

# CITY COUNCIL AGENDA

CITY COUNCIL CHAMBERS . 11465 WEST CIVIC CENTER DRIVE . AVONDALE, AZ 85323

**WORK SESSION**  
**March 9, 2009**  
**6:00 PM**

## **CALL TO ORDER BY MAYOR ROGERS**

**1 ROLL CALL BY THE CITY CLERK**

**2 ESTRELLA FOOTHILLS SPECIFIC PLAN LAND USE ALTERNATIVES DISCUSSION**

Staff will present recommended land use alternative and results of public participation for the Estrella Foothills Specific Plan. For information, discussions and direction.

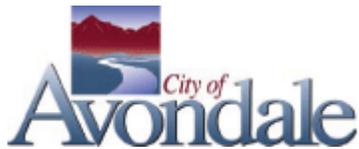
**3 ADJOURNMENT**

Respectfully submitted,

A handwritten signature in cursive script that reads "Carmen Martinez".

Carmen Martinez  
City Clerk

Individuals with special accessibility needs, including sight or hearing impaired, large print, or interpreter, should contact the City Clerk at 623-333-1200 or TDD 623-333-0010 at least two business days prior to the Council Meeting.



# DEVELOPMENT SERVICES

**SUBJECT:**

Estrella Foothills Specific Plan Land Use  
Alternatives Discussion

**MEETING DATE:**

March 9, 2009

**TO:** Mayor and Council

**FROM:** Brian Berndt, Development Services Director, 623-333-4011

**THROUGH:** Charlie McClendon, City Manager

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**BACKGROUND:**

The Estrella Foothills study area covers that portion of the City generally bordered by Lower Buckeye Road on the north, Estrella Mountain Regional Park on the south, Litchfield Road on the west, and 107th Avenue on the east (Exhibit A).

On April 14, 2008, staff held a kick-off meeting with the City Council for the Estrella Foothills Specific Plan to outline the goals, timeline, and proposed process of the project. On June 30, 2008, Council held a visioning session for the Estrella Foothills area to create a common vision for the area, and to give staff direction regarding how to proceed with planning this area. In addition to the vision discussion (June 2008), the City Council and staff toured the area to gain a greater appreciation for the unique qualities this area has to offer, including the area's existing conditions, assets, constraints, and possibilities. On November 3, 2008, Council approved a contract with David Evans and Associates (DEA) to serve as the planning consultant to work in concert with staff on the Estrella Foothills Specific Plan process.

Additionally, staff has started a public participation element to gain insight into the opinions of residents and property owners in and around the study area.

**SUMMARY OF REQUEST:**

Staff has worked with DEA to create three different alternative land use plans for Estrella Foothills. The three land use alternative plans represent three possible scenarios of future development for the area, include some similarities and some major differences to the present land use plan. The alternatives also introduce a diverse assortment of new land use types to facilitate the myriad possible activities and land uses envisioned by the different alternatives.

**PARTICIPATION:**

On January 12, 2009, staff mailed a public opinion comment card to the 1,090 property owners in the Estrella Foothills study area. To date, staff has received 158 responses, a response rate just under 15%. This survey will act as a tool to gauge the range of opinions regarding the area and its future development among those who live and/or own property in Estrella Foothills. A summary of the responses to the mailed cards is provided as Exhibit I, and a sample comment card is included as Exhibit H. Staff also erected public information booths at the Civic Center Library and Sam Garcia Library from January 12, 2009 until February 12, 2009. These booths included information about the project, the upcoming neighborhood meeting, and an opportunity for citizens to fill out the same comment cards that were mailed to residents. A total of 46 comment cards were submitted via the information booths. A summary of the responses is included as Exhibit J.

Additionally, staff held an open house on February 11, 2009, at the Civic Center Council Chambers. Notices of the open house were mailed to all property owners in the study area, as well as all property owners within 500' of the study area, a total of 1,628 property owners. The purpose of this open house was to introduce the public to the Estrella Foothills planning process, and to show the public the three land use alternatives. Between 75 to 100 people attended the meeting.

At the open house, staff made available copies of the public opinion comment cards and an additional comment card regarding their preferences on the alternative plans. A summary of the responses is provided as Exhibit L and a sample comment card is included as Exhibit K.

### **ANALYSIS:**

Staff and DEA have collaborated to create three different alternative land use plans for Estrella Foothills. All three alternatives assume that the southern alignment of the proposed State Route 801 (SR801) is chosen. To date, a decision on the alignment for this future freeway has not been made. A decision on the freeway alignment is expected in 2010; however, staff used the southern alignment in the alternatives based on the City's expressed preference for the southern alignment.

For reference, all three alternatives and the descriptions of the new proposed land use categories are provided as Exhibits D, E, F, and G.

**Alternative 1:** Alternative 1 is representative of how the area could develop if SR801 is built and no specific plan for the area is in place. No new land use categories are introduced in Alternative 1- all proposed land use changes are made using categories already existing in the 2002 General Plan. Alternative 1 envisions Employment as the most prevalent land use along SR801, located along the south side of the freeway between the Durango Regional Conveyance Channel (DRCC) basin and Avondale Blvd., and along the north side of the freeway between El Mirage Road and Avondale Blvd. Additionally, with the intersection of SR801 and Avondale Blvd. a likely location for a traffic interchange, Alternative 1 shows Freeway Commercial on all four corners of that intersection, to take advantage of the expected traffic volume in the area.

**Alternative 2:** Alternative 2 includes a few changes to existing land uses north of Southern Avenue., and introduces new land use categories, some of which are designed to create unique types of development that do not exist in the rest of the City.

The Destination Festival District and the Village District combine to create an entertainment and recreation area with a festival atmosphere. Both areas are mixed-use developments focused on entertainment-related activities, such as indoor and outdoor music venues, theaters, play areas, as well as restaurants, shops, and personal service uses. The Village District is a companion to the Destination Festival District, offering many of the same uses, but with a heavier emphasis on high density residential to provide customers for the shops, restaurants, and activities in the area.

The Riverwalk District would bring a new, unique type of development to Avondale along the DRCC. This category is designed to take advantage of the opportunity provided by the DRCC by providing a waterfront area for vertical mixed-use buildings, including high-density residential, office, and retail in a compact area along the channel.

Alternative 2 also introduces the Destination Entertainment/Resort land use category to the area south of Indian Springs Road. This area currently contains Phoenix International Raceway (PIR) and related property. The Destination Entertainment/Resort category is intended to allow for further development of the PIR property with additional recreation and hospitality uses, such as resorts.

The General Plan currently groups light industrial, office, business park, flex industrial, commerce park, and warehousing into a single land use category called Employment. Alternative 2 proposes to split this category into two new categories: Business Park/Industrial and Corporate Park. Business Park/Industrial is similar to many of the Employment areas the City has now, including the area at

99th Avenue and Van Buren Street and along Eliseo C. Felix Jr. Way. Alternative 2 proposes to maintain the intent of the Employment area at Litchfield Road and Lower Buckeye Road, while specifying the light industrial and flex business park uses. Alternative 2 also proposes the Corporate Park category along SR801 between El Mirage Road and the Agua Fria River, to allow businesses to take advantage of the new freeway and the proximity to the Gila River and Estrella Mountains.

Alternative 2 proposes some adjustments to the residential densities in the rest of the study area. Changes to the Diamond P Ranch and Hillcrest properties are proposed to better reflect approved development plan. Increased density and commercial land at the intersection of Avondale Blvd. and Broadway Road to help maintain the growth area node as envisioned in the 2002 General Plan.

**Alternative 3:** Alternative 3 proposes more of a traditional development pattern, with slight alterations to existing residential densities north of Southern Ave., and the majority of the new land uses along SR801. Parts of Alternative 3 mirror those parts of Alternative 2: Business Park/Industrial at Litchfield Road and Lower Buckeye Road and Destination Entertainment/Resort at the PIR property south of the Gila River.

Alternative 3 proposes Corporate Park between the Gila River and SR801 between the DRCC basin and El Mirage Road, to take advantage of the proximity to the freeway and the river. Between El Mirage Road and Avondale Blvd., mostly on the north side of SR801, Alternative 3 proposes Freeway Commercial, to help generate retail sales and restaurant development in this part of the City. On the south side of SR801 between El Mirage Road and Avondale Blvd. is the Destination Festival District, designed to create an entertainment area similar to Alternative 2, but on a smaller scale and focused on the north bank of the Gila River.

**Alternatives 2 and 3:** Both Alternatives 2 and 3 propose slightly expanding the study area and Avondale's Municipal Planning Area (MPA) to include the area bounded by Southern Ave. on the north, Avondale Blvd. on the west, 107th Ave. on the east, and the Gila River on the south. This area is currently unincorporated, and is not within the MPA of any jurisdiction. Staff and DEA believe that this mile stretch of SR801 provides increased opportunity for office, retail, and restaurant development that, due to the proximity to the City of Avondale and future development, Avondale should capture and plan for. Both alternatives propose similar designations in this area.

**Conclusion:** All three alternatives offer different perspectives on how the area could develop in the future. Each alternative would allow for orderly planning for future development. The chosen alternative should reflect Council's ultimate vision for the area, to allow for a specific plan to be created that will facilitate and implement that vision.

#### **RECOMMENDATION:**

Council should conduct a discussion to outline and discuss their preferences of each alternative; discuss how each alternative or aspects of the alternatives would help implement the Council's vision; consider the input from the area residents and interested parties; and direct staff as to which alternative land use plan or segments thereof Council would like staff to incorporate into the final draft of the Estrella Foothills Specific Plan. If Council determines that the best land use alternative would be a combination of more than one of the proposed alternatives, Council should direct staff to proceed with the amended alternative that best fits Council's vision.

#### **PROPOSED MOTION:**

No motion is required. For discussion and direction only.

