

PLASENCIA

LIBRARY

a planning report for

GILBERT . . . ARIZONA

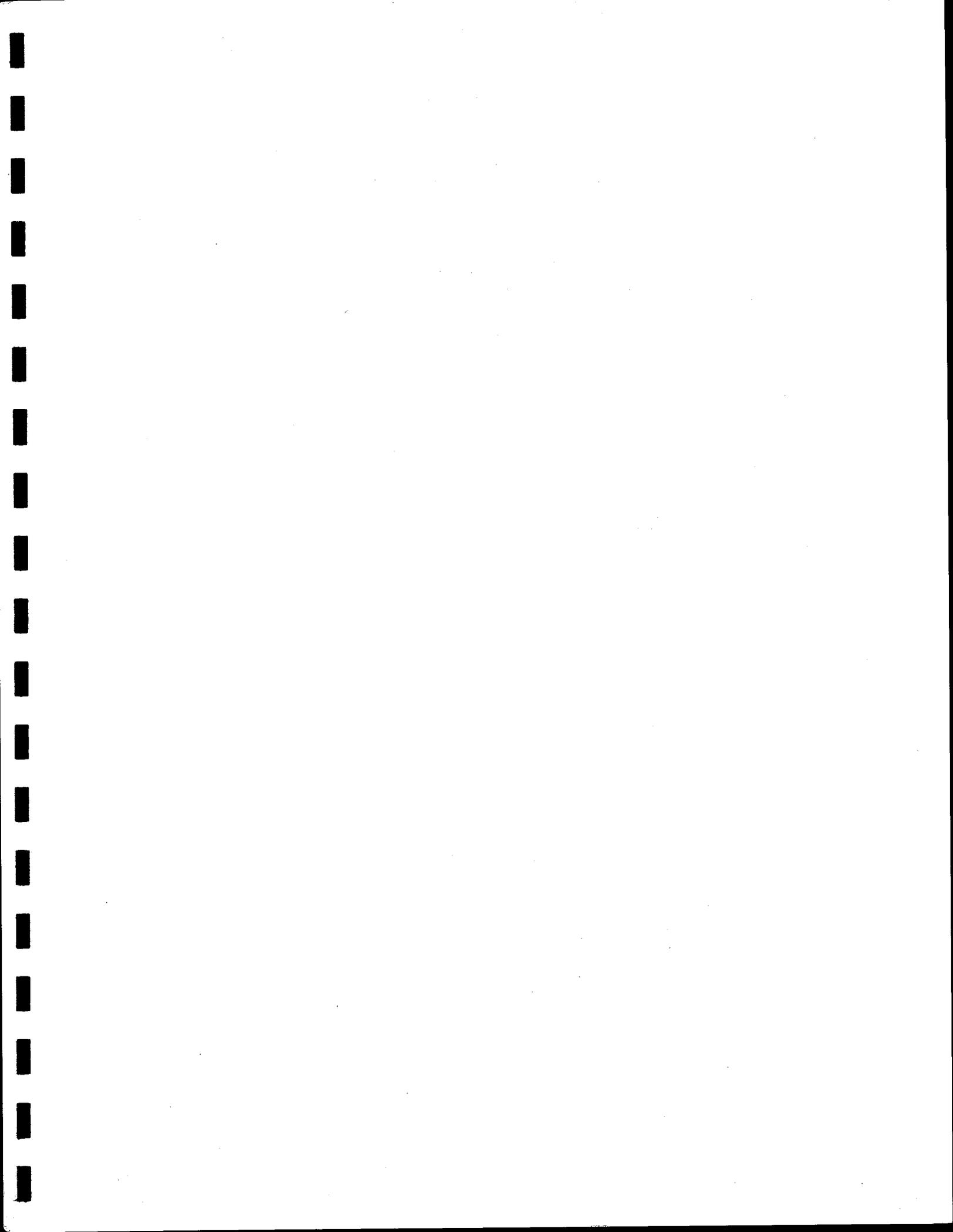
prepared by maricopa county planning and zoning department

PR-36

80.5-00-1-05/61

LIBRARY

~~MS~~



A PLAN FOR GILBERT, ARIZONA

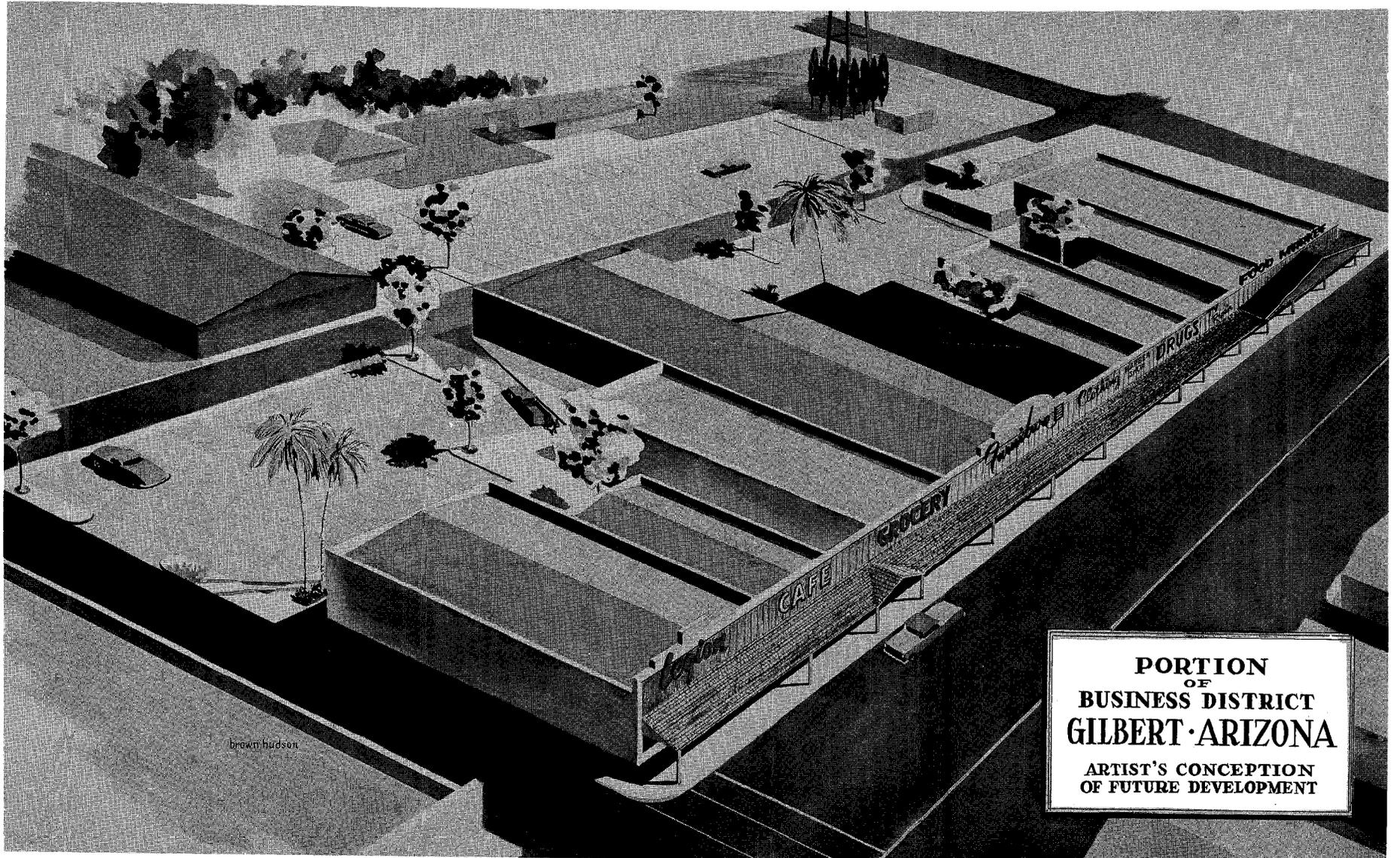
Prepared By

The Maricopa County Planning and Zoning Department

February 1960

Second Printing May, 1961

Price \$1.75



**PORTION
OF
BUSINESS DISTRICT
GILBERT · ARIZONA**
ARTIST'S CONCEPTION
OF FUTURE DEVELOPMENT

TOWN OF GILBERT

TOWN OFFICIALS

Morris Cooper, Mayor
W. C. Jump
Joe Wisdom
Wallace Burgess
Dennis Hallock

CHAMBER OF COMMERCE

James Brooks, President
Tony Blassick, Vice President
Harold Bryant, Secretary
Geneva Clay, Treasurer

MARICOPA COUNTY

PLANNING AND ZONING COMMISSION

H. S. Casey Abbott, Chairman
C. A. Grant, Vice Chairman
Col. Charles R. Bathurst
Virgil Crismon
Sanford Morrison
Hugh Nichols
Russell A. Shedd

Percy L. Smith
Paul M. Thomas

Laurence H. Whitlow, Counsel

Donald W. Hutton, Director

BOARD OF SUPERVISORS

Mrs. Ruth A. O'Neil, Chairman
B. W. Burns, Vice Chairman
James Lindsay

Tom Sullivan, County Manager



PLANNING AND ZONING COMMISSION-DEPARTMENT

103 WEST JEFFERSON
PHONE AL 8-9611
PHOENIX, ARIZONA

February 17, 1960

Honorable Morris Cooper
Mayor of the Town of Gilbert
Gilbert, Arizona

My dear Mr. Mayor:

In accordance with the agreement entered into between the Town of Gilbert, Western Business Consultants and Maricopa County on January 20, 1959, we are pleased to transmit herewith a planning report for the Town of Gilbert. It is our hope that this report will prove to be beneficial as a general guide for the future physical growth and development of the community.

This report includes an economic analysis and projection prepared by Western Business Consultants, Inc. Population, land use studies and physical plans contained herein were prepared by the staff of the Maricopa County Planning Department. The proposed Land Use Plan is closely adjusted to present and estimated future population needs for the Town of Gilbert.

An analysis has been made of present and future parking needs in the business district and illustrative studies have been prepared for proposed off-street parking facilities and other physical improvements in the business district.

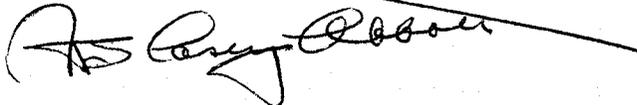
We gratefully acknowledge the assistance provided by the present officials of Gilbert and by Kenyon Udall, former Mayor, and Richard Taylor, former City Manager.

This report should be given widespread publicity and distribution in order that the citizens may have an opportunity to comment and make suggestions upon the various proposals and in order to obtain necessary public support for the various planning objectives.

Mayor of the Town of Gilbert
February 17, 1960
Page 2

Mr. William R. Dedrick, assisted by Mr. Paul Bruns, prepared the plans contained in this report. Mr. Brown Hudson, artist, prepared the frontispiece.

Respectfully yours,

A handwritten signature in cursive script, appearing to read "H. S. Casey Abbott", with a long horizontal line extending to the right.

H. S. Casey Abbott, Chairman

A handwritten signature in cursive script, appearing to read "Donald W. Hutton", with a long horizontal line extending to the right.

