



City of