



City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

**Staff Report: Z-32-14-8
(The Presidential PUD)**
December 1, 2014

Central City Village Planning Committee Meeting Date December 8, 2014

Planning Commission Hearing Date January 13, 2015

Request From: C-3 TOD-1 (2.43 acre)

Request To: PUD (2.43 acres)

Proposed Use Planned Unit Development to allow a mix of uses including multifamily residential and commercial/retail

Location Southeast corner of 11th Street and Washington Street

Owner Michael J Lafferty, Revocable Trust

Applicant/Representative Connie Jiang, Archicon

Staff Recommendation Approval, subject to stipulations

General Plan Conformity		
General Plan Land Use Designation	Commercial	
Street Map Classification	11th Street - local	37.5-foot east half
	Washington Street – arterial w/LRT	50-foot south half
	Jefferson Street – arterial w/LRT	50-foot north half
<p>LAND USE ELEMENT GOAL 3: Infill: Developing or redeveloping vacant and underdeveloped land in the older parts of the city so that it may be compatible with existing development and the long term character and the goals for the area.</p> <p>The Presidential will develop a parcel which has a building and surface parking area. This proposal is consistent with the long term character and goals for the area.</p>		
<p>TRANSIT ORIENTED DEVELOPMENT STRATEGIC POLICY FRAMEWORK – MINOR URBAN CENTER: Balanced commercial & residential, retail destination, entertainment destination, some employment. Mid-rise, apartment, town house, row house, live/work. Medium-low intensity, 2-5 stories.</p> <p>The proposal is consistent with the Minor Urban Center Place Type for the 12th Street station area as it is a combination of retail and residential, and the proposed height falls within the range of 2 to 5 stories.</p>		

Area Plans

Eastlake Garfield Transit Oriented Development District Plan (draft). Addressed in Background item 3 below.

Eastlake Park Neighborhood Plan – Consistent. See discussion in Background item 4 below.

BACKGROUND

1. The approximately 2.43 acre site is located at the southeast corner of 11th Street and Washington Street in the Eastlake Park neighborhood. The site is located between the eastbound and westbound tracks of the light rail and has frontage on Washington Street, Jefferson Street and 11th Street. The site is located within a block of the westbound and eastbound 12th Street light rail stations. The PUD proposes to develop two four story, mixed use buildings along the street frontages with surface parking on the interior of the parcel. Approval of this PUD will serve to allow the site to develop with 90 residential units and ground floor retail.



The parking area will be accessed from 11th Street and will be screened from view by the buildings. Refuse collection is at the northeast corner of the site and is accessed from Washington Street.

2. The Universal Memorial Center mortuary exists on the site. Founded in 1947 by brothers Lincoln and Hartwell Ragsdale as Ragsdale Mortuary, it was remodeled and the name was changed in 1964. The building will be demolished to accommodate the proposed mixed use development. There is a proposal to relocate the statue located on the property to another location within the neighborhood.



Universal Memorial Center

3. The site is located within the Eastlake Garfield Transit Oriented Development District. The conceptual regulating map for the area around the 12th Street light rail station identifies desired transect zoning districts within the Walkable Urban Code. The Walkable Urban Code is currently in draft form and upon adoption, work will be done with property owners to rezone properties based on the recommendations of the conceptual regulating map. The subject site is shown on the conceptual map with a transect designation of T5:7. In order to achieve the desired residential density with the current zoning code on the property the applicant would have had to have asked for a High Rise (HR) overlay. The HR overlay allows a density of approximately 96 units an acre. The Transit Oriented Development Strategic Policy Framework for the 12th Street light rail station area does not support an HR overlay. The applicant decided to utilize the Planned Unit Development rezoning mechanism to write a zoning document which mirrors the provisions of the draft Walkable Urban Code which is planned for implementation in this area in 2015.



Subject site on the conceptual regulating map within the draft Eastlake Garfield Transit Oriented Development District Plan.