Donald W. Hutton, Director

TABLE OF CONTENTS

Chapter		Page No.
	INTRODUCTION	1
1	ECONOMIC ANALYSIS AND PROJECTION FOR THE GILBERT AREA	4
	Summary and Conclusions	4
	Present Industrial Status	7
	Industrial Potential	9
	Outlook for Specific Industries	17
	Winter-Tourist Area	24
	Retirement Community	25
	Trade and Residential Center for Persons Employed at Williams Air Force Base	26
	Trade and Service Center for Agriculture	27
2	EXISTING CONDITIONS	28
	Population Growth Trends	28
	Land Use	32
	Water and Sewer System	35
3	FUTURE LAND USE	37
	Future Land Use Needs	37
	Proposed Land Use Plan	39

Table of Contents

Chapter		Page No.
	Possible Plan of Development (Illustration)	41
	Implementation of Future Land Use Patterns	42
4	CENTRAL BUSINESS DISTRICT	44
	Parking Spaces	45
	Utilization of Parking Facilities	46
	Future Off-Street Parking	46

LIST OF PLATES

Plate No.		Page No.
	Perspective Sketch of Business District	Frontispiece
1	Town of Gilbert and Environs	4
2	Population Growth	28
3	Existing Land Use	32
4	Existing Water Lines and Sanitary Sewer Lines	35
5	Diagrammatic Future Land Use	39
6	A Schematic Plan of Possible Future Development	41
7	Existing Building Coverage and Parking in Business District	45
8	A suggested Plan for Off-Street Parking	46

LIST OF TABLES

Table No.		
1	Gilbert Employment By Major Economic Activity	8
2	Past and Estimated Future Trends in Population Growth, 1920-1980	29
3	Population of the Gilbert Area, 1930 to 1975-80	31
4	Existing Land Use	33
5	Future Land-Use Needs	38
6	Adequacy of Diagrammatic Future Land-Use Plan	40

INTRODUCTION

Typical of most western communities, the coming of the railroad was primarily responsible for establishing the Town of Gilbert. In 1902 construction of the Phoenix and Eastern Railroad (now the eastern branch of the Southern Pacific) increased the ease of marketing the agricultural products grown in the southeastern portion of Maricopa County. At that time, the principal products of the area were sugar beets, grain and alfalfa. By 1908, Gilbert had two stores and a blacksmith shop, and was the largest hay shipping point in the world.

Incorporated in 1921, the Town experienced a slow steady growth until after World War II when its growth rate jumped considerably along with that of the County and the State. The Town encompasses approximately one square mile and the population is estimated at 1,640 persons.

It is expected that Maricopa County as a whole will continue to experience unprecedented population growth and Gilbert should continue to experience a slow but steady growth.

Gilbert is unique in that virtually all of the future growth estimated herein can be accommodated within present corporate limits. Therefore, it should be relatively easy for the Town to guide new development in accordance with plans suggested herein.

The Town of Gilbert and its trade area could increase from some 3,300 persons

in 1959 to some 7,200 persons by 1975-1980. At present 1,640 persons within the town limits use 265 acres of land for all urban purposes. It is estimated that a future population of 3,500 persons within the present town limits would use 505 acres of land for all urban purposes. At present 359 acres within the Town are either vacant or used for agricultural purposes and if future growth materializes as estimated then approximately 240 acres of this vacant or agricultural land would be developed for urban purposes.

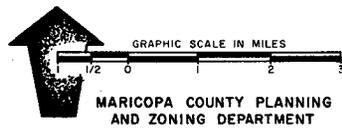
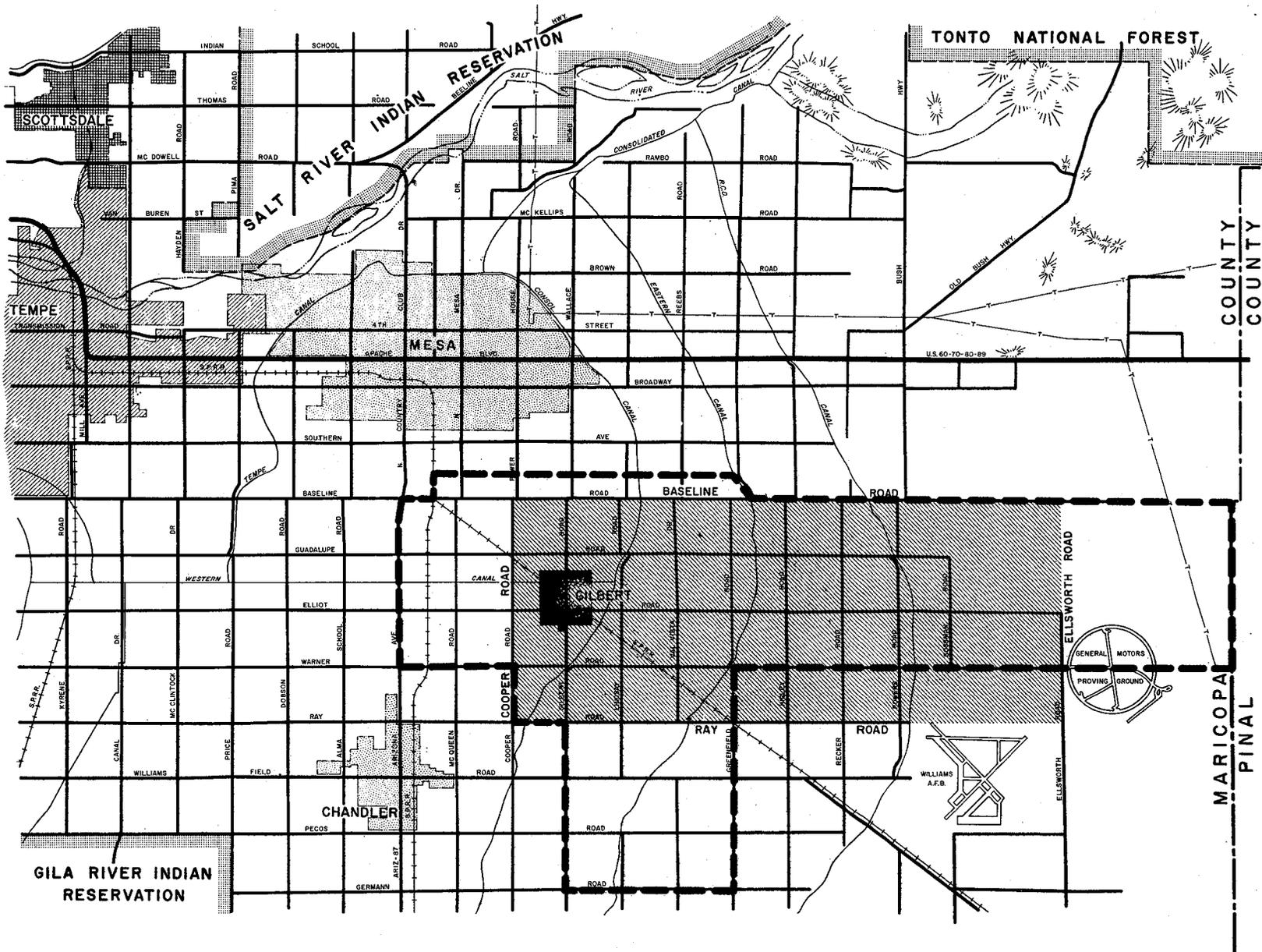
This report contains a proposed land use plan and a schematic plan of possible future development that illustrates how the vacant land within the Town could be subdivided for residential purposes.

An analysis has been made of existing curb parking spaces in the business district. At present there are no off-street parking facilities. There are 148 curb parking spaces along Main Street between Second Street and the railroad. A maximum of 75 spaces were used at the time a check was made. Thus, present parking spaces are adequate in total number to meet present needs. However, there is a need for off-street parking facilities convenient to existing business located along Main Street between First Street and Central Avenue. This report contains a suggested plan for off-street parking to be implemented as warranted and as conditions permit.

As part of this report a drawing has been prepared to illustrate how the appearance of the business district could be improved. This would require the concerted effort of the merchants. A "western-type" of architecture is envisaged for improve-

ment of the store-fronts along both sides of Main Street. Improvement of the appearance of the central business district should enable the businesses located there to increase their total volume of sales. The business district is an important part of the tax base of any community. Therefore, its protection and improvement is a matter of vital importance to the merchants located therein and the community as a whole.

In summary, this report contains an analysis of the economic potential of the Gilbert Area. Plans for future development are intended as a guide within which private and public construction would be undertaken. Because most of the urban land that is needed for estimated future growth lies within the present corporate limits, Gilbert has an unusual opportunity to guide future development in an orderly and economical manner.



TOWN OF GILBERT AND ENVIRONS

-  GILBERT TRADE AREA
-  GILBERT SCHOOL DISTRICT

DECEMBER - 1959

PLATE NO.1

CHAPTER 1

ECONOMIC ANALYSIS AND PROJECTION FOR THE GILBERT AREA

This chapter was prepared by Western Business Consultants, Incorporated, and it includes the following:

1. Analysis of the industrial potential of the Gilbert Area considering:
 - (a) Area's locational advantages and disadvantages for industry; and
 - (b) The probable industrial development of Maricopa County as revealed by the major economic base study being prepared for Maricopa County.
2. Analysis of Gilbert's potential as: (a) Trade and service center for agriculture; (b) Trade and residential center for persons employed at Williams Air Force Base; and (c) Winter-tourist area.

The following material prepared by Western Business Consultants is discussed in Chapter 2:

3. Population projection of the Gilbert Urban Area to 1980 based on the foregoing analyses of the Gilbert Area's economic potential and on the overall county-wide population projection prepared for Maricopa County.

Summary And Conclusions

Plate 1 shows the Town of Gilbert in relation to its immediate trade area. Population projection for the Gilbert Urban Area (trade area) is expected to exceed

7,000 persons by 1980. However, growth of this dimension will depend largely upon actions of the citizens of Gilbert to attract the tourist trade, and the general overall economic growth of Maricopa County. In order to attain this projected growth the people must take positive action to compensate for the fact that Gilbert is not in any of the major directions of growth extending out from the Phoenix core, and that it has no unique locational advantages to offer residential or industrial developers.

Because of these conditions one of three possibilities may occur: (1) the Gilbert Area may stagnate; (2) it may experience some growth from obnoxious uses that are discouraged elsewhere; or (3) the Gilbert Area may experience a healthy growth comparable to the same rate as Maricopa County.

The projection of a population of more than 7,000 for the Gilbert Area by 1975-80 is based upon the assumption that local action will be taken to help attract new residential, commercial and industrial development.

Analysis of Economic Potential

Analysis indicates that the Gilbert Area has a sound basis for developing manufacturing, winter tourist trade, and a retirement colony, providing the development is carried out according to a comprehensive plan that prevents one class of development from interfering with another.

The prime locational advantage which the Gilbert Area offers industry is the

availability of substantial acreages, free from urban congestion, to which rail sidings can readily be run from the main line of the Southern Pacific Railroad. In addition the branch rail line through Gilbert to the mining areas of Pinal County makes such non-metallics as gypsum and perlite readily available for processing in the Gilbert Area. These considerations - rail transportation and the ingredients of construction materials - indicate medium to heavy industry because other types of manufacturing are less interested in the availability of rail sidings.

Medium to heavy industry need not be incompatible with the development of Gilbert as a winter visitor and residential community. The industrial section could be from two to three miles to the west of the present town limits, and, with proper planning and control, industrial growth need not interfere with other types of development.

The basis for developing a winter tourist trade in Gilbert would be the featuring of its "small-town" character. There are no doubt a significant number of winter visitors who are from smaller communities and rural areas of the Middle West and West. To these visitors a small community on the edge of a bustling metropolitan center should be attractive, if moderate-priced accommodations and interesting recreational activities were available. The same consideration should be of interest to many of the same class of families when seeking a retirement home.

Community action might also improve the standing of Gilbert as a trade center

and residential area for Williams Air Force Base, and as a service center for farmers in southeast Maricopa County.

Slower Growth Has Advantages

Though the residents of the Gilbert Area may have to work harder to make their Area prosper than the residents of localities which are in the flood-tide of growth that is sweeping the Salt River Valley, the Gilbert residents will have one great advantage. They will be able to exercise greater control over their community's growth - their planning and their capital improvements can be on an orderly rather than on an emergency basis.

Present Industrial Status

Gilbert at present is still very much an agricultural community as is evidenced by the fact that farming is responsible for 60 per cent of all employment. Manufacturing is limited to about 10 per cent, while government, which includes public education, is about 13 per cent of total employment. Table 1 shows the breakdown of employment by major economic activity.

