



**City of Phoenix**  
PLANNING AND DEVELOPMENT DEPARTMENT

**Staff Report Z-178-25-4**  
**December 29, 2025**

**Encanto [Village Planning Committee](#)** January 5, 2026  
**Meeting Date:**  
**[Planning Commission](#) Hearing Date:** February 5, 2026  
**Request From:** [C-1 TOD-1](#) (Neighborhood Retail, Interim Transit-Oriented Zoning Overlay District One) (0.01 acres) and [R-5 SP TOD-1](#) (Multifamily Residence District – Restricted Commercial, Special Permit, Transit-Oriented Zoning Overlay District One) (0.42 acres)  
**Request To:** [C-1 TOD-1](#) (Neighborhood Retail, Interim Transit-Oriented Zoning Overlay District One) (0.43 acres)  
**Proposed Use:** Restaurant  
**Location:** Approximately 200 east of the southeast corner of Central Avenue and Oak Street/Encanto Boulevard alignment  
**Owner/Applicant:** Heard Museum  
**Representative:** Nick Wood, Snell & Wilmer, LLP  
**Staff Recommendation:** Approval, subject to stipulations

<a href="#">General Plan Conformity</a>	
<a href="#">General Plan Land Use Map Designation</a>	Public/Quasi Public
<a href="#">Street Map Classification</a>	No street directly adjacent
<p><b><i>CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; CERTAINTY AND CHARACTER; LAND USE PRINCIPLE: 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.</i></b></p> <p>The site is located within the Midtown Transit Oriented Development (TOD) District. The Midtown TOD Policy Plan identified the site to be suitable for stabilization. The</p>	

proposal is consistent with the stabilization vision identified in the Midtown TOD Policy Plan as it will allow the relocation of the restaurant on the existing museum site.

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

The proposal as stipulated includes bicycle facilities to encourage bicycling and transit use due to its proximity to the light rail station.

**Applicable Plans, Overlays, and Initiatives**

[Transit Oriented Development Strategic Policy Framework](#): Background Item No. 3.

[Midtown Transit Oriented Development Policy Plan](#): Background Item No. 4.

[Shade Phoenix Plan](#): Background Item No. 7.

[Complete Streets Guidelines](#): Background Item No. 8.

[Zero Waste PHX](#): Background Item No. 9.

[Comprehensive Bicycle Master Plan](#): Background Item No. 10.

[Phoenix Climate Action Plan](#): Background Item No. 11.

[Conservation Measures for New Development](#): Background Item No. 12.

**Surrounding Land Uses and Zoning**

	<b><u>Land Use</u></b>	<b><u>Zoning</u></b>
<b>On Site</b>	Courtyard and portion of museum Education Building	C-1 TOD-1, R-5 SP TOD-1
<b>South</b>	Courtyard and museum giftshop	R-5 SP TOD-1
<b>North</b>	Parking lot and single-family residential	C-1 TOD-1, R-5 SP TOD-1, P-1 HRI TOD-1 and R1-6 HP
<b>East</b>	Museum	R-5 SP TOD-1
<b>West</b>	Outdoor amphitheater and driveway	R-5 SP TOD-1 and C-1 TOD-1

<b>C-1 TOD-1 (Neighborhood Retail, Transit-Oriented Zoning Overlay District One)</b>		
<b><u>Standards</u></b>	<b><u>Requirements</u></b>	<b><u>Provisions on the Proposed Site Plan</u></b>
<b>Minimum Building Setbacks</b>		
North (adjacent to C-1 TOD-1)	0 feet	Approximately 5 feet or at +10 feet measure to property line (Met)
North (adjacent to R-5 SP TOD-1)	10 feet	+10 feet (Met)
East (adjacent to R-5 SP TOD-1)	10 feet	0 (*Not met)
South (adjacent to R-5 SP TOD-1)	10 feet	+10 feet (Met)
West (adjacent to C-1 TOD-1)	0 feet	+10 feet (Met)
West (adjacent to R-5 SP TOD-1)	10 feet	+10 feet (Met)
<b>Maximum Lot Coverage</b>	75%	22.1% (Met)
<b>Maximum Building Height</b>	2 stories, 30 feet	30 feet (Met)
<b>Minimum Open Space</b>	5%	N/A
<b>Parking</b>	40 spaces (1 space per 50 square feet, excluding kitchen)	278 spaces (Met)