#### **ATTACHMENTS:**

Click to download

[List of Exhibits](#)

[Ex A Vicinity Map](#)

- ▢ [Ex B 4/14/08 MCC Minutes](#)
- ▢ [Ex C 6/30/08 MCC Minutes](#)
- ▢ [Ex D Alternative 1](#)
- ▢ [Ex E Alternative 2](#)
- ▢ [Ex F Alternative 3](#)
- ▢ [Ex G Land Use Descriptions](#)
- ▢ [Ex H Sample Public Comment Card](#)
- ▢ [Ex I Mailed Comment Card Response Summary](#)
- ▢ [Ex J Library Comment Card Response Summary](#)
- ▢ [Ex K Sample Neighborhood Meeting Comment Card](#)
- ▢ [Ex L Neighborhood Meeting Comment Card Summary](#)

**PROJECT MANAGER:**

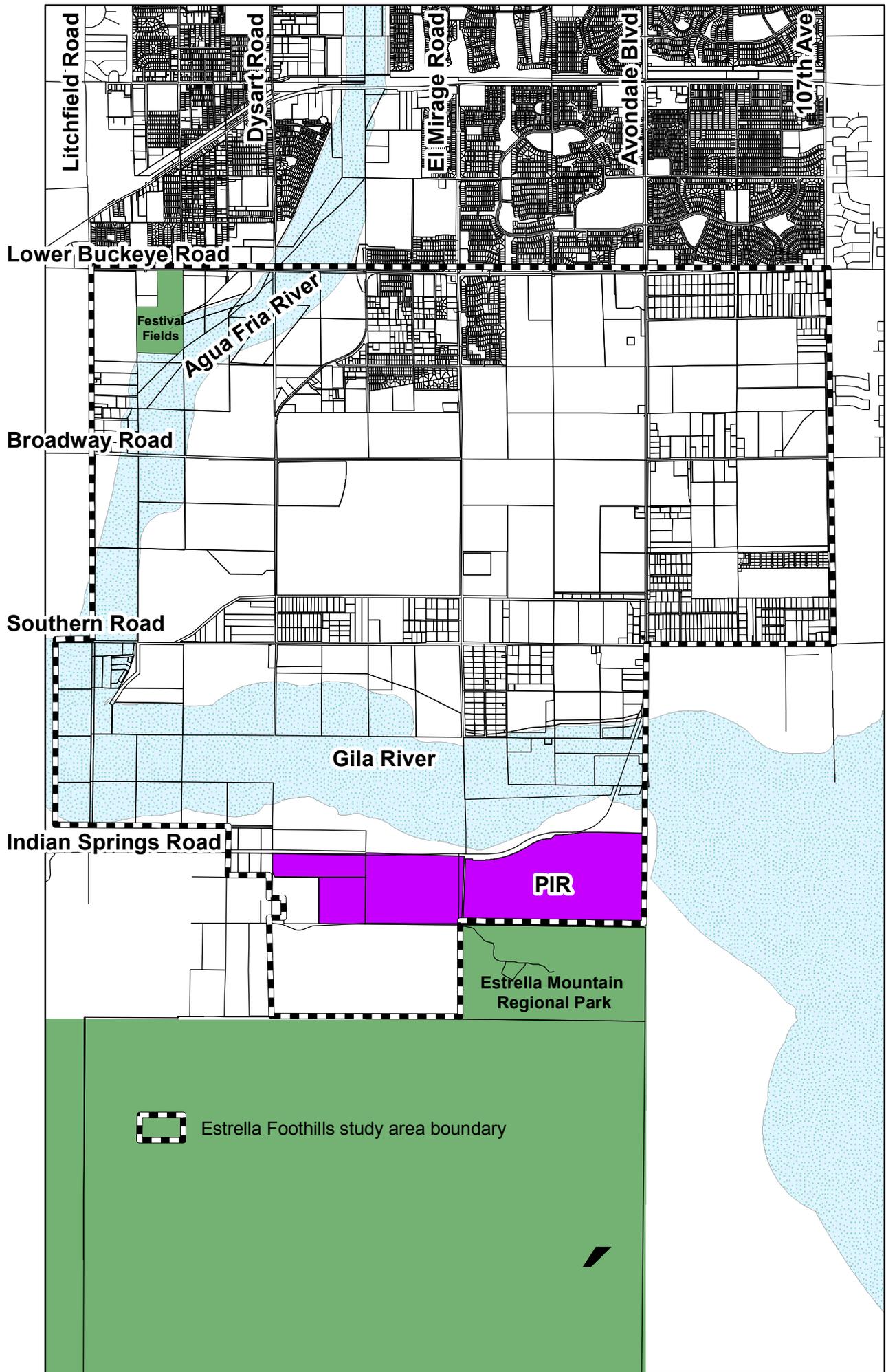
Scott Wilken, Senior Planner

Estrella Foothills Alternatives Work Session  
March 9, 2009  
Exhibits list

- A.** Vicinity Map
- B.** MCC 4/14/08 minutes
- C.** MCC 6/30/08 minutes
- D.** Alternative 1
- E.** Alternative 2
- F.** Alternative 3
- G.** Land use descriptions
- H.** Sample public comment card
- I.** Mailed comment card summary
- J.** Library comment card summary
- K.** Sample neighborhood meeting comment card
- L.** Neighborhood meeting comment card summary

# Estrella Foothills Specific Plan Study Area

Exhibit A



## Estrella Foothills Library Information Booth Comment Card Responses Summary

Between January 12, 2009, and February 12, 2009, staff made public comment cards available at the Civic Center Library and Sam Garcia Library. A total of 46 comment cards were filled out at those two locations, 31 at the Civic Center Library and 15 at the Sam Garcia Library. Below is a summary of the responses:

**Rate the following aspects of this area by how important they are to you:**

- **Estrella Mountain views:** 65% said Most Important
- **Access to recreational opportunities:** 43% said Most Important
- **Rural atmosphere/lifestyle:** 39% said Most Important, 26% said No Opinion
- **Gila River:** 50% said Most Important
- **Agua Fria River:** 48% said Most Important, 24% said Important
- **Potential for future development:** 24% said Most Important, 24% said Least Important, 22% said No Opinion
- **Schools:** 33% said Most Important, 26% said No Opinion
- **Creating a destination in this area:** 33% said Most Important, 28% said No Opinion
- **Archeological, historical, and cultural significance:** 54% said Most Important
- **Quality of Streets:** 30% said Most Important, 26% said No Opinion
- **Phoenix International Raceway:** 35% said No Opinion, 28% said Least Important, 17% said Most Important
- **Amount of nearby amenities:** 33% said No Opinion, 22% said Most Important, 22% said Important
- **Connection to the rest of Avondale:** 33% said Most Important, 33% said No Opinion
- **Agricultural business:** 30% said No Opinion, 28% said Most Important

**The Avondale General Plan designates residential density targets for areas of the City. Most of this area is targeted for densities ranging from 1 to 4 homes per acre. What, in your opinion, is the most appropriate density range of Homes per acre?**

43% said 1 to 2.5 dwelling units per acre; 29% said 2.5 to 4 dwelling units per acre

**High power line corridors are restricted for what can be built or developed underneath the power lines. Check which of the following uses would be appropriate if they were developed underneath power lines?**

17% said Multi-use trails (i.e. walking, biking, horse)  
17% said Golf Course  
17% said Small Scale Solar Energy Farm  
15% said Walking Trails

**Check which of the following land uses you feel are appropriate along the north side of the Gila River?**

35% Natural recreation and parks  
28% said Natural open space  
11% said Shopping  
11% said Entertainment  
10% said Low density residential

**Check which of the following land uses you feel are appropriate along the south side of the Gila River and around Phoenix International Raceway?**

28% said Natural recreation and parks  
28% said Natural open space  
18% said Entertainment  
10% said Shopping

**Check the type of residential housing you think should be in the area?**

23% said Single-family lots larger than 1 acre  
19% said Single-family lots between ½ acre and 1 acre  
13% said Timeshares or vacation homes associated with a resort

Name

Address

Please note: responses and comments may be used for future reports and presentations, but names and addresses will be kept in the strictest confidentiality

**Which of the three alternatives do you like best?** Alternative 1 Alternative 2 Alternative 3

**What are your three favorite aspects of that alternative?**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**What do you think is missing from the alternatives?**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Estrella Foothills Neighborhood Meeting Comment Card Responses Summary

At the February 11, 2009, Neighborhood Meeting, staff made available comment cards for attendees to gauge reactions to the three land use alternative plans presented. Below is a summary of the responses:

16 attendees filled out comment cards

- 7 picked Alternative 1 as their favorite
- 7 picked Alternative 3 as their favorite
- 2 picked Alternative 2 as their favorite

Favorite aspects of Alternative 1 given by people who picked Alternative 1 as their favorite:

- No high rise buildings blocking my view of the city
- Less density
- More attention to open space
- No high rise buildings blocking the mountain view
- Nothing changes
- No Destination Entertainment/Resort
- Keep development away from Gila River
- Leaves endangered fish in a viable habitat
- Property taxes don't increase
- Traffic and pollution are at a minimum
- Residential area near my house
- No more entertainment/resort land south of Gila River
- More open land

Favorite aspects of Alternative 2 given by people who picked Alternative 1 as their favorite:

- The variety
- Riverwalk District
- Corporate Park
- DRCC

Favorite aspects of Alternative 3 given by people who picked Alternative 1 as their favorite:

- Leaving the area north of Southern residential
- Leave as residential
- Shopping and restaurants
- Prefer shopping and restaurants to industrial and warehousing
- Increased residential density to support commercial location of SR801
- Land use adjacent to SR801
- Resort and high density clustered in 1 area

Things listed as missing from the alternatives:

- 801 should be northern route
- Deleting freeway would be great
- Height limitations on buildings in the proposed corporate park
- A realistic analysis of the viability of the proposed uses along SR801
- Industrial/Light Industrial near SR801
- Residential density between low density and rural low density
- Consideration for the environment and existing residents
- Alt 1 lacks public facilities
- Alt 3 has too much public facilities
- Alt 2 looks more in proportion for public facilities and other land uses

## **EXHIBIT B**

**Excerpt of the Minutes of the regular City Council work session held April 14, 2008 at 6:00 p.m. in the Council Chambers.**

### **MEMBERS PRESENT**

Mayor Lopez-Rogers and Council Members

Jim Buster  
Frank Scott  
Chuck Wolf  
Stephanie Karlin  
Jim McDonald

### **ALSO PRESENT**

Charlie McClendon, City Manager

Andrew McGuire, City Attorney

Holly Ward, Community Media Relations Manager, Maricopa County Dept. of Air Quality

Margaret Boone-Pixley, Assistant Traffic Engineer

Tracy Stevens, Planning Manager, Development Services Department

Eric Morgan, Planner II, Development Services Department

Scott Wilken, Senior Planner, Development Services

Sammi Curless, Assistant to the Mayor and Council

Carmen Martinez, Deputy City Clerk

### **SOUTH AVONDALE SPECIFIC PLAN INTRODUCTION – SP-08-3**

Charlie McClendon, stated the City Council has adopted a goal to update the General Plan related to areas of Avondale south of Lower Buckeye Road and that Tracy Stevens would present this item.

