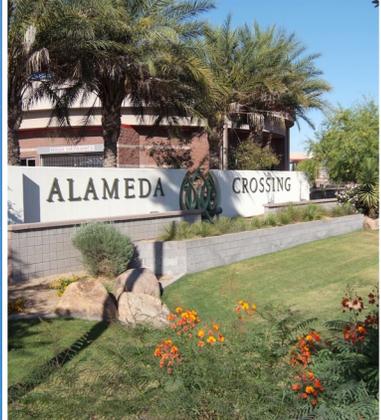




# FREEWAY CORRIDOR SPECIFIC PLAN

HEALTHY  
SUSTAINABLE  
COMMUNITY



*Avondale*<sup>AZ</sup>



**RESOLUTION NO. 3270-915**

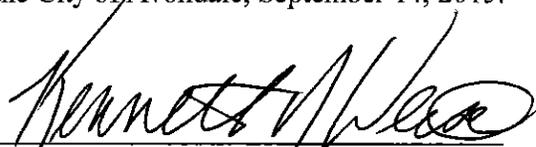
A RESOLUTION OF THE COUNCIL OF THE CITY OF AVONDALE,  
ARIZONA, ADOPTING THE FREEWAY CORRIDOR SPECIFIC PLAN,  
AMENDED AND RESTATED SEPTEMBER 14, 2015.

**BE IT RESOLVED** BY THE COUNCIL OF THE CITY OF AVONDALE as follows:

SECTION 1. The Freeway Corridor Specific Plan, Amended and Restated September 14, 2015, is hereby adopted in substantially the form attached hereto as Exhibit A and incorporated herein by reference.

SECTION 2. The Mayor, the City Manager, the City Clerk and the City Attorney are hereby authorized and directed to take all steps necessary to carry out the purpose and intent of this Resolution.

**PASSED AND ADOPTED** by the Council of the City of Avondale, September 14, 2015.

  
\_\_\_\_\_  
Kenneth N. Weise, Mayor

ATTEST:

  
\_\_\_\_\_  
Carmen Martinez, City Clerk

APPROVED AS TO FORM:

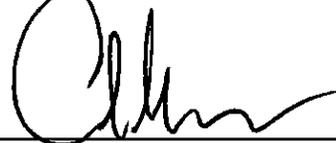
  
\_\_\_\_\_  
Andrew J. McGuire, City Attorney

EXHIBIT A  
TO  
RESOLUTION NO. 3270-915

[Freeway Corridor Specific Plan, Amended and Restated September 14, 2015]

See following pages.

**FREEWAY CORRIDOR  
SPECIFIC PLAN**

**Amended and Restated**

**September 14, 2015**

## **I. INTRODUCTION AND BACKGROUND**

The Freeway Corridor Specific Plan (“FCSP” or “Plan”) was originally adopted by the Avondale City Council in June 1991. At the time of its original adoption, the Freeway Corridor was devoted primarily to agribusiness, open land uses, and low density residential uses. Since 1991, the FCSP has guided the new development of regional shopping centers, office parks, commerce parks, and the Auto Mall.

The Plan was amended in June 2002, to coincide with the adoption of the City’s 2002 General Plan, in 2007, to reevaluate maximum building heights in the study area, and in 2013, to expand the Plan boundaries and modify the Plan to encourage walkability in the Freeway Corridor.

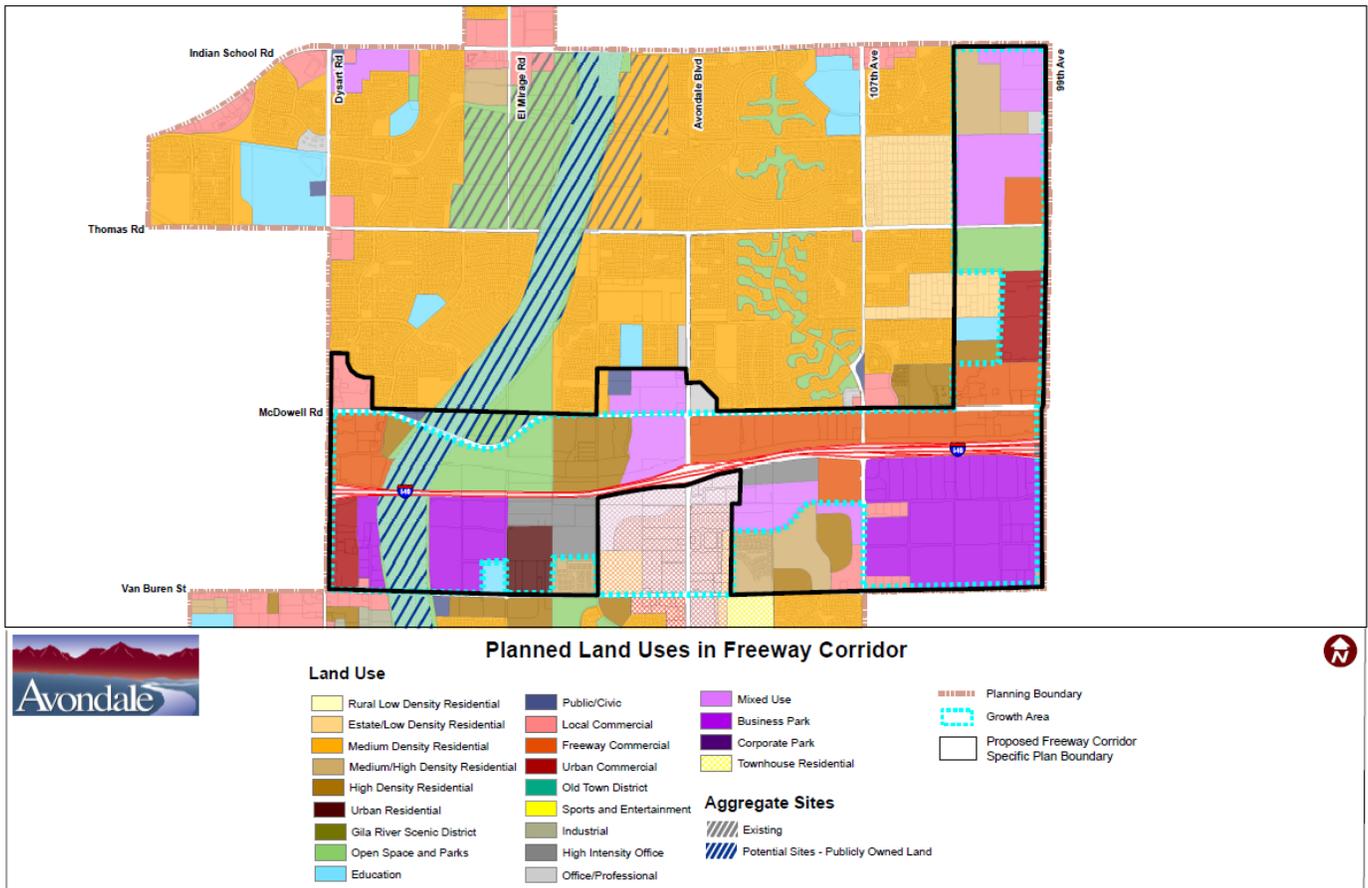
Primary goals of this Plan include:

- Ensure new development in the Plan area is pedestrian/bicyclist friendly and contributes to a walkable community.
- Enhance the City’s appearance from the I-10 and the Loop 101 freeways.
- Provide a seamless visual transition between the City Center and Freeway Corridor areas.
- Establish specifications for planned improvement projects within the Plan’s boundaries, such as the Van Buren Drainage and Recreation Corridor and the Agua Fria Levee Trail.
- Minimize warehouse uses that compromise the aesthetic character of the area.

