



# City of Phoenix

Planning Department

## Staff Report for Z-144-07-1

January 7, 2007

**Deer Valley Village Planning Committee Meeting Date** January 17, 2008

**Planning Commission Date** February 13, 2008

**Request From:** C-1 DVAO (Approved CP/GCP DVAO) (7.41 acres)

**Request To:** C-2 DVAO (7.41 acres)

**Proposed Use** Retail

**Location** Northeast Corner of Pinnacle Peak and Black Canyon Freeway/I-17

**Owner** Arizona State Land Department

**Applicant/Representative** Ryan Companies/Withey Morris, PLC- Michelle Santoro

**Staff Recommendation** Approval, subject to stipulations

| General Plan Conformity  |                    |           |                     |
|--|--------------------|-----------|---------------------|
| <b>General Plan Land Use Designation</b>   |                    | Mixed Use |                     |
| <b>Street Map Classification</b>   | Pinnacle Peak Road | Arterial  | 55-foot half street |
|  | 23rd Avenue        | Collector | 40-foot half street |
| <p><b><i>Land Use Element, Goal 2, Employment and Population Balance: Development of each village's potential should be encouraged by distributing a diversity of employment and housing in a way that achieves a balanced citywide plan and that is consistent with commute travel patterns and the current character of each developed village.</i></b></p> <p><b><i>Land Use Element, Goal 4, Policy 1: Support healthy urban villages, with a balanced mix of housing, employment opportunities and services as a principal means to reduce vehicle trip length and associated emissions.</i></b></p> <p>The proposed development provides opportunities for retail and commercial services within a business park and multi-family residential development. The unique position of this proposed development will fill the need for support services in the area.</p> |                    |           |                     |

**Growth Area Element, Goal 1, Growth: Maintain a high quality of life and economically healthy community.**

The proposed zoning is appropriate along the freeway corridor and is compatible with adjacent zoning districts.

**Land Use Element, Goal 6, Pedestrian-Oriented Development: Development should be designed or retrofitted, as feasible, to facilitate safe, convenient, and attractive pedestrian movement.**

The proposed development will provide convenient pedestrian access to other developments within the business park and multi-family residential to the northeast.

**Area Plan**

**DEER VALLEY AIRPORT OVERLAY**

The site is within the Deer Valley Airport Overlay District and the proposed uses and height are consistent with the provisions of the overlay district.

**Surrounding Land Uses/Zoning**

|                | <b><u>Land Use</u></b> | <b><u>Zoning</u></b>            |
|----------------|------------------------|---------------------------------|
| <b>On Site</b> | Vacant                 | C-1 (Approved CP/GCP DVAO)      |
| <b>North</b>   | Vacant                 | C-2 w/ M-R overlay and R-4 DVAO |
| <b>South</b>   | Vacant                 | CP/GCP DVAO                     |
| <b>East</b>    | Vacant                 | CP/GCP DVAO                     |
| <b>West</b>    | Existing freeway       | I-17 Black Canyon Freeway       |

**Commercial**

| <b><u>Standards</u></b>           | <b><u>Requirements</u></b>                                 | <b><u>Met or Not Met</u></b> |
|-----------------------------------|--|------------------------------|
| <b><i>Building Setbacks</i></b>   |  |                              |
| Street                            | 30 feet  | MET                          |
| Side                              | 20 feet  | MET                          |
| <b><i>Landscaped Setbacks</i></b> |  |                              |
| Street                            | Average 25 feet  | MET                          |
| Side                              | 0 feet   | MET                          |
| Lot Coverage                      | 50%  | MET                          |
| Building Height                   | 56 feet  | MET                          |
| Parking                           | Fitness Center: 1/150<br>Retail: 1/300<br>Restaurant: 1/50 | MET                          |

### **Background/Issues/Analysis**

1. The purpose of this request is to seek a rezoning for a 7.41 acre parcel currently zoned C-1 DVAO (approved CP/GCP DVAO) for the development of a major retail anchor (LA Fitness) with retail shops building.
2. The General Plan Land Use Map designates this property as Mixed Use-Commercial and Commerce Park. The proposed development is consistent with the designation.
3. The site is generally located at the northeast corner of Pinnacle Peak Road and I-17 Freeway. The adjacent land uses of Commercial and Commerce Park are compatible with the proposed development. Currently, all adjacent properties are vacant. To the west is Interstate 17.
4. The site features two access points along Corporate Center Drive which leads to the Interstate 17 frontage road. An additional access point is proposed to the main access road, Questa Drive, through the mixed use development.

