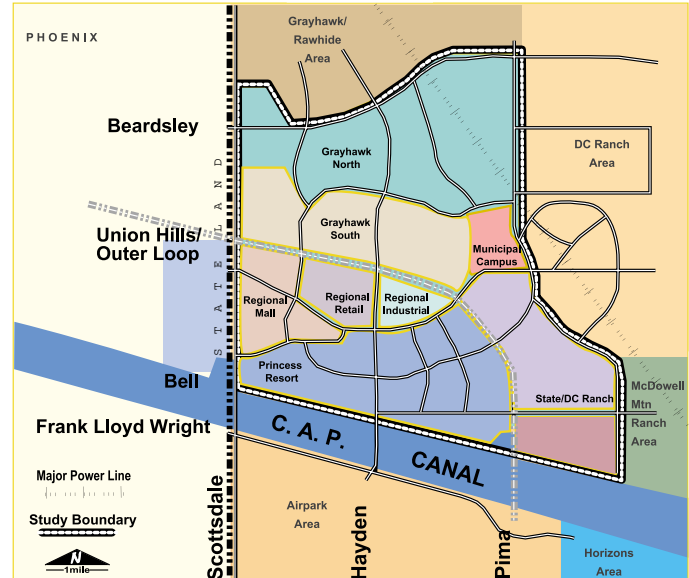


SONORAN REGIONAL CORE CHARACTER AREA

General Description of the Area:

The area is bounded on the north by Thompson Peak Parkway, on the north-east by a major power line corridor, on the south by the Central Arizona Project Aqueduct, and on the west by Scottsdale Road. The land west of Scottsdale Road is mostly within the City of Phoenix, although a small portion (“Chauncey Ranch”), is in an unincorporated County island.



Overview of the Area:

The earliest development activity in the area occurred in the late 1910's and early 1920's. The “Old Verde Canal” was dug, and adjacent lands were divided and sold into what was to be known as a land fraud scheme. Until the 1980's, little happened in the area except construction of the powerlines and the C.A.P. Aqueduct, both of which are major utility corridors. Most of the land is, or has been, owned by the State Lands Department (State of Arizona). The second largest group of holdings were once part of the DC Ranch (Brown/Marley/Corrigan) property.



Character Features and Elements:

There is little feature to the terrain, so the powerline corridor and Central Arizona Project Dike have had a major visual impact across the area. The soon to be built Pima Freeway will have portions built well above the natural grade and will create another dominant corridor across the area. The natural vegetation becomes denser to the north, with many areas being damaged by years of off-road usage. More recent major landmarks are the Princess Hotel, the City's water reuse campus, and the Coyotes' practice ice rink. The design character of buildings can be generally divided into two basic styles with each being strongly influenced by the type of use. Residential and resort uses have a Mediterranean architectural styling, with pastel colored stuccoed walls, tile roofs, and metal grill work. Office and other nonresidential uses have a strong contemporary southwest character by use of a variety of materials and details. Desert landscaping dominates the area with the exception of the Princess Resort's subtropical and Mediterranean plant pallet.



How This Area Fits into Community:

The area is mostly vacant, but is expected to become a major core and corridor of business activity that will stretch along the Pima Freeway. Eventually, a wide variety of uses that serve the whole community, as well as the northeast valley, will likely occur here. Major public and quasi-public uses will reinforce this role for the area. Much of the area will have integrated or inter-mixed land uses with an urban scale as compared to suburban areas generally surrounding the area. The area is also the location of the largest public attended events (Phoenix Open, Barrett-Jackson Auto Auction, etc.) in the city which have regional significance.