



**City of Phoenix**  
PLANNING AND DEVELOPMENT DEPARTMENT

**Staff Report Z-18-16-4**  
**September 20, 2016**

**Maryvale Village Planning Committee Meeting Date:** October 5, 2016

**Planning Commission Hearing Date:** November 3, 2016

**Request From:** R1-6 (0.74 acres)

**Request To:** C-2 (0.74 acres)

**Proposed Use:** General retail including a candy store and party related items.

**Location:** Approximately 105 feet east of the southeast corner of 35th Avenue and Encanto Boulevard

**Owner:** Maritza Martinez

**Applicant/Representative:** Omar Cervantes, XCL Engineering

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

<b>General Plan Conformity</b>			
<b>General Plan Land Use Designation</b>		Residential 3.5 to 5	
<b>Street Map Classification</b>	35th Avenue	Major Arterial	40-foot east half street
	Encanto Boulevard	Minor Collector	25-foot north half street
<p><b><i>CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; CERTAINTY AND CHARACTER; LAND USE PRINCIPLE: New development and expansion or redevelopment of existing development in or near residential areas should be compatible with existing uses and consistent with adopted plans.</i></b></p> <p>Currently the subject site is vacant and undeveloped. The request is to allow a new development of a small business to operate, a retail use near an existing residential area and is consistent with existing land use patterns along the 35<sup>th</sup> Avenue corridor.</p>			

**STRENGTHEN OUR LOCAL ECONOMY CORE VALUE; EMPLOYERS (JOB CREATION); LAND USE PRINCIPLE: Support General Plan Land Use Map and zoning changes that will facilitate the location of employment generating uses in each of the designated employment centers.**

The proposal will allow additional employment generating uses and opportunities located within the Phoenix Grand Avenue Employment Center area.

**CONNECT PEOPLE AND PLACES CORE VALUE; OPPORTUNITY SITES; LAND USE PRINCIPLE: Support reasonable levels of increased intensity, respectful of local conditions and surrounding neighborhoods.**

The proposal requests a reasonable level of increased intensity that is compatible with the surrounding neighborhoods scale and character.

Surrounding Land Uses/Zoning		
	<u>Land Use</u>	<u>Zoning</u>
<b>On Site</b>	Vacant	R1-6
<b>North</b>	Wholesale Party Supply	C-2
<b>South</b>	Surface Parking and Single Family Residential	P-1; R1-6
<b>East</b>	Single Family Residential	R1-6
<b>West</b>	Restaurant	C-2

C-2 (Intermediate Commercial)		
<u>Standards</u>	<u>Requirements</u>	<u>Met or Not Met</u>
<i>Building Setbacks</i>		
Street – 35th Ave.	Average 25'	70' - (Met)
Street – Encanto Blvd.	Average 25'	30' - (Met)
Interior	When adjacent to C-2 – 0'	15' - (Met)
Interior	When adjacent to R1-6 – 50'	140' - (Met)
<i>Landscaped Setbacks</i>		
Street – 35th Ave.	Average 25'	25' - (Met)
Street – Encanto Blvd.	Average 25'	25' - (Met)
Interior	When adjacent to R1-6 – 10'	10' - (Met)
Lot Coverage	Not to exceed 50%	18% - (Met)
Building Height	2 stories, 30'	2 stories, 30' - (Met)

