



# City of Phoenix

Planning Department

## Staff Report: Z-SP-13-09-4

November 4, 2009

**Alhambra Village Planning Committee Meeting Date** November 17, 2009

**Planning Commission Hearing Date** December 9, 2009

**Request From:** C-3 SAUMSO (0.45 Acres)

**Request To:** C-3 SP SAUMSO (0.45 Acres)

**Proposed Use** Tattoo studio and all underlying C-3 uses

**Location** Northwest corner of 7th Avenue & Coolidge Street

**Owner** Rochelle Rojas

**Applicant/Representative** Katelyn Staton  
Marci Rosenberg

**Staff Recommendation** Approval, subject to a stipulation

General Plan Conformity			
<b>General Plan Land Use Designation</b>		Commercial	
<b>Street Map Classification</b>	7th Avenue	Arterial	40 foot west half street
	Coolidge Street	Minor Collector	30 foot north half street
<p><b>CONSERVATION, REHABILITATION &amp; REDEVELOPMENT-GOAL 4 - ADAPTIVE REUSE OF OBSOLETE DEVELOPMENT: ENCOURAGE REUSE OF VACANT STRUCTURES AND SUBSTANTIAL REHABILITATION OF OBSOLETE BUILDINGS.</b></p> <p>Approval of this request will allow a vacant store front to be occupied, provide a positive image for this area, and support private reinvestment in an older part of the city.</p>			
<p><b>NEIGHBORHOOD ELEMENT, GOAL 2 - COMPATIBLE NEIGHBORHOOD DEVELOPMENT: NEW DEVELOPMENT AND EXPANSION, OR REDEVELOPMENT OF EXISTING DEVELOPMENT IN OR NEAR RESIDENTIAL AREAS SHOULD BE COMPATIBLE WITH EXISTING USES AND CONSISTENT WITH ADOPTED PLANS.</b></p> <p>The subject site is designated Commercial on the General Plan Land Use Map and is also within the Seventh Avenue Urban Main Street Overlay. The new use will occupy a suite within an existing commercial center.</p>			

**NEIGHBORHOOD ELEMENT, GOAL 4 - CHARACTER AND IDENTITY: ENCOURAGE NEW DEVELOPMENT THAT RESPECTS AND ENHANCES THE NEIGHBORHOOD'S CHARACTER.**

The addition of the proposed use will enhance the artsy, eclectic character of the Melrose District on Seventh Avenue.

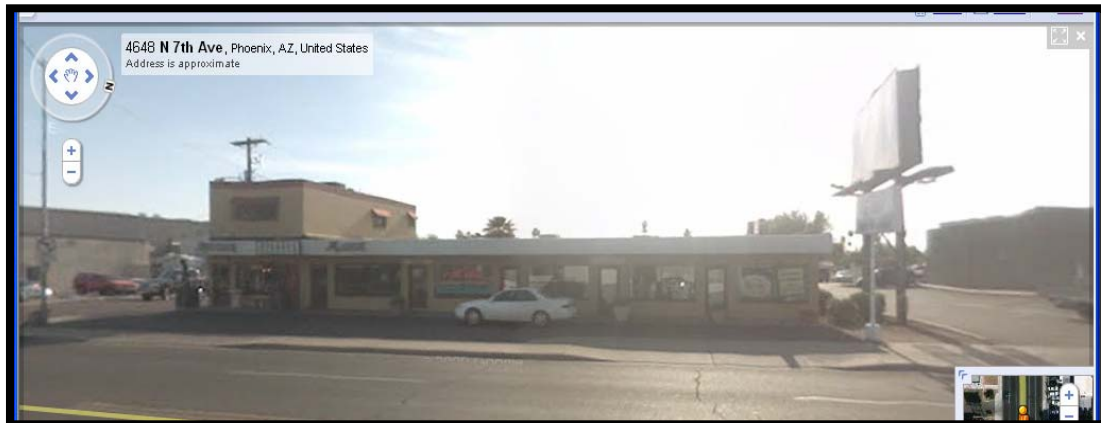
Area Plan
N/A

Surrounding Land Uses/Zoning		
	<u>Land Use</u>	<u>Zoning</u>
<b>On Site</b>	Commercial strip	C-3 SAUMSO
<b>North</b>	Janitorial Supply	C-3 SAUMSO
<b>South</b>	Automotive Repair	C-3 SAUMSO
<b>East</b>	Nightclub	C-3 SAUMSO
<b>West</b>	Vacant	C-3 SAUMSO

Commercial/Commerce Park/Industrial		
<u>Standards</u>	<u>Requirements</u>	<u>Met or Not Met</u>
<i>Building Setbacks</i>		
Street	Average 25 feet	N/A (Already existing building)
Side	None	N/A
Rear	None	N/A
<i>Landscaped Setbacks</i>		
Street	Average 25 feet	N/A
Side	None	N/A
Rear	None	N/A
Lot Coverage	50%	N/A
Building Height	30 feet	N/A
Parking	Varies	N/A



3.



