | SCHOOLS |
| 10-15 DU/AC | PUBLIC FACILITY | MULTI-USE TRAILS | SCENIC DRIVE |
| 15+ DU/AC | INSTITUTIONAL | | |



BASELINE AREA MASTER PLAN

**TABLE 3
CITY COUNCIL APPROVED LAND USE**

Land Use	Existing Acres	Plus (+) Acres	Minus (-) Acres	Net Change Acres	Total: Developed and Planned Acres	Number of New Dwelling Units	Number of New Residents	Number of Students	
								Elem. School	High School
0-2 du/acre	921.5	292.7	159.5	+133.2	1054.7	200	530	130	74
2-5 du/acre	1189.2	820.5	-	+820.5	2009.7	3692	9784	2400	1366
5-10 du/acre	196	295	-	+295	491	2360	6254	779	330
10-15 du/acre	27	104	-	+104	131	1508	3996	181	106
15+ du/acre	22.5	12.4	-	+12.4	34.9	248	657	30	17
Neighborhood Commercial	27.5	6	-	+6	33.5				
Community Commercial	64.5	158.5	-	+158.5	223				
Public	25	-	-	0	25				
Institutional Education*	48	27.5	-	+27.5	75.5				
	141.5	57	-	+57	198.5				
Parks/Open Space	563.2	90	-	+90	653.2				
Agriculture	901.9	-	901.9	-901.9	-				
Nursery/Garden	212.2	65.2	212.2	-147	65.2				
Vacant	1428.2	-	1428.2	-1428.2	-				
Mixed Use Agriculture	0	773	-	+773	773	387	1026	252	143
Total	5768.2	2701.8	2701.8		5768.2	8395	22247	3772	2036

*Education acreage will increase as school sites are defined better.

**TABLE 4
LAND USE COMPARISON:
GENERAL PLAN AND CITY COUNCIL APPROVED**

Land Use	Total Acres: 5768.2		Developable Acres: 2701.8	
	General Plan	Recommendation	Land Use	Recommendation
0-2 du/acre	628.5	1054.7	0-2 du/acre	569
2-5 du/acre	3342.025	2009.7	2-5 du/acre	1258.2
5-10 du/acre	---	491	5-10 du/acre	---
10-15 du/acre	778.225*	131	10-15 du/acre	538.6*
15+ du/acre	130.25	34.9	15+ du/acre	29
Neighborhood Commercial	---	33.5	Neighborhood Commercial	---
Community Commercial	363**	223	Community Commercial	190.5**
Public	168**	25	Public	74.5***
Institutional	---	75.5	Institutional	---
Education****	---	198.5	Education****	---
Parks/Open Space	358.2	653.2	Parks/Open Space	42
Mixed Use Agriculture	---	773	Mixed Use Agriculture	---
Nursery/Tree Farm/ Garden	---	65.2	Nursery/Tree Farm/ Garden	---
Total	5768.2	5768.2	Total	2701.8

* General Plan includes 5-15 in one category.

** General Plan includes all commercial in one category.

*** General Plan includes all public/quasi-public in one category.

**** Education acreage will increase as school sites are better defined.

In the Existing Conditions section, the land use plan addresses the 2,700 developable acres in the study area. Those land uses which are likely to remain for the next twenty-five years are represented on the map with the most comparable classifications.

The plan for developable properties is premised on creating infill of compatible, balanced uses, and maintaining some of the existing, character-defining types of uses in a mode which provides flexibility to property owners. At build out, the area would be primarily residential with a mixture of low and moderate densities; the land use plan could add approximately 22,000 people to the area. Commercial nodes at Central Avenue and Baseline Road and 24th Street and Baseline Road would serve residents of the study and influence areas and visitors. An extensive trail system would traverse the area and make connections to South Mountain Park and the Rio Salado. The eastern third of the area would contain a unique blend of agricultural, commercial, and residential uses including a flower garden preserve. Although more populated and prosperous than today, the Baseline corridor would continue to attract visitors to sample its flowers, fruits, and plants and to play in South Mountain Park.

Each of the land use classifications is highlighted below:

Residential Densities

The land use plan uses a range of residential densities from 0-2 to 15+ dwelling units per acre. The 0-2 classification is placed on developable properties adjacent to South Mountain Park and in areas where low density is the established development pattern. The classification will work best near the Park due to the desert vegetation and topography of gentle slopes and washes. The majority of the new residential is specified at the 2-5 density range. It blends with existing neighborhoods. Most existing residential is in this category; it is also the most common range for new subdivisions in the Valley.

In order to provide a mixture of housing types and values, this Plan uses the 5-10 dwelling unit per acre category; the General Plan only has this range north of the Central Arizona Project Canal. The category permits single family or low density multiple family projects; it provides assurance that a more standard apartment product is not allowed. Clustered single family or townhouse developments which would be appropriate in these locations offer an alternative housing type. The land use plan places this classification near similar existing developments, adjacent to the resort site, and on narrow properties between Baseline Road and the Western Canal which, although developable as standard single family subdivisions, could more easily be built with an alternative product. It can also serve as a good buffer between the low density, historic neighborhood on Carter Road and the high intensity uses at Jesse Owens Parkway and the Western Canal.



BASELINE AREA MASTER PLAN

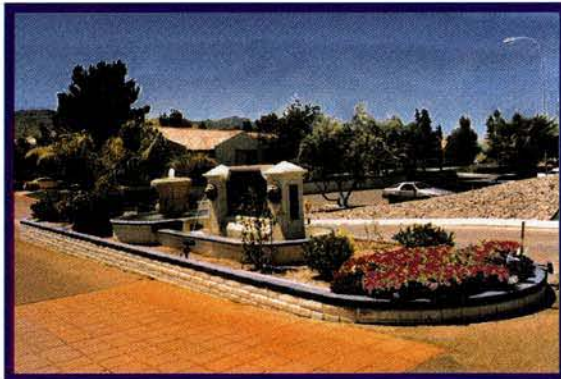
Homebuilders are developing new neighborhoods, here - Elliot Homes.



The Plan encourages 5-10 dwelling units per acre housing.



The Shadow Mountain Apartments represent multiple family development in the area.



The land use plan proposes a significant reduction in multiple family acreage, including 10-15 and 15+ densities. A common theme which area residents expressed throughout the planning process is the negative impacts apartment complexes could have on the Baseline area. Unless limited in number and location and designed in a manner which is sympathetic to the character of the area, apartments could overpower Baseline Road, obliterating scenic vistas and the open feeling present today. As the General Plan states, however, it is important to have a variety of housing types in every urban village. Apartment living can introduce new residents to the area; these residents can later transition to home ownership. Different types of housing can also help attract a broader range of income groups to an area. The Plan incorporates existing complexes and recent zoning approvals for multiple family use. It also places the 10-15 density category near the commercial/institutional node at Baseline Road and 7th Street. Given the future intensity of this area, some multiple family development will be a compatible use. Of the 22,000 additional residents of the area at build out, approximately 4,700 would reside in apartments.

Retail

This Plan includes sufficient commercial acreage to serve the Baseline area's population at build out; it will also contribute to the market for the influence area. The land use plan could add approximately 1.8 million square feet of commercial development to the area, providing enough retail space for 58,000 people, based on the Valley-wide average. Office space will absorb some of the excess square footage; the extra area also can help decrease the commercial deficit found in the influence area. The Baseline area will not be able to support any more commercial acreage than that shown on the land use map unless the area changes in ways not foreseen in this Plan.

The commercial nodes proposed in the Plan are the established community center on Baseline Road between Central Avenue and 7th Street and the intersection of Baseline Road and 24th Street. The former center has some vacant property on both sides of Baseline Road which should be prime locations for more retail, office, and institutional uses. The 24th Street location should fill consumer needs as the area develops. It is a logical intersection for a commercial node due to its proximity to most of the new residential developments and South Mountain Community College; it is also midway between the established nodes at 7th Street and at Baseline Road and 48th Street. The remaining undeveloped commercial sites are available for smaller users.



BASELINE AREA MASTER PLAN

The land use plan reclassifies to other uses, primarily residential, some properties which are both zoned and shown on the General Plan as commercial. As noted above, the General Plan contains commercial acreage which grossly exceeds realistic demand. Some commercial zoning is located on sites which are not optimal for retail or office uses; these sites are not likely to develop in the short or long term. Although this Plan does not advocate rezoning these properties, it must change their planning category to help guide more balanced and rational growth.

The Plan uses the Metropolitan Association of Government's (MAG) commercial land use categories: neighborhood retail for projects of less than 100,000 square feet; and community retail for centers of between 100,000 and 500,000 square feet. The General Plan combines all commercial land use into the "commercial" classification. The MAG system gives a better idea which level of commercial use is appropriate at a given site.

Public Facilities

The public facilities category includes all governmental buildings, such as the U.S. Post Office, the South Mountain Community Center, Fire Station #28, the Phoenix South Precinct Justice Court, and the quasi-public Salt River Project receiving station. As no additional facilities are planned for the Baseline area, no more sites are proposed in the land use plan.

The General Plan combines all public, institutional, and educational land uses together as "public." This Plan provides greater detail by separating the uses.

Educational

The population which the Plan projects for the Baseline area at build out would require approximately six more elementary schools and one additional high school. These



T. G. Barr is one elementary school in the Study Area. At buildout, the area will need six more elementary schools.

possible school sites; the school symbol is not intended to specify any particular property. One exception to this approach is the school site at South Mountain Avenue west of 28th Street; the Roosevelt School District owns this ten acre parcel. The Plan also proposes placing more schools on the undeveloped properties between South Mountain Community College and Vineyard Road.

Institutional

The land use plan places the institutional land use classification on properties which are, or are likely to be, developed for such facilities as churches, health care clinics, and the YMCA. The only property added to the category is near the Jesse Owens Medical Center. If more health related facilities are needed, including a hospital, this site is good location. It is convenient to most of the population in the South Mountain Village and can complement the intensity of the existing commercial node.

Parks/Open Space

Additional parks/open space acreage is added at the northwest and southeast corners of South Mountain Avenue and 28th Street in the land use plan. The city owns the northern parcel adjacent to the Roosevelt District's site. The city is studying the possibility of acquiring the southern piece as an expansion of South Mountain Park through the ongoing Sonoran Preserve Study. As noted above, more parks land might be required as the population in the eastern portion of the Baseline area grows.

This future park site is at 28th Street and South Mountain Avenue.





BASELINE AREA MASTER PLAN

Nursery/Flower Garden

This Plan proposes adding a nursery/flower garden land use category for the Baseline area. In designating some property for this classification, the Plan acknowledges the important role the gardens and nurseries have in defining the Baseline area's character. Preservation of the three nursery/flower garden sites will require the city to acquire rights to the properties through conservation easements or purchase of the fee interest. If such acquisition is not possible, alternative uses are needed to assure the property owners reasonable use of the sites. The site on the south side of Baseline Road could be used for residential development at a 2-5 dwelling units per acre density, the proposed classification for adjacent properties on the east and south. The best alternative use for the parcel on the north side of Baseline at 36th Street is residential at the 5-10 density range. Such development would complement the density on the adjacent property to the west.

The most important flower garden site for preservation is at the northwest corner of Baseline Road and 40th Street. That intersection is the major eastern gateway to the area and can set the tone for the corridor. If the city cannot obtain development rights to the property, a mixed use agricultural classification should provide reasonable options for its owners while maintaining the character of the area.



Flower gardens on Baseline Road, which this Plan suggests preserving, have long drawn visitors to the area.

As discussed throughout the Plan, a common theme expressed by many area residents and property owners during the Baseline planning process is the importance of maintaining the unique character of the corridor. Baseline has historically been an agricultural center with many acres in citrus, nurseries and flower gardens. Some of the recent development which has moved west along Baseline Road from the Pointe Hilton at South Mountain has compromised this character and detracted from the open space atmosphere of the area.

A great city is comprised of many pieces and types of development. The Baseline corridor contributes a special flavor to Phoenix - a primarily open and agricultural area near the heart of a sprawling metropolitan region. The mixed use agricultural classification recognizes the need to build on the area's assets rather than blading it and replicating the standard subdivisions found throughout the Valley. With the right mix of uses and appropriate development standards in a new zoning district, this classification can preserve the feeling of the area while permitting viable use of the property. The district can help the area realize its potential without infringing on those assets which have attracted many residents.



Two mixed use agricultural land uses are the Farm at South Mountain, left, and Gardener's World, below.



Mixed Use Agricultural

Another new land use classification presented in the land use plan is mixed use agricultural. This category is intended to help preserve the special character of the Baseline corridor while allowing appropriate development. To implement this portion of the Plan, a new zoning district is needed specifying the range of land uses and development standards; the existing zoning districts do not provide the necessary flexibility or restrictions to make this idea succeed.



Baseline Area Master Plan

Potential uses for this classification include low density residential and limited retail, office, and agricultural development. Land use regulations could preclude agricultural uses with significant impacts, such as most large livestock/feedlot operations. These controls could also specify how residential and retail uses could develop to minimize their impacts on the character of the mixed use agricultural classification. Design guidelines can ensure low scale projects which enhance the character of the area. An ideal land use could combine a working nursery or other growing operation with some retail and restaurant activity, or could cluster single family homes on a large acreage of citrus trees.