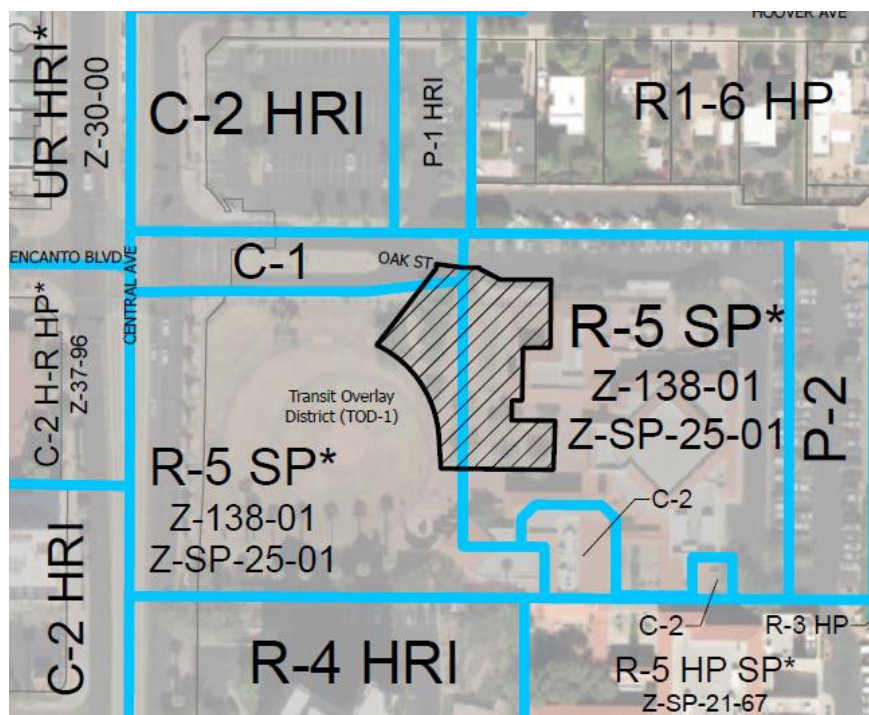
\* Site plan modification or variance required

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

#### **SUBJECT SITE**

1. This request is to rezone 0.43-acres on a site located approximately 200 feet east of the southeast corner of Central Avenue and Oak Street/Encanto Boulevard alignment from C-1 TOD-1 (Neighborhood Retail, Interim Transit-Oriented Zoning Overlay District One) (0.01 acres) and R-5 SP TOD-1 (Multifamily Residence District – Restricted Commercial, Special Permit, Transit-Oriented Zoning Overlay District One) (0.42 acres) to C-1 TOD-1 (Neighborhood Retail, Interim Transit-Oriented Zoning Overlay District One) to allow for a restaurant.

The site is within the Heard Museum property and the proposal is to relocate the existing restaurant to this site. The Heard Museum is a distinguished asset on the Encanto Village Character Plan Asset Map and is an integral component of the community.

