



**City of Phoenix**  
PLANNING AND DEVELOPMENT DEPARTMENT

**Staff Report Z-15-19-1  
(Francis & Sons PUD)  
May 8, 2020**

**North Mountain [Village Planning Committee](#) Meeting Date:** May 20, 2020

**[Planning Commission](#) Hearing Date:** June 4, 2020

**Request From:** [C-1](#) (Neighborhood Retail) (2.50 acres) and [R1-8](#) (Single-Family Residence District) (0.76 acres)

**Request To:** [PUD](#) (Planned Unit Development) (3.26 acres)

**Proposed Use:** C-1 Commercial Uses and a Car Wash

**Location:** Northeast corner of 35th Avenue and Thunderbird Road

**Owner:** Francis & Sons I, LLC and FNS Ventures I

**Applicant:** Brian Greathouse/Burch & Cracchiolo, PA

**Representative:** Brian Greathouse/Burch & Cracchiolo, PA

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

<a href="#">General Plan Conformity</a>			
<a href="#">General Plan Land Use Map Designation</a>		Commercial and Residential 3.5 to 5 dwelling units per acre	
<a href="#">Street Map Classification</a>	35th Avenue	Major Arterial	65-foot east half street
	Thunderbird Road	Major Arterial	65 to 85 foot north half street
<p><b>CONNECT PEOPLE AND PLACES CORE VALUE; OPPORTUNITY SITES; LAND USE PRINCIPLE: Support reasonable levels of increased intensity, respectful of local conditions and surrounding neighborhoods.</b></p> <p>The development facilitated by the Planned Unit Development provides a level of intensity appropriate for the arterial to arterial intersection with appropriate transitions radiating outward with lower intensity uses and considerate buffer treatments.</p>			

**CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOOD CORE VALUE; CERTAINTY & CHARACTER; DESIGN PRINCIPLE: Design neighborhood retail to be compatible in scale and character and oriented towards the residential areas that it serves, in terms of both design and pedestrian linkages. Traffic, noise or other factors should not negatively impact adjacent residential areas.**

The development facilitated by the Planned Unit Development provides a strong pedestrian environment including detached sidewalks, shaded public and private pedestrian pathways, and a bus stop enhanced by tree shade. The narrative also includes mitigation features such as a block wall and enhanced buffer landscape plantings to promote harmony with the adjacent residential neighborhood.

**BUILD THE SUSTAINABLE DESERT CITY CORE VALUE; TREE AND SHADE; DESIGN PRINCIPLE: Integrate trees and shade into the design of new development and redevelopment projects throughout Phoenix.**

The development provides well shaded sidewalks, private walkways, and enhanced perimeter landscaping. The shade incorporated into the development along the frontages and the parking areas will reduce the urban heat island effect and increase thermal comfort which will make the area more walkable, bikeable, and sustainable.

#### Applicable Plans, Overlays, and Initiatives

[Tree and Shade Master Plan](#): See Background Item No. 11.

[Complete Streets Guidelines](#): See Background Item No. 12.

[Reimagine Phoenix](#): See Background Item No. 13.