Multiple Use Trails

Although not a traditional land use, multiple use trails are a key component of the land use plan. The trails will provide alternative transportation routes throughout the Baseline area. The Western and Highline Canals will be the primary east-west multiple use trails. The canals are a safer location for equestrian use than the Baseline Road Scenic Drive; horses can be skittish near high volumes of traffic. Baseline Road will continue to have a multiple use trail which is most appropriate for recreational bicycle riders and joggers separated from the paved roadway. North-south trails are proposed along 7th, 16th, 24th and 32nd Streets from the Western Canal to South Mountain Park and along 40th Street from Vineyard Road to the Western Canal; the 32nd Street trail should extend to the Rio Salado as development occurs. An east-west trail is shown on Vineyard Road from 24th Street to 40th Street; the section from 32nd Street to 40th Street was a stipulation on the Raven Golf Club's zoning case. Further refinement of the location of trails will occur with the General Plan Amendment which follows this Plan.

The largest obstacle to use of the north-south trails is the need to cross Baseline Road. As traffic on Baseline Road increases with more development, this crossing will become progressively more dangerous. A possible solution to this problem would be construction of tunnels under Baseline Road at the intersections with the trails. The

tunnels would require a substantial investment but could include public art and design, becoming attractive uses for safety and aesthetic enjoyment. The city has some concern about the benefit of building the tunnels if the public perceives them as unsafe and does not use them often.

A greenbelt/trail system is also designated in the land use plan to connect the commercial node at Baseline Road and 24th Street to the Highline Canal. Access to the node on both the Western Canal and the greenbelt should encourage residents from all parts of the Baseline area to use alternative modes of transportation to reach the commercial development. The trail system on the two canals will provide similar access to the commercial node at Baseline Road and 7th Street.

Resort

As discussed above, a Young Warnick Cunningham study of the viability of a resort in South Mountain Village reports the optimal site is at the Thunderbird Country Club. The resort and small commercial designations on that site follow that recommendation. The low density residential classification would be the appropriate development if a resort is not built on the property.

If a resort is opened at the Thunderbird site and surrounding properties, it should have the typical hotel facility with attendant higher density residential development in the form of townhouses, clustered casitas, or apartments. For purposes of the land use plan, the resort designation is intended to provide the flexibility to have densities of up to 10 dwelling units per acre over the entire resort site, including the golf course. This Plan does not suggest the resort should include only very low density development in addition to the hotel. The city would transfer density from the golf course to the resort's residential development to ensure maintenance of the golf course use. Commercial uses at the resort could include typical restaurants and shops found with resorts as well as low scale amusements, such as arcades, museums or historic recreations, and miniature golf, if they do not have significant impacts on surrounding properties.

The Western Canal, below and Highland Canal, right, important trail locations.



The Plan proposes a resort at the Thunderbird Country Club site.





BASILINE AREA MASTER PLAN

DESIGN

Although a land use plan indicates the city's desired uses of properties, design policies are needed to guide the physical development of the land. Without specific design and development standards, an appropriate land use can be conducted in a structure or on a site the design of which is the antithesis of the intended character for the planned area. This Plan proposes a series of design policies to preserve and build on the special rural and agricultural character of the Baseline area.

All parts of the built environment impact the general character of an area. This Plan focuses on the streetscape (items within public rights-of-way), commercial development, general issues with residential development, specific concerns with some residential densities, and the mixed use agricultural land use classification. Illustrations of the policies follow the narrative.

Streetscape

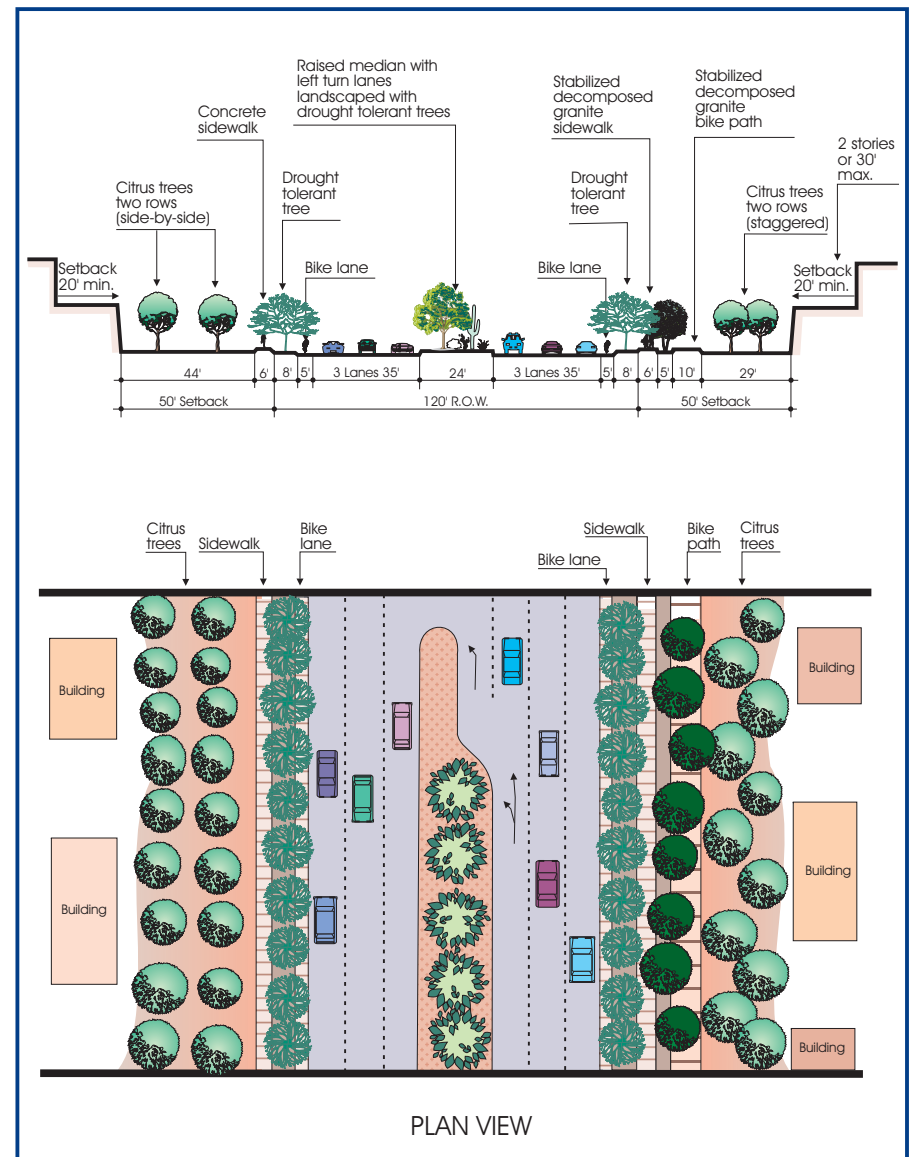
The Plan includes design policies for Baseline Road Scenic Drive, transit stops, medians, and gateway features.

Baseline Road Scenic Drive: The cross section for the scenic drive is intended to continue the agricultural flavor of the road through deep setbacks and use of citrus as a predominate landscape material in the setback. This treatment will let the driver, pedestrian, or bicycle rider know they are in a special area. Drought tolerant trees in the median and at the edge of the right-of-way will reflect the Sonoran Desert environment of South Mountain Park, meet Arizona requirements regarding landscape in the right-of-way, and provide shade to pedestrians. Bicycle lanes in the right-of-way will serve commuters; the off-street bicycle paths will provide a safe alternative for recreational riders. The decomposed granite sidewalk and bike ways on the south side of Baseline Road should satisfy requirements of the Americans with Disabilities Act and blend better with the character of the area than paving. A paved sidewalk on the north side of Baseline will be an alternative surface for pedestrians who prefer concrete. The median in Baseline Road is an important element adding to the aesthetic appeal of the drive. This proposal is a modification of the citizen approved cross section which the city produced in 1988.

BASILINE ROAD SCENIC DRIVE

16th Street to 40th Street

Cross Section Looking East

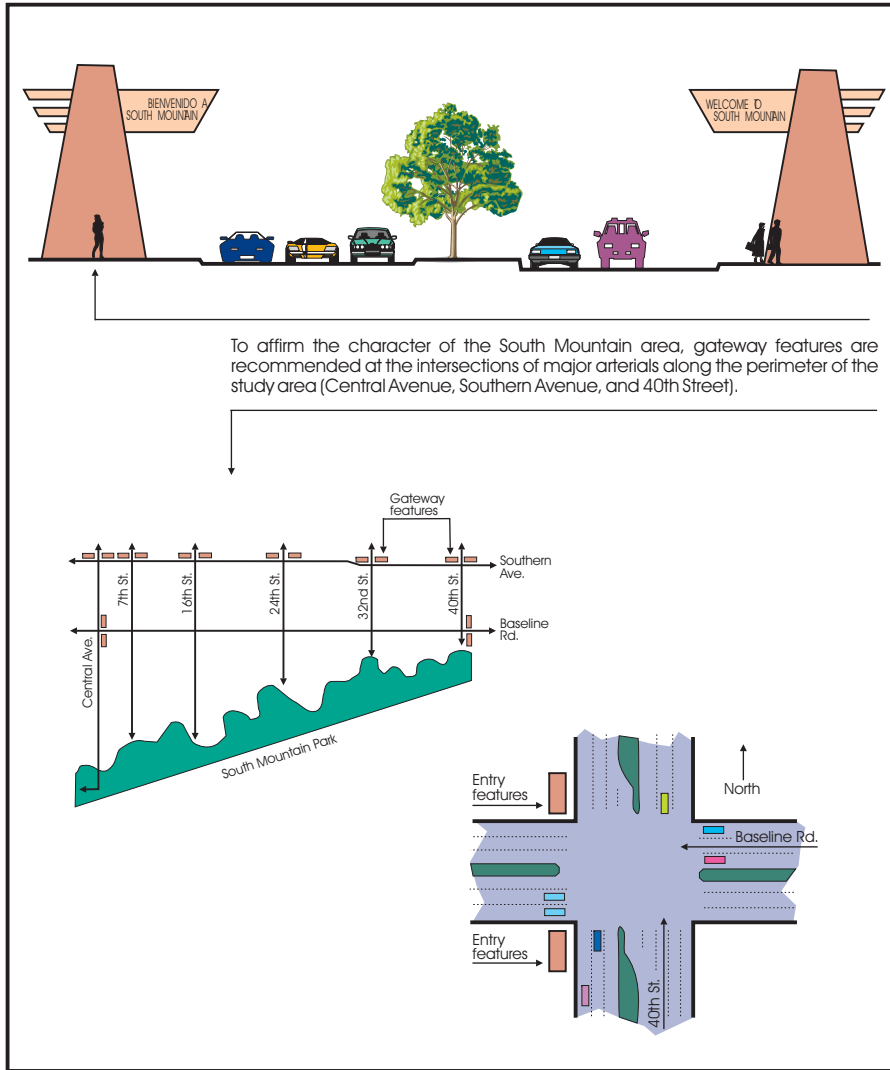




BASELINE AREA MASTER PLAN

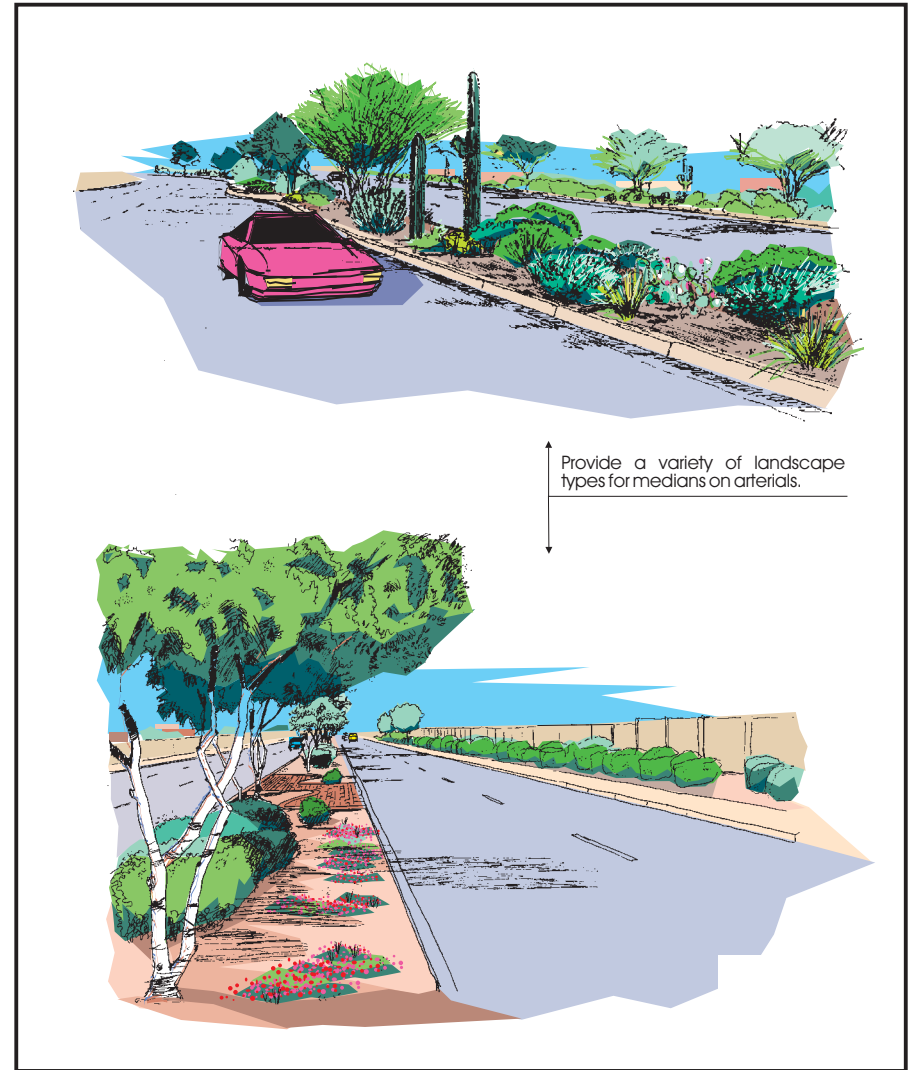
Gateway Features: Medians: If medians are used in either public or private streets, they should contain a variety of plant materials for visual interest and to permit unobstructed views, particularly close to intersections. A single row of date palms in a median is not an effective design treatment.

