



City of Phoenix
PLANNING AND DEVELOPMENT DEPARTMENT

Staff Report: Z-45-19-1
October 7, 2019

Deer Valley [Village Planning Committee](#) Hearing Date October 17, 2019

[Planning Commission](#) Hearing Date November 7, 2019

Request From: [C-2 DVAO](#) (5.70 acres)

Request To: [C-2 HGT/WVR DVAO](#) (5.70 acres)

Proposed Use Hotel with a height waiver up to 46 feet

Location Southwest corner of 19th Avenue and Pinnacle Peak Road

Owner Tag Land Pinnacle, LLC

Applicant Waterwalk RE Development Services LLC

Representative Gammage & Burnham, PLC/Michael Maerowitz

Staff Recommendation Approval, subject to stipulations

General Plan Conformity			
General Plan Land Use Map Designation		Industrial	
Street Map Classification	Pinnacle Peak Road	Arterial	55 to 77-foot south half street
	19th Avenue	Major Arterial	55 to 77-foot west half street
	William Alter Way	Private	36-foot private drive

CONNECT PEOPLE & PLACES CORE VALUE; OPPORTUNITY SITES, LAND USE PRINCIPLE: Encourage development of the taller and larger buildings in Areas of Change away from single-family and low-rise, multifamily housing.

The subject site is currently a vacant site. The proposal will provide a mix of land use opportunities in the Village within close proximity to the established commercial corridor along Interstate 17 and within the Deer Valley Major Employment Center.

CELEBRATE OUR DIVERSE COMMUNITIES & NEIGHBORHOODS CORE VALUE; CLEAN NEIGHBORHOODS DESIGN: Protect and enhance the character of each neighborhood and its various housing lifestyles through new development that is compatible in scale, design, and appearance.

As stipulated, the proposed project is compatible with existing development and land uses in the immediate area in regard to height appearance and use.

CELEBRATE OUR DIVERSE COMMUNITIES & NEIGHBORHOODS CORE VALUE; TREES AND SHADE; DESIGN PRINCIPLE: Integrate trees and shade into the design of new development and redevelopment projects throughout Phoenix.

As stipulated, the conceptual site plan will include pedestrian connections from all building entrances and 50 percent vegetative shade along all sidewalks. These features are pedestrian-friendly and contribute to a walkable environment.

Applicable Plans, Overlays, and Initiatives

[Deer Valley Airport Overlay](#) – See Item No. 4 below.

[Deer Valley Major Employment Center](#) – See Item No. 5 below.

[Complete Streets Guiding Principles](#) – See Item No. 7 below.

[Tree and Shade Master Plan](#) – See Item No. 8 below.

[Comprehensive Bicycle Master Plan](#) – See Item No. 9 below.

[Reimagine Phoenix](#) – See Item No. 16 below.

Surrounding Land Uses/Zoning

	<u>Land Use</u>	<u>Zoning</u>
On Site	Vacant	C-2, DVAO
North	Hotel, Restaurants, Commercial Services and Office Complex	C-2 (Approved C-2, HGT/WVR)
South	Office Complex and Vacant land	C-2 and A-1
East	Vacant land and Industrial Park	Ind. Pk.
West	Office Complex	C-2

