



# City of Phoenix

PLANNING AND DEVELOPMENT DEPARTMENT

## Staff Report: Z-10-11-3

May 23, 2011

**Paradise Valley Village Planning Committee Meeting Date** June 6, 2011

**Planning Commission Hearing Date** June 8, 2011

**Request From:** C-2 (Intermediate Commercial) (1.51 Acres)

**Request To:** PUD (Planned Unit Development) (1.51 Acres)

**Proposed Use** To allow flexibility with permitted commercial uses and standards. No residential uses permitted.

**Location** Northwest corner of Greenway Parkway and Cave Creek Road

**Owner** Specialty Development

**Representative** Jason Morris, Withey Morris, PLC

**Staff Recommendation** Approval, subject to stipulations.

General Plan Conformity			
<b>General Plan Land Use Designation</b>		Commercial	
<b>Street Map Classification</b>	Cave Creek Road	Major Arterial	33' half-street width
	Greenway Parkway	Arterial	55' half-street width
<p><b>URBAN FORM, GOAL 1:</b> ENSURE THAT NEIGHBORHOODS HAVE REASONABLE ACCESS TO BASIC NEIGHBORHOOD SUPPORT SERVICES.</p> <p>This proposal would allow redevelopment of the existing shopping center and additional retail uses and services for the area.</p>			
<p><b>GROWTH ELEMENT: GOAL 1:</b> MAINTAIN A HIGH QUALITY OF LIFE AND ECONOMICALLY HEALTHY COMMUNITY.</p> <p>The proposed retail expansion will create additional economic opportunities for the center and the community.</p>			
Area Plan			
N/A			

<b>Surrounding Land Uses/Zoning</b>		
	<u>Land Use</u>	<u>Zoning</u>
<b>On Site</b>	Retail/Offices	C-2
<b>North</b>	Restaurant	C-2
<b>South</b>	Retail	C-2
<b>East</b>	Undeveloped vacant land	C-2/R-3
<b>West</b>	Single Family Residential	R1-6

**Background/Issues/Analysis**

1. The request is to rezone 1.51 acres from C-2 (Intermediate Commercial) to PUD (Planned Unit Development) to allow flexibility with permitted commercial uses and standards. The Arizona Gold Exchange is proposing to move to this location and because they buy and sell used gold, they are classified by definition as a pawn shop by the Zoning Ordinance. The proposed PUD will permit all uses listed in the C-2 zoning district. In addition, it permits a pawn shop without the need for a use permit or a separation from residential zoning districts. Restricted uses include adult bookstores, adult novelty stores, adult theaters, adult live entertainment establishments, erotic dance studios, tattoo parlors and residential.
2. This site was developed as a neighborhood shopping center in the 1980s. This site is located at the northwest corner of Greenway Parkway and Cave Creek Road. The General Plan Land Use Designation for this property is commercial. The proposed PUD is consistent with that designation.
3. The proposal was developed utilizing the PUD zoning district which allows an applicant to propose uses, development standards and design guidelines for a site. One of the goals of this process is to allow the applicant to develop standards that respond to the surrounding environment, more so than conventional zoning districts allow. The end result is property rezoned with standards crafted specifically for the site.

Where the PUD narrative is silent on a requirement, the applicable Zoning Ordinance provision will be applied.

4. The property is currently utilized as an existing neighborhood shopping center. The shopping center fronts on Cave Creek Road and has a smoke shop and a plumbing supply store. There are a number of vacant suites currently in the center.
5. The **development standards** show a maximum building height of 25 feet and a total building area of 11,298 square feet. There are no plans to expand or alter the footprint of the existing retail center at this time. There are 27 off-street parking spaces provided and landscaped islands will be added at the end of each row of parking. Existing building setbacks to the west, south and east side are 25 feet or greater. To the north, there is a zero-foot setback along the shared property line. There are three access points for the site; two along Greenway Parkway and one

along Cave Creek Road. An existing 16-foot wide alley exists along the western side of the property. This alley, parking area, and eight-foot wall buffers the adjacent residential homes from the retail center. The alley provides access for waste collection service for both residential and commercial uses.

6. The proposed **building design** in the elevations show that the retail center will be updated with new colors and building materials. The existing covered walkway will be given a new finish consisting of gray metal wall panels along the southern portion of the building and the remainder will have a standing seam metal roof with a rusted finish. The covered walkway will be supported by columns with a brick veneer finish. The remainder of the building will have a medium sand finished stucco exterior and be painted a light sage green color.
7. A minimum 10-foot wide **landscape** setback will be provided along the Cave Creek Road street frontage. Within this setback, there will be one tree per 20 feet on center or in equivalent groupings. The required landscaping will be a 50/50 mix of three inch and four inch minimum caliper trees and a minimum of five 5-gallon shrubs per tree. Immediately adjacent to the south side of the building along Greenway Parkway a new tree will be planted with groundcover material. The new landscaped islands will also each contain one tree.
8. 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 as may be required.

### **Findings**

1. This request is consistent with the General Plan Land Use designation of Commercial and with multiple goals of the General Plan.
2. This proposal will provide additional economic opportunities for the retail center.
3. The proposal will provide both building and landscaping improvements for the retail center.

### **Stipulations**

1. An updated Development Narrative for the Cave Creek and Greenway Village 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 the Development Narrative date stamped April 27, 2011, as modified by the following stipulation.
2. The Development Narrative shall be modified as follows:

Page 10, Development Standards, Shade Standards: In the first sentence, delete "public sidewalks and".

3. The development shall be in general conformance to the elevations included in the Development Narrative date stamped April 27, 2011.

**Writer**

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5/19/11

**Team Leader**

Michelle Dodds

**Attachments**

Attachment A: Sketch Map

Attachment B: Cave Creek and Greenway Village PUD Narrative date stamped April 27, 2011