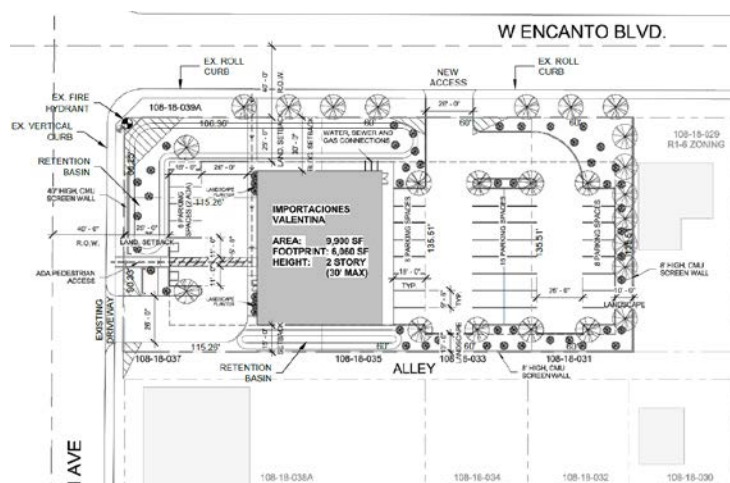
## Background/Issues/Analysis

1. The request is to rezone a 0.74-acre site located approximately 105 feet east of the southeast corner of 35th Avenue and Encanto Boulevard from R1-6 (Single Family Residential) to C-2 (Intermediate Commercial) to allow general retail including a candy store and party related items.
2. The subject site is currently vacant undeveloped land. To the north is a wholesale candy/ice-cream company and party supply store zoned C-2. To the south is a surface parking lot zoned P-1 (Parking) and to the southeast and east are single family residential properties zoned R1-6 (Single Family Residential). To the west across 35th Avenue is a restaurant use zoned C-2 (Intermediate Commercial).



## PROPOSAL

3. The site plan depicts an approximately 9,900 square foot building positioned toward the 35<sup>th</sup> Avenue frontage with two surface parking lots providing a combined total of 38 spaces (33 required). Primary vehicular ingress and egress will be provided via 35th Avenue with secondary access to the rear parking lot from Encanto Boulevard. Alley access is shown to be restricted by the placement of landscaping and a perimeter screen wall along the south property line.



4. The site plan also depicts a proposed average 25-foot setback along the north property line, and a minimum 10-foot landscape setback along the south and east property line with an 8-foot high CMU screen wall adjacent to single family residential properties. These site conditions are required per the standards in Section 623 (C-2) of the Phoenix Zoning Ordinance. As a result of these standards staff is recommending a stipulation of general conformance to the site plan and elevations date stamped September 19, 2016.
5. The 2015 General Plan City Bikeway System map identifies a connecting bike lane along Encanto Boulevard at the subject site. Staff is recommending a stipulation that the property owner provide bike racks with a minimum capacity of five bikes.

#### **STREETS**

6. The Streets Transportation Department has indicated that the developer shall update all existing off-street improvements to current ADA guidelines. A stipulation has been recommended to address this request.

#### **OTHER**

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 abandonments, may be required.

#### **Findings**

1. The proposal will allow additional employment generating uses located within the Phoenix Grand Avenue Employment Center area.
2. The proposal requests a reasonable level of increased intensity compatible with the surrounding land use pattern.

#### **Stipulations**

1. The development shall be in general conformance with the site plan and elevations date stamped September 19, 2016, as modified by the following stipulations and approved by the Planning and Development Department.
2. The property owner shall provide a bike rack with a minimum capacity of five bikes as approved by the Planning and Development Department.

### STREETS

3. The developer shall update and 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 or modified by the Planning and Development Department. All improvements shall comply with ADA accessibility requirements.