## **Background/Issues/Analysis**

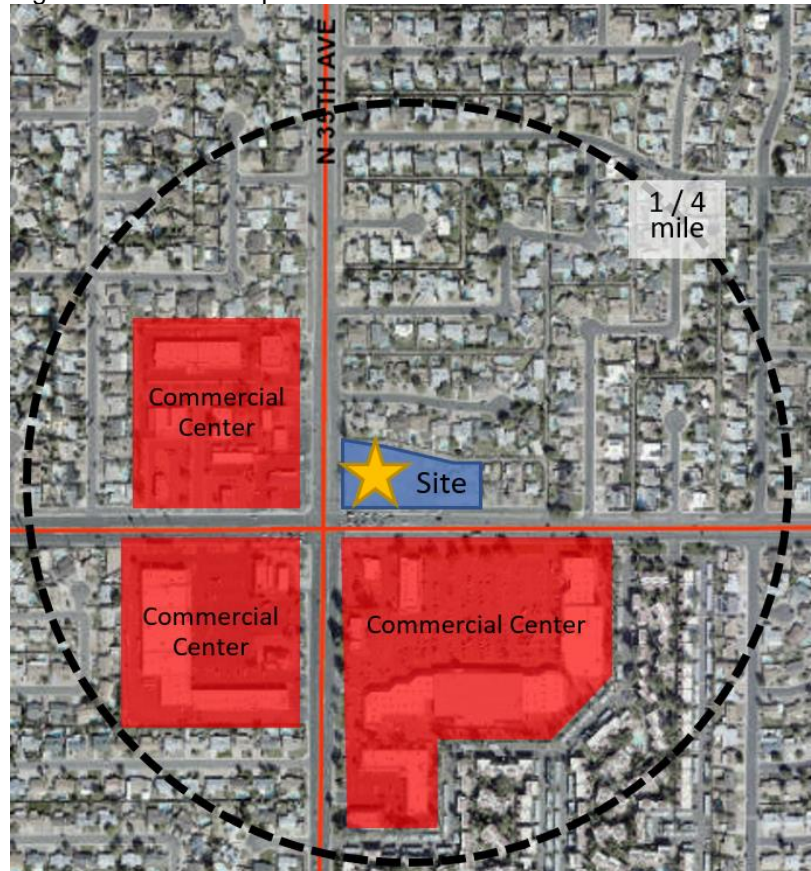
### **SUBJECT SITE**

1. This request is to rezone 3.26 acres at the northeast corner of 35th Avenue and Thunderbird Road from C-1 (Neighborhood Retail) (2.50 acres) and R1-8 (Single-Family Residence District) (0.76 acres) to PUD (Planned Unit Development) (3.26 acres) to allow for the development of a car wash and commercial uses permitted in the C-1 (Neighborhood Retail) zoning district.

The site is at the intersection of two major arterial streets, 35th Avenue and Thunderbird Road. Compared to the commercial parcels at the other three corners of the intersection, the subject site is much smaller and thereby unique.

2. The General Plan Land Use Map designation for the site is mostly Commercial with a small segment designated Residential 3.5 to 5 dwelling units per acre. The residential neighborhood to the north and east is also designated Residential 3.5 to 5 dwelling units per acre. The areas south of Thunderbird Road and west of 35th Avenue are designated Commercial.

Figure A: Context Map

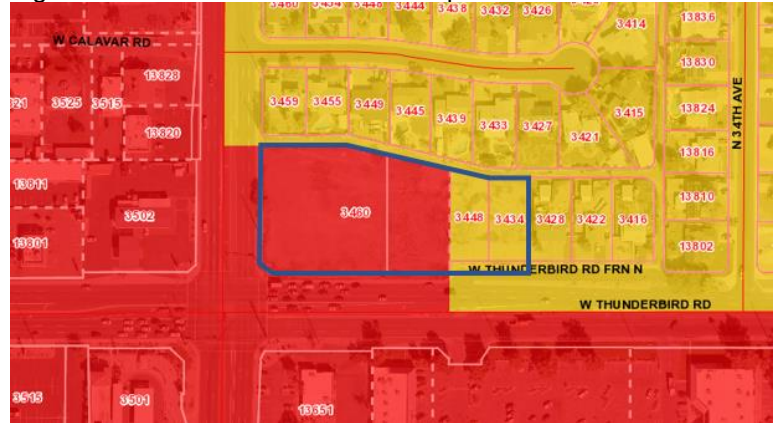


Source: Planning and Development Department

While the development narrative proposes commercial uses in an area designated Residential, the proposed use is appropriate because:

- It includes a transition from high intensity at the arterial corner to a lower intensity mid-block.
- The vacant residentially designated lots are no longer viable due to their frontage on, and exclusive access from Thunderbird Road, an arterial street.

Figure B. General Plan Land Use Map



**Legend**

- Parks/Open Space - Publicly Owned
- Transportation
- Public/Quasi-Public
- Industrial
- Commercial
- 15+ du/acre
- 3.5 to 5 du/acre

Source: Planning and Development Department.

