



**City of Phoenix**  
PLANNING AND DEVELOPMENT DEPARTMENT

**Staff Report: Z-5-15-6**  
March 12, 2015

**Alhambra Village Planning Committee Hearing Date** March 24, 2015  
**Planning Commission Hearing Date** April 14, 2015  
**Request From:** C-2 (2.58 acres), R-3 (1.60 acres) & P-1 (0.77 acres)  
**Request To:** C-O / G-O HGT WVR (4.95 acres)  
**Proposed Use** Expansion of an existing broadcasting office and studio  
**Location** Approximately 312 feet north of the northeast corner of 7th Avenue and Missouri Avenue  
**Owner** Broadcasting Corporation  
**Applicant's Representative** Wallcott Denison III  
**Staff Recommendation** Approval, subject to stipulations

General Plan Conformity			
<b>General Plan Land Use Designation</b>		Commercial / Residential 3.5 to 5 du/acre	
<b>Street Map Classification</b>	7th Avenue	Arterial	Varies, 40-50-foot east half street
<p><b>LAND USE ELEMENT, GOAL 1, POLICY 3: INCLUDE A VARIETY OF LAND USES: OFFICE, RETAIL SHOPPING, ENTERTAINMENT AND CULTURAL, HOUSING, HOTEL AND RESORT, AND WHERE APPROPRIATE, SOME TYPES OF INDUSTRY.</b></p> <p>The proposal will allow a unique land use to expand and continue to operate at the subject site.</p>			
<p><b>NEIGHBORHOOD ELEMENT, GOAL 2, POLICY 3: CREATE NEW DEVELOPMENT THAT IS SENSITIVE TO THE SCALE AND CHARACTER OF THE SURROUNDING NEIGHBORHOODS AND INCORPORATES ADEQUATE DEVELOPMENT STANDARDS TO PREVENT NEGATIVE IMPACT(S) ON THE RESIDENTIAL PROPERTIES.</b></p> <p>The proposal will only add a relatively small scale single story building and maintain large setbacks for larger structures.</p>			

<b>Surrounding Land Uses/Zoning</b>		
	<b><u>Land Use</u></b>	<b><u>Zoning</u></b>
<b>On Site</b>	Broadcasting Office and Studio	C-2, R-3 & P-1
<b>North</b>	Single Family Residential	R1-10
<b>South</b>	Vacant Retail / Parking / Multi-Family Residential	C-2 / P-1 / R-3
<b>East</b>	Church Parking Lot / Vacant	R-3
<b>West</b>	Single Family Residential	R1-6
<b>C-O / G-O HGT WVR (Restricted Commercial / General Office Height Waiver)</b>		
<b><u>Standards</u></b>	<b><u>Requirements</u></b>	<b><u>Proposed</u></b> (*Variance required)
<i>Building Setbacks</i>		
Perimeter building setbacks	20 feet front yard (west) 10 feet side yard (south) 25 feet rear yard (east)  10 feet side yard (north)	Met – 20 feet  Met – 32 feet  Met – 298 feet  Not Met – 0 feet (existing condition – Variance not required)
Lot Coverage	Maximum 40%	Met – 26%
Building Height	Maximum 42 feet	Met – 27 feet for new building (existing building is 46 feet)
Parking	Minimum 231 required	Met – 291 provided

**Background/Issues/Analysis**

1. This is a request to rezone 4.95 acres from C-2 (Intermediate Commercial), R-3 (Multiple-Family Residence District) & P-1 (Passenger Automobile Parking) to C-O / G-O HGT WVR (Restricted Commercial / General Office Height Waiver) to allow for the expansion of an existing broadcasting office and studio.
2. The property is currently developed with a broadcasting office and studio. A 32 foot high, two story building exists along the northwest portion of the site. The southwest corner is developed with a parking lot and the primary driveway to the site. A 46 foot, three story building is located immediately to the east of the parking lot. The balance of the site is developed with surface parking with the exception of a garden located at the northeast corner of the site and several satellite dishes located along the northern boundary of the property. Several large carports cover a significant portion of the surface parking. The R-3 portion of the existing site is developed as surface parking which is not an allowed



### **Findings**

1. As stipulated, the request is appropriately buffered from the surrounding residential uses.
2. The increase in traffic to the development would be minimal and the additional allowed uses would provide greater services to the surrounding community.
3. The proposal would bring the nonconforming R-3 portion of the site into compliance.

### **Stipulations**

1. The development shall be in general conformance with the site plan date stamped January 22, 2015 except as modified by the following stipulations and approved by the Planning and Development Department.
2. Building height shall be limited to a maximum of 25 feet within 150 feet of the east property line as approved by the Planning and Development Department.
3. Building height shall be limited to a maximum of 32 feet within 99 feet of the north property line as approved by the Planning and Development Department.