The Freeway Corridor Specific Plan is intended to supplement the classifications, standards, provisions, and requirements of the Avondale General Plan and the Avondale Zoning Ordinance. Some aspects of the Plan are regulatory in nature, identifying development standards that are tailored to the Freeway Corridor Area.

## A. GENERAL PLAN 2030

The General Plan lists updating existing Specific Plans on a regular basis as an implementation strategy to ensure future development is meeting the current needs of the City and its residents. This update takes Goals, Policies, and Strategies from the General Plan and expands upon them as they specifically relate to the Freeway Corridor.



The Freeway Corridor is comprised of a variety of General Plan land-use designations as illustrated on the map above. Definitions of these land-use categories can be found within the General Plan document. The majority of these designations are intended to accommodate intense urban commercial and residential development, integrated mixed-use development, and/or compact transit-oriented development. The General Plan identifies these high intensity and/or urban-style land uses as key to supporting future high capacity transit service into the City's core, growing Avondale's sales tax revenues, and attracting well-paying jobs. As the area develops in accordance with the General Plan and this Plan, the City envisions the I-10 and Loop 101 corridors becoming the City's premier business and employment area, while also providing urban living opportunities in a highly connected, walkable environment. Please see the Avondale

General Plan Land Use Element for descriptions of the type and intensity expected of development in each land-use category.

The breakdown of planned land uses in North Avondale, as shown on the General Plan Land Use Map, is as follows:

Table 1- Freeway Corridor General Plan 2030 Planned Land Uses

Land-Use Description	Total Area in Acres	Percent of Total
Business Park*	595	21.09%
Freeway Commercial*	464	16.45%
Mixed Use*	389	13.79%
Open Space	386	13.68%
Medium/High Density Residential*	224	7.94%
Urban Commercial*	191	6.77%
High Density Residential*	190	6.74%
High Intensity Office*	108	3.83%
Local Commercial	82	2.91%
Urban Residential*	71	2.52%
Low Density Residential	40	1.42%
Education	35	1.24%
Office	20	0.71%
Public/Civic	16	0.57%
Medium Density Residential	10	0.35%
<b>TOTAL</b>	<b>2,821</b>	<b>100.00%</b>
All land uses designated with an asterisk (e.g. “Business Park*”) indicate that a minimum of 70 acres of currently undeveloped/agricultural land is available for future development within those categories.		

Each of the planned Freeway Corridor land uses are located to ensure compatibility between adjacent uses and enhance any strategic benefit that may result from land-use relationships. For example, the Business Park designation, which accommodates campus style development that provides abundant employment opportunities such as light manufacturing and corporate commerce as well as Class-A office, is located in existing employment areas. The Freeway Commercial designation is largely applied to properties in the McDowell Road corridor, in an effort to build upon the successes of the existing Gateway Pavilions and Gateway Crossing power centers and to plan for a medical corridor. Transit oriented development categories, such as Urban Residential, Mixed Use, Urban Commercial, and High Intensity Office, are located directly adjacent to the intense City Center area and along the City’s preferred high capacity transit alignment, as depicted in the General Plan’s Transportation Map.

The asterisked categories shown on Table 1, within which there is undeveloped acreage, will play an important role in creating a well-balanced, economically sustainable Freeway Corridor. The next section of this Plan contains additional information on existing development; comparing the planned land uses in this section with the existing conditions in Section II will help to illustrate the significant opportunity that Avondale still has to shape the future of this vital area of the City.

## B. PLANNING AREA DESCRIPTION AND EXISTING LAND USES

As illustrated on the map on Page 2, the Freeway Corridor Specific Plan applies to the following areas:

- All land bounded by Van Buren Street on the south, Dysart Road on the west, McDowell Road on the north, and 99<sup>th</sup> Avenue on the east.
- All land bounded by McDowell Road on the south, 103<sup>rd</sup> Avenue on the west, Indian School Road on the north, and 99<sup>th</sup> Avenue on the east.
- Properties north of McDowell Road located at arterial intersections (e.g. NEC/NWC McDowell Road and Avondale Boulevard; NEC McDowell Road and Dysart Road).

The Freeway Corridor benefits from several locational strengths. The corridor envelops Interstate 10, a highly traveled freeway that serves as the primary access into the region from California's port cities. Additionally, as the southwest valley has experienced growth over the preceding 20 years, I-10 has seen an increase in usage carrying local traffic to Avondale's residential areas, as well as a significant residential populations west of Avondale, in cities such as Goodyear and Buckeye. As those populations continue to increase as projected, the already high visibility of the Corridor to large numbers of passing motorists will continue to increase, benefitting retail, hospitality, and corporate office users.

In addition to offering high visibility, the Plan Area's proximity to I-10 and the Loop 101 Freeway also provides easy accessibility to other parts of the Phoenix metropolitan area.

Avondale's Freeway Corridor is currently served by six freeway interchanges, with a

seventh, at Fairway Drive (El Mirage Road alignment), to be completed in the near future.

Avondale's advantage of being only 15 minutes from downtown Phoenix and Sky Harbor Airport contributes to its future HCT opportunities and high quality job base. Since 2014, express bus service has been provided to downtown Phoenix from Avondale's City Center transit center. This strong regional accessibility is an asset to virtually all development types.

An additional strength of the Freeway Corridor is its proximity to the City's planned City Center area. City Center covers approximately 400 acres anticipated to be developed with a mix of high



density residential products and intense commercial, entertainment, restaurant, and office uses in an urban form. It will serve as an attraction to the area, benefitting the Freeway Corridor parcels located at its periphery. As indicated in Table 2, the Freeway Corridor study area is over 57 percent undeveloped/agricultural, with nearly 1,700 acres of land left to accommodate development in line with the City’s overall vision.

Table 2 – Freeway Corridor Existing Conditions in 2013

Land-Use Description	Total Area in Acres	Percent of Total
Agricultural Use	939	32.4
Undeveloped	739	25.5
Commercial (Retail, Service, and Office)	485	16.8
Open Space	230	7.9
Light Industrial	182	6.3
Residential	178	6.2
Public and Educational Facilities	141	4.9

Of the approximate 1,025 acres in the Plan Area that have been developed, the most predominant development type has been regional commercial “power centers”. These retail shopping centers typically contain one or more “big box” stores that cater to not only Avondale’s population, but to residents of a much wider trade area. Examples of existing regional commercial development in Avondale’s Freeway Corridor include:



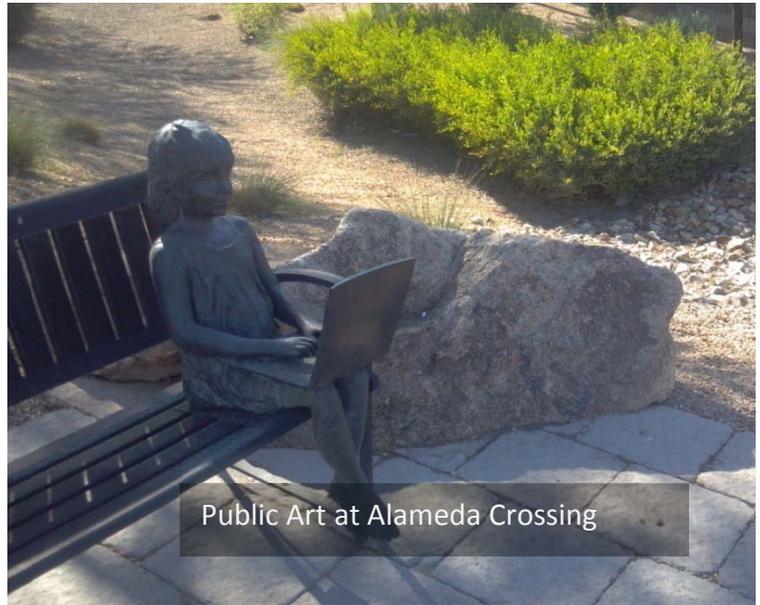
- Gateway Pavilions, an 80 acre power center located at the northwest corner of 99<sup>th</sup> Avenue and McDowell Road. Major tenants in this development include Harkins (movie theater), Costco, Sports Authority, Bed Bath and Beyond, Marshall’s, Ross, and Mega Furniture. Gateway Pavilions is also home to several restaurants and smaller scale retail and service uses. Despite not having direct freeway frontage, the center is highly visible to freeway traffic and draws consumers from throughout the southwest valley.



