



**City of Phoenix**  
PLANNING AND DEVELOPMENT DEPARTMENT

**Staff Report: Z-39-13-4  
(Broadstone Central PUD)  
October 29, 2013**

**Encanto Village Planning Committee Meeting Date** November 4, 2013  
**Planning Commission Hearing Date** November 12, 2013  
**Request From:** C-2 TOD-1 (3.46 acres), P-1 TOD-1 (4.75 acres), P-2 TOD-1 (1.45 acres)  
**Request To:** PUD (9.66 Acres)  
**Proposed Use** Commercial, office and multifamily residential  
**Location** Approximately 212 feet north of the northwest corner of Central Avenue and Osborn Road  
**Owner** P63550 N Central LLC  
**Applicant/Representative** Michael Curley, Earl, Curley & Lagarde  
**Staff Recommendation** Approval, subject to stipulations

<b>General Plan Conformity</b>		
<b>General Plan Land Use Designation</b>	Commercial	
<b>Street Map Classification</b>	Central Avenue	33-foot north half
	Columbus Avenue	33-foot east half
	2nd Avenue	Varies, 25- to 30-foot east half
<p><b><i>TRANSIT-ORIENTED DEVELOPMENT STRATEGIC POLICY FRAMEWORK, E. PLACE TYPES: INCREASE HEIGHTS AND INTENSITIES ON APPLICABLE PROPERTIES WITHIN ¼ MILE OF LIGHT RAIL STATIONS WITHIN THE PARAMETERS OF THE STATION'S PLACE TYPE.</i></b></p> <p>The place type identified for the Osborn Road light rail station is Regional Center. The provisions of the PUD are consistent with the place type provisions for high-rise offices as well as multi-story apartments.</p>		
<p><b><i>TRANSIT-ORIENTED DEVELOPMENT STRATEGIC POLICY FRAMEWORK, F. DISTRICT PLANNING, POLICY F.1: SUPPORT PEDESTRIAN ORIENTED DESIGN STANDARDS, SHORT BLOCK SUBDIVISION STANDARDS, BICYCLE PARKING STANDARDS AND COMPLETE STREETS STANDARDS TO IMPROVE WALKABILITY AND BIKEABILITY.</i></b></p> <p>The implementation of the standards and guidelines will contribute to pedestrian access and comfort on the site as well as along the Central Avenue and Columbus Avenue frontages. Bicycle parking standards are consistent with those of the downtown area and are supportive of bicycling as an alternative mode of travel.</p>		

**TRANSIT-ORIENTED DEVELOPMENT STRATEGIC POLICY FRAMEWORK, F. DISTRICT PLANNING, POLICY F.2: ENCOURAGE TRANSIT SUPPORTIVE LAND USES, SUCH AS RESIDENTIAL, OFFICE AND RETAIL TO SUPPORT TRANSIT RIDERSHIP.**

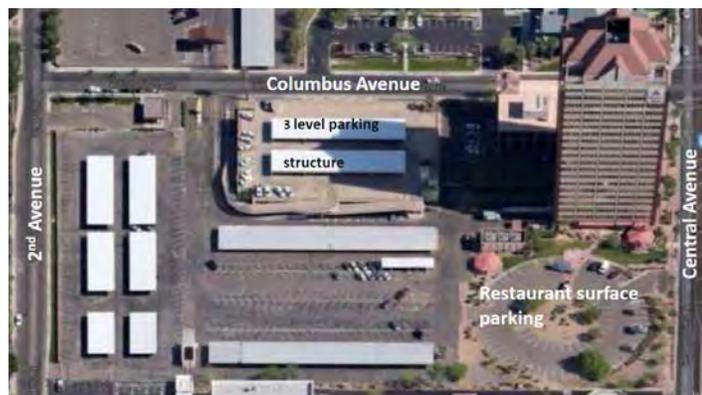
A large surface parking area will be developed with multifamily residential, activating the site near the light rail station at Osborn Road. The balance of the site contains a high-rise office building and a restaurant. The development provides the opportunity for people to live in transit-accessible housing in a high employment corridor.