**EXISTING CONDITIONS AND SURROUNDING ZONING**

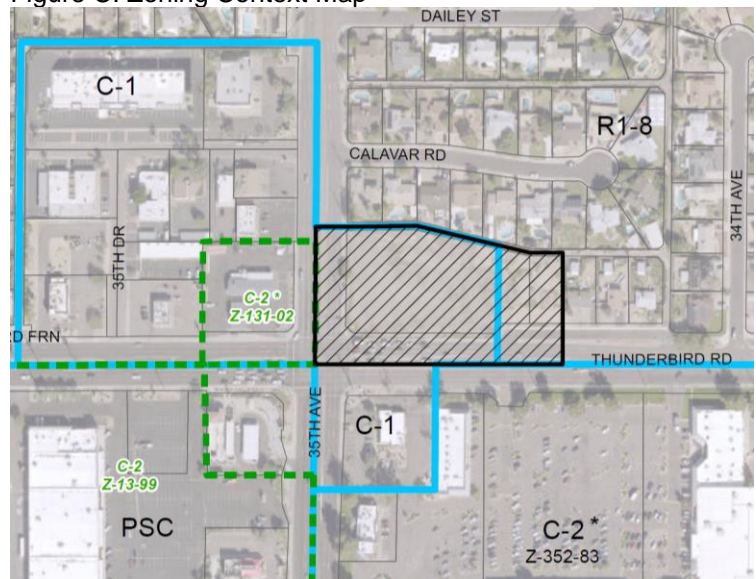
3. **Subject Site:** Vacant and zoned C-1 (Neighborhood retail) and R1-8 (Single-Family Residence District).

**North:** Single family residences zoned R1-8 (Single-Family Residence District).

**East:** Single family residences zoned R1-8 (Single-Family Residence District).

**West:** Automotive repair shop zoned C-1 (Approved C-2) and a laundromat zoned C-1 (Neighborhood Retail)

Figure C: Zoning Context Map



Source: Planning and Development Department

**South:** a dental office at the hard corner zoned C-1 (Neighborhood Retail) and a large commercial center zoned C-2 Intermediate Commercial)

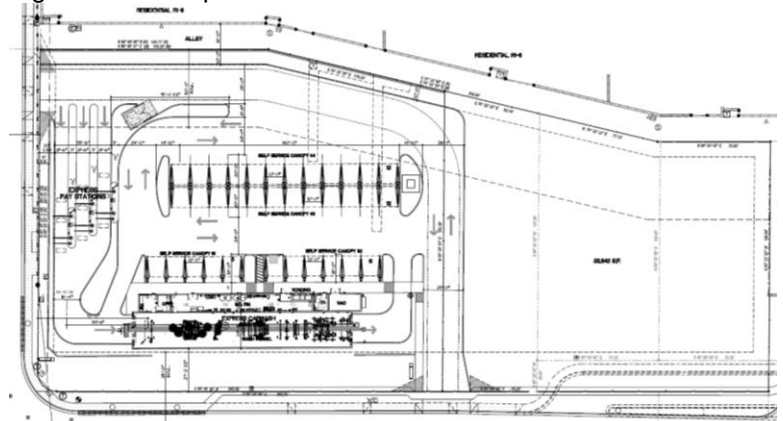
## PROPOSAL

4. The proposal was developed utilizing the PUD zoning designation. The Planned Unit Development (PUD) is intended to create a built environment that is superior to that produced by conventional zoning districts and design guidelines. Using a collaborative and comprehensive approach, an applicant authors and proposes standards and guidelines that are tailored to the context of a site on a case by case basis. Where the PUD Development Narrative is silent on a requirement, the applicable Zoning Ordinance provisions will be applied.
5. Permitted Land Uses  
At the intersection of two major arterial streets, it would be common to have C-2 (Intermediate Commercial) zoning; while the development narrative does include one C-2 (Intermediate Commercial) use, a car wash, the remainder of uses are restricted beyond that permitted by C-1 (Neighborhood Retail). For these reasons, the narrative provides greater predictability and compatibility than traditional zoning.

The applicant is proposing a car wash and one additional development site and both sites will be governed by the development narrative. The site plan depicts the setbacks and points of ingress / egress for both sites in addition to the conceptual configuration of the proposed car wash.

6. The site plan also depicts two points of ingress / egress with one from each major arterial street and the development narrative does not permit additional driveways. The eastern portion of the site is currently served by a frontage road which will be abandoned for the full frontage of the property; this will enable a consistent landscape setback along Thunderbird Road.

Figure D. Conceptual Site Plan



Source: John Redell Architecture Incorporated

7. Development Standards  
The development standards are tailored to respond to the specific conditions of the land. Through collaboration with staff and the community, the applicant has crafted their narrative with the following enhancements:

- a. Detached sidewalks along the majority of both the arterial frontages, except for where there are utility conflicts near the intersection. In the areas with detached sidewalks, the landscape strip between the sidewalk and the curb will be planted with large canopy trees and ground cover designed to reach a maximum mature height of 24 inches. These enhancements will provide a superior pedestrian experience by buffering the sidewalk from traffic and by shading the sidewalk.
- b. Enhanced shade (75 percent) through tree plantings over the public sidewalks to provide thermal comfort and a superior pedestrian experience.
- c. Enhanced shade (90 percent) through tree plantings in the proximity of the bus stop located on 35th Avenue.
- d. Enhanced landscape plantings along both street frontages but with a special focus on Thunderbird Road which will include a sidewalk shaded by a double row of trees. While the plantings are also enhanced along 35th Avenue, this landscape setback area is limited due to the configuration of the site.
- e. Enhanced landscape plantings along the north and east property lines for greater compatibility with the adjacent single-family residential zones.
- f. Total lot coverage reduced from 50 percent as permitted by the C-1 and C-2 zoning districts to 40 percent thereby reducing the overall intensity of site development.
- g. The inclusion of bicycle parking for employees.