Tracy Stevens, Planning Manager, reviewed that the City of Avondale General Plan was adopted by voters in September of 2002, and since that time the area which borders Lower Buckeye to the Estrella Foothills has not been studied. The FY 05/06 budget set aside funding towards a Specific Plan update for this area. From the 1900s to 1990 the area has been predominately agriculture. A housing boom began in 1990 and lasted until 2006. The total study area is 12.61 square miles. 3.4 square miles is entitled and 3.2 square miles are in a flood plain or a utility corridor, leaving approximately 6 square miles for development. The population estimates at build out are approximately 20,000 people for this area.

Ms. Stevens explained that through the process Staff will be looking at six guiding principles: 1) Foster a distinctive and attractive community by creating a stronger sense of place, providing a mix of land uses, taking advantage of innovative building designs, and creating diversity in housing and walkable neighborhoods. 2) Preserve the open space. She indicated the area encompasses natural farmland and the natural beauty of the Gila River and the Estrella Mountains, and staff will have to consider critical environmental issues. 3) Strengthen and direct development toward existing communities. 4) Provide multi-modal transportation choices. 5) Make development decisions that are predictable, fair, and cost effective. 6) Encourage public participation within the community and with stakeholders.

Scott Wilken, Senior Planner, Development Services Department, outlined the scope of work to include eight primary steps:

1) Evaluate the current conditions. This includes land use analysis looking at residential-commercial area aspects, such as densities and intensities, potential expansion of PIR, (Phoenix International Raceway), and possible development opportunities in the area. Civil engineering and transportation issues such as water and sewer infrastructure, the proposed freeway corridor, major arterials will need to be addressed. Staff will examine cultural resources and potential archeological sites in the area and study locations for public facilities, as well as open space and parks to include the Tres Rios levee, the El Rio Project, and the Buckeye Irrigation District Pilot Lake, as well as the rivers and trails system which staff would like to connect with trail systems already in place.

2) Identify Opportunities and Constraints, including the proposed alignment of State Route 801, studying regional master plans, surrounding general plans from the cities of Phoenix and Goodyear, and plans in existing communities. Staff will work closely with the Water Resources Department to address water and wastewater treatment issues. Staff will be working with the sand and gravel operations in the area and will study the flood plains. Mr. Wilken noted there is great potential for development opportunities with State Route 801, the Gila River with the Tres Rios Levee, the large trail system that will transverse the area, PIR and the Estrella Mountain Park and habitat restoration view corridors.

3) Visioning Process to include public outreach with surveys, neighborhood meetings, and focus groups. Staff is planning to create unique teams involving City Departments, property owners and stakeholders to build consensus to establish a realistic vision and consider the markets conditions to move forward.

4) Goals and Objectives including considering land use designations to ensure that future development follows Council's goals, ensure market and environmental sustainability, creating recreational opportunities, and keeping new development

in the area from becoming isolated from the rest of the City. Evaluation criteria will be comprehensive and ensure fair consideration of all alternatives.

5) Preparation of Alternatives. Staff will prepare the alternatives they believe are appropriate and will bring those to the public, the Planning Commission and Council to formulate a vision.

6) Evaluation of Alternatives. Staff will evaluate the alternatives in the areas of planning, civil engineering/utilities, transportation planning/engineering, cultural resources, open space and parks, public facilities, and public involvement, and will balance the needs of the stakeholders with what is most important.

7) Engage Stakeholders. Staff is compiling a list of all the school districts, utility companies, major landowners, neighboring cities, as well as Maricopa County, ADOT, MCDOT, and County Parks to engage them in this process. Staff will offer a number of venues for communication and participation to include surveys, flyers, newsletters and workshops, and will soon launch a web page and perhaps a blog. A closure workshop will be held at the conclusion so that everybody who participates will know what their participation came to.

8) Approval Process. Throughout the approval process, Staff will maintain a critical path and have a thorough and transparent process. Public involvement will be early and active and the public hearing process will be more involved than usual.

Mr. Wilken laid out a rough timeline for the Council. He stated public visioning meetings would occur in June/July of 2008. Staff will present alternatives to the City Council and the public by the 3<sup>rd</sup> quarter of 2008; review of the first draft and a neighborhood meeting will occur in 4<sup>th</sup> quarter 2008, review by the Planning Commission and the City Council at Work Sessions. Staff plans to prepare a draft plan by the 1<sup>st</sup> quarter of 2009 and have Planning Commission public hearings on the draft plan in 2<sup>nd</sup> quarter 2009. It is expected that final adoption of the Specific Plan and General Plan Amendments will take place in August 2009.

Mayor Lopez Rogers stated the process should start with visioning sessions similar to those that were conducted for the City Center Plan and the Old Town Revitalization Plan. She asked for Council Members' opinions.

Council Member Wolf expressed concern and suggested that the project should be shelved until the City can afford to have a consultant come in and guide the City through the visioning process. He added that he was open to a visioning session, but a public outreach process would not hold much benefit. He pointed out that water resource issues must categorize the baseline assessment for development.

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Council Member Karlin echoed Council Member Wolf's sentiments. She stated this area is one of the City's last areas for planning and the Council should shelve the project at this point until things can be put in place. She pointed out there are significant archeological sites in the area and an environmental impact study needs to be done. She suggested going ahead with a visioning session.

Mayor Lopez Rogers directed staff to proceed with a visioning session to decide whether or not to move forward. Charlie McClendon, City Manager, stated that a session could be scheduled in the next 30 to 60 days.

## EXHIBIT C

**Excerpt of the Minutes of the special City Council work session held June 30, 2008  
at 5:00 p.m. in the Council Chambers.**

### **MEMBERS PRESENT**

Mayor Lopez-Rogers and Council Members

Jim Buster  
Frank Scott  
Chuck Wolf  
Stephanie Karlin  
Jim McDonald

### **ALSO PRESENT**

Charlie McClendon, City Manager  
Brian Berndt, Development Services Director  
Scott Wilken, Senior Planner, Development Services  
Carmen Martinez, Deputy City Clerk

### **ESTRELLA FOOTHILLS SPECIFIC PLAN VISIONING DISCUSSION**

Mayor Lopez Rogers thanked the Council for going on the bus tour and thanked the Staff for updating the Council along the way. She reminded the Council that the purpose of the special meeting was to look at the big picture for the Estrella Foothills area, and details will be addressed in the future.

Charlie McClendon, City Manager, agreed and indicated that staff is seeking feedback from the Council on what they see as the vision for the area south of Lower Buckeye Road. He stated Brian Berndt and Scott Wilken would give the presentation and lead the discussion.

Scott Wilken, Senior Planner, Development Services Department, stated that the subject area is 12.6 square miles and approximately 5 to 6 square miles are already developed or entitled; it is bordered by Lower Buckeye Road on the north, Litchfield Road on the west, 107<sup>th</sup> Avenue and Avondale Blvd. on the east, and the Estrella Mountain Regional Park on the south. He indicated that the SR 801 alignment and the utility corridors are key issue in the area.

Brian Berndt, Development Services Director, stated is seeking to identify the assets of the area, the challenges of the area, and the visions for the area from the Council's perspective and is seeking to obtain that information in the form of answers to the following questions:

**1. What do you think are the most important assets in the area; what do you value most about the area; what are your favorite things about the area?**

Council Member Karlin stated the Gila River and the Agua Fria River are assets.

Council Member McDonald stated that the river is a huge asset for the City. He commented that the City definitely wants the Route 801 southern alignment and the opportunity to save the corridor for key residential and business opportunities.

Council Member McDonald stated this is a key opportunity to create a natural preserve area where people can live and work.

Council Member Scott stated the Gila and Agua Fria Rivers are very important, and also the projects planned within the rivers will be an asset. He likes the openness of the area and the views of the mountain. He remarked that the very rural lifestyle will be affected once changes are made to the area and suggested maintaining the natural feel, which will act as a draw to the area.

Council Member Wolf stated the rivers themselves are not enough. The Tres Rios, West Valley Recreational Corridor, and the key interconnection points will be critical assets. He added the large amounts of land adjacent to PIR (Phoenix International Raceway) can be considered an asset.

Council Member Buster arrived at 5:40 p.m. and Mayor Lopez Rogers brought him into the discussion.

Council Member Buster stated the assets of the area include the fact that it is wide open and there are beautiful areas. He thinks the area right above PIR is a unique area that can be developed with perhaps a luxury hotel. He noted there are great residential areas that are essentially wide-open farmland and it remains to be seen how those areas will be impacted by the freeway routes. He pointed out there are some poorly planned and blighted properties as well, but they can be improved. There are nice areas for residential and horse properties, as well as amenities, to include the canals which add to the ambiance. He believes development will take some planning because of the diversity of current uses, and the proposed uses are complicated by freeways and power lines.

Mayor Lopez Rogers stated there are opportunities in the area like those that the City of Tempe had with lakes and rivers. Another asset is the relationship Avondale has with the County. She suggested having activities to connect people, such as through parks and the lakes.

Council Member McDonald stated the power lines are a challenge and an opportunity to create walking trails and parks. He suggested a golf course along

the power lines would invite higher-end houses and would show that the views of the Estrella Foothills represent a beautiful place to have a home inspire of the power lines.

Mayor Lopez Rogers stated that Monument Hill is also a great asset, as well as the partnership with the Gila River Indian community and a possible casino on the other side of the mountain.

Mr. Berndt posed the next question.

