



**City of Phoenix**  
 PLANNING AND DEVELOPMENT DEPARTMENT

**Staff Report: Z-14-16-8**  
 July 26, 2016

<b>Laveen Village Planning Committee Hearing Date</b>	August 8, 2016
<b>Planning Commission Hearing Date</b>	September 1, 2016
<b>Request From:</b>	GC (12.52 acres)
<b>Request To:</b>	C-1 (12.52 acres)
<b>Proposed Use</b>	Retail, including a bank, restaurant and church
<b>Location</b>	Northeast corner of the 59th Avenue alignment and Baseline Road
<b>Owner</b>	Jaguar Premium Properties LLC
<b>Applicant's Representative</b>	Larry Lazarus, Lazarus, Silvyn & Bangs
<b>Staff Recommendation</b>	Approval, subject to stipulations

General Plan Conformity			
<b>General Plan Land Use Designation</b>		Parks / Open Space – Privately Owned	
<b>Street Map Classification</b>	Baseline Road	Major Arterial	60-foot north half street
<p><b><i>CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; CERTAINTY AND CHARACTER; DESIGN PRINCIPLE: Promote neighborhood identity through planning that reinforces the existing landscaping and character of the area. Each new development should contribute to the character identified for the village.</i></b></p> <p>The proposed development integrates design features that reflect the character of the Village and that are consistent with the design recommendations of the Laveen Southwest Growth Study.</p>			
<p><b><i>STRENGTHEN OUR LOCAL ECONOMY CORE VALUE; ENTREPRENEURS AND EMERGING ENTERPRISES; LAND USE PRINCIPLE: Encourage land uses that promote the growth of entrepreneurs or new businesses in Phoenix in appropriate locations.</i></b></p> <p>The proposed rezoning will encourage new commercial uses in an appropriate location adjacent to major arterials and within close proximity to the planned Loop 202 South Mountain Freeway.</p>			
<p><b><i>CONNECT PEOPLE AND PLACES CORE VALUE; CANALS AND TRAILS; DESIGN PRINCIPLES: Plan, design, and develop pedestrian linkages between</i></b></p>			

***parks, open spaces, village cores, neighborhood shopping centers, neighborhood schools, and neighboring municipalities.***

The development will provide a shaded, detached sidewalk in addition to a multi-use trail that will serve to connect the project with area amenities.

Surrounding Land Uses / Zoning		
	<u>Land Use</u>	<u>Zoning</u>
<b>On Site</b>	Golf Course	GC
<b>North</b>	Golf Course	GC
<b>South</b>	Vacant, SRP Facility	C-2, R-3
<b>East</b>	Golf Course	GC
<b>West</b>	Vacant	C-2 HGT/WVR, C-1

Area Plan
Laveen Southwest Growth Study. See Item Nos. 8 and 9 in the Background/Issues/Analysis Section.

C-1 (Neighborhood Retail)		
<u>Standards</u>	<u>Requirements</u>	<u>Proposed</u>
Building Setbacks		
<i>Adjacent to Streets</i>	25 feet	Met – 90 feet (west) Met – 50 feet (south)
<i>Interior</i>	10 feet	Met – 15 feet minimum (north, east)
Landscape Setbacks		
<i>Adjacent to Streets</i>	25 feet	Met – 30 feet minimum (west) Met – 35 feet minimum (south)
<i>Interior</i>	10 feet	Met – 10 feet minimum (north, east)
Lot Coverage	Maximum 50%	Met – 16.59%
Building Height	Maximum 30 feet	Met – 30 feet maximum
Parking	311 spaces required	Met – 315 provided

**Background/Issues/Analysis**

1. This is a request to rezone a 12.52 acre parcel from GC (Golf Course District) to C-1 (Neighborhood Retail) to allow for retail, including a bank and a restaurant, in addition to a church and a school.
2. The General Plan Land Use designation for this property is Parks / Open Space – Privately Owned. Although the proposal is not consistent with the General Plan Land Use designation, an amendment is not required. Neighborhood shopping centers at major street corner locations, up to a maximum size of 12

net acres, do not require an amendment in order to account for right-of-way needs.

