



**City of Phoenix**  
PLANNING AND DEVELOPMENT DEPARTMENT

December 21, 2017

Mr. Paul Pellicani  
Otak, Inc.  
51 West Third Street, Suite 201  
Tempe, Arizona 85281

**Re: Minor Amendment of Jackson Street Entertainment District PUD (Z-78-08-8)  
Irregular shaped area at the southwest corner of Fourth Street and Jackson  
Street**

Dear Mr. Pellicani,

I have had the opportunity to review your request for a Minor Amendment to the Jackson Street Entertainment District PUD (Ord. G-5417) that you submitted on behalf of Ballpark Apartments. Section 671 Planned Unit Development of the Phoenix Zoning Ordinance, states that amendments not meeting the criteria for a major amendment shall be deemed to be a minor amendment and may be administratively approved by the Planning and Development Director.

Specifically, you have requested the following minor amendment changes to the existing PUD, with the red font indicating modifications of language from the previous version, described as follows:

1. Replace the Block 11 and Block 12 sections within the Land Use Plan (Section B, pg. 4) with revised language.

Block 11

*This block is designed to accommodate a variety of uses including commercial, retail, hotel, office, and residential uses. A higher-end ~~boutique hotel and~~ residential project is envisioned for the ~~north half of the block~~. ~~Slightly larger than the Block 8 hotel, but still vastly smaller than the convention hotels, this hotel will include a full-service spa and wellness center. Multiple A-rooftop pool and garden areas along with a variety of dining options~~ will also be incorporated.*

*The southern portion of Block 11 will ~~provide a large and varied quantity of retail include~~ the preservation and adaptation of two (2) structures with Historic Preservation zoning on them - the El Fresnal Grocery Store and the Gerardo's*

*Building. The location of new structures combined with the existing historic buildings, will create a great outdoor courtyard and opportunities for patio dining.*

Block 12

*This block is design~~ated~~<sup>ated</sup> to accommodate a variety of uses including commercial, retail, hotel, office, and residential uses. The design envisions **a vibrant and active residential community street-level retail** surrounding **two** large **covered** courtyard spaces. ~~Two (2) office structures will rise from atop the retail creating the greatest concentration of office and retail space within the PUD, providing a safe and engaged environment for residents, their families, and their guests.~~*

2. Replace the language within the General Plan and Downtown Plan Conformance (Section D, pg. 10) with revised language.

Policy 3-6 - Character Area, Light Rail Corridor

*Emphasis should be on ground-floor active uses such as retail and restaurants, and in minimizing the use of blank walls to increase visual connectivity between businesses, pedestrians and transit riders.*

*The PUD addresses this policy by mandating active ground-floor uses, such as retail and restaurants. Outdoor dining is also allowed by right within the PUD, further fostering an active pedestrian environment and visual connectivity. ~~Residential units are forbidden at ground level. Residential units at ground level shall provide pedestrian access to all manner of amenities and activities in and beyond the boundaries of the PUD.~~ Although a theater may be incorporated into the project, the actual screen rooms would be pushed back from the street, and/or placed above street level retail. The design guidelines also incorporate stringent anti-blank wall standards.*

3. Modify the List of Uses related to permitted uses for residential uses (Section F, pg. 16) with the following changes.

*A. Residential Uses*

- 1. Multi-family Dwelling, ~~2<sup>nd</sup>~~ **story and above-ground level and above***
4. Replace the language in the Occupiable Rooftops Development Standards (Section G, pg. 21) with revised language, to only apply to Block 11 and Block 12.

*There will be an open space pool area in both phases of the project. Northern courtyard amenities will include a ~~pool, covered open air~~ **ramada with barbeques, spa,** fire-pit and/or outdoor fireplace, with **extensive** seating areas, and two passive recreational areas. The north half will also accommodate a clubhouse with a social gathering area and a fitness center **in the historic building at the occupiable rooftop area.** Southern courtyard podiums will feature ~~a covered an open~~ **ramada** with*



*barbeques, spa or a small pool (spool), fire-pit, and/or outdoor fireplace and on-deck landscaping.*

*Minimum 10% of new rooftop area per block shall be occupiable or "green". In developments consisting of multiple buildings, overall occupiable or "green" roof areas can be combined into only one building's rooftop area. This applies only to Block 11 and Block 12.*

5. Modify the Division of Land Uses (Section G, pg. 21) applicable to ground floor with revised language.

*Ground Floor: No residential units allowed within Blocks 6, 7 & 8. Residential units allowed with pedestrian street access only within Blocks 11 & 12.*

6. Replace the Parking Garage Screening (Section G, pg. 29) with the following revised language.

*100% wrapped with occupiable space, exclusive of ingress/egress and emergency exits. Within Blocks 11 and Block 12 only, parking garage screening can also include an exterior wall or façade matching those of occupiable space above, so as to appear contiguous.*

7. Modify the Off Street Loading (Section G, pg. 30 and pg. 31) with the following revised language.

*Two standard (10 feet x 30 feet) loading ~~bays-spaces~~ will be provided within the ~~parking structures at the street~~, one for the northern phase and one for the southern phase of Block 11 and 12.*

Block #	Minimum Number of Spaces
6/7	4
8	2
11	<del>2</del> 1
12	<del>2</del> 1

8. Replace the Ground Floor Street Front Transparency Design Guidelines (Section H, pg. 37) with the following revised language.

*In lieu of 50% of the ground floor street front facade being developed as transparent, ~~the residential~~ street fronts will have private patios with metal railings, and individual sidewalk connections where possible. The patios will have ~~canopy covers and ample~~ fenestration directed toward the street front, consistent with the remaining façade fenestration.*

9. Add the following language to the Courtyard Design Guidelines section regarding Visual and Physical Access (Section G, pg. 38).

*Courtyards within residential developments will be permitted to be controlled for resident safety and security. Residential courtyards will be required to maintain a visual connection to the public right-of-way, unless completely enclosed by structure.*

10. Replace the Paving Materials/Design section regarding Parking Areas and Access Drives (Section G, pg.40) with the following revised language.

*Shall be paved with permeable concrete or interlocking pavers with a minimum open area of 12% and a minimum SRI of 35.*

*Alleys used for parking ingress and egress only, not as a public access lane, will be exempt from this requirement.*

Upon review of this material and through consultation with other Planning and Development staff, I have determined that this request is a reasonable modification to the existing PUD ordinance and I therefore approve the amendment described herein.

If you have any questions or need further assistance, I can be reached at 602-262-6656 or [alan.stephenson@phoenix.gov](mailto:alan.stephenson@phoenix.gov).

Sincerely,



Alan Stephenson  
Planning and Development Director

Attachments:

Proposed Changes to PUD narrative, date stamped November 22, 2017  
Conceptual Site Plan, date stamped November 22, 2017  
Conceptual Elevations, date stamped November 22, 2017

cc: Z-78-08-8 file