### **Writer**

Xandon Keating

3/9/15

### **Team Leader**

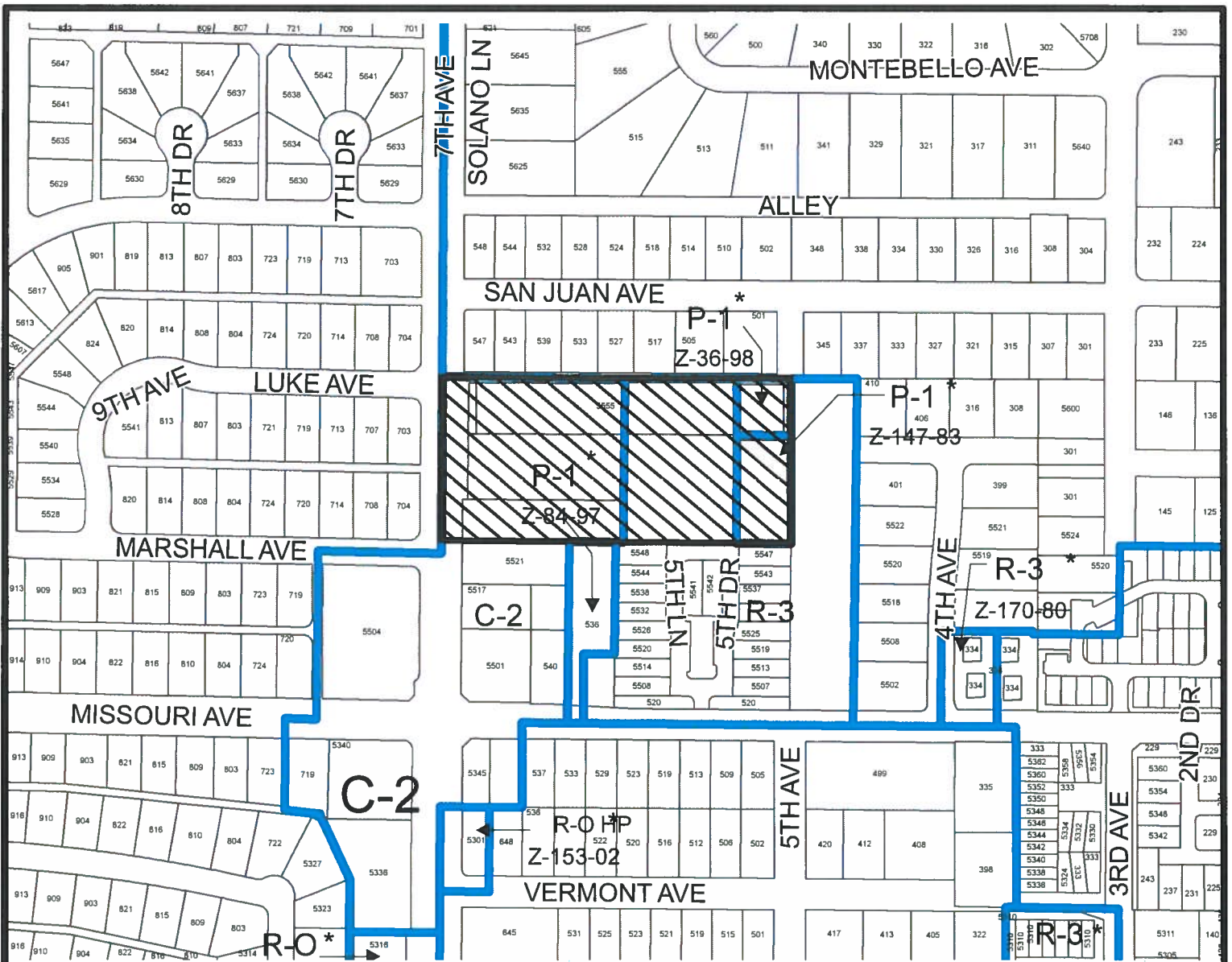
Joshua Bednarek

### **Attachments**

Sketch Map

Aerial

Site Plan

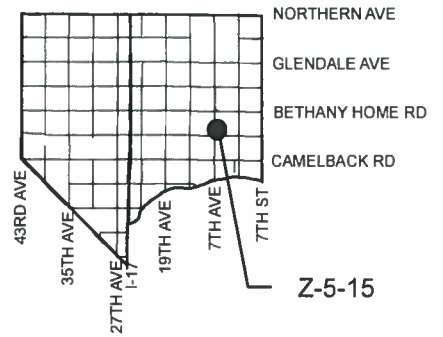


300 150 0 300 Feet

CITY OF PHOENIX PLANNING DEPARTMENT

**ALHAMBRA VILLAGE**

CITY COUNCIL DISTRICT: 6



<b>APPLICANT'S NAME:</b> Ballard Spahr LLP, Shelly McTee		<b>REQUESTED CHANGE:</b>	
<b>APPLICATION NO.</b> Z-5-15	<b>DATE:</b> 2/6/15 <small>REVISION DATES:</small>	FROM: C-2, (2.58 a.c.) R-3, (1.60 a.c.) P-1, (.77 a.c.)	
<small>GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX.</small> 4.95 Acres	<small>AERIAL PHOTO &amp; QUARTER SEC. NO.</small> QS 20-27	<small>ZONING MAP</small> I-8	TO: C-O/G-O HGT WVR, (4.95 a.c.)
<b>MULTIPLES PERMITTED</b> C-2, R-3, P-1 C-O/G-O HGT WVR	<b>CONVENTIONAL OPTION</b> 37, 23, N/A N/A		<b>* UNITS P.R.D. OPTION</b> 45, 28, N/A N/A

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



