



MARICOPA
COUNTY



2020

Eye To The Future



MARICOPA COUNTY, ARIZONA

OLIVE AVENUE
SCENIC CORRIDOR GUIDELINES

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PREFACE

Maricopa County recognizes that urban development will continue to change land use patterns. The major factor in development, especially Maricopa County, has been significant population growth. In fact, the Arizona Department of Economic Security projects Maricopa County will have 4.5 million people by 2020. With that population growth it is inevitable that development will continue throughout Maricopa County. However, the question that needs to be asked is ... How will that development occur?

Eye on the Future 2020, the Maricopa County Comprehensive Plan, provides a guide for decisions concerning growth and development, and considers strategies for addressing growth-related impacts. Among the many strategies is the creation of scenic corridors for unique locations in Maricopa County. The Olive Avenue area is one of these unique locations, and thus the Olive Avenue Scenic Corridor Guidelines are established to help enhance this area's special characteristics.



PREFACE

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INTRODUCTION

The northwest valley is experiencing rapid growth and development. Consequently, Maricopa County launched the study of a proposed scenic corridor for the Olive Avenue area. The main factors that help promote Olive Avenue as a scenic corridor include:

- ◆ Access to the White Tank Mountain Regional Park which is a major recreational destination in Maricopa County.
- ◆ Prominent vistas and views of the White Tank Mountains and viewsheds into the White Tank Mountain Regional Park.
- ◆ Native Sonoran Desert landscaping, including palo verde, creosote bushes, and bur sages.
- ◆ Unique views and characteristics that attract residents in search of a distinct quality of life.
- ◆ Designated as a scenic and recreational overlay by the Maricopa County Transportation System Plan

The Olive Avenue area is a unique place to live and provides a gateway into the White Tank Mountain Regional Park. These guidelines have been developed to guide and enhance planning of this corridor as development occurs. The intent of these guidelines is to highlight, promote, and preserve Olive Avenue's scenic and environmental characteristics, and help reflect the character of the community.

Scenic Corridor Overview

Scenic corridors are intended to highlight unique aspects of an area or region. Scenic corridors, including the Olive Avenue Scenic Corridor, recognize that people live in these unique areas for their high quality of life. Based on the Maricopa County Comprehensive Plan, scenic corridors are structured to emphasize public involvement and reflect the comments, ideas, and recommendations of the public. Therefore, the Olive Avenue Scenic Corridor gives current and future residents of this area an opportunity to voice their decisions about future urban growth that will impact their lives.

The Olive Avenue Scenic Corridor will allow residents along this roadway to have a voice in the future urban development of their area, to identify a common vision, set of ideas, and concepts about their region. It will also address impacts from future urban development to help maintain the roadway's unique character and the residents' quality of life. This scenic corridor will help minimize the impacts that rapid urban growth may have on this area, help protect property values, and help accommodate future population growth.



INTRODUCTION

Although “scenic” is a subjective term, for this plan it means an inherent characteristic— existing and apparent— in the current landscape.

Study Boundary

The Olive Avenue Scenic Corridor extends ¼-mile on both side of Olive Avenue right-of-way in Maricopa County between State Route 303 and the White Tank Mountain Regional Park boundary (see **Figure 1**). At a public meeting in May 2005, Maricopa County Planning and Development staff provided information on the widths of other scenic corridors in the county; for example, the Wickenburg Scenic Corridor extends to 2 miles on each side of the highway, while the Carefree Highway extends a quarter-mile. Based on this analysis and discussions with stakeholders, it was recommended that a quarter-mile boundary would be most appropriate.

Study Purpose

These guidelines help implement the Maricopa County Comprehensive Plan. New urban development within the corridor is encouraged to follow these guidelines as part of the Maricopa County Comprehensive Plan. This includes new master planned communities, subdivisions, commercial, and industrial development within the corridor. This document is not meant to present a formal design plan, but provides design guidelines for the protection and enhancement of the Olive Avenue area to be implemented as development occurs. Therefore, land use plans and special studies like scenic corridors are critical to formulating public opinion on issues related to future urban development and potential impacts. Without these documents, assumptions would be made about community needs.