The subject site is one of four suites that was vacated several months ago by a thrift shop. The proposed tattoo studio will occupy the northernmost of two vacant suites remaining in this small strip center. The other uses in the center include personal training fitness studio, yoga studio, and retail (home décor). Like these uses, the tattoo studio is consistent with the character of the Melrose District on Seventh Avenue, which consists of an eclectic mix of thrift shops, home décor boutiques, vintage stores, coffee shops, restaurants, nightclubs, auto services, and other neighborhood level services.

4. The property is comprised of two lots. Improvements on the property include the retail strip center on the east lot adjacent to 7th Avenue and four parking spaces. A gated parking lot with 13 parking spaces is located on the west lot behind the retail building. A trash dumpster and mobile storage unit occupy two of these parking spaces. A storage building is located behind the retail building along the north side of the parking lot.
5. All of the properties surrounding the subject commercial center are zoned for general commercial (C-3) land uses. Adjacent properties include a blues/jazz club on the east, automotive services to the south, janitorial supply to the north, and a vacant parcel to the west.
6. The proposed tattoo studio is located within the Seventh Avenue Urban Main Street Overlay District (SAUMSO). The purpose of this overlay district is to establish guidelines that encourage economic development, allow full utilization of small or irregularly sized parcels, and assist in unifying the overlay area as a cohesive and attractive commercial corridor.

As a new tenant in an existing building, the tattoo studio will be required to make interior improvements and file a "Tenant Improvement" with the Development Services Department. Additionally, the owner will comply with development regulations applicable to a "Change of Use" for properties within the SAUMSO.

These regulations include no minimum or maximum building setback from the 7th Avenue property line, no minimum landscape setback from the 7th Avenue property line, and no maximum lot coverage. The SAUMSO allows for a 50% reduction in parking requirements for assembly uses, such as that required for the adjacent yoga studio. A 15% reduction in required parking is allowed when at least six bicycle parking spaces, visible from 7th Avenue and located within 50 feet of the primary business' front entrance, are provided. With the allowed reduction for the bicycle racks (existing), 14 parking spaces are required for the commercial center; 15 spaces are provided.

7. Development and use of the site is subject to all applicable codes and ordinances. Zoning approval does not negate other ordinance requirements. Zoning adjustments, abandonments, or other formal actions may also be required.

### **Findings**

1. The proposed land use is consistent with the General Plan Land Use Map designation of Commercial.
2. The proposed land use offers a specialized commercial service that caters to the diverse needs of the community and should have no detrimental impact to the area.
3. The addition of the proposed use will enhance the artsy, eclectic character of the Melrose District on Seventh Avenue.

### **Stipulation**

1. That the Special Permit for a tattoo studio use shall be limited to no more than 1,100 square feet of the building, as approved by the Development Services Department.