TABLE I
 GILBERT EMPLOYMENT BY MAJOR ECONOMIC ACTIVITY
 1959

Economic Activity	Percent of Total Employment
Agriculture*	66
Manufacturing	10
Retail Trade	6
Government**	13
All Other	5
Total	100

* Includes seasonal workers. Represents an estimated yearly average employment.

** Includes public education.

Source: Estimated by Western Business Consultants, Inc.

It is interesting to note that both "retail trade" and "all other" (which includes services) represent such small portions of the total employment. One reason is that the retail and service facilities of nearby communities, only minutes away, are much more extensive than any which have developed in Gilbert. Doubtless these other centers have attracted farm and air base trade which, in terms of miles, may have been closer to Gilbert.

Several other points are worth noting in relation to Table 1. First, industrial development has been very minor up to this time. Nearly all of the employment in manufacturing is provided by a cottonseed oil mill. In addition, a few persons are employed in a cabinet shop, a printing shop, and a shoe factory. Therefore, even though there is some manufacturing, the major source of employment in the community is dependent upon agriculture for raw materials. Thus, without the cotton crop the major manufacturer would be gone and, for all practical purposes, manufacturing would not exist in Gilbert.

Secondly, there are some residents of the Town who work outside the Gilbert Trade Area. This employment was not included in computing the percentages in Table 1. For example, Williams Air Force Base and the General Motors Desert Proving Grounds, both of which are located approximately nine miles southeast, employ persons who reside in Gilbert. Williams Field employs more residents of Gilbert than does any single non-agricultural activity with the exception of the school system. Such employment suggests that Gilbert may have a greater potential as a residential community than has as yet been developed.

Industrial Potential

The industrial potential of a community depends in large part upon what is done to develop and promote its locational advantages for manufacturing, and overcome or minimize its disadvantages. What does the Gilbert Area have to offer? How

does the Area rate in relation to other localities within the Salt River Valley? These questions are examined here in terms of the locational requirements which are common to most lines of manufacturing.

Transportation

Discussion of Gilbert's industrial potential advisedly begins with transportation facilities. The various localities within the Salt River Valley are all a part of one metropolitan market - be it product, service, or labor. Therefore, if any particular section has any advantage over another in terms of market accessibility, it will be primarily because it has superior transportation facilities. For example, nearness in miles to Downtown Phoenix is less an advantage than ready accessibility in terms of driving time.

Gilbert lies less than three miles east of the main line of the Southern Pacific Railroad which serves Phoenix and provides direct rail connection with California and Texas markets. In addition, a branch line of the SPRR runs through the Town to mining communities to the east and southeast in the Pinal Mountains. Consequently the land lying between Gilbert and the main line of the railroad, and traversed by the branch line, provide the Gilbert Area with sites for those industries which need rail transportation.

These same potential sites west and northwest of Gilbert are also bordered on the west by State Highway 87, and on the north by Base Line Road. These two highways

together form the present main highway for truck traffic between Phoenix and Tucson. County roads provide Gilbert with access to both Highway 87 and Base Line Road.

Probably the Gilbert Area, particularly that portion along the main line of the Southern Pacific Railroad, is about as well situated for rail transportation as any locality in the Valley, except for sites within the old established industrial section of the City of Phoenix.

The highway outlook, however, is uncertain. State Highway 87 will doubtless cease to be the main truck artery between Phoenix and Tucson when Interstate 10 is completed, perhaps five years hence.

Interstate 10 will be located according to present plans of the Arizona Highway Department, about seven miles west of State 87 and the Gilbert Area. It will be the most important interstate highway in the whole Phoenix Area because it will connect Phoenix with Los Angeles on the west and Tucson and Texas on the east.

It does not follow, however, that the completion of Interstate 10 will eliminate the industrial potential of the Gilbert Area. It should be kept in mind that the access to the interstate highways will be permitted only at inter-changes. Land immediately adjacent to these inter-changes will probably become too high priced for many industries - at least in the immediate Phoenix Area. What is to be expected therefore is that industrial firms may seek sites and good access roads to the interstate system but at sufficient distance from an inter-change to avoid paying premium prices.

Base Line Road, for example, could provide reasonable access to Interstate 10 from the Gilbert Area. Furthermore, the removal of through truck traffic from State 87 and Base Line Road by the completion of Interstate 10 should facilitate the flow of local traffic between the Gilbert Area and other parts of the Valley. Nevertheless the carrying capacity of Base Line Road and its usefulness as an access road to the Interstate could be substantially reduced if it became intersected by frequent cross streets as a result of suburban development.

Production Materials

Gilbert is very near a supply of non-metallic minerals which could very well have an effect upon its future economy. The mining communities of Superior, Ray, Winkelman, and San Manuel are located in the mountains to the east and southeast. Practically all of the materials mined in these communities go by rail through Gilbert on the way to further processing.

It is conceivable that, given the growth predicted for Maricopa County, the Gilbert Area could support industry that would utilize these raw materials. It seems particularly likely that the non-metallic resources of gypsum and perlite could find ready applications in the manufacture of building and construction materials. At present, perlite taken from the vicinity of Superior is shipped out of state and is used in water filtration and in the making of cinder blocks. The latter use, and similar application of perlite as a lightweight aggregate in other construction materials, such as plaster, acoustical wallboard, and insulation material seems entirely feasible.

Gypsum is now mined near Winkelman. It is used in the production of wallboard and lathe, as a cement retarder and for agricultural purposes. As with perlite, the main use is for the production of construction materials, primarily, wallboard and lathe. With the large growth in population projected for Maricopa County, and because Gilbert is near the supply of raw material, it is quite possible that gypsum-using plants may locate in the Gilbert Area.

Copper is by far the most important metal mined in Arizona today and a large quantity of the state production comes from the Superior - Ray - San Manuel area. The Southern Pacific branch line and the Magma Arizona Railroad provide transportation services for these mining areas and any of the copper shipped out by rail must go through Gilbert. Under present conditions, however, this flow of copper does not benefit the Gilbert Area because it is most economical to do the preliminary processing at the mine site and final processing at or near major markets. If the technology of copper processing were to change so that processing would be economical in the Salt River Valley, the Gilbert Area could well be the site of such processing.

The Kyrene industrial district, which is located several miles west of Gilbert, is another source of production materials that could become very important to the Gilbert Area. At present a steel rolling mill and a steel and iron foundry are located at Kyrene. These plants would provide an excellent source of steel for firms located in the Gilbert Area.

Labor Supply

Labor supply should not be a critical factor in the industrial development of the Gilbert Area. Probably a plant located in the Area could draw all of the workers needed within a range of ten miles. Nevertheless, if the plant were located outside of the Town, say at the western edge of the Area along the main line of the railroad, and if all of the employees lived in neighboring cities, the value of the enterprise to Gilbert would certainly be marginal. Probably the Town would have more to gain if residential and commercial developments were encouraged so that at least a portion of the plants employees might make their home in Gilbert.

Power, Fuel, Water, and Sanitary Services

Other factors, which are critical to industrial development, are the availability of power, fuel, water and sanitary services. These facilities are now developed in Gilbert to the point where they could support some industrial growth. For example, the sewage system, which is operated by the Town of Gilbert, has at present a greater capacity than that which is being used. Some expansion could, therefore, be accommodated. However, any large expansion would result in a need for the construction of additional facilities, such as lines and treatment plants.

From present information, it has been concluded that the Gilbert Area has sufficient water supply to sustain industrial and residential growth. The present water system, which is operated by the Town of Gilbert, is not being used to capacity, and therefore, some expansion in industrial or residential use could be accommodated with-

out additional wells or pumping equipment. Substantial expansion, however, in either or both industrial or residential use would necessitate the drilling of additional wells.

With regard to any possible industrial development to the west of Gilbert, it appears that the town's water system, with some expansion of existing facilities, could supply the necessary water. At present Gilbert has a water line that extends approximately one and one-fourth miles west of the town limits. This line could be carried even further west if so desired. In the event this was done, the town would probably also have to drill additional wells. Thus water needed for industrial development to the west of the Town of Gilbert could probably be supplied by the Gilbert water system.

Availability of Land

In 1959 approximately one-half of the land within the Town of Gilbert, or something over 359 acres, was either vacant or being used for agricultural purposes. A part of this acreage could presumably be used for industrial purposes. Of course, this land is not all in one continuous parcel, yet there are several parcels which would be suitable for large industrial developments. If land within the town limits would not be acceptable for any reason, the land immediately surrounding the town would probably be available. At present the majority of this land is being farmed. However, the present market price of this land is such that it is becoming uneconomical for agriculture. It is therefore quite likely that a considerable amount of land

would be available for industrial development immediately adjacent to the Town of Gilbert.

Immediately to the west of Gilbert and extending to the main line of the Southern Pacific Railroad and State Highway 87 is a considerable amount of land, the major portions of which are presently used for agriculture. This land, and particularly those portions which border directly on the main rail line and highway, would seem to be well suited to accommodate industrial growth, primarily because of its accessibility to the major transportation facilities. Presumably much of the land in this area is already available for some type of development because of the fact that the market price of the land has made it uneconomical to continue farming.

There is also a substantial acreage of desert land beginning five miles to the east of Gilbert that could be developed for industrial purposes. It is possible that this desert land could be utilized for test facilities such as those that exist in other parts of the county. The General Motors Desert Proving Grounds is located in this area and other firms needing large amounts of land for test or safety purposes might find it advantageous to locate here.

The market price of land also has an effect upon the amount and rate of growth of residential, commercial, and industrial development. Land that is overpriced most certainly will not be developed to the same extent or at the same rate as that land which is priced at a reasonable market value. In Gilbert at the present time the lack

of real estate activity may be an indication that land is overpriced. If this is the case, then any development, whether it be residential, commercial, or industrial will be pushed back until that time when the prices come into line with what would be a reasonable market value.

Outlook For Specific Industries

The significance of the locational advantages of a community (and likewise its disadvantages) vary with different kinds of manufacturing. For example, the production of heavy machinery would virtually require a rail siding whereas rail sites might actually be avoided by some manufacturers of light-weight, high precision apparatus because of the vibration set-up by passing trains. It is therefore desirable to assess the locational disadvantages and advantages of the Gilbert Area in terms of particular industries. For this purpose, those lines of manufacturing for which growth prospects in Maricopa County are particularly promising have been selected, including some which will be serving local buyers as well as those supplying regional and national markets.

Electronic and Electrical Equipment, Components and Accessories

The electronic industry of Maricopa County, which in 1958 had about 3,500 employees, is expected to grow to more than 11 times, or to approximately 40,000 employees by 1975-80. This increase is a reflection of the tremendous national growth predicted for the electronic industry.

One interesting locational characteristic of this industry is the tendency to "garden-type" settings and sometimes to move to sites isolated from other industry. This trend is readily evidenced by observing the locations of the electronic plants in Maricopa County.

Locating a plant at a site isolated from other industry has usually meant that the plant would be situated on the fringe of the major city in a metropolitan area, or near some suburban community. Sites suitable for landscaping are also found in similar locations. If this trend continues, the smaller suburban communities should have excellent opportunities to attract electronic firms.

What specific advantages does the Gilbert Area have over other sections of the County for the electronics industry? At present Gilbert does not offer any particular advantage over a number of other communities. Of course, a location within the Town of Gilbert, or the immediate vicinity, would provide water and sewage facilities and thereby gain an advantage over rural areas in which an independent water supply and sewage facilities would have to be developed. However, other municipalities in the County can offer the same facilities.

Gilbert does share with several other communities the advantage of being near the electronics training and research center which is being developed at Arizona State University in Tempe. The University, with the aid of the General Electric Company, has developed courses in electronics with specialization in computer engineering

and also offers research facilities. Thus the electronics firm seeking a location near a research facility or educational center might find it advantageous to locate near Gilbert.