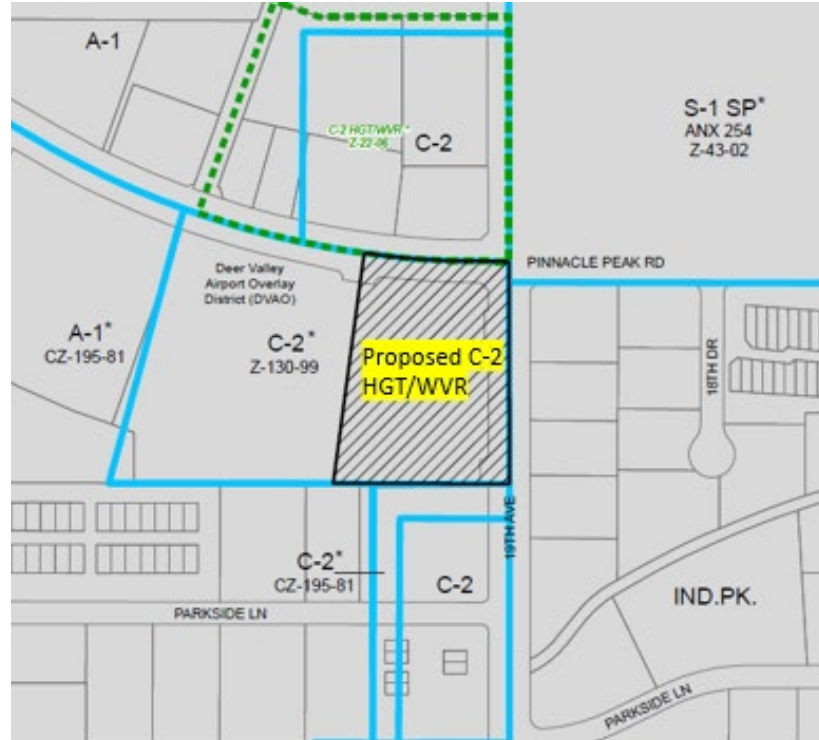
<u>C-2 Intermediate Commercial with Height Waiver</u>		
<u>Standards</u>	<u>Requirements</u>	<u>Met or Not Met</u>
<i>Building Setbacks</i>		
North Side (Pinnacle Peak Road)	Adjacent to street: Average 30 feet (Minimum 20 feet for 50% of structure)	Met, 137 feet
East Side (19th Avenue)	Adjacent to street: Average 30 feet (Minimum 20 feet for 50% of structure)	Met, 99 feet
South Side	Adjacent to C-2 and A-1: Minimum 0 feet	Met, 122 feet
West Side	Adjacent to C-2: Minimum 0 feet	Met, 30 feet
<i>Landscaped Setbacks</i>		
North Side (Pinnacle Peak Road)	Adjacent to street: Average 30 feet (Minimum 20 feet for 50% of frontage)	* Not Met, average 25 feet
East Side (19th Avenue)	Adjacent to street: Average 30 feet (Minimum 20 feet for 50% of frontage)	Met, 30 feet
South Side	Adjacent to C-2 and A-1: Minimum 0 feet	Met, 5 feet from back of sidewalk
West Side	Adjacent to C-2: Minimum 0 feet	Met, average 23 feet, minimum 3 feet.
Lot Coverage	50% Maximum	Met, 13.4 %
Building Height	2 stories, 30 feet Up to 56 feet with height waiver	Met with height waiver, 46 feet. (See background Item No. 4)

* Variance must be obtained to reduce the required standard.

Background/Issues/Analysis

REQUEST

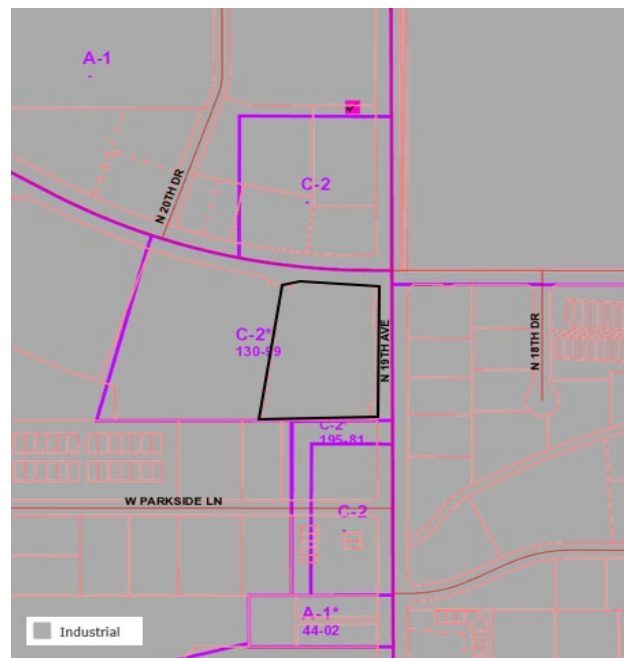
1. This is a rezoning request for a hotel development on a 5.70-acre site located at the southwest corner of 19th Avenue and Pinnacle Peak Road. The request is to rezone the site from C-2 DVAO (Intermediate Commercial District, Deer Valley Airport Overlay District) to C-2 HGT/WVR DVAO (Intermediate Commercial District, Height Waiver, Deer Valley Airport Overlay District) to allow a hotel development with a height waiver up to four stories and 46 feet.



