



**City of Phoenix**  
PLANNING AND DEVELOPMENT DEPARTMENT

**Staff Report: Z-57-13-6**  
January 22, 2014

**Camelback East Village Planning Committee Hearing Date** February 4, 2014

**Planning Commission Hearing Date** February 11, 2014

**Request From:** PSC (13.37 acres)

**Request To:** C-2 (13.37 acres)

**Proposed Use** To allow additional commercial uses

**Location** Southwest corner of 12th Street and Northern Avenue

**Owner** Northern 12 LLC

**Applicant's Representative** Rhonda Rawson

**Staff Recommendation** Approval, subject to stipulations

<b>General Plan Conformity</b>			
<b>General Plan Land Use Designation</b>		Commercial / Residential 15+ du / acre	
<b>Street Map Classification</b>	12th Street	Collector	40-foot west half street
	Northern Avenue	Arterial	65-foot south half street
<p><b>LAND USE ELEMENT, GOAL 2: EMPLOYMENT AND POPULATION BALANCE: DEVELOPMENT OF EACH VILLAGE'S POTENTIAL SHOULD BE ENCOURAGED BY DISTRIBUTING A DIVERSITY OF EMPLOYMENT AND HOUSING IN A WAY THAT ACHIEVES A BALANCED CITYWIDE PLAN AND THAT IS CONSISTENT WITH COMMUTE TRAVEL PATTERNS AND THE CURRENT CHARACTER OF EACH DEVELOPED VILLAGE.</b></p> <p>The rezoning will encourage the remodel of an aging commercial strip center, creating new employment opportunities for the immediate neighborhood.</p>			
<p><b>GROWTH ELEMENT, GOAL 1: MAINTAIN A HIGH QUALITY OF LIFE AND AN ECONOMICALLY HEALTHY COMMUNITY.</b></p> <p>The proposed development will create new retail opportunities for an aging, obsolete shopping center.</p>			

<b>Surrounding Land Uses/Zoning</b>		
	<b>Land Use</b>	<b>Zoning</b>
<b>On Site</b>	Commercial	PSC
<b>North</b>	Vacant/Single-Family Residential/Commercial	C-O/C-2
<b>South</b>	Multifamily Residential	R-4
<b>East</b>	Commercial/Single-Family Residential	C-2/C-1/R1-6
<b>West</b>	Multifamily Residential	R-4

### **Background/Issues/Analysis**

1. This is a request to rezone 13.37 acres from PSC (Planned Shopping Center) to C-2 (Intermediate Commercial) to allow for additional commercial uses.
2. The site is currently developed with an aging commercial strip shopping center. The main building sits in an L-shaped configuration along the western and southern property lines. There are three access drives off of 12th Street, and one along the Northern Avenue. There are also two smaller buildings located along the northern side of the property, one at the corner of 12th Street and Northern Avenue, and one near the western edge of the property. The main building is broken up into a number of smaller suites, many of them occupied by small businesses. There are two major anchors at the center, one is currently occupied by the 99 Cent Only Store, while the other by a Fresh and Easy Market.
3. The northern and eastern portions of the site are consistent with the Commercial General Plan designation. While the balance of the proposed development is not consistent with the Multifamily Residential General Plan designation, no new development or building square footage is proposed. The request would not increase the inconsistency the property has with the General Plan.
4. As the property has aged, the landscaping in the parking islands and streetscape has become scarce. The property owner has agreed to bring the landscaping in the parking islands up to current C-2 standards. The property owner has also agreed to install additional landscaping along 12th Street and Northern Avenue to enhance the streetscape and bring the property up to current C-2 standards. Stipulations have been added to address these requirements.
5. The condo complex to the west of the north portion of the property is separated by a low wall which does not provide a sufficient buffer between the loading docks of the commercial businesses, and the single level, multifamily residential to the west. The property owner has agreed to construct an eight-foot wall between the two properties to provide an enhanced buffer. A stipulation has been added to address this requirement.
6. The City of Phoenix Floodplain Management division of the Street Transportation 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 1745L of the Flood Insurance Rate Maps (FIRM) dated October 16, 2013.
7. 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 would not lead to a significantly increased level of activity at the intersection.
2. The increased landscaping throughout the property, and the higher wall in the rear of the property, would decrease the negative effect the commercial use has on the surrounding residential properties.
3. Increased traffic to the facility would be limited and the additional commercial uses would provide an enhanced level of service to the surrounding community.