**Area Plan**

Transit-Oriented Development Strategic Policy Framework, a policy document within the General Plan. Addressed in General Plan discussion above and in Background item 3 below.

**BACKGROUND**

1. The approximately 10 acre site is located between Central and 2nd Avenues, on the south side of Columbus Avenue and north of Osborn Road. There is a light rail station in Central Avenue just south of Osborn Road. A high-rise building exists in the northeast corner of the site and the balance of the property is comprised of



*Existing site configuration.*

mostly surface parking and a three level parking structure parallel to Columbus Avenue. The PUD proposes to develop a new parking structure to parallel the 2nd Avenue frontage (where surface parking now exists) and then to replace most of the remaining surface parking with a new, four story residential development. The residential development will have some surface parking and structure parking a half level below grade.

2. The existing high-rise was developed in the early 1960s utilizing a variance to exceed the four story maximum of the existing C-2 zoning. In the 1980s a use permit was granted to allow the non-conforming building to expand and be altered to allow the construction of the building's cap to screen mechanical



equipment. The building was originally skinned with a distinctive turquoise color and a couple of decades later the current brown façade was added. Buildings were originally developed adjacent to Central Avenue where the surface parking now exists. Approval of the PUD will serve to make the high-rise building conforming for height.

3. The city's General Plan was recently amended to include a Transit-Oriented Development Strategic Policy Framework. Transit-Oriented Development (TOD) is broadly defined as compact, pedestrian-scaled, mixed-use development located within a short walk of high capacity transit stations. The intent of the TOD is to make walking, bicycling and using transit convenient, safe and enjoyable for daily life. The policy framework is designed to promote sustainable economic development and improve quality of life indicators. Development of multifamily residential at this location contributes to the city's urban form with a high performance growth pattern.
4. The presence of the restaurant in the base of the existing high-rise building poses a challenge for the development of multifamily residential on the southern portion of the parcel. The restaurant owner has a lease for parking spaces proximate to the restaurant's entrance and is unwilling to adjust the lease terms to allow development of the residential adjacent to the Central Avenue frontage where a good portion of the surface parking now exists. This property hardship is limiting the multifamily developer's options for building layout on the site. It is anticipated that as the area adjacent to Central Avenue becomes more valuable than the surface parking merits, that the area will be developed with a more transit and pedestrian oriented building and land use.

#### **PLANNED UNIT DEVELOPMENT**

5. 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**

6. Below is a summary of the proposed standards for the subject site, as described in the PUD hearing draft narrative date stamped October 22, 2013.

**Land Use Standards** – The proposal is for a 9.66 acre site with an existing high-rise building, garage parking and proposed multifamily residential. Uses allowed encompass those typically allowed in most commercial/retail districts. Uses not permitted mirror those lists in the transit-oriented development district, such as adult-oriented businesses, auto title loan establishments, check cashing facilities and pawn shops. Outdoor dining, patron dancing and outdoor recreational uses are permitted by right. Service of alcoholic beverages when combined with outdoor dining is subject to obtaining a Use Permit.

**Development Standards** – The Broadstone Central development standards and guidelines are consistent with the vision proposed for the development. The existing high-rise on the site is non-conforming and will be codified through the PUD standards that are consistent with the High-Rise (HR) zoning district.

- Allowable density is 96.8 units per acre, also consistent with the HR district.
- Standards proposed include several from the TOD-1 district for build-to lines and provision of shade on pedestrian walkways.
- Many of the standards and guidelines are borrowed from the Downtown Code (Chapter 12 of the Zoning Ordinance), including provisions for bicycle parking, tree selection and size, treatment of pedestrian routes near parking garage entrances, building and hardscape materials and form, pedestrian access and orientation and screening.