- Gateway Crossing, a 55 acre power center located at the northwest corner of 99<sup>th</sup> Avenue and I-10. Tenants in this development include Best Buy, Hobby Lobby, and Old Navy, along with a mix of mid-sized retail, service, and restaurant uses. Situated at Avondale's eastern border, Gateway Crossing plays a significant role in establishing the City's image to freeway travelers.
- Coldwater Plaza, a 45 acre regional power center located at the southeast corner of I-10 and Dysart Road. This development's major tenants include Home Depot and Sam's Club, and several furniture stores, along with a range of smaller scale retail, service and restaurant uses.
- Palmilla Shopping Center, a 75 acre combination regional/neighborhood shopping center located at the northeast corner of Dysart Road and I-10. The primary regional tenants in this development include Wal-Mart, PetSmart, and LA Fitness. The center also includes a variety of neighborhood-serving businesses, most significantly, Fry's Food Center. Palmilla Shopping Center also contains several dining establishments.



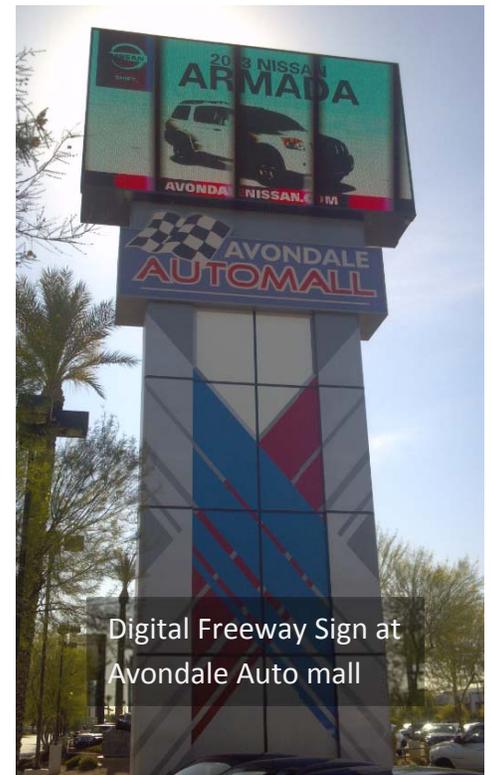
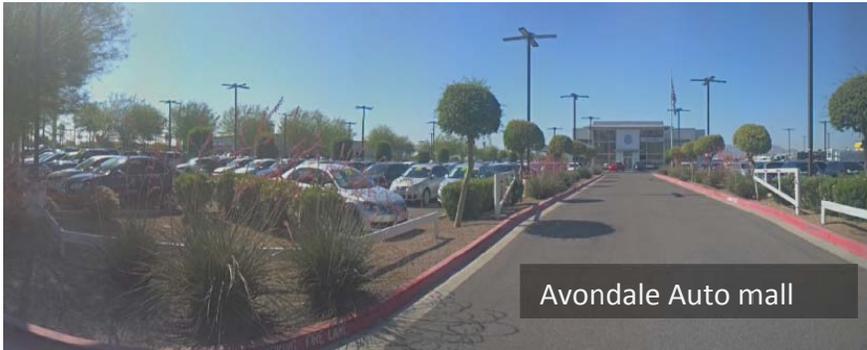
Alameda Crossing



Public Art at Alameda Crossing

- Alameda Crossing, a 55 acre regional/neighborhood shopping center located at the northeast corner of McDowell Road and Dysart Road. The primary regional-trade-area-serving-tenants include Kohl's department store and JoAnn Fabrics; neighborhood-serving-users include a Sprouts grocery store, Beauty Brands, Full Circle Auto Wash, and a variety of smaller scale retail, service, and restaurant uses.

- Avondale Auto mall, a 120 acre development located at the southwest corner of I-10 and 99<sup>th</sup> Avenue. The Auto mall contains an assortment of automobile, motorcycle, and recreational vehicle dealerships. The Avondale Auto mall, established in the early 2000's, is a vital economic engine for the City and an equally strong employment center.



Business Park uses are the second most established form of development that has occurred in the Freeway Corridor. These developments include:

- Coldwater Depot Logistics Center, an approximately 80 acre development located at the southeast corner of I-10 and the Agua Fria River. The property is developed with a 600,000 square foot cross-dock distribution facility completed in 2013. A phased expansion is expected to increase the total building area on the site to nearly 1 million square feet.
- Coldwater Depot Logistics Center Phase III, an approximately 13 acre development located at the northeast corner of Van Buren Street and 127<sup>th</sup> Avenue. Construction of an 187,000 square foot cross-dock distribution facility is expected to be complete by the end of Summer 2015.



- Avondale Commerce Center, a 55 acre development located at the southwest corner of I-10 and Fairway Drive (El Mirage Road alignment). This campus-style commerce park accommodates small to medium sized manufacturing, distribution, and other light industrial uses. Due to the visibility of the site to freeway traffic, outdoor storage is not an approved component of this site.



Avondale Commerce Center

- Griffith Commerce Park, an 80 acre development site located at the northeast corner of 107<sup>th</sup> Avenue and Van Buren Street. Approximately 35 acres of this site have been developed with the Universal Technical Institute (UTI) trade college, an automotive dealership, and a car rental facility. The remaining 55 acres are vacant and available for future development.

- Interstate Commerce Center, an 80 acre development located at the northwest corner of 99<sup>th</sup> Avenue and Van Buren Street. This project consists of two separate business parks, a Pilot Travel Center, truck wash, and a Cummins Diesel manufacturing facility. Undeveloped land to accommodate additional light industrial uses is still available within this development.



Universal Technical Institute –  
Griffith Commerce Park

The General Plan 2030 encourages urban living in certain segments of the Corridor in order to promote a walkable community where people can live, work, and recreate while minimizing the need for an automobile. Furthermore, urban residential development in the Plan area will further the City’s goal of attracting high capacity transit in the future. Existing residential development in the Freeway Corridor include:

- Rio Santa Fe, a 340 unit apartment community located at the southeast corner of McDowell Road and Rancho Santa Fe Boulevard.
- Versante, a 400 unit apartment community located at the northwest corner of Van Buren Street and 111<sup>th</sup> Avenue.
- Desert Springs Village, a 174 lot Medium High Density single family subdivision located at the northwest corner of Van Buren Street and 119<sup>th</sup> Avenue. The development of the subdivision is approximately 30 percent complete and construction is ongoing.
- Waterford Square, a 217 lot Medium High Density single family subdivision located north of the northwest corner of Van Buren Street and 111<sup>th</sup> Avenue. The development is complete.



The General Plan 2030 identifies McDowell Road from Avondale Boulevard to 107<sup>th</sup> Avenue as a potential medical corridor. The foundation for this concept is built on the following existing uses:

- Phoenix Children’s Hospital (Southwest Valley Campus), a 12 acre development located at the northeast corner of Avondale Boulevard and McDowell Road. The initial phase of the site, a pediatric urgent care clinic, was completed in 2013. Future phases include a 30,000 square foot medical office building and a 48 bed pediatric hospital.



