



City of Phoenix

PLANNING AND DEVELOPMENT DEPARTMENT

Staff Report Z-19-B-00-5

April 29, 2011

Maryvale Village Planning Committee Meeting Date May 10, 2011

Planning Commission Hearing Date May 11, 2011

Request From: S-1 (7.78 Acres) and S-1 (Approved CP/GCP PCD (512.73 Acres), C-2 PCD (54.71 Acres), C-2 HR PCD (32.30 Acres) PUD PCD (607.52 Acres)

Request To:

Proposed Use Planned Unit Development with various uses (Multi-family residential, retail, office, and commerce park)

Location Area generally bounded by 93rd Avenue, 99th Avenue, Thomas Road to Campbell Avenue

Owner Algodon /John F Long / Drury Southwest

Applicant/Representative Stephen Anderson, Gammage and Burnham

Staff Recommendation Approval, subject to stipulations

General Plan Conformity

General Plan Land Use Designations		Mixed-Use	
Street Map Classification	99 th Avenue	Arterial	70-foot east half street right-of-way
	Campbell Avenue	Minor Collector	30-foot half street
	Indian School Rd	Major Arterial	110-foot total right-of-way
	91 st Avenue	Arterial	55-foot west half street right-of-way
	Thomas Rd	Arterial	70-foot north half street right-of-way
	Loop 101/Agua Fria	Freeway Frontage Road	As required by Arizona Department of Transportation (ADOT)

GROWTH AREA ELEMENT, GOAL 1, GROWTH - STRATEGIC EMPLOYMENT GROWTH: THE PHOENIX ECONOMIC DEVELOPMENT PLAN PROVIDES ECONOMIC DEVELOPMENT EFFORTS AND FOCUSES ON FOUR MAIN GOALS. 1) GROWTH IN JOBS, WAGES AND NUMBER OF BUSINESSES IN TARGETED BUSINESS CLUSTERS; 2)

GROWTH IN PHOENIX RESIDENTS' INCOME; 3) IMPROVEMENT IN PHOENIX QUALITY OF LIFE; 4) GROWTH IN SALES TAX REVENUES.

The original Algodon Planned Community Development (PCD) was deemed by City Council as a major employment corridor. This PUD only strengthens that assessment by adding additional uses and height.

LAND USE ELEMENT, GOAL 1, URBAN FORM: GROWTH SHOULD BE STRUCTURED INTO A SERIES OF URBAN VILLAGES CHARACTERIZED BY THE FIVE COMPONENTS OF THE URBAN MODEL: CORE, NEIGHBORHOODS, COMMUNITY SERVICE AREAS, REGIONAL SERVICE AREAS, AND OPEN SPACE.

The subject property is located on the perimeter of the Maryvale Village and is adjacent to the LOOP 101, a major regional transportation corridor. This strategic location in the urban pattern is appropriate for regional service area land uses such as a hospital and medical uses, retail, and offices.

LAND USE ELEMENT, GOAL 5, INTEGRATION OF LAND USE AND TRANSPORTATION SYSTEMS: MINIMIZE THE ADVERSE IMPACT OF THE TRANSPORTATION SYSTEM THROUGH INTEGRATED URBAN DESIGN.

The development will serve as a service area supporting the village core and surrounding neighborhoods. It will reduce the need for additional vehicle trips outside the village for employment and the purchase of goods and services.

LAND USE ELEMENT, GOAL 4, GOAL 4 MIXED LAND USE DEVELOPMENT: MIXED LAND USE PATTERNS SHOULD BE DEVELOPED WITHIN URBAN VILLAGES AND AT SMALLER SCALES TO MINIMIZE THE NUMBER AND LENGTH OF TRIPS.

The Algodon PUD provides flexibility for a mix of land uses that provides new opportunities for existing and future residents in the area to shop, live, which would reduce the number and length of automobile trips.

NEIGHBORHOOD ELEMENT, GOAL 9, NEIGHBORHOOD AND FREEWAY COMPATIBILITY: FREEWAYS AND PARKWAYS WITHIN THE CITY SHOULD BE DESIGNED OR MITIGATED TO BE SENSITIVE TO ADJACENT NEIGHBORHOODS.