A drainage channel creates a natural break between the approved commerce park to the south and the proposed commercial development.

5. The proposed site plan meets all applicable development standards as well as offers a pedestrian connection through the development to Corporate Center Drive for the multi-family residential to the northeast.

A centrally located plaza area with bench seating is provided as well as decorative paving at pedestrian crossings.

6. Elevations feature architectural enhancements, roofline variations and building articulation. A stipulation has been recommended requiring general conformance to the proposed elevations.
7. No known archaeological sites are located within the project area. The City's Archaeology Office requests notification if any archaeological materials are encountered during construction. A stipulation is recommended to address this request.
8. Development and use of the site is subject to all applicable codes and ordinances. Zoning approval does not negate other ordinance requirements. Other formal actions such as, but not limited to, zoning adjustments and abandonment may be required.

### **Findings**

1. The proposed zoning is consistent with the General Plan Land Use Map Mixed Use- Commercial and Commerce Park designation.
2. The proposed zoning is consistent with the goals and policies of the Deer Valley Airport Overlay and will provide additional commercial opportunities in the village.
3. The proposed zoning is compatible with surrounding existing and future land uses.

### **Stipulations**

1. That the development shall be in general conformance with the site plan, in specific regards to the pedestrian plaza and decorative pavement at pedestrian crossings, date stamped January 4, 2008 as modified or approved by the Development Services Department.
2. That the development shall be in general conformance with the elevations date stamped November 17, 2007 as modified or approved by the Development Services Department.
3. That the landscape plan and elevations shall incorporate structured shade and/or natural shade into the site design and building architecture along all pedestrian walkways (e.g. patios, trellises, canopies, and/or shade trees), as approved by the Development Services Department.
4. That the landscape plan shall illustrate fifteen (15) percent shading of the parking lot as approved or modified by the Development Services Department.
5. That the number of parking spaces shall not exceed ten (10) percent more than required by ordinance for any retail development.
6. That in the event archaeological materials are encountered during construction, the developer shall immediately cease all ground disturbing activities within 33 feet of the discovery, notify the City Archaeologist, and allow time for the Archaeology Office to properly assess the materials.
7. That the developer shall construct all streets within and adjacent to the development (except the frontage road) with paving, curb, gutter, sidewalk, curb ramps, streetlights, median islands, landscaping and other incidentals as per plans approved by the Development Services Department. All improvements shall comply with all ADA accessibility standards.

8. That right-of-way for the I-17 frontage road shall be dedicated as approved by the Development Services Department.
9. That right-of-way totaling 30 feet shall be dedicated for roads adjacent to the site as approved by the Development Services Department.