- Avondale Integrated Medical Services (AIMS), a 14 acre development located west of the southwest corner of 107<sup>th</sup> Avenue and McDowell Road. The site is developed with a 60,000 square foot office building accommodating a variety of medical specialists. Two additional buildings, identical in size to the existing building, are planned.

The area also includes several areas that will remain primarily as open space even as the remainder of the Corridor develops. These areas include: The Agua Fria River, a natural, riparian area that runs north/south through the western portion of the Freeway Corridor; Friendship Park, a City-operated regional park located at the southeast corner of McDowell Road and the Agua Fria River; Holy Cross Mortuary and Cemetery, a 100 acre cemetery located at the southwest corner of 99<sup>th</sup> Avenue and Thomas Road; and, the proposed Van Buren Regional Drainage and Recreational Corridor.



In addition to developed property, the Freeway Corridor includes a number of vacant properties that have been previously zoned and are ready for potential development, including:

- Three Rivers is a 40 acre development site located at the southeast corner of 105<sup>th</sup> Avenue and Roosevelt Street. The site is zoned CP (Commerce Park).
- Gateway Village is a 17 acre development site located at the southeast corner of 103<sup>rd</sup> Avenue and McDowell Road. The site is zoned C-3 (Freeway Commercial).
- A 3.8 acre development site located north of the northeast corner of Van Buren Street and Eliseo C. Felix Jr. Way, zoned A-1 (General Industrial).
- A 25.6 acre development site located east of the southeast corner of Avondale Boulevard and Roosevelt Street, zoned CP (Commerce Park).
- Roosevelt Park Phase II, approximately 140 undeveloped acres at the northwest corner of 107<sup>th</sup> Avenue and Van Buren Street, zoned Planned Area Development (PAD). The PAD divides the property into sub-parcels each with a different allowed use, including single-family attached, single-family detached, multi-family, commercial, and mixed use.
- Avondale Commerce Park, approximately 80 undeveloped acres located at the northwest corner of 101<sup>st</sup> Avenue and Van Buren Street, zoned Planned Area Development (PAD). The PAD allows for commerce park type uses.
- A 9.2 acre development site located at the northwest corner of I-10 and 119<sup>th</sup> Avenue, zoned MH (Manufactured Home Park), but designated by the General Plan as High Density Residential, a category that can accommodate multi-family development.
- Crystal Springs, approximately 62 undeveloped acres at the southwest corner of Avondale Boulevard and McDowell Road, zoned PAD (Planned Area Development). The PAD calls for Community Commercial (C-2) uses on 52 acres and multi-family residential or “congregate care” on the remaining 10 acres.
- A 36.2 acre development site located at the southwest corner of McDowell Road and 113<sup>th</sup> Avenue, zoned a combination of A-1 (General Industrial) and C-2 (Community Commercial).
- West-10 (aka Park 10), approximately 42.6 acres located at the southeast corner of 107<sup>th</sup> Avenue and McDowell Road, zoned PAD (Planned Area Development). The PAD calls for intense office development on the western 20+ acres and mixed use commercial development on the eastern 20+ acres. Construction of the first phase of Park 10, on the easternmost 18.5 acres was underway as of July 2015 and will be anchored by Main Event Entertainment.
- Avondale Live, approximately 62 acres located north of the northwest corner of 99<sup>th</sup> Avenue and McDowell Road, zoned PAD. The PAD calls for a movie studio and associated facilities, along with an entertainment oriented commercial destination.

- A 160 acre development site located at the northwest corner of 99<sup>th</sup> Avenue and Thomas Road, zoned C-2 (Community Commercial).
- Parkside Village, approximately 160 undeveloped acres located at the southwest corner of 99<sup>th</sup> Avenue and Indian School Road, zoned PAD (Planned Area Development). The PAD calls for a variety of uses on various sub-parcels, including single family detached residential, attached residential, office, and commercial.

This Specific Plan has also evaluated adjacent Cities' land uses and finds the land uses to be compatible.

### **C. INFRASTRUCTURE AND PUBLIC FACILITIES**

A significant portion of the infrastructure needed to support the Freeway Corridor at build-out was constructed as the area developed between 1992 and 2013. The original 1992 FCSP showed tremendous foresight by requiring the provision of adequately-sized streets, sewers, and other infrastructure to support the planned build-out population. As the vision for the Corridor has intensified, however, additional infrastructure improvements beyond what is in place may be required.

#### **Streets**

The I-10 Freeway, bisecting the Freeway Corridor, is the area's most predominant transportation feature. The Interstate is the principal surface transportation link between Los Angeles and Phoenix. In addition to being a major interstate transportation corridor, the freeway provides access to the Loop-101, Loop-202, Loop-303, AZ-51, I-17, and US 60 freeways, providing north-south access between Avondale and the vast majority of other cities in the Phoenix region. Currently, four freeway interchanges service the area: 99<sup>th</sup> Avenue, 107<sup>th</sup> Avenue, Avondale Boulevard, and Dysart Road. A fifth interchange, at Fairway Drive (El Mirage Road alignment), is anticipated in the near future.

The Loop-101 Freeway, located east of 99<sup>th</sup> Avenue just outside of Avondale's limits, is a critical link between Avondale and the northwest valley cities (Peoria, Glendale, Surprise), as well as north Phoenix and north Scottsdale. Three interchanges serve the FCSP area: McDowell Road, Thomas Road, and Indian School Road.

The area's streets generally follow the common one-mile grid arterial street network that is characteristic of the region's transportation system, with the exception that Fairway Drive (El Mirage Road alignment) does not continue north of I-10. The mile grid establishes the Freeway Corridor's circulation hierarchy, providing several points of connection to the Loop 101 and I-10 access points. All arterials needed to service the FCSP area are operational, however not all arterial streets are built to their ultimate cross-section. 99<sup>th</sup> Avenue and 107<sup>th</sup> Avenue will require the most significant enhancements in the future.

North/South collector streets are generally to be provided at each quarter mile throughout the FCSP area. These streets are built when adjacent private development occurs. Where development has not yet occurred, these streets may not yet exist or may be incomplete. East/West collector streets in the FCSP study area include, from north to south, Roosevelt Street, Corporate Drive, and Pierce Street. Roosevelt Street, which runs east/west approximately ¼ mile south of I-10, is envisioned as the City’s future HCT corridor and a premier street for intense urban development. With the exception of the segment between 99<sup>th</sup> Avenue and 107<sup>th</sup> Avenue, Roosevelt Street is incomplete and is anticipated to be constructed as development occurs. In order to accommodate possible future transit, properties adjacent to Roosevelt Street may be expected to provide more right-of-way than is typically necessary for a collector roadway.

The character of each of the primary arterial streets in the FCSP area varies based on the level of development that has occurred to date on the street, the nature of the uses abutting the street, and planned development, for example:

### ***99<sup>th</sup> Avenue and Indian School Road Corridors***

The 99<sup>th</sup> Avenue corridor north of McDowell Road to Indian School Road, is almost entirely undeveloped with portions of the roadway controlled by various jurisdictions, including Avondale, the City of Phoenix, and Maricopa County. Similarly, Indian School Road is under Maricopa County control. As such, segments of both of these streets lack standard improvements such as curbing, medians, bike lanes, detached sidewalks, street lights, landscaping, and other aesthetic treatments. Additionally, the SRP irrigation canal running parallel to 99<sup>th</sup> Avenue will require relocation and undergrounding at the time of each development to allow for the eventual completion of the roadway to an urban standard. Increasing the aesthetics of these corridors is a priority, as they announce entry into the City.

### ***McDowell Road Corridor***

McDowell Road is one of the Freeway Corridor’s most established arterial streets. It has received aesthetic treatments that include median landscaping and streetscape enhancements. Additional landscaped medians and bike lanes will be added with new developments to create a continuous, pleasing streetscape and connectivity throughout the City. This road, between 99<sup>th</sup> Avenue and 107<sup>th</sup> Avenue, has been designated as a future transit link into the City Center.