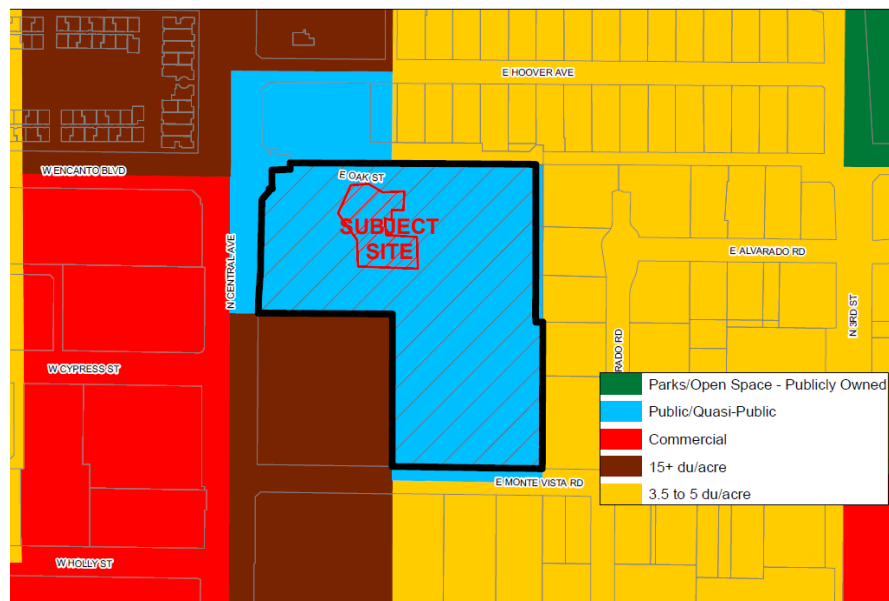


*Existing Zoning Aerial Map Source: Planning and Development Department*

## 2. GENERAL PLAN LAND USE MAP

The General Plan Land Use Map depicts the subject site and surrounding area with a designation of Public/Quasi Public. The proposal is consistent with the General Plan Land Use Map designation. The area further to the east and a portion of the north and south is designated Residential 3.5 to 5 dwelling units per acre. Along the western perimeter the abutting property is designated Residential 15+ dwelling units per acre with a portion across Central Avenue designated Commercial. Further to the northwest the designation is Residential 15+ dwelling units per acre.