## **2. What are the biggest challenges for the area?**

Council Member Karlin replied that the biggest challenges are the flood plain and the unincorporated land that will need to be annexed.

Council Member McDonald pointed out the challenge is huge working with the County and ADOT (Arizona Department of Transportation) as far as the 801 alignment. Depending on where the freeway alignment goes, there will be no way not to inconvenience somebody, which will require community involvement.

Mr. Berndt asked if the greatest concern is because so many property owners are in the unincorporated area and they have a different interest than the City.

Council Member McDonald asked how many unincorporated communities have been approached and what are their opinions regarding incorporation.

Mr. Berndt suggested an annexation policy as part of the Council's vision.

Mayor Lopez Rogers stated annexation will be a challenge.

Council Member McDonald stated another challenge is making Lakin Ranch a reality, as well as developing other planned communities in the area.

Council Member Buster stated the challenge is to find out where the 801 alignment will be. Depending on where the freeway is located, it will influence the type of land use, whether more residential or more commercial property. The Council needs to think through what the potential freeway alignments will do in terms of impacting the land use in the area.

Mr. Berndt asked the Council Members if the southern alignment will be an asset, which Council Member Buster confirmed.

Council Member Scott stated the annexation of the properties is a challenge, in that many people moved there because people want to live with less regulations. Taking over the water companies will be a challenge, and as well as bringing the

people onto the City services. He stated the southern alignment of the 801 will be an asset and any other alignment would be a challenge because the power line and the 801 would split the area twice and leave about three miles of dead space, which will be doomed to commercial and light industrial.

Mr. Berndt stated that Staff realizes there is a north and south Avondale problem because of the I-10 bisecting the City in half, and the southern 801 alignment would create another division. With the County enlarging Highway 85, the City is further dissected and the provision of City services would be a challenge.

Council Member Wolf stated that there are problems with both the northern and southern alignments and added that the southern 801 alignment could be an asset, but the alignment needs to be modified because as currently designed it takes out an undeveloped area with the most potential. He pointed out that some additional challenges are the vast number of archeological areas, very limited infrastructure and the wastewater treatment plant. He suggested that the wastewater treatment plant needs to be managed so as not to inhibit development around it.

Mayor Lopez Rogers stated the total infrastructure system needs to be addressed.

Council Member Buster suggested that the City will have to work with some of the existing uses in order to incorporate those, such as was done with Glenarm Farms.

Mayor Lopez Rogers stated a culture change in that area would be a challenge.

Charlie McClendon, City Manager, stated the effluent line from 91<sup>st</sup> Avenue is a challenge because not only does it take land out of use, but when the City has to cross it with its utilities, it is much more costly.

Council Member Karlin stated another challenge is the mining of the gravel pits since many of them have long-term leases. Truck traffic to and from the gravel pits needs to be considered.

Mayor Lopez Rogers stated that the El Mirage alignment and levee represent challenges because it will change the way El Mirage can manage traffic.

Council Member Buster stated that the City needs to make sure that residential zoning is not allowed closed to the pits to avoid noise and dust complaints.

Mayor Lopez Rogers stated the power lines, the Meridian, Monument Hill, and the rivers could be considered both assets and challenges.

Mr. Berndt stated after discussing the challenges, they can discuss the vision as far as capturing the assets and reducing the challenges.

Council Member McDonald stated a challenge is to properly market the changes the City will make and make sure the homebuilders understand the vision for the area.

Mr. Berndt stated that in regards to the levee, drainage has not been discussed as a significant challenge for the area.

Mayor Lopez Rogers stated another challenge is a multimodal transportation system.

Mayor Lopez Rogers and Council Member Karlin agreed that one of the greatest challenges will be with bringing people onboard with the potential changes since current residents wish to keep their lifestyle and they will tend to oppose change and be more vocal about it. Mayor Rogers indicated she hopes the City can incorporate this area in the same manner as Glenarm Farms.

Mr. Berndt the City needs to have a discussion with the residents to explain to them that the City is not trying to take away their property rights or lifestyles and that the City recognizes the unique characteristics of the area.

Council Member Wolf stated a key piece is the implementation of new development standards to allow for larger lots, better density and open space management.

**3. What would make this area better and what ideas do you have for the area?**

Council Member Karlin stated she would like the Council to keep the area as pristine as possible by keeping the integrity of the mountains, the rivers and national habitats.

Council Member McDonald stated he agrees with keeping the character of the area alive and remarked that the horse property at 107<sup>th</sup> Avenue and Thomas Road is a great example of pockets that add a lot of character to a city. He suggested working to get good master planned communities that will keep the mountain views intact and preserve the acre lots as best as possible and perhaps add more.

Council Member Buster stated it is important to keep the view sheds and have less density closer to the mountains and rivers. He thinks Lakin Ranch is a fine development, and closer to Southern should be more open and less dense.

Council Member Scott agreed with the other Council Members' comments. He thinks it would be best to blend all the things and flow from higher density houses down to horse properties, and back into a greenbelt open space with the river and the mountains. That way the people who chose to live more rural can buy bigger

lots and others can buy smaller lots through mixed housing options, with all the amenities of a full-blown city 10 minutes away.

Council Member Wolf stated the last thing he thinks of when looking at this area is pristine because it is crisscrossed by 500,000 volt power lines and 110 inch pipe that runs secondary effluent out to Palo Verde, as well as huge drainage runoff ditches, a potential freeway, and all of it is farm property. He sees the area as highly utilized with industrial elements. He suggested the focus be to look at a sustainable development that encourages an active and diverse lifestyle. He sees three major areas of focus: 1) residential projects that have a strong mix, with the minimum standards being what is in the current Code. 2) commercial and class A office will be located. 3) active recreational opportunities to include the West Valley Recreational Corridor, Tres Rios, and the park system, with the largest park being Estrella Mountain Regional Park. He thinks it will be dynamite to provide a way for people to get to the Estrellas and spend the day. He would like to see a golf course in the area, as well as a sustainable active and diverse lifestyle. He sees a practical component to sustainability, in that while it is important in environmental terms, it concerns recreational and quality of life issues as well. He thinks with that in mind the City can build a development that will not harm the environment and will still provide a benefit to people.

Council Member Karlin stated there are some opportunities as far as business, such as low level warehouses and industrial parks.

Council Member Wolf stated he would not be in favor of warehouse in the area because that type of development brings in trucks and pollution.

Mayor Lopez Rogers stated that open space for parks and recreational corridors are part of connectivity, and diverse employment and residential areas are important so people can work, live, invest and retire in those areas. She suggested being as diverse as possible without losing the culture of the area.

Mr. Berndt stated that most people envision many warehouses with a freeway going through the area and suggested developing a policy with flexibility for development along the freeway alignment.

Council Member Scott stated that the northern alignment would lead to a much more commercial corridor and what happens in the area will be predicated by the freeway alignment. He asked what the timeframe is on the freeway alignment.

Mayor Lopez Rogers stated the alignment route would probably be known in late fall and that the State is now focusing on capturing the right-of-way. She added that the Council should make a statement that the northern alignment is not appropriate

Council Member McDonald agreed with Council Member Buster in that a northern alignment will change the vision greatly. He agrees with Council Member Wolf on having Class A office because it opens the door for trucking and warehousing, but the office and warehousing do not have to be side by side. He agrees that the plan should state what the Council wants for the area.

Mr. Berndt pointed out there is a fairly highly concentrated employment section at the southeast corner of Lower Buckeye and Litchfield Road, which will handle a substantial amount of the industrial needs.

Mr. Berndt asked the Council Members to prioritize their comments in order of importance.

Mayor Lopez Rogers stated she had a speaker card from Dr. Christina Risley-Curtiss.

Mr. Berndt stated that once the priorities are listed they will start meeting with neighborhood groups. He added that the Tolleson School District has purchased the property on the Lakin Ranch and Scott Wilken met with Littleton School District today and they are very anxious to see more schools built in this area.

Dr. Christina Risley-Curtiss stated she lives in one of the unincorporated areas the Council is planning for and indicated that the Council has the opportunity to make the area something that will draw people which does not include high density at the north end of Lakin Ranch. She indicated she moved to the area to be able to keep her animals and for a quite lifestyle but PIR events obstruct her enjoyment of the Estrella Mountains becomes a small city down there. Dr. Curtiss suggested high-end horse properties to cater to that population. She challenged the Council to find a way for the residents of the area to be heard now and not after the vision is developed. She stated the goal is to take the area and make it something really special as opposed to something the City already has.

Charlie McClendon, City Manager, stated staff is aware that the residents in that area choose to live there for a variety of reasons. Staff has identified all the property owners to ensure they are notified of public meetings. Staff will work to identify the areas that will remain as they are and they areas which will need to transition and how to ease that transition. The residents will be involved in this process.

Mayor Lopez Rogers stated that she knows it is frustrating for residents, but the Council has to start somewhere. She indicated that this is the only undeveloped area that remains in the city and it is a great opportunity to do things right and give the residents the opportunity to offer input.

Mr. Berndt stated that Staff will begin public participation over the next several months, basing the discussion on Council's direction tonight. Staff will follow-up with the Council on input from the neighborhoods.

Council Member Wolf cautioned that Staff should be careful not to bring too much of the Council's vision and direction into the community discussions. He would like to see input from the residents.