The rail service offered in the Gilbert Area is not important to the electronics industry. None of the major manufacturers of electronics equipment in Maricopa County presently use a rail siding nor do they anticipate having the need for one during the next 20 years. Because of the nature of the products and the fact that in many cases a large quantity of the product can be put in a relatively small space, the existence or availability of a rail siding is of little importance to an electronic firm seeking a new location.

Favorable climatic conditions for both manufacturing and personnel are undoubtedly one of the major factors that has drawn electronic firms to Maricopa County. But the Gilbert Area can claim no special climatic advantage over most other sections of the County. Neither can it claim any special advantage over other developed areas within the County for power, fuel and water supply.

In other words, the Gilbert Area, offers no decided basic locational advantage to electronic plants over many other communities in the Salt River Valley. Under these circumstances, the exact location of additional electronics plants within the County may depend largely upon such factors as land costs; housing, health and recreational facilities available to employees; quality of schools; and community attitudes.

Aircraft Equipment

In 1958 the aircraft-equipment industry was the largest manufacturing employer in Maricopa County with approximately 5,400 employees. By 1975-80 it is anticipated that this industry will have almost 12,000 employees and be the second largest manufacturing employer in the County.

The larger manufacturers of aircraft equipment, with one exception, have also tended to locate in outlying areas rather than in the old established industrial sections. In some cases, the need of large acreages to use for testing or safety purposes has prompted the selection of an outlying site.

The Gilbert Area is in the same position with regard to prospective aircraft equipment as to electronics plants. At the present time the area does not offer advantages that cannot be found in a number of other communities in the Valley. The availability of rail transportation would not play a particularly important part in the selection of a plant site for this type manufacturer. The fact that substantial acreages of land might be obtained, particularly to the east and northeast of Gilbert, would be of some advantage. Nevertheless there are other localities in the Valley which are also adjacent to large tracts of desert land which could be used for testing purposes.

Fabricated Structural Metal Products

This industry is expected to go from an estimated average 1958 employment of about 1,000 to almost 4,000 employees in 1975-80. So far the manufacturers of

fabricated metal products in Maricopa County have shown a strong tendency to remain in the old, established industrial areas within the City of Phoenix. It is quite possible, however, that some of the fabricated structural metal plants which will be established in the future will prefer to locate in the suburbs in order to gain such advantages as lower land costs or less traffic congestion.

The Gilbert Area should have a good chance of attracting metal products plants seeking suburban sites. One of the characteristics of this industry is that they require access to a rail siding. The majority of the plants presently located in the Valley that produce fabricated structural metal products indicated that they used one or more rail sidings and those that did not have a siding indicated that they would have one at some future date. The Gilbert Area, with the Southern Pacific branch line running through the Town and the main line bordering the Area on the west, could provide many sites with rail sidings.

The fabricated structural metal products industry does fall into the category of "medium to heavy industry." Objections may therefore be raised concerning the advisability of encouraging industry in the Gilbert Area on the theory that light industry, specifically electronic plants, might be discouraged. Probably both types of plants could be accommodated in the general Gilbert Area in light of the large land area available, when the comprehensive plan of land use now under development by Maricopa County and the Town of Gilbert is completed.

Concrete, Clay and Gypsum Products

This industry produces products almost entirely for the local building trades. It is expected to grow from around 1,100 employees in 1958 to 3,000 by 1975-80. This industry is similar to the fabricated structural metal products industry in that it is generally considered a "medium to heavy industry" and that rail transportation is used rather extensively. In 1958 almost half of the Maricopa County manufacturers in this group were using a rail siding and about one-fourth of those who were not using a siding said that they would need one sometime in the future. Here again Gilbert has an advantage over other Valley communities not served by rail transportation.

Another advantage that the Gilbert Area offers the construction materials industry is the ready availability by rail of gypsum and perlite. As mentioned before, these materials are used extensively in the production of construction materials and they are found in relatively large quantities in the mountains to the east and southeast of Gilbert. The branch rail line running through Gilbert to the copper mines provides a ready means of bringing these bulky raw materials to the Gilbert Area.

Another factor to be considered is the location in relation to the market. In the case of concrete, clay and gypsum products the market is essentially a local one supplying the construction industry of the County. Under these circumstances a plant producing construction materials must have good access to the areas in which the construction is occurring. In the case of Maricopa County, trends already indi-

cate that there will be substantial growth in the Mesa-Tempe areas which could be readily reached from a Gilbert location .

Apparel and Fabricated Textile Products

In 1958 this industry, which is relatively new in Maricopa County, accounted for an estimated 1,400 employees. By 1975-80 it is anticipated that the industry will be employing approximately 5,200 persons. Since locating in the Phoenix Area, the apparel industry has shown the tendency to select sites that are isolated from other industries and that are on the fringes of the metropolitan area.

If this locational trend continues, the outlying communities should have opportunity to attract new apparel plants. Gilbert will probably be on a par with other suburban areas in attracting these new firms. Gilbert's rail facilities are not an "advantage" to this industry. Only about 30 per cent of the garment factories in the metropolitan Phoenix Area have a rail siding and of these factories, several are not using the sidings available.

Summary

The industries discussed are only part of the total industrial potential for Maricopa County. Practically all of the industries presently represented in the County are expected to grow. The industries discussed are those which presumably will attain the greatest growth, both percentage-wise and in absolute numbers. Gilbert may attract other types of manufacturing but the Area seems more likely to attract a plant or plants in the industries promising the most growth.

This analysis of "growth industries" has revealed that Gilbert for the most part has no great locational advantage or disadvantage over other suburban communities in the Salt River Valley.

Winter-Tourist Area

At present there are virtually no facilities available in the Gilbert Area to accommodate winter visitors. Such accommodations could logically be established here. There are certain winter visitors who, because of their background or other reasons, may prefer to live in a smaller community while vacationing in Arizona. Yet they would doubtless like to be near a large metropolitan center in order to avail themselves of the many and varied activities and shopping facilities offered by the center. Gilbert meets these requirements. It is typical of the smaller communities in the West and Middle West from which many winter visitors come and yet it is within a few minutes driving time of the largest city in Arizona.

In past years many of the winter visitors who wanted the advantage of the smaller community - such as being able to walk to shops and recreational activities - have doubtless gone to Mesa. But there are already 30,000 persons living within the city limits of Mesa and urban development is spreading rapidly to the immediate environs. Such growth is almost certain to mean that Mesa will become less attractive to the winter visitors who want the atmosphere of the "small town."

The fact that Gilbert is only about five miles from the center of Mesa should give it an advantage over most other smaller communities in attracting the winter tourists who may find Mesa too "metropolitan." Nevertheless, the winter vacationers can hardly be expected to come to Gilbert just because it is a town and not a city. Adequate accommodations must be available and the community must offer suitable shopping and recreational activities. Probably moderate-priced apartments and mobile-home parks would be most attractive to the winter visitors who would find the friendly, small-town characteristics of Gilbert appealing.

Retirement Community

The same friendly, small-town characteristics, which should enable Gilbert to develop a winter-tourist trade, should also enable Gilbert to become known as a "good place" in which to retire. Probably most of the same class of persons who could be attracted to a smaller town on the periphery of a metropolitan center for a winter vacation could also be induced to make their retirement home in the same kind of community.

Much of the same inducements will have to be provided as for winter visitors. Moderate-priced housing will be even more essential than in the case of the winter visitors. In addition, the community would have to show a genuine interest in the welfare of its senior citizens, including the development of activities geared to their interests.

Trade And Residential Center For Persons Employed At
Williams Air Force Base

The continuation or closing of a military installation cannot be predicted over a one year period let alone over a period of twenty years. Therefore only the present situation is considered here.

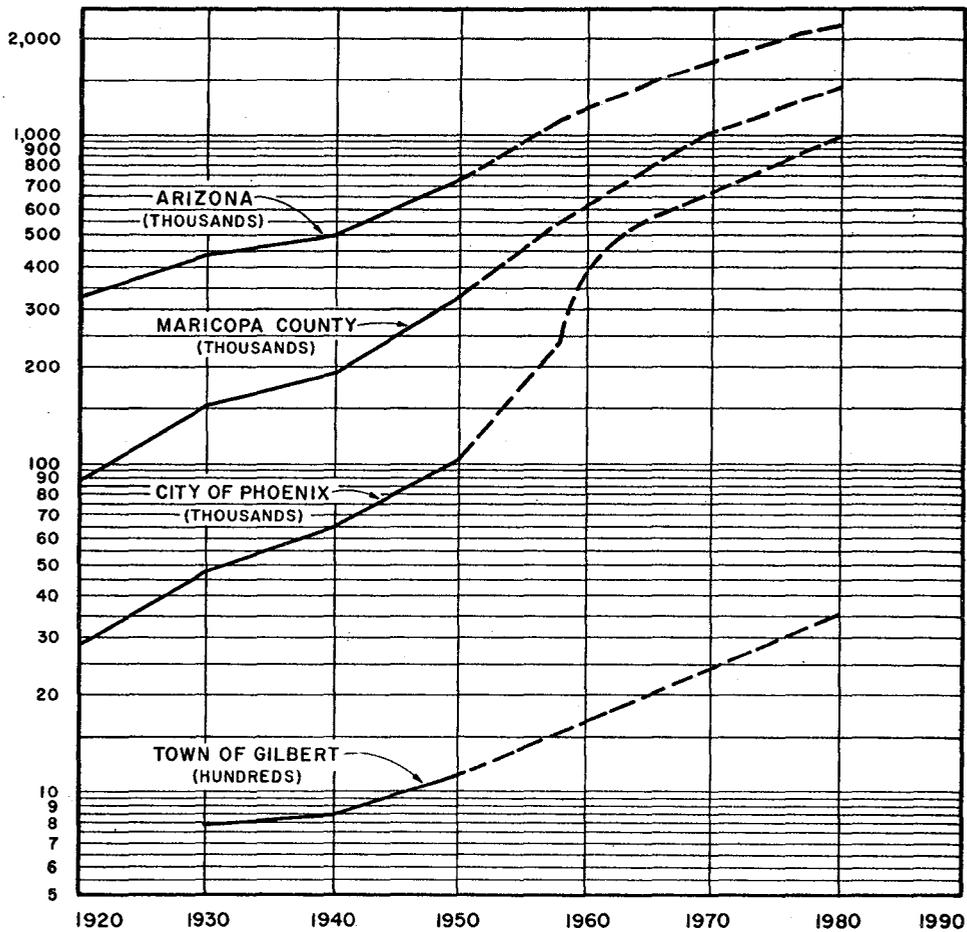
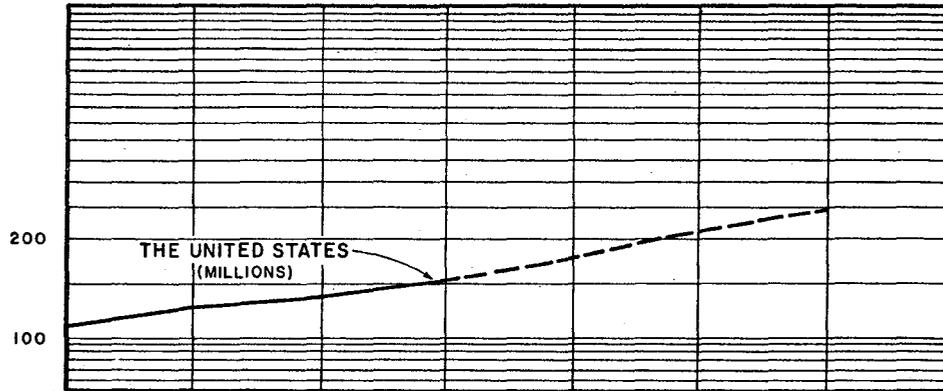
Of the persons employed at Williams Air Force Base in 1959 it is estimated that more than 1,000 lived off the base. Fewer than 100, it is estimated, resided and traded in Gilbert. Yet Gilbert is as well located in relation to Williams as is any other community. Why is it that Gilbert does not attract these people? The obvious reasons are: (1) Gilbert offers too little in the way of homes or apartments to rent, lease or buy, and equally as important; (2) Gilbert does not provide adequate trade and service facilities.