**Landscape Standards** – The Central Avenue Beautification Plan will be fully implemented on the Central Avenue frontage. Other trees on site will be a mix of 2- and 3-inch caliper and selected from the tree species matrix from the Downtown Code.

**Landscape Guidelines** – Entry points should be enhanced with increased and themed plant massings.

**Shade Standards** – Internal pedestrian pathways will provide 50% shade and the Central Avenue frontage will provide 75% shade at Noon on the summer solstice.

**Hardscape Standards** – The Central Avenue frontage will have seating. There will be specialty paving and/or bollards where drive aisles cross sidewalks. Garage openings will be enhanced through the use of specialty lighting, artwork or other types of materials to identify to pedestrians the possible presence of automobiles.

**Hardscape Guidelines** – There is encouragement to provide alternate paving materials with permeability for walkways. Permeable paving or similar paving should be installed near tree wells to assist with adequate watering and root growth. Permeable paving should also be used for hardscaping throughout the property to reduce the heat island effect and allow for natural drainage and filtration.

**Sustainability Standards** – The PUD commits to a shading program where 75% of key pedestrian paths along the residential frontage on Central Avenue will be shaded from the sun at Noon on the summer solstice.

**Sustainability Guidelines** – Use of the city’s Green Building Code will be considered. Other guidelines include the provision of water efficient landscaping, drip irrigation, low water use plumbing fixtures, low ‘e’ double pane windows, and on-site recycling.

**Parking Standards** – Two loading spaces will be provided for the residential development. Some surface parking adjacent to Central Avenue will continue to exist due to a lease agreement with a restaurant in the base of the existing high-rise building.

**Bicycle Parking** – Secure bicycle parking will be provided for residents and bicycle racks will be provided throughout the development, convenient to building entrances. In the event of future commercial, non-retail development, additional bicycle parking is required, including showers and lockers for buildings greater than 100,000 square feet.

**Signs** – The site will conform to the commercial requirements of Section 705 of the Zoning Ordinance.

## GENERAL COMMENTS

7. **Floodplain** - It has been determined that this parcel is not in a Special Flood Hazard Area (SFHA), but is located in a Shaded Zone X, on panel 2130 G on the Flood Insurance Rate Maps (FIRM) dated September 30, 2005.
8. **Central Avenue Beautification Plan** - The Central Avenue streetscape is implemented through the Central Avenue Beautification Plan and a 20-foot image enhancement easement. The Beautification Plan is on file with Central Records in the City of Phoenix. The southern portion of this property, at the time Central Avenue property owners implemented the beautification program, was underdeveloped as surface parking. As a result, minimal landscape/hardscape improvements (i.e. a lower tier) were made. At the time of full development of the property along the Central Avenue frontage, it is expected that the full provisions of the Central Avenue Beautification Plan will be implemented.
9. **Street Transportation** - The Street Transportation Department will need to review a Traffic Impact Statement for the proposed development. The statement will need to be reviewed and approved prior to preliminary approval of plans for Broadstone Central.
10. Off-site street improvements (sidewalks, curb ramps and driveways) will need to meet current ADA guidelines.

11. **Water Services** - It is likely that the development can be served by the existing water and sewer system. Infrastructure capacity requirements will be provided during the site plan review process and will comply with City of Phoenix Water and Sewer Design Standards, Codes and Policies. There is an 8-inch water main in 2nd Avenue and a 12-inch water main in Central Avenue. Both mains are looped/interconnected with water mains in Weldon Avenue and Osborn Road. There is an 18-inch sewer line in 2nd Avenue, an 18-inch sewer line in Central Avenue, an 8-inch sewer main in 2nd Avenue, and an 8-inch sewer extended into the site that serves the existing buildings. Based on the proposed plan, the 8-inch public sewer main located within the site will be impacted and may require a sewer relocation and/or abandonment.
12. **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.
13. The Planned Unit Development zoning district allows applicants to create development standards but cannot alter city processes or modify regulations governed by the Zoning Ordinance. The Broadstone Central PUD submittal follows City of Phoenix processes.
14. 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.
2. This proposal will provide market rate rental housing near a light rail station on the Central Avenue corridor.
3. This proposal is consistent with and will further the goals of the Transit-Oriented Development Strategic Policy Framework of the General Plan.