### **Stipulations**

1. The development shall be in general conformance with the site plan date stamped November 25, 2013, except as modified by the following stipulations and approved by the Planning and Development Department.
2. The development shall utilize the C-2 streetscape landscape standards for planting types and equivalent groupings for the perimeter property lines along 12th Street and Northern Avenue, as approved by the Planning and Development Department.
3. The development shall utilize the C-2 landscape standards for interior surface parking areas, as approved by the Planning and Development Department.
4. The property owner shall provide a minimum eight-foot high wall for the north 490 feet of the west property line as approved by the Planning and Development Department.
5. The developer shall update all existing off-site street improvements (sidewalks, curb ramps and driveways) to current ADA guidelines.

### **Writer**

Xandon Keating

01/16/14

### **Team Leader**

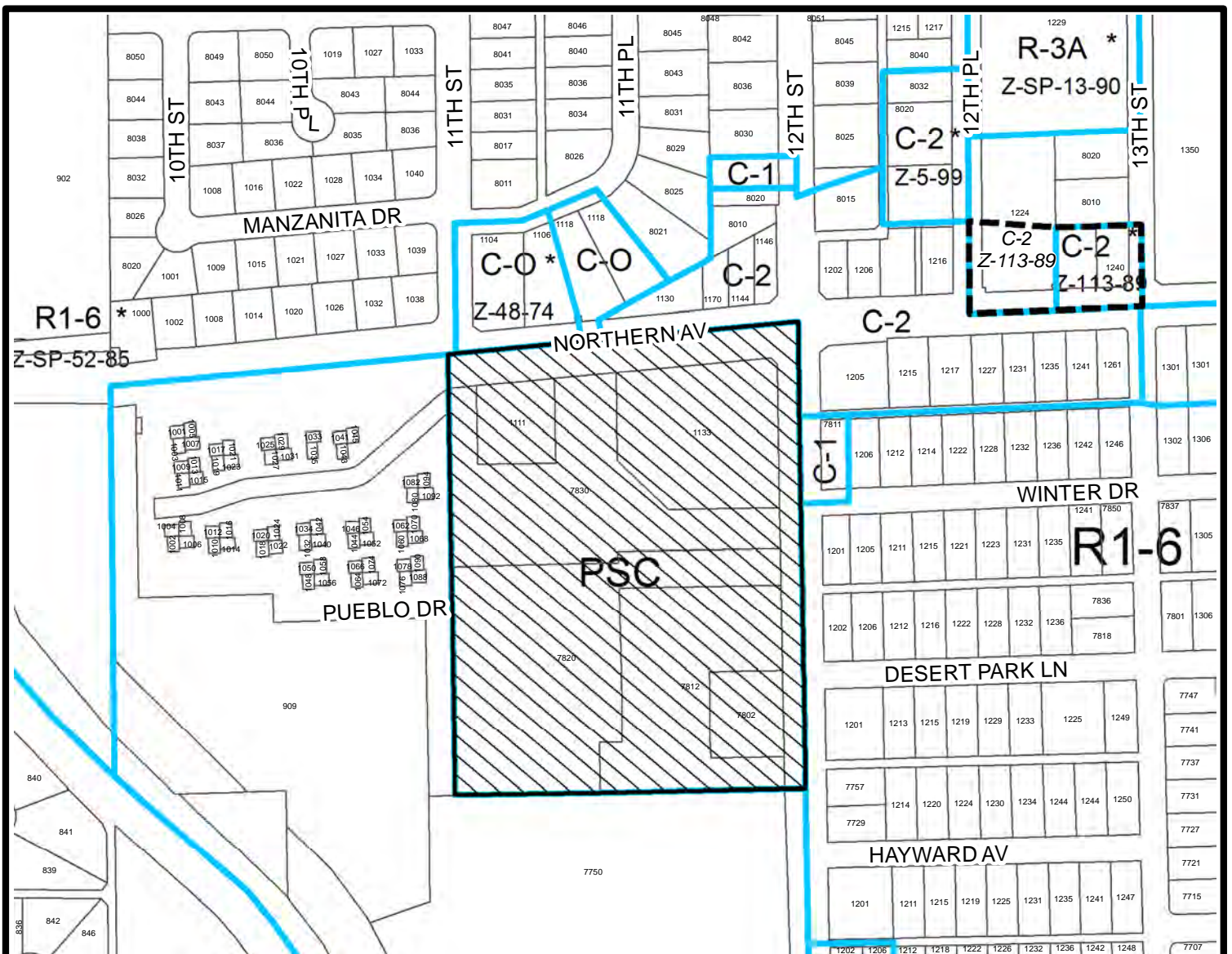
Joshua Bednarek

### **Attachments**

Sketch Map

Aerial

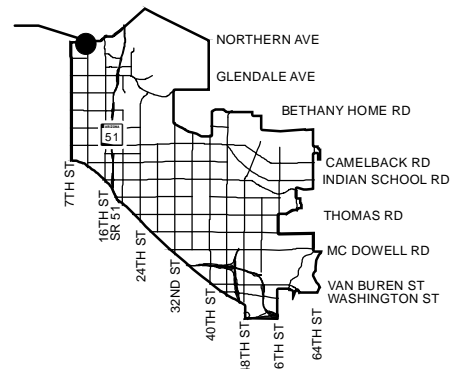
Site Plan (date stamped 11/25/13)



300 150 0 300 Feet

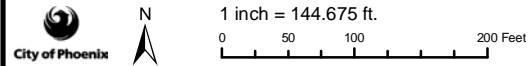
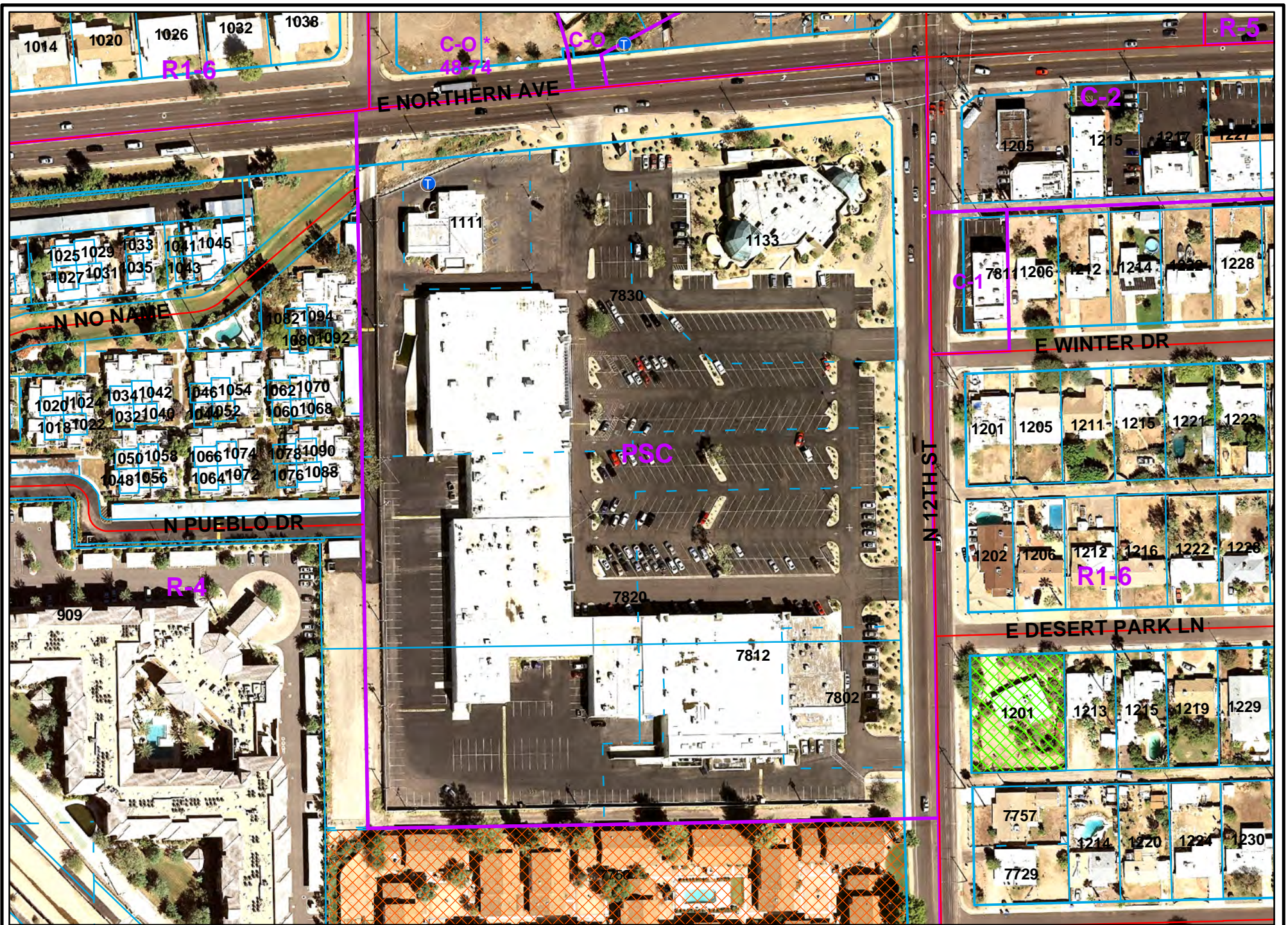
CITY OF PHOENIX PLANNING DEPARTMENT  
**CAMELBACK EAST VILLAGE**  
 CITY COUNCIL DISTRICT: 6