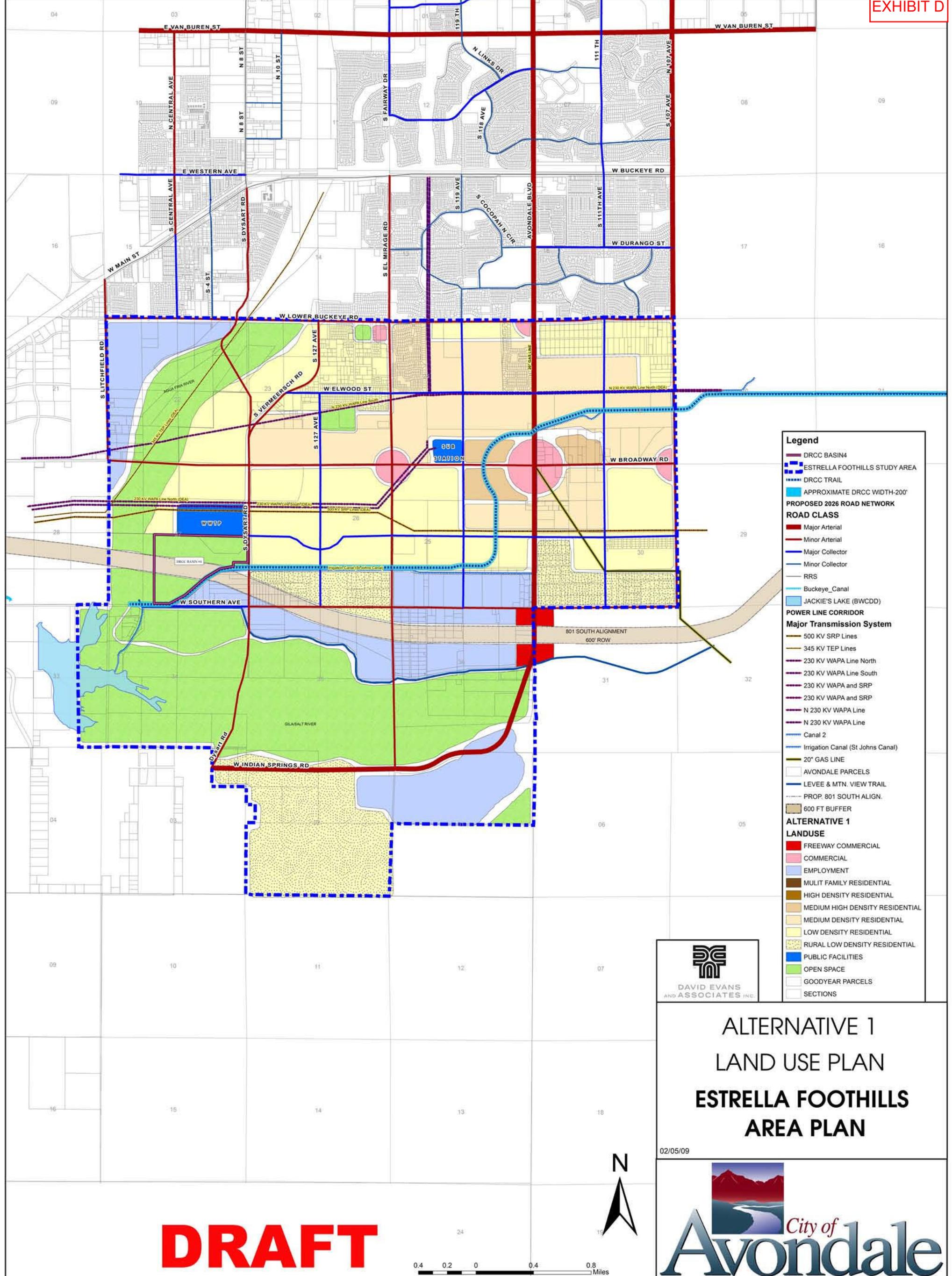
Charlie McClendon, City Manager, stated that Staff will update the Council periodically on the input received from the residents. At an appropriate time they will provide tools that allow the Council Members to see what various policy options might produce in terms of the physical appearance and what that may mean to the City in terms of cost of services and revenue.

In reply to a comment from Mayor Lopez Rogers, Mr. McClendon stated PIR would be part of the discussions, as well as any other business owners in the area that care to be involved.

Dr. Curtiss stated another asset is the temperature in the area, which drops five degrees at night and in the morning, and the City does not want another heat island.

Mayor Lopez Rogers stated that Dr. Curtiss would be taking her on a tour and invited the other Council Members to join them.

Mr. Berndt stated he appreciated the Council's comments and direction, and Staff will return to Council to go over the schedule.

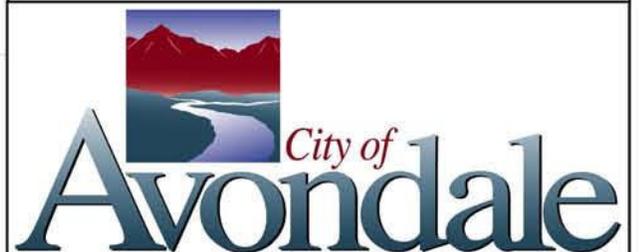


- Legend**
- DRCC BASIN4
  - ESTRELLA FOOTHILLS STUDY AREA
  - DRCC TRAIL
  - APPROXIMATE DRCC WIDTH-200'
  - PROPOSED 2026 ROAD NETWORK
  - ROAD CLASS**
    - Major Arterial
    - Minor Arterial
    - Major Collector
    - Minor Collector
    - RRS
    - Buckeye\_Canal
    - JACKIE'S LAKE (BWCCD)
  - POWER LINE CORRIDOR**
  - Major Transmission System**
    - 500 KV SRP Lines
    - 345 KV TEP Lines
    - 230 KV WAPA Line North
    - 230 KV WAPA Line South
    - 230 KV WAPA and SRP
    - 230 KV WAPA and SRP
    - N 230 KV WAPA Line
    - N 230 KV WAPA Line
    - Canal 2
    - Irrigation Canal (St Johns Canal)
    - 20" GAS LINE
  - AVONDALE PARCELS
  - LEVEE & MTN. VIEW TRAIL
  - PROP. 801 SOUTH ALIGN.
  - 600 FT BUFFER
  - ALTERNATIVE 1 LANDUSE**
    - FREEWAY COMMERCIAL
    - COMMERCIAL
    - EMPLOYMENT
    - MULTI FAMILY RESIDENTIAL
    - HIGH DENSITY RESIDENTIAL
    - MEDIUM HIGH DENSITY RESIDENTIAL
    - MEDIUM DENSITY RESIDENTIAL
    - LOW DENSITY RESIDENTIAL
    - RURAL LOW DENSITY RESIDENTIAL
    - PUBLIC FACILITIES
    - OPEN SPACE
    - GOODYEAR PARCELS
    - SECTIONS



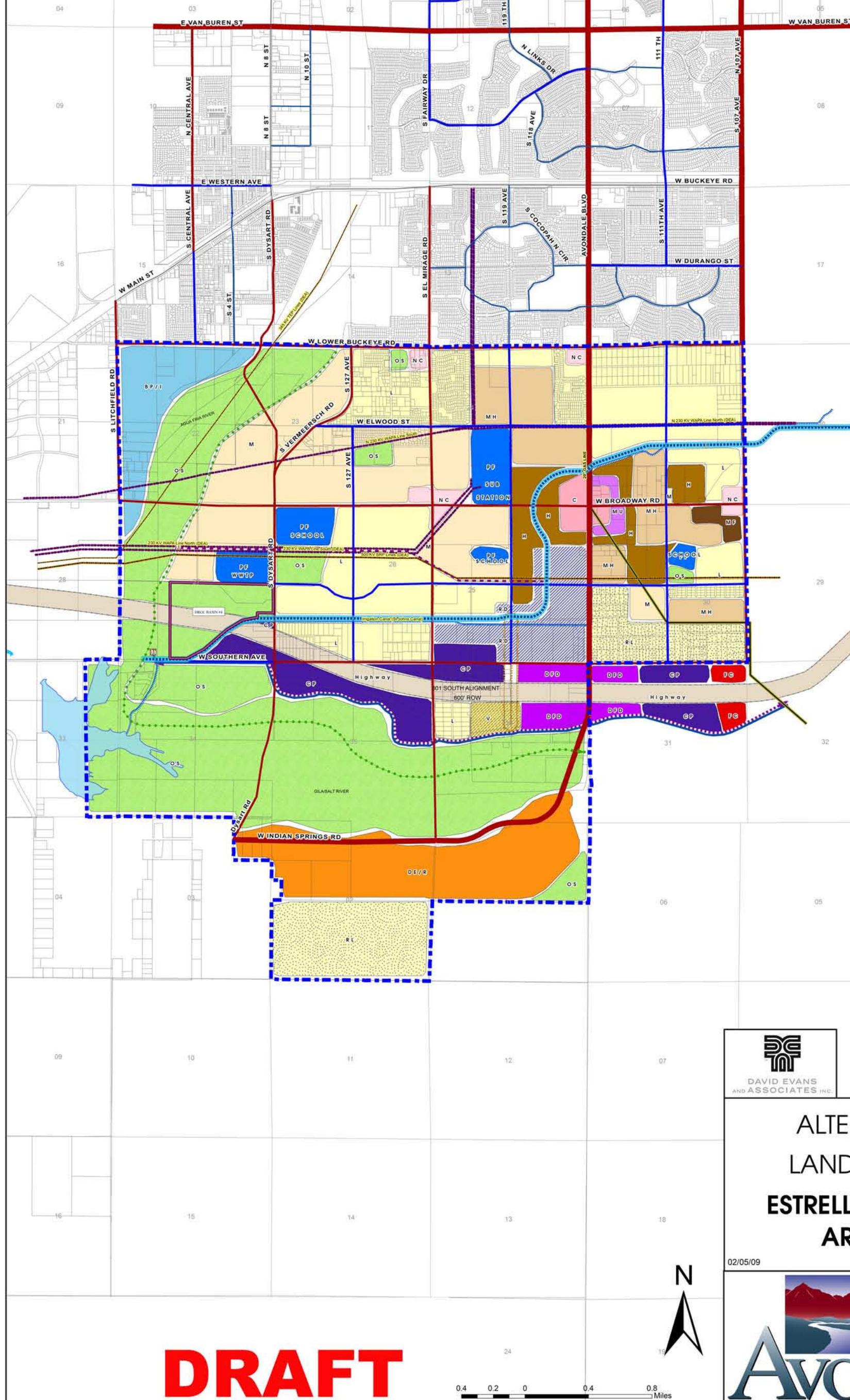
ALTERNATIVE 1  
LAND USE PLAN  
ESTRELLA FOOTHILLS  
AREA PLAN

02/05/09



**DRAFT**





**Legend**

- DRCC BASIN4
- ESTRELLA FOOTHILLS STUDY AREA
- TRAIL HEAD
- POWERLINE TRAIL
- NATURE TRAIL
- DRCC TRAIL
- APPROXIMATE DRCC WIDTH-200'