### ***Van Buren Street Corridor***

The uses adjacent to Van Buren Street between Fairway Drive and the Agua Fria River are expected to generate significant truck traffic. It is anticipated that, upon completion of the Fairway Drive freeway interchange, this traffic will be confined to a relatively small geographical area and will not spill significantly onto other arterial streets, such as Avondale Boulevard. As new development progresses throughout this area, traffic studies will be required to ensure proper circulation is provided.

## **Water, Sewer and Other Utilities and Services**

Water, sewer, and other utility infrastructure needed to serve existing and future Freeway Corridor development exists throughout the area and is functioning well to serve consumer needs. City utilities are generally located within public-street rights-of-way; non-municipal utilities are generally located in designated public utility easements located directly behind rights-of-way. The City makes it a priority with all new development to ensure that both City and private utilities are afforded ample opportunity to locate infrastructure to serve properties. Utilities are provided by the following entities:

**Water and Sewer Service:** Water and sewer service to the Planning Area is provided by the City of Avondale. Portions of the Planning Area that have not been annexed and remain part of Maricopa County receive their water from private wells and utilize septic systems for their sewer needs. However, upon annexation into the City and development of these parcels, they will be required to hook up to the Avondale water and sewer system.

**Television Service:** Cox Communications provides cable service throughout the study area; Century Link has applied for permission to provide cable service to the study area. Satellite providers that serve the Freeway Corridor include DirecTV and Dish Network.

**Phone/Data Services:** Century Link, formerly Qwest Communications, is the primary provider of ground-based telecommunications and data services in the Freeway Corridor. Alternatively, a multitude of wireless providers have existing and planned infrastructure in place throughout the area to provide wireless phone and data service to customers. Cox Communications also provides data services to businesses and homes in the area.

**Electrical Service:** The area is served by two electrical providers, Salt River Project (SRP) east of the Agua Fria River, and Arizona Public Service Company (APS) west of the Agua Fria River.

**Natural Gas:** Southwest Gas Company provides natural gas service throughout the Freeway Corridor.

## II. SPECIFIC PLAN OBJECTIVES

The following objectives have been identified to advance the Goals, Policies, and Implementation Strategies of the General Plan 2030:

**Objective #1: Prioritize the City’s appearance from the I-10 and the Loop 101 freeways, limiting heavy industrial uses and establishing strict design requirements where necessary.**

*General Plan Urban Design Element Goal #2, Policy K: Maintain an upscale appearance from the I-10.*

Maintaining a corporate/business appearance from the I-10 and Loop 101 is vital to enhancing Avondale’s overall image, job base, and architectural appeal for Avondale residents and business owners.

New development and/or redevelopment projects must provide premium freeway exposures and take measures to ensure their projects contribute to the overall welcoming image Avondale wishes to present. A design emphasis shall be placed on any elevation visible from the Freeway. The level of design detail on freeway facing elevations will be required to match the detail used on the building elevation containing the primary entrance(s). Service areas must be completely integrated into the architecture of the building and entirely screened from view from the freeway perspective and from adjacent streets.



Specific design requirements for freeway-abutting properties are located in Section III of this Plan.

Additionally, the uses themselves must be restricted to those types deemed appropriate for high-visibility areas. For instance, due to their large truck courts and exposed service areas, warehousing and distribution developments do not make the same positive visual impression as an office park. Truck intensive uses beyond what already exists or is planned are not allowed within the FCSP area.

**Objective #2: Establish design requirements based on and specific to the General Plan designation of a developable property to ensure Freeway Corridor subareas achieve their intended purposes.**

*General Plan Land Use Element Goal #8, Policy B: “Encourage mixed use areas to be vertically integrated developments comprised of residential, retail, dining, office, and entertainment/recreational uses in order to promote pedestrian activity.”*

*General Plan Land Use Element, Strategy #42: “Require new development with a Mixed Use designation or TOD to apply New Urbanist principles.”*

*General Plan Land Use Element, Strategy #43: “Require structure parking in place of surface parking lots for high intensity development.”*

*General Plan Housing Element, Goal #2, Policy E: “Encourage the development of live/work units in areas of the City that are appropriate for mixed use development.”*

As discussed earlier in this Plan, the FCSP area contains several different General Plan land-use categories, from Transit-Oriented Development designations such as Mixed Use and Urban Residential, to more established designations like Business Park and Freeway Commercial. Each of these categories varies from one another in terms of intensity and desired character and, as such, it is important for this Plan to establish different design requirements for each. For example, while pedestrian connectivity is important in every land-use designation, the importance of a developed path system is more integral to TOD (which de-emphasizes automobile use) than Freeway Commercial (which is designed to accommodate regional automobile traffic). Conversely, project components such as parking lot design, landscaping/shading, and screening are more vital to Freeway Commercial developments than TOD.

A sampling of General Plan policies and strategies that speak to the need for separate design requirements and recommendations are listed above. A comprehensive list of design requirements applicable to the various General Plan designated land uses can be found in Section III of this document.



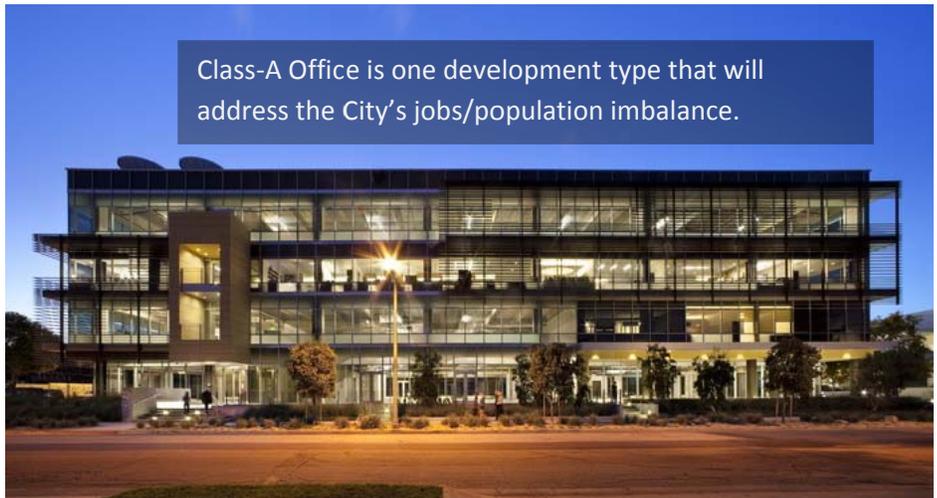
**Objective #3: The Freeway Corridor will be the southwest valley’s premier job center.**

**General Plan Economic Element, Goal #2, Policy A:** “Locate desired and targeted businesses in Avondale, specifically in Bio-Industry along Van Buren Street and Medical Support Services along McDowell Road...”

**General Plan Land Use Element Goal #3, Policy A:** “Develop the I-10 Corridor into the City’s premier business and employment area by encouraging uses that provide a high ratio of well-paying jobs to square footage.”

**General Plan Growth Area Element, Goal #1:** “Create destination employment centers in targeted areas of the City that will help to improve balance between jobs and population.”

Employment generating uses within the I-10 Freeway Corridor are encouraged to take the form of multi-story office development, spacious corporate office campuses, fully enclosed light industrial commerce parks, and/or offices that are integrated into mixed use developments. Each of these development types will help to achieve the City’s goal of providing a higher ratio of well-paying jobs to square footage. Conversely, uses that are exclusively warehouse and distribution are no longer considered appropriate for the Freeway Corridor.