8. Design Guidelines

This section focuses on the details of how the project will be designed to create a superior built environment, often through the lens of architecture and landscaping.

Regarding architecture, conceptual elevations were prepared only for the car wash which will be the first phase of development. These elevations depict a mix of materials including brick, stucco, and CMU block in addition to a mix of colors distributed both horizontally and vertically. The vacuum stalls north of the car wash building are shaded with fabric screens cantilevered over the parking space from a vertical structure. While these conceptual elevations are not regulatory, the development narrative includes the following architectural design guidelines which are regulatory:

- a. Enhanced architecture for all buildings on both sites including a minimum requirement for three colors and three materials per building and a requirement that buildings greater than 50 feet in length contain additional architectural embellishments.
- b. A requirement that building entrances be readily identifiable and directly accessible from the public sidewalk rather than being oriented exclusively to the parking areas.

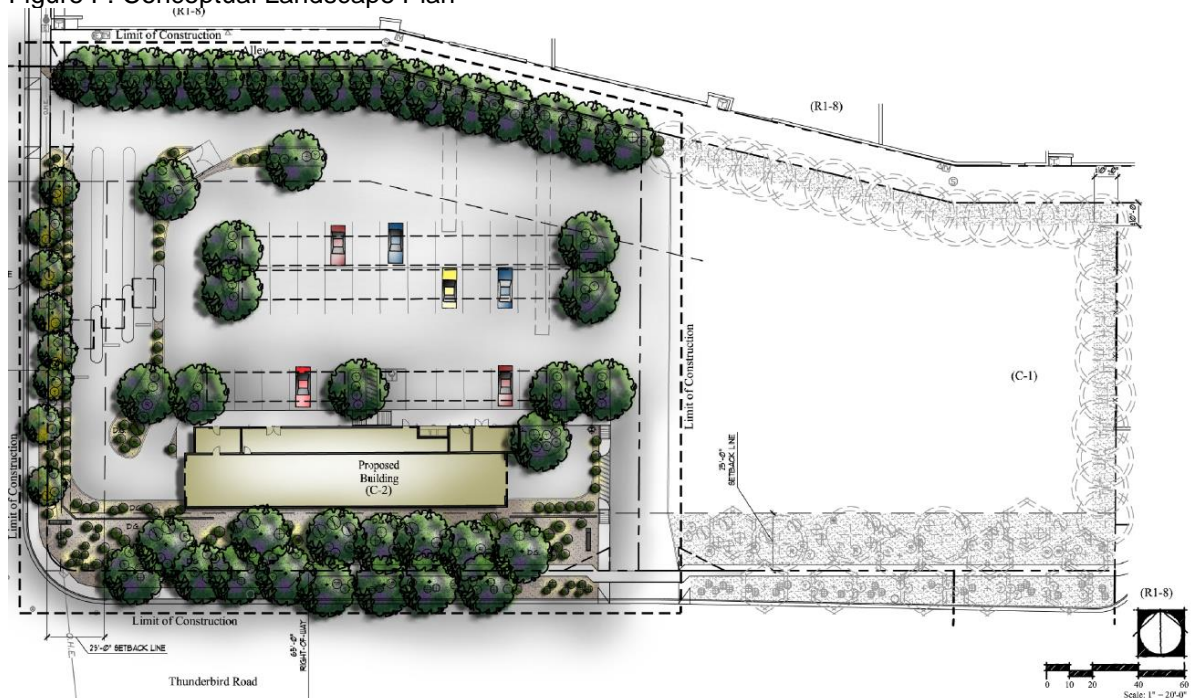
Figure E. Conceptual Building Elevations



Source: John Redell Architects Incorporated

- Regarding landscaping, the applicant prepared a conceptual landscape plan for the full site which, while not regulatory, communicates the design intent that is codified in the development narrative. Unlike the architectural treatments, many of the landscape enhancements are contained in the development standards section of the development narrative and, consequently, this report. One such enhancement is the clustering of trees to provide enhanced shading to the bus stop along 35th Avenue and to dampen sound from the car wash tunnel.

