

Staff Report: Z-68-24-8 Venue on Washington PUD

October 15, 2025

Central City Village Planning Oct

Committee Meeting Date:

October 20, 2025

Planning Commission Hearing Date: November 6, 2025

Request From: <u>C-3</u> (General Commercial) (0.76 acres)

Request To: PUD (Planned Unit Development) (0.76

acres)

Proposal: PUD to allow an event venue and uses

permitted in Walkable Urban Code T5:5

Location: Approximately 220 feet west of the northwest

corner of 16th Street and Washington Street

Owner: Michael Marlowe, Klondyke Studios, LLC

Applicant/Representative: Wendy Riddell, Berry Riddell, LLC

Staff Recommendation: Approval, subject to stipulations

General Plan Conformity				
General Plan Land Use Map Designation		Commercial		
Street Map Classification	Washington Street	Arterial, Light Rail	50-foot north half street	

CONNECT PEOPLE AND PLACES CORE VALUE; TRANSIT ORIENTED DEVELOPMENT; LAND USE PRINCIPLE: Encourage high-density housing and high intensity employment uses to locate adjacent or close to transit stations per adopted transit district plans.

The site is located within the Eastlake Garfield Transit Oriented Development (TOD) Policy Plan area and is within a half mile of the 12th Street / Washington Street / Jefferson Street light rail stations. The proposal, which allows Walkable Urban Code uses will ensure future development will be appropriate at this location given that the site is near a high-capacity transit corridor.

Staff Report: Z-68-24-8 October 15, 2025 Page 2 of 14

General Plan Conformity

CONNECT PEOPLE AND PLACES CORE VALUE; BICYCLES; DESIGN PRINCIPLE: Development should include convenient bicycle parking.

The proposal, as required in the PUD narrative, will incorporate bicycle parking to provide convenient opportunities for employees and event attendees to secure and fix their bicycles while visiting the site. The bicycle parking will also encourage utilization of the existing bike lane and light rail along Washington Street.

BUILD THE SUSTAINABLE DESERT CITY CORE VALUE; TREES & SHADE; DESIGN PRINCIPLE: Integrate trees and shade into the design of new development and redevelopment projects throughout Phoenix.

The PUD narrative proposes a shaded, detached sidewalk along Washington Street, a shaded parking area, and shade throughout the development. These improvements will create a comfortable pedestrian environment along public streets and within the development, reduce the urban heat island affect, and make the walk to nearby destinations safer and more comfortable.

Applicable Plan, Overlays, and Initiatives

<u>Transit Oriented Development Strategic Policy Framework</u> – See Background Item No. 3.

<u>Eastlake-Garfield Transit Oriented Development Policy Plan</u> – See Background Item No. 4.

Complete Streets Guiding Principles - See Background Item No. 14.

Comprehensive Bicycle Master Plan – See Background Item No. 15.

Shade Phoenix Plan - See Background Item No. 16.

Phoenix Climate Action Plan – See Background Item No. 17.

Conservation Measures for New Development – See Background Item No. 18.

Zero Waste PHX – See Background Item No. 19.

Staff Report: Z-68-24-8 October 15, 2025 Page 3 of 14

Surrounding Land Uses/Zoning				
	Land Use	<u>Zoning</u>		
On Site	Event venue	C-3		
North	Child development center	R-5 RI		
South (across	Vacant commercial building and	C-3		
Washington Street)	vacant lot with a billboard			
East	Lighting supply company	C-3		
West	Auto repair shop	C-3		

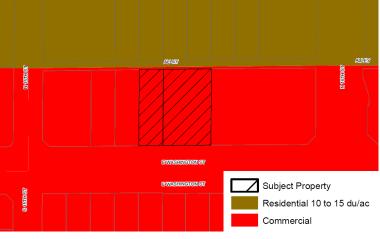
Background/Issues/Analysis

SUBJECT SITE

1. This request is to rezone a 0.76 acre site located approximately 220 feet west of the northwest corner of 16th Street and Washington Street from C-3 (General Commercial) to PUD (Planned Unit Development) to allow an event venue and uses permitted in Walkable Urban (WU) Code T5:5. The subject site is currently an event venue located within the Eastlake Garfield TOD Policy Plan area and within a half mile of the 12th Street / Washington Street / Jefferson Street light rail stations.