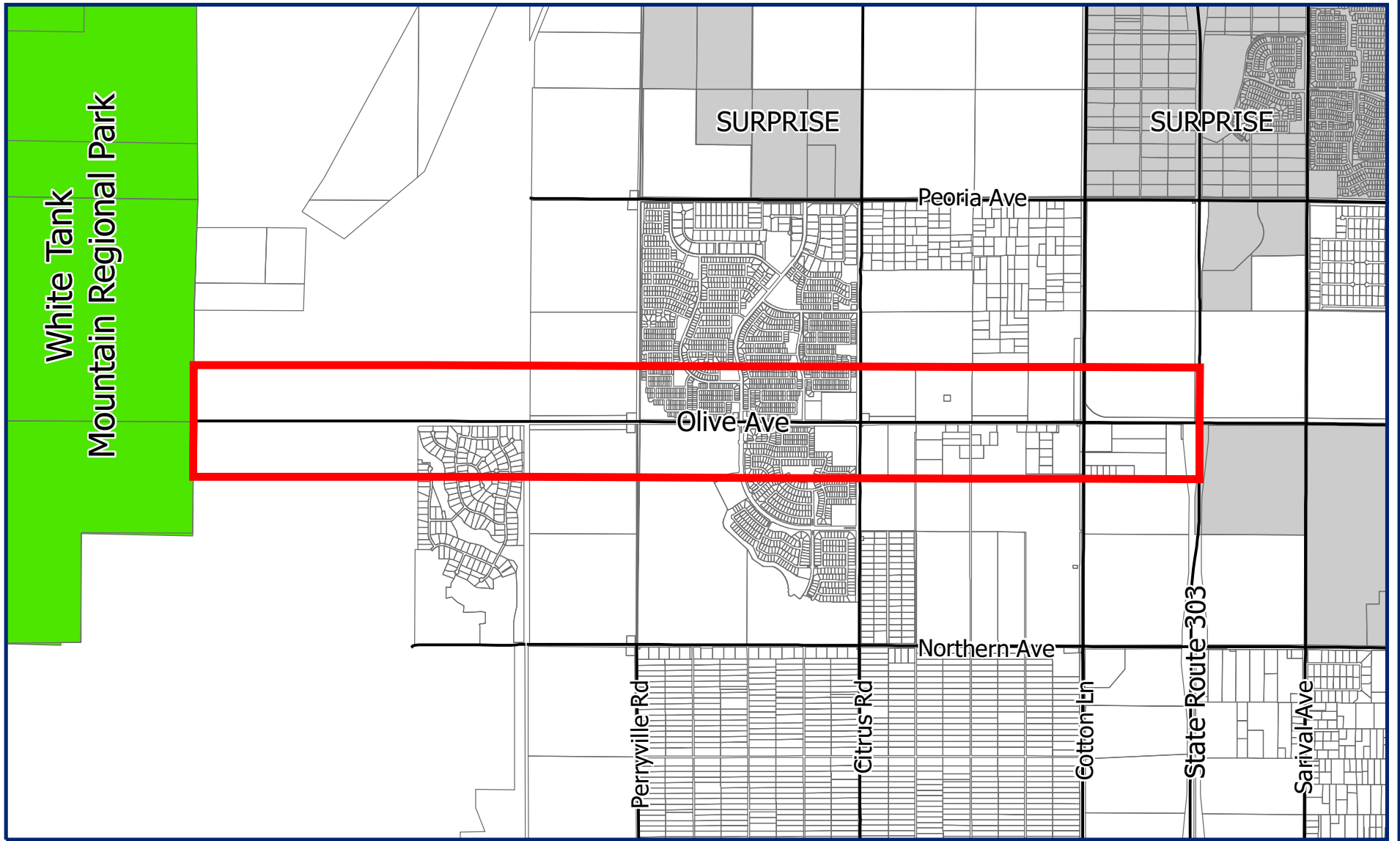
While scenic corridor guidelines can give residents a greater say in the development of their region, it is important to identify their limitations. Most important, these guidelines are policy, not regulatory, meaning they are guides for public and private decision makers about the character of urban development in the Olive Avenue area.

These guidelines only apply to new residential master planned communities, subdivisions, commercial, and industrial development. There are other limitations as well, which are briefly discussed below.

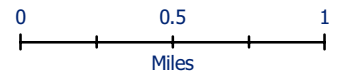
This study **DOES NOT**:

- ◆ Prevent the sale or transfer of land— land can be bought and sold at the discretion of the responsible parties
- ◆ Prevent development of land— land can be developed in accordance with the Maricopa County Planning and Zoning policies and regulations

Olive Ave Scenic Corridor Study



- Arterial Road
- ▭ Project Boundary
- ▭ Incorporated
- ▭ Parcels
- ▭ County Park



Study Boundary
Figure 1





INTRODUCTION

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- ◆ Apply to existing homes, buildings, structures, etc.— only the types of new development identified above are subject to the guidelines
- ◆ Apply to residential development outside of recorded subdivisions— lot split property is exempt from these guidelines
- ◆ Designate historic land or buildings— such designations are typically a federal process
- ◆ Identify future land uses— land uses are identified in county area plans. This document only provides guidelines for the character new development.

Future Development Implications

In Maricopa County, scenic corridors have neither deterred nor promoted growth. These guidelines assume that the historic pattern of urban growth and development will continue in Maricopa County. Therefore, these guidelines are intended to help integrate urban growth into the community, to minimize impacts to personal property and quality of life, and to reflect residents' and stakeholders' recommendations. This study is consistent with other scenic corridors in Maricopa County, which were established ahead of urban growth pressures. For instance, since adoption of the Carefree Highway Scenic Corridor, there have been several new commercial, office, and other non-residential developments, and additional commercial, employment and residential development is expected in the future. Growth within the Wickenburg Highway Scenic Corridor along Grand Avenue is also expected to be significant, most notably with large master planned communities. Approved and pending master planned communities will add an estimated 100,000 new residents to this area, although additional urban development will likely increase this estimate significantly.



INTRODUCTION

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BACKGROUND AND PROCESS

The preparation of these guidelines was based upon existing planning documents, which influence the Olive Avenue area, and citizen participation throughout the process.

Plans and Guidelines

The Maricopa County Comprehensive Plan and City of Glendale General Plan provide direction into the planning of the Olive Avenue region. Furthermore, research on existing scenic corridors within Maricopa County was conducted and documented to generate ideas for possible guidelines which apply to the Olive Avenue Scenic Corridor (see Appendices for Scenic Corridors in Maricopa County). The Olive Avenue Scenic Corridor guidelines are, in part, based on these plans and studies.

Eye to the Future 2020, Maricopa County Comprehensive Plan

Adopted in 1997, *Eye to the Future 2020*, the Maricopa County Comprehensive Plan, connects the importance of land use planning with available infrastructure and services. The State of Arizona requires preparation of a comprehensive plan in order to “conserve the natural resources of the county, to ensure efficient expenditure of public funds, and to promote the health, safety, convenience, and general welfare of the public” (A.R.S. §11-806). *Eye to the Future 2020* seeks to create strong and vibrant communities within Maricopa County by encouraging orderly development while creating a healthy environment, a vibrant economy, and an efficient transportation system.

Included as part of the comprehensive plan are several objectives and policies relating to scenic areas, including the following:

Objective O1: Promote physical and visual public access to open space resources, which includes:

Policy O1.2 Encourage protection of view corridors within new and established scenic corridors.

Policy O1.3 Encourage protection of public access around existing regional parks from urban encroachment.