4. The proposal is consistent with these objectives of the Eastlake Park Neighborhood Plan:
- promoting compatible land uses within and around the area;
 - encouraging the redevelopment of underutilized, vacant and cleared properties;
 - promoting the development and retention of decent, safe and affordable housing in the area;
 - encouraging a variety of services and retail establishments;
 - encouraging appropriate commercial uses along the major thoroughfares
 - encouraging development which will prevent the reoccurrence of blighted conditions;
 - maximizing opportunities to create a safe and pleasing environment;
 - encouraging and promoting an upgraded visual image of the area.

5. The southern portion of the 11th Street frontage has a sidewalk which is attached to the curb and the northern portion has a detached sidewalk. Washington and Jefferson Streets have detached sidewalks. 11th Street contains tracks for the light rail trains to turn around and traffic on the street is minimal as it is only accessed from curb lanes on the transit streets. The primary access to the development will occur from 11th Street.

An abandoned alley exists in the center of the site, traversing on an east/west axis. The former alley contains a public utility easement in which the sewer line is located. Access to the interior parking area will be across this utility easement.



Light rail turn around tracks in 11th Street

PLANNED UNIT DEVELOPMENT

6. The PUD zoning category allows an applicant to propose uses, development standards and design guidelines for the site. The PUD category allows an applicant to develop standards that respond to the surrounding environment better than conventional zoning districts allow. PUD parcels are zoned with standards specifically crafted and tailored for those sites. The PUD zoning category specifically defines such things as height, uses, setbacks and boundaries. Major deviation from the approved PUD standard is considered to be a major amendment and, as such, will follow the rezoning and public hearing approval process for a rezoning request.

DEVELOPMENT STANDARDS & GUIDELINES

7. Below is a summary of the proposed standards for the subject site, as described in the PUD hearing draft narrative date stamped December 1, 2014.

Land Use Standards – The proposal is for an approximately 2.43 acre vacant site to develop with a four story mixed use building with restaurant/retail space on the ground floor, and residential on the upper floors. Uses allowed encompass those typically associated with a mixed use district such as residential, assembly, retail, lodging, health and support services, offices, and services. Conditional uses are associated with motor vehicle uses, outdoor entertainment and storage.

Development Standards – The Presidential development standards and guidelines are consistent with the vision for walkability in the light rail station area.

- Building setbacks are reduced and allowable lot coverage is increased to allow placement of structures closer to property lines, more in keeping with the historic commercial development pattern on Washington and Jefferson Streets.
- Building height is a maximum of 60 feet which is consistent with the adopted General Plan place type of Minor Urban Center.

Landscape Standards – Trees on site will be a mix of 2- and 3-inch caliper and selected from the tree species matrix. Landscaping will be provided on all street frontages.

Shade Standards – A minimum of 75% of public sidewalks will be shaded by a combination of shade trees (at full maturity), buildings and/or structures.

Sustainability Guidelines – The developer is encouraged to incorporate current Leadership in Energy and Environmental Design (LEED) standards for New Commercial construction.

Bicycle Parking – Parking is established with separate standards for residential uses and dining and drinking establishments.

Signs – Signage standards are appropriate to a site adjacent to the light rail transit system.

GENERAL COMMENTS

8. Off-site street improvements (sidewalks, curb ramps and driveways) will need to meet current ADA guidelines.
9. **Aviation** - The Aviation Department has provided comments regarding this request. The property is in the Public Airport Disclosure area. This area may be subject to overflights of aircraft operating at the Airport. People are often irritated by repeated overflights regardless of the actual sound level at the overflight site. Therefore, a Notice to Prospective Purchasers, which follows policy regarding properties in the City of Phoenix underlying the flight patterns of Phoenix Sky Harbor International Airport, is required.
10. **Water** – The Water Services Department has provided comments regarding this request. There are no water or sewer concerns for the proposed PUD. Water and sewer capacity for the proposed development was assessed during the site plan review process. It was noted that no permanent structures are allowed to be constructed over the sewer main.