GENERAL PLAN LAND USE MAP DESIGNATION

2. The subject site is designated as Commercial. The area to the north is designated Residential 10 to 15 dwelling units per acre. The areas to the south, east, and west are designated Commercial. The uses allowed within the proposed PUD are consistent with the General Plan Land Use Map designation.



General Plan Land Use Map, Source: Planning and Development Department

Staff Report: Z-68-24-8 October 15, 2025 Page 4 of 14

3. Transit Oriented Development Strategic Policy Framework

The Transit Oriented Development (TOD) Strategic Policy Framework is part of the City's General Plan which identified planning typologies to describe urban environments. The subject site is within a half mile of the 12th Street / Washington Street / Jefferson Street light rail stations. The identified environment for the station is Major Urban Center, applicable to an area within one quarter mile of the station and along arterial streets. Major Urban Center is a place type characterized by medium to high intensity with building heights typically from four to eight stories with incentive heights of up to 15 stories. Land uses may include destination retail and entertainment, mid-rise living, and office employment. The proposed PUD allows for an event venue and other uses permitted under WU Code T5:5. These uses and the building height proposed are consistent with the Minor to Major Urban Center place type and are compatible with the surrounding commercial uses, the site's location along an arterial roadway, and its proximity to a light rail station.



TOD Strategic Policy Framework Placetypes. Source: Planning and Development Department

4. Eastlake-Garfield Transit Oriented Development Policy Plan

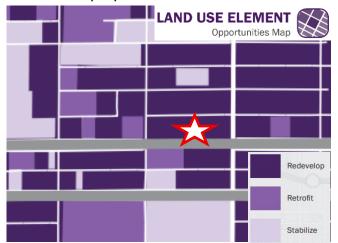
The site is located within the Eastlake-Garfield TOD Policy Plan area, the boundaries for which are Interstate 10 to the north and east, 7th Street to the west, and the Union Pacific Railroad to the south. The policy plan adopted for the Eastlake-Garfield TOD District provides a blueprint for fully achieving the transformative potential of light rail in a sustainable manner. Changes advocated in the plan can lower transportation costs for residents, create new business opportunities, encourage active, healthy lifestyles, ensure Phoenix increases its competitive advantage in the global marketplace, and improve prosperity by growing the economy in locations with existing infrastructure and public services. In order to realize the implementation of the Vision and Master Plan for the Eastlake-Garfield TOD District, one key recommendation is the implementation of a form-based zoning code.

Staff Report: Z-68-24-8 October 15, 2025 Page 5 of 14

The proposal to a PUD furthers that vision. The proposed PUD standards are based

on the T5:5 transect which allows mixed-use development, including multifamily residential, retail and services, and office uses.

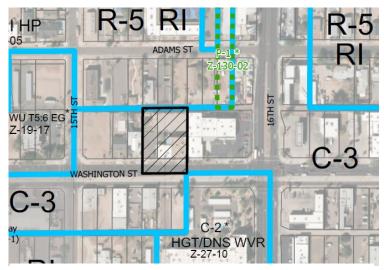
The Eastlake Garfield TOD Policy Plan identifies the subject site with the "Redevelop" label on the land use element map, indicating that the subject site is a good candidate for reinvestment and redevelopment with higher-intensity, transit-supportive uses.



Eastlake Garfield TOD Policy Plan, Source: Planning and Development Department

SURROUNDING LAND USES AND ZONING

To the north is a child development center R-5 RI (Multifamily Residence District - Restricted Commercial. Residential Infill District - Multifamily Residential). To the south, across Washington Street, is a vacant commercial building and a vacant lot with a billboard zoned C-3 (Intermediate Commercial). To the east is a lighting supply company zoned C-3. To the west is an auto repair shop zoned C-3.