Figure F: Conceptual Landscape Plan



Source: John Redell Architecture Incorporated

10. Sustainability

This section of the Planned Unit Development focuses on sustainability enhancements which may demonstrate an enhancement beyond that required by a traditional zoning district. The development narrative cites enhanced tree planting standards as a way of reducing the urban heat island effect. Further, the applicant commits to using reclaimed, treated and recycled water and safe, biodegradable phosphate free wash solutions and other best-practice technologies in the car wash industry.

## STUDIES AND POLICIES

11. Tree and Shade Master Plan

The Tree and Shade Master Plan encourages treating the urban forest as infrastructure to ensure the trees are an integral part of the City's planning and development process. Sidewalks on the street frontages should be detached from the curbs to allow trees to be planted on both sides of the sidewalk to provide thermal comfort for pedestrians and to reduce the urban heat island effect.

The Planned Unit Development contains regulatory standards for enhanced tree plantings and architectural shade over a portion of the parking area and sidewalks. These standards will enhance thermal comfort and generally reduce the urban heat island effect.

12. Complete Streets Guidelines

In 2014, the City of Phoenix City Council adopted the Complete Streets Guiding Principles. The principles are intended to promote improvements that provide an accessible, safe, connected transportation system to include all modes, such as bicycles, pedestrians, transit, and vehicles.

The Planned Unit Development contains regulatory standards to require detached sidewalks to facilitate pedestrian travel as a comfortable and viable transportation option. Further, the narrative also requires bicycle parking be provided for employees and visitors.

13. Reimagine Phoenix

As part of the Reimagine Phoenix Initiative, the City of Phoenix is committed to increasing the waste diversion rate to 40 percent by 2020 and to better manage its solid waste resources. The provision of recycling containers was not addressed in the applicant's submittals.

## COMMUNITY INPUT SUMMARY

14. As of the writing of this report, staff has received two letters of correspondence with objections related to the proposed car wash use.



#### INTERDEPARTMENTAL COMMENTS

15. The Fire Department commented that the site plan must comply with the Phoenix Fire Code and further indicated there are no problems anticipated with the case. Further, the Department commented that they do not know the water supply at this site and noted that additional water supply may be required to meet the required fire flow per the Phoenix Fire Code.
16. The Public Works Department, Floodplain Management Division determined the parcel is not in a Special Flood Hazard Area (SFHA), but located in a Shaded Zone X, on panel 1710 L of the Flood Insurance Rate Maps (FIRM) dated October 16, 2013.
17. The Public Transit Department stated that they will require the existing right of way and bus stop pad along northbound 35th Avenue north of Thunderbird Road be retained and that the bus stop pad shall be compliant with City of Phoenix Standard Detail P1260 with a minimum depth of 10 feet. The bus stop pad shall be spaced from the intersection of Thunderbird Road and 35th Avenue according to City of Phoenix Standard Detail P1258. Any items found not to standard shall require reconstruction. This is addressed in Stipulation No. 2.
18. The Street Transportation Department provided a series of stipulations related to: restricting site access via turning movements from both 35th Avenue and Thunderbird Road; restricting site access from the Thunderbird Road frontage road; a requirement for a traffic impact study or statement; and a requirement for all improvements to be completed by the developer including those within the public right of way. These are addressed in Stipulation Nos. 3 through 7.

#### OTHER

19. The site has not been identified as being archaeologically sensitive. However, in the event archaeological materials are encountered during construction, all ground disturbing activities must cease within 33-feet of the discovery and the City of Phoenix Archaeology Office must be notified immediately and allowed time to properly assess the materials. This is addressed in Stipulation No. 8.
20. 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 may be required.

## **Findings**

1. The development advances the purpose and intent of several core values from the Phoenix General Plan including policy documents such as the Tree and Shade Master Plan and the Complete Streets Guidelines.
2. The development is appropriate at this major arterial street intersection and the provisions contained in the Planned Unit Development narrative promote compatibility and predictability to the adjacent residential land uses.
3. The proposed development will activate a long-vacant parcel at the intersection of two arterial streets for a series of uses compatible with the surrounding area and will create an attractive and comfortable pedestrian environment.

