



# City of Phoenix

PLANNING AND DEVELOPMENT DEPARTMENT

## Staff Report Z-33-13-3

September 30, 2013

**North Mountain Village Planning Committee Meeting Date**      October 16, 2013

**Planning Commission Hearing Date**      November 12, 2013

**Request From:**      R-3A (0.52 acres)

**Request To:**      PUD (0.52 acres)

**Proposed Use**      Planned Unit Development to allow the sale of packaged liquor as an accessory to a residential convenience market.

**Location**      Southwest corner of 7<sup>th</sup> Street and Greenway Road

**Owner**      M2 Phoenix 1222 LLC

**Applicant/Representative**      William Lally, Tiffany and Bosco

**Staff Recommendation**      Approval, subject to a stipulation

### General Plan Conformity

<b>General Plan Land Use Designations</b>		Residential 10 to 15 du/ac	
<b>Street Map Classification</b>	7 <sup>th</sup> Street	Major Arterial	55-foot south half street
<p><b><i>LAND USE ELEMENT, GOAL 4, MIXED USE DEVELOPMENT: MIXED USE LAND PATTERNS SHOULD BE DEVELOPED WITHIN URBAN VILLAGES AND AT SMALLER SCALES TO MINIMIZE THE NUMBER AND LENGTH OF TRIPS .</i></b></p> <p>The proposed PUD allows for the current Vaseo community to thrive by creating a unique use and decreasing automobile dependence. Specifically, this small scale amenity will encourage Vaseo residents to utilize a facility that will discourage automobile trips from the site but will not create additional traffic.</p>			
<p><b><i>CIRCULATION ELEMENT, GOAL 1, POLICY 4: SUPPORT THE LAND USE ELEMENT GOALS OF BALANCING HOUSING AND EMPLOYMENT IN URBAN VILLAGES AND ENCOURAGING A MIXTURE OF LAND USES IN NEIGHBORHOODS TO REDUCE THE LENGTH AND NUMBER OF VEHICLE TRIPS.</i></b></p>			
<p>The proposed PUD will provide shopping and entertainment opportunities that support Vaseo residents and provide a balance with the existing community. The unique internal servicing component of the site is a complimentary amenity to the existing neighborhoods that will help create a unique sense of place to the area.</p>			

## **Background/Issues/Analysis**

### SUBJECT SITE

1. This request is to rezone a 0.52 acre site located at the southwest corner of 7<sup>th</sup> Street and Greenway Road from R-3A (Multi-family Residential) to PUD (Planned Unit Development). The site is located within the Vaseo Apartment Community, which consists of 1,222 residential apartment homes.
2. The General Plan Land Use Map designation is Residential 10-15 dwelling units per acre. Surrounding the site on all four sides are parcels designated Residential 10-15 dwelling units. The request is consistent with the site and the surrounding designations.
3. Access to the site is provided by existing ingress and egress points off 7<sup>th</sup> Street. This request doesn't propose any changes to the existing conditions at the site pertaining to access.

### SURROUNDING USES & ZONING

4. **North, West, South, East**  
The subject site is located within and is surrounded on all sides by the Vaseo Apartment Community. The 53 acre Vaseo Apartment Community consists of 1,222 residential apartment homes with approximately 3,000 residents. This property is one of the largest apartment communities in the southwest.

### PROPOSAL

5. The purpose of the proposed Vaseo Marketplace PUD is to alter only one use provision within the existing R-3A provisions in place on the property. This PUD requests to modify the description of a residential convenience market as permitted by the R-3A zoning district. Currently the zoning ordinance permits a residential convenience market as an accessory use to a multiple-family development subject to specific conditions. These conditions pertain to signage, a minimum of 400 dwelling units, maximum total floor area, and no parking space requirement (except for delivery or handicapped individuals).

The modification that this PUD proposes is to allow a residential convenience market, including the consumption and delivery of food prepared on-site, and the sale of packaged liquor, subject to the market not exceeding 4,000 square feet in total floor area.

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

6. Below is a summary of the proposed standards for the subject site as described in the attached PUD narrative date stamped September 6, 2013 Attachment B.

**Land Use**

The narrative proposes uses under the following zoning district: Multi-Family Residential (R-3A) of the Phoenix Zoning Ordinance.