Zoning Aerial Map, Source: Planning and Development Department

PROPOSAL

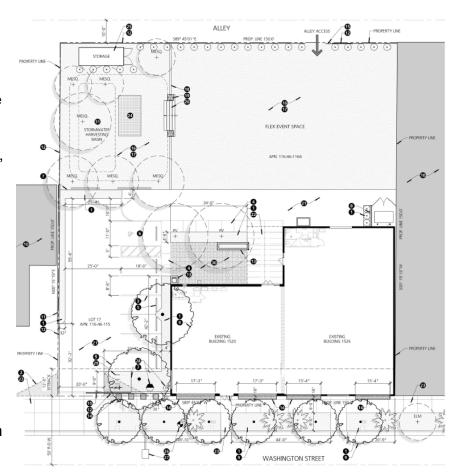
6. The proposal was developed utilizing the PUD zoning district. The Planned Unit Development (PUD) is intended to create a built environment that is superior to that produced by conventional zoning districts and design guidelines. Using a collaborative and comprehensive approach, an applicant authors and proposes standards and guidelines that are tailored to the context of a site on a case by case basis. Where the PUD Development Narrative is silent on a requirement, the applicable Zoning Ordinance provisions will be applied.

Staff Report: Z-68-24-8 October 15, 2025 Page 6 of 14

The PUD was designed to allow for an event venue with development standards that are specific to this site. Below is a summary of the proposed development plan and permitted uses for the subject site as described in the attached PUD Development Narrative date stamped September 16, 2025.

7. Site Plan

The proposal is for an event venue that will host group events such as weddings, corporate events, and banquets. The conceptual site plan, attached as an exhibit, depicts the site layout including the location of the two existing buildings, the onsite parking area, outdoor event space, storage container, stormwater harvesting basin, detached sidewalk along Washington Street, and the trash enclosure.



Conceptual Site Plan; Source: Berghoff Design Group

8. Land Use

The PUD proposes an event venue development. The PUD allows all uses permitted in the WU Code T5:5 district.

The Entertainment Assembly use is as permitted in the Zoning Ordinance with the exception that the time constraint for amplified music or loud speaker use was removed. However, the general outdoor time constraints that are already included would address this. The PUD development narrative proposes to remove the Use Permit requirement for General Assembly use and several accessory uses such as Liquor Service, Outdoor Liquor Service, Outdoor Cooking, and Outdoor Dining.

Staff Report: Z-68-24-8 October 15, 2025 Page 7 of 14

9. **Development Standards**

The PUD proposes development standards based on the WU Code T5:5 District with modifications to accommodate the unique characteristics of the site. The table below summarizes the key development standards set forth in the narrative. Compared to the WU Code T5:5 District, the PUD has modified development standards to allow parking offsite, reduce minimum parking requirements, and

reduce the frontage requirement.

<u>Standard</u>	PUD Development Standards
Maximum Building Height	56 feet
Maximum Density	No Maximum
Maximum Lot Coverage	80%
Building Setbacks	Washington Street: 12 feet maximum Side and Rear Lot Line: 0 feet minimum
Minimum Building Frontage	Washington Street: 60%
Frontage Types	Storefront, Gallery, Arcade, Forecourt, or alternative frontages as per Section 1305.B.1.c
Minimum Open Space	5%
On-Site Vehicle Parking	All uses will comply with Section 1307 generally, except for Assembly uses which will comply with the parking requirements as noted below: 6 parking spaces and 1 ADA space
Off-Site Vehicle Parking Location	Required off-site vehicle parking spaces shall be located within a 1,320-foot radius of the Site (must be accessible without crossing collector or arterial roads). An Agreement for off-site parking must be in place before the first Assembly use/event may be held on the Site. If the Parking Agreement is terminated, all Assembly uses must cease until a new agreement is put in place and the City of Phoenix must be notified of the termination within 10 days.
Off-Site Vehicle Parking	75 spaces
Bicycle Parking	4 bicycle racks (8 bicycle parking spaces)
Vehicular Access to Off-Street Parking	Section 1307.E.3.b shall not apply

As depicted in the Valet Circulation Plan, the event venue is proposing to utilize valet parking that will have vehicles enter the subject site on Washington Street and exit the site via the alley on the north side of the site. To limit queuing on

Staff Report: Z-68-24-8 October 15, 2025 Page 8 of 14

Washington Street, the valet queue will be able to accommodate nine vehicles. The Valet Circulation Plan depicts the route the vehicles will take, the location of the



Valet Circulation Plan; Source: Berry Riddell, LLC,

10. Landscape Standards

The PUD sets forth standards for perimeter landscape setbacks and landscaping within adjacent rights-of-way. The table below summarizes the key landscape standards.