11. The Planned Unit Development only modifies zoning ordinance regulations and does not modify other city codes or requirements. The Presidential PUD submittal follows City of Phoenix processes.
12. 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 request is consistent with the General Plan land use designation of Commercial for the mixed use portion. The request is not consistent with the designation of Higher density attached townhouses, condos or apartments, however due to the site size a General Plan Amendment is not required.
2. This proposal will allow development consistent with the Minor Urban Center place type in the General Plan.
3. This proposal is generally consistent with and will further the goals of the draft Eastlake Garfield Transit Oriented Development District Plan and the Eastlake Neighborhood Plan.

Stipulations

1. An updated Development Narrative for The Presidential 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 Development Narrative date stamped December 1, 2014, as modified by the following stipulations:

The Development Narrative shall be amended to reflect these changes:

- a. The below language shall be added as a preamble statement on a blank page prior to the Table of Contents within the Development Narrative. This additional language and any modifications to the narrative made through the public hearing process shall be completed and a final written PUD Development Narrative and electronic PUD Development Narrative shall be submitted within 30 days of final City Council approval.

- i). A Planned Unit Development (PUD) is intended to be a stand-alone document of zoning regulations for a particular project. Provisions not specifically regulated by the PUD are governed by the zoning ordinance. A PUD may include substantial background information to help illustrate the intent of the development. The purpose and intent statements are not requirements that will be enforced by the City. The PUD only modifies zoning ordinance regulations and does not modify other City Codes or requirements. Additional public hearings may be necessary such as but not limited to right-of-way abandonments.
2. The developer shall construct all streets adjacent to the development with paving, curb, gutter, sidewalk, curb ramps, streetlights, landscaping and other incidentals as per plans approved by the Planning and Development Department. All improvements shall comply with all ADA accessibility standards.
3. The property owner shall record a Notice to Prospective Purchasers of Proximity to Airport in order to disclose the existence, and operational characteristics of Phoenix Sky Harbor International Airport to future owners or tenants of the property.