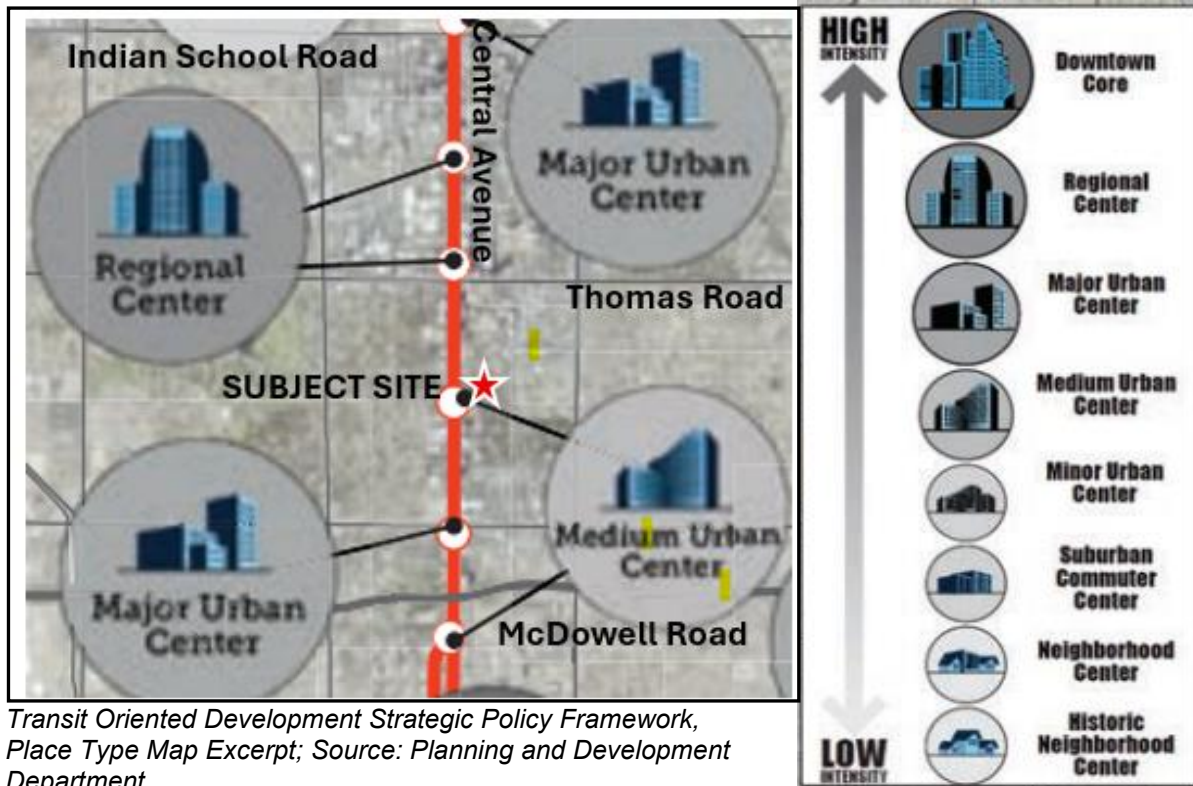


*General Plan Land Use Map; Source: Planning and Development Department*

3. **Transit Oriented Development Strategic Policy Framework:**

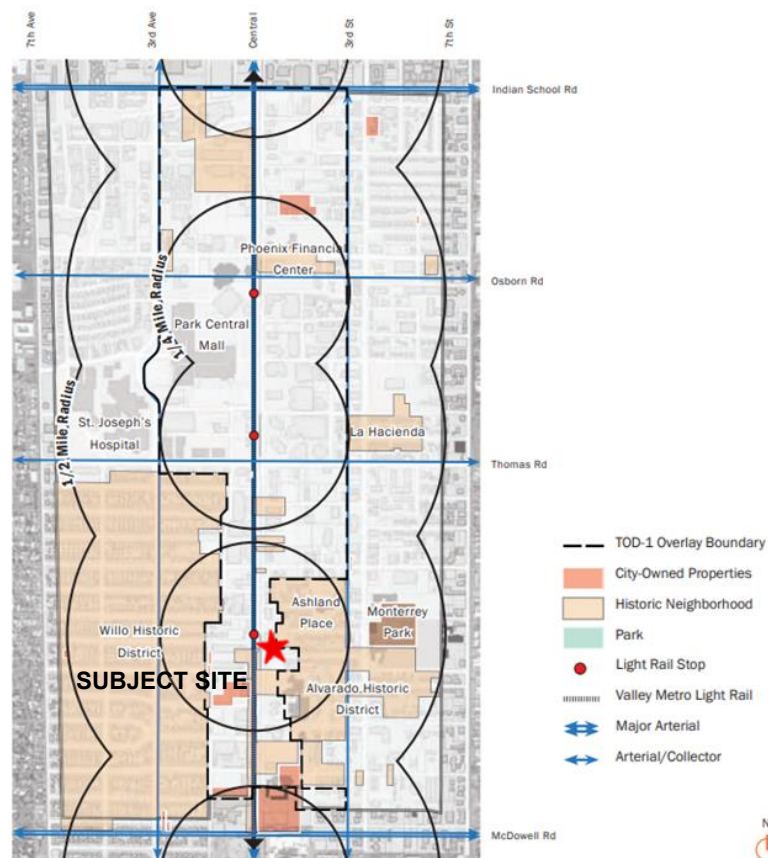
The Transit Oriented Development Strategic Policy Framework is part of the city's General Plan which identified planning typologies to describe urban environments. The subject site is approximately 400 feet from the Encanto Boulevard/Central Avenue light rail station. The identified place type for the Encanto Boulevard/Central Avenue light rail station area is a Medium Urban Center. The Medium Urban Center is a Place Type characterized by a variety of land uses, medium intensity with building heights typically from three to six stories with incentive heights of up to 10 stories. Land uses may include residential, retail destination and office employment. Stipulation No. 2 provides for architectural and design features that will maintain the appearance, character and historic quality of the development making the scale of the proposed zoning district consistent with this Place Type. The Medium Urban Center Place Type also calls for a balance of commercial and residential, retail and entertainment, and mid-rise living.

	Station Location	Place Type
09	Encanto Boulevard/Central Avenue	Medium Urban Center



4. **Midtown Transit Oriented Development Policy Plan:**

The site is located within the Midtown TOD (Transit Oriented Development) District, the boundaries for which are McDowell Road on the south, Indian School Road on the north, 7th Street on the east, and 7th Avenue on the west. The policy plan adopted for the Midtown 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. To facilitate the realization of the Vision and Master Plan for the Midtown Transit-Oriented Development (TOD) District, a principal recommendation is the adoption of a form-based zoning code. The Heard Museum, identified as a prominent cultural asset within the Encanto Village Character Plan Asset Map, will be preserved under the proposal. This preservation is anticipated to contribute to the stabilization of the surrounding area, in alignment with the objectives outlined in the policy plan.