Staff Report: Z-68-24-8 October 15, 2025 Page 9 of 14

<u>Standard</u>	PUD Proposed
Minimum Landscape	Front Lot Line (Washington Street): 0 feet
Setbacks	Sides: 0 feet
Streetscape	Landscape strip located between back of curb and
(Washington Street)	sidewalk: 8 feet minimum
	Landscape strip planting standards: Per Section 1309 of the Zoning Ordinance
	Sidewalk width: 5 feet
	Sidewalk tree shade coverage: 75%

11. Design Guidelines

The PUD proposes design guidelines intended to match the design of the existing structures on-site. The design standards require buildings to use quality materials and have consistent design on all sides. Multiple buildings on the site should share similar styles and features. The main frontage must include a common entry door, at least 25 percent windows, and landscaping in planters or a landscape strip. Fences must allow visibility unless screening utilities or trash areas, which must be fully enclosed with durable materials.



Conceptual Building Elevations; Source: Berghoff Design Group

General lighting, shade, and complete streets guidelines are also provided. The last provision in the complete streets guidelines is regarding green storm water infrastructure that is outside of the right-of-way. This provision should be moved to the Sustainability Section. This is addressed in Stipulation No. 1.b.

12. Signage

The PUD Narrative requires that all signs comply with the Walkable Urban Code (Section 1308 of the City of Phoenix Zoning Ordinance).

Staff Report: Z-68-24-8 October 15, 2025 Page 10 of 14

13. Sustainability

The PUD Narrative requires that the development incorporate a minimum of three of the following sustainability principles:

- Utilize low water plumbing fixtures
- Provide bicycle racks
- Provide three shade trees in the existing right-of-way landscape strips
- Utilize a drip irrigation system to minimize water waste.
- Utilize energy efficient lighting to reduce energy consumption.
- Use of drought tolerant plants to reduce water consumption.

Additionally, per Stipulation No. 1.b, the Sustainability Section requires that a minimum of two Green Storm Water Infrastructure elements shall be implemented.

AREA PLANS, OVERLAY DISTRICTS, AND INITIATIVES

14. Complete Streets Guiding Principles

In 2014, the City of Phoenix City Council adopted the Complete Streets Guiding Principles. The principles are intended to promote improvements that provide an accessible, safe, connected transportation system to include all modes, such as bicycles, pedestrians, transit, and vehicles. To promote safety and connectivity for all users, the PUD proposes standards for a shaded, detached sidewalk along Washington Street, and includes a section dedicated to complete streets in the Design Guidelines section.

15. Comprehensive Bicycle Master Plan

The City of Phoenix adopted the Comprehensive Bicycle Master Plan in 2014 to guide the development of its bikeway system and supportive infrastructure. The Comprehensive Bicycle Master Plan supports options for both short- and long-term bicycle parking as a means of promoting bicyclist traffic to a variety of destinations. The PUD narrative incorporates requirements for bicycle parking to encourage multi-modal transportation.

16. Shade Phoenix Plan

In November 2024, the Phoenix City Council adopted the Shade Phoenix Plan. The Shade Phoenix Plan prioritizes increasing shade coverage throughout the City to improve health and quality of life. Investing in shade can address the urban heat island effect, clean the air, preserve Sonoran vegetation, and prevent health complications related to prolonged exposure to heat. The Shade Phoenix Plan provides numerous strategies to increase shade including expanding and maintaining existing shade, strengthening tree code enforcement, and developing shade stipulations in rezoning cases.

The proposal, per the Eastlake-Garfield Character Area, provides a comfortable streetscape environment with a shaded detached sidewalk along Washington

Staff Report: Z-68-24-8 October 15, 2025 Page 11 of 14

Street.

17. Phoenix Climate Action Plan

In October 2021, the Phoenix City Council approved the Climate Action Plan. The Climate Action Plan will serve as a long-term plan to achieve greenhouse gas emissions reductions and resiliency goals from local operations and community activities as well as prepare for the impacts of climate change. This plan contains policy and initiatives regarding stationary energy, transportation, waste management, air quality, local food systems, heat, and water. Goal W2 (Water), Action W2.4, pertains to the implementation of the Greater Phoenix Metro Green Infrastructure (GI) and Low Impact Development Details for Alternative Stormwater Management to benefit the environment, promote water conservation, reduce urban heat, improve the public health, and create additional green spaces. This goal is addressed in the PUD Narrative.