3. The site is currently developed as part of the Southern Ridge Golf Club and was formally used as a driving range. The golf course property extends to the north and east



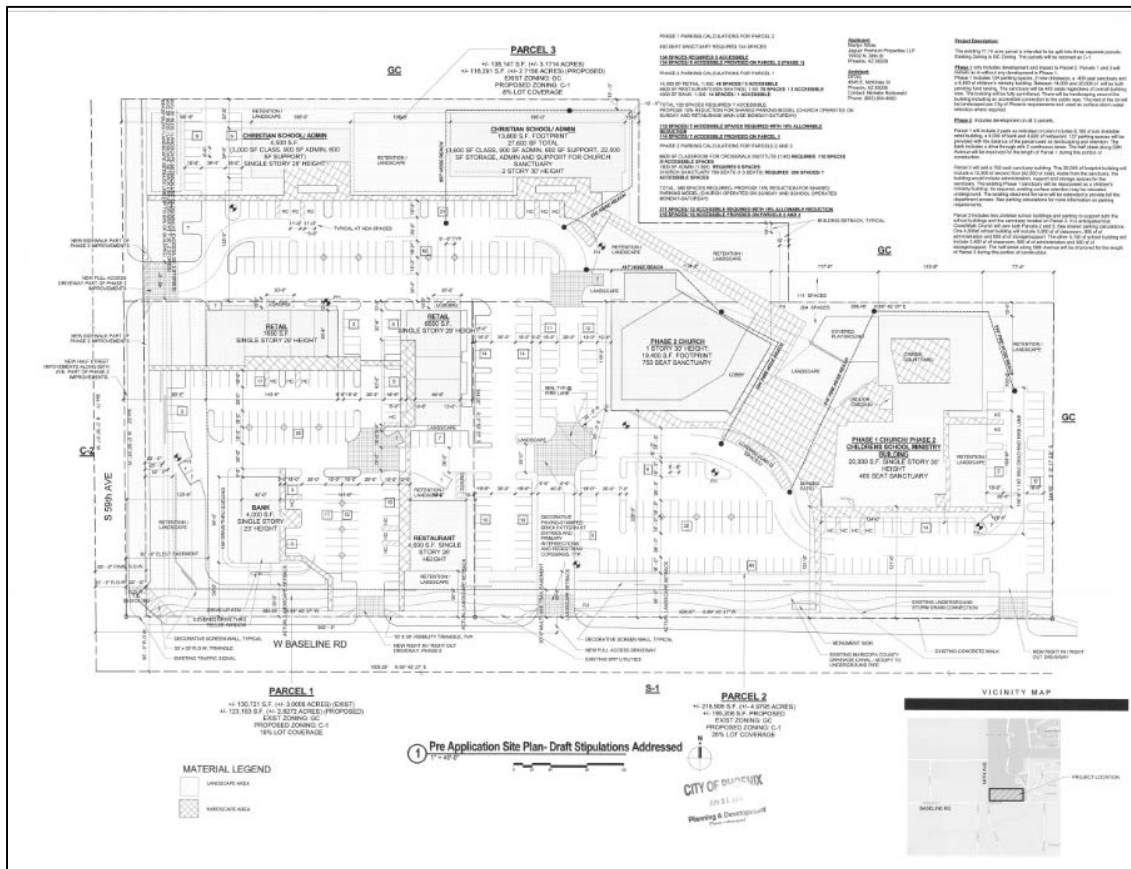
of the subject site. The majority of the property to the west and south of the subject site is vacant land, but planned for commercial development.

4. A previous rezoning request (Z-56-08) for C-2 (Intermediate Commercial) and C-O/G-O (Commercial Office District, General Office Option) zoning was filed in 2008 for an office and retail center. The application was withdrawn at Planning Commission in 2011.

5. The subject site is located at the intersection of Baseline Road, a major arterial, and the 59th Avenue alignment, an arterial street. In addition, the planned Loop 202 South Mountain Freeway is approximately one quarter mile from the proposed development. The planned transportation infrastructure surrounding the site provides an ideal location for both the neighborhood retail amenities and community church proposed.



6.



The proposed site plan depicts a two-phase development. Phase one includes construction of a 20,000 square foot church on the eastern portion of the site. Phase two proposes construction of a retail component on the western portion of the site in addition to two buildings on the northern portion of the site, which will be utilized as a school and administrative offices. The retail component of the project includes four separate buildings totaling approximately 23,000 square feet. Access will be provided via three driveways on Baseline Road in addition to a single driveway off 59th Avenue. Generous landscape setbacks, decorative paving and delineated pedestrian crossings are proposed throughout the development. Stipulations requiring general conformance to the site plan, decorative paving and enhanced pedestrian walkways have been included to ensure a quality development.