**PROPOSED 2026 ROAD NETWORK**

**ROAD CLASS**

- Major Arterial
- Minor Arterial
- Major Collector
- Minor Collector
- RRS
- Buckeye Canal
- JACKIE'S LAKE (BWCCD)

**POWER LINE CORRIDOR**

**Major Transmission System**

- 500 KV SRP Lines
- 345 KV TEP Lines
- 230 KV WAPA Line North
- 230 KV WAPA Line South
- 230 KV WAPA and SRP
- 230 KV WAPA and SRP
- N 230 KV WAPA Line
- N 230 KV WAPA Line
- Canal 2
- Irrigation Canal (St Johns Canal)
- 20" GAS LINE

**AVONDALE PARCELS**

- LEVEE & MTN. VIEW TRAIL
- PROP. 801 SOUTH ALIGN.
- 600 FT BUFFER
- FSD CONNECTION
- FESTIVAL TRAIL

**ALTERNATIVE 2 Copy**

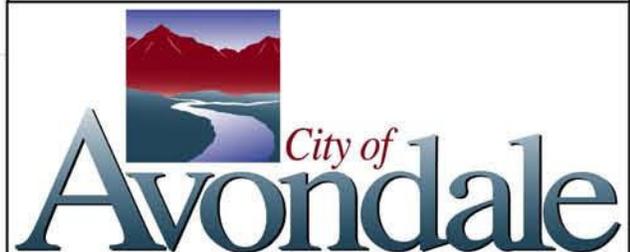
**LANDUSE**

- FREEWAY COMMERCIAL
- COMMERCIAL
- NEIGHBORHOOD COMMERCIAL
- CORPORATE PARK
- DESTINATION ENTERTAINMENT/RESORT
- DESTINATION FESTIVAL DISTRICT
- VILLAGE
- RIVERWALK DISTRICT
- MIXED USE
- MULTI FAMILY RESIDENTIAL
- HIGH DENSITY RESIDENTIAL
- MEDIUM HIGH DENSITY RESIDENTIAL
- MEDIUM DENSITY RESIDENTIAL
- LOW DENSITY RESIDENTIAL
- RURAL LOW DENSITY RESIDENTIAL
- PUBLIC FACILITIES
- BUSINESS PARK/INDUSTRIAL
- OPEN SPACE
- GOODYEAR PARCELS
- SECTIONS



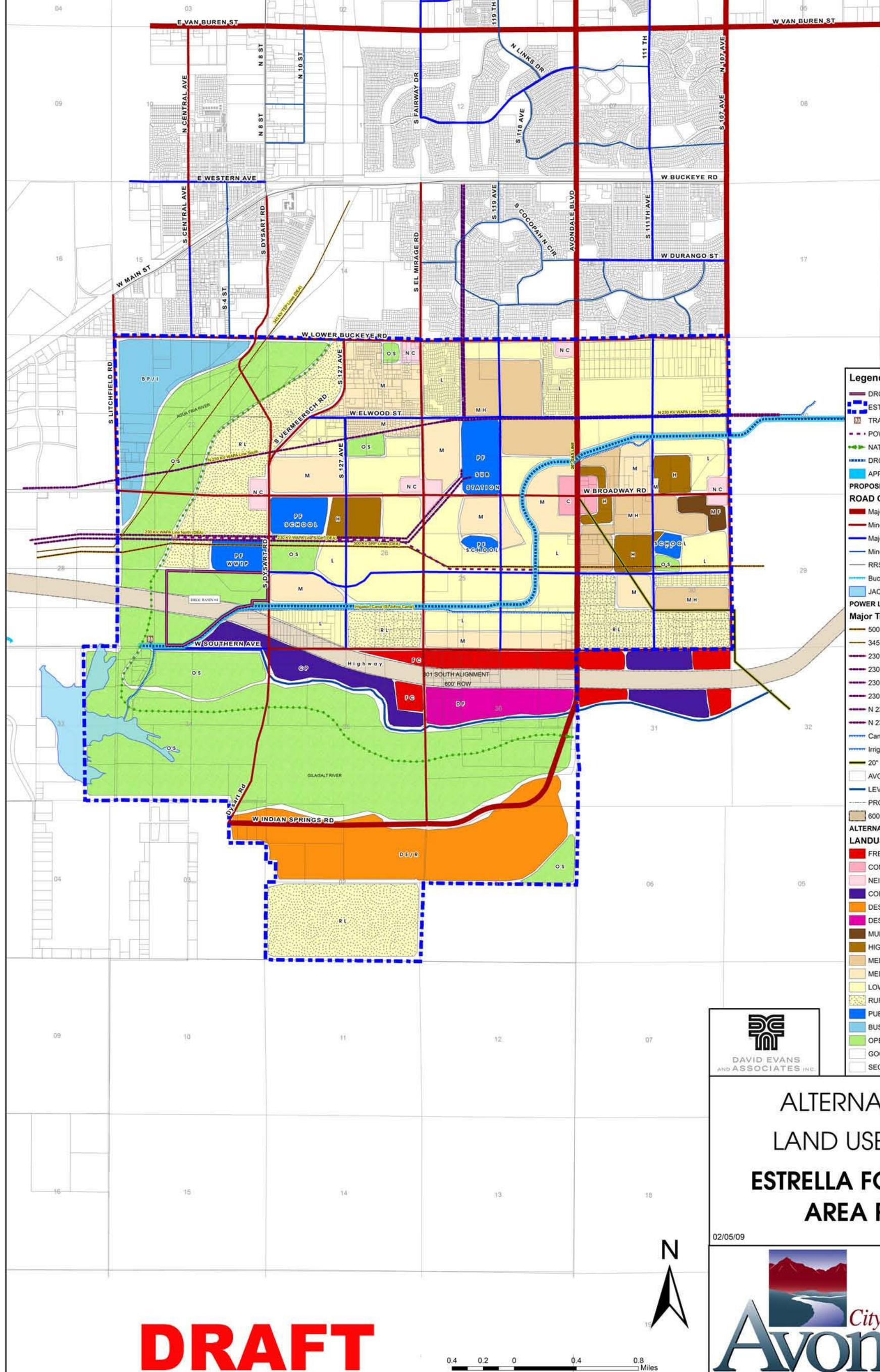
ALTERNATIVE 2  
LAND USE PLAN  
ESTRELLA FOOTHILLS  
AREA PLAN

02/05/09



**DRAFT**





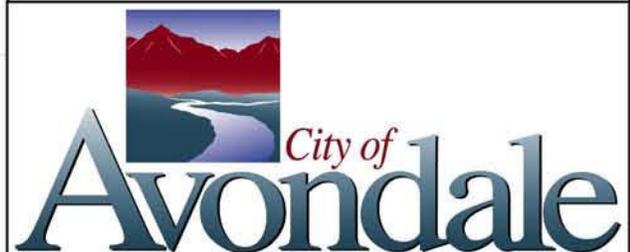
**Legend**

- DRCC BASIN4
- ESTRELLA FOOTHILLS STUDY AREA
- TRAIL HEAD
- POWERLINE TRAIL
- NATURE TRAIL
- DRCC TRAIL
- APPROXIMATE DRCC WIDTH-200'
- PROPOSED 2026 ROAD NETWORK**
- ROAD CLASS**
- Major Arterial
- Minor Arterial
- Major Collector
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- 230 KV WAPA and SRP
- 230 KV WAPA and SRP
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- N 230 KV WAPA Line
- Canal 2
- Irrigation Canal (St Johns Canal)
- 20" GAS LINE
- AVONDALE PARCELS
- LEVEE & MTN. VIEW TRAIL
- PROP. 801 SOUTH ALIGN.
- 600 FT BUFFER
- ALTERNATIVE\_3Copy**
- LANDUSE**
- FREEWAY COMMERCIAL
- COMMERCIAL
- NEIGHBORHOOD COMMERCIAL
- CORPORATE PARK
- DESTINATION ENTERTAINMENT/RESORT
- DESTINATION FESTIVAL (NON-RES.)
- MULTI FAMILY RESIDENTIAL
- HIGH DENSITY RESIDENTIAL
- MEDIUM HIGH DENSITY RESIDENTIAL
- MEDIUM DENSITY RESIDENTIAL
- LOW DENSITY RESIDENTIAL
- RURAL LOW DENSITY RESIDENTIAL
- PUBLIC FACILITIES
- BUSINESS PARK/INDUSTRIAL
- OPEN SPACE
- GOODYEAR PARCELS
- SECTIONS



ALTERNATIVE 3  
LAND USE PLAN  
ESTRELLA FOOTHILLS  
AREA PLAN

02/05/09



**DRAFT**



The logo for the Estrella Foothills Area Plan. It features the words "ESTRELLAS" and "FOOTHILLS" in a large, blue, serif font, with "ESTRELLAS" on top and "FOOTHILLS" below it. The letters are set against a red, textured background that resembles a mountain range. Below this, the words "AREA PLAN" are written in a smaller, red, sans-serif font, with each letter on a separate line.

## **Estrella Foothills Land Use Descriptions:**

### **Destination Festival District:**

#### **Location:**

The Southern Alignment of the I-10 Reliever and Avondale Boulevard, surrounding the Freeway Interchange.

Due to the high water table in the area it unlikely that the State Route 801 can be depressed below grade, thereby creating the opportunity for a pedestrian deck at the entertainment activity level. Therefore, if the freeway is elevated on concrete columns to such an elevation as to create a large open spaces underneath the freeway, then the flow of pedestrians, festival activities and bus trolley can move unimpeded by the freeway and the Festival District will be connected and undivided.

#### **Theme / Character:**

The Destination Festival District is designated as a destination, entertainment, recreation district. It is envisioned to be developed in such a way as to ensure a festival atmosphere. It is envisioned to be a shopping center within an entertainment district, with a unique theme and purpose. Festival District theme architecture is recommended. All buildings, street art and the entry features would provide a unified festival theme. This destination area is recommended to be pedestrian oriented. Pedestrian walkways and art are envisioned throughout the festival theme area. It is envisioned that this art will be sturdy enough to sit on, and for children to play on. For example, with a music theme, large concrete guitars and other instruments might be used as pedestrian walkway art.