The potential of Gilbert as a trade and residential center for persons employed at Williams Air Force Base, therefore, depends upon the availability of housing, trade and service facilities. If these facilities remain inadequate, Gilbert should expect no increase in the total volume of trade from the Base. If, however, the retail and service facilities are expanded and made more attractive, and additional housing is built, Gilbert should be able to obtain a much larger portion of the business of Williams Air Force Base personnel. The additional business should be in direct proportion to the amount of development that occurs.

Trade And Service Center For Agriculture

Gilbert has in the past, to a limited extent, been a trade and service center for agricultural operations located in the southeastern portion of the County. The service facilities were not developed to any great degree because other communities, even though larger than Gilbert, continued to be agricultural communities and supplied the farmers with better, faster and more varied services than did Gilbert. More recent years, however, have found the Salt River Valley changing from an agricultural-commerical to an industrial-commercial economy and agriculture being pushed further and further away from its service towns by urban growth.

It would seem that the farm-service trades might also have to shift to the periphery of the urban areas in order to adequately serve farmers. In the case of Maricopa County it seems logical to assume that certain agricultural services will eventually move to the outlying communities. Will they move to Gilbert, however? It appears likely that the southeastern portion of Maricopa County will retain its agricultural characteristics for some time to come. This does not mean, though, that farm-service trades will necessarily re-locate in Gilbert. At least one other community, Chandler, is as well situated to serve southeastern Maricopa County. The actual development of Gilbert into a major agricultural trade and service center will largely depend upon the extent to which community leaders are successful in selling new businesses on the idea of locating in Gilbert.



1920-1980 COMPARATIVE POPULATION GROWTH

TOWN OF GILBERT

PREPARED BY MARICOPA COUNTY PLANNING AND ZONING COMMISSION - FEBRUARY, 1960

CHAPTER 2

EXISTING CONDITIONS

This chapter contains a discussion of population growth trends, existing land use, and water and sewer facilities.

Population Growth Trends

Past Growth

The populations of the United States, the State of Arizona and Maricopa County are shown for the years 1920, 1930, 1940, 1950 and 1958 in Table 2. Also shown is the population of Gilbert in 1930, 1940, 1950 and 1959. Plate 2 shows this population growth graphically and includes estimated future growth as discussed elsewhere in this report.

The rates of growth in all of these areas were considerably retarded during the depression years of the 1930's, but surged upward again in the 1940's. Arizona's rate of growth during the period 1940-1950 was about triple that of the United States as a whole, while Maricopa County's rate was about five times as great. During this period Gilbert's population increased by a third.

In the 1950's (to 1958-59) the population of the United States increased by 15% while the increases in Arizona, Maricopa County and Gilbert amounted to 52%, 69% and 47% respectively. This points up an important factor in Gilbert's growth

TABLE 2. PAST AND ESTIMATED FUTURE TRENDS IN POPULATION GROWTH, 1920-1980
 United States, State of Arizona, Maricopa County, Gilbert

	United States			State of Arizona				Maricopa County				Town of Gilbert			
	Population	Increase		Population		Increase		Population		Increase		Population		Increase	
	(000,000)	(000,000)	%	(000)	% U.S.	(000)	%	(000)	% Ariz.	(000)	%	Persons	% County	Persons	%
1920	106	-	-	334	0.31	-	-	90	26.9	-	-	-	-	-	-
1930	123	17	16.0	436	0.35	102	30.5	151	34.6	61	67.8	791	0.52	-	-
1940	132	9	7.3	499	0.38	63	14.4	186	37.3	35	23.2	837	0.45	46	5.8
1950	151	19	14.4	750	0.50	251	50.3	332	44.3	146	78.5	1,114	0.34	277	33.1
1958 (est.)	173	22	14.6	1,140	0.66	390	52.0	560	49.1	228	68.7	-	-	-	-
1959 (est.)	-	-	-	-	-	-	-	638	-	306	92.2	1,640 ⁽²⁾	0.26	526	47.2
1960 (proj.)	175 ⁽¹⁾	24	15.9	1,250	0.71	500	66.7	650	52.0	318	95.8	1,700	0.26	586	52.6
1970 (proj.)	210 ⁽¹⁾	35	20.0	1,750	0.83	500	40.0	1,000	57.1	450	69.2	2,465	0.25	765	45.0
1980 (proj.)	245 ⁽¹⁾	35	16.7	2,200	0.90	450	25.7	1,400	63.6	400	40.0	3,500 ⁽³⁾	0.25	1,035	42.0

- (1) Estimate of U.S. Census.
- (2) Maricopa County Planning and Zoning Commission.
- (3) Western Business Consultants, Inc.

pattern; that is, it has not nor does it appear in the foreseeable future that it will keep pace with the general growth trend of Maricopa County. This slower increase of population can be a decided advantage for the community of Gilbert, in that it will allow the people to exercise a much greater control over their community's growth, but such control is of little value unless a generalized future development plan is followed.

Present Population Estimated From Land Use Survey

In April of 1959, a land use survey was conducted, providing a portion of the essential base data needed for this report. As part of the survey material, all occupied residences were totaled. This total was multiplied by a factor of 3.7 which is normal for this type of development, thus giving a total estimated population of 1,640 within the town limits of Gilbert.

Future Population⁽¹⁾

The population of the Gilbert Area (the Town and its immediate Trade Area) is estimated to be nearly 3,400 persons in 1959. In addition, approximately 3,800 persons live at Williams Air Force Base, which is nine miles southeast of Gilbert. The distribution between the Town and the Trade Area is given in Table 3. By 1975-80, it is estimated that the Gilbert Area, exclusive of Williams Air Force Base, will have a population of over 7,000.

(1) This section prepared by Western Business Consultants, Incorporated.

Percentage wise, the projected increase for the Gilbert Area over the next twenty years slightly exceeds the rate of growth of the Town between 1940 and 1959. Past growth in the case of the Gilbert Area, however, is no necessary harbinger of future expansion. Annexation has accounted for some increase in the Town's population. But of more significance is that past growth of Gilbert and its Trade Areas has probably been primarily brought about by the development of farming in the vicinity and the establishment of Williams Air Force Base. Neither of these sources promises further growth at the present time.

If the population of the Town of Gilbert and vicinity is to increase - especially to reach 7,000 or more within the next fifteen to twenty years, the Area will have to share in the urban development of the Phoenix Area. The extent of such sharing, for reasons that are developed in this study, will depend largely upon the residents of the Gilbert Area - upon what is done to encourage various kinds of residential development and to attract industry.

TABLE 3

POPULATION OF THE GILBERT AREA, 1930 TO 1975-80

<u>Year</u>	<u>Town of Gilbert</u>	<u>Gilbert Trade Area</u>	<u>Town and Trade Area</u>
1930	791		
1940	837		
1950	1,114		
1959	1,640	1,700*	3,340
1975-80	3,500	3,700	7,200

* In addition approximately 3,800 persons live at Williams Air Force Base.

Boundaries

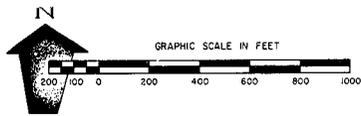
Town of Gilbert: Boundaries as of year indicated. Over the years annexations have enlarged boundaries.

Trade Area: Unincorporated area surrounding Gilbert of which boundaries are:
North - Baseline Road; South - Ray Road; West - Cooper Road; East - Ellsworth Road.
 The Trade Area is shown graphically on Plate 1.

Sources: 1940 and 1950: Population Reports of the U.S. Bureau of the Census.

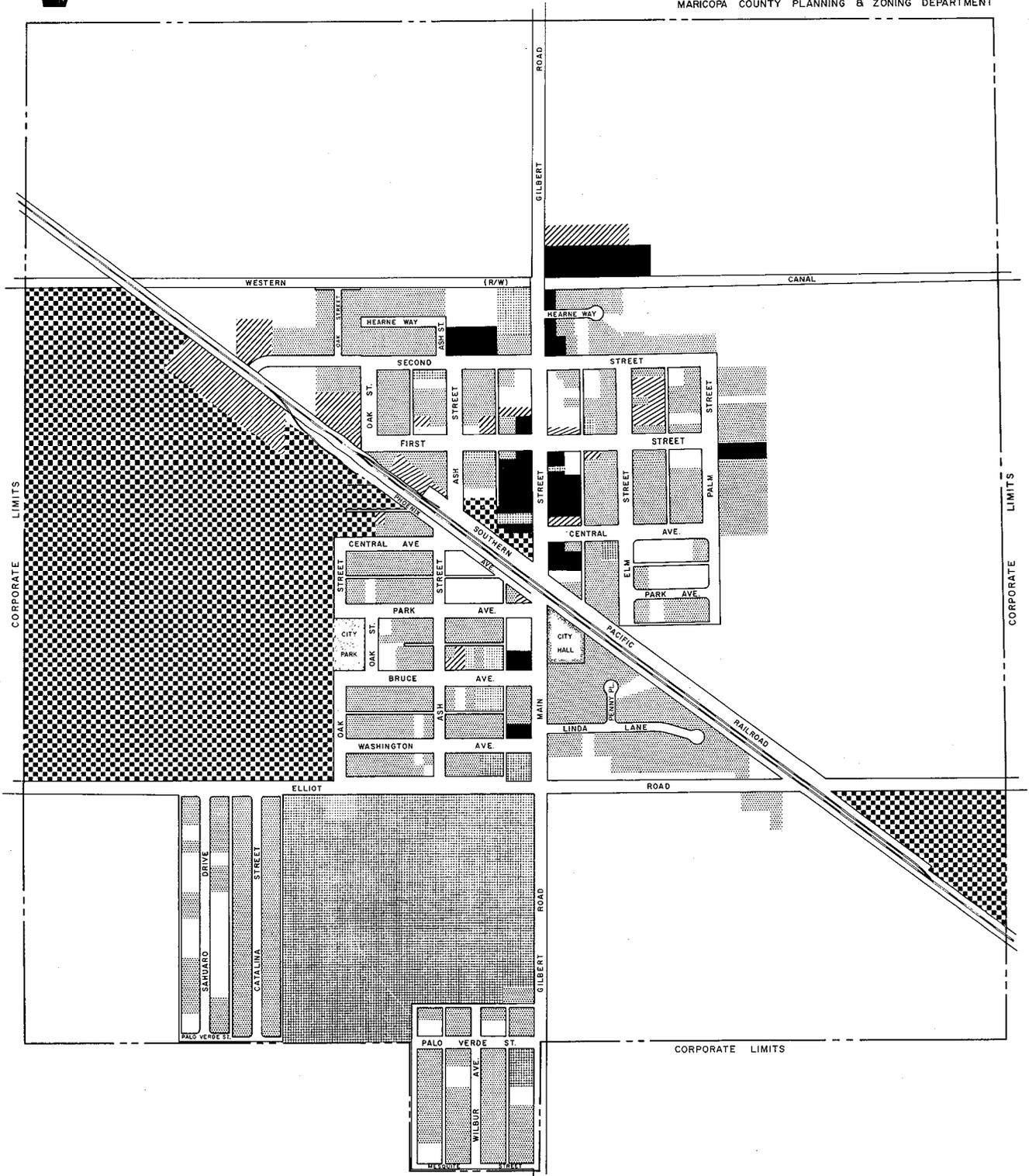
1959: Estimated by Western Business Consultants, Inc.

1975-80: Projected by Western Business Consultants, Inc.