*Midtown Transit Oriented Development Policy Plan, Source: Planning and Development Department*

## SURROUNDING LAND USES AND ZONING

5. North of the site is developed with a drive aisle and parking area zoned C-1 TOD-1 (Neighborhood Retail, Interim Transit-Oriented Zoning Overlay District One) and R-5 SP TOD-1 (Multifamily Residence District – Restricted Commercial, Special Permit, Interim Transit-Oriented Zoning Overlay District One). To the south is the Heard Museum building zoned R-5 SP TOD-1 (Multifamily Residence District – Restricted Commercial, Special Permit, Interim Transit-Oriented Zoning Overlay District One). To the west is a drive aisle zoned C-1 TOD-1 and courtyard/amphitheater zoned R-5 SP TOD-1 and to the east is the Heard Museum zoned R-5 SP TOD-1.

## PROPOSAL

6. The proposed site plan and conceptual renderings, included as exhibits, illustrate the intended design and placement of the new restaurant within the site, situated along the northern perimeter adjacent to the entry drive. The site plan shows a building addition for the restaurant along the northwest side of the existing museum

building and delineates the restaurant's footprint, primary entry point, and access routes. The conceptual renderings present a proposed architectural character, featuring a blend of materials, colors, and design elements. Existing parking facilities for the Heard Museum will remain unchanged, continuing to provide patron access via the north parking lot. The conceptual renderings depict a variety of architectural features, materials and colors that encapsulate the character and design of museum and surrounding area. Staff recommends a stipulation to generally adhere to these rendering to ensure the building addition includes the quality and aesthetic portrayed. This is addressed in Stipulation No. 1.



*Conceptual Building Elevations; Source PHX Architecture*

Any outdoor dining will be subject to a use permit.

#### AREA PLANS, OVERLAY DISTRICTS, AND INITIATIVES

7. **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 will provide enhanced shade for the bicycle parking area. This is addressed in Stipulation No. 2.c.

8. **Complete Streets Guidelines:**

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. The proposal as stipulated, will support walking, bicycling, and transit-use by including bicycle parking on the site. This is addressed in Stipulation No. 2.

9. **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 indicate that recycling will be provided as part of the proposed development.

10. **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. As stipulated, the proposal will provide shaded bicycle parking spaces per the requirements of Section 1307.H. of the Phoenix Zoning Ordinance and electrical receptacles for electric bicycle charging. This is addressed in Stipulation No. 2.

11. **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 Stipulation No. 3, which requires a minimum of one techniques for stormwater management to be implemented in this proposal.

12. **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. This is addressed in Stipulation No. 3.

#### COMMUNITY CORRESPONDENCE

13. At the time this staff report was written, one letter in support was received.

#### INTERDEPARTMENTAL COMMENTS

14. None.

#### OTHER

15. The site has not been identified as being archaeologically sensitive. However, in the event archaeological materials are encountered during construction, all ground disturbing activities must cease within 33-feet 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 No. 4.

16. 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. 5.

17. Development and use of the site are 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.

#### **Findings**

1. The architectural design of the building addition shall generally adhere to the Conceptual Renderings proposal is consistent with the General Plan Land Use Map designation.
2. The proposal, as stipulated, is compatible with the surrounding area.
3. The proposal, as stipulated will foster an enhanced pedestrian environment along Central Avenue with existing sidewalks to convey residents safely and

comfortably to the adjacent light rail station and bus stop.

### **Stipulations**

1. The architectural design of the building addition shall generally adhere to the Conceptual Renderings date stamped November 12, 2025, as approved by the Planning and Development Department.
2. The following bicycle infrastructure shall be provided, and as approved by the Planning and Development Department.
  - a. A minimum of 4 bicycle spaces shall be provided on the site through Inverted U and/or artistic racks located near the building entrances per the requirements of Section 1307.H. of the Phoenix Zoning Ordinance, as approved by the Planning and Development Department.
  - b. A minimum of 10% of the provided bicycle parking spaces shall include standard electrical receptacles for electric bicycle charging capabilities.
  - c. Bicycle parking spaces shall be shaded by a structure, landscaping, or a combination of the two to provide a minimum of 75% shade.
3. A minimum of one green stormwater infrastructure (GSI) elements for stormwater management shall be implemented, as approved or modified by the Planning and Development and/or Street Transportation departments. This includes but is not limited to stormwater harvesting basins, bioswales, permeable pavement, etc., per the Greater Phoenix Metro Green Infrastructure and Low Impact Development Details for Alternative Stormwater Management.
4. 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.
5. 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**