## **Stipulations**

1. An updated Development Narrative for the Broadstone Central PUD reflecting the changes approved through this request shall be submitted to the Planning Department within 30 days of City Council approval of this request. The updated Development Narrative shall be consistent with Development Narrative date stamped October 22, 2013, as modified by the following stipulations.
2. The Development Narrative shall be amended to reflect these changes:
  - a. Replace the nine instances in the document of “orientated” with “oriented”.
  - b. The acreage in the first paragraph of Section G. shall be corrected to read 9.66.
  - c. Insert this paragraph in Section H. Development Standards and Guidelines after the first paragraph:

Unless specifically modified by the text below, all standards of the referenced Zoning Districts shall apply to this PUD. Where different standards (more or less restrictive) are specified below, these standards shall prevail over the standards in the ordinance.

- d. Insert a third paragraph below the new paragraph outlined in c. above, to the Development Standards and Guidelines Section H:

This PUD shall conform to Section 507 of the Zoning Ordinance.

Applicability: Exterior structural remodeling or new façade treatment of buildings without additional square footage are subject to development review approval as follows:

- a) Compliance with the development standards, design standards and guidelines of this PUD only for that exterior portion of the building being modified.
- b) Provision of landscaping in accordance with adopted streetscape design unless prohibitive because of existing public utilities.
- e. The title of the table in Section H. shall be amended to read “Development Standards and Guidelines”.

- f. In Section H., delete language in the table stating “Minimum density for residential parcel, 46.85 dwellings per gross acre” and replaced with “Maximum density, Per Section 631 (HR) of the Phoenix Zoning Ordinance”.
- g. In Section H. Bicycle Parking – Commercial, non-retail, delete existing language and replace with:  
  
Bicycle Parking – Commercial, non-retail > than 5,000 square feet:  
Minimum one space per 40 vehicle parking spaces provided, up to a required maximum of 25 bicycle spaces.  
  
Bicycle Parking – Commercial, non-retail > than 100,000 square feet:  
Minimum of two shower stalls and 10 lockers that are accessible to the building’s occupants.
- h. In Section H., make the heading “Landscape Setback/Standards” **bold** so it is consistent with other table subheadings.
- i. In Section H., remove the “J.” from the “Sustainability” subheading.
- j. Add a section to the Development Standards and Guidelines table in Section H. to read “**Signage Standards**”, Per Section 705 (Signs) of the City of Phoenix Zoning Ordinance.”
- k. 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.
  - a). 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.