Source: City of Phoenix Planning and Development Department

GENERAL PLAN

2. The General Plan Land Use Map designation for the subject site is Industrial. The proposed rezoning request is not consistent with the General Plan Land Use Map designation of Industrial. However, a General Plan Amendment is not required. The site is already zoned C-2. The request is for a height waiver which is consistent with the area. The surrounding General Plan Land Use Map designations are Industrial.



Source: City of Phoenix Planning and Development Department

SURROUNDING LAND USE AND ZONING

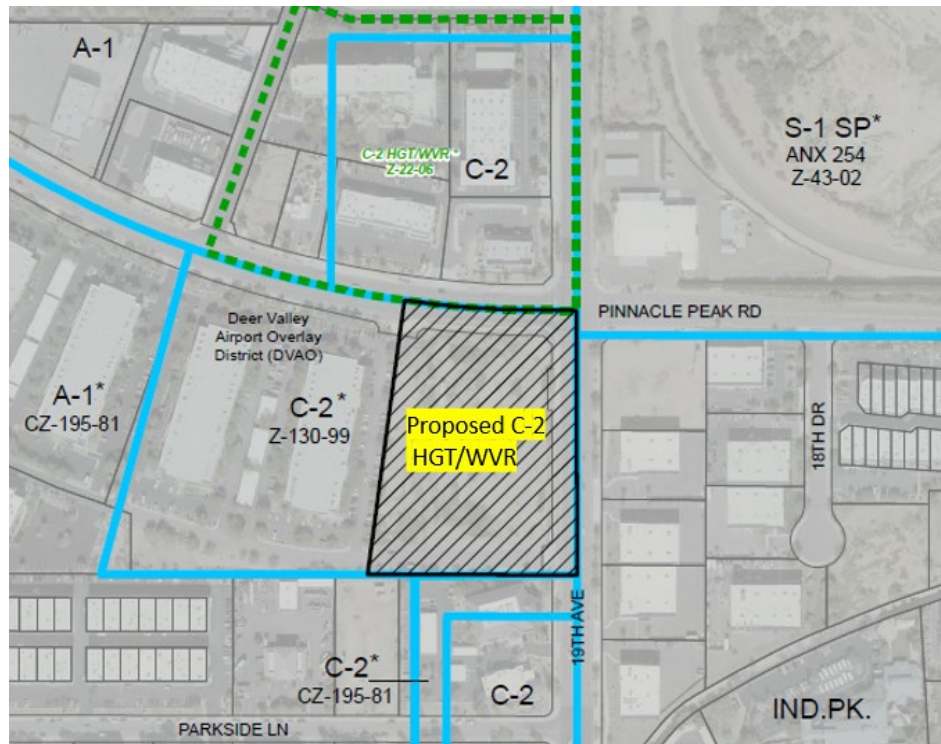
3. The subject site is currently vacant.

North:

Directly to the north of the subject site, across Pinnacle Peak Road, is a C-2, approved C-2 HGT/WVR (Intermediate Commercial District, approved Intermediate Commercial District Height Waiver) zoned site with an approved height waiver to allow up to four stories and 56 feet. The site is developed with a hotel, restaurants, commercial services and offices.

South:

Directly to the south of the subject site is an office complex zoned C-2 (Intermediate Commercial District) and a vacant lot to the southwest zoned A-1 (Light Industrial District).



Source: City of Phoenix Planning and Development Department

East:

Directly to the east of the subject site, across 19th Avenue is an industrial park zoned Ind. Pk. (Industrial Park District).