## **Stipulations**

1. An updated Development Narrative for the Francis and Sons 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 April 21, 2020 as modified by the following stipulations.
  - a. Front Cover: Add "City Council adopted: [Insert Adoption date]" below "Hearing Draft: April 7, 2020.
2. The applicant shall be dedicated and a bus stop pad (City of Phoenix Standard Detail P1260) shall be constructed with a minimum depth of 10 feet along northbound 35th Avenue, north of Thunderbird Road. The bus stop pad shall be spaced from the intersection of Thunderbird Road and 35th Avenue according to City of Phoenix Standard Detail P1258. Any items found not to standard shall require reconstruction.
3. The site access driveway on 35th Avenue shall be restricted to right-in/right-out and constructed per the applicable City of Phoenix Standard Details, as approved by the Planning and Development Department
4. The site access driveway on Thunderbird Road shall be restricted to right-in/right-out movements per the existing median, as approved by the Planning and Development Department. The median shall not be modified through the site development process for purposes of site access.
5. A one-foot Vehicular Non-Access Easement (VNAE) shall be dedicated along the

southern property line along its full boundary with the Thunderbird Frontage Road to prohibit ingress / egress to and from the existing frontage road, as approved by the Planning and Development Department.

6. The applicant shall submit a Traffic Impact Study/Statement to the City for this development. No preliminary approval of plans shall be granted until the study is reviewed and approved by the City. Contact Mr. Matthew Wilson, Traffic Engineer III, (602) 262-7580, to set up a meeting to discuss the requirements of the statement/study. Upon completion of the TIS the developer shall submit the completed TIS to the Planning and Development Department counter with instruction to forward the study to the Street Transportation Department, Design Section.
7. The developer shall construct all streets within and adjacent to the development with paving, curb, gutter, sidewalk, curb ramps, streetlights, median islands, landscaping and other incidentals as per plans approved by the Planning and Development Department. All improvements shall comply with all ADA accessibility standards.
8. In the event archaeological materials are encountered during construction, the developer shall immediately cease all ground-disturbing activities within a 33-foot radius of the discovery, notify the City Archaeologist, and allow time for the Archaeology Office to properly assess the materials.

**Writer**

Nick Klimek

May 8, 2020

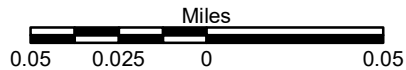
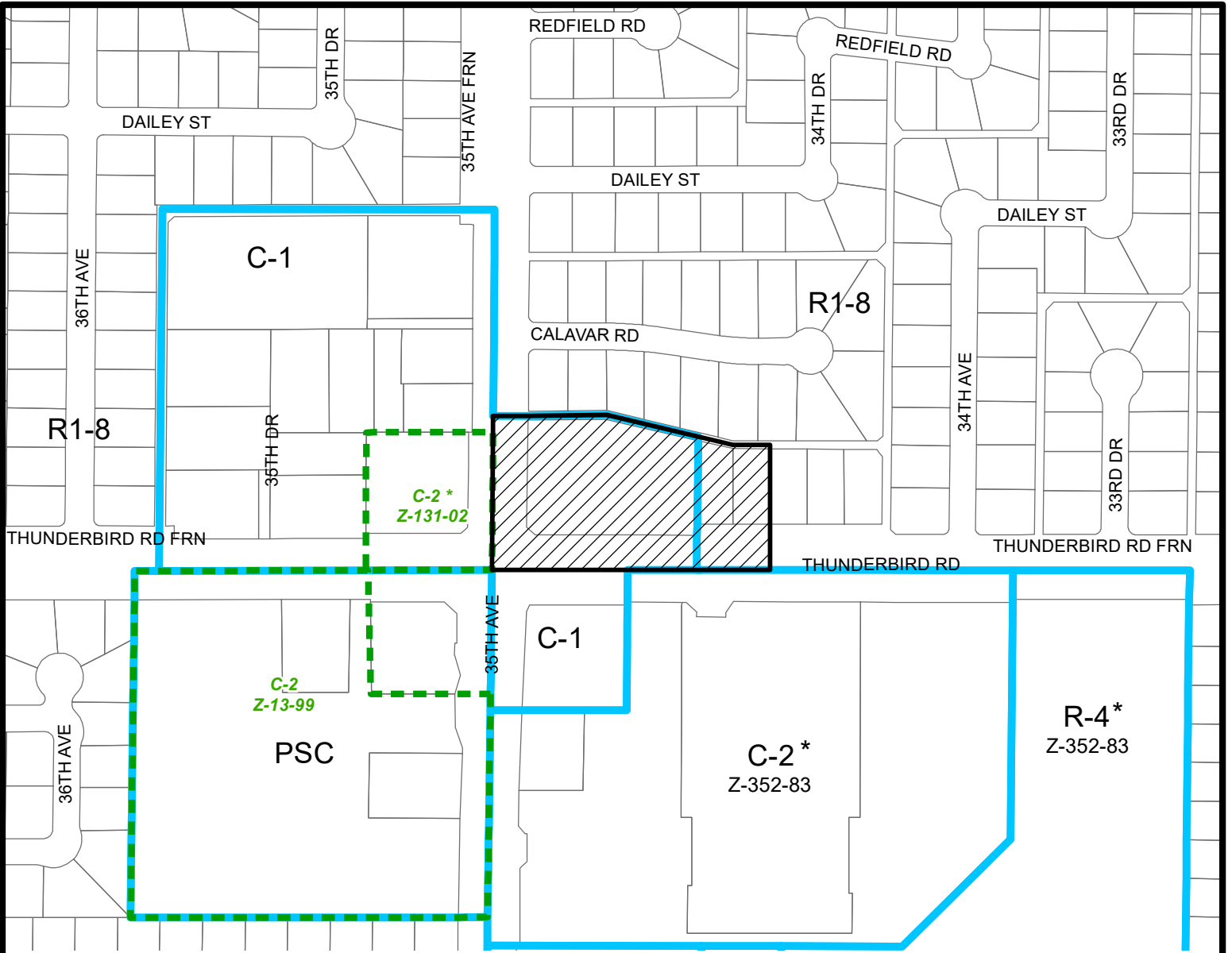
**Team Leader**