Additionally, the City’s General Plan identifies an economic development strategy to focus business attraction on specific sectors in different parts of the FCSP area. The McDowell Road Corridor, for instance, is identified as ripe for development of additional medical office, hospital, and medical support services to support the existing Phoenix Children’s Hospital, AIMS, the planned Copper Springs Hospital, and other medical office projects in the vicinity. Likewise, the undeveloped parcels reserved for Business Park along the Van Buren Street Corridor are seen as a possible future biotechnology center.

The City currently has a deficiency in the number of jobs for its population. The addition of the specific types of employment generators cited in this objective will serve to address the City’s current imbalance.

**Objective #4: Ensure new development in the Plan area is pedestrian/bicyclist friendly and contributes to a walkable community.**

*General Plan Circulation Element, Goal #4, Policy A: “Provide and support opportunities for all modes of travel for all ages and abilities.”*

*General Plan Land Use Element, Goal #8, Policy C: “Take alternative methods of transportation, including transit, bus, and walking into account when considering all proposals for development.”*

*General Plan Transit Oriented Development Element, Strategy #2: “Ensure that sites contain shaded pedestrian travel ways from the nearest transit route to the entrance(s) of the buildings on the site.”*

*General Plan Public Buildings, Services, and Facilities Element, Goal #3: “Protect the community from flooding and plan for long-term, effective, and efficient stormwater services.”*

The City aspires to be a healthy, sustainable community. Ensuring that our residents and visitors have ample opportunities to walk or bike to destinations is one of the primary ways in which land-use decisions impact the health and sustainability of our City. As already established, the FCSP area is planned for intense development that, if designed solely with the automobile in mind, would sacrifice pedestrian and bicyclist movement throughout the area. It will be imperative that all future development within the Corridor, regardless of use, be designed to accommodate multiple modes of travel, affording pedestrians and cyclists the same level of accessibility and mobility as has traditionally been given to motorists. Specific design requirements that promote pedestrian movement are included in Section III. An example of one such requirement is that pedestrian pathways from building entrances to the nearest transit location or the public sidewalk will be required to be sufficiently shaded to allow their year-round usage.



Providing pedestrian/bicyclist facilities for recreational/exercise purposes is equally important. Within the Plan boundaries, two major recreational corridors are planned. First, the Agua Fria River Levee Trail will run north/south, connecting the Freeway Corridor with Friendship Park to the north and the developed residential communities to the south. Second, the Van Buren Street Drainage and Recreational Corridor will provide east/west connectivity for the Freeway Corridor, allowing pedestrians to travel from 99<sup>th</sup> Avenue to the Agua Fria River in a beautiful, spacious, landscaped environment. Section III of this document establishes requirements for properties adjacent to either or both of these proposed systems.

**Objective #5: Further develop the Freeway Corridor’s sense of place through street treatments, entry gateways, and other aesthetic treatments within the public realm.**

*General Plan Circulation Element, Goal #1, Policy E: “Work with adjacent jurisdictions when planning or upgrading infrastructure along boundaries.”*

*General Plan Urban Design Element, Goal #2, Policy A: “Create visual “gateways” at principal entry points to Avondale...”*

Enhancing the aesthetic appeal of the Freeway Corridor cannot simply be accomplished through the design of private development sites. Improvements to the City’s rights-of-way throughout the area will need to be provided in order to continue developing Avondale’s image as an upscale, modern community. Such improvements may include, but are not limited to, right-of-way landscaping enhancements, continuation of the City’s landscaped median projects, creation of entry treatments for gateways into Avondale, provision of public art adjacent to streets, use of wider, detached sidewalks, utilization of colorful, patterned paving materials, and incorporation of unique, artfully designed transit shelters. As a bonus, many of the same measures that will beautify City streetscapes, particularly those measures that involve a landscaping component, will have the added effect of providing additional shading for pedestrian sidewalks and enhancing year round walkability.

Additionally, incorporating pedestrian plazas and other similar community gathering places into right-of-way design will serve to provide usable open space in an urban form compatible with the level of development anticipated. One such concept for providing small open space oases in an urban context is through use of “parklets”. Defined as “small spaces that serve as an extension of the sidewalk, to provide amenities and green space for people using the street,” parklets typically occupy what would be an on-street parking space and are popular with both users and developers because they are located within the public right-of-way and do not decrease the net building area of a site.



Parklets provide open space in the public realm. This example provides seating and landscaping adjacent to a retail oriented street, occupying what were on-street parking spaces.

Specific requirements for right-of-way enhancements, including specifications for parklet design, are included in Section III.

### III. FREEWAY CORRIDOR DESIGN AND DEVELOPMENT REQUIREMENTS

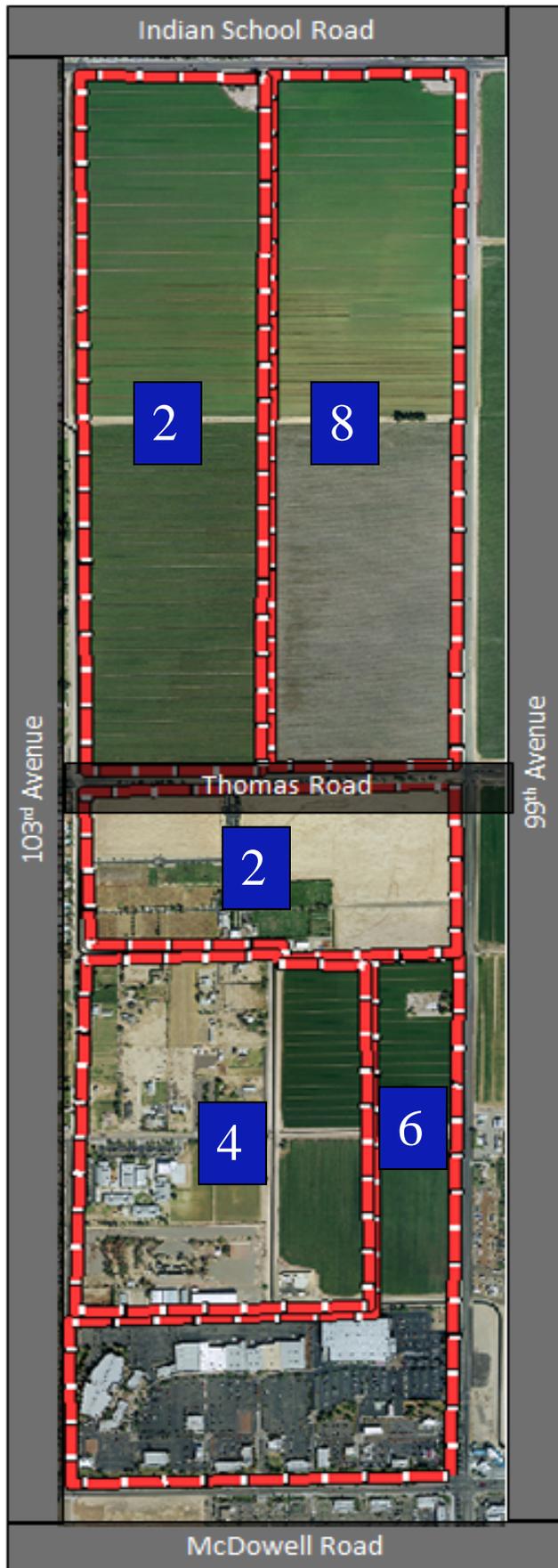
This section establishes design and development requirements intended to further the City's goals for the Freeway Corridor. Maximum building heights are listed, in stories, and are indicated on the maps in blue boxes.