TOWN OF GILBERT ARIZONA

MARICOPA COUNTY PLANNING & ZONING DEPARTMENT



EXISTING LAND USE

LEGEND

- | | | | |
|--|------------------|--|----------------------|
| | RESIDENTIAL | | PUBLIC & SEMI-PUBLIC |
| | COMMERCIAL | | PARKS & PLAYGROUNDS |
| | LIGHT INDUSTRIAL | | VACANT |
| | HEAVY INDUSTRIAL | | |

Land Use

Land Use Survey

In 1958, as a part of the land use survey of Phoenix and environs carried out by the Phoenix-Maricopa County Advance Planning Task Force, each lot, parcel and tract of land in the unincorporated portions of southeastern section of Maricopa County was field checked to determine its use.

Similarly, in April 1959, the staff of the Maricopa County Department of Planning and Zoning examined every piece of property in the Town of Gilbert to determine its use.

Following completion of this latter survey, land use was recorded in color on a 100-scale base map, which is not reproduced herein. From this Plate 3, Existing Land Use, 1959, has been prepared. Existing land use information has been tabulated to provide a basis for determining future land use needs.

General Arrangement of Land Uses

The existing land use pattern shown on Plate 3 is typical of most small communities. Commercial development is concentrated along both sides of Main Street (Gilbert Road).

A major industrial area located between the Southern Pacific Railroad and Elliot Road from Oak Street to the western town limits is used by a cottonseed oil mill.

TABLE 4. EXISTING LAND USE
GILBERT, ARIZONA
April 1959

Use	1	2	3	4
	Area in Acres	% of Total Town Area	% of Total Developed Area	Acres of Land Used Per 100 Persons ⁽³⁾
Single Family	61.8	10.00	23.3	3.77
Two Family	3.3	0.50	1.3	0.20
Multi-Family	0.3	0.05	0.1	0.02
Total Residential	65.4	10.55	24.7	3.99
Commercial	3.7	0.60	1.4	0.30
Light Industry	7.9	1.27	3.0	0.48
Heavy Industry	82.0	13.10	30.9	5.00
Railroads	9.5	1.50	3.6	0.58
Total Industrial	99.4	15.87	37.5	6.06
Parks and Playgrounds ⁽¹⁾	16.0	2.55	6.0	0.98
Public and Semi-Public	28.5	4.55	10.7	1.74
Streets and Alleys	52.3	8.38	19.7	2.98
Total Public and Semi-Public	96.8	15.48	36.4	5.70
Total Developed Land	265.3	42.50	100.0	16.05
Total Vacant Land ⁽²⁾	359.1	57.50		
Total Town Area	624.4	100.00		

(1) 15 acres assigned to school-community playground facilities.

(2) Includes agricultural land.

(3) Based upon 1,640 persons (1959).

Other industrial uses are scattered along the railroad and interspersed with commerce along Gilbert Road.

Residential areas surround the business district. Although not shown on this plate, a small amount of two-family and multi-family development is located adjacent to the business districts.

Areas Occupied By Existing Land Uses

Table 4 shows the areas occupied by each existing land use in the Town of Gilbert. Also shown are percentages of the total area represented by each land use and the ratio of land use to population.

From the preceding Table 4, the Town contains a total of 624 acres of which only 265 acres are developed for urban purposes. The largest single use of land is for heavy industry, single family, streets and alleys, public and semi-public in the foregoing order. The percent of total developed area is more significant than the percent of total town area for planning purposes.

Studies in many communities have revealed a correlation between population and land use that is expressed in terms of acres per 100 persons. At the present time, 100 persons in Gilbert use an average of 16.05 acres for all urban purposes. By comparison, a 1958 land use survey of Phoenix revealed that 100 persons used 9.89 acres and the Phoenix Urban Area ratio was 11.74 acres per 100 persons. Studies made by Harland Bartholomew and Associates in eleven urban areas revealed that 100 persons use an average of 14.84 acres for all urban purposes.

Residential

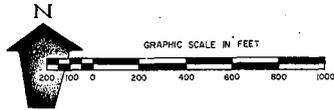
As is the case in most communities there are two distinct residential areas, the old and the new. The original townsite was developed with lots 25 feet in width and 110 feet in depth, but in a majority of cases individuals purchased two lots on which to build their homes. The land use survey shows that in this same area there are several two-family and multi-family uses as well as trailer courts and individual trailer sites. The most recently subdivided areas are principally single-family in character with lots averaging 7,000 square feet in size. If feasible, future subdivisions should be developed with lots larger than 7,000 square feet in size.

Commercial

There is a relatively small amount of land actually being used for commercial purposes, which is not uncommon for a small town situated on the fringe of a large metropolitan area. For this reason the commercial district is primarily composed of service shops and convenience goods similar to those found in a neighborhood shopping center.

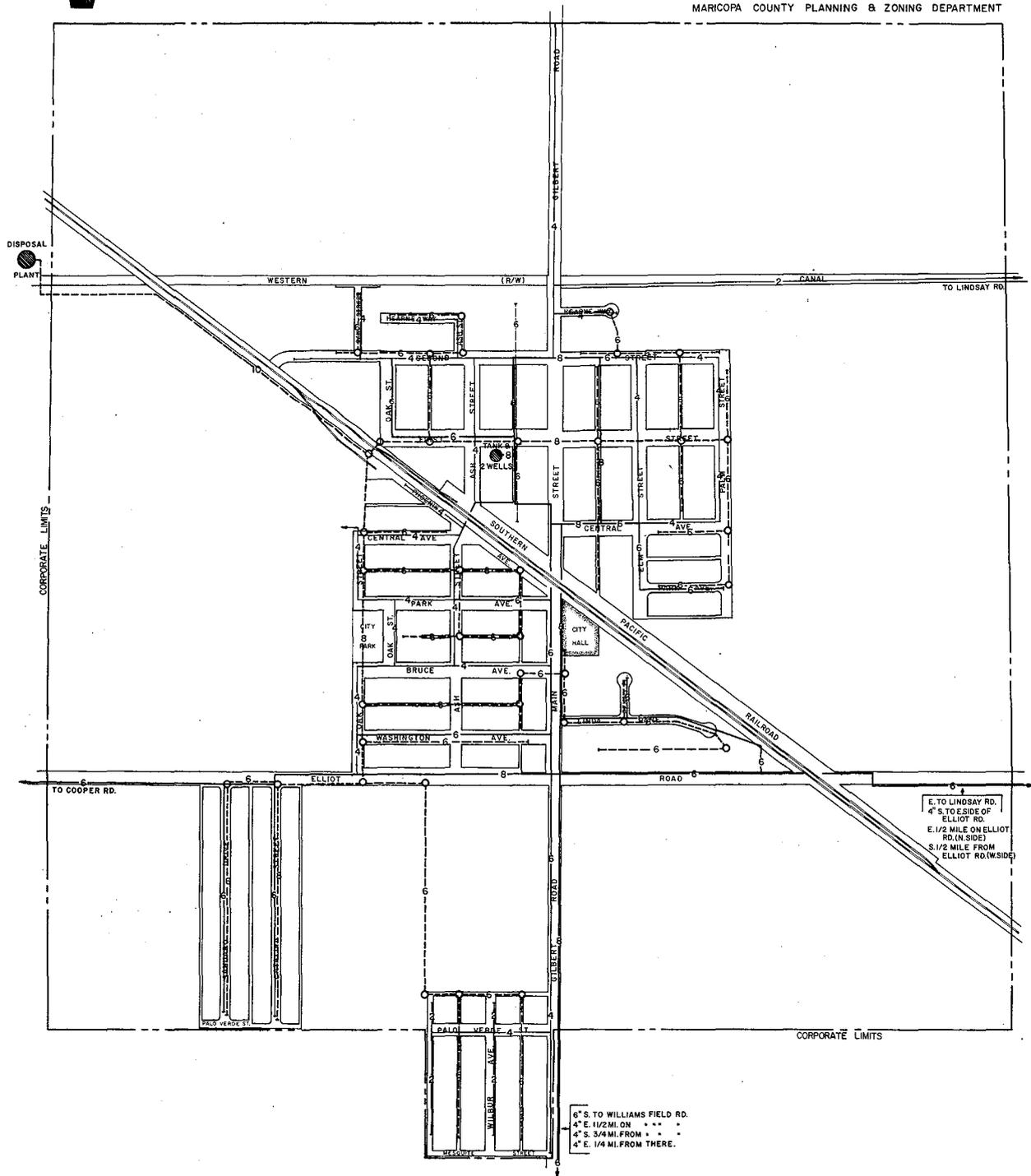
Industrial

Gilbert had its start as one of the largest hay shipping centers in the country, largely because of the railroad and its central relationship to the surrounding agricultural area. Hay is giving way to cotton and as a result the majority of existing industrial uses are (1) cotton gins and storage yards, (2) cottonseed oil plant and (3) agricultural equipment repairs.



TOWN OF GILBERT ARIZONA

MARICOPA COUNTY PLANNING & ZONING DEPARTMENT



EXISTING WATER LINES AND SANITARY SEWER LINES

LEGEND

- 6— WATER LINE
- - - 8 - - - SANITARY SEWER LINE
- o MANHOLE

NOTE: NUMBER INDICATES DIAMETER OF SERVICE LINE USED

Schools And Parks

The existing school site of 40 acres more than adequately serves both the high school and elementary school, which have a combined average daily attendance of 1,000 students. This average attendance has remained fairly constant in the past four years. There are 59 square miles within the boundaries of the Gilbert school district, the limits of which extend east to the county line, as far south as Germann Road, west to Mesa Chandler Highway and one-half mile north of Baseline (See Plate 1). There are seven 60-passenger busses with routes from three to fourteen miles in length. The school board's policy is to transport children who live one mile or more beyond the school proper.

As part of the high school program there is a lighted ball field which is also used for community activities. This and the one-acre park, which is the swimming pool site, comprise the recreational facilities for the town.

Water And Sewer System

Water and sewer service has influenced the location of past growth and it will influence the location of future growth. For this reason, Plate 4 has been prepared to show the location of existing water lines and sanitary sewers.

Sewer System

The present sewer plant occupies an eight-acre site adjacent to the cottonseed oil plant and the railroad just outside the town limits. According to the Superintendent

of Streets and Sanitation this present facility is capable of serving a population of 5,000 persons.

Water System

The town water system is supplied by two wells which are capable of producing 2,016,000 gallons per day with a 50,000 gallon capacity (elevated storage tank). To date the system is serving 500 metered outlets (which include the cotton gins) averaging 250,048 gallons per day, the cottonseed oil plant using 13,532 gallons per day and five dairies using an average of 38,548 gallons per day.

CHAPTER 3

FUTURE LAND USE

This chapter contains a discussion of future land use needs, a diagrammatic future land use plan and a schematic plan of possible future development.

Future Land Use Needs

As discussed in Chapter 2, the estimated future population (1975 to 1980) for the Town of Gilbert is 3,500 or a 51% increase over 1959 estimated population. Table 5, Column 2, indicates the amount of land needed to accommodate an estimated future population of 3,500 persons.

Table No. 5 shows future land use requirements based upon present population-land use ratios as applied to a future population of 3,500 persons. Accordingly, Gilbert would utilize 545.62 acres for all urban purposes by 1975-1980. This is discussed as follows:

Residential Uses

Single Family: In recent single family developments, as well as those areas in the original townsite which are used for individual homes, lots vary in size between 6,800 and 7,500 square feet in area. Assuming future residential lots will average 7,000 square feet in size, an additional 115 acres would be required for single family

TABLE 5. FUTURE LAND USE NEEDS
(To Serve A Projected Population of 3,500)

Use	1		2	
	EXISTING		THEORETICAL NEED	
	Total Acres	Acres Per 100 Persons	Total Acres	Acres Per 100 Persons
Single Family	61.8	3.77	177.1	6.20
Two Family	3.3	0.20	7.5	0.20
Multi-Family	0.3	0.02	10.5	0.30
Total Residential	65.4	3.99	195.1	6.70
Commercial	3.7	0.30	17.5	0.50
Light Industrial	7.9	0.48	21.0	0.60
Heavy Industrial	82.0	5.00	82.0	2.35
Railroad	9.5	0.58	9.5	0.21
Total Industrial	99.4	6.06	112.5	3.16
Parks and Playgrounds ⁽¹⁾	16.0	0.98	35.0	1.00
Public and Semi-Public	28.5	1.74	40.0	1.14
Streets and Alleys	52.3	2.98	105.0	3.00
Total Public and Semi-Public	96.8	5.70	180.0	5.14
Total Area	265.3	16.05	505.1	15.50

(1) 15 acres assigned to school-community playground facilities.

purposes to accommodate the increased population of 1,860 persons.