John Roanhorse  
December 29, 2025

**Team Leader**

Racelle Escolar

**Exhibits**

Zoning sketch map

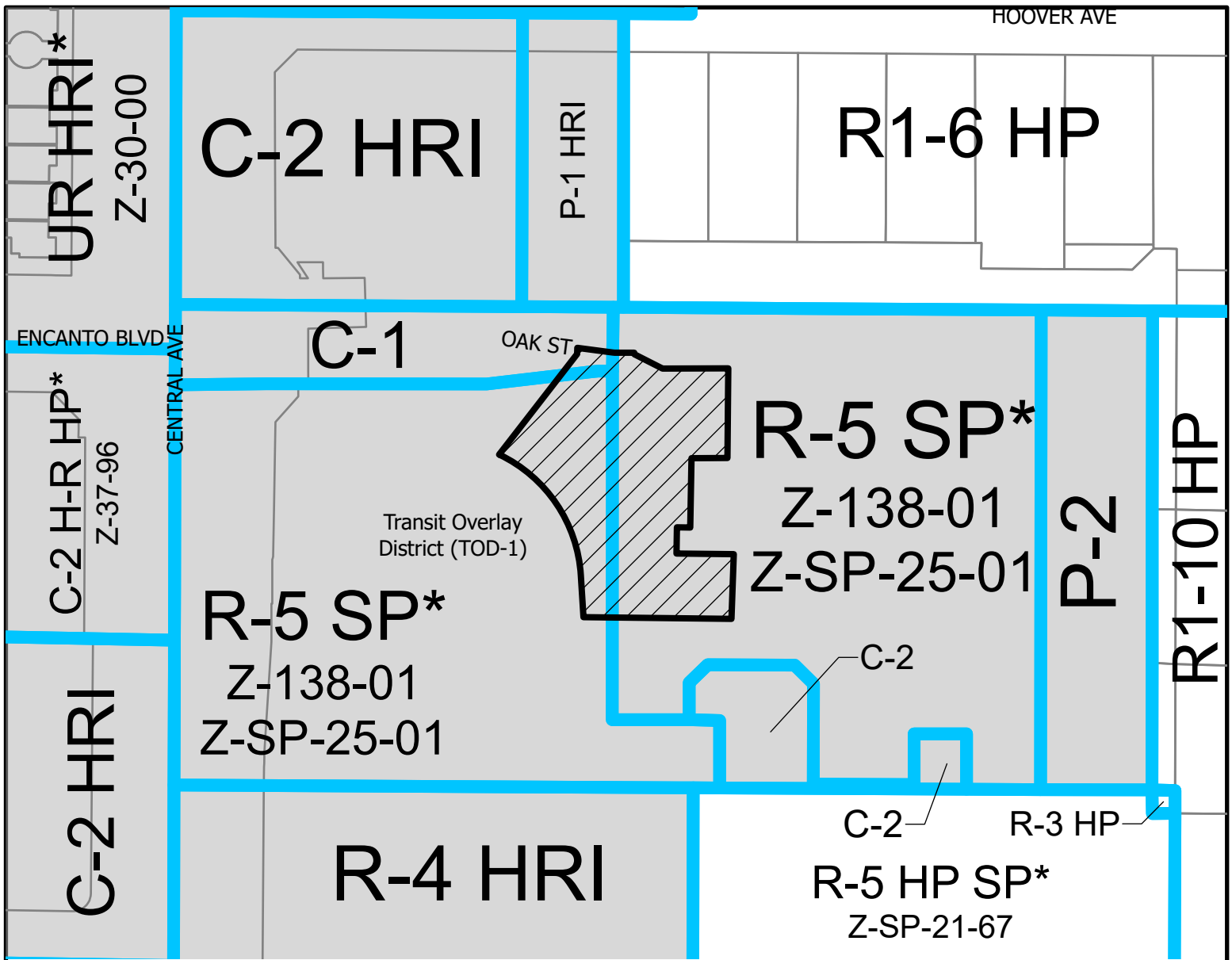
Aerial sketch map

Conceptual Site Plan date stamped November 12, 2025 (1 page)