*I-10 Freeway Corridor: Dysart Road to Avondale Boulevard*



*I-10 Freeway Corridor: Avondale Boulevard to 99<sup>th</sup> Avenue*



Loop-101 Freeway Corridor:  
 McDowell Road to Indian School Road

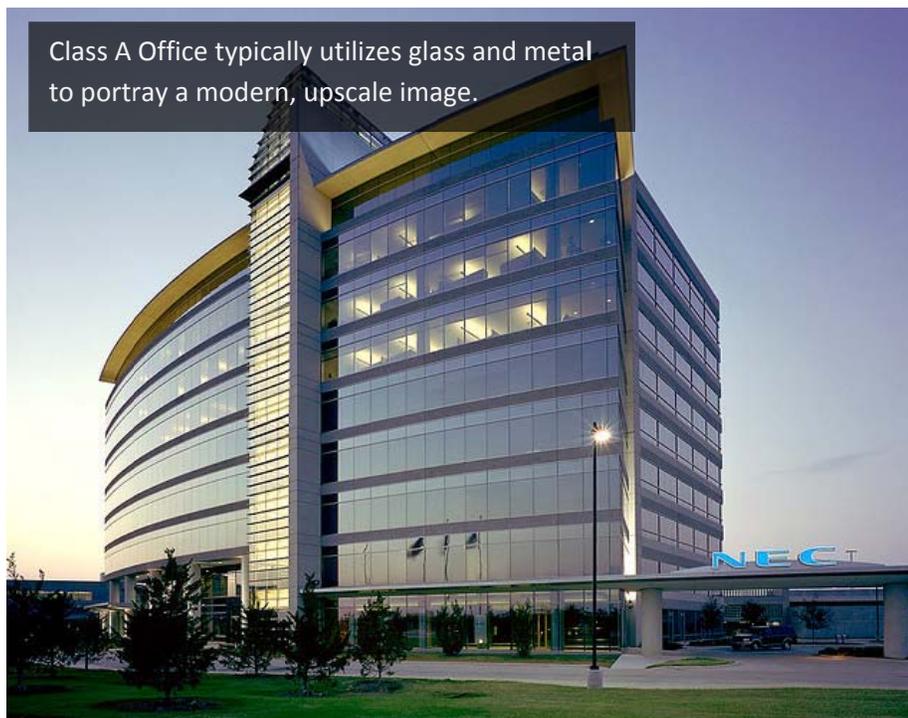


### *Parking*

- ❖ Where surface parking is provided adjacent to a street, parking lots shall be screened from adjacent public streets by landscaped earth berms a minimum of 3' high with a maximum slope of 4:1, 3' high terraced planters, or vegetative screens. Parking areas located behind buildings and not visible from adjacent rights-of-way do not require screening.
- ❖ Continuous planting strips dividing rows of parking must be provided every other row, with a minimum landscape area width of 6'.

### *Development Types:*

- ❖ Development of office uses within the Freeway Corridor shall be either Class A or Class B, as defined in the 2012 “North American Office and Industrial Market Terms and Definitions” guide published by the NAIOP (Commercial Real Estate Development Association), or subsequent amendments thereto.
- ❖ Exterior stairwells on multi-story office buildings shall be prohibited.



- ❖ Development of Business Parks within the Freeway Corridor should take on a campus-style form and shall include the following design features:
  - For sites with more than one building, separate buildings must be connected via shaded pedestrian pathways located internal to the site (e.g. in a courtyard setting) and away from parking areas. Shading may be provided mechanically or by shade trees planted on both sides of a pathway.
  - Pedestrian plaza/refuge areas must be provided. These areas must feature, at a minimum: shading, seating, lighting, ground plane variation, and landscaping.



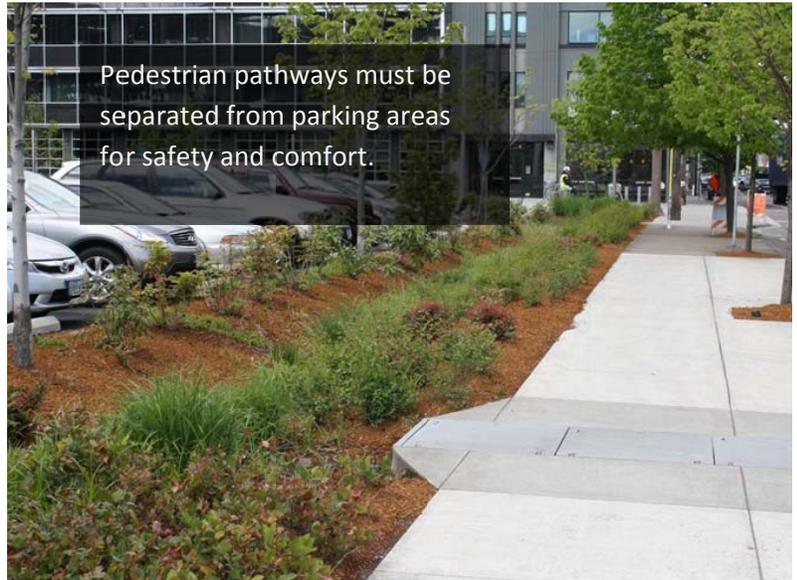
- ❖ For development of commercial centers within the Freeway Commercial designation, a minimum of 30% of the street frontage shall be occupied by buildings located at the setback line to create a street presence.

- ❖ Development within the Urban Residential designation shall meet the following standards:
  - 3 stories or greater.
  - Building(s) 60,000 square feet or larger
  - Central, interior lobby.



## *Walkability*

- ❖ All development shall provide safe and convenient pedestrian and bicyclist access to each building on site from adjacent rights-of-way, transit stops, and parking areas. Pedestrian connections shall feature a minimum 5' wide path and shading. Pedestrian paths, except where they cross driveways and drive aisles, are expected to be located at least 10' from driveways and parking spaces, to buffer pedestrians from vehicular traffic.
- ❖ All public sidewalks shall be detached and shaded with trees unless otherwise approved by the City Engineer.



## *Freeway Adjacent Design*

- ❖ Building elevations facing I-10 shall utilize the same level of architectural treatment, including, but not limited to, the full range of materials, colors, textures, plane changes, and roofline variation, as the building's primary elevation (e.g. the elevation containing the primary entrance(s)).
- ❖ Sites shall be designed to eliminate objectionable views from the freeway. If uses require at grade service areas/loading docks, buildings are shall be sited so that these features are located on a side elevation that is less visible from I-10 or adjacent streets, or entirely screened through a combination of landscaping and other devices.

## Public Realm

- ❖ Development adjacent to the City's planned HCT corridor should anticipate providing right-of-way beyond what is typically required (up to 50' additional per half street) to accommodate future transit service.