A privately funded, open-air bus trolley is recommended to be provided. This transportation would run frequently, through the broad pedestrian walkways, providing transportation and connecting the Destination Festival District, to the Village District and to the River Walk District. A coalition of the areas businesses, entertainment venues and corporations, particularly those that benefit

from the trolley bringing tourists, and/or shoppers to their doors, are the most likely to fund this service.

Numerous Entertainment / Recreation venues both formal and informal, both indoor and outdoors are envisioned. Building facilities for live theater, music, events and festivals are envisioned. While major theater productions and dinner theater would be housed in indoor facilities, an outdoor amphitheater and several small stage areas are envisioned to provide outdoor music and theater. It is recommended that consideration be given to encouraging walking/singing minstrels, instrument musicians, jugglers, clowns, face painters and other similar entertainment activities.

An abundance of restaurants are envisioned to be scattered throughout the Festival District featuring a wide variety of menus. Covered, outdoor seating for dining are thought to be commonplace. A number of small cart food vendors are recommended (hot dogs, pretzels etc).

Informal entertainment such as a miniature NASCAR race track within the central shopping area, for people to race their remote control cars on, might be one example of a means of creating a theme tie to PIR. A children's park and play equipment, within the central shopping area might be provided, so that young families are encouraged to spend leisure time in the shopping center. Fountains that feature music, light shows and similar animation might also be encouraged as a mechanism to draw the public to the shopping areas.

The Destination Festival District might also include; at least two hotels, music studios, specialty, upscale food grocers and arcades.

### **Land Use Types / Intensity:**

The buildings within the shopping areas are envisioned as being physically unique, with a unifying festival architectural theme which is envisioned to be carried throughout the district by both anchor tenants and individual shops. The Destination Festival District is recommended to include approximately 80 to 100 acres. A minimum of three or more (3+) anchor tenants and 250,000 (+) square feet of anchor retail tenants are anticipated. Numerous specialty shops are envisioned to be developed in addition to the anchor tenants.

### **Potential Land Uses:** (including these uses and similar uses)

- Book stores
- Commercial Recreation
- Clothing and Fashion Stores
- Crafts and Arts
- Drugstore
- Family Amusement Parlors
- Florist
- Food Grocery Specialty
- Family Game Playing Arcade

Game Arcade  
General Merchandise, Department and Variety Store  
Gifts and Souvenirs  
Hair Stylist, Beauty Shops  
Hotels (2 +), Motels  
Leisure Oriented Services  
Live Theater Facilities (Indoors and Outdoors)  
Live Music Facilities (Indoors and Outdoors)  
Live Event Facilities (Indoors and Outdoors)  
Live Entertainment / Festival Facilities (Indoors and Outdoors)  
Movie Theater Complex  
Music Stores  
Music Studios  
Night Life Oriented (Indoors and Outdoors)  
Nightclubs  
Parking Facilities/Structures  
Pedestrian Oriented  
Personal Care Shops  
Professional Office  
Retail Anchor Shopping  
Retail Specialty (Indoors and Outdoors)  
Recreation Oriented Services (Indoors and Outdoors)  
Resort  
Restaurants (Indoors and Outdoors)  
Race Car Museum  
Race Car Remote Control Miniature Amusement Race Track  
Tourist Oriented Services (Indoors and Outdoors)  
Specialty Sporting Goods  
Spas

## **Village District:**

### **Location:**

South of the Southern Alignment of the I-10 Reliever, between Avondale Boulevard and El Mirage Road.

### **Theme / Character:**

The central Destination Festival District, which surrounds the freeway interchange, is thought to be constructed in such a way as to blend, without impediment, into the Village District. The architecture of the Village District is unique and is not that of an entertainment shopping center, such as is found in the Destination Festival District. The Village District is envisioned to feature a unique vertical mixed use architecture style that would encourage residential development within the upper levels of the structures.

All buildings in this district are envisioned to include a residential level or levels. In order for local retailers to be successful, residential use in the area is recommended to a minimum of 12 dwelling units per acre. Of course, in this area the residential development should be required to provide a noise study so that residential dwelling units in this area are provided a high standard of sound attenuation that will sufficiently mitigate the noise from PIR, local entertainment and the freeway. A pedestrian walkway, 30 to 50 feet wide is envisioned to be provided as a pathway for pedestrians in front of the mixed use buildings. Auto parking is thought to be adjacent to the freeway access road. The vision holds that autos are not permitted on the pedestrian walkway that is in front of the buildings.

Specialty retail would include numerous activity oriented retailers such as candy / fudge making shops, glass blowing artist, and fashion jewelry maker, where the product is made within the customer's sight. Other specialty retail may include coffee shops, pubs and cafes that feature live entertainment, fun fashion clothing and shoe store, tourist oriented shop, specialty food store and so forth. The second level and above may be restaurant, motel, and/or residential.

Nightlife venues are expected. At night the area should be brightly lit and entertainments, as well as specialty shopping activities, are anticipated into early morning hours.

The previously mentioned, frequently passing open air trolley bus service would provide transportation within the pedestrian walkway from the Village District, to the River Walk and to the Destination Festival District.

Pedestrian vendors are envisioned to be encouraged in the Village District, cart food vendors, flower stand, clowns, mimes, jugglers, street musicians, singers, bands playing outdoors, and all manner of family oriented outdoor activity and/or entertainment is encouraged.

A Festival Outdoor Area is envisioned be provided between the pedestrian walkway and the Festival Trail. This outdoor area is thought to feature fountains, ponds for toy sailing and/or remote control boats, children's fountain play and grass areas, numerous shade ramadas and seating areas, small walking cart food vendors, areas for open air market for vendors such fresh produce, flower or artist sales. Concrete tables for chess and checkers are envisioned to be provided. A children's carousel, play courts, such as ½ basketball or a volleyball and rock climbing walls should be considered. Again the theme art is thought to be sturdy enough for people to sit on and children to climb on.

Directly abutting the south side of the Festival Outdoor Recreation Area is the Festival Trail. This is in the trail area that is shown on maps and featured in long range plans of Maricopa County, and which travels the length of the Salt River. For this area, the trail is envisioned as a concrete multi-purpose pathway, for bikes and pedestrians. This trail is on the north side of the levee facilities such that it blends and becomes an integral part of the Festival Outdoor Area.

### **Land Use Types / Intensity:**

The entire Village District is thought to include approximately 75 to 80 acres. All buildings within the Village District are envisioned to be of a vertical mixed use style. The Village District is recommended to provide a minimum of 12 + du/ac. The vertical mixed use building type, are recommended to provide a minimum of 3 + stories. The vertical mixed use is thought to feature specialty retail, or food stores, restaurants, artist wares, tourist attractions, entertainment, music and/or theater, pubs or similar use on the first floor. The ground level floor is envisioned to provide a minimum 14 foot ceiling height. All buildings are considered to provide some form of residential use, whether apartments, motel, lofts or studios, within at least one of the upper levels.

### **The Village District might include the following site design features:**

- 1) Auto Parking Lots and/or Facilities adjacent to Freeway Access Road.
- 2) The majority of the buildings would face the levee and river.
- 3) Blocks of building might be provided with frequent and wide pedestrian connections from the parking to the pedestrian street.
- 4) A wide Pedestrian walk would pass in front of the buildings
- 5) Open Air Trolley or Shuttle Service, on Pedestrian Walk, in front of Buildings (no cars) is thought to provide circulation for shoppers
- 6) A Festival Outdoor Recreation Area, is envisioned to be used for open air markets, art shows, board games, fountains, play area, armadas, shade sitting, outdoor musician performances, and so forth.
- 7) Festival Trail is envisioned, between the Festival Outdoor Recreation Area and the Levee.

### **Potential Land Uses: (Within a Vertical Mixed Use Architectural Structure Type):**

Vertical Mixed Use High Rise Residential (1<sup>st</sup> floor retail, restaurant, bank or similar use, 2<sup>nd</sup> floor and above, typically office, restaurant, hotel, residential use) is envisioned to be required in this area.

Commercial Recreation  
Clothing and Fashion Stores  
Crafts and Arts  
Drugstore  
Family Amusement Parlors  
Florist  
Food Grocery Specialty  
Family Arcade  
Gifts and Souvenirs

Hair Stylist, Beauty Shops  
Live Theater Facilities (Indoors and Outdoors)  
Live Music Facilities (Indoors and Outdoors)  
Live Entertainment / Festive Facilities (Indoors and Outdoors)  
Motels  
Music Studios  
Music Stores  
Night Life Oriented (Indoors and Outdoors)  
Parking Facilities/Structures  
Pedestrian Oriented  
Personal Care Shops  
Recreation Oriented Services (Indoors and Outdoors)  
Retail Specialty (Indoors and Outdoors)  
Restaurants (Indoors and Outdoors)  
Specialty, Convenience Grocery  
Specialty Sporting Goods Variety Store  
Tourist Oriented Services (Indoors and Outdoors)

## **River Walk District**

### **Location:**

This district is an approximate 330 to 350 foot strip of land (plus various abutting parcels) on the east and west sides of the canal, starting from where the Durango Regional Conveyance Channel (DRCC) crosses Avondale Boulevard, to the proposed pedestrian freeway crossing at the southern alignment of the I-10 Reliever.

### **Theme / Character:**

The building architecture is envisioned to be of an elegant, upscale, artistic nature, uniquely suited for a River Walk Theme. Lush landscaping and an abundance of shade structures are encouraged. The buildings face the canal and abut the River Walk (the pedestrian walkway). Automobile parking is thought to be in a parking garage or lots in the rear of the buildings or on side streets, but not on the canal side. A pedestrian walkway, is recommended to be 30 to 50 feet wide, and to travel along the east side of the canal. Pedestrian bridges should cross the channel. The open air bus trolley might travel from the Village District, and through the Destination Festival District and through the River Walk District. Several parcels that are strategically located adjacent to or near Avondale Boulevard and the canal and River Walk 330-350 foot strip, are also envisioned to be designated River Walk District.