### AVIATION

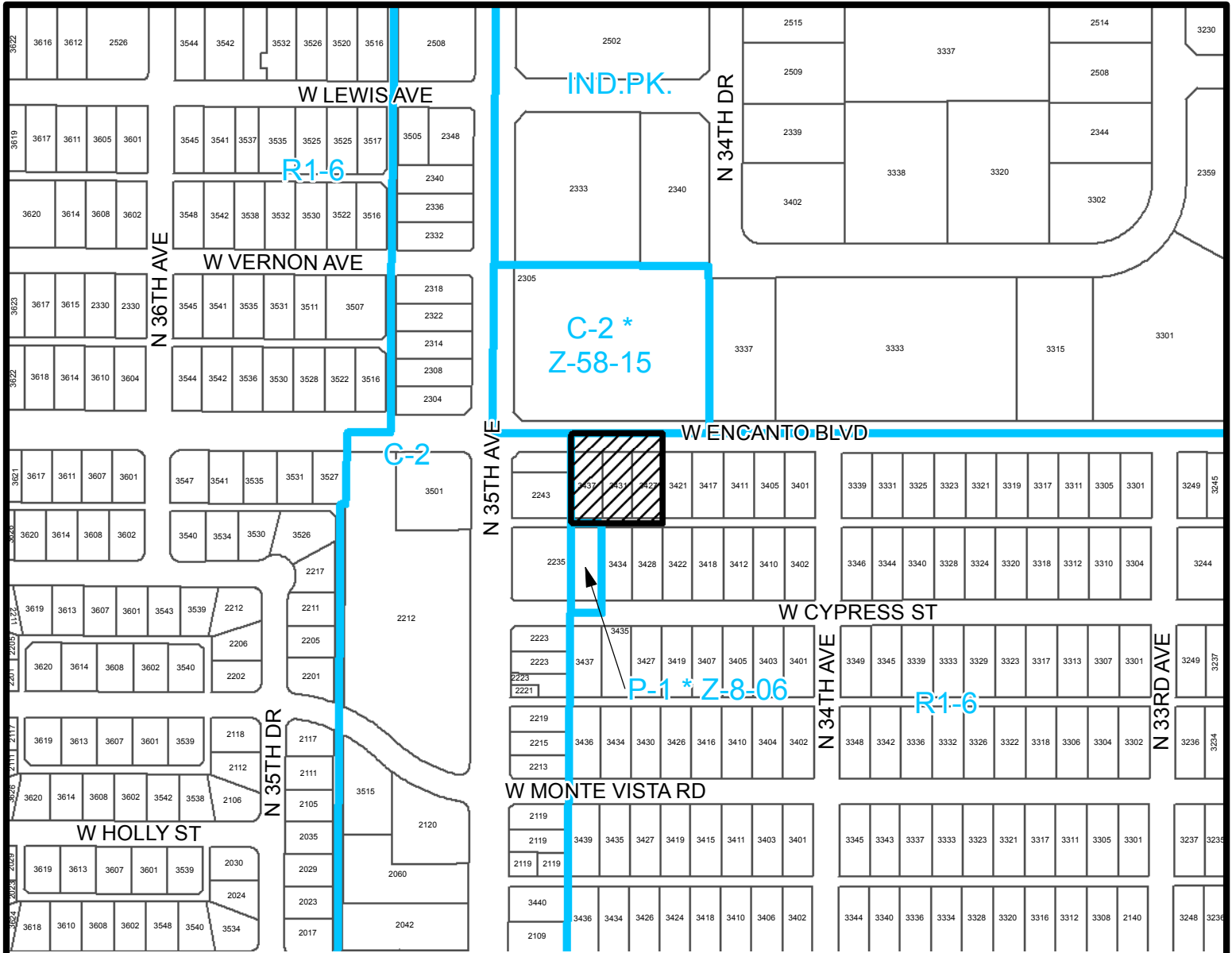
4. The property owner shall record documents that disclose the existence, and operational characteristics of City of Phoenix Sky Harbor International Airport (PHX) to future owners or tenants of the property. The form and content of such documents shall be according to the templates and instructions provided which have been reviewed and approved by the City Attorney.

### **Writer**

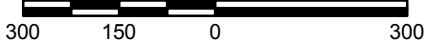
Joél Carrasco  
September 20, 2016  
Joshua Bednarek

### **Attachments**

Zoning sketch  
Aerial  
Site plan dated September 19, 2016 (1 page)  
Elevations dated September 19, 2016 (1 page)



Feet

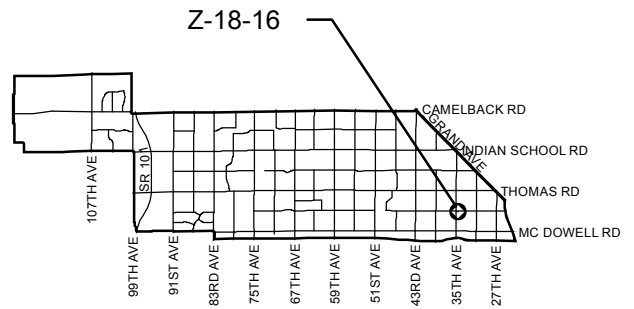


**MARYVALE VILLAGE**  
CITY COUNCIL DISTRICT: 4



**City of Phoenix**

PLANNING & DEVELOPMENT DEPARTMENT



**APPLICANT'S NAME:** XCL Engineering, Omar Cervantes

**APPLICATION NO.** Z-18-16

**DATE:** 4/20/16  
**REVISION DATES:**

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

0.74 Acres

**AERIAL PHOTO & QUARTER SEC. NO.**  
QS 13-21

**ZONING MAP**  
G-6

**REQUESTED CHANGE:**

FROM: R1-6 (0.74 a.c.)