White Tank/Grand Avenue Area Plan

The White Tank/Grand Avenue Area Plan, adopted in 2000, helps accommodate future urban growth in this area of the county over the next ten to fifteen years. New growth will be accommodated in a manner that is consistent with protecting public health and safety, and is coordinated with available urban infrastructure and



BACKGROUND AND PROCESS

services. The White Tank/Grand Avenue area, which includes the Olive Avenue Scenic Corridor, is experiencing rapid urban growth which is significantly increasing traffic; increasing the need for urban infrastructure and services; and changing the area's overall land use pattern. The White Tank/Grand Avenue Area Plan is the result of a large scale public participation effort which included input and recommendations from property owners and other stakeholders. The plan's implementation program identifies long and short-term measures that can help implement the citizen-driven goals, objectives, and policies. Specific policies contained in the White Tank/Grand Avenue Area Plan dealing with the development of scenic corridors include the following:

- Policy L3.2.1: Maintain and enhance opportunities for recreation offered by the White Tank Mountain Regional Park.
- Policy L3.5.7: Support and encourage efforts to preserve the Agua Fria River and major floodways as recreation corridors.
- Policy E1.2.3: Encourage efforts to establish an open space trails system between Estrella Regional Park, White Tank Mountain Regional Park, and Lake Pleasant Regional Park.
- Policy E1.4.2: Support the use of canals and floodplains as recreation corridors.

Maricopa County Transportation System Plan

The Maricopa County Transportation System Plan (TSP) is the implementation plan for the transportation element of the Maricopa County Comprehensive Plan. The TSP identifies Olive Avenue as a Primary Roadway within Maricopa County. The county will give high priority to improving Primary Roadways under its jurisdiction. MCDOT classifies Olive Avenue as a Principal Arterial. A principal arterial is four to six lanes in width constructed on 130 feet of right-of-way. Furthermore Olive Avenue, between the White Tank Regional Park and Cotton Road, is part of the recommended bicycle network throughout urban areas of Maricopa County. According to the MCDOT, improvements for bicycle lanes will be included as part of the standard cross section on all arterial and collector streets when they are designed, constructed, reconstructed, or widened. Right-of-way for future bus pullout should be on the far side of each intersection.

City of Glendale General Plan

The Olive Avenue Scenic Corridor is partly located within the municipal planning area of the City of Glendale General Plan. It is also important to note that 2 ½ miles of the scenic corridor, between Perryville Road and Loop 303, is located within the Glendale strip annexation area. The City of Glendale is in the process of



annexing portions of the Olive Avenue Scenic Corridor. The City of Glendale recently approved a Major Plan Amendment (MPA) to the Glendale General Plan for 4 ½ square miles of the Loop 303 corridor. The MPA now designates areas near Olive Avenue and Loop 303 as Entertainment Mixed Uses instead of Low Density Residential, Planned Commercial, and Business Park Uses. Also, the MPA now proposes Northern Parkway which realigns Northern Avenue to the mid-section line between Olive Avenue and Northern Avenue. Northern Parkway will extend from Litchfield Road and connect to the Loop 303.

Citizen Participation

To guide this process, the Maricopa County Planning and Development Department identified property owners and stakeholders who provided unique perspectives on how these guidelines should be structured, what they should include, and what they should achieve. Stakeholders included public and private agencies such as Arizona State Land Department, U.S. Bureau of Land Management, City of Glendale, any homeowners association, or even concerned citizen groups. Furthermore, to help promote greater regional coordination and cooperation in this area, Maricopa County extended invitation to the City of Glendale to participate in this effort. To solicit input and recommendations, Maricopa County hosted several meetings.

An initial public meeting was held May 11, 2005 at the Northwest Regional Library to introduce the study to property owners and other stakeholders. At this meeting, staff provided information on the study's purpose and what it will achieve, about anticipated future urban growth near the study area, and the impact that other county scenic corridors have had on urban growth. Presentations were provided by county staff, and attendees were requested to complete questionnaires to solicit additional input.

In January of 2006, the first draft of the Olive Avenue Scenic Corridor Guidelines was sent by mail to property owners and stakeholders. These notifications explained the purpose of the scenic corridor study, and how citizens could make comments and recommendations about the proposed guidelines. Included in the mailings were invitations to the second public meeting.

A second meeting was scheduled on February 2, 2006 at the Northwest Regional Library to gather input and suggestions for the first draft of the Olive Avenue Scenic Corridor Guidelines, which were sent in January 2006. At this meeting, staff presented the proposed guidelines, how they would be implemented by the Planning and Development Department, and the guidelines mitigate the impacts of development. Again attendees were given the opportunity to make comments and provide recommendations. Many of the comments were related to the perceived attempt by Maricopa County to restrict any type development within the corridor.



BACKGROUND AND PROCESS

However, county staff emphasized the limitations of the scenic corridor guidelines which can be found in the *Study Purpose* section of this document.

In March 2006, the final draft of the Olive Avenue Scenic Corridor Guidelines was sent by mail to property owners and stakeholders. This mailing also included a letter identifying the commission hearing date, time, and location. This notification allowed property owners and stakeholders to review the final document and provide any comments prior to the hearing.



RESEARCH AND ANALYSIS

The Olive Avenue Scenic Corridor Guidelines include an inventory and analysis of current and future conditions; including existing zoning and land use, ownership, Maricopa County Regional Trail, potential opportunities, and impacts due to future growth based on major residential development.

Olive Avenue Scenic Corridor

The Olive Avenue Scenic Corridor is located in the western part of the metropolitan-Phoenix area and is completely within unincorporated Maricopa County. Extending from Loop 303 to the boundary of the White Tank Mountain Regional Park, the Olive Avenue Scenic Corridor is 4 ½ miles in length. Dunlap Avenue turns into Olive Avenue near the City of Peoria. Olive Avenue provides major transportation needs to the cities of Surprise, El Mirage, Youngtown, Peoria, Glendale, Phoenix and to residents in Sun City and Sun City West.

The western end of Olive Avenue leads directly into the White Tank Mountain Regional Park. For years, the Olive Avenue alignment has served as an entry or 'gateway' into the White Tank Mountain Regional Park. Park officials and visitors alike consider the gateway into the park a major asset to the visual or aesthetic value of the White Tank Mountains.