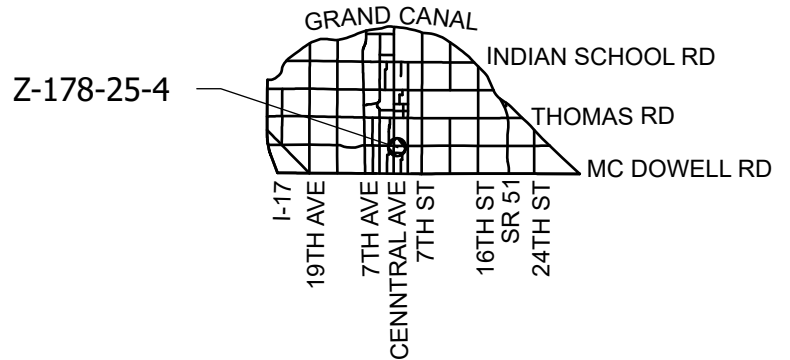
Conceptual Renderings date stamped November 12, 2025 (3 pages)

Community Correspondence (1 page)



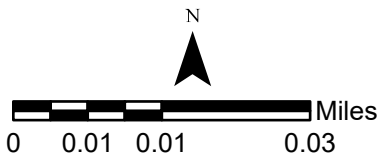
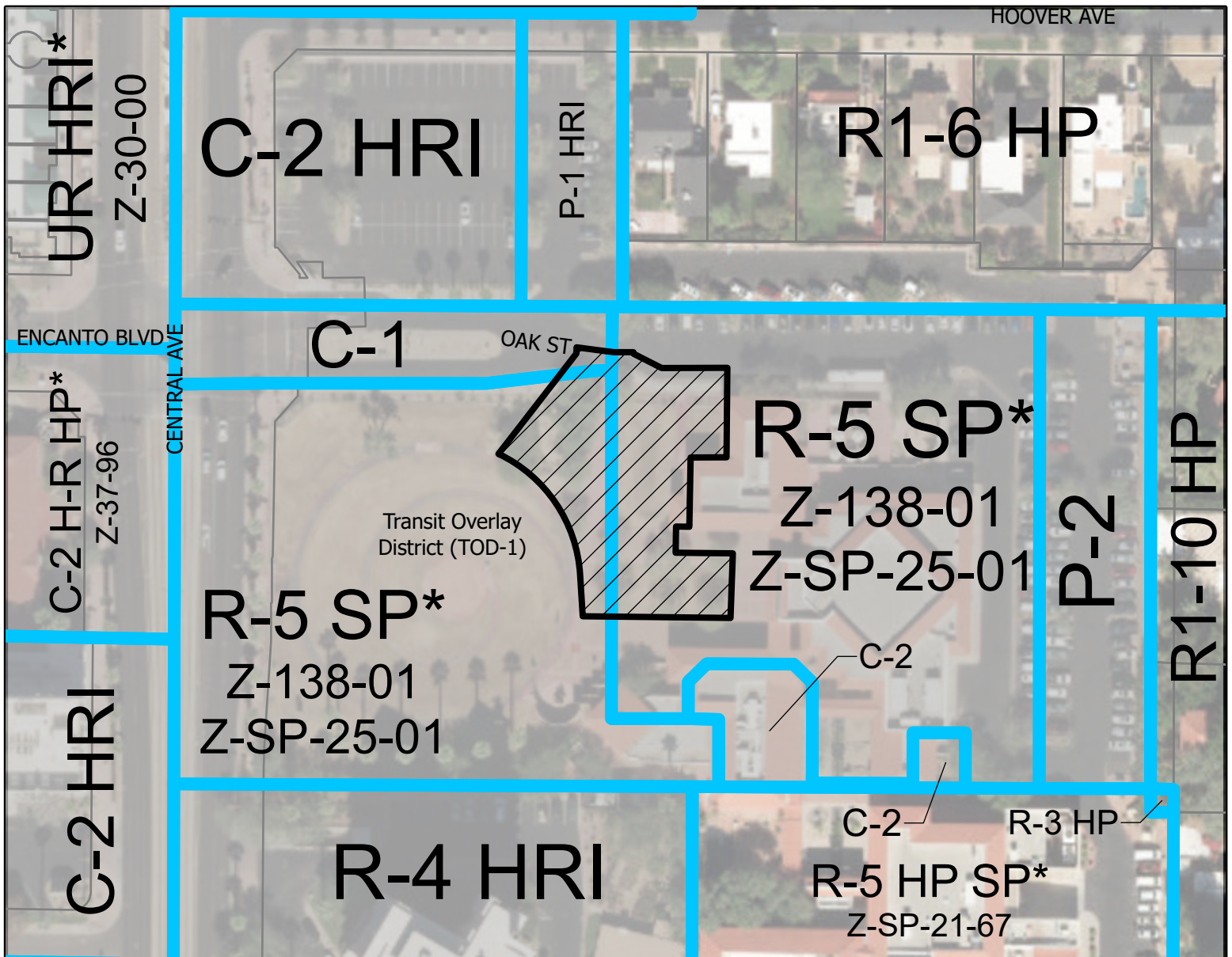