Writer

K. Coles
11/25/14

Attachments

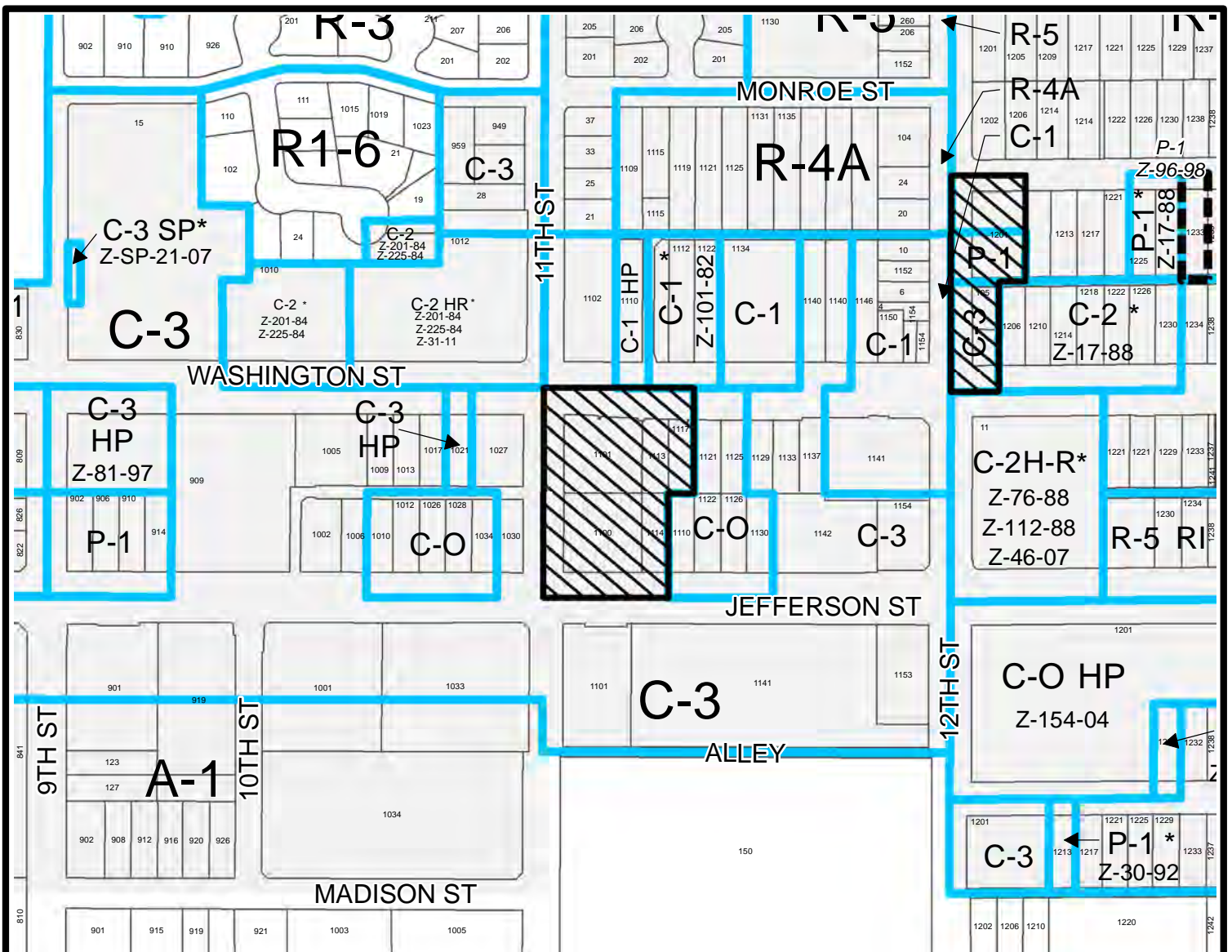
Sketch Map

Aerial

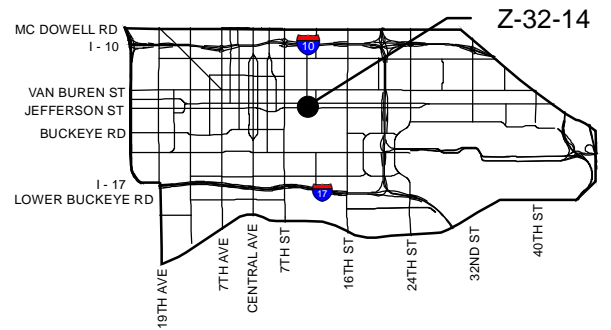
Site Plan

Elevations (2 pages)

The Presidential PUD Development Narrative date stamped December 1, 2014



300 150 0 300 Feet



CITY OF PHOENIX PLANNING DEPARTMENT
CENTRAL CITY VILLAGE
 CITY COUNCIL DISTRICT: 8

APPLICANT'S NAME: Michael J Lafferty		REQUESTED CHANGE: FROM: C-3 TOD-1, (2.43 a.c.) TO: PUD, (2.43 a.c)	
APPLICATION NO. Z-32-14	DATE: 11/20/14	REVISION DATES:	
GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX. 2.43 Acres		AERIAL PHOTO & QUARTER SEC. NO. QS 10-29	ZONING MAP F-8
MULTIPLES PERMITTED		CONVENTIONAL OPTION	
C-3		35	
PUD		160	
* UNITS P.R.D. OPTION		* UNITS P.R.D. OPTION	
		42	
		N/A	

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



The information provided on this map is based on record drawings submitted by others. Users of this information are cautioned that independent verification of actual conditions may be necessary.

Planning and Development

1 inch = 109,264 ft.
 0 37.5 75 150 Feet



EXHIBIT 10 - Conceptual Elevations

1) NORTH ELEVATION
SCALE: 1/8" = 1'-0"

7) SOUTH ELEVATION
SCALE: 1/8" = 1'-0"

13) WEST ELEVATION
SCALE: 1/8" = 1'-0"

19) EAST ELEVATION
SCALE: 1/8" = 1'-0"

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LAFFERTY DEVELOPMENT
THE PRESIDENTIAL
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SEC WASHINGTON ST. & 11TH ST.
PHOENIX, AZ 85034

DESIGNER	CLAUDE
OWNER	DEVELOPER
PROJECT	J. PLAZA
DATE	03.2024

CONCEPTUAL ELEVATIONS

PLANNED UNIT DEVELOPMENT
PA.2



View from the Northeast corner of Jefferson Street and 11th Street