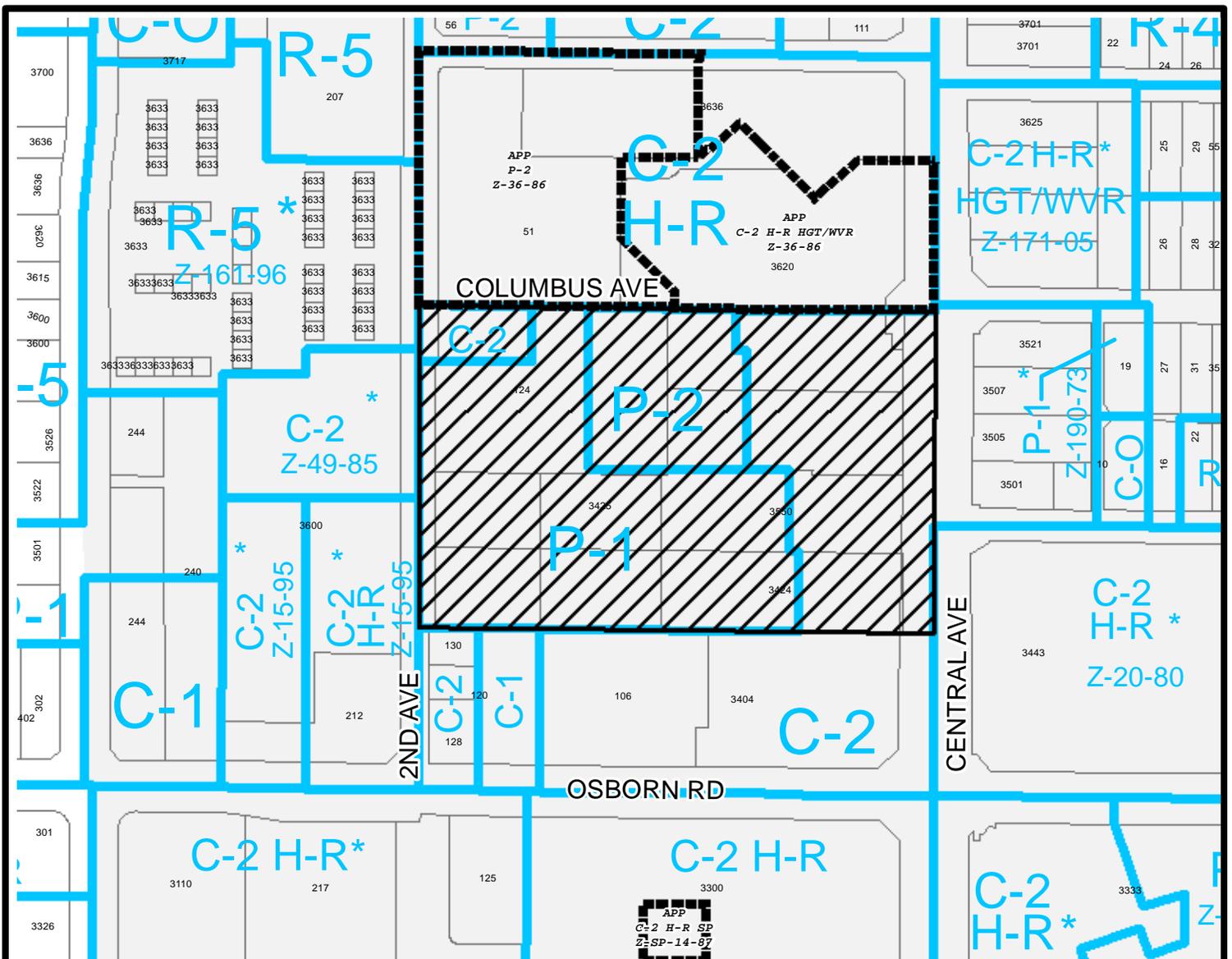
3. The developer shall construct all streets adjacent to the development with paving, curb, gutter, sidewalk, curb ramps, streetlights, landscaping and other incidentals as per plans approved by the Planning and Development Department. All improvements shall comply with all ADA accessibility standards.
4. The developer shall implement the Central Avenue Beautification Plan along Central Avenue. A 20-foot Image Enhancement Easement shall be dedicated along Central Avenue as approved or modified by the Street Transportation Department.
5. The developer shall submit a Traffic Impact Statement to the Street Transportation Department for this development. No preliminary approval of plans shall be granted until the statement is reviewed and approved by the City. Contact Mr. Chris Kowalsky at 602-495-3697, to set up a meeting to discuss the requirements of the study.
6. 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  
10/20/13  
KK

**Attachments**

Sketch Map  
Aerial  
Site Plan  
Elevations  
Broadstone Central PUD Development Narrative date stamped October 22, 2013