Commercial development is often an effective buffer between a freeway and existing and new residential development. The proposed zoning designation will allow freeway mitigation measures to be provided through a mix of land uses and innovative site design.

BACKGROUND

1. The General Plan for Phoenix in 1985, designated the subject land as low-density residential development. The Agua Fria (Loop 101) Freeway bisects the area making development of the envisioned housing difficult. In 2000, City Council approved Rezoning Case Z-19-00-5 for a 853 acre Planned Community Development (PCD) referred to as Algodon Center. A General Plan Amendment, MV-1-99-5 was also approved to change the area's General Plan Land Use designation from Residential 0-2 and 2-5 dwelling units per acre to Mixed Use/Commercial and Commerce Park. Algodon Center is the largest vacant parcel in Maryvale and along the Loop 101.

SUBJECT SITE

2. This application is a Major Amendment to the existing 853 acre PCD. The request will designate 607.52 acres generally located west of the 93rd Avenue alignment as Planned Unit Development (PUD).
3. This PUD PCD request will also expand the boundary of the existing PCD to include an additional 7.6 acres of land located on the south side on Indian School Road west of the freeway, wholly internal to and surrounded by the existing PCD.
4. The current General Plan Land Use designation is Mixed Use with the underlying land use designations of Commercial and Industrial. All uses listed in the PUD Development Narrative are consistent with the Mixed Use category.

SURROUNDING USES & ZONING

5. **North**

Directly north of the parcel is zoned S-1. The parcel to the northeast is part of the PCD and is zoned GCP PCD.

Just north of this proposal, along the Loop 101, are the University of Phoenix Stadium, Jobing.com Arena, Camelback Ranch, and the Westgate Center.

West

The land to the west is the jurisdiction of Avondale. The city of Avondale has approved multiple high intense, mixed use zoning including the Avondale Live mixed use project at 99th and Encanto and Entorno at 99th Avenue and Indian School Road.

South

To the south of this request is Banner Estrella Medical Center. To the south, west of the Loop 101 is the Sheely Farms PCD including a mix of uses and approved heights to 250 feet.

East

Remaining portions of the PCD, zoned GCP PCD are to the east as well as land north of Osborn zoned S-1.

PROPOSAL

6. The proposal was developed utilizing the PUD zoning designation that allows an applicant to propose uses, development standards and design guidelines for a site. One of the goals of this process is to allow the applicant to develop standards that respond to the surrounding environment, more so than conventional zoning districts allow. The end result is property rezoned with standards crafted specifically for the site.

Where the PUD narrative is silent on a requirement, the applicable Zoning Ordinance provision will be applied.

7. Below is a summary of the proposed standards for the subject site as described in the attached PUD narrative date stamped April 25, 2011, Attachment B.

Land Use

The narrative proposes permitted uses that include, but are not limited to, commercial/retail, office and hospitality uses. Multi-family residential is allowed, while single-family residential is not allowed.

Performance Standards

Performance standards are provided to address additional requirements for specific land uses. The performance standards may include a requirement for a use permit through the public hearing process, limit hours of operation, or provide a buffer.

Development Standards

The building heights are proposed to be a maximum of 250 feet, but only to a maximum of 70 feet for parcels located within 300 feet of 99th Avenue, north of Glenrosa Avenue. The building setbacks are 30 feet along arterial roads and the freeway and 20-feet along local and collector streets. Vertical mixed-use development allows for a zero setback. The development of multi-family residential is to be at a minimum density of 20 dwelling units per acre and a maximum of 52.2 dwelling units per acre.

Landscaping Standards

A mix of two-inch caliper trees placed 20 feet on center along with shrubs and groundcover are proposed along the streetscape of the entire development to promote human comfort and visual interest surrounding the site.

Parking

Sufficient parking has been proposed for the site by meeting the minimum parking requirements for the individual uses. Parking space dimensions have been reduced from 9½ feet to 8½ feet in width.

Shading

The narrative proposes that 50 percent of all pedestrian walkways and sidewalks be shaded by a combination of shade trees, building canopies, overhangs, arcades, or other shade methods as measured at 12 noon on the summer solstice.