Samantha Keating

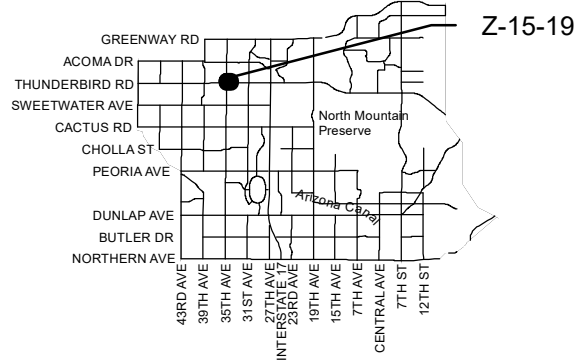
**Exhibits**

Zoning sketch map

Aerial sketch map

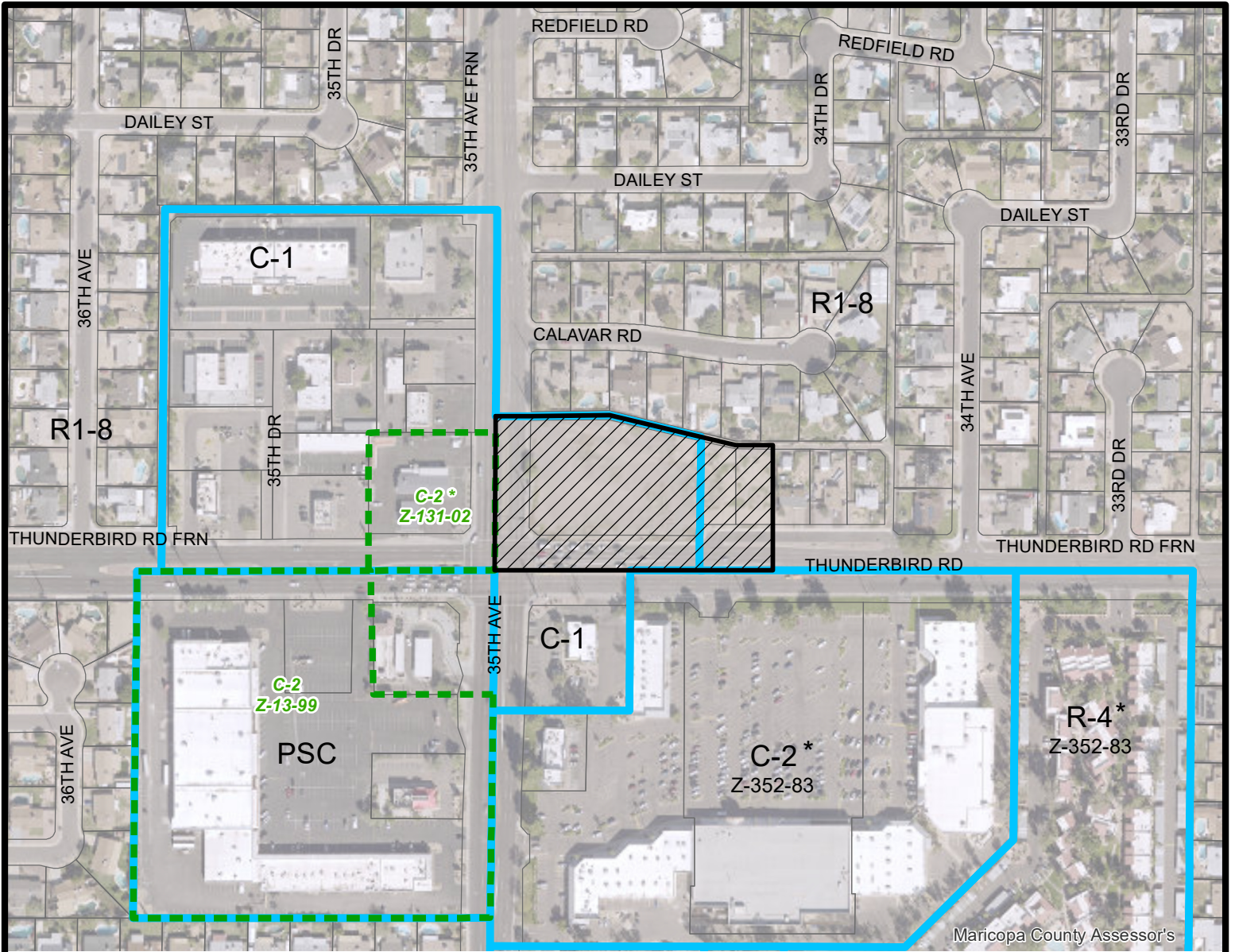


**NORTH MOUNTAIN VILLAGE**  
CITY COUNCIL DISTRICT: 1



<b>APPLICANT'S NAME:</b> Brian Greathouse/Burch & Cracchiolo PA		<b>REQUESTED CHANGE:</b>	
<b>APPLICATION NO.</b> Z-15-19		<b>FROM:</b> C-1 ( 2.50 a.c.) R1-8 ( 0.76 a.c.)	
<b>DATE:</b> 4/25/2019 REVISION DATES:		<b>TO:</b> PUD ( 3.26 a.c.)	
<small>GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX.</small> <b>3.26 Acres</b>		<small>AERIAL PHOTO &amp; QUARTER SEC. NO.</small> <b>QS 33-21</b>	<small>ZONING MAP</small> <b>L-6</b>
<b>MULTIPLES PERMITTED</b> C-1, R1-8 PUD		<b>CONVENTIONAL OPTION</b> 36, 3 47	
		<b>* UNITS P.R.D. OPTION</b> 43, 4 56	

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