18. Conservation Measures for New Development

In June 2023, the Phoenix City Council adopted the Conservation Measures for New Development policy as part of a resolution addressing the future water consumption of new development (Resolution 22129). This resolution addresses the future water consumption of new development to support one of the City's Five Core Values in the General Plan which calls for Phoenix to - *Build the Sustainable Desert City*. The Conservation Measures for New Development policy includes direction to develop standards for consideration as stipulations for all rezoning cases that will address best practices related to water usage in nine specific categories. The PUD incorporates requirements for water conservation in the Sustainability section.

19. Zero Waste PHX

The City of Phoenix is committed to its waste diversion efforts and has set a goal to become a zero waste city, as part of the city's overall 2050 Environmental Sustainability Goals. One of the ways Phoenix can achieve this is to improve and expand its recycling and other waste diversion programs.

Section 716 of the Phoenix Zoning Ordinance establishes standards to encourage the provision of recycling containers for multifamily, commercial, and mixed-use developments meeting certain criteria. The applicant's submittals indicated that recycling services will be provided.

COMMUNITY INPUT SUMMARY

20. At the time this staff report was written, staff has not received any letters in support or opposition related to the request.

INTERDEPARTMENTAL COMMENTS

21. The Street Transportation Department is requiring that all mitigation improvements

Staff Report: Z-68-24-8 October 15, 2025 Page 12 of 14

identified in the Traffic Impact Analysis be constructed and/or funded and that the developer shall construct all streets within and adjacent to the development with all required improvements and comply with ADA standards. These are addressed in Stipulation Nos. 2 and 3.

22. The Aviation Department commented that the owner shall record documents that disclose the existence and operational characteristics of Phoenix Sky Harbor Airport to future owners and tenants of the property. This comment is addressed in Stipulation No. 4.

OTHER

- 23. The site is located in a larger area identified as being archaeologically sensitive. If further review by the City of Phoenix Archaeology Office determines the site and immediate area to be archaeologically sensitive, and if no previous archaeological projects have been conducted within this project area, it is recommended that archaeological Phase I data testing of this area be conducted. Phase II archaeological data recovery excavations may be necessary based upon the results of the testing. A qualified archaeologist must make this determination in consultation with the City of Phoenix Archaeologist. In the event archaeological materials are encountered during construction, all ground disturbing activities must cease within a 33-foot radius of the discovery and the City of Phoenix Archaeology Office must be notified immediately and allowed time to properly assess the materials. This is addressed in Stipulation Nos. 5 through 7.
- 24. Staff has not received a completed form for the Waiver of Claims for Diminution in Value of Property under Proposition 207 (A.R.S. 12-1131 et seq.), as required by the rezoning application process. Therefore, a stipulation has been added to require the form be completed and submitted prior to final site plan approval. This is addressed in Stipulation No. 8.
- 25. 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 abandonments, may be required.

<u>Findings</u>

- 1. The proposal is consistent with the proposed General Plan Land Use Map designation and the Eastlake Garfield TOD Policy Plan.
- 2. The proposal will facilitate an event venue, contributing to economic development in the Central City Village.
- 3. The proposed PUD sets forth design and development standards that will enhance

Staff Report: Z-68-24-8 October 15, 2025 Page 13 of 14

connectivity in the immediate vicinity, including enhanced shade and a detached sidewalk.

Stipulations

- 1. An updated Development Narrative for the Venue on Washington PUD reflecting the changes approved through this request shall be submitted to the Planning and Development Department within 30 days of City Council approval of this request. The updated Development Narrative shall be consistent with the Development Narrative date stamped October 10, 2025, as modified by the following stipulations:
 - a. Front cover: Revise the submittal date information on the bottom to add the following: Hearing draft submittal: October 10, 2025; City Council adopted: [Add adoption date].
 - b. Page 14, E. Design Guidelines, Complete Streets, iv. Design for Green Infrastructure: Move the following requirement to the end of the Sustainability Section (Page 14, G. Sustainability):

"A minimum of two green infrastructure (GI) techniques for stormwater management shall be implemented in The Venue on Washington PUD:

- Utilize permeable pavement to allow stormwater to drain through an aggregate reservoir.
- Utilize stormwater harvesting basins to collect stormwater and clean it prior to it percolating into the subsurface."
- 2. All mitigation improvements shall be constructed and/or funded as identified in the accepted Traffic Impact Analysis dated August 8, 2025.
- 3. All streets within and adjacent to the development shall be constructed with paving, curb, gutter, sidewalk, curb ramps, streetlights, median islands, landscaping and other incidentals, as per plans approved by the Planning and Development Department. All improvements shall comply with all ADA accessibility standards.
- 4. The property owner shall record documents that disclose the existence, and operational characteristics of the Phoenix Sky Harbor Airport to future owners or tenants of the property. The form and content of such documents shall be according to the templates and instructions provided which have been reviewed and approved by the City Attorney.
- 5. If determined necessary by the Phoenix Archaeology Office, the applicant shall conduct Phase I data testing and submit an archaeological survey report of the

Staff Report: Z-68-24-8 October 15, 2025 Page 14 of 14

development area for review and approval by the City Archaeologist prior to clearing and grubbing, landscape salvage, and/or grading approval.

- 6. If Phase I data testing is required, and if, upon review of the results from the Phase I data testing, the City Archaeologist, in consultation with a qualified archaeologist, determines such data recovery excavations are necessary, the applicant shall conduct Phase II archaeological data recovery excavations.
- 7. In the event archaeological materials are encountered during construction, the developer shall immediately cease all ground-disturbing activities within a 33-foot radius of the discovery, notify the City Archaeologist, and allow time for the Archaeology Office to properly assess the materials.
- 8. Prior to final site plan approval, the landowner shall execute a Proposition 207 waiver of claims form. The waiver shall be recorded with the Maricopa County Recorder's Office and delivered to the City to be included in the rezoning application file for record.