Z-57-13



<b>APPLICANT'S NAME:</b> Rhonda Rawson		<b>REQUESTED CHANGE:</b> FROM: PSC, (13.37 a.c.) TO: C-2, (13.37 a.c.)	
<b>APPLICATION NO.</b> Z-57-13	<b>DATE:</b> 12/16/13	<b>REVISION DATES:</b>	
<small>GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX.</small> 13.37 Acres	<b>AERIAL PHOTO &amp; QUARTER SEC. NO.</b> QS 24-29	<b>ZONING MAP</b> J-8	
<b>MULTIPLES PERMITTED</b> PSC C-2	<b>CONVENTIONAL OPTION</b> N/A 194	<b>* UNITS P.R.D. OPTION</b> N/A 232	

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



# 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.

# PALO VERDE PLAZA REZONING

SOUTH OF THE SOUTHWEST  
CORNER OF NORTHERN AVE & 12th ST

**CITY OF PHOENIX**

NOV 25 2013

Planning & Development  
Department

ARIZONA

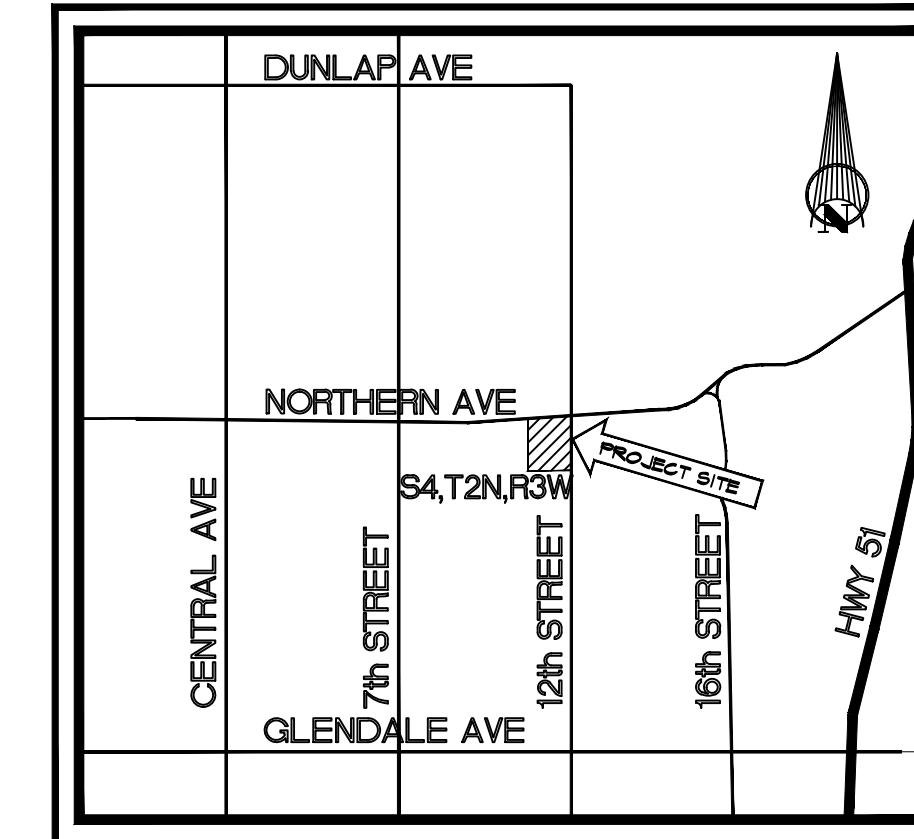
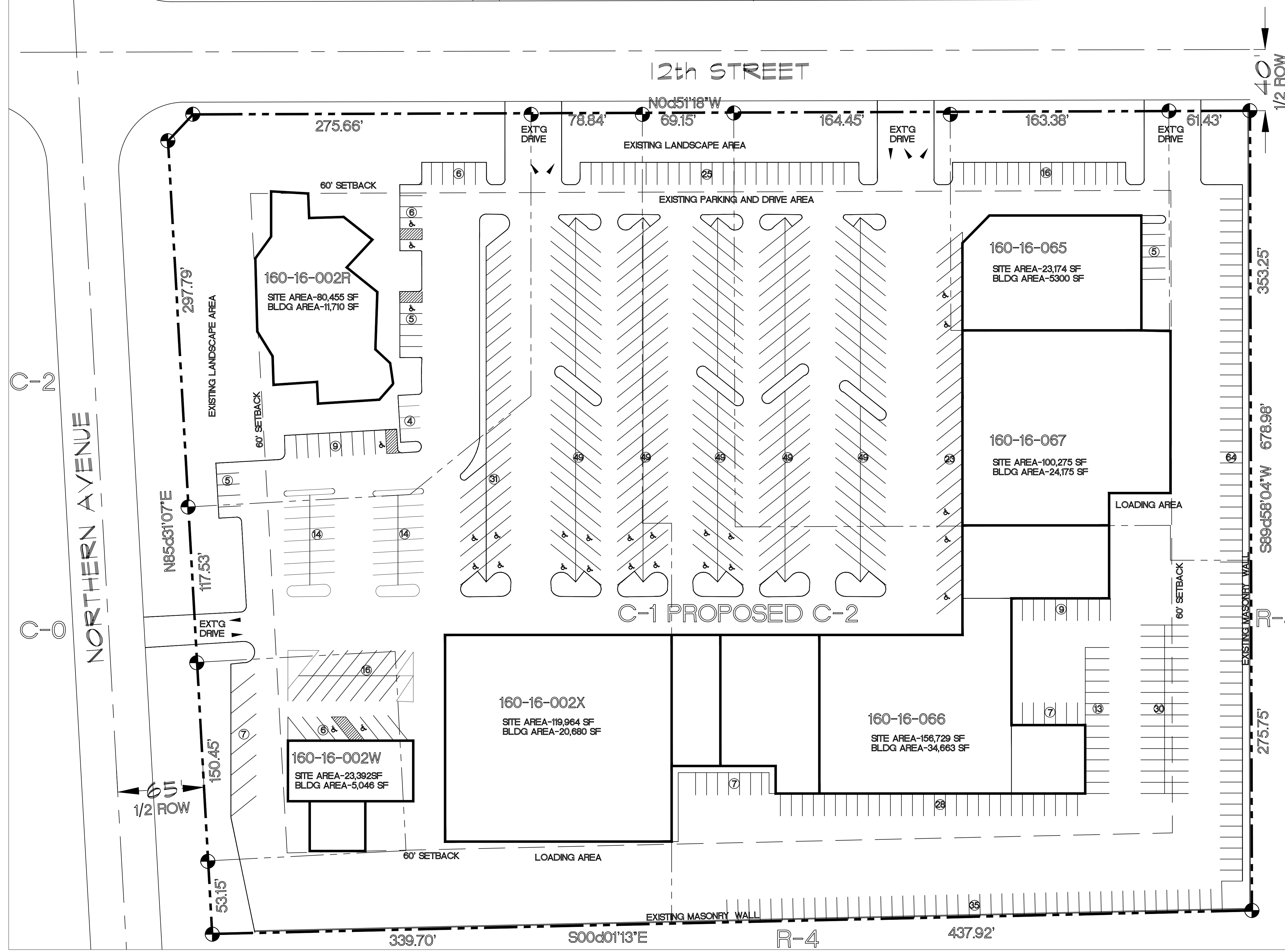
PHOENIX