### **Writer**

Susan Sargent

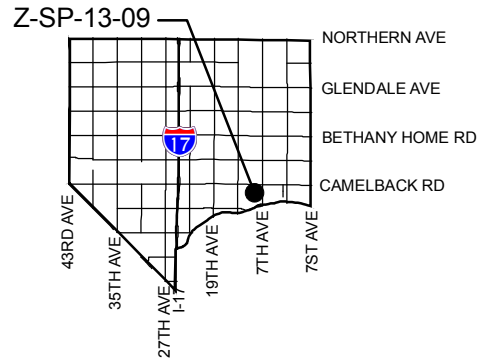
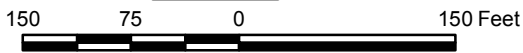
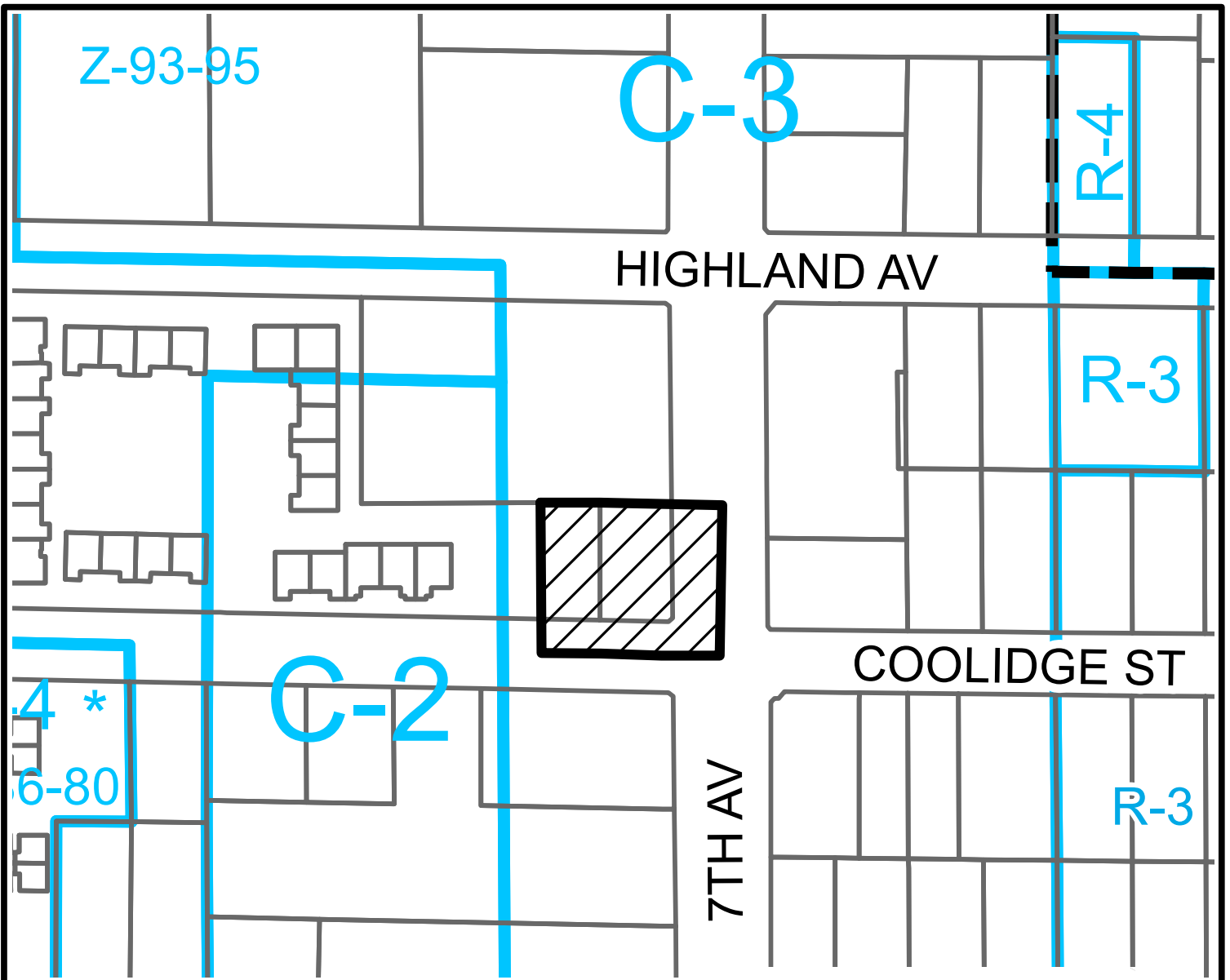
10/12/2009

### **Attachments**

Zoning Sketch Map

Aerial Map

Site Plan date stamped October 9, 2009



CITY OF PHOENIX PLANNING DEPARTMENT

**ALHAMBRA VILLAGE**

CITY COUNCIL DISTRICT: 4

<b>APPLICANT'S NAME:</b> Katelyn Staton		<b>REQUESTED CHANGE:</b>	
<b>APPLICATION NO.</b> Z-SP-13-09		<b>FROM:</b> C-3, SAUMSO (0.45 a. c.)	
<small>GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX.</small> 0.45 Acres		<b>TO:</b> C-3 SP, SAUMSO (0.45 a. c.)	
<b>MULTIPLES PERMITTED</b>		<b>CONVENTIONAL OPTION</b>	
<b>* UNITS P.R.D. OPTION</b>			

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