TO: C-2 (0.74 a.c.)

**MULTIPLES PERMITTED**

R1-6

C-2

**CONVENTIONAL OPTION**

3

10

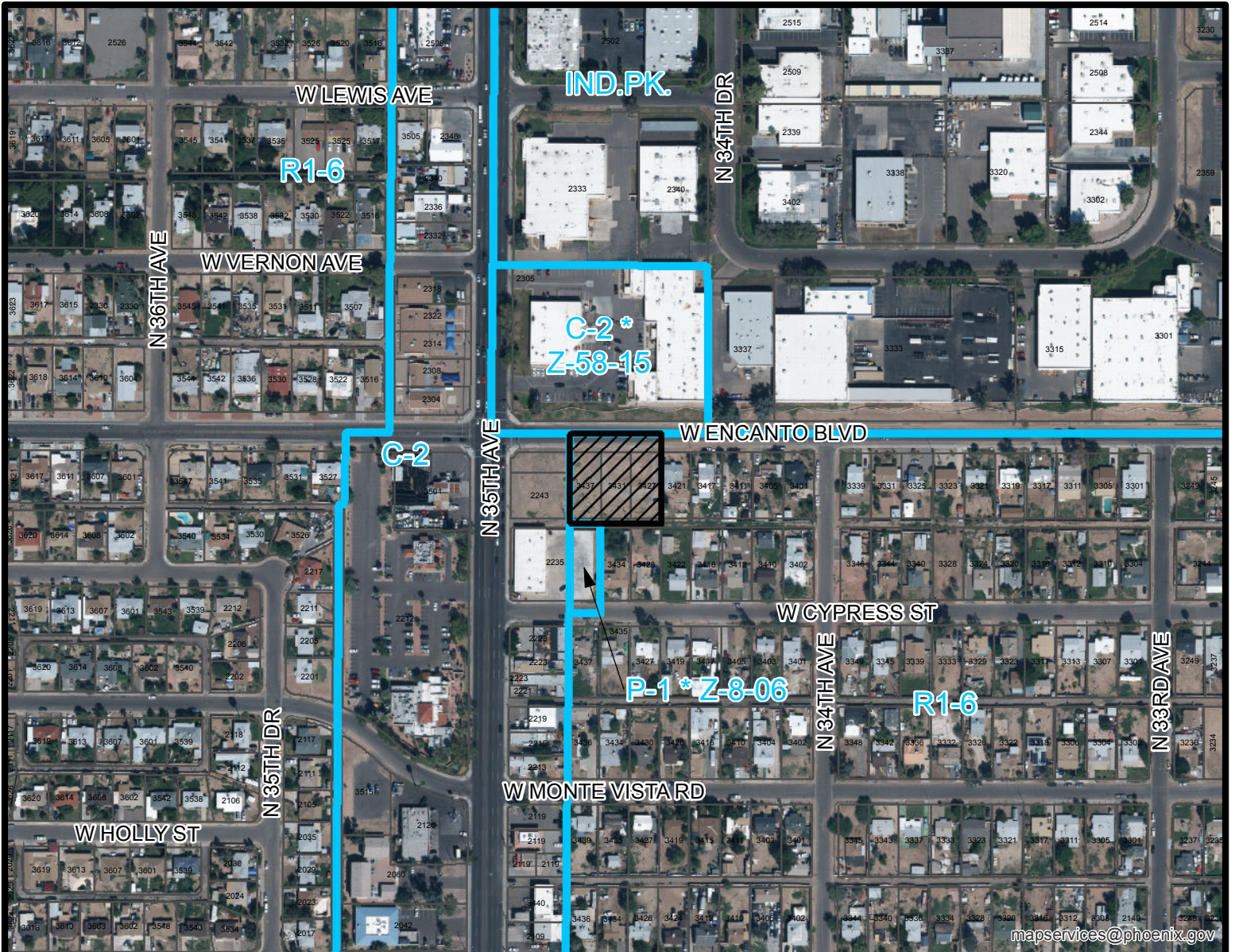
**\* UNITS P.R.D. OPTION**

4

13

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

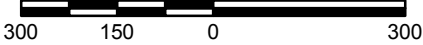




mapservices@phoenix.gov



Feet



**MARYVALE VILLAGE**  
CITY COUNCIL DISTRICT: 4