West:

Directly to the west of the subject site is an office complex zoned C-2 (Intermediate Commercial District).

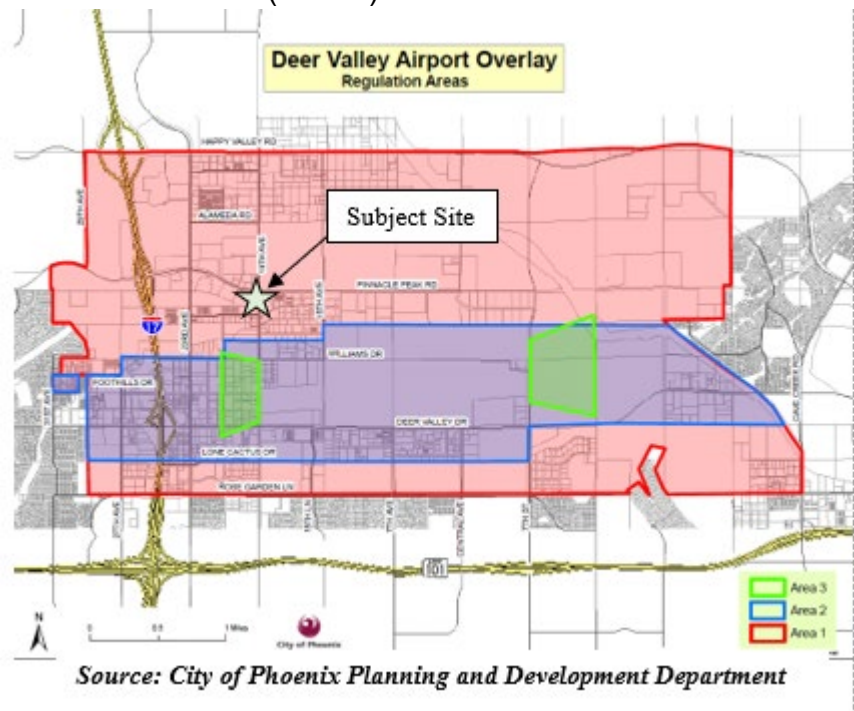
The subject site and surrounding area are within the DVAO, Area 1. See Item No. 4 for additional information.

The proposal includes a maximum building height of 4 stories and 46 feet and 109 guest rooms. The underlying C-2 zoning designation permits hotel uses per the C-2 standards.

The surrounding area contains a mixture of zoning designations that include commercial, industrial and industrial park. Surrounding zoning permits height consistent with the request. The C-2, HGT/WVR zoning to the north of the site permits a maximum height of 4 stories and 56 feet. A-1 allows 56 feet and 80 feet with a use permit. Industrial Park allows up to 56 feet. Staff has recommended that the maximum building height be limited to 46 feet for the height waiver. This is addressed in Stipulation No. 1.

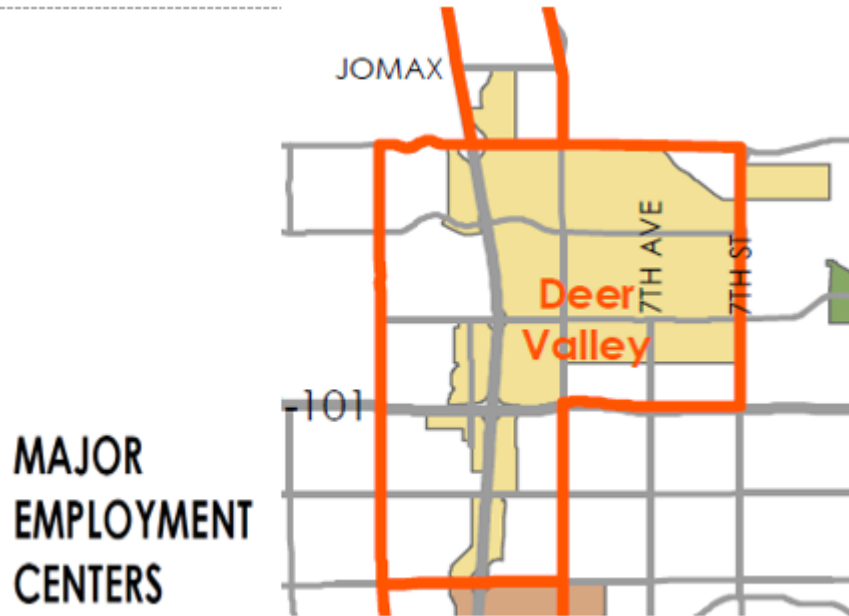
DEER VALLEY AIRPORT OVERLAY DISTRICT (DVAO)