Maricopa County Assessor's



Miles

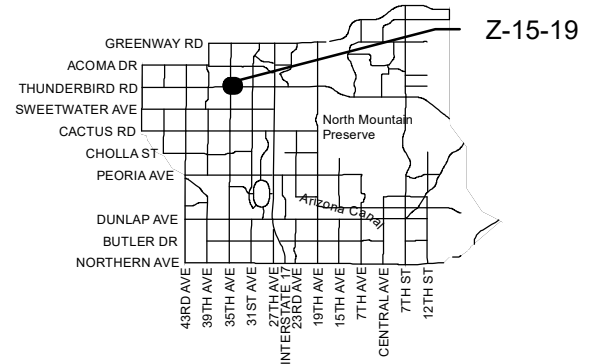
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**NORTH MOUNTAIN VILLAGE**

CITY COUNCIL DISTRICT: 1



**City of Phoenix**  
PLANNING AND DEVELOPMENT DEPARTMENT



APPLICANT'S NAME: **Brian Greathouse/Burch & Cracchiolo PA**

APPLICATION NO. **Z-15-19**

DATE: **4/25/2019**  
REVISION DATES:

GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX.

**3.26 Acres**

AERIAL PHOTO & QUARTER SEC. NO.  
**QS 33-21**

ZONING MAP  
**L-6**

**REQUESTED CHANGE:**

FROM: **C-1 ( 2.50 a.c.)  
R1-8 ( 0.76 a.c.)**

TO: **PUD ( 3.26 a.c.)**

**MULTIPLES PERMITTED**

**C-1, R1-8  
PUD**

**CONVENTIONAL OPTION**

**36, 3  
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**\* UNITS P.R.D. OPTION**

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