**City of Phoenix**

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Z-18-16



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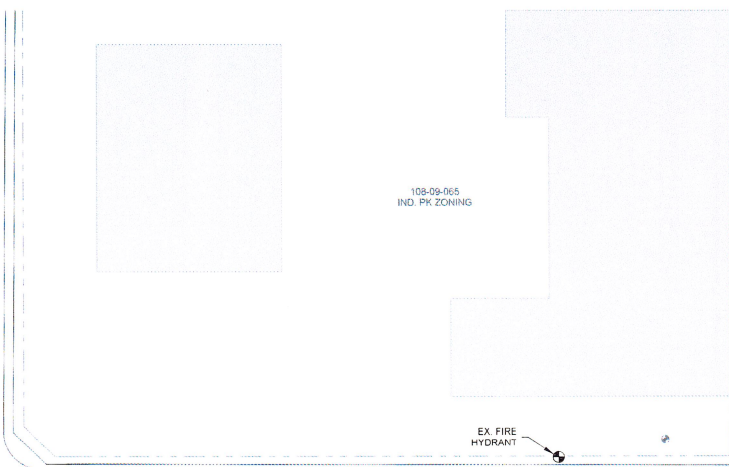
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**SITE DATA**

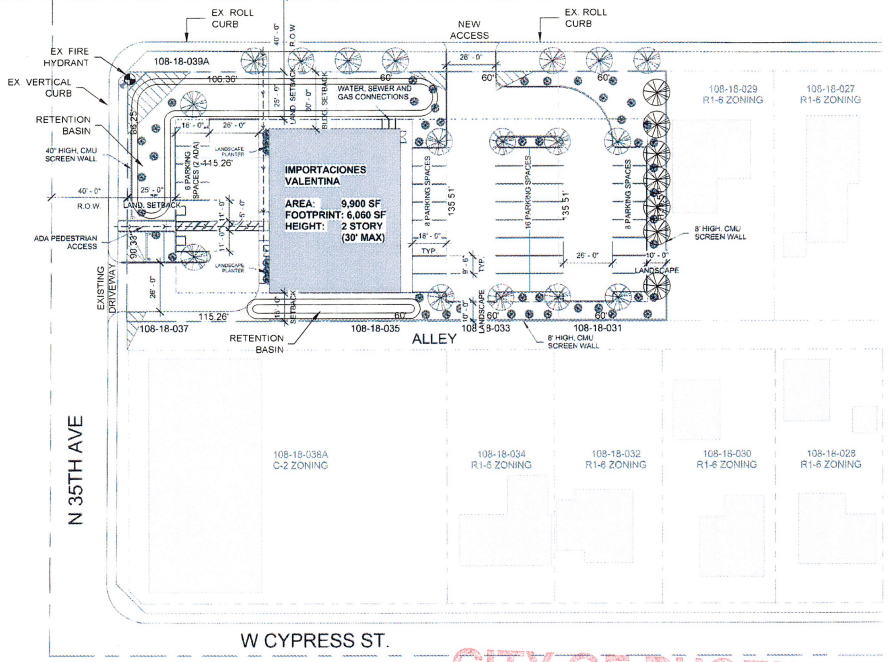
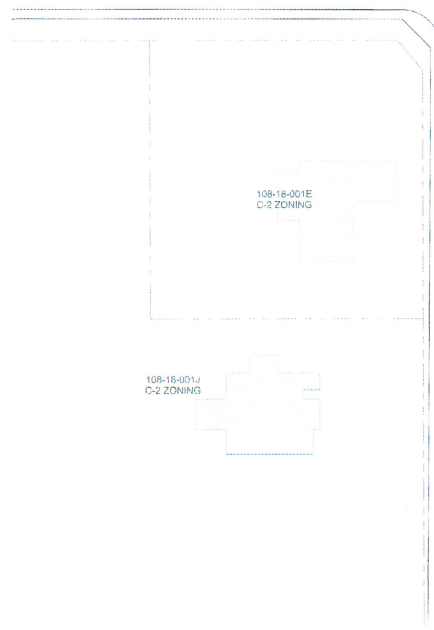
ZONING: C-2  
 OCCUPANCY TYPE: BUSINESS  
 PROPOSED BUILDING AREA: 11,500 SF.  
 BUILDING HEIGHT: 30'-0"