4. The subject site as well as all of the surrounding properties are within the DVAO, Area 1. The purpose of the zoning overlay is to ensure land use compatibility with airport operations, protect navigable airspace from physical encroachment, and require permanent notice of flight operations to property owners. This district applies to properties around the Deer Valley Airport within an area that, in general, is bounded by Happy Valley Road on the north, 29th and 31st Avenues on the west, Rose Garden Lane (and its alignment) on the south, and Cave Creek Road, the Central Arizona Project Canal, 16th Street and 20th Street alignment on the east. The district boundaries and related regulation areas are delineated on the City's Official Supplementary Zoning Map No. 1116 adopted on November 29, 2006. The proposed use is consistent with other uses within the overlay district. This is addressed in Stipulation Nos. 13 and 14.



5. The subject site is located within the Deer Valley Major Employment Center. The substantial size and diverse nature of the labor pool found in the Deer Valley area is

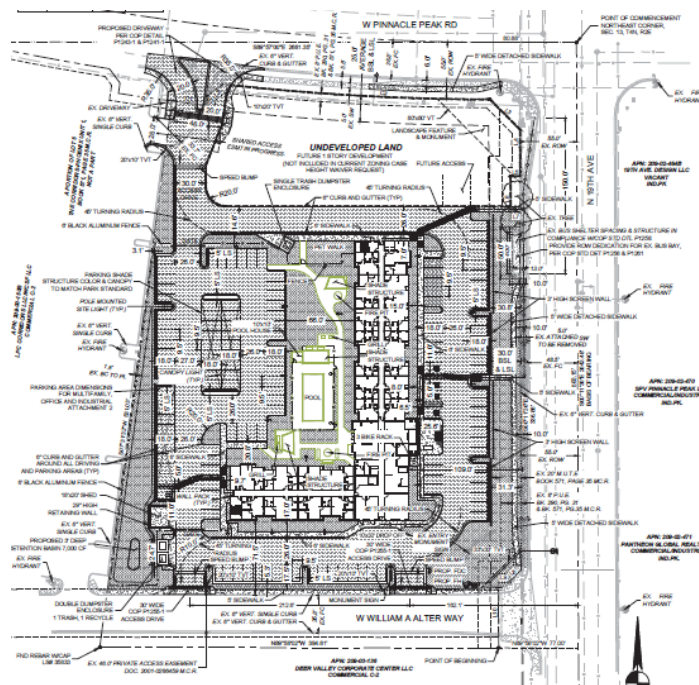
a key factor contributing to the overall attractiveness of this employment center. Employers located within the area have access to nearly 450,000 workers within a 20-minute drive time, and within a 30-minute drive the number of workers increases to more than 850,000. The size of the labor force will continue to increase as additional development occurs in this area. The Deer Valley employment center boasts about 9.3 million square feet of office space, 3.0 million square feet of flex space, and over 11.9 million square feet of industrial space. The proposal adds lodging options within the employment center which supports the rapid growth within the area.