Two Family: This is expected to continue its present trend, approximately .2 of an acre per 100 persons or a total of 7.5 acres.

Multi-Family: Three and four family dwellings and trailer courts are expected to increase over the existing multi-family uses. This is based on the Western Business Consultants, Inc., report, Chapter 2, wherein they indicate that one of the areas of impact in the future development of the Town of Gilbert will be its appeal to the winter tourist trade and to those who would prefer to retire in a small community instead of a planned retirement development.

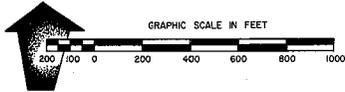
Commercial Uses

The existing commercial area of 3.7 acres does not include any off-street parking. There should be an area three times the amount of the building space to provide for sufficient off-street parking.

It is estimated, 17 or 18 acres will be required to serve the needs of the estimated 1980 population 3,500.

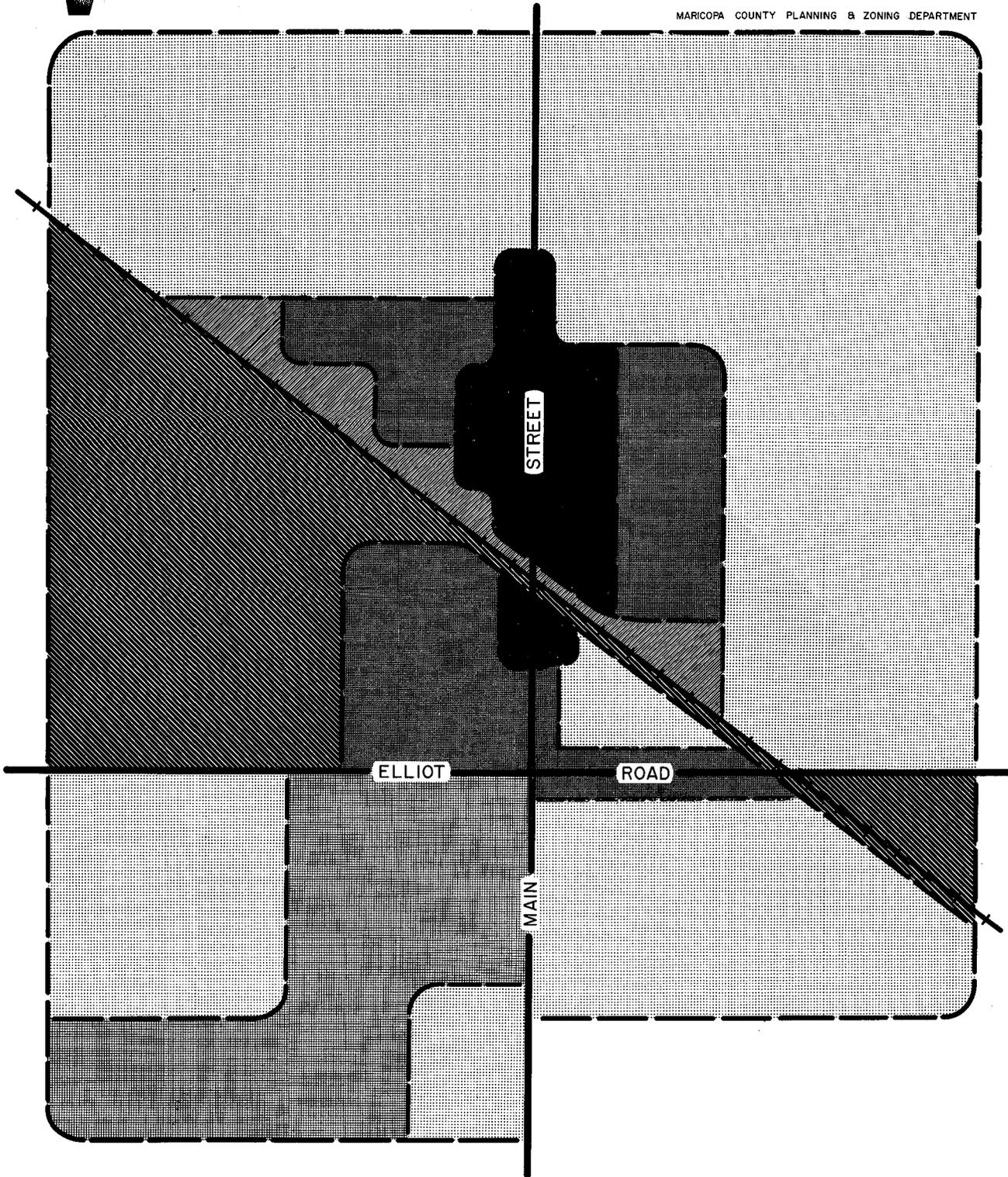
Industrial Uses

There does not appear to be a need for providing additional light or heavy industrial areas within the town limits. However, there is ample area west of the present cottonseed oil plant that would be suitable for industry if needed.



TOWN OF GILBERT ARIZONA

MARICOPA COUNTY PLANNING & ZONING DEPARTMENT



DIAGRAMMATIC FUTURE LAND USE

LEGEND

- | | |
|---------------------------|--|
| COMMERCIAL | MULTIPLE FAMILY DEVELOPMENT
20 OR MORE PERSONS PER ACRE |
| HEAVY INDUSTRY & RAILROAD | SINGLE FAMILY DEVELOPMENT
10-20 PERSONS PER ACRE |
| LIGHT INDUSTRY | PUBLIC & SEMI-PUBLIC |

Parks And Playgrounds

Based on the National Recreation Association recommendations of one acre per 100 inhabitants, a combined total of 35 acres should be devoted to park and playground use. With this in mind, the existing 16 acres (one-acre swimming pool site and the fifteen-acre lighted play field at the high school) would have to be increased by adding an additional 19 acres in areas of future development. This has been accounted for in the scheme for future land development (See Plate 6).

Public And Semi-Public

This is primarily concerned with the land area for public schools. As is noted on Table 6, no additional area has been added to the requirements of future population projection of 3,500. Since the existing school site has some 40 acres, it would accommodate roughly 2,000 students in grades 1 through 12. The school district contains approximately 59 square miles. An additional 40 acres immediately south of the existing school site is expected to accommodate future needs. The school board and the district superintendent should be commended for their foresight in acquiring this property at this time.

Proposed Land Use Plan

Plate 5 is a diagrammatic future land use plan. This shows the general location, and extent of area that would be needed for commercial, industrial, residential and public and semi-public uses. The present pattern of land use largely determines the

TABLE 6. ADEQUACY OF DIAGRAMMATIC FUTURE LAND USE PLAN
GILBERT, ARIZONA

Use	1	2*	3
	Area Used	Estimated Area Required	Net Area Shown on Plate 5 ⁽²⁾
Single Family	61.8	177.12	252.6
Multi-Family ⁽¹⁾	3.6	18.00	46.9
Total Residential	65.4	195.12	299.5
Commercial	3.7	17.50	23.7
Light Industrial	7.9	21.00	16.9
Heavy Industrial	82.0	82.00	96.7
Railroads	9.5	9.50	9.5
Total Industrial	99.4	112.50	123.1
Parks and Playgrounds ⁽¹⁾	16.0	35.00	35.0
Public and Semi-Public	28.5	40.00	58.0
Streets and Alleys	52.3	105.00	120.8
Total Public and Semi-Public	96.8	180.00	213.8
Total	265.3	505.12	660.1

* From Table 5.

(1) Includes two-family and trailer sites.

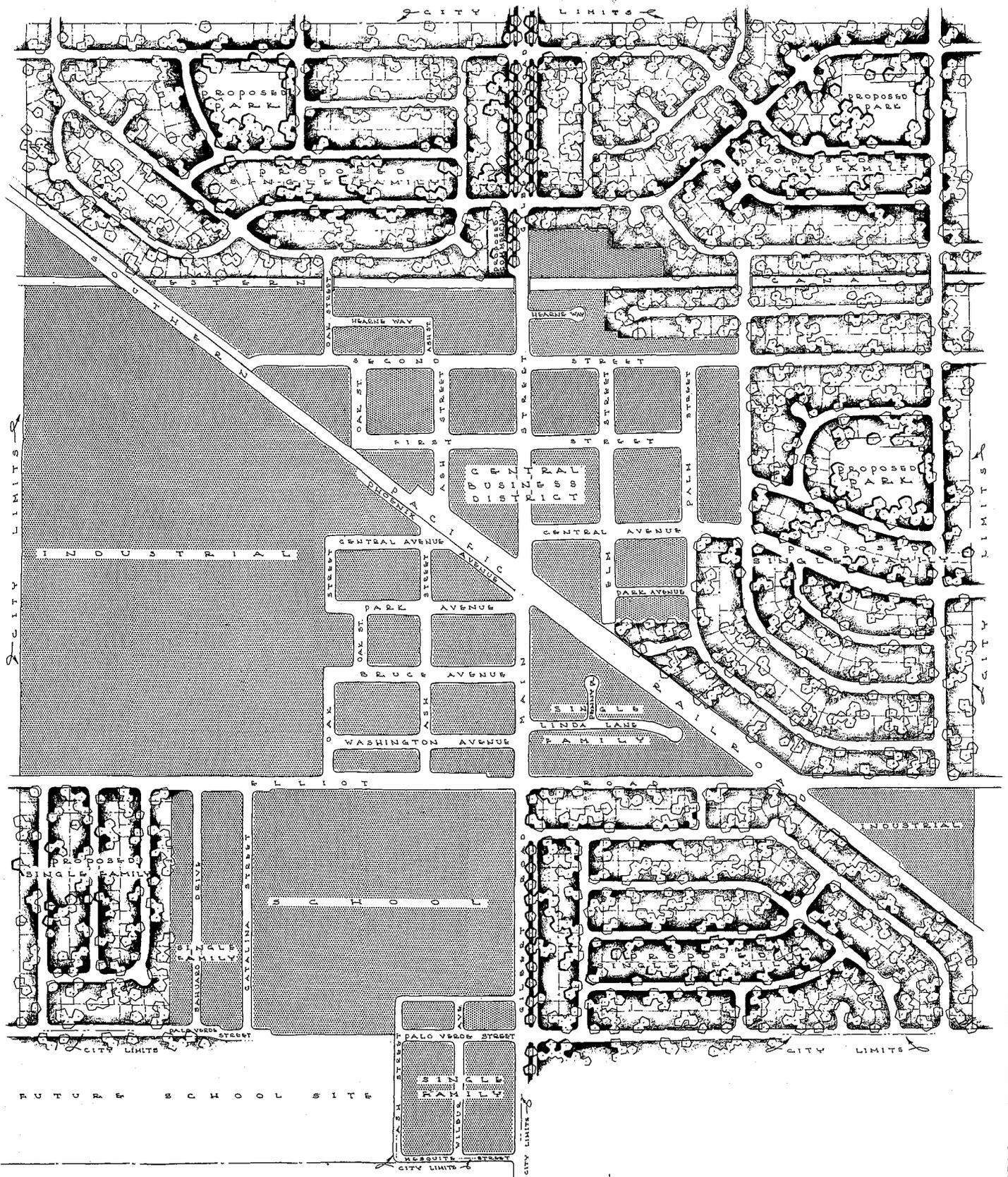
(2) 15 acres assigned to school-community playground facilities.

future pattern that will be obtained and a comparison of the existing land use pattern with the diagrammatic future land use pattern shows the similarities.