Writer

Samuel Rogers October 15, 2025

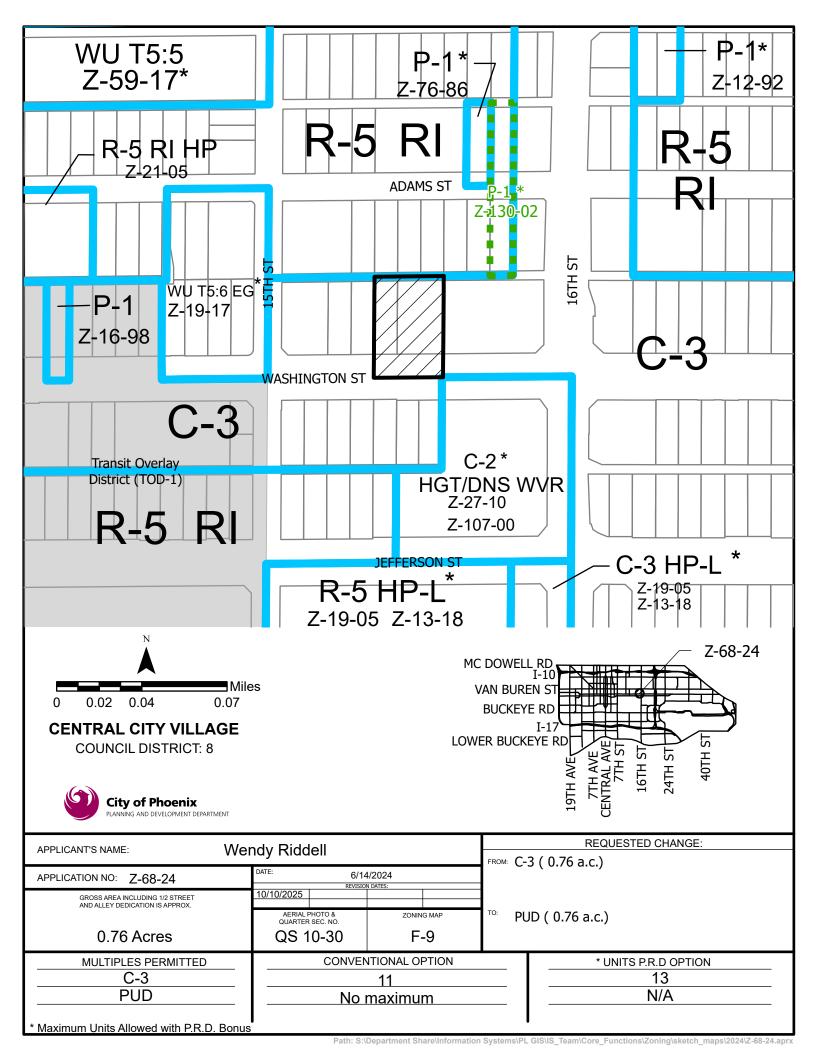
Team Leader

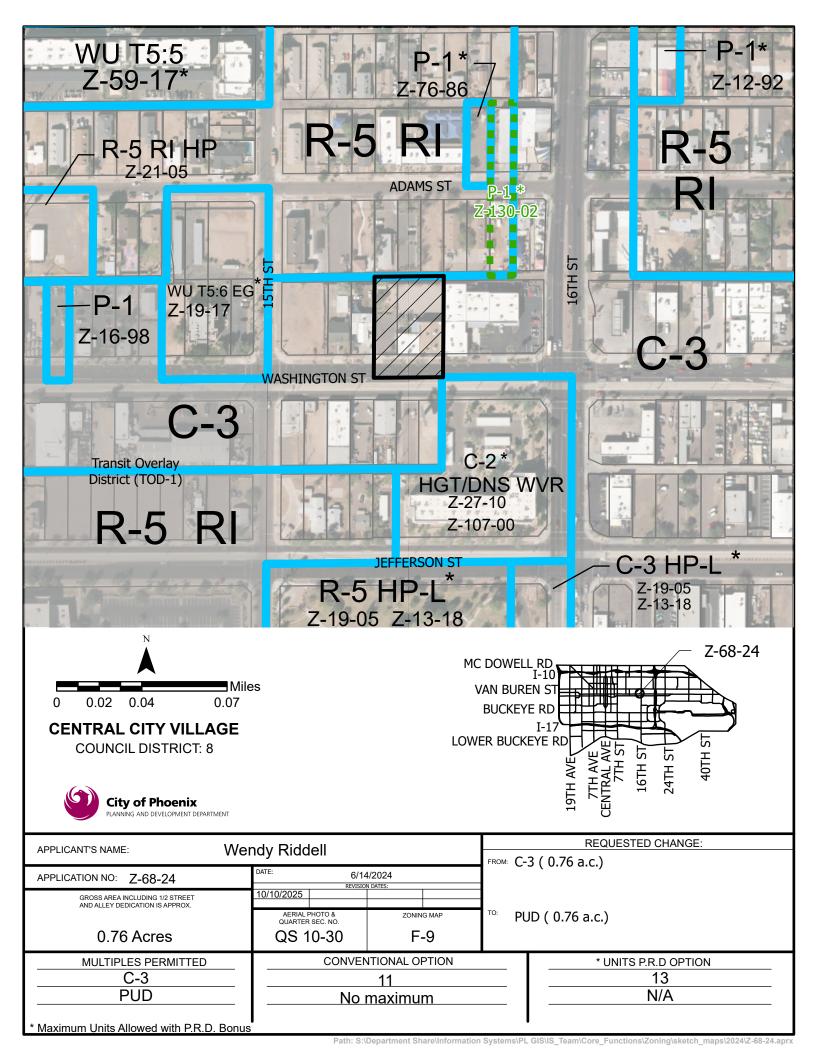
Racelle Escolar

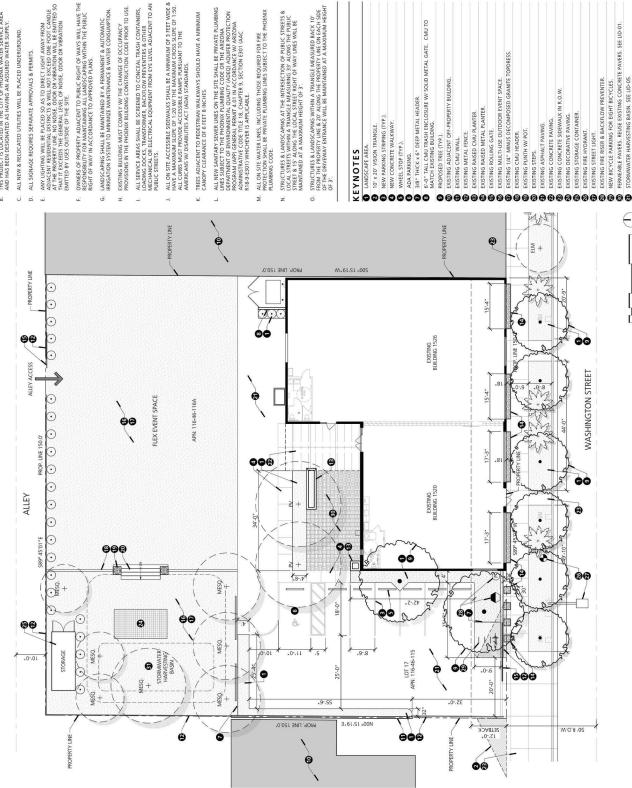
Exhibits

Sketch Map
Aerial Map
Site plan date stamped August 11, 2025
Elevations date stamped August 11, 2025
Valet Circulation Plan date stamped August 11, 2025

Venue on Washington PUD development narrative date stamped October 10, 2025







- A. DEVELOPMENT OF THIS SITE WILL CONFORM W/ ANY APPLICABLE CODES & ORDINANCES.
- THIS PROJECT IS LOCATED IN THE CITY OF PHOENIX WATER SERVICE AREA AND HAS BEEN DESIGNATED AS HAVING AN ASSURED WATER SUPPLY.
- PROJECT OWNER: KLONDYKE STUDIO LLC. 4247 EAST PATRICIA JANE DRIVE PHOENIX, ARIZONA 85018
- EXISTING ZONING: C-3
- PROPOSED ZONING: PUD

PARKING PROVIDED: 7 SPACES EXISTING BUILDING HEIGHT: ±15'-6" & ±19'-6" (1 LEVEL)

PROJECT ADDRESS: 1520 EAST WASHINGTON STREET, PHOENIX, ARIZONA 85034 ASSESSOR'S PARCEL NUMBER: 116-46-115 & 116-46-116A

SITE AREA NET: 23,644 SF (0.54 AC) SITE AREA GROSS: 33,106 SF (0.76 AC)