Source: City of Phoenix Planning and Development Services

SITE PLAN AND ELEVATIONS

6. The conceptual site plan proposes a 109-guest room hotel project encompassed within a singular building. The ingress and egress is off of Pinnacle Peak Road and William A. Alter Way, which is a private street along the southern portion of the site with access to 19th Avenue. Parking is provided in the form of surface parking along the south, west and east portions of the site. The building area is oriented in an L-shape along 19th Avenue and William A. Alter Way. Staff has requested that an enhanced building and landscape setback be planted with trees along 19th Avenue and that detached sidewalks



Source: GLMV Architecture, Inc

be installed along both street frontages. These recommendations will help to promote a walkable environment for hotel guests and employees in the area and are addressed in Stipulation Nos. 2 and 3. To further the pedestrian experience, staff has requested that the walkways include decorative materials, the inclusion of traffic calming devices along driveways, and that public and private sidewalks have a minimum of 50 percent vegetative shade to help provide active and pedestrian friendly frontages. Pedestrian pathways shall also be constructed of decorative pavers, stamped or colored concrete, or other decorative pavement that contrast with adjacent parking and drive isle surfaces. These are addressed in Stipulation Nos. 4, 5, 7 and 12.

The conceptual elevations include a variety of exterior colors and materials which include exterior insulation finishes and thin masonry veneer with balconies along each side of the building. Staff has requested that the final elevations contain architectural embellishments, offsets, recesses and textural changes. Staff has recommended that the future elevations on the vacant portion of the site match the proposed elevations to ensure compatibility with future development on the site. This is addressed in Stipulation No. 5.



EAST ELEVATION

Source: GLMV Architecture, Inc

COMPLETE STREETS GUIDING PRINCIPLES

7. 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. The Street Transportation Department has requested that the sidewalks adjacent to the site be upgraded to meet ADA requirements. This is addressed in Stipulation No. 8.

TREE AND SHADE MASTER PLAN

8. The Tree and Shade Master Plan has a goal of treating the urban forest as infrastructure to ensure that trees are an integral part of the city's planning and development process. Sidewalks on the street frontages should be detached from the curbs to allow trees to be planted on both sides of the sidewalk to provide thermal comfort for pedestrians and to reduce the urban heat island effect. Staff is recommending that trees planted along 19th Avenue and Pinnacle Peak Road be a larger caliper size, that detached sidewalks be provided along the street frontages with shade trees along the sidewalk and that all sidewalks have a minimum of 50 percent vegetative shade. These are addressed in Stipulation Nos. 2, 3 and 4.

COMPREHENSIVE BICYCLE MASTER PLAN

9. The Comprehensive Bicycle Master Plan supports options for bicycle parking as a means of promoting bicyclist traffic to a variety of destinations. It is recommended that three inverted-u bicycle racks be installed for parking for guests and/or employees. The bicycle racks should be an inverted-u design where both ends of the "U" are affixed to the ground and installed per the requirements of Walkable Urban Code. This provision is addressed in Stipulation No. 6.



Inverted-U bicycle rack, where both ends of the "U" reach the ground.

COMMUNITY INPUT SUMMARY

10. At the time this staff report was written, staff had not received correspondence regarding the request.

INTERDEPARTMENTAL COMMENTS

11. The City of Phoenix Street Transportation Department has determined that the developer must construct all adjacent improvements to ADA standards, that a 5-foot-wide sidewalk be provided along the north side of William A. Alter Way for the length of the property and the driveway to Pinnacle Peak Road be reconstructed such that westbound left-turning entry movements are restricted. These are addressed in Stipulation Nos. 8, 9 and 10.
12. The Public Transit Department has determined that the bus stop pad and bus bay on southbound 19th Avenue south of Pinnacle Peak Road be retained. The bus stop pad shall be compliant with City of Phoenix Standard Detail P1260 with a minimum depth of 10 feet. This is addressed in Stipulation No. 11.
13. The City of Phoenix Water Services Department has noted the property has existing water and sewer mains that can potentially serve the proposed development. However, there is potential need to up size existing water and sewer infrastructure mains so that any remodels or new buildings will be able to meet domestic and fire code requirements.
14. The City of Phoenix Floodplain Management division of the Public Work Department has determined that this parcel is not in a Special Flood Hazard Area (SFHA), but is located in a Shaded Zone X, on panel 1280 L of the Flood Insurance Rate Maps (FIRM) dated January 29, 2015.
15. Fire Prevention division of the Fire Department does not anticipate any issues with this request. The site or/and building(s) shall comply with the Phoenix Fire Code. However, the water supply to this site is unknown. Additional water supply may be required to meet the required fire flow per the Phoenix Fire Code.