The Olive Avenue Scenic Corridor is near several important places of regional significance including the White Tank Mountain Regional Park and Luke Air Force Base. The White Tank Mountain Regional Park, located west of the corridor boundary, is a major recreational location. White Tank Mountain Regional Park is over 30,000 acres and offers such activities as camping, hiking, picnicking, horseback riding, and wildlife viewing. Luke Air Force Base, the largest fighter training base in the world, is located on 4,200 acres approximately 2 miles east of the Olive Avenue Scenic Corridor.¹ Luke Air Force Base, opened in 1941, employs more than 8,000 people and generates approximately \$1.5 billion annually to the Valley's economy.² Home to the 56th Fighter Wing, comprised of eight fighter squadrons, the facility trains all U.S. Air Force F-16 pilots. Approximately 196 aircraft are assigned to the Wing, completing 38,000 flights and 50,000 flying hours annually. To accomplish the base's training mission, the majority of the flights take off to the south over areas of Goodyear to reach the Barry M. Goldwater Gunnery Range near Gila Bend.

Land Use and Zoning

Most of the land east of the White Tank Regional Park and west of Beardsley Canal is owned by the State Land Department. Currently, this State Trust Land provides

¹ <http://www.luke.af.mil/history/facts.asp>

² <http://www.ci.goodyear.az.us/>



RESEARCH AND ANALYSIS

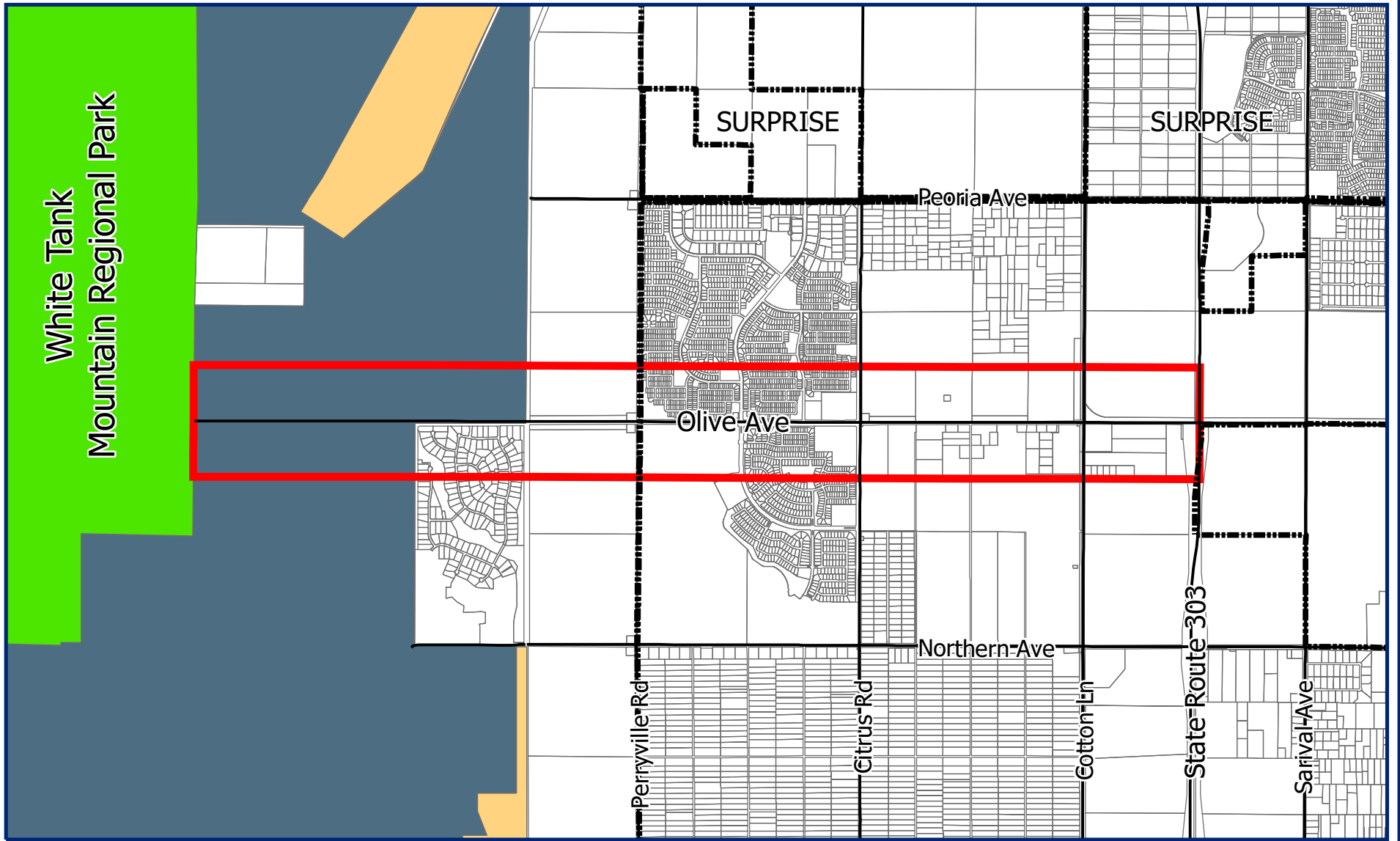
a unique buffer between existing single family residential uses and the White Tank Mountain Regional Park. Sonoran Ridge Estates is located at the southwest intersection of Beardsley Canal and Olive Avenue. Sonoran Ridge Estates is a subdivision, approved in 2001, which will be built at one dwelling unit per acre. Land between the Beardsley Canal and Citrus Road is currently vacant. However, despite being vacant, most of the land between Perryville Road and Citrus Road is designated as single family residential within a master planned communities: Cortessa, to the north of Olive Avenue, and White Tank Foothills, to the south of Olive Avenue. Furthermore, at the northwest and southwest corners of Olive Avenue and Citrus Road these lands are designated as commercial land uses within master planned communities. From Citrus Road to State Route 303, which is the eastern boundary of the Olive Avenue Scenic Corridor, this land is mostly designated as vacant with scattered single family residential uses to the south of Olive Avenue. However, at the immediate northwest intersection of Olive Avenue and Cotton Lane, there is an existing industrial use which extends, as a narrow 150' strip of land, approximately 2000' to the north of Olive Avenue and runs parallel to an existing railroad line owned by AT&SF Railroad.