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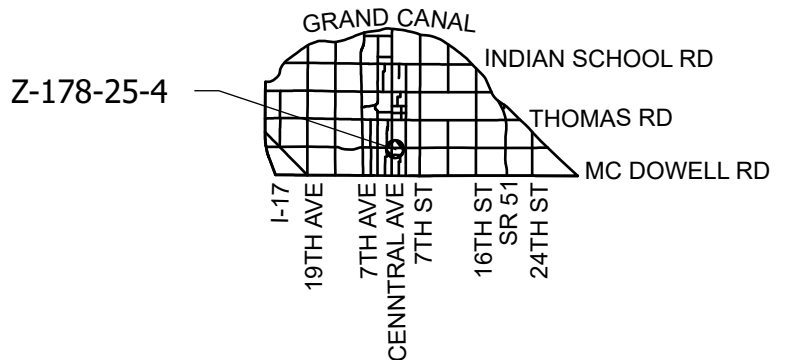


APPLICANT'S NAME: <b>Snell &amp; Wilmer, LLP</b>		REQUESTED CHANGE:	
APPLICATION NO: <b>Z-178-25-4</b>	DATE: <b>11/20/2025</b>	FROM: <b>C-1 TOD-1 ( 0.01 ac.) R-5 SP TOD-1 ( 0.42 ac.)</b>	
GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX.  <b>0.43 Acres</b>	REVISION DATES:	TO: <b>C-1 TOD-1 ( 0.43 ac.)</b>	
	12/16/2025		
AERIAL PHOTO & QUARTER SEC. NO. <b>QS 13-28</b>	ZONING MAP <b>G-8</b>		
MULTIPLES PERMITTED <b>C-1 TOD-1, R-5 SP TOD-1 C-1 TOD-1</b>	CONVENTIONAL OPTION <b>0, 18 6</b>	* UNITS P.R.D OPTION <b>0, 22 7</b>	

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



**ENCANTO VILLAGE**  
COUNCIL DISTRICT: 4



APPLICANT'S NAME: <b>Snell &amp; Wilmer, LLP</b>		REQUESTED CHANGE:	
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## John Roanhorse

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**From:** Susan Lane <slanesw19@gmail.com>  
**Sent:** Sunday, December 21, 2025 8:40 AM  
**To:** John Roanhorse  
**Cc:** ngriemsmann@swlaw.com  
**Subject:** Heard Museum rezoning

**CAUTION: This email originated outside of the City of Phoenix.**

Do not click links or open attachments unless you know the sender and were expecting this email.

[Report Suspicious](#)

Dear Mr. Roanhorse and Mr. Griemsmann,

I am writing to express my 100% agreement of the Heard Museum's rezoning request.

Sincerely,  
Susan Lane  
Regency on Central  
Unit 1904

Sent from my iPhone