**Development Standards**

The Vaseo Marketplace PUD will adhere to all development standards identified through Section 616 of the Phoenix Zoning Ordinance (R-3A Zoning District), and other applicable provisions contained within the Phoenix Zoning Ordinance.

**Landscaping Standards**

Landscaping standards shall comply with the city of Phoenix Zoning Ordinance.

**Parking**

The Development Narrative does not propose any new parking guidelines, therefore, all applicable parking requirements set forth in Section 616.C.6 of the Zoning Ordinance will apply. No additional parking is required as part of this request. Numerous parking spaces are currently available adjacent to and nearby the Marketplace to assure that residents who are shopping at the store are able to do so without causing any traffic blockage for emergency vehicles or other residents trying to enter or leave the community.

**Shading**

The Development Narrative does not propose any new design guidelines, therefore, all applicable design guidelines set forth in Section 507 Tab A of the Zoning Ordinance will apply.

**Design Guidelines**

The Development Narrative states that the Vaseo Marketplace PUD will adhere to all design standards included within the Phoenix Zoning Ordinance, Section 507 Tab A as well as Section 616 (R-3A Zoning District).

**Phasing**

The Vaseo Marketplace will develop as a single phase, with the primary deli/market facility to be online in the 4<sup>th</sup> quarter of 2013. No expansions of the facility are expected in the future.

**Signage**

All on site signage will conform to the standards reflected in the Vaseo Comprehensive Sign Plan.

**Sustainability**

The narrative proposes several options to incorporate sustainability principles which may include the following: the use of the City of Phoenix Green Building Code, landscape drip irrigation; E-Star rated appliances, appliances and bulbs; and water conserving plumbing fixtures.

**STREETS AND TRAFFIC**

7. The Streets Transportation Department has indicated that this use is within an existing established community and the effect will be a potential reduction of trips due to the amenity itself. No additional comments were provided

## MISCELLANEOUS

### 8. **Water/Sewer**

The Water Department indicated that the proposed use will be serviced adequately by the existing infrastructure.

9. Development and use of the site is subject to all applicable codes and ordinances. Zoning approval does not negate other ordinance requirements and other formal actions may be required.

## **Findings**

1. The site is within an existing multi-family residential apartment community.
2. The proposed use will provide area residents a local deli/marketplace and reduce dependence on the automobile.
3. The proposed rezoning is compatible with surrounding zoning patterns and land use within the area.

## **Stipulation**

1. An updated Development Narrative for the Vaseo Marketplace 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 the Development Narrative date stamped September 6, 2013.