### **Land Use Types / Intensity:**

A minimum of 12 + du/ac of upscale residential land use combined in luxury apartments, condominiums and elegant vertical mixed use buildings are anticipated. Architecturally elegant vertical Mixed Use is envisioned as encouraged, but not required, in this district. Vertical mixed use is thought to include a three (3) story minimum, with the Ground Floor (14 ft height on the 1<sup>st</sup> floor minimum), restaurant, retail, pub; Second level and above, restaurants, boutique inns, upscale residential, business offices and etc.

### **Potential Land Uses:**

- Boutique Fitness and Personal Care (message therapy, etc)
- Boutique Museums and Galleries
- Boutique Wine and Beverage (wine tasting)
- Mixed Use Residential
- Higher Density Residential (elegant higher density residential, either separated or in a vertical mixed use style)
- Specialty Retail Shops (such as designer jewelry, artist galleries, upscale fashion clothing stores)
- Specialty Grocers
- Restaurants (Indoor and Outdoor dining along the River Walk)
- Entertainment / Event Oriented Facilities
- High End Hotels
- Pedestrian Oriented
- Recreation Oriented Services (Indoors and Outdoors)

Tourist Oriented Services (i.e. reservation services for theaters, events, bus tours, helicopter rides, horseback river trail rides, etc).  
Inns  
Tourist Oriented  
Specialty Food Stores

## **Destination Entertainment / Resort District**

The Destination Entertainment/Resort District is envisioned as inclusive of Phoenix International Raceway (PIR) and the land to the west, under the ownership of PIR.

This land use category indicates the potential for tourism or resort development, related to the Phoenix International Raceway.

## **Corporate Park**

The Corporate Park designation indicates a strong desire and potential to attract major corporations to Avondale. The vision for this land use is similar to that of “Tempe Town Lakes.” Specific performance standards might be required in order that a unified vision and architectural standards are consistent throughout the district.

## **Business Park / Industrial**

This Business Park / Industrial land use is designated within Avondale on the west side of the Agua Fria River. The use of the word “Park” means that it should be designed in a cohesive, unified theme and style. “Chandler Ocotillo Industrial Park” area or “Scottsdale Airport Industrial Park” might be utilized as local examples, although many examples exist throughout the USA. The land use is appropriate for clean technology, light industrial and manufacturing, and warehouse uses that are environmentally sensitive and are offensive to commercial and residential uses. Specific performance standards might be considered.

## **Office**

Office is for business enterprise use. A variety, scale and intensity of office developments are allowed in this district. It is envisioned that enterprises that may be related to the Phoenix International Raceway, may locate facilities in this area. Specific performance standards to mitigate negative impacts of office development, including standards for screening of mechanical equipment, parking lot screening, parking lot lighting, vehicular access and landscaping might be considered.



**COMMENT CARD**

Your input is important.

Please take a moment to fill out this short survey in regards to the **Estrella Foothills Planning Process.**

Rate the following aspects of this area by how important they are to you:

	Most Important		No Opinion		Least Important
Estrella Mountain views	1	2	3	4	5
Access to recreational opportunities	1	2	3	4	5
Rural atmosphere/lifestyle	1	2	3	4	5
Gila River	1	2	3	4	5
Agua Fria River	1	2	3	4	5
Potential for future development	1	2	3	4	5
Schools	1	2	3	4	5
Creating a destination in this area	1	2	3	4	5
Archeological, historical, and cultural significance	1	2	3	4	5
Quality of streets	1	2	3	4	5
Amount of traffic	1	2	3	4	5
Phoenix International Raceway	1	2	3	4	5
Amount of nearby amenities	1	2	3	4	5
Connection to the rest of Avondale	1	2	3	4	5
Agricultural business	1	2	3	4	5

The Avondale General Plan designates residential density targets for areas of the City. Most of this area is targeted for densities ranging from 1 to 4 homes per acre.

**What, in your opinion, is the most appropriate density range of Homes per acre?** (check one)

- 1 to 2.5       2.5 to 4       4 to 8       8 to 12       12 and up

High power line corridors are restricted for what can be built or developed underneath the power lines.

Check which of the following uses would be appropriate if they were developed underneath power lines?

- |   |  |
|---|--|
| <input type="checkbox"/> Walking trails                                 | <input type="checkbox"/> Small scale solar energy farm                         |
| <input type="checkbox"/> Horse trails                                   | <input type="checkbox"/> Sport fields (i.e. baseball, soccer, basketball, etc) |
| <input type="checkbox"/> Multi-use trails (i.e. walking, biking, horse) | <input type="checkbox"/> Picnic areas  |
| <input type="checkbox"/> Golf course                                    | <input type="checkbox"/> Nothing, they should be left natural                  |

**Check which of the following land uses you feel are appropriate along the north side of the Gila River?**

- |   |   |
|---|---|
| <input type="checkbox"/> Low density residential  | <input type="checkbox"/> Natural recreation and parks |
| <input type="checkbox"/> High density residential | <input type="checkbox"/> Natural open space           |
| <input type="checkbox"/> Office                   | <input type="checkbox"/> Shopping                     |
| <input type="checkbox"/> Entertainment            |   |

**Check which of the following land uses you feel are appropriate along the south side of the Gila River and around Phoenix International Raceway?**

- |   |   |
|---|---|
| <input type="checkbox"/> Low density residential  | <input type="checkbox"/> Natural recreation and parks |
| <input type="checkbox"/> High density residential | <input type="checkbox"/> Natural open space           |
| <input type="checkbox"/> Office                   | <input type="checkbox"/> Shopping                     |
| <input type="checkbox"/> Entertainment            |   |

**Check the type of residential housing you think should be in the area?**

- Single-family lots larger than 1 acre
- Single-family lots between 1/2 acre and 1 acre
  
- Single-family lots between 10,000 square feet and 1/2 acre
  
- Single-family lots between 7,000 and 10,000 square feet
- Single-family lots less than 7,000 square feet
- Duplexes on lots less than 10,000 square feet
  
- Multi-family developments, including apartments, condominiums, townhouses, lofts, and/or studios
  
- Timeshares or vacation homes associated with a resort
  
- Mixed-use buildings with condos or apartments above retail or office uses

**If you have further comments please indicate so here:**

***Thank you for taking the time to provide your thoughts.  
We appreciate it!***

## Estrella Foothills Comment Card Responses Summary

On January 12, 2009, staff mailed a public opinion comment card to the 1,090 property owners in the Estrella Foothills study area. To date, staff has received 158 responses. Below is a summary of the responses received by staff:

**Rate the following aspects of this area by how important they are to you:**

- **Estrella Mountain views:** 66% said Most Important
- **Access to recreational opportunities:** 35% said Most Important, 30% said Important
- **Rural atmosphere/lifestyle:** 65% said Most Important
- **Gila River:** 48% said Most Important
- **Agua Fria River:** 37% said Most Important, 25% said Important, 24% said No Opinion
- **Potential for future development:** 26% said Least Important, 25% said No Opinion, 22% said Most Important
- **Schools:** 30% said Most Important, 28% said No Opinion
- **Creating a destination in this area:** 33% said No Opinion, 23% said Least Important, 19% said Important, 18% said Most Important
- **Archeological, historical, and cultural significance:** 34% said No Opinion, 28% said Most Important, 27% said Important
- **Quality of Streets:** 48% said Most Important
- **Phoenix International Raceway:** 26% said No Opinion, 22% said Least Important, 21% said Most Important, 21% said Important
- **Amount of nearby amenities:** 28% said No Opinion, 24% said Important
- **Connection to the rest of Avondale:** 26% said Important, 23% said No Opinion, 22% said Least Important, 19% said Most Important
- **Agricultural business:** 37% said Most Important

**The Avondale General Plan designates residential density targets for areas of the City. Most of this area is targeted for densities ranging from 1 to 4 homes per acre. What, in your opinion, is the most appropriate density range of Homes per acre?**

63% said 1 to 2.5 dwelling units per acre; 25% said 2.5 to 4 dwelling units per acre

**High power line corridors are restricted for what can be built or developed underneath the power lines. Check which of the following uses would be appropriate if they were developed underneath power lines?**

18% said Multi-use trails (i.e. walking, biking, horse)  
18% said Golf Course  
13% said Walking Trails  
13% said Horse Trails

**Check which of the following land uses you feel are appropriate along the north side of the Gila River?**

31% Natural recreation and parks  
27% said Natural open space  
17% said Low density residential  
10% said Entertainment

**Check which of the following land uses you feel are appropriate along the south side of the Gila River and around Phoenix International Raceway?**

33% said Natural recreation and parks  
26% said Natural open space  
12% said Entertainment  
11% said Low Density Residential  
10% said Shopping

**Check the type of residential housing you think should be in the area?**

24% said Single-family lots between ½ acre and 1 acre  
24% said Single-family lots between 7,000 square feet and 10,000 square feet  
22% said Single-family lots larger than 1 acre

**If you have further comments please indicate so here:**

Comments included:

- Support for open space and agriculture
- Support for natural open space or, if development will occur, an amusement park or some other kind of family-oriented destination
- Interest in having local streets paved and potholes filled in unincorporated area
- Interest in access to City sewer
- Support for keeping the area's rural atmosphere/lifestyle
- Interest in better water system and better police enforcement in unincorporated area
- Interest in no further development
- Support for Estrella Mountain views
- Support for lots with horse privileges
- Interest in parks and trails (hiking, biking and horse)
- Interest in annexation of the neighborhood between Avondale Blvd. and 107<sup>th</sup> Ave, on the south side of Lower Buckeye Road
- Interest in getting more lots in Avondale that are larger than ½ acre
- Suggestion of restricting residential development near PIR to protect the racetrack
- Suggestion for the City to reduce its residential impact fees
- Support for developing the area like Tolsun Farms, with ½ acre ranch style lots on one side and large scale shopping and entertainment on the other side
- Not interested in annexation, and does not want streetlights built in the area to maintain dark sky
- Suggestion to not create more and more areas that need more watering and maintenance, and wait to create this plan until the economy recovers
- Suggestion to increase affordable homes in the area, instead of the large lot homes many people want to see in the area
- Suggestion to curtail development near the Gila River to help preserve more of an animal habitat