**Writer**

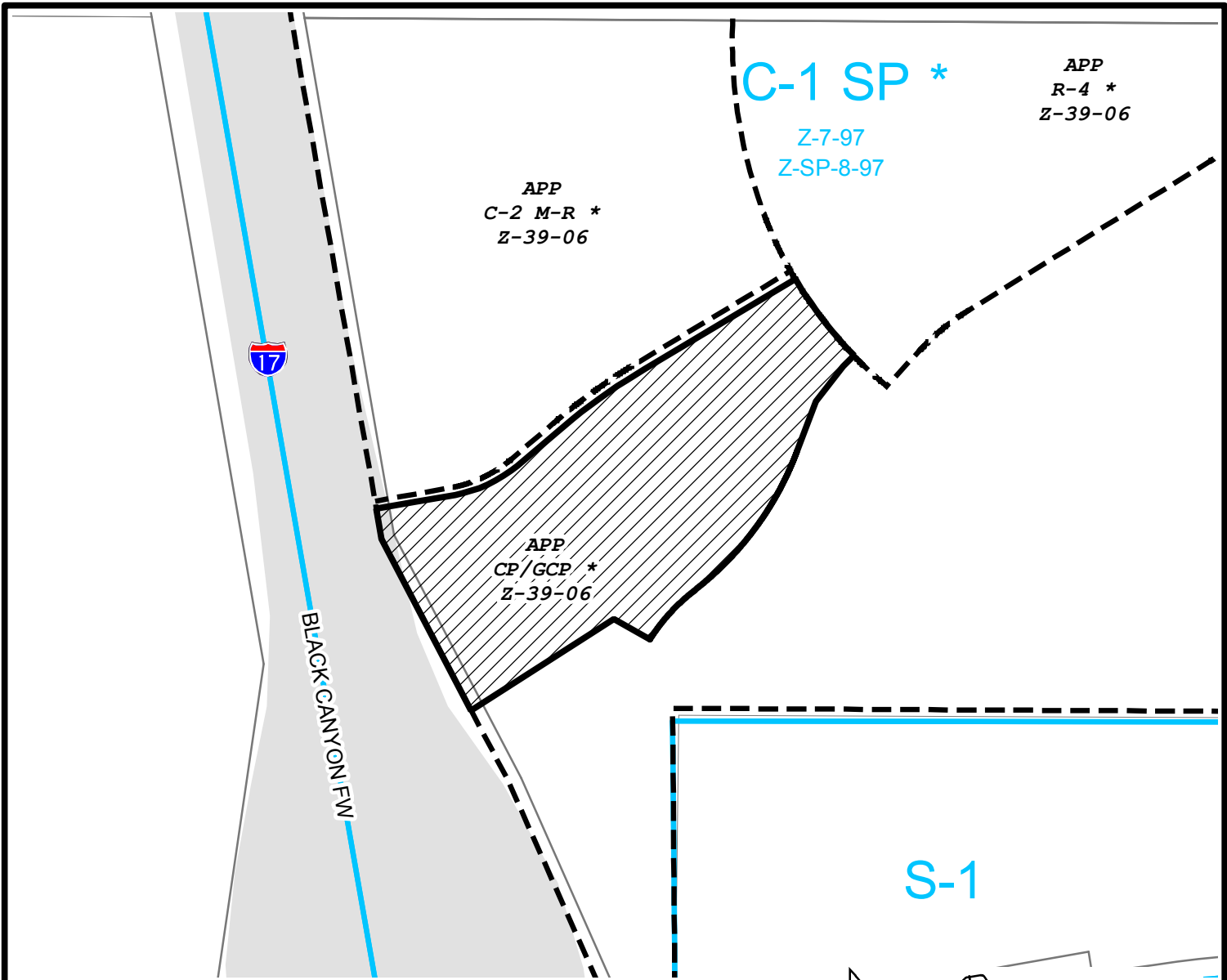
Megan Neal

CR

1/7/2008

**Attachments**

1. Zoning Sketch
2. Aerial
3. Site Plan date stamped January 4, 2008
4. Elevations date stamped November 17, 2007



CITY OF PHOENIX PLANNING DEPARTMENT

**DEER VALLEY VILLAGE**

CITY COUNCIL DISTRICT: 1

APPLICANT'S NAME:  
**WITHEY MORRIS. PLC / MICHELLE SANTORO**

REQUESTED CHANGE:  
 FROM: C-1 (Appr. CP/GCP) DVAO, (7.61 ac)

APPLICATION NO.  
**Z-144-07**

DATE: 11-26-2007  
 REVISION DATES:

TO: C-2 DVAO, (7.61 ac)

GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX.  
**7.61 Acres**

AERIAL PHOTO & QUARTER SEC. NO. **Q45-23**  
 ZONING MAP **07**

| MULTIPLES PERMITTED |
|---------------------|
| C-1 / CP/GCP        |
| C-2                 |

| CONVENTIONAL OPTION |
|---------------------|
| 110 / N/A           |
| 110                 |

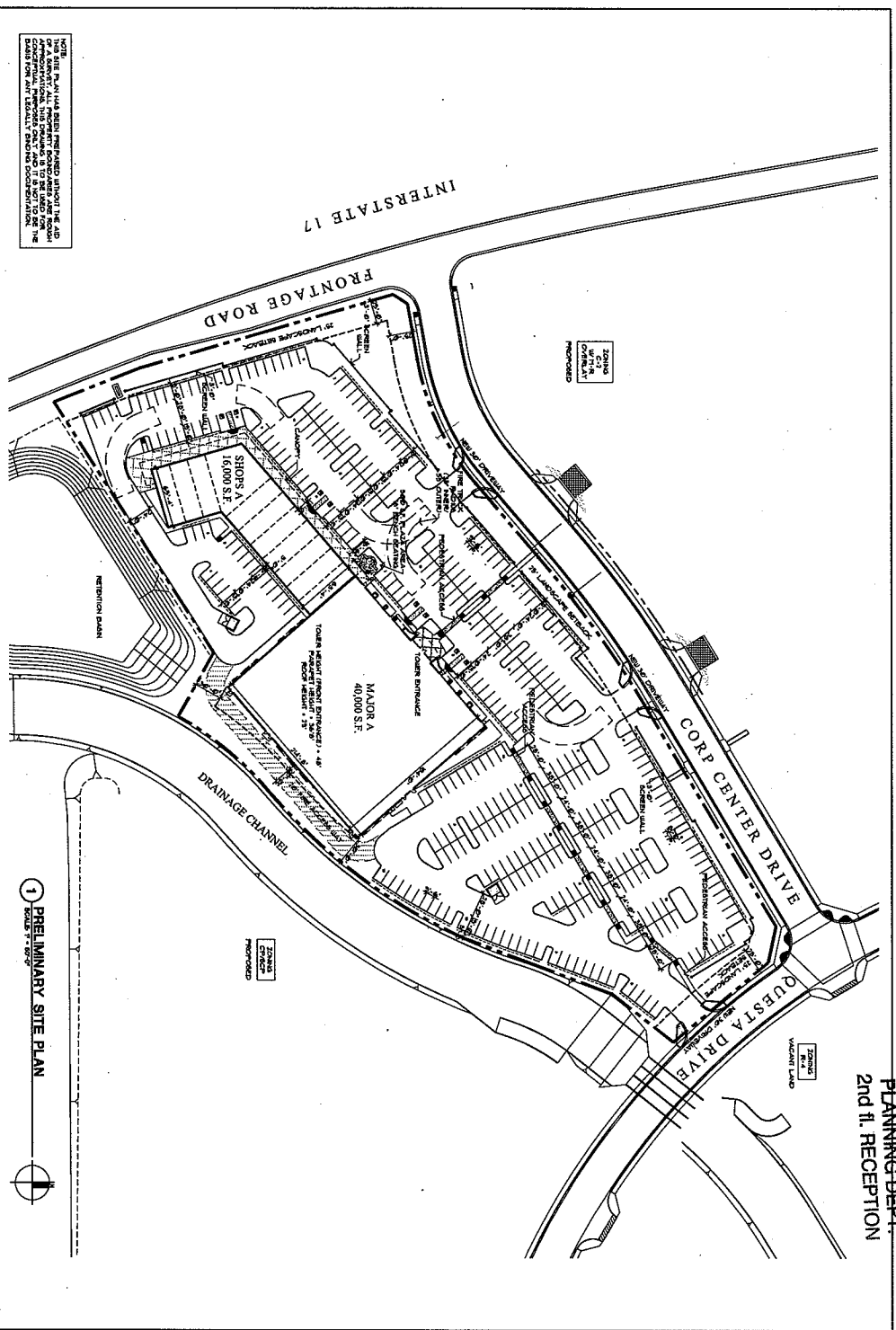
| * UNITS P.R.D. OPTION |
|-----------------------|
| 132 / N/A             |
| 132                   |