**PARKING REQUIREMENTS**

RETAIL ESTABLISHMENTS: 1 SPACE/300 SF  
 PARKING SPACES REQUIRED: 9,900 / 300 = 33 SPACES  
 ON SITE PARKING PROVIDED:  
 (ON-SITE) TOTAL: 33 SPACES  
 ACCESSIBLE SPACES: 2 SPACE

**LOT AREAS**

LOT #	AREA	CURRENT ZONING	PROPOSED ZONING
LOT 108-18-035A	5,155 SF	C-2	NO CHANGE
LOT 108-18-037	10,412 SF	C-2	NO CHANGE
LOT 15 (108-18-035)	8,164 SF	R1-6 (PART OF THIS APPLICATION)	C-2
LOT 12 (108-18-033)	7,838 SF	R1-6 (PART OF THIS APPLICATION)	C-2
LOT 11 (108-18-031)	7,759 SF	R1-6 (PART OF THIS APPLICATION)	C-2
TOTAL	36,156 SF		
COVERAGE	16%		



**PROJECT DESCRIPTION**

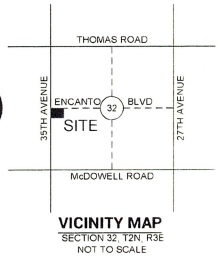
CONSTRUCTION OF A TWO STORY BUILDING FOR A CANDY STORE WITH PAVED PARKING AREAS, LANDSCAPE AREA AND ACCESS DRIVEWAYS AT ENCANTO BLVD. AND 35TH AVENUE  
 NO LOTS WILL BE FOR SALE AT THIS SITE

**OWNER**

IMPORTACIONES VALENTINA  
 2842 N 35TH AVE, SUITE 2  
 PHOENIX, AZ 85008  
 P (602) 378-8888  
 CONTACT: MARITZA MARTINEZ

**PREPARED BY**

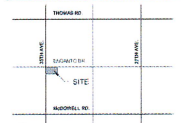
MERGE ARCHITECTURAL GROUP  
 600 N 4th ST, SUITE 112  
 PHOENIX, AZ 85004  
 P (602) 635-1581  
 CONTACT: CARLOS MURRIETA



DESIGN DEVELOPMENT

IMPORTACIONES VALENTINA

IMPORTACIONES VALENTINA  
 2842 N 35TH AVE  
 PHOENIX, AZ 85008



**VICINITY MAP**

REVISIONS

MARK	DATE	DESCRIPTION

PROJECT NO: 15C-021  
 DESIGN BY: MSC  
 CHECKED BY: CAM

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SHEET TITLE

**SITE PLAN**

DATE: 1/15/15  
 SHEET: A002

SITE PLAN  
 1" = 30'-0"

CITY OF PHOENIX

SEP 19 2016

Planning & Development Department

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SEAL:

DESIGN DEVELOPMENT

OWNER INFORMATION  
**IMPORTACIONES VALENTINA**  
 2243 N 35TH AVE  
 PHOENIX, AZ 85009

THURMAN RD	
DICKINSON DR	
U-SOVELL RD	



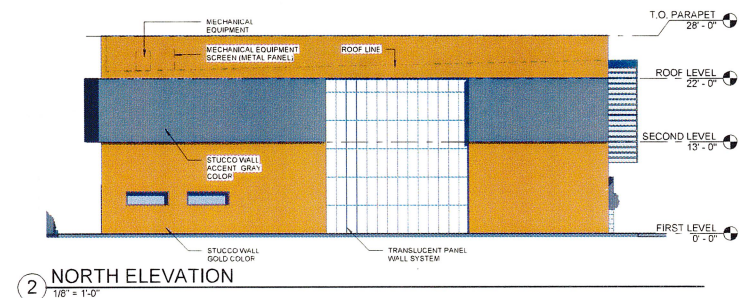
REVISION	DATE	DESCRIPTION

PROJECT NO: 15C-0211  
 DESIGNER: NSC  
 CND'D BY: CAM  
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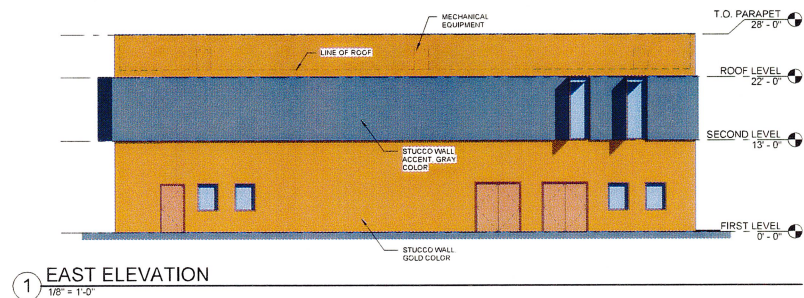
SHEET TITLE

**EXTERIOR ELEVATIONS**

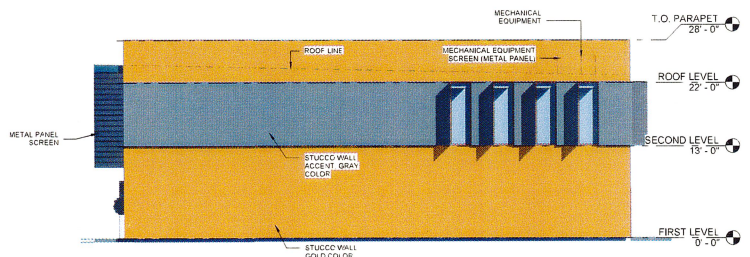
DATE: 9/19/16  
 SHEET: A200



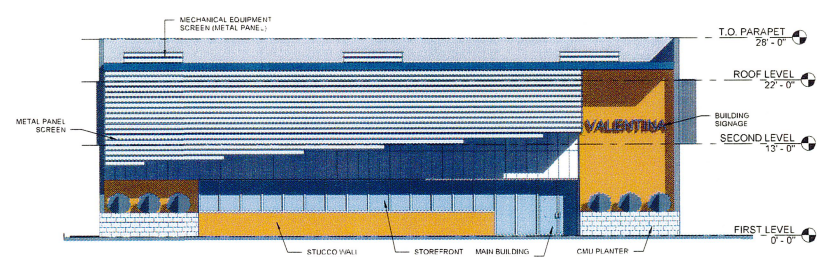
2 NORTH ELEVATION  
 1/8" = 1'-0"



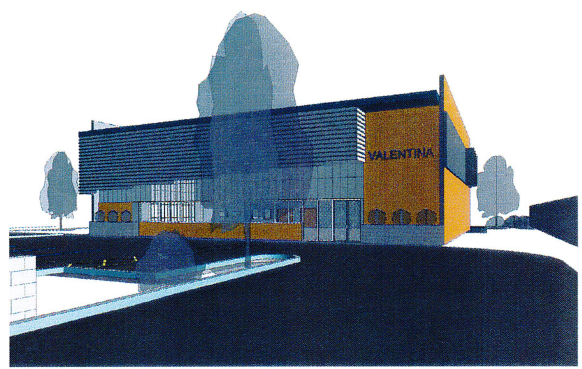
1 EAST ELEVATION  
 1/8" = 1'-0"



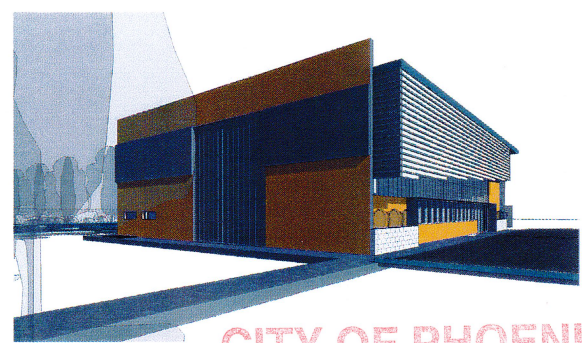
3 SOUTH ELEVATION  
 1/8" = 1'-0"



4 WEST ELEVATION  
 1/8" = 1'-0"



5 PERSPECTIVE VIEW



6 PERSPECTIVE VIEW

CITY OF PHOENIX

SEP 19 2016

Planning & Development  
 Department

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