Much of the zoning throughout the Olive Avenue Scenic Corridor Study is designated as Rural-43, meaning single family residential or one dwelling unit per acre. With the exception of areas at the immediate intersection of Olive Avenue and Cotton Lane which are zoned commercial and a strip of land zoned industrial, north and west of Olive Avenue and Cotton Lane, which runs parallel to the existing AT&SF Railroad. Furthermore, the areas of land within designated master planned communities between Perryville Road and Citrus Road: Cortessa and White Tank Foothills are primarily zoned R1-6 and R1-7, meaning a minimum lot area of 6,000 sq. ft. (R1-6) or 7,000 sq. ft. (R1-7), except areas at the northwest and southwest corners of Olive Avenue and Citrus Road which are zoned commercial.

Ownership

Ownership within the Olive Avenue Scenic Corridor includes private land and land administered by the Arizona State Land Department (see **Figure 2**). A majority of the land within and around the Olive Avenue Scenic Corridor is private owned. These areas are located mostly to east of the Beardsley Canal and include the Sonoran Ridge Estates subdivision. The rest of the area extending from the Beardsley Canal to the west towards the White Tank Mountain Regional Park (excluding Sonoran Ridge Estates) is administered by the Arizona State Land Department. It should be noted that State Trust Land is typically auctioned off and can be developed as master planned communities, subdivisions, commercial, or industrial uses.

Olive Ave Scenic Corridor Study



**Land Ownership
Figure 2**





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Maricopa County Regional Trail

Adopted by the Board of Supervisor's in 2004, the Maricopa County Regional Trail is a collection of trails, paths, and natural corridors under the jurisdiction and control of many agencies throughout the Phoenix metropolitan area. The western part of the Olive Avenue Scenic Corridor contains a portion of the Maricopa County Regional Trail which is considered highest level of acquisition due to its proximity and connection to the White Tank Mountain Regional Park. The Olive Avenue Scenic Corridor promotes the Maricopa County Regional Trail by offering additional recommendations to preserve natural vegetation and scenic views along the Maricopa County Regional Trail.

Opportunities and Impacts

This phase included documenting opportunities and impacts to the Olive Avenue Corridor and surrounding areas. The following table shows several opportunities and potential impacts:

Opportunities	Impacts
<ul style="list-style-type: none"> ◆ East/west roadway with direct access into regional park ◆ Beautiful views and vibrant sunsets ◆ Opportunity to promote the Maricopa County Regional Trail 	<ul style="list-style-type: none"> ◆ Urban encroachment: Development Master Plans and subdivisions ◆ More traffic: expansion of State Route 303 ◆ Olive Avenue is road of regional significance

Opportunities

Olive Avenue's distinct characteristics or opportunities make this area suitable for a scenic corridor. The most prominent feature is that Olive Avenue is the east/west roadway into the White Tank Mountain Regional Park. While driving, into the park, the White Tank Mountains provide a beautiful setting to the Arizona sky. Because the regional park is so close to the corridor, the Olive Avenue Scenic Corridor has the opportunity to enhance and protect areas of natural beauty. Furthermore, the Olive Avenue Scenic Corridor has the opportunity to promote the Maricopa County Regional Trail as part of the Comprehensive Plan.

Impacts

In unincorporated Maricopa County, there are three large approved master planned communities in the area: Zanjero Trails, Cortessa, and White Tank Foothills. Zanjero Trails Development Master Plan (DMP) is located along Perryville Road between Bell Road, to the north, and Camelback Road, to the south. Zanjero Trails includes various residential densities, commercial, and other new residential land uses.