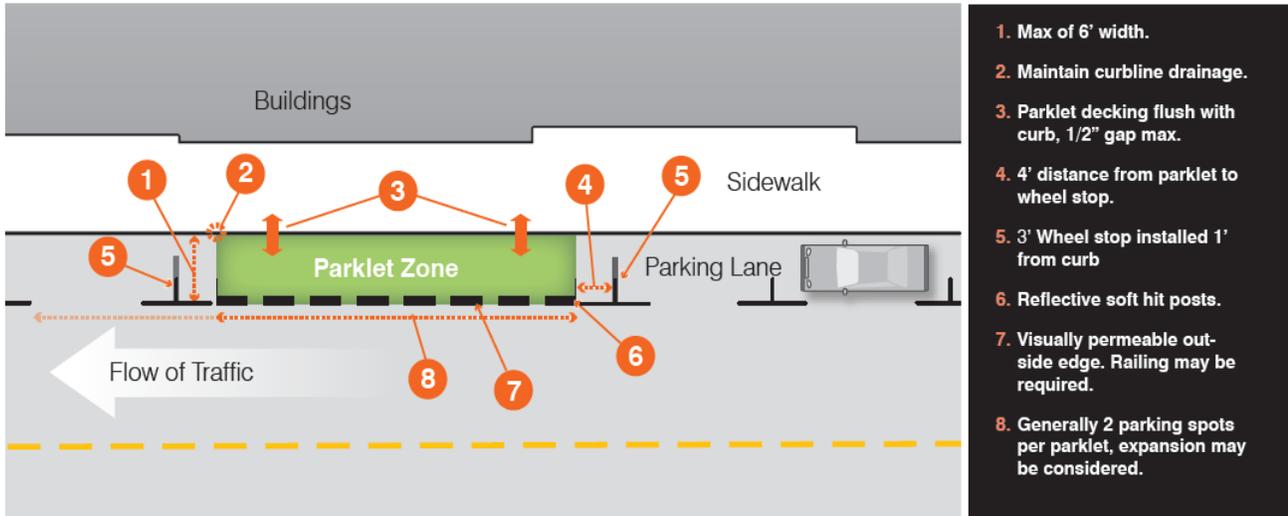


- ❖ Developments in the Freeway Corridor are required to provide bus/circulator stops at any locations adjacent to the development, as identified by the City's Transportation Plan. Each stop should incorporate materials, colors, and themes from the development. Stops are expected to include shading, seating, lighting, a trash receptacle, and artistic features. A photovoltaic system should be used to supply the power needed for illumination purposes and WiFi at these locations if feasible. Potential future BRT/LRT stations, expected to be located within street medians, will be designed and built by the City.

- ❖ Additional right-of-way may be required to accommodate the future Van Buren Regional Drainage and Recreation Corridor. West of 119<sup>th</sup> Avenue, an open channel design (right) will limit vehicular access into development sites from Van Buren Street.

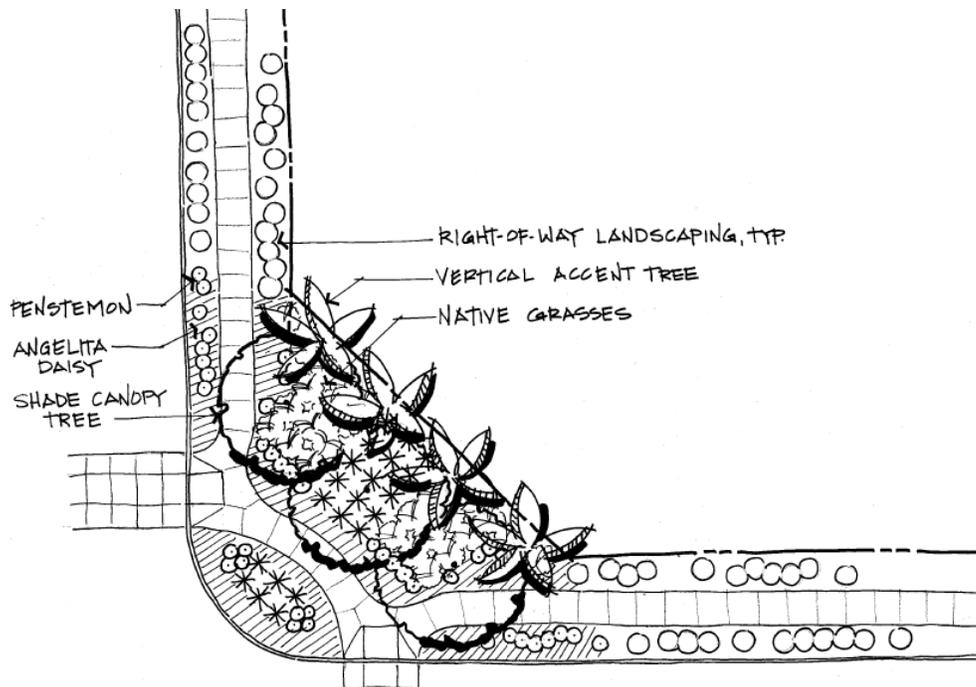


- ❖ Retail/Restaurant developments adjacent to collector or local streets should incorporate “parklets” into their designs. Parklets are small areas designed to accommodate pedestrian seating and are generally located in areas of high pedestrian traffic.



### Entry Gateways

- ❖ Entries into the Freeway Corridor should utilize a consistent landscape treatment to help establish the City’s identity, as illustrated below. The plant palette and design is intended to be a modern homage to the City’s agrarian culture.



- ❖ Trees and plants should be planted in rows as illustrated above. Row spacing is to be calculated by determining the plant’s diameter at maturity. The cacti and succulent rows should be centered diagonal to the intersection with native grasses flanking both sides of the cacti/succulent massing. Penstemons should be located in front of the grass, and Angelita Daisy in front of the Penstemons to be closest to the pathway and most visible from the street. This arrangement of plants will provide a layered effect as viewed from the street.
- ❖ The finished grade shall slope from the sidewalk grade to a height of two feet at the property line.
- ❖ Plant materials shall be chosen from the following lists:
  - Common Vertical Accent Tree Options (Choose one): Date Palm (*Phoenix dactylifera*); California Fan Palm (*Washingtonia filifera*).
  - Common Shade Canopy Tree Options (Choose one): Blue Palo Verde (*Parkinsonia florida*); Fruitless Olive (*Olea europaea ‘Wilsoni’*); Native Mesquite (*Prosopis juliflora*); Red Push Pistache (*Pistacia chinensis ‘Red Push’*); Cottonwood (*Populus fremontii*)
  - Cacti/Succulents (Choose two): Giant Hesperaloe (*Hesperaloe funifera*); Desmetti Agave (*Agave Desmettiana*); Weber Agave (*Agave Weberi*); Aloe Species (Less than 2’ in height)
  - Native Grasses (Choose one): Deer Grass (*Muhlenbergia rigida ‘Nashville’*); Bull Grass (*Muhlenbergia emersleyi ‘El Toro’*); Blue Grama (*Bouteloua gracilis*); Pine Muhly (*Muhlenbergia dubia*)
  - Flowering Groundcover (Use all): Angelita Daisy (*Tetranneuris acaulis*); Parry’s Penstemon (*Penstemon parryi*); Firecracker Penstemon (*Penstemon eatoni*)
  - Additional plant material may be substituted subject to approval by the City Manager or authorized designee.

#### **IV. IMPLEMENTATION**

The Avondale Freeway Corridor Plan contains a number of provisions which are regulatory in nature. Administration of the Specific Plan will be subject to the following rules:

1. Where a provision of the Specific Plan varies from the underlying Zoning or the Subdivision Ordinance, the Specific Plan shall prevail. Existing PADs are exempt from the requirements of this Plan but are encouraged to use this document as a guide.
2. Within the Freeway Corridor area, no building shall be erected and no existing building shall be moved, enlarged, or altered, or used, in any way except in conformance with the regulations in this Plan.
3. Administrative Relief from regulations contained in the Plan may be granted in accordance with the procedures outlined in Section 108 of the Avondale Zoning Ordinance.
4. Any text amendment to this Plan shall be processed under the procedures for a Minor General Plan Amendment, as outlined in the General Plan 2030.
5. Violation of any regulation contained in the Specific Plan shall be deemed a violation of the Avondale Zoning Ordinance and will be subject to the enforcement provisions outlined within the Zoning Ordinance.

#### **V. PUBLIC PARTICIPATION**

Avondale is committed to public participation and daily community engagement. This update of the Freeway Corridor Specific Plan continues Avondale's commitment as expressed in the Public Participation Element of the General Plan 2030. Property owners' viewpoints are considered as significant determinants of this Plan's direction.

In addition to two public hearings before the Planning Commission and a public hearing before the City Council, the Planning Division hosted a community meeting to discuss the proposal with any interested property owners within the FCSP boundary. Additionally, drafts of the updated FCSP and related materials were made available on the City's website and provided to all neighboring jurisdictions and relevant local, state, and federal governmental entities.