The future land use plan envisages that the central business district would be expanded primarily because of the need for off-street parking facilities. The central business district would be surrounded by single-family, two-family and multiple family uses. Future industrial development should be located west of the present cotton gin between the railroad on the north and Elliot Road extended on the south. Future light industrial development is proposed along the north side of the railroad tracks as shown.

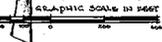
Adequacy Of Future Land Use Plan

Table 6 contains a comparison of the estimated future land use requirements with the amount of area designated for broad land use categories under the diagrammatic future land use plan. A comparison of the estimated requirements for the various urban land uses and the net area provided reveals that the diagrammatic plan would be closely adjusted to future land area requirements with certain exceptions discussed as follows: It has been estimated that 35 acres would be needed for parks and playgrounds. At present 80 acres of land is owned by the schools of which 15 acres are developed for playground purposes. Thus, it is evident that there is more than adequate school land to meet future needs for these purposes. In addition to the 80 acres of land presently owned, as will be discussed in the possible future plan of development, three 6-acre neighborhood parks are proposed to be located in the various residential sections of the town.



A SCHEMATIC PLAN
 OF
 POSSIBLE FUTURE DEVELOPMENT

for Gilbert, Arizona

MARICOPA COUNTY
 PLANNING & ZONING DEPARTMENT

peb

JANUARY 1960

Possible Plan Of Development

Plate No. 6 illustrates the possible manner in which those vacant areas within the town limits may be developed. The plan is self-explanatory, but the features that were considered are as follows:

1. An access road for those properties facing Main Street. This serves a three-fold purpose. (a) It would promote the traffic safety by holding intersecting traffic movements to a minimum. (b) Properly landscaped, it would provide a more beautiful entrance to the town, thus increasing the attractiveness to the residents and winter guests. (c) It would tend to discourage a hodge-podge strip commercial development.

2. Attention is drawn to the curvilinear street pattern which tends to remove the monotony of looking down a block and seeing one straight line of roof tops. It also permits longer blocks by virtue of the fact that it directs traffic to the community facilities such as churches, businesses and schools. One of the important features of this type of street pattern is that it provides for an adequate drainage of the area.

3. Mention has already been made concerning the proposed school and park sites, but too much cannot be said for the need of open play areas. These sites have been located so as to best serve the various neighborhoods.

4. Deeper lots for those properties backing up to the railroad right-of-way, thus providing for sufficient area to permit adequate screening of these properties.

5. The plan permits this pattern to be extended.

Implementation Of Future Land Use Patterns

As has been mentioned before, the general plan and recommendations contained herein are intended as a general guide. Unforeseen conditions and developments may warrant changes but such changes should not be made merely for the sake of expediency. The final implementation or means used to obtain the goals and objectives of plans presented herein will be by the adoption of such tools as the subdivision regulation ordinance, a zoning ordinance and the building code:

Subdivision regulations are concerned with standards and principles of design and physical improvements, information to be shown on preliminary and final plats, and procedure to be followed in the platting of land. Such regulations should be prepared and adopted by Gilbert to control the future subdividing of land within the corporate limits. Currently the County has under consideration rules and regulations for the subdividing of land in the unincorporated areas and these or similar regulations could be adapted to Gilbert's needs.

The zoning ordinance is a most helpful tool for implementing the land use plan and the general planning objectives which have been discussed in this report. The proposed land use plan is closely adjusted to the pattern of existing zoning districts in Gilbert.

A building code is concerned with the materials used and methods of construction. There are several model codes in existence and consideration should be given to adapting one of these to Gilbert's needs.

CHAPTER 4

CENTRAL BUSINESS DISTRICT

"Business this Christmas was lousy!" reported the GILBERT ENTERPRISE on December 31, 1959. A discussion of the Gilbert Chamber of Commerce meeting brought out the following reasons why they felt there was a drop in the general sales activity of the central business district in Gilbert.

1. Decrease in the number of migrant cotton pickers.
2. The lure of credit at soft and hard goods stores elsewhere.
3. Ease of parking and general attractiveness of shopping centers.

At the conclusion of this discussion the Chamber went on record as recommending the following action: (1) Have all merchants cooperate in signing up for one trading stamp plan and actively promote the availability of stamps here. (2) "Clean up." The store fronts on Main Street to develop an attractive, distinctive and customer-getting appearance along the entire business block. (3) Staggering of periodic sales, promotional campaign, and (4) Cooperative advertising on a sustained basis in which the local merchants would feature specially priced items which would encourage regular shopping locally.

Before this article was published the report staff recognized that this type of program was necessary if the town's business district was to remain at all. It is our

conviction that by following a projected program of improvement, the business men of Gilbert would be able to discourage the establishment of any new shopping areas. The frontispiece is an illustration of possible improvements that could be accomplished by joint effort on the part of the business district property owners.

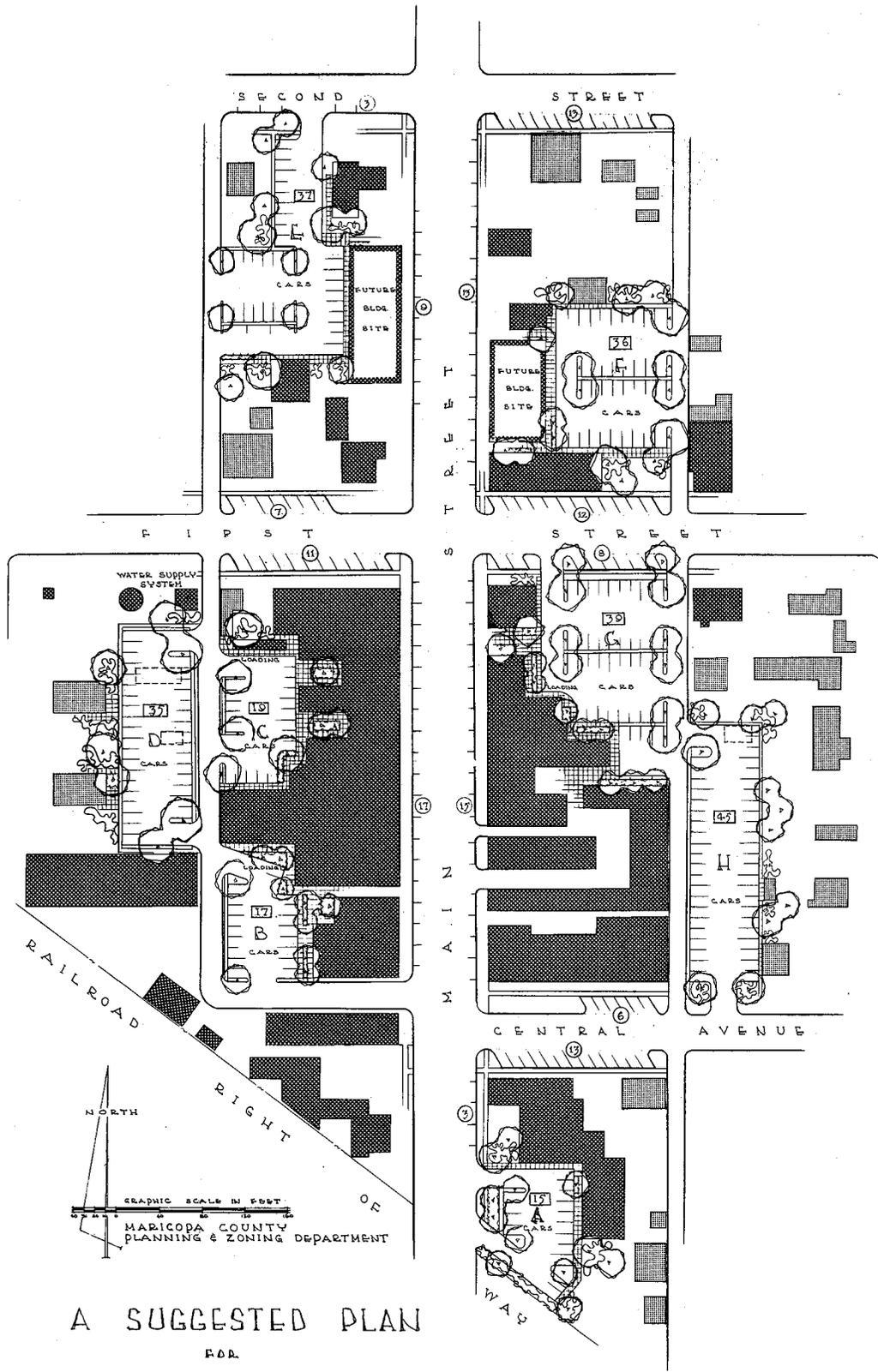
The suggestions illustrate the following features:

1. Utilization of available vacant land adjacent to the business district for planned off-street parking facilities.
2. Uniform architectural treatment and general renovation of the store fronts including a common connecting canopy extending over the sidewalk on Main Street.

Parking Spaces

Plate 7 shows the existing building coverage and parking facilities in the Gilbert business district.

There are 148 curb parking spaces and no off-street parking in an area bounded by Second Street and the railroad and one-half block east and west of Main Street. On Wednesday, January 27, a spot check was made on the hour from 1:00 to 5:00 P.M. and on Saturday, January 30, from 1:00 to 8:00 P.M. A tabulation of that



A SUGGESTED PLAN
FOR

OFF - STREET PARKING

Gilbert, Arizona

- BUSINESS USES
- RESIDENTIAL USES
- BUILDINGS TO BE REMOVED
- 249 PROPOSED OFF-STREET PARKING SPACES
- 130 CURB, DIAGONAL, & PARALLEL PARKING

JANUARY 1960

survey which indicates: (1) there were never less than 36 cars nor more than 75 at any hour during time of survey; (2) peak hours during the week are from 3:00 to 5:00 P.M., and (3) the present 148 parking spaces represent 91 spaces per 1,000 inhabitants. In comparison with the average of nine other cities whose ranges were from 60 to 89 spaces per 1,000 inhabitants in the downtown district, Gilbert's 91 to 1,000 is better than average.

Utilization of Parking Facilities

The parking survey pointed up one important factor. During the hours of survey there were never more than three cars north of First Street and of the 148 existing parking spaces 47 are between First and Second Streets. This is largely due to the fact that the post office, grocery store and drug store are all south of First Street. This would indicate that there are sufficient parking spaces now available to the existing population but since 1/3 of the available spaces are not related to the specific businesses it is understandable why during peak hours the available spaces are not adequate.

Future Off-Street Parking

Based on 91 spaces per 1,000 persons there would be a need of a total of not less than 318 parking spaces to accommodate the future population.

Plate No. 8 is a suggested plan of off-street parking for the downtown area. Proposed areas should be paved and landscaped. Proposed off-street parking areas

would total 243 spaces, which together with the 148 curb parking spaces would provide a total of 391 curb and off-street parking spaces for the downtown Gilbert Area. This would adequately serve the estimated population 3,500. One of the features of this plan is the suggestion that the diagonal parking on Main Street be changed to parallel parking. This would permit better vehicular circulation and lessen traffic congestion.

Under the proposed plan there are eight off-street parking lots provided. A description of each of these is as follows:

Area A is located south of Central Avenue and east of Main Street.

The land is presently vacant.

Areas B, C and D are located west of Main street immediately behind existing buildings. There are no existing structures on B and C, but Area D has two small structures which could be easily removed.

Area E is south of Second Street and west of Main Street. The land is vacant.

Area F is located north of First Street and east of Main Street and is free and clear of any development.

Areas G and H are between First Street and Central Avenue and east of Main Street. Area G is vacant; Area H has one small structure in its north portion which may be removed.

Detailed studies would be needed to determine the cost and method of financing in each instance. Publicly owned and operated lots would probably not be warranted or feasible. Off-street parking facilities to serve existing business might be provided by the merchants either individually or collectively if warranted and economically feasible. New business development should acquire and develop sufficient land for off-street parking and building needs.