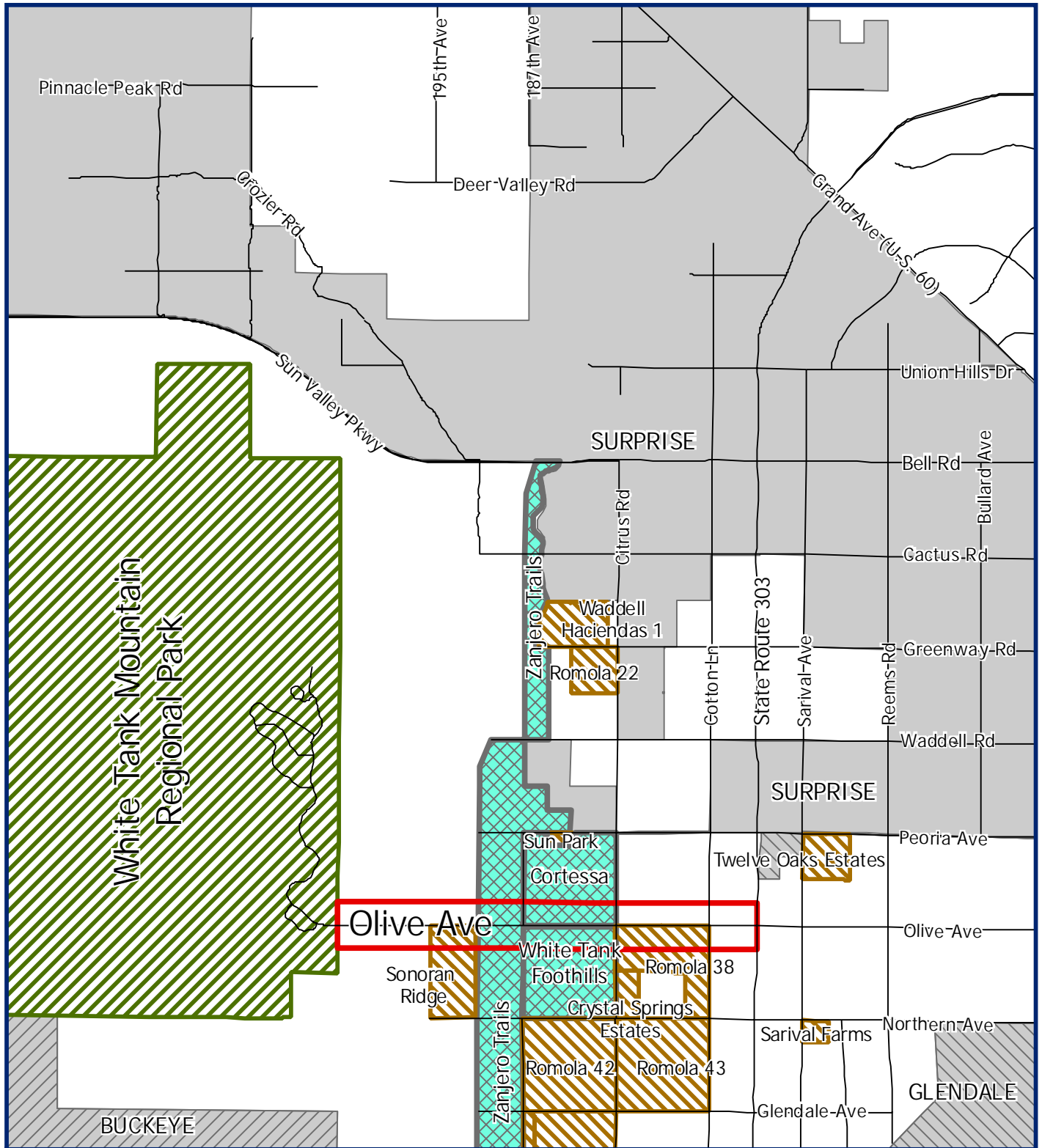
RESEARCH AND ANALYSIS

This development will add approximately 7,600 units on just over 2,600 acres. The Cortessa DMP is located north of Olive Avenue between Perryville Road and Citrus Road. This project will add 1,732 units to the area on approximately 600 acres. The White Tank Foothills DMP, located south of Olive Avenue between Perryville Road and Citrus Road, will add over 1,286 dwelling units to the area on 640 acres. These projects alone will add almost 13,000 residential units and approximately 35,000 people to the area. Further growth and development is expected in the future (see **Figure 3**).

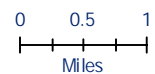
Olive Avenue is an important street for regional travel. As part of the Comprehensive Plan, Olive Avenue is considered to be a Primary Roadway which is a significant route for regional travel. Olive Avenue is served with direct access from the State Route 303 which is currently a two lane highway connecting Interstate-10 with Grand Avenue. The plans for State Route 303 will dramatically change the area's character; Maricopa County Department of Transportation (MCDOT) plans for State Route 303 to be a six-lane freeway designed to ADOT standards. The freeway would go over Olive Avenue and the railroad spur. All cross streets except Olive Avenue and Bell Road would be elevated over the proposed freeway. Interchanges are planned at each mile arterial.³

³ Maricopa County Department of Transportation (http://www.mcdot.maricopa.gov/manuals/eng_manuals/303L_IndianSch-Clearview_Vol1.pdf)

Olive Ave Scenic Corridor Study



- Arterial Road
- ▭ Olive Avenue Scenic Corridor
- ▨ County Park
- ▩ Subdivision
- ▧ Development Master Plan
- ▭ SURPRISE
- ▨ BUCKEYE
- ▩ GLENDALE



Major Residential Developments
Figure 3





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GOALS AND METHODS

Two goals were identified through the research and planning process. First, Olive Avenue provides unique access into the White Tank Mountain Regional Park. This roadway is already a major traffic generating arterial, so guidelines should take advantage of the road and adjacent areas that make this area a destination. Second, Olive Avenue already includes rural-type residential development. Master planned communities like Cortessa and White Tank Foothills are already approved, but future development should be coordinated to ensure appropriate character along the corridor.

Goals

Entry or 'gateway' into the White Tank Mountain Regional Park

- ◆ Opportunities to create a beautiful parkway, entryway, or gateway
- ◆ Opportunities to view beautiful scenery: landscape, sunsets, etc.

Blend urban and rural land uses

- ◆ Opportunities to maintain viewsheds worthy of protection
- ◆ Opportunities to create a sense of place and for residents to take pride in the natural and built environment, near and around Olive Avenue Scenic Corridor

Methods

Opportunities to create a beautiful parkway, entryway, or gateway

- ◆ Facades, textures, and palettes
- ◆ Entryway or monuments relating to the region or neighborhood

Opportunities to view beautiful scenery: landscape, sunsets, etc.

- ◆ Maintain viewsheds to the White Tank Mountains
- ◆ Lighting issues: maintain dark skies

Opportunities to maintain viewsheds worthy of protection

- ◆ Building heights
- ◆ Discourage loading/unloading areas adjacent to corridor

Opportunities to create a sense of place and for residents to take pride in the natural and built environment, near and around the Olive Avenue Scenic Corridor

- ◆ Keep visible elements of history
- ◆ Connectivity to residential neighborhoods



GOALS AND METHODS

Overall, planning in the Olive Avenue Scenic Corridor should promote the character of Olive Avenue: Desert Southwest design, creating a sense of place, and blend urban and rural land uses.



DESIGN GUIDELINES

These guidelines are based on recommendations from area residents and stakeholders to help mitigate the future impacts that urban growth will have on the corridor area. As a result, residents, stakeholders, and Maricopa County helped identify guidelines for the following issues:

- ◆ Landscaping, including vegetation types and densities
- ◆ Natural habitats, such as washes and wildlife migration corridors
- ◆ Character/Identity, which varies along the roadway from east to west
- ◆ Building height, which impacts viewsheds
- ◆ Lighting, including streets, security and advertisements
- ◆ Signs, including residential monument signs and advertisements
- ◆ Perimeter fencing, for residential subdivisions , commercial, and industrial developments
- ◆ Miscellaneous, for other topics not discussed in other sections

These design guidelines are only applicable to new residential subdivisions, master planned communities, commercial development, and industrial development. These guidelines are policies, not regulations, and they do not supersede the Maricopa County Zoning Ordinance.