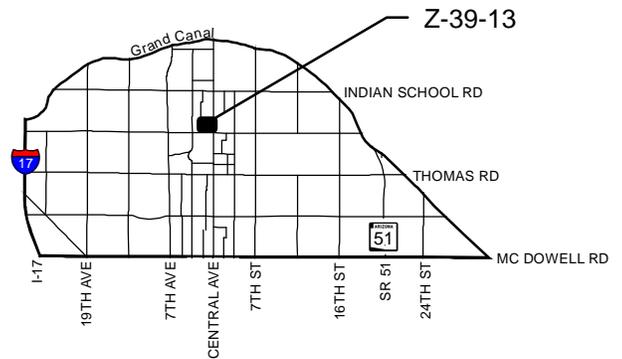


200 100 0 200 Feet

CITY OF PHOENIX PLANNING DEPARTMENT

**ENCANTO VILLAGE**

CITY COUNCIL DISTRICT: 4



<b>APPLICANT'S NAME:</b> Earl Curley and Lagarde		<b>REQUESTED CHANGE:</b> FROM: C-2 TOD-1, (3.46 a. c.) P-1 TOD-1, (4.75 a. c.) P-2 TOD-1, (1.45 a. c.) TO: PUD, (9.66 a. c.)	
<b>APPLICATION NO.</b> Z-39-13	<b>DATE:</b> 09/03/13	<b>REVISION DATES:</b> 10/14/13	
<small>GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX.</small> 9.66 Acres	<small>AERIAL PHOTO &amp; QUARTER SEC. NO.</small> QS 16-27	<small>ZONING MAP</small> H-8	
<b>MULTIPLES PERMITTED</b> C-2, P-1, P-2 PUD	<b>CONVENTIONAL OPTION</b> 50, NA, NA 935		<b>* UNITS P.R.D. OPTION</b> 60, NA, NA 935