ADC JOB # 1329  
NOVEMBER 2013

C-2

C-1

R1-6



LOCATION MAP  
NTS

EXISTING ZONING: PSC  
PROPOSED ZONING: C-2

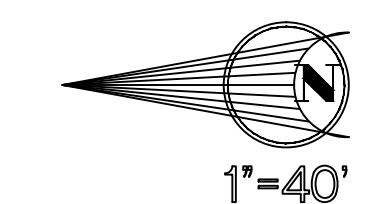
**PROJECT INFORMATION:**

LOT AREA: 503,989 S.F. (11.57 ACRES)  
GROSS AREA: 588,060 S.F. (13.50 ACRES)  
BUILDING AREA: 101,574 S.F. (EXISTING)  
LOT COVERAGE: 101,574/588,060 = 17.2 %  
EXISTING BUILDING HEIGHTS: 1-STORY / 26'  
PARKING REQUIREMENTS:  
4 SPACES PER 1000 S.F.  
101,574/1000 = 101.54 x 4 = 406 REQUIRED  
620 PROVIDED

**PROJECT DESCRIPTION:**

THIS CENTER IS LOCATED ON THE SOUTHWEST CORNER OF NORTHERN AVENUE AND 12th STREET. IT CONSIST OF AN EXISTING 11,710 S.F. RESTAURANT ON THE CORNER AND 89,864 S.F. OF RETAIL, OFFICE, RESTAURANT, AND GYM ACTIVITIES IN THE REMAINDER OF THE SHOPPING CENTER. THE EXISTING ZONING IS PSC AND PROPOSED ZONING IS C-2. THE SHOPPING CENTER WAS CONSTRUCTED BETWEEN 1970 - 1999.

SITE REFERENCE PLAN



AMERICAN DESIGN CONSULTANTS INC.  
architects and planners  
Rhonda L. Rawson, P.A.  
P.O. Box 13152  
Tucson, Arizona 85732  
CELL (520) 490-6100  
FAX (520) 760-3646

NO.	DATE	DESCRIPTION

REZONING  
SOUTHWEST CORNER OF  
NORTHERN AVE & 12th ST.  
PHOENIX ARIZONA

PROJECT #	1329
SET BY DATE	09/07/13
ISSUE	09/07/13
PERMIT	
CONST	

COVER SHEET  
SITE REFERENCE PLAN

sheet 1 of 3  
SD-1