1. Landscape

Landscaping is considered an important part of scenic corridors, and the diversity of vegetation along Olive Avenue is part of what makes this area unique. Landscaping can provide wildlife habitat, a sense of open space, and a buffer between land uses. Residents expressed an interest in using landscaping to help enhance future urban development, and to help it blend into the surrounding area. Therefore, new, applicable development should adhere to the following guidelines for landscaping.

- 1.1 A plant survey and salvage plan should be submitted at the time of platting or precise plan submission.
- 1.2 New, applicable development should provide landscape plan(s) as part of development applications.
- 1.3 Existing native vegetation should be retained in place to the greatest extent possible, except to provide proper sight distance.



DESIGN GUIDELINES

- 1.4 Where native plants must be removed, encourage transplantation of salvaged plants on site, in accordance with the salvage plan.
- 1.5 Plant species and densities should be consistent with the surrounding landscape character of the specific location.
- 1.6 Encourage native landscaping to reduce the visibility of commercial and industrial structures and blend with the natural land cover.
- 1.7 Native granular soils should be maintained as a top dressing on all landscape areas to provide a consistent, desirable character.
- 1.8 Where appropriate, new landscaping should compliment existing indigenous vegetation through the use of xeriscape design principles and water conservation irrigation. Discourage use of invasive and non-native plant species except in identified recreation or park areas.
- 1.9 Landscaping materials should blend with the native vegetation in mature height and form at the time of planting.

2. Natural Habitats

Sensitive areas, such as washes and areas of known historic significance, which serve an important purpose, should be preserved to the greatest extent possible.

- 2.1 Washes should be kept in their natural state or re-vegetated if previously disturbed.
- 2.2 Prior to the issuance of zoning clearances, an archaeological survey should be conducted with exceptions granted by the State Historic Preservation Office.

3. Character/Identity

Residents and property owners expressed an interest in maintaining their quality of life, the natural beauty, and quiet charm of the area. New applicable development is encouraged to blend with these qualities.

- 3.1 Encourage the use of open space buffers along Olive Avenue and between incompatible land uses to help mitigate impacts. Berms or landscaping can provide a buffer or transition.
- 3.2 Discourage new development on 15% or greater slopes.



- 3.3 Development styles within the corridor boundary should reflect a southwestern style, and the Sonoran Desert region.
- 3.4 Buildings and other structures are encouraged to adapt to the terrain in placement and appearance to avoid excessive cuts and fills.

4. Building Height

Building height is an important consideration because it can impact views and the amount of natural light available to surrounding property. Development will be visible in the scenic corridor but should blend with the surrounding area to help preserve the views that support the area's character and quality of life. Building height is encouraged to meet the following guidelines.

- 4.1 For new homes in subdivisions and master planned communities within 500 feet of the centerline of Olive Avenue, encourage homes to be limited to single story, and limited to 30' in height from 500 feet to one-quarter mile of centerline.
- 4.2 For new applicable retail commercial development, encourage building height to be limited to 30' within 500 feet of the center line of Olive Avenue and limited to 40' feet from 500 feet to one-quarter mile of the center line. Development should be limited to two stories. New commercial development adjacent to any rural or residential zoning district should be limited to 20' in height within 100 feet of the property line and provide a landscape buffer.
- 4.3 For new applicable industrial development, encourage building height to be limited to 30' within the Olive Avenue Scenic Corridor. New industrial development adjacent to any rural or residential zoning district should be limited to 20' in height within 100 feet of the property line and provide a landscape buffer.

5. Lighting

Lighting is important for community safety and protection. For pedestrians, automobiles, commercial businesses, and homeowners, lighting provides real and perceived safety. The intent of these guidelines is to promote a safe community, yet limit the impacts that lighting has on surrounding properties. Therefore, applicable development will be encouraged to meet the following lighting guidelines. Applicable lighting will include parking lot lighting, security lighting, and any other lighting source, freestanding or affixed to walls if mounted higher than ten feet in new residential subdivisions, master planned communities, commercial, or industrial development.



DESIGN GUIDELINES

- 5.1 Discourage the use of neon-type lighting, except for where appropriate for street lighting.
- 5.2 Street lighting should be limited to the minimum height necessary to help minimize glare and reflected light levels. New street lighting within the scenic corridor should be evaluated on a case-by-case basis.
- 5.3 To help minimize nighttime glare, encourage the use of muted or low level lighting. Street, security, and other prominent light sources should be directed downward.
- 5.4 Parking lot lighting and security lighting should not exceed 18' in height.

6. Signs

To help maintain the character of Olive Avenue, new signs are encouraged to follow the guidelines below. These guidelines apply to freestanding signs and those attached to structures in new residential subdivisions, master planned communities, commercial, or industrial development. All new road, directional, and traffic signs will be allowed at the discretion of Maricopa County Department of Transportation and should adhere to their standards.

- 6.1 Encourage the use of non-reflective surfaces for new commercial and monument signs, except for directional, regulatory, and other signs necessary for public safety.
- 6.2 New billboard are discouraged inside the Olive Avenue Scenic Corridor. All signs, other than those intended for temporary purpose, should be compatible with the surrounding area.
- 6.3 Non-illuminated commercial signs (freestanding and wall mounted) should be no greater than twelve feet in height and no greater than 36 square feet.
- 6.4 Illuminated commercial signs should be no greater than ten feet in height and no greater than 24 square feet.
- 6.5 Commercial and industrial wall mounted signs: encourage no more than one sign per street frontage.
- 6.6 Signs elevated by single pole are discouraged. Freestanding signs should be monument type and rural in character.



- 6.7 Signs should be consistent with the architectural treatment of the primary-use building and overall character of the site.
- 6.8 Monument signs are encouraged to have a landscape area located adjacent to its base.

7. Fencing

Fencing can impede views and reduce the sense of open space. To limit these impacts, the following fencing guidelines should be followed for new residential subdivisions, master planned communities, commercial, and industrial developments, except where noted.