Design Guidelines

The Development Narrative does not propose any new design guidelines; therefore all applicable design guidelines set forth in Section 507 Tab A, of the Zoning Ordinance will apply.

Phasing

Specific phasing is currently not being considered by the applicant.

Signage

Exhibit 14 of the Development Narrative describes in detail the sign package for this request including identification, landmark, and sponsorship with electronics. The exhibits show freeway signage at a maximum of 110 feet. Staff is stipulating a maximum height for freeway signage at 90 feet and a turn-off time of 11:00 pm. These stipulations are consistent to what staff has requested with properties to

the north along the freeway and are also consistent to what adjacent municipalities have approved and constructed.

Sustainability

The narrative proposes several options to incorporate sustainability principles which may include building orientation, high roof solar reflective index, solar collection technologies, and design for effective water use.

STREETS AND TRAFFIC

8. Right-of-way for all streets within the development area shall be dedicated as per the approved Master Street Plan. Any changes to the approved Master Street Plan shall be reviewed and approved by the Street Transportation Department.
9. A Traffic Impact Study was submitted to the Street Transportation Department on March 15, 2011, for review. A stipulation has been added to address any recommendations from that study.

MISCELLANEOUS

10. The Aviation Department has requested that a notice be given to prospective purchasers of properties in the city of Phoenix underlying the flight patterns of the city of Glendale Airport. The area may be subject to overflights of aircraft operating at the Airport. A stipulation has been added to request these notices.
11. Development and use of the site is subject to all applicable codes and ordinances. Zoning approval does not negate other ordinance requirements and other formal actions may be required.
12. Staff has conducted a review of the first and second submittal of the Development Narrative in which the applicant has addressed several comments made by staff. Staff still has concerns regarding the following items listed below:
 - a. Exhibit 14, Page 3, a) Project Landmark – “Landmarks are restricted to a maximum of one hundred and ten (110) feet in height”. Staff is requesting that Landmarks be restricted to a maximum of ninety (90) feet in height. This request is consistent to what the city of Phoenix and other municipalities have approved in the past along the Loop 101, as well as what has already been constructed.
 - b. Exhibit 14, Page 3, b) Project Sponsorship – “Shall be turned off from 12 am (midnight) until dawn.” Staff is requesting that the turn-off be from 11 pm until dawn. This is consistent with what staff has requested in the past with neighboring parcels.

Findings

1. The request is consistent with the General Plan Land Use designation of Mixed Use and supports multiple General Plan Goals and Policies.
2. The development is consistent with the surrounding regional destinations and planned projects approved within adjacent jurisdictions.

3. The proposed development will provide increased employment, retail and residential living opportunities in the area.

Stipulations

1. That an updated Development Narrative for the Algodon PUD reflecting the changes approved through this request shall be submitted to the Planning and Development Department within 30 days of City Council approval of this request. The updated Development Narrative shall be consistent with Development Narrative date stamped April 25, 2011, as modified by the following stipulations:
2. That the property owner shall record a Notice to Prospective Purchasers of Proximity to Airport in order to disclose the existence and operational characteristics of the City of Glendale Airport 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.
3. That the applicant shall revise the Algodon PUD Narrative with specific regard to the following:
 - a. Exhibit 14, Page 3, Section a) Project Landmark – Landmarks are restricted to a maximum of - Replace “one hundred and ten (110) feet” with “ninety (90) feet”. Figure D (page 10) shall also reflect this maximum.
 - b. Exhibit 14, Page 3, Section b) Project Sponsorship – Shall be turned off from – Replace “12 am (midnight)” with “11 pm”.
4. That the applicant shall submit a revised Traffic Impact Study to the Street Transportation Department and the Planning and Development Department prior to preliminary site plan review for the first phase of development. The applicant shall be responsible for any dedications and required improvements as recommended by the approved Traffic Impact Study and as approved by Planning and Development Department and the Street Transportation Department.
5. That 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.

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4/29/11

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Attachments

Attachment A: Sketch Map

Attachment B: Algodon PUD Narrative date stamped April 25, 2011