\* Maximum Units Allowed with P.R.D. Bonus



JAN 04 2008

PLANNING DEPT.  
2nd fl. RECEPTION



THIS SITE PLAN HAS BEEN PREPARED WITHOUT THE AID OF A PROFESSIONAL ENGINEER OR ARCHITECT. THE USER OF THIS PLAN SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND FOR OBTAINING ALL NECESSARY PROFESSIONAL SERVICES AND FOR OBTAINING ALL NECESSARY PROFESSIONAL SERVICES AND FOR OBTAINING ALL NECESSARY PROFESSIONAL SERVICES.



17 NORTH CORPORATE CENTER  
NEC I-17 AND PINNACLE PEAK ROAD  
PHOENIX, ARIZONA

1 PRELIMINARY SITE PLAN  
SCALE: 1/8\"/>

PROJECT DIRECTORY

DEVELOPER:  
RYAN COMPANIES  
1000 CENTRAL AVE  
PHOENIX, ARIZONA 85004  
PHONE: (602) 224-4800  
FAX: (602) 224-4800  
CONTACT: COLIN BROWN

ARCHITECT:  
BUTLER DESIGN GROUP  
3535 E. VAN BUREN ST.  
SUITE 212, ARIZONA 85008  
PHONE: (602) 951-1800  
FAX: (602) 951-1800  
CONTACT: CLAY CHAMBERS

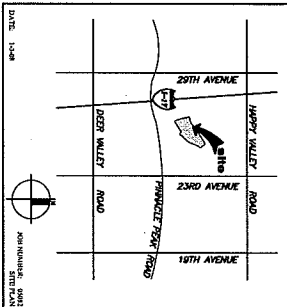
SITE DATA

PROPOSED ZONING: C-2  
NET SITE AREA: 6.69 ACRES (291,469 S.F.)  
PROPOSED USE: HEALTH CLUB / RETAIL / RESTAURANT  
BUILDING AREA: 40,000 S.F.  
SHOPS A: 16,000 S.F.  
TOTAL BUILDING AREA: 56,000 S.F.  
SITE COVERAGE: 13.2%

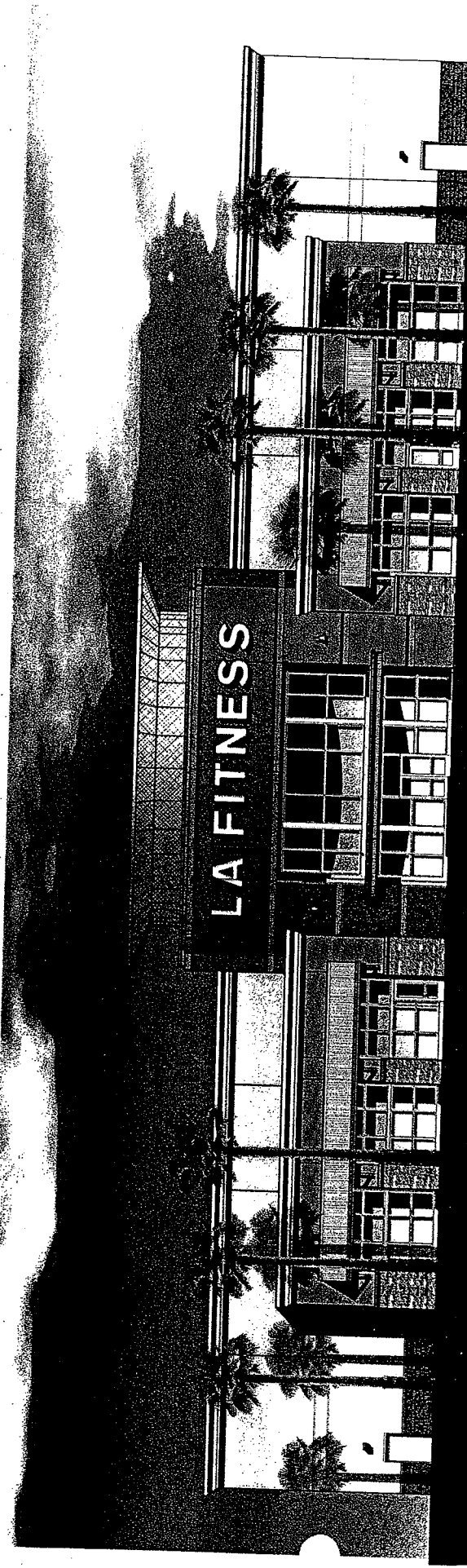
TOTAL PARKING REQUIRED: 318  
MAJOR A 40,000 S.F. / 150 / 90% (36,000 SP) = 240  
FITNESS CENTER @ 1150 / 90% (36,000 SP) = 240  
SPACES