- 7.1 View fencing is encouraged for residential subdivisions. Fencing for industrial and commercial developments are subject to the Maricopa County Zoning Ordinance.
- 7.2 Encourage fencing that does not interfere with public views.
- 7.3 Perimeter fences and wall should be constructed of materials that will compliment the surrounding scenic resources and, where feasible, be combined with unobstructing landscaping.
- 7.4 Straight, uninterrupted walls should not exceed 150' in length. Walls greater than 150' in length should be staggered or undulating.
- 7.5 Perimeter fences and walls should be limited to 6' in height as measured from grade. CMU (non-interlocking) finished with rounded edges, integral colored or painted adobe, and/or native stone works are preferred materials for walls.
- 7.6 Chain link fence is discouraged.

8. Miscellaneous

The following section addresses various design features, such as screening, utilities, accessory structure, color, and other issues not addressed elsewhere. Again, these are applicable to new residential subdivisions, master planned communities, commercial and industrial development.

- 8.1 Service entries along or oriented toward the centerline of Olive Avenue are discouraged.



DESIGN GUIDELINES

- 8.2 Mechanical equipment should be ground mounted and fully screened. If roof mounted equipment is required it should be fully screened to the tallest piece of equipment. Screening should be integrated with building design and the surrounding area.
- 8.3 New utility lines should be located underground, except 69kv or greater electric transmission lines.
- 8.4 Retaining walls and other erosion control devices should be constructed of natural materials whenever possible and should, to the maximum extent possible, be designed and sited so as not to detract from the scenic quality of the area and not impede wildlife movement.
- 8.5 Screening should be architecturally compatible with primary structures and the surrounding area.
- 8.6 Trash containers, loading docks, transformers, and large mechanical and/or electrical equipment should be screened from view with materials and/or colors that are compatible with primary structures.
- 8.7 Building colors should be muted and compatible with the surrounding area to reduce visual contrast, heat gain, and reflective glare.
- 8.8 Accessory structures should match the style and appearance of the principal building.
- 8.9 Vehicle entrance and exit to non-residential development should be limited to a single point, except if traffic studies demonstrate that additional access points are necessary. Encourage the use of shared driveways and parking for commercial development wherever possible.
- 8.10 At least twenty percent of the surface areas of commercial parking lots should be landscaped with native vegetation, not including perimeter landscaping. Landscaping should involve shading to help reduce heat absorption.
- 8.11 Parking lots should be designed in groupings no larger than 200 spaces. Larger lots should be divided by buildings, plazas, or significant landscaped areas oriented for pedestrian use.
- 8.12 Non-reflective paint should be used on cell towers and their associated buildings.
- 8.13 Reflective glass is discouraged.



SUMMARY

It is likely that urban growth will occur along Olive Avenue, which will present residents and stakeholders with important changes. Mitigating the potential impacts of these changes will continue to be a high priority for Maricopa County. Because these guidelines reflect the recommendations of residents and other stakeholders, they provide a unique opportunity for these residents and stakeholders to participate in the future growth and development of their area.



SUMMARY

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APPENDICES

Scenic Corridors in Maricopa County

There are four existing scenic corridors in Maricopa County, including Carefree Highway, Wickenburg Highway (Grand Avenue), Interstate 17, and State Route 74. Each scenic corridor addresses unique issues affecting the areas in which the corridor is located.

Carefree Highway Scenic Corridor

The Carefree Highway Scenic Corridor, adopted in 1997, was chosen due to its scenic resources and vistas, the natural Sonoran Desert landscape, and the emerging urban growth patterns. Since 1997, several rezone and development applications for various types of land uses have been approved. Jurisdictions along the Carefree Highway, including the Town of Cave Creek and the City of Phoenix, have also recognized its scenic nature and have established scenic corridors along parts of the highway under their jurisdiction. Design standards in this plan include setbacks, landscaping, and signage.

Wickenburg Highway Scenic Corridor

The Wickenburg Highway Scenic Corridor, extending from Sun City West to the Town of Wickenburg, was adopted in 1991 and was initiated in response to growth pressures along Grand Avenue. Today, this corridor continues to see increased growth pressures around Wittmann and Morristown, primarily from large master planned communities, commercial development, and wireless communication towers. The scenic corridor helps preserve views of the surrounding hills, mountains, and desert. Design standards in this scenic corridor include building height, screening, signage, landscape, slope, access and architectural design.

State Route 74 Scenic Corridor

The State Route 74 Scenic Corridor Overlay Zoning District is part of the Maricopa County Zoning Ordinance. Much of the area is undisturbed desert with hills in the eastern portion and flatter terrain in the west. The scenic corridor extends through unincorporated Maricopa County along State Route 74. For those portions of the highway that have been incorporated, the City of Peoria has established a specific area plan. This plan includes additional setbacks, limiting commercial development to selected nodes, and access controls for development that fronts the roadway. To date, there has been little development along the highway since much of the land is State Trust land, although these areas will likely be developed once transferred to private ownership. Further, there are several large, privately held parcels along this highway that will likely be developed as master planned communities.



APPENDICES

I-17 Scenic Corridor

The I-17 Scenic Corridor Overlay was adopted in 1999 as part of the New River Area Plan. The corridor extends from Carefree Highway north to the Yavapai County line. The designation was established to preserve environmentally sensitive land areas and view corridors, and encourage innovative and sensitive planning and quality design. Much of the land on the western side of I-17 has been incorporated into the City of Phoenix. Within this scenic corridor, there has been significant growth, including additions to the Anthem master planned community. Design standards for the I-17 Scenic Corridor Overlay include height regulations, screening, signage, architectural design, slope, setbacks, access, parking, lighting, environmental evaluation, utilities, and landscaping.



Images



1.5 Example of plant species and density found along the corridor.



3.3 Example of southwestern style development.



5.3 Example of parking lot lighting directed downward.



6.6 The use of signs elevated by a single pole is discouraged.



6.8 An example of landscaping around the base of a monument sign.



APPENDICES



7.1 Examples of residential view fences.



7.5 Example of preferred finish on perimeter fence.



8.6 An example of a trash container enclosure that is architecturally compatible with the primary structure.



8.10 Example of parking lot landscaping.