7. The proposed elevations introduce a variety of colors, textures and materials, which will provide for a consistent design theme among buildings on



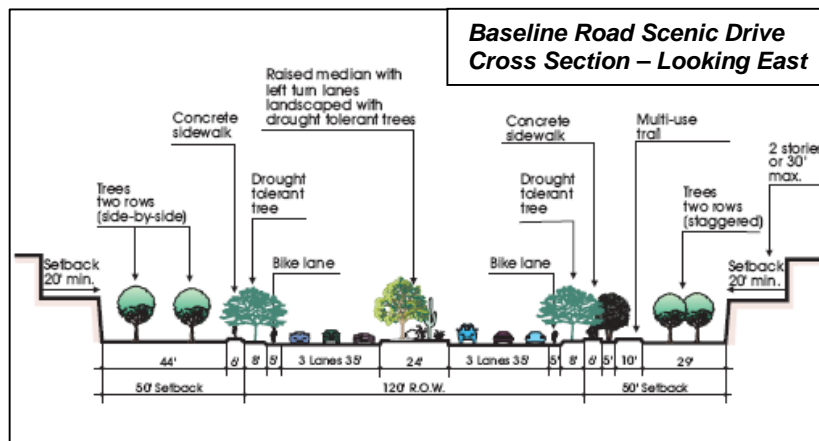
the site. Varied rooflines, natural materials and decorative fencing have been included to reflect the rural heritage of the area. In order to provide consistency in design throughout the site and to integrate elements of the area's character, a stipulation requiring general conformance to the elevations has been included.



8. Adopted in 1998, the Laveen Southwest Growth Study provides guidance for land use decisions in the Laveen Village, including recommended design guidelines. Generally, commercial development design should include the deep landscape setbacks, shaded arcades, pitched roofs and a variety of building materials. Several specific design policies outlined in the study will be included in the proposed development and include screening of drive-through lanes and view fencing along the northern and eastern perimeters of the development. Stipulations reflecting these design features have been included.



9. The Laveen Southwest Growth Study also contains recommendations regarding the streetscape treatment of Baseline Road that includes large landscape setbacks, detached sidewalks, multi-



use trails and bike lanes. To provide consistency with other developments along Baseline Road, staff is recommending a stipulation requiring adherence to the Baseline Road Scenic Drive cross section along the southern portion of the site and construction of a multi-use trail along the north side of Baseline Road.

10. The Street Transportation Department has requested a right-of-way dedication of 55 feet for 59th Avenue and a 25-foot by 25-foot right-of-way triangle at the northeast corner of the Baseline Road and 59th Avenue intersection. Stipulations have been included addressing these requests. In addition, stipulations have also been included requiring improvement of all streets in and around the development and review of pavement plans.
11. The Water Services Department has noted they intend to serve the proposed development, but that capacity is a dynamic condition that can change over time. Water and sewer service availability will be determined at the time of site plan review.
12. 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 2195 L of the Flood Insurance Rate Maps (FIRM) dated October 16, 2013.
13. 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 proposed development will allow for additional retail and community amenities for area residents.
2. The proposed development is appropriately located along a major arterial and in close proximity to a planned freeway corridor.

3. As stipulated, the proposed development is consistent with the design guidelines of the Laveen Southwest Growth Study.

### **Stipulations**

1. The development shall be in general conformance with the site plan and elevations date stamped June 21, 2016, except as modified by the following stipulations and as approved by the Planning and Development Department.
2. A minimum 50-foot landscape setback shall be provided along the southern property line for the eastern 700 feet of the property and a minimum 35-foot landscape setback shall be provided along the southern property line for the western 287 feet of the property, as approved by the Planning and Development Department. The setback area shall be developed as shown in the Baseline Road Scenic Drive cross section.
3. The developer shall construct a 10-foot multi-use trail within a 30-foot multi-use trail easement that shall be dedicated along the north side of Baseline Road for the length of the project, as approved by the Planning and Development Department.
4. The development shall provide pedestrian pathways between buildings or pads. The pedestrian pathways shall be shaded either by trees or shade structures, as approved by the Planning and Development Department.
5. Entrances to the site and pedestrian path crossings shall be constructed with decorative pavers, stamped or colored concrete, or another material other than those used to pave the parking surfaces and drive aisles, as approved by the Planning and Development Department.
6. Drive-through queuing lanes shall be screened from view of arterial streets through the incorporation of a landscaped berm, screen wall or combination of a wall and berm at least four feet in height, as approved by the Planning and Development Department.
7. The development shall utilize view fencing along the northern and eastern property lines, as approved by the Planning and Development Department.
8. Right-of-way totaling 55 feet shall be dedicated for the east half of 59th Avenue, as approved by the Planning and Development Department.
9. A 25-foot by 25-foot right-of-way triangle shall be dedicated at the northeast corner of 59th Avenue and Baseline Road, as approved by the Planning and Development Department.

10. The property owner 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.
11. The developer shall submit paving plans for all arterial streets within and adjacent to the development to the Street Transportation Department for review.
12. The developer shall complete and submit the Developer Project Information Form for the MAG Transportation Improvement Program to Mr. Alan Hilty, (602) 262-6193, with the Street Transportation Department. This form is required by the EPA for air quality standards.

**Writer**

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7/26/2016

**Team Leader**

Joshua Bednarek

**Attachments**

Sketch Map

Aerial

Site Plan date stamped 6/21/2016 (1 page)

Elevations date stamped 6/21/2016 (8 pages)