SHOPS A (16,000 S.F.) / 90% (14,400 SP) = 133  
SPACES (11,000) @ 1250 RSA / 150 RSA (1,250) = 65 SPACES  
RESTAURANT (15,000 SP) @ 150 RSA (1,250) = 65 SPACES  
TOTAL PARKING PROVIDED: 361  
ACCESSIBLE SPACES REQUIRED: 51 SPACES  
ACCESSIBLE SPACES PROVIDED: 83 SPACES

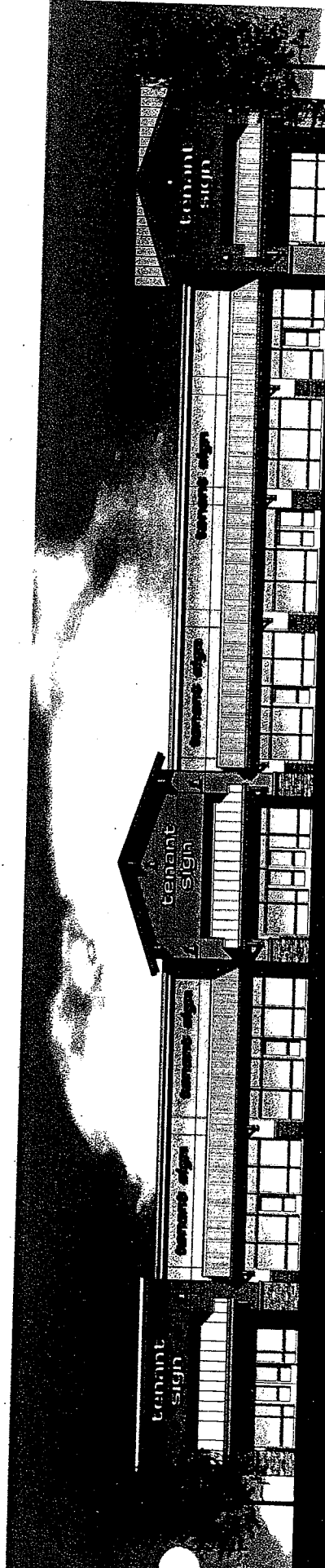
VICINITY MAP



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Architects & Planners  
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Phoenix, Arizona 85008  
Phone: 602-487-8900  
Fax: 602-487-7722



# LA Fitness



# Shops

**DIVERSIFIED PARTNERS**  
*Nationwide Real Estate Services*

**17 North Corporate Center  
 (Commercial Development)**  
 NHC of L-17 and Phoenix Peak Road  
 Phoenix, Arizona  
 Diversified Partners Development Co., LLC  
 CTR Retail Partners, LLC

**CITY OF PHOENIX**

NOV 15 2007 AC  
 Planning Dept.  
 2nd Fl. Zoning

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