LOT COVERAGE: 28.7%

SITE AREA: • 116-46-115: 7,944 SF (0.18 AC) • 116-46-116A: 15,700 SF (0.36 AC)

Q.S.: Q10-30

PROJECT: THE VENUE ON WASHINGTON

PROJECT DATA

BUILDING AREA: 6,225 SF

FAR: 0.26

LEGEND

PROPOSED FICUS HEDGE PROPOSED TREE. 0





EXISTING TREE.





REZONING CASE #: Z-68-24-8 KIVA#: 15-757 Q-S: 10-30 PAPP#: 2304772

VICINITY MAP

RERGHOFF DESIGN GROU

TEL: 480.481.3433 FAX: 480.481.3533 BERGHOFFDESIGN.COM

4561 EAST MCDOWELL ROA

CITY OF PHOENIX AUG 1 1 2025 Planning & Developn Department

PLINTH W/ POT.

THE VENUE ON WASHINGTON

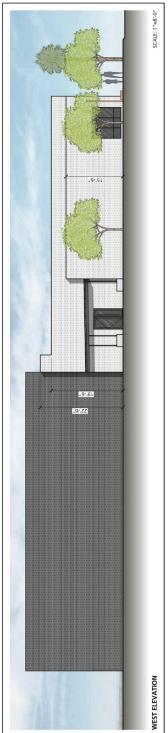
1520 EAST WASHINGTON STREET PHOENIX, ARIZONA 85034

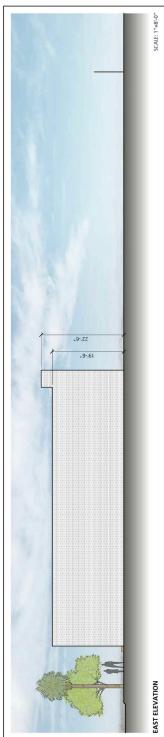
EXHIBIT C SITE PLAN

SEPTEMBER 26 . 2024









CITY OF PHOENIX

Planning & Development Department

REZONING CASE #: 2-68-24-8 KIVA#: 15-757 Q-S: 10-30 PAPP#: 2304772

BERGHOFF DESIGN GROUP

THE VENUE ON WASHINGTON

EXHIBIT E

1520 EAST WASHINGTON STREET PHOENIX, ARIZONA 85034

SEPTEMBER 26. 2024