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

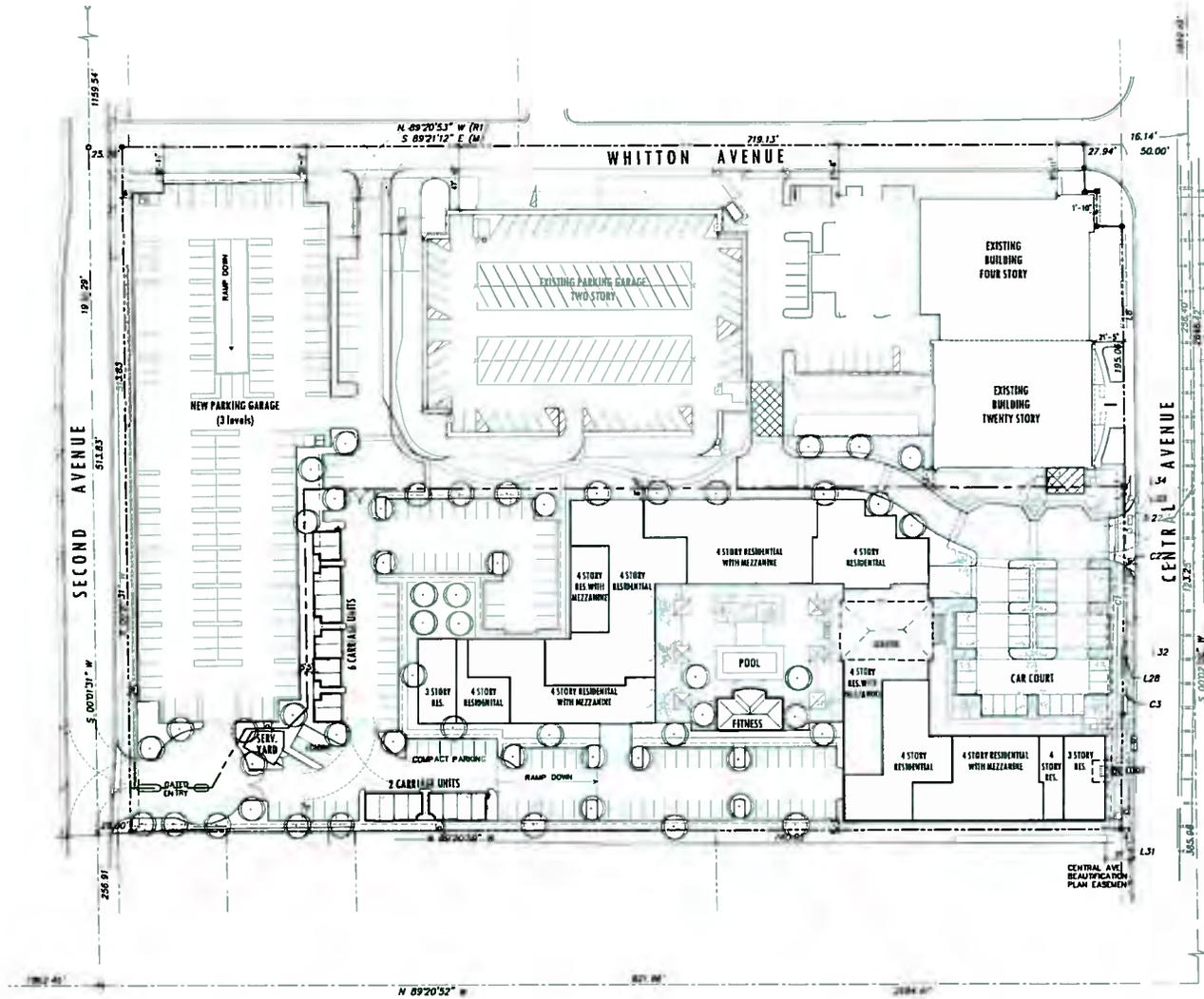


City of Phoenix  
 1 inch = 500.00 ft.  
 0 200 400 600 Feet

### Planning and Development

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.

FILE: \\bos003\joe\proj\10-10-10\_Central\plan\plan\10-10-10\_Site-1.dwg - 10/10/10 10:23:10 AM 05/10/10



SITE PLAN - PRELIMINARY



**PROPERTY DEVELOPMENT DATA**

<b>LOT AREA</b>		
GROSS AREA	8.888 ACRES	422,280 SF
NET AREA	8.7580 ACRES	381,543 SF
<b>ZONING</b>		
EXISTING ZONING	C-2, P-1, P-2	
PROPOSED ZONING	PLD	

**RESIDENTIAL DEVELOPMENT DATA**

<b>LOT AREA</b>		
GROSS AREA	4.0881 ACRES	176,245 SF
NET AREA	3.7833 ACRES	164,828 SF
<b>BLDG HEIGHT</b>		
PROPOSED HEIGHT RESIDENTIAL	4 STORY	56 FT.
<b>UNIT MIX</b>		# OF UNITS
CARRIAGE	0	
ONE BEDROOM	100	
TWO BEDROOM	84	
TOTAL	182	182 UNITS
<b>UNIT DENSITY</b>		
PROPOSED	48.85 DU PER ACRE	
<b>PARKING</b>		
<b>REQUIRED:</b>		
(1.5 PER 1 BED)	100 + 1.5 = 102	
(1.5 PER 2 BED)	84 + 1.5 = 126	
SUBTOTAL	228	P.S.
TOT. REDUCTION	100	72 P.S.
TOTAL	218	P.S.
UNRESERVED	102 + 85 = 88	P.S.
<b>REQUIRED:</b>		
OPEN PARKING (15.5 PER 100)	118	
UNDERGROUND PARKING (18.5 PER 100)	133	
GARAGE PARKING (1.0 PER 100)	100	
TOTAL	272	
<b>CARRIAGE BALD:</b>		
PROPOSED/UNIT COUNT	272/182 = 1.4	
<b>ACCESSIBLE PARKING:</b>		
REQUIRED: (2%)	4 P.	
PROPOSED:	4 P.	
OPEN PARKING	8 (COVERED)	
UNDERGROUND PARKING	8 (COVERED)	
TOTAL	16 P.	
<b>LOT COVERAGE</b>		
PROPOSED	40%	
<b>OPEN SPACE</b>		
REQUIRED	58 ACRES = 8,829 S.F.	
PROPOSED	22,000 S.F.	