GATEWAY FEATURES



Transit Stops: Special design of transit stops can reflect the character of the Baseline area. Within certain parameters, the city will allow shelters which differ from the standard billboard design. It is important, however, for all transit stops to protect people from the elements. A bench with no shielding from sun, wind, and rain is not acceptable.

MEDIANS

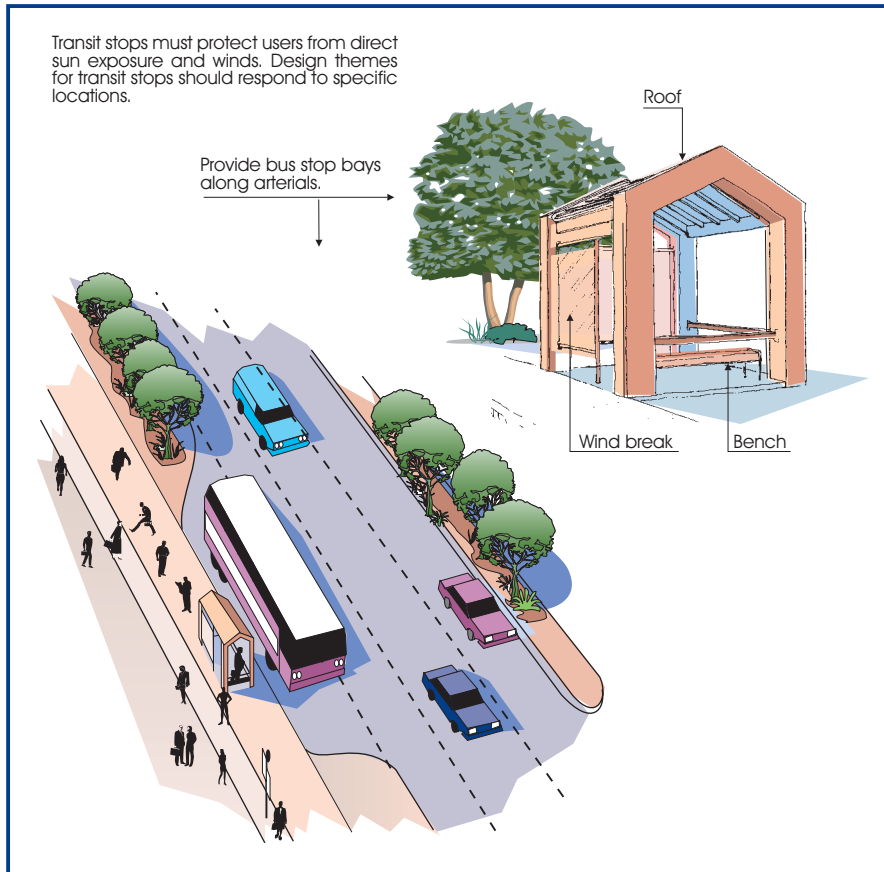




BASELINE AREA MASTER PLAN

Transit Stops: Special design of transit stops can reflect the character of the Baseline area. Within certain parameters, the city will allow shelters which differ from the standard billboard design. It is important, however, for all transit stops to protect people from the elements. A bench with no shielding from sun, wind, and rain is not acceptable.

TRANSIT STOPS



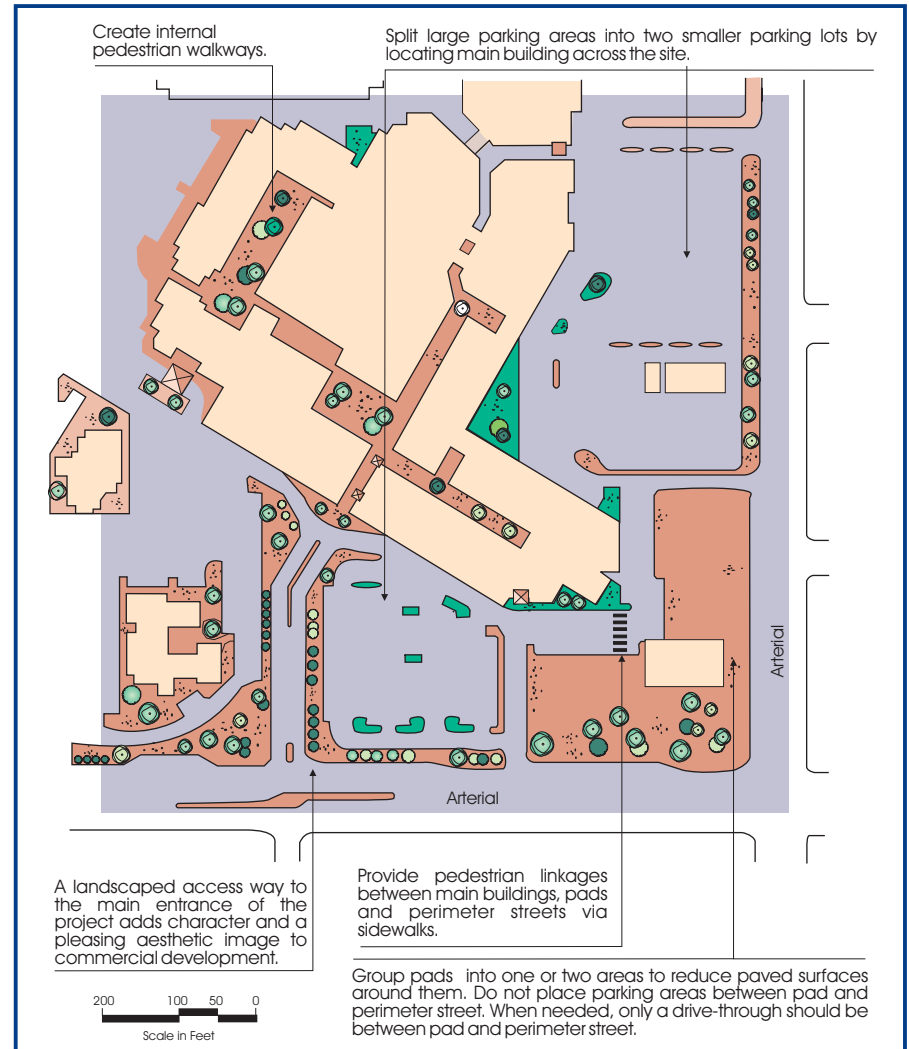
Commercial Development

To emphasize the rural character of the Baseline area, commercial development should not resemble the blank facade buildings separated from the streets with extensive parking lots found throughout the city. Use of deep landscape setbacks between the streets and any buildings, shaded arcades, pitched roofs rather than flat roofs hidden by parapets, and use of a variety of building materials will respect the

desired image of the Baseline area. Views to South Mountain Park and downtown should also be preserved through developments. Varying building heights is one way to protect view corridors.