## **Writer**

Craig Mavis  
September 30, 2013

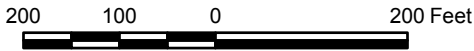
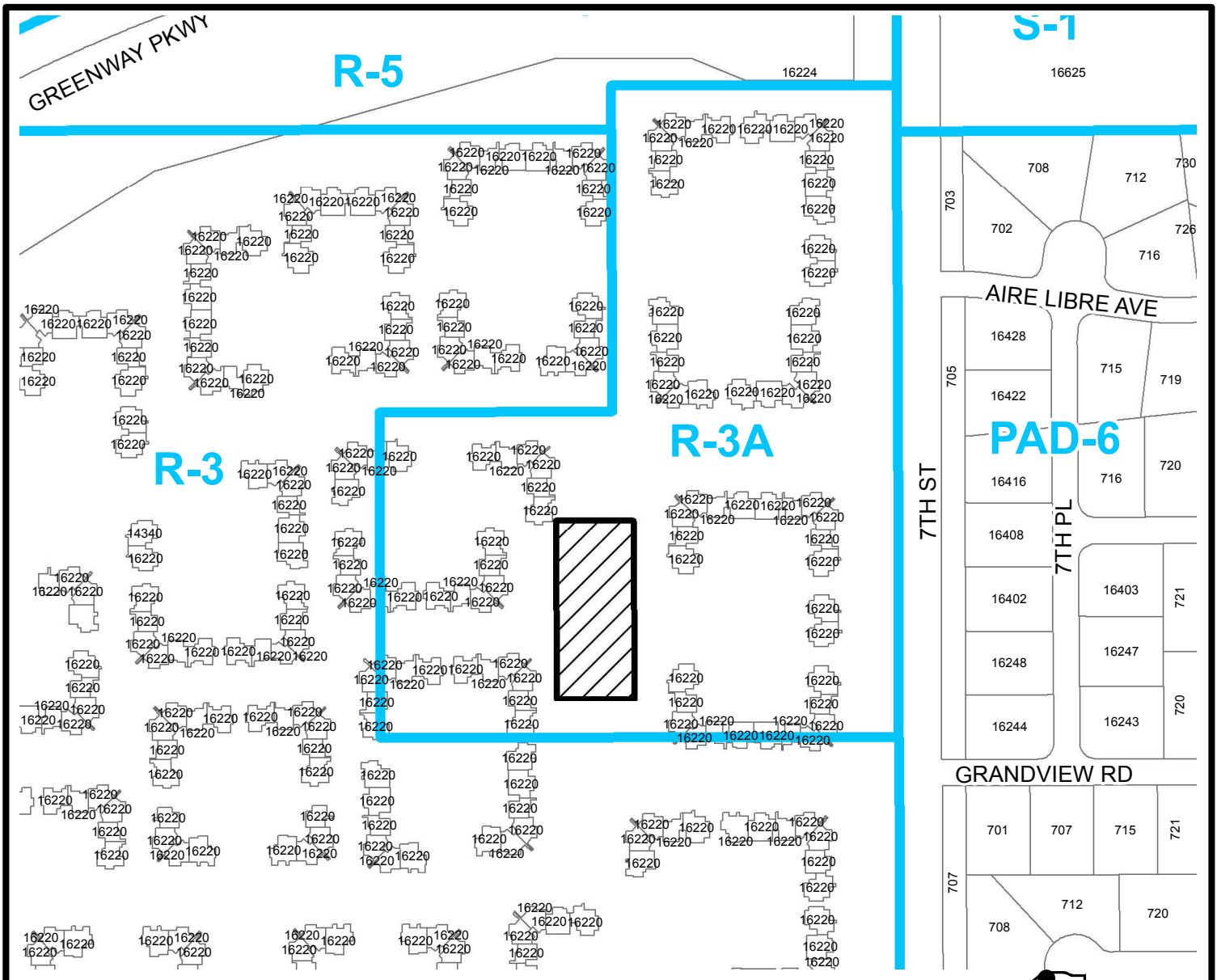
## **Team Leader**

Josh Bednarek

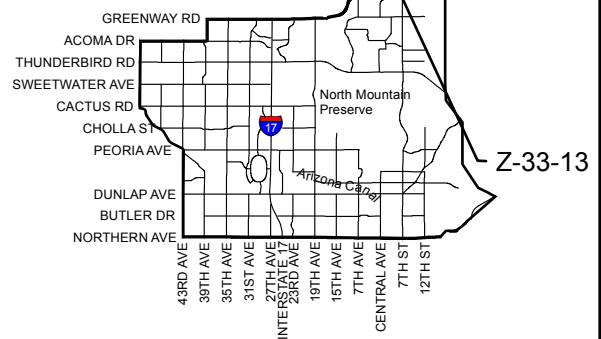
## **Attachments**

Attachment A: Sketch Map

Attachment B: Vaseo Marketplace PUD Narrative date stamped September 6, 2013



CITY OF PHOENIX PLANNING DEPARTMENT  
**NORTH MOUNTAIN VILLAGE**  
 CITY COUNCIL DISTRICT: 5



<b>APPLICANT'S NAME:</b> Tiffany & Bosco		<b>REQUESTED CHANGE:</b> FROM: R-3A, (0.52 a. c.) TO: PUD, (0.52 a. c.)	
<b>APPLICATION NO.</b> Z-33-13	<b>DATE:</b> 9/12/13	<b>REVISION DATES:</b>	
<small>GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX.</small> 0.52 Acres	<b>AERIAL PHOTO &amp; QUARTER SEC. NO.</b> QS 36-28	<b>ZONING MAP</b> M-8	
<b>MULTIPLES PERMITTED</b> R-3A PUD	<b>CONVENTIONAL OPTION</b> 11 11		<b>* UNITS P.R.D. OPTION</b> 13 13

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