OTHER

16. As part of the Reimagine Phoenix Initiative, the City of Phoenix is committed to

increasing the waste diversion rate to 40 percent by 2020 and to better manage its solid waste resources. 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 provision of recycling containers was not addressed in this development.

17. 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. 15.
18. 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 abandonment may be required.

Findings

1. The proposal is compatible with surrounding land use patterns.
2. As stipulated, the additional height will not have adverse impacts on the surrounding properties.
3. As stipulated, the proposal is consistent with the Tree and Shade Master plan due to the tree lined detached sidewalks and additional shade required on the site.
4. The proposed development will improve and enhance an underutilized site, which will contribute to enhancing the area.

Stipulations

1. The maximum building height shall not exceed 46 feet.
2. A minimum 30-foot landscape setback shall be required adjacent to 19th Avenue and shall include large canopy shade trees 20 feet on center or in equivalent groupings. Twenty-five percent of the trees shall be minimum 4-inch caliper and 75 percent of the trees shall be minimum 3-inch caliper. Additionally, five 5-gallon shrubs per tree shall be provided with a minimum of 75 percent live cover at mature size, as approved by the Planning and Development Department.
3. All sidewalks adjacent to public rights-of-ways shall be detached with a minimum 5-foot-wide continuous landscaped area located between the sidewalk and back of curb and shall include minimum 3-inch caliper large canopy shade trees planted a minimum of 25 feet on center or in equivalent groupings, and minimum 5-gallon shrubs with a maximum mature height of 2-feet providing 75 percent live cover, as approved by the Planning and Development Department.

4. All private and public sidewalks shall have a minimum 50 percent vegetative shade, as approved by the Planning and Development Department.
5. All building elevations shall contain architectural embellishments and detailing such as textural changes, pilasters, offsets, recesses, variation in window size and location, and/or other overhang canopies, as approved by the Planning and Development Department.
6. A minimum of 3 inverted-U bicycle racks shall be provided on site and installed per the requirements of Section 1307.H. of the Phoenix Zoning Ordinance, as approved by the Planning and Development Department.
7. The developer shall install traffic calming devices along the driveways of the property so that vehicles exercise caution prior to crossing the sidewalk when exiting and entering the property, as approved by the Planning and Development Department.
8. The developer shall construct all streets within and adjacent to the development 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.
9. The developer shall provide a minimum 5-foot wide sidewalk and a minimum 5-foot wide landscape area along the north side of William A. Alter Way, for the length of the property, as approved by the Planning and Development Department.
10. The developer shall reconstruct the driveway along Pinnacle Peak Road such that westbound left-turning entry movements are restricted with a design approved by the Street Transportation Department.
11. The Public Transit Department shall require retention of right-of-way and bus stop pad along southbound 19th Avenue along frontage of APN 209-03-150C. The bus stop pad shall remain in situ. Any relocation or modification shall require approval by the Public Transit Department.
12. The developer shall provide clearly defined, accessible pathways, constructed of decorative pavers, stamped or colored concrete, or other decorative pavement that visually contrasts with the adjacent parking and drive aisle surfaces. There shall be a pedestrian pathway to connect all building entrances and exits to/from the existing bus stop pad and public sidewalks, utilizing the minimum possible distance and providing the most direct route, as approved by the Planning and Development Department.
13. The developer must file FAA Form 7460 and provide City FAA's no hazard determination prior to construction permit approval, as per plans approved by the Planning and Development Department.

14. The property owner shall record documents that disclose the existence, and operational characteristics of Deer Valley 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.
15. 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.

Writer

David Simmons

October 7, 2019

Team Leader

Samantha Keating

Exhibits

Sketch Map

Aerial

Site Plan date stamped October 7, 2019

Elevations date stamped September 16, 2019