**COMMERCIAL DEVELOPMENT DATA**

<b>LOT AREA</b>		
GROSS AREA	5.2884 ACRES	243,883 SF
NET AREA	4.9526 ACRES	217,415 SF
<b>BLDG HEIGHT</b>		
EXISTING HEIGHT	30 STORY	6250 FT.
<b>BUILDING AREA</b>		
OFFICE	298,288 SF	
REAR	2,338 SF	
TOTAL	300,626 SF	
<b>PARKING</b>		
<b>REQUIRED:</b>		
OFFICE (1.5 PER 1000 SF)	451 P.S.	
RETAIL (1 PER 300 SF)	11 P.S.	
SUBTOTAL	462	P.S.
TOT. REDUCTION (15%)	138	P.S.
TOTAL	324	P.S.
<b>REQUIRED:</b>		
SURFACE	80 P.S.	
EXIST. GARAGE STRUCT.	225 P.S.	
NEW GARAGE STRUCT.	424 P.S.	
TOTAL	729 P.S.	
<b>ACCESSIBLE PARKING:</b>		
REQUIRED:	18 P.S.	
PROPOSED:	18 P.S.	
OPEN PARKING	18 P.S.	
<b>LOT COVERAGE</b>		
PROPOSED	85%	

**BROADSTONE CENTRAL**  
3810 NORTH CENTRAL AVENUE  
PHOENIX, ARIZONA

Office of Rich Barber  
**ORB**  
Architecture, LLC  
www.ORBarch.com



**ALLIANCE**  
RESIDENTIAL COMPANY

**AEW**

**FENWAY**  
REALTY



VICINITY MAP  
NOT TO SCALE

DATE: OCTOBER 9 2013 088 H 10-209

**A1.10**

SITE PLAN  
PRELIMINARY

FILE: \Vpn\_005\_Job\_07\_200\_AK\_Corpus - William Todd Pinyan\pinyan\12000 11111 Drawings.mxd USD 01:16:04.00 2015 DATE: 04-15-15



- 44'-10 1/8" L.L. parapet
- 44'-10 1/8" L.L. parapet
- 34'-10 1/8" L.L. plate
- 24'-8 3/4" Fin. to
- 14'-7 3/8" Fin. to
- 4'-6" Fin. to
- 0'-0"

CONCEPTUAL EAST ELEVATION SCALE: 1" = 20'-0"



- 44'-10 1/8" L.L. parapet
- 44'-10 1/8" L.L. parapet
- 34'-10 1/8" L.L. plate
- 24'-8 3/4" Fin. to
- 14'-7 3/8" Fin. to
- 4'-6" Fin. to
- 0'-0"

CONCEPTUAL SOUTH ELEVATION SCALE: 1" = 20'-0"



- 44'-10 1/8" L.L. parapet
- 44'-10 1/8" L.L. parapet
- 34'-10 1/8" L.L. plate
- 24'-8 3/4" Fin. to
- 14'-7 3/8" Fin. to
- 4'-6" Fin. to
- 0'-0"

CONCEPTUAL NORTH ELEVATION SCALE: 1" = 20'-0"

# BROADSTONE CENTRAL

3550 NORTH CENTRAL AVENUE  
PHOENIX, ARIZONA



WorldHQ@ORBarch.com



ALLIANCE RESIDENTIAL COMPANY



FENWAY REALTY

THE HOOPER 2011 003 1/200

# A1.14

CONCEPTUAL BUILDING ELEVATIONS