COMMERCIAL BUILDINGS

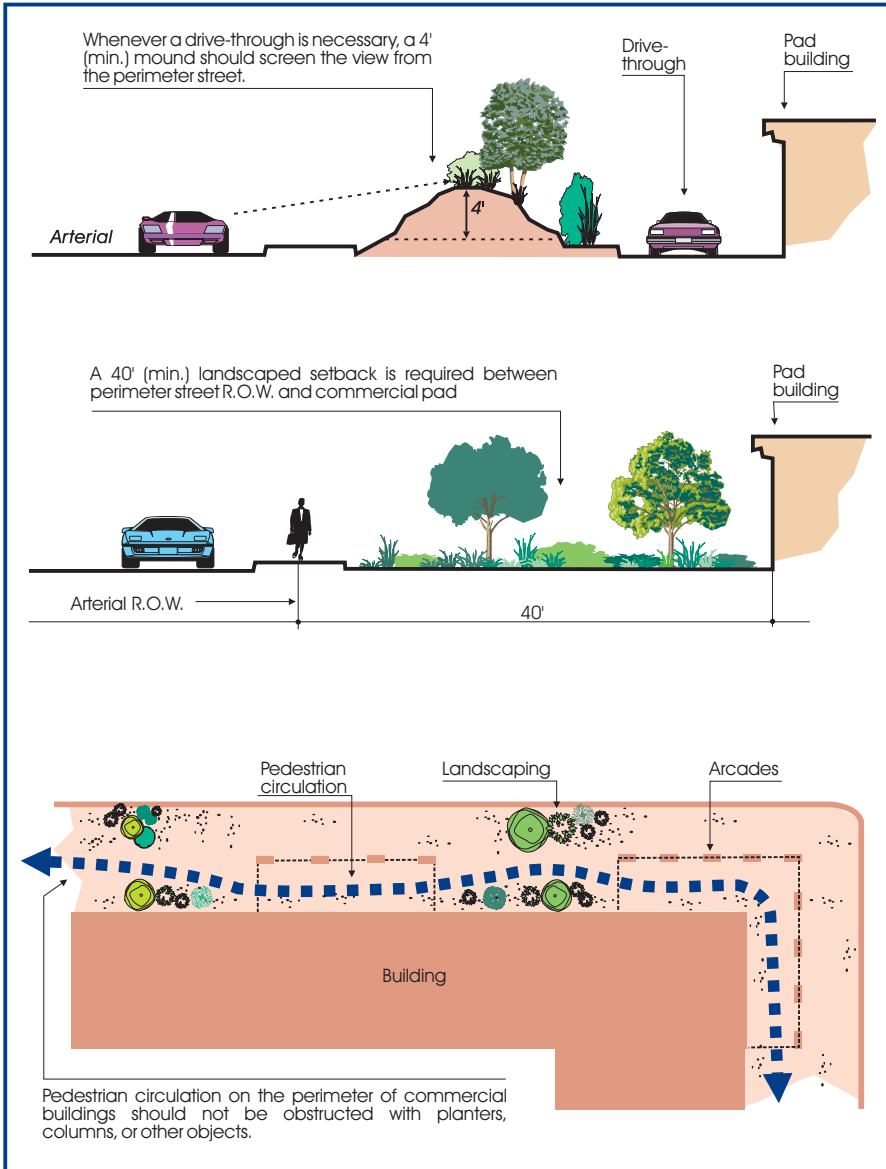
10 or More Acres



BASELINE AREA MASTER PLAN

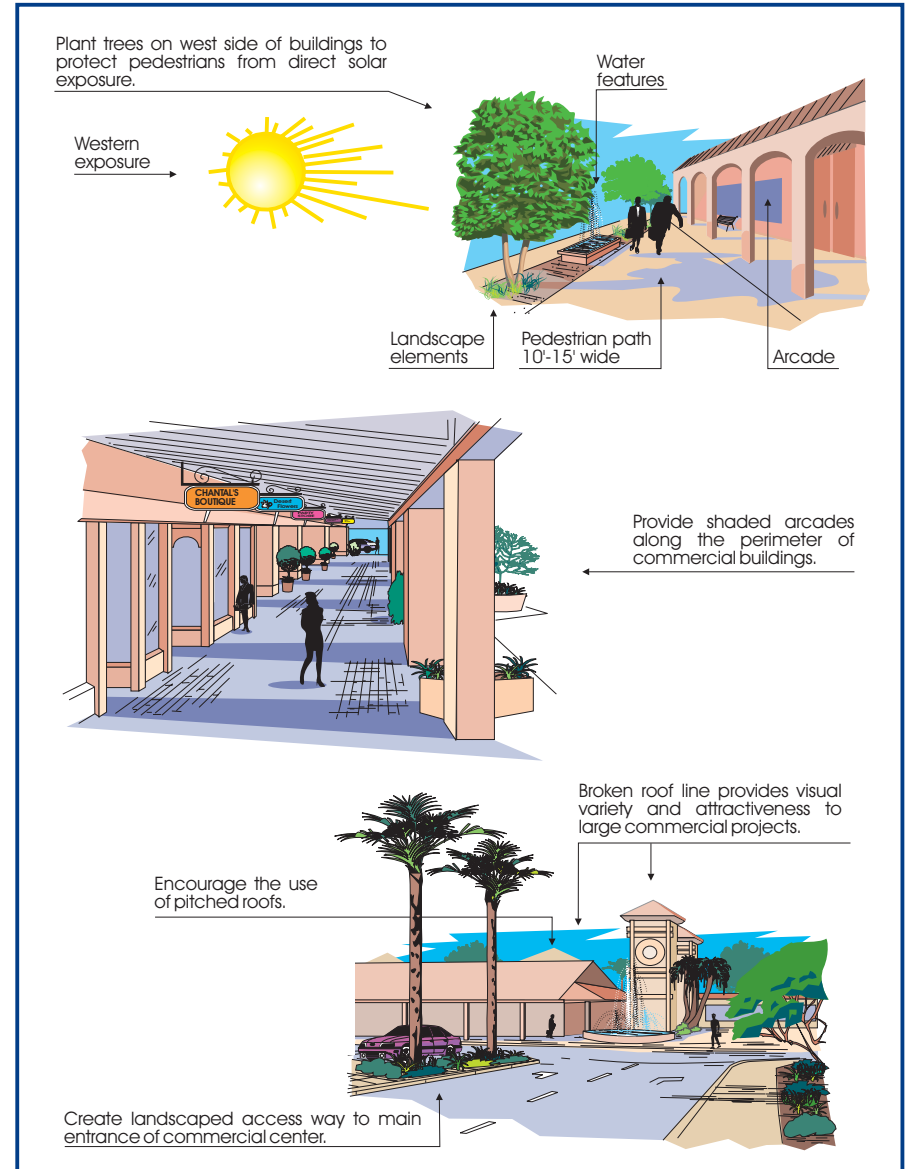
COMMERCIAL BUILDINGS

10 or More Acres



COMMERCIAL BUILDINGS

10 or More Acres

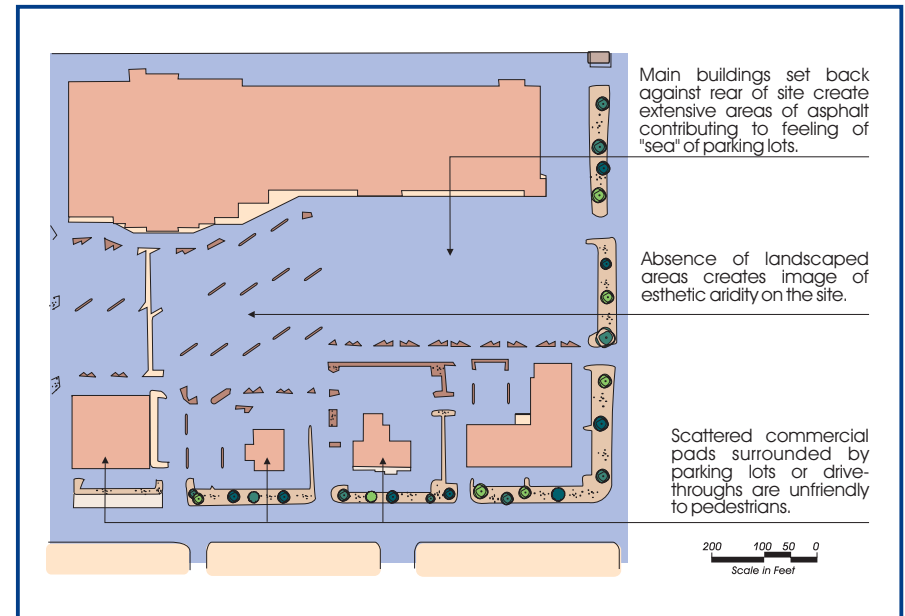
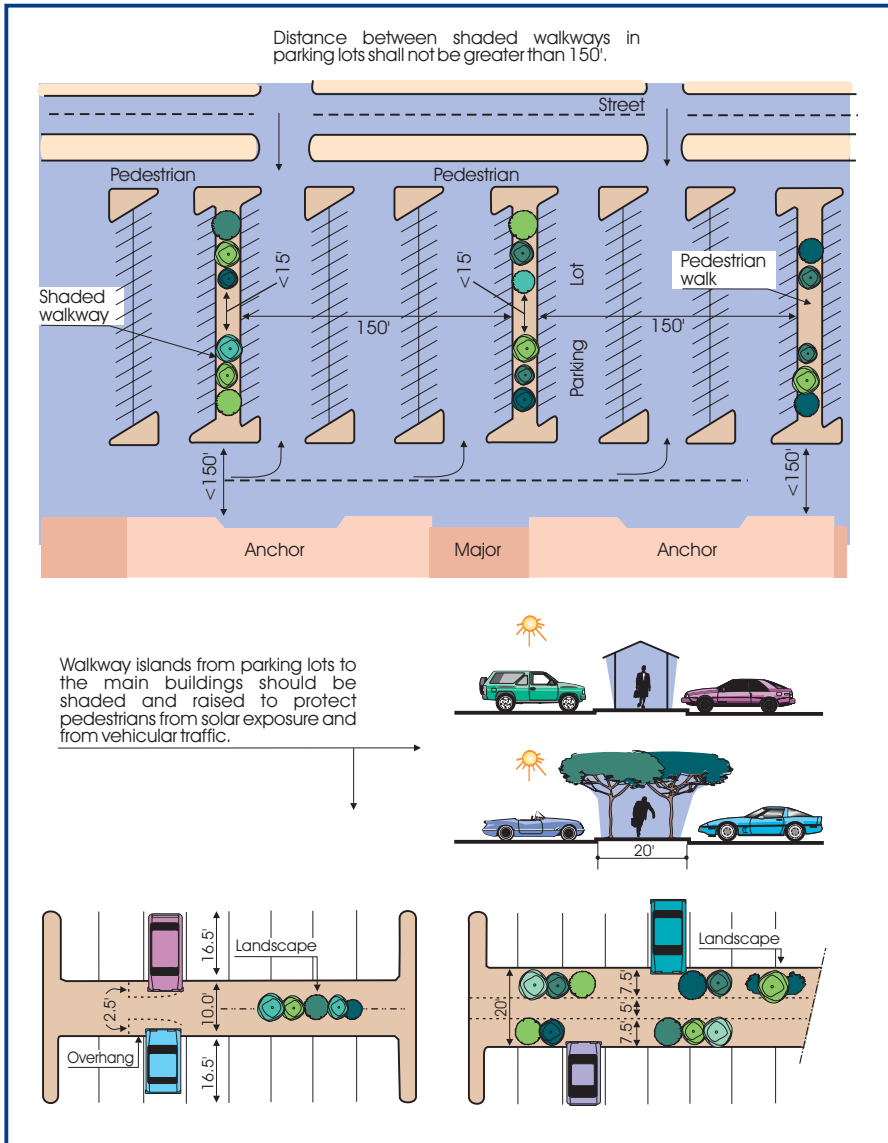


BASELINE AREA MASTER PLAN

COMMERCIAL BUILDINGS

Ten or More Acres
Parking Lots

AVOID!



Residential Development

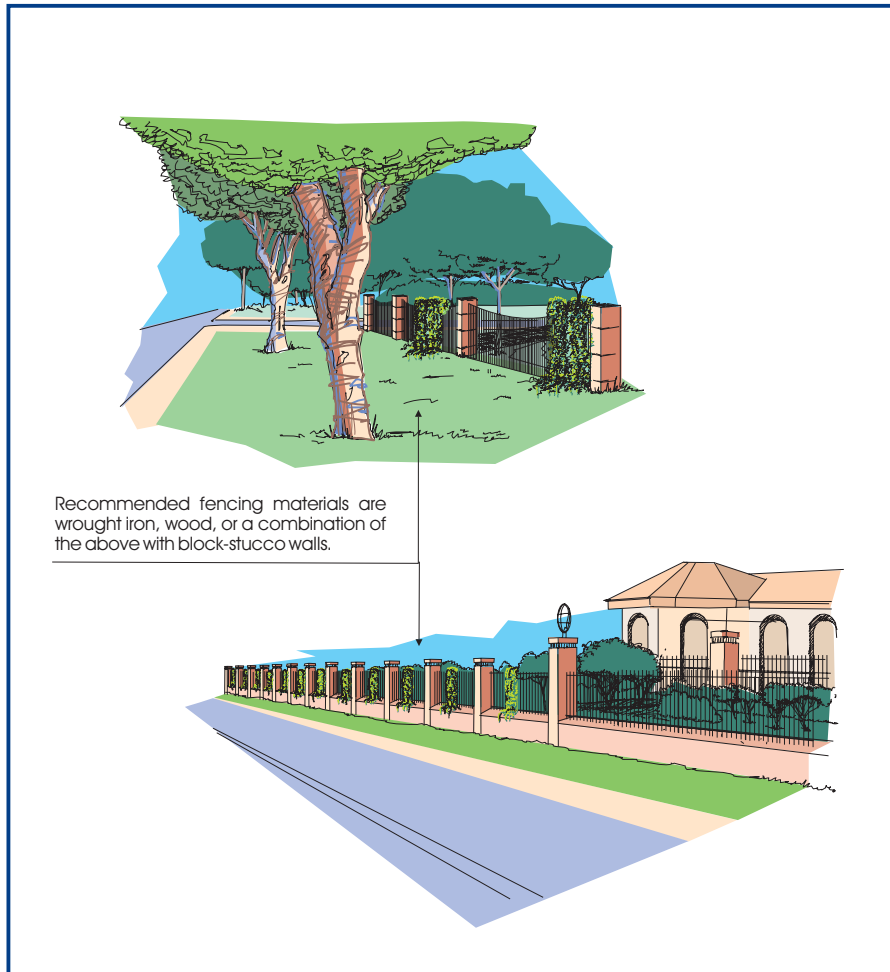
The Plan proposes general design policies which all residential development should incorporate and specific guidelines for varying densities. Building housing which varies in lot layout and individual unit design at a scale which complements rather than overwhelms the area is desirable. Perimeter treatment of residential projects is critical to preserving the character of the area as the perimeter will be most visible to and have the greatest impact on passers-by.

General Features: A common feature of most recent residential development of any density is a perimeter wall. Such walls create a canyon-like, closed off effect even when separated from the street by landscaping. Use of open fencing, other than chain link, to the extent possible can help maintain the open feel of the Baseline area. When open fencing is not an option, the walls must have breaks to avoid a long, blank face which is most useful only as a canvas for graffiti. Walls constructed of varying materials throughout the area will also be more visually interesting and appealing.

BASELINE AREA MASTER PLAN

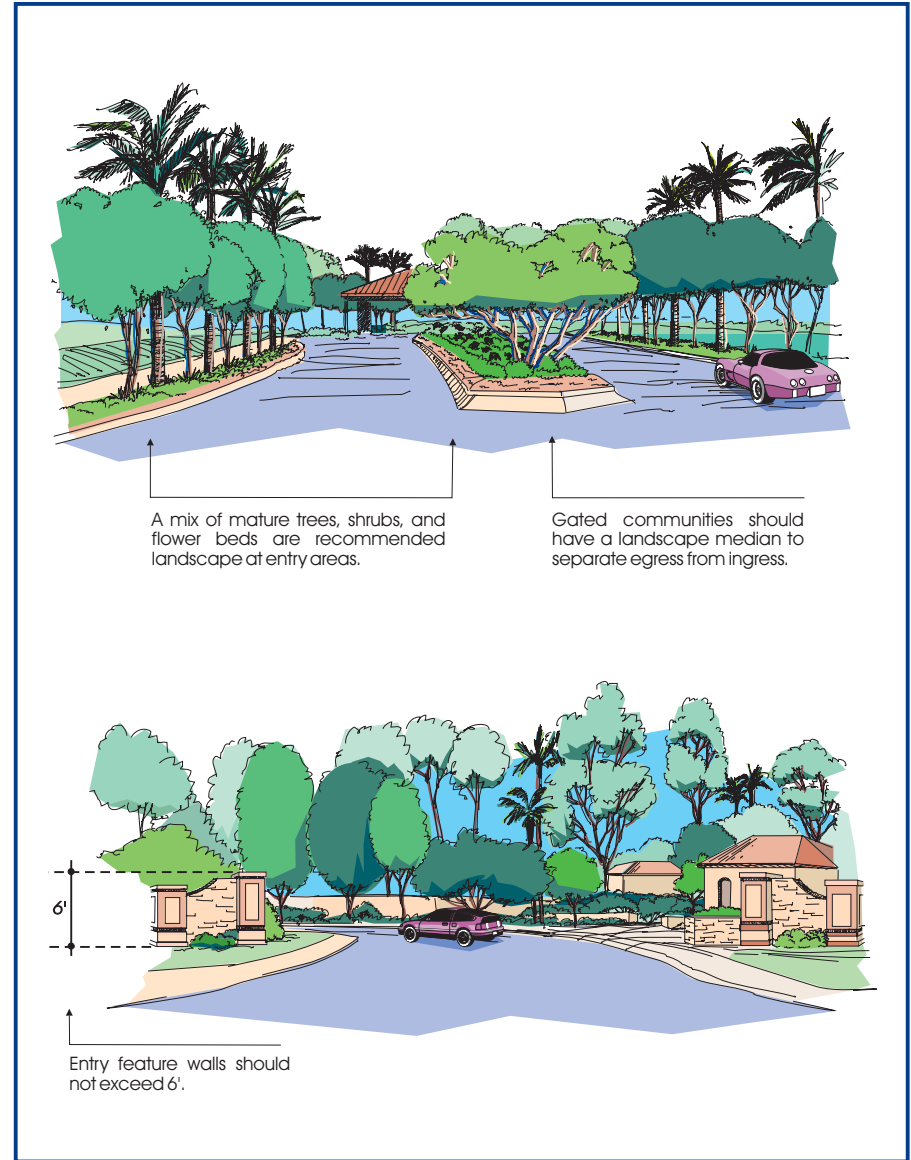
Many single and multiple family projects are also using gated entries. If a gate is part of a development, it should be setback from the street with landscaped edges and a landscaped median to soften its appearance. Residential developments which do not have gates are also encouraged to have entry features to identify themselves; these features should incorporate landscaping with the entry sign.

RESIDENTIAL DEVELOPMENT Fencing



RESIDENTIAL DEVELOPMENT

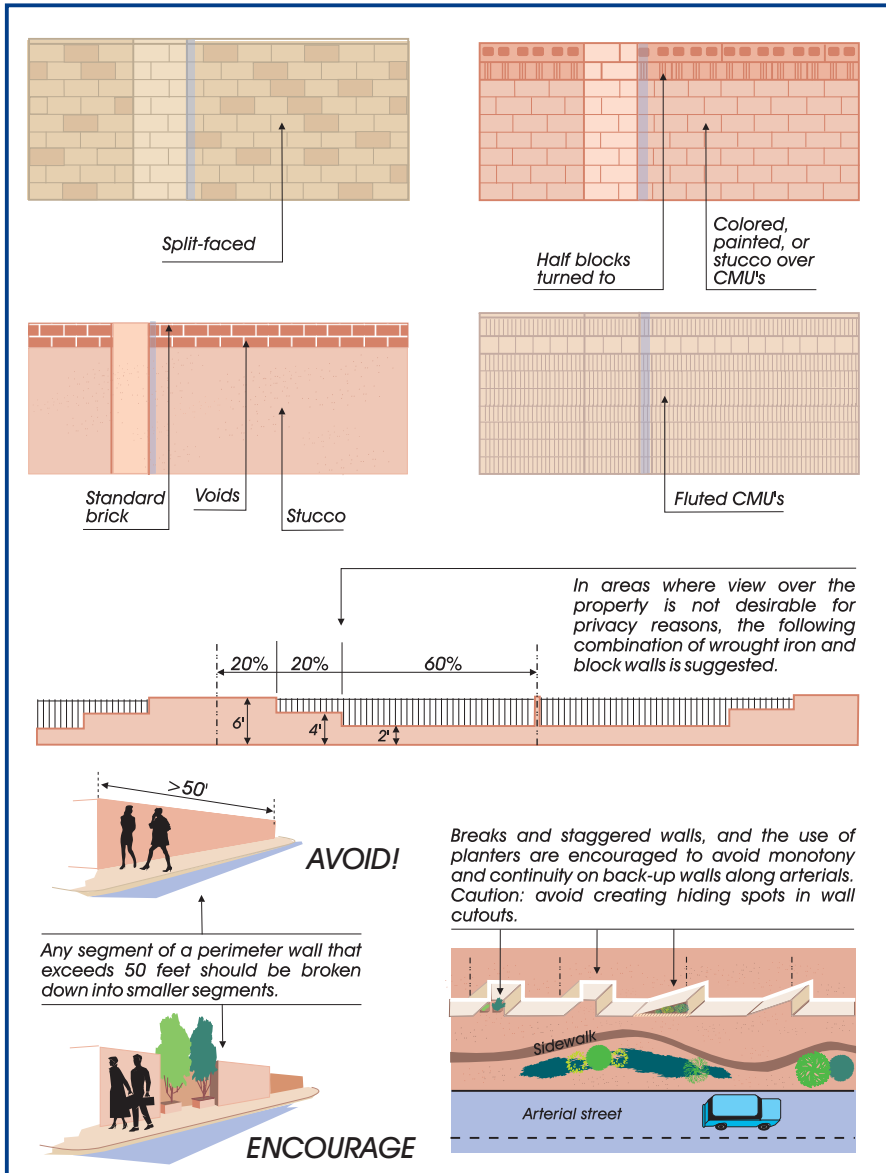
Entry Features





BASELINE AREA MASTER PLAN

Perimeter Walls



Single Family: The common theme for single family development is that it should contain more variety than standard subdivisions being built throughout the Valley. Many things can satisfy this objective, including using a variety of facades and driveway orientations, and employing a more interesting street system and lot layout, including short culs de sac opposite each other and clustering attached or detached houses around a common open space.

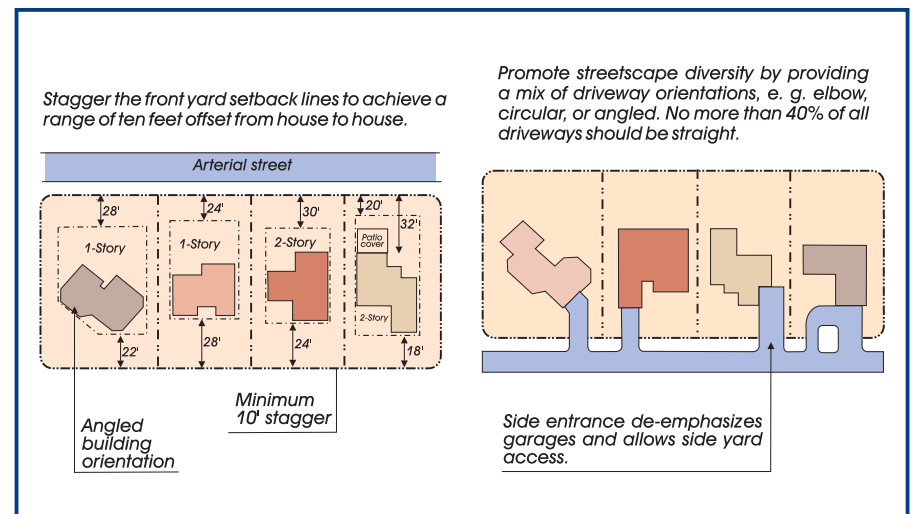
A common criticism of both attached and detached single family houses is the predominance of the garage in the total front facade. The width of the garage should be minimized to avoid garagescape neighborhoods which are inappropriate in an area with a rural character.

Although attached housing can contribute to the variety of housing available and preserve the open feeling in the Baseline area, if designed improperly it can have negative impacts. The projects must have meaningful common open space which is primarily unobstructed by buildings. The units should also have landscaping separating them from the internal streets system to soften their edges. A deep setback from public rights-of-way will also minimize the impact of high density single family housing in the Baseline corridor.

Single Family Residential Densities

0-2, 2-5, & 5-10 Du/Ac.

SUBDIVISION LAYOUT

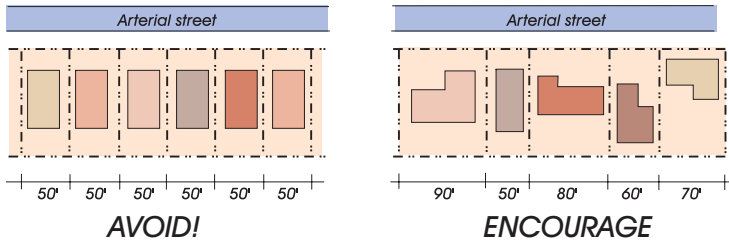




BASELINE AREA MASTER PLAN

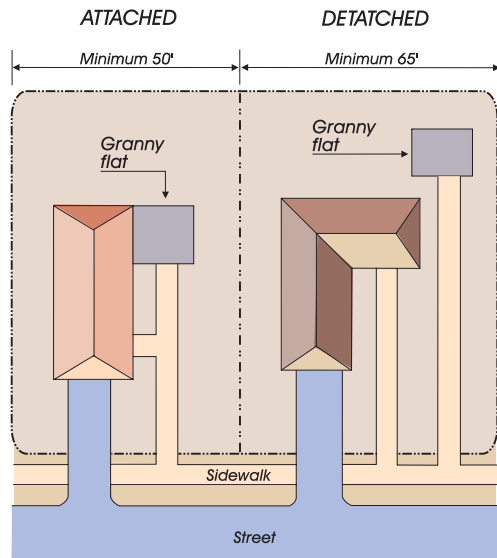
SUBDIVISION LAYOUT

Provide a variety of lot widths in the same block. It creates opportunity for a richer mix of building configurations and staggered setbacks.



GRANNY FLATS

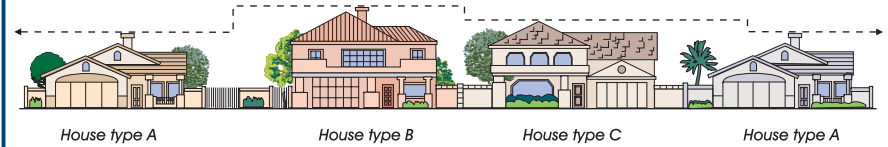
Granny flats should be encouraged at 2-5, 5-10, and 10-15 dwelling units per acre.



BUILDING DESIGN

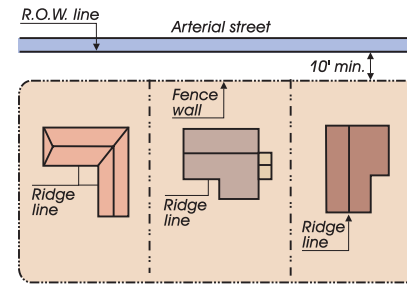
Vary facade design and materials, roof materials, height of buildings - every third house at least.

Different facade design.
Different roof materials.
Different heights.

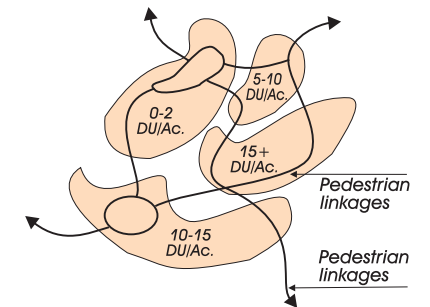


To avoid monotony and to add variety and attractiveness to neighborhood image, change facade design, facade and roof materials, building heights, and roof ridge orientation at least every third house.

Pedestrian connections within and to other developments must be an integral part of their design. These pedestrian linkages must exist at all densities.



Pedestrian Linkages

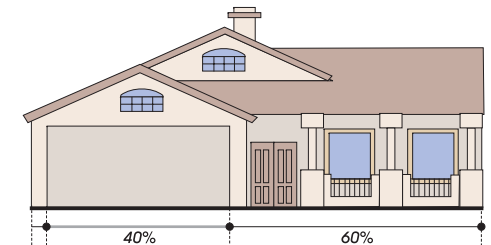


Single Family Residential 2-5 Du/Ac.

GARAGE DOORS

Emphasize house front (not garages) as prominent architectural features.

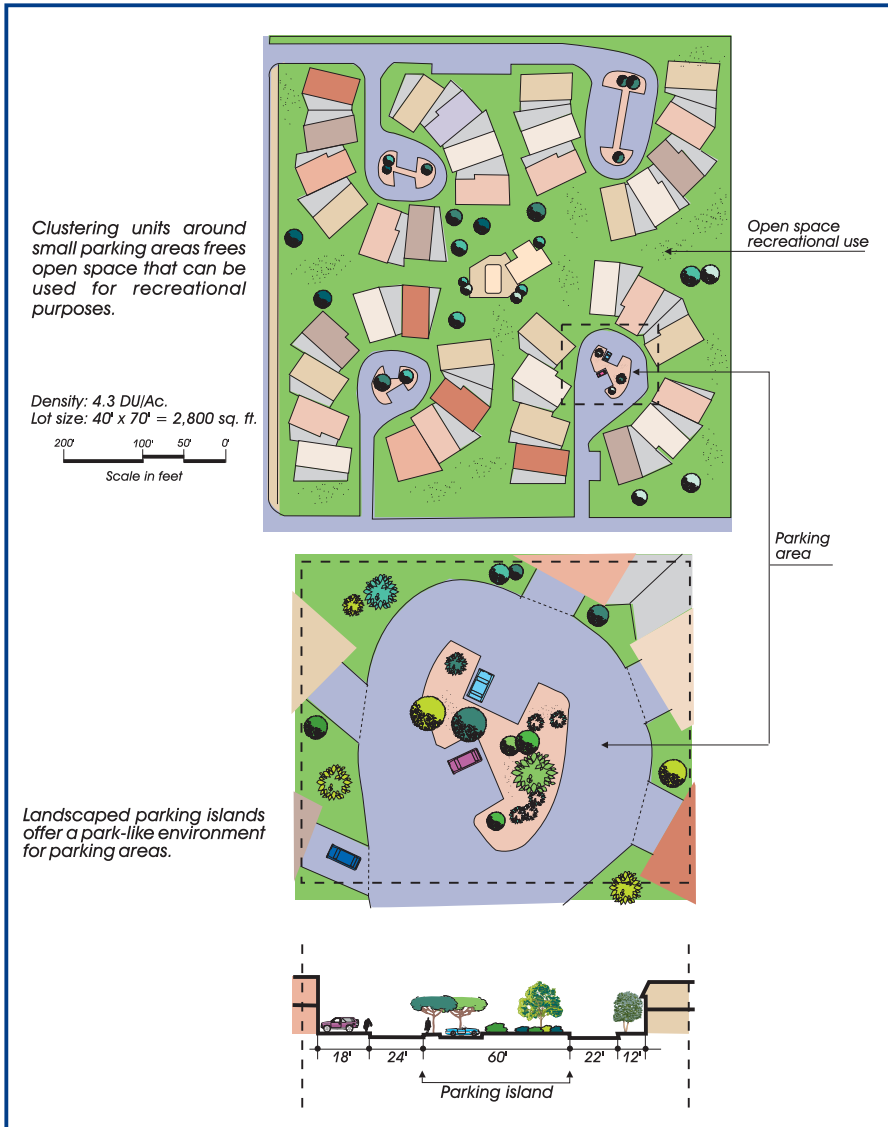
Length of garage door should not exceed 40% of total facade length.



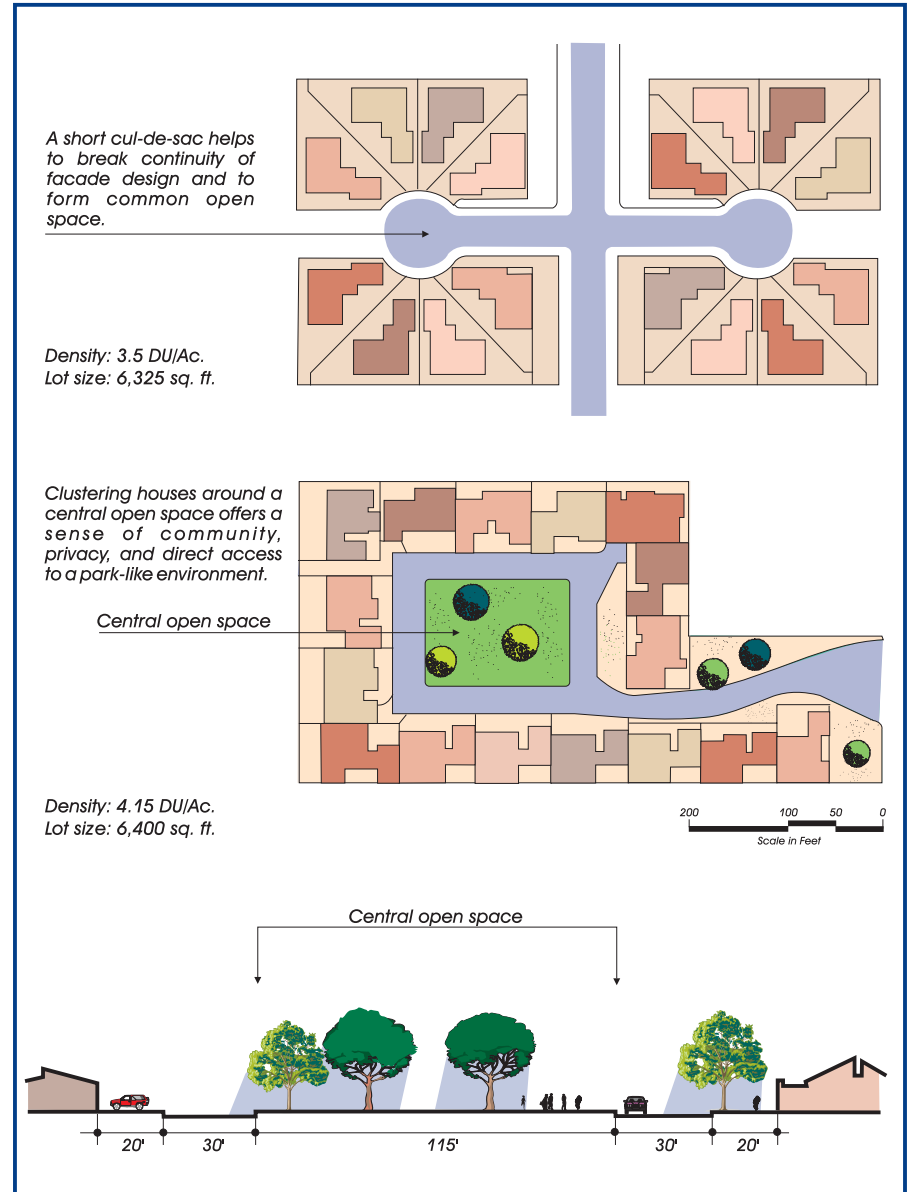
BASELINE AREA MASTER PLAN

Single Family Residential 2-5 Du/Ac.

OPTIONAL SINGLE FAMILY LOT LAYOUT/OPEN SPACE



COMMON OPEN SPACE

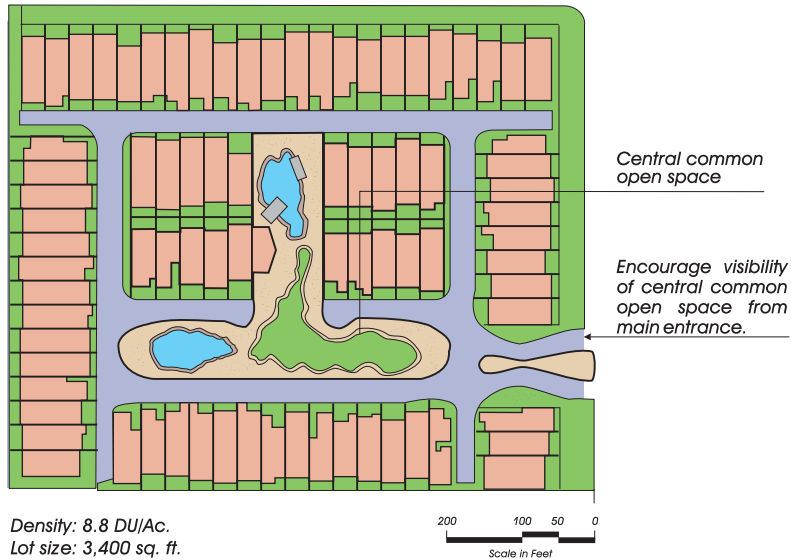




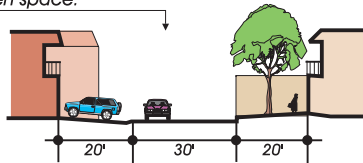
BASELINE AREA MASTER PLAN

Single Family Residential 5-10 Du/Ac. COMMON OPEN SPACE

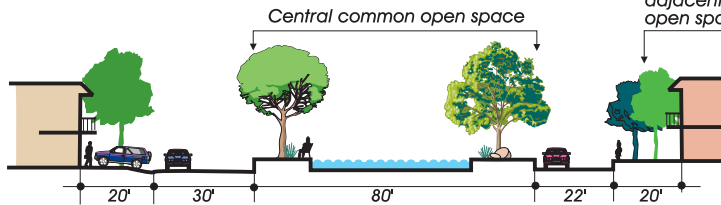
Clustering development around a central common open space promotes a sense of openness in high density developments.



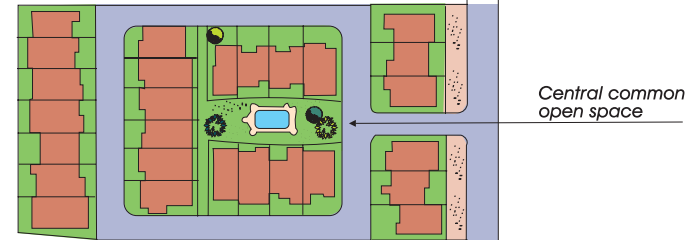
Internal street without open space.



Internal street with frontyard setbacks adjacent to open space.



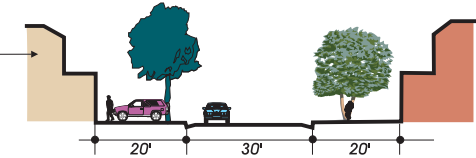
COMMON OPEN SPACE



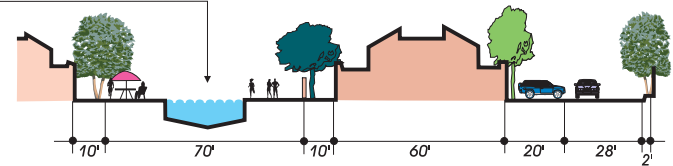
Density: 6 DU/Ac.
Lot size: 45 x 100 = 4,500 sq. ft.

200 100 50 0
Scale in Feet

In small parcel developments, setback second floor to create openness at street level.



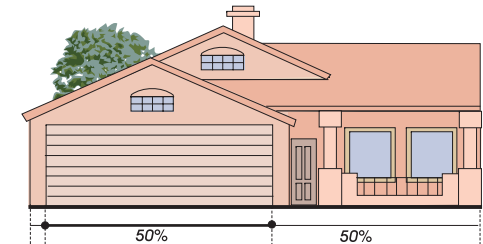
Central common open space



GARAGE DOORS

Emphasize house front (not garages) as prominent architectural features.

Length of garage door should not exceed 50% of total facade length.

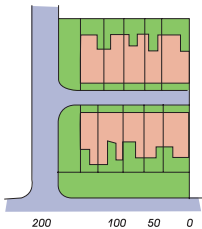




BASELINE AREA MASTER PLAN


AVOID!

AVOID!



Scale in Feet
200 100 50 0


Density: 9 DU/Ac.
Avg. Lot Size: 25 x 28 = 2,000 sq. ft.



For high density development, avoid clustering development with no common open space or frontyards.

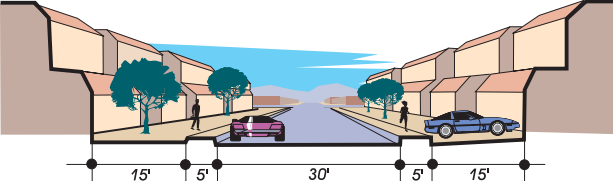
Avoid using open space along washes as the only public common space. Provide other common open spaces inside the neighborhood.

Avoid long blocks with the same setbacks and house designs. It creates a monotonous feeling to the neighborhood.

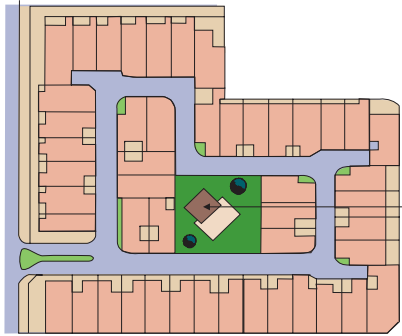


Scale in Feet
200 100 50 0

Density: 7 DU/Ac.
Lot size: 40 x 105 = 4,200 sq. ft.

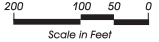
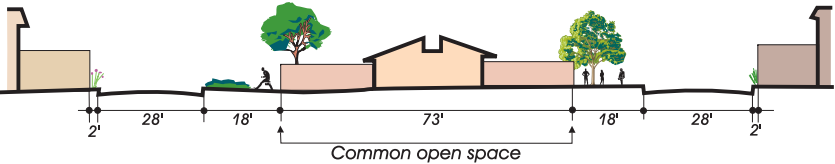


Repetitive, monotonous urban streetscape.



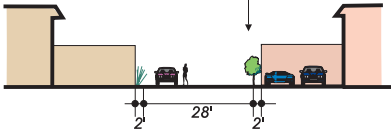
Density: 8.6 DU/Ac.
Lot size: 80 x 70 = 5,600 sq. ft.

Avoid locating buildings at the center of common open space. It defeats the purpose of the open space.

Common open space

Avoid internal streets with zero frontyard and narrow landscape strip.

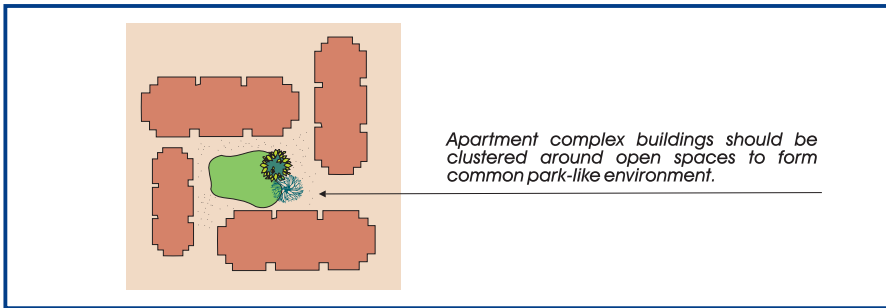




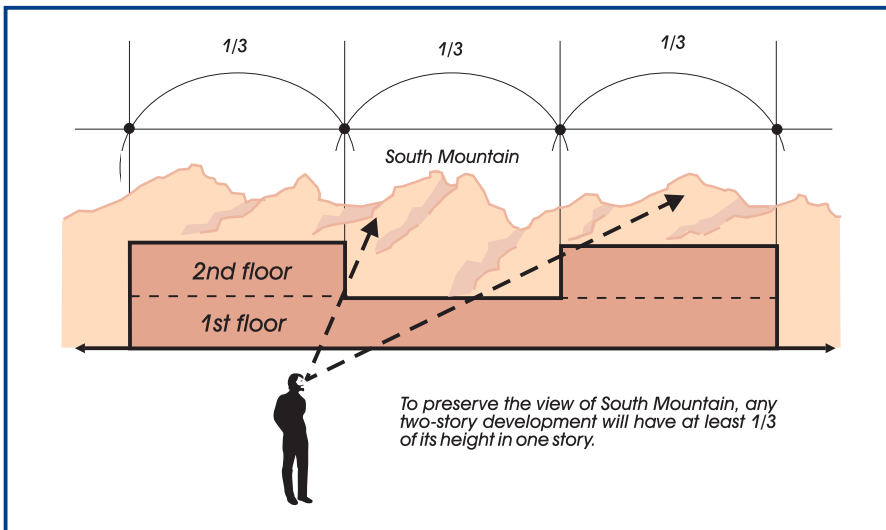
BASELINE AREA MASTER PLAN

Multiple Family Development: If more apartments are built in the Baseline area, they should be at a scale which does not dominate the scenery. A successfully designed apartment complex will separate parking and buildings from the street with berming and heavy landscaping and put only low scale buildings at the property's edge. The community does not want to have any additional apartments which exceed two stories in height. Apartments should not obliterate views to South Mountain to the south and downtown Phoenix to the north. Varying building heights can help achieve this objective.

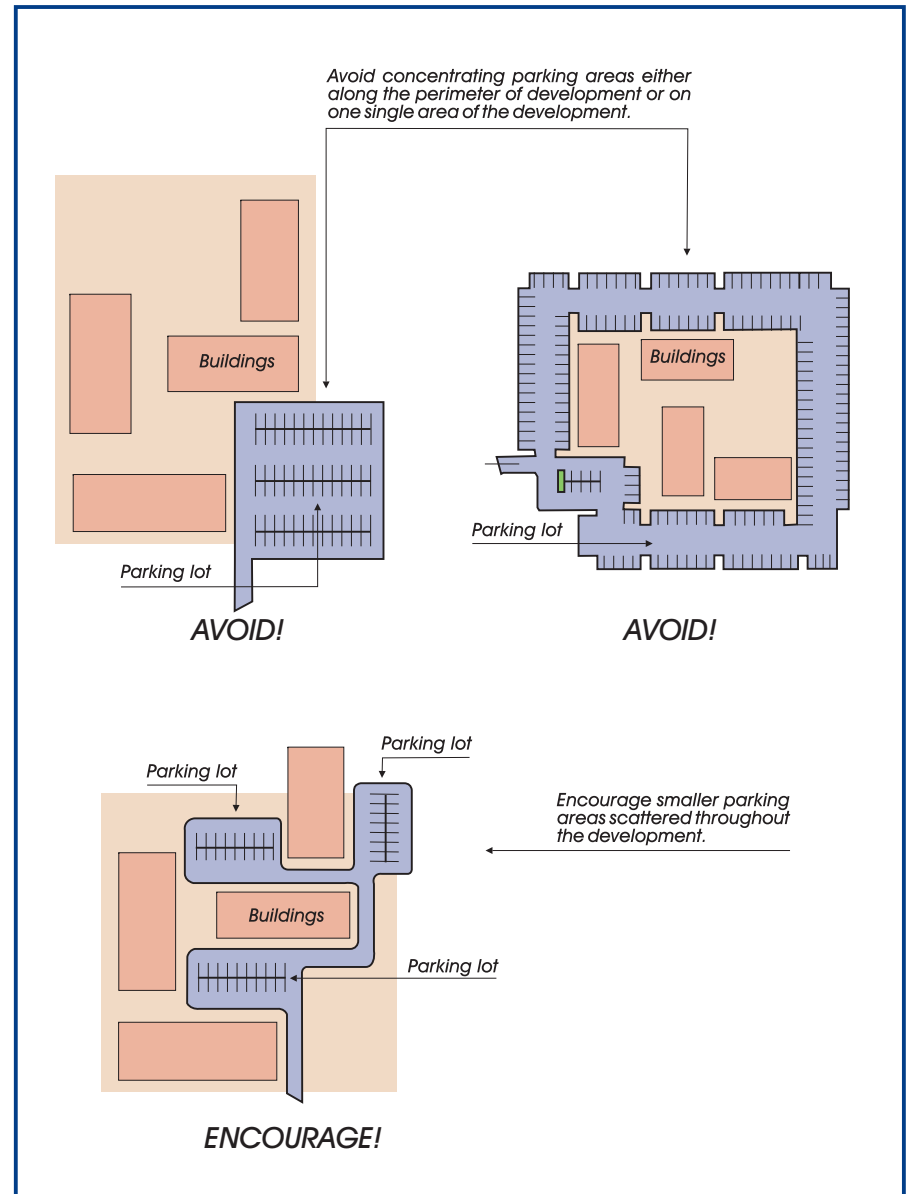
Multi-Family Residential 15+ Du/Ac. DEVELOPMENT LAYOUT



VIEW TO SOUTH MOUNTAIN



PARKING LOTS



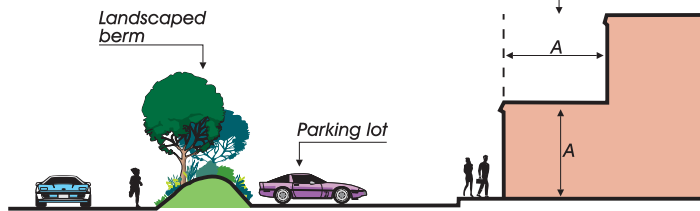
BASELINE AREA MASTER PLAN

TREATMENT ALONG ARTERIALS

Front parking lots on multi-story buildings shall be screened from arterial streets by a landscaped berm (4' minimum).



Second floors of all multi-family buildings shall be setback at least the equivalent to the height of the first floor.



Mixed Use Agricultural

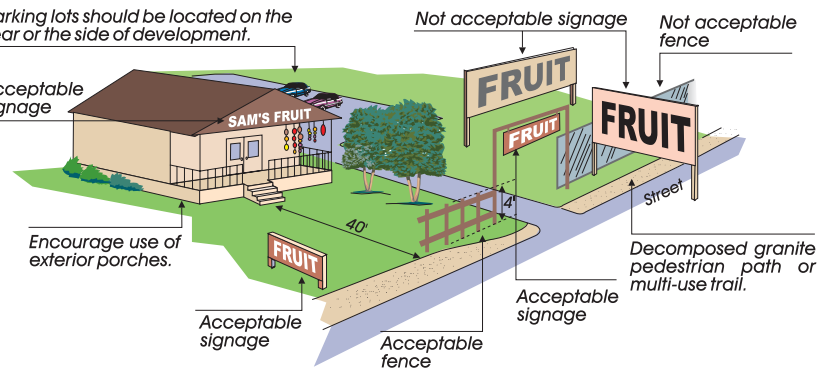
Given the breadth of the possible uses in the mixed use agricultural classification and the district's importance in character preservation for the Baseline area, design policies applying only to this classification are needed. Special policies address signage, wide setbacks from rights-of-way, avoidance of parking between the street and any structures, clustering of buildings, and use of open fencing. Unique local street standards should also be considered; a possible model for a street cross section is St. Anne Street just west of 40th Street. All of these policies, as depicted in the illustrations, are intended to keep a very open, rural atmosphere even as uses in the area expand beyond those found in most agricultural regions near Phoenix.

Mixed-Use Agricultural

COMMERCIAL BUILDINGS

Parking lots should be located on the rear or the side of development.

Acceptable signage



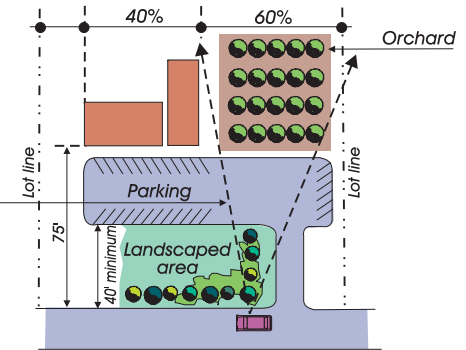
Encourage use of exterior porches.

Acceptable signage

Acceptable fence

Decomposed granite pedestrian path or multi-use trail.

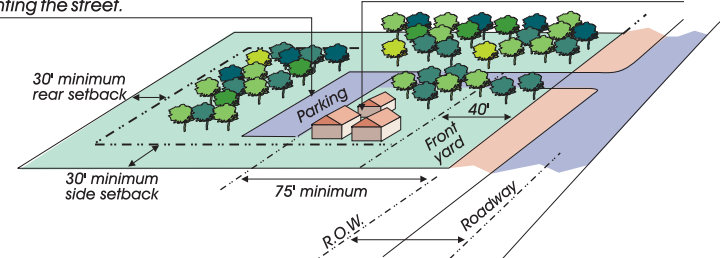
To allow view of orchard, tree farm, or garden, a minimum of 60% of the frontage property should be free of buildings.



COMMERCIAL SITE DESIGN

Avoid locating parking lots fronting the street.

Encourage the clustering of buildings on a portion of the property.

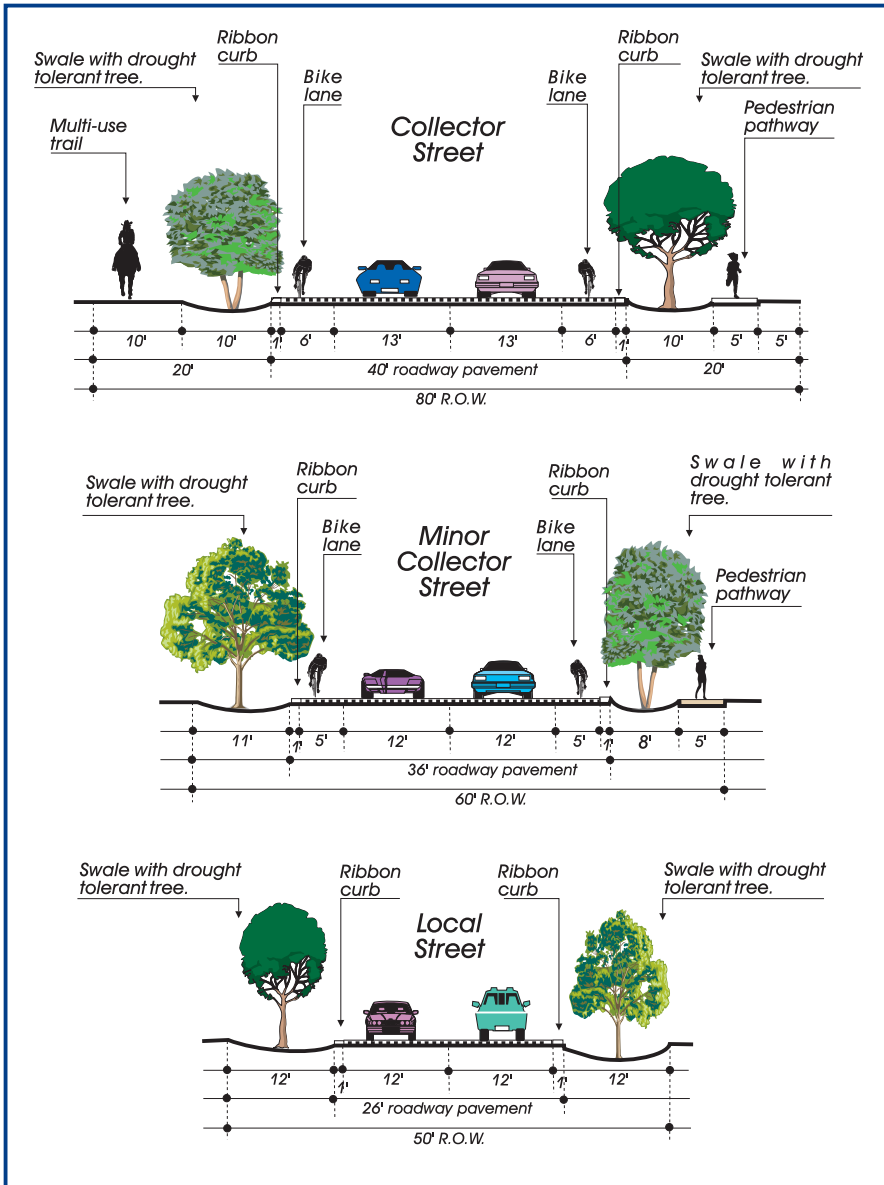




BASELINE AREA MASTER PLAN

STREETS

IMPLEMENTATION STRATEGIES/ACTION PLAN



Many strategies, in addition to approval of a new land use plan and design policies for the Baseline area, are needed to fulfill the goal and objectives of this Plan. The land use and design policies will be helpful in making decisions regarding rezoning applications and in guiding developers to what land uses and designs are desired in the community. Other strategies are required to take the Plan beyond policy guidance to address the challenges the area presents and to revitalize its image. If these strategies are accomplished, the Baseline area should finally reach its potential as one of the most interesting and beautiful locations in the Valley.

The Action Plan addresses:

- Zoning Ordinance Revisions;
- Gateways;
- Accessways;
- Trails and Parks;
- Public Transit;
- School Districts;
- Safety;
- Property Maintenance ;
- Flood Control;
- Job Training;
- Water, Sewer, Local Streets;
- General Plan Amendment Procedure.

Each of these separate issues is discussed on the following pages. It is important to note these issues do not operate separately. Accomplishment of one or two parts of the Action Plan will not successfully implement this Plan; all are key pieces of the proposal.



BASELINE AREA MASTER PLAN

ZONING ORDINANCE REVISIONS

Several parts of the land use plan and design policies require revisions of the Zoning Ordinance for realization. They are:

Creation of a Mixed Use Agricultural District: Nothing in the Zoning Ordinance will permit the range of uses intended in the mixed use agricultural land use classification. A new district, either an overlay or a special replacement district, will provide the necessary flexibility and control. It should address:

► Mixed Use Agricultural Land Uses

- Residential at a density not to exceed two (2) dwelling units per acre; can include a guest house as part of that density.
- Raising, harvesting, and selling of field, tree or bush crops, including flowers and plant nurseries; can include classes pertinent to the farming/nursery activity on site.
- Retail activity, such as a farmers' market, related to the sale of agricultural products; sale of hand crafted items as an accessory use.
- Restaurants with outdoor dining and public assembly, such as wedding ceremonies and other receptions; the latter uses would be subject to a use permit.
- Administrative or professional offices.
- Public or private riding academies or stables.
- Bed and breakfast establishments.
- Aviaries.
- Public or parochial schools and institutions of higher education with a curriculum similar to that of public institutions, including agricultural schools.

► Development Standards

- All development subject to site plan review to ensure maximum preservation of existing plant materials/agricultural character.
- All land uses permitted to cluster on a portion of a site to preserve the remainder, such as three houses grouped on one acre of a six acre parcel with the remaining five acres remaining in citrus or other open space.
- Solid walls shall not be permitted on the perimeter of development in this district.

- No building shall exceed a height of two (2) stories or thirty (30) feet; administrative offices shall not exceed a height of one (1) story or fifteen (15) feet.
- Front yards shall be a minimum of forty (40) feet.
Side and rear yards shall be a minimum of thirty (30) feet.
- Lot coverage shall not exceed twenty (20) percent for parcels of less than two (2) acres or ten (10) percent for parcels of two acres or more. Administrative offices shall not exceed five thousand (5,000) square feet in area.
- Parking shall be setback a minimum of seventy-five (75) feet from public rights-of-way, including canals, and shall be an approved dust-proofed surface which is an

► Use and Development of Properties at the Intersection of Two Arterial Streets

Mixed Use agricultural properties at the intersection of two arterial streets, as defined by the Street Classification Map, which are not adjacent to existing single family residential development may develop with commercial uses subject to the following standards:

- Such properties shall not exceed ten (10) gross acres.
- Lot coverage shall not exceed twenty (20) percent.
- A thirty (30) foot wide landscaped strip shall be provided along all perimeters of the property.
- At least ten (10) percent of the parking lot shall be landscaped.
- A ten (10) foot wide landscaped strip shall be provided adjacent to commercial buildings which provide a blank wall facade or other design which does not reflect the character of the Baseline area.
- All commercial development design guidelines for the Baseline area shall be satisfied to the extent they are not addressed above.

Regulations for Residential Development: A review and possible revision of residential regulations is needed to ensure ease of use for clustered development. The regulations must also make clear that common open space should be readily accessible and integrated into a project rather than being a retention area in a portion of a development which is not conducive to use. To ensure the desired mix of densities is achieved, new Ordinance provisions are needed to guarantee a minimum as well as a maximum density.



BASILINE AREA MASTER PLAN

Residential regulations should also address the issue of granny flats in single family districts. As the population ages and as more post-high school offspring do not leave the home after graduation, demand for an additional, small dwelling unit on a lot will increase. If lot sizes are adequate to bear the additional unit, granny flats should be permitted, within parameters which will be determined later.

Design Guidelines: The design policies discussed above should be refined for inclusion in the Zoning Ordinance as design guidelines. They must be placed in the design guideline hierarchy (requirement, presumption, consideration). Expansion of many of the policies with public input and review from the Development Services Department will ease this process. The guidelines, like the policies, should set parameters in which designers can work rather than being so strict that no flexibility and variety of design are possible.

GATEWAYS

The gateways into the Baseline area at the major street intersections with Southern Avenue, Baseline Road and Central Avenue, and Baseline Road and 40th Street should be marked over time with special signage/monuments. Recognizing that funding for this project could require a phasing schedule, the community has indicated that the gateways at 24th Street and Southern Avenue and at 40th Street and Baseline Road are the highest priorities. The Planning Department will work with the Phoenix Arts Commission and the Streets Transportation Department on this issue.

ACCESSWAYS

Improvements to the major accessways into the Baseline area can help raise its image and appeal. The north-south streets pass through neighborhoods which are under stress; this adds to the negative perception of the Baseline area. Many people will use the freeways and Baseline Road for access. It is critical to select two or three of the other streets for property maintenance and clean up. The rights-of-way do not require help. The following strategies, which the City Council approved as part of the South Central Avenue Corridor Study in 1993, should be applied to Central Avenue, 24th Street and Baseline Road:

- Encourage the South Mountain Village community to work with the city and take a proactive approach to property maintenance code enforcement along Central Avenue and 24th Street between South Mountain Park and the Rio Salado and along Baseline Road between Central Avenue and Interstate 10. This could involve Neighborhood Services staff training citizen groups to identify and report property maintenance problems.
- Develop an awards program to recognize property owners who do a good job maintaining their property.
- Develop a "Peer Visitation or Mentor Program" to have property owners and business owners who maintain their properties well visit those who need to improve their property upkeep.
- Request all public agencies to make a concerted effort to set an example through quality property maintenance.

Major gateways, such as 40th Street and Baseline Road, should be marked with special signs or monuments.



Well-maintained streetscapes will contribute to a positive image for the area, especially on key accessways like Baseline Road.



BASELINE AREA MASTER PLAN

Although Central Avenue and 24th Street do not need right-of-way improvements, Baseline Road is not fully improved. The stretch of road between 16th and 32nd Streets is slated for right-of-way acquisition in 2001-2002 in the current Capital Improvement Program. The Planning Department will pursue with the Street Transportation Department accelerating this schedule to have construction of Baseline Road completed during the next five years. Improvement of this scenic drive will demonstrate the city's commitment to the Baseline area and help improve its image. Central Avenue and 24th Street do need additional right-of-way landscaping in combination with improved property maintenance. The Planning Department will also request retrofitting of these streets from the Street Transportation Department.

Another set of street improvements necessary for the north-south arterials is alignment of 7th, 16th, and 24th Streets at Baseline Road. Each of these streets feeds traffic south of Baseline Road for a substantial area. Aligning the streets will provide a safer traffic condition. This Plan does not propose alignment of 32nd Street at Baseline Road as the southern section of 32nd Street should not carry significant traffic volumes; according to the Street Classification Map, it does not travel south of the Highline Canal. Deleting the 32nd Street alignment will require an amendment of the Street Classification Map.

Well-maintained commercial developments are vital to the area's success.



TRAILS AND PARKS

Trails and parks are important to area residents and property owners and have a significant role in defining the character of the Baseline area. Unlike many parts of Phoenix, an extensive network of trails is needed to provide an amenity to a great variety of users with different needs. Equestrians ask that trails be located away from major arterials; for this reason, multiple use trails are shown on the Highline and Western Canals in addition to the trail on Baseline Road. Trails for some users, particularly commuting bicyclists, belong on Baseline Road. The presence of South Mountain Park, an amenity larger than any other municipal park in the United States, creates the interest in having trails along all main north-south streets to the park. A key to the success of the north-south trails is tunnel access under Baseline Road. The Planning Department will work with the Parks, Recreation and Library Department, Street Transportation Department, and Salt River Project to implement the trails goals. It will try to obtain Intermodal Surface Transportation Efficiency Act (ISTEA) funding for a tunnel/art project at 32nd Street and Baseline Road if the city determines that this is an advisable use of funds.

Additional population in the Baseline area could also create the need for more parks. A good network of parks exists in the western portion of the study area; no parks are found east of Circle K Park at approximately 12th Street and South Mountain Avenue. Esteban Park, at 32nd Street and Roeser, provides park facilities relatively close to the eastern parts of the study area. Although traditional recreation parks are important, other park opportunities should be considered. Acquisition of the acreage between South Mountain Park, South Mountain Avenue, and 28th and 32nd Streets for



El Reposo Park and its community center are important activity centers for the area.



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expansion of South Mountain Park is a high priority for area residents. Purchase of one or more of the flower gardens on Baseline Road between 36th and 40th Streets as a park site with continued cultivation for flowers is one alternative for preservation of the gardens. Area residents are also interested in exploring the possibility of some linear or pocket parks in the area. Patrick's Park at 32nd Street and Southern Avenue, a small park/art project is a source of pride for the South Mountain community; it could be a model for more small sites.

PUBLIC TRANSIT

Establishing additional bus service, developing pedestrian links between pedestrian/trail systems and transit stops, and creating bus shelters which reflect the character of the area are ways transit can have a positive impact. The proposed transit lines on Baseline Road to the east Valley should be a high priority for the city. Careful design of transit stops and adjacent development which acknowledges pedestrian linkages can foster use of transit. A combined effort of the Planning Department, Development Services Department, Public Transit Department, and the Phoenix Arts Commission could create a program similar to those in Scottsdale and Tempe for transit stops which provide greater visual interest than the standard billboard shelters. Parameters are needed for this project, however, to ensure ease of repair and maintenance.

Transit stops which complement adjacent shopping centers add visual interest.



SCHOOL DISTRICTS

Both of the predominant school districts in the Baseline area face challenges which the community must address. Finding solutions to the issues facing the Roosevelt Elementary School District is critical to the revitalization of the area and attraction of new residents. The Phoenix Union High School District concerns, although less severe and less critical to making the area desirable for new residents, also need attention. Many of the solutions are beyond the city's authority; however, the city can assist in achieving the answers through lobbying efforts.

Roosevelt Elementary School District: Strategies to address Roosevelt's challenges, on which the Planning Department will work with the district and the city's Education Liaison, are:

- Secure voter approval for additional bond issues.
- Apply for a portion of the \$30 million approved by the 1996 legislature for emergency school facility needs. (There will be a state-wide competition for these funds; the needs of the district far exceed the allocated amount.)
- Support efforts to obtain grants and loans for the State Land Trust Funds, both capital and interest, to rehabilitate facilities. (These funds are growing every year. Only the interest is being used to support education funding. It is also being used to replace State general funds, not increasing the amount available to schools in recent years except to cover growth in total students.)
- Promote development north and south of the Maricopa Freeway shown on the General Plan Map for industrial or commercial uses in the vicinity of 24th to 40th Streets to improve the property tax base for the district.
- Promote finding an alternative to the property tax to support education. (This alternative would ensure that the same amount is available to all districts on a per capita basis for building new facilities and end the disparities present in a property based system.)
- Work with developers and property owners to purchase privately constructed schools built in conjunction with new housing developments (the turn key system).
- Work with all interested groups to support an increase in the revenue control limit per student to an amount that accurately reflects the costs of funding the non capital portion of education. Work for current year funding, increased funding for special education, increased funding for students with limited English proficiency, and funding for full day kindergarten classes.



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Phoenix Union High School District: Strategies to address Phoenix Union's challenges, on which the Planning Department will work with the district and the city's Education Liaison, are:

- ▶ Support efforts to obtain grants and loans for the State Land Trust Funds, both capital and interest, to rehabilitate facilities. (These funds are growing every year. Only the interest is being used to support education funding. It is also being used to replace State general funds, not increasing the amount available to schools in recent years except to cover growth in total students.)
- ▶ Promote finding an alternative to the property tax to support education. (This alternative would ensure that the same amount is available to all districts on a per capita basis for building new facilities and end the disparities present in a property based system.)
- ▶ Work with developers and property owners to purchase privately constructed schools built in conjunction with new housing developments (the turn key system).
- ▶ Work with all interested groups to support an increase in the revenue control limit per student to an amount that accurately reflects the costs of funding the non capital portion of education. Work for current year funding, increased funding for special education, and increased funding for students with limited English proficiency.
- ▶ Continue to publicize the popularity and quality of the magnet programs and support provision of unique programs. Consider limiting enrollment of out-of-district students.
- ▶ Purchase land for a new high school to be under construction within seven years. A possible location is adjacent to the South Mountain Community College campus.



The newly renovated South Mountain Community College is a source of pride for the Baseline Area.

SAFETY

Continued and expanded use of crime prevention programs in the Baseline area and implementation of Crime Prevention through Environmental Design (CPTED) strategies can address safety issues. Raising public awareness of the reality that safety is not a critical problem in the study area through the media or other outreach methods will also help increase interest in the area. Part of this will happen naturally as the population of the area increases with new developments.

The city has several programs at work in the Baseline area and the influence area, including Neighborhood Block Watch, Neighborhood Fight Back, Drug Free Park Zones, New Turf Project, the Gang Task Force, and Drug Abuse Resistance Education (D.A.R.E.). Other programs are recreational activities at parks, housing rehabilitation, and street repairs and lighting improvements. These programs are having success. Even better coordination between the effected departments, particularly Police, Neighborhood Services, Fire, and Planning can further improve the progress.



The Roosevelt Elementary School District is finalizing plans to build a school on this site near 28th Street and South Mountain Avenue.



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Use of CPTED principles in design can augment the more social programs listed above. The Planning Department will work with the Development Services and Police Departments to implement CPTED. This could require a city-wide Zoning Ordinance amendment for new design guidelines; the principles have applicability in all areas of Phoenix. Area residents can pursue abandonment of adjacent alleys through applications to the Abandonment Hearing Officer. Unless alleys have extensive activity by providing primary vehicular access to garages and use for various utilities and public services, they can be a thoroughfare for crime.

Finally, the Baseline area and South Mountain Village should take an active role in any city programs to promote safe communities.

CPTED Principles encourage visual access to the street such as from this front porch.



PROPERTY MAINTENANCE

Although lack of property maintenance is not a widespread concern in the Baseline area, those places where it does exist have a detrimental impact on the area's image. This is particularly true for properties which are visible from major streets, such as Southern Avenue. The strategies listed above under "Accessways," which the City Council adopted in 1993 to address issues in the South Central Avenue Corridor Study, should be expanded to include the entire Baseline area to help improve property maintenance.

The city has limited resources to devote to property maintenance. However, private programs such as Christmas in April, are available within their own parameters. Christmas in April chose the Hermosa neighborhood, some of which is south of Southern Avenue between 16th and 24th Streets for its 1996 project. Such programs can provide a real lift in morale for an area.

CPTED Principles support territoriality - a clear boundary between public and private spaces.





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FLOOD CONTROL

As Baseline Road is improved between 16th and 32nd Streets, its design should incorporate a system to mitigate the flooding which occurs as storm water comes from South Mountain Park on 16th Street and on other stretches of Baseline Road. The fifty foot setback from the Baseline Road right-of-way to any structures could be used for this retention and on site retention if the sites are properly engineered. Use of vertical curbs on Baseline Road could also help address the problem.

JOB TRAINING

South Mountain Community College offers adult, non-degree education such as job training. Adult attendance from the Baseline area at these classes is low. Through improved publicity about this program, more financial assistance, and offering of more courses at the college rather than at Mountain Point High School in Ahwatukee-Foothills, it could become more popular. Job training is important for the Baseline area and entire South Mountain Village populations. Educational attainment is not high; increased training can make the population employable for higher paying jobs. Increased wages have a significant impact on buying power, property maintenance, and crime reduction, leading to a better image for the area.

WATER, SEWER, AND LOCAL STREETS

Water, sanitary sewer, and local street infrastructure are in generally good condition in the Baseline area. None of these items should hinder large new developments, such as South Mountain Ranch. Problems do exist for small developers with properties which do not have ready access to infrastructure, particularly sanitary sewer. Extending sewer service from sewer mains to the sites can be prohibitively expensive. A mechanism to assist small developers through the Infill Program or Capital Improvement Program is required. Although many acres in the Baseline area are underdeveloped, several of these properties are small and do not lend themselves to assemblage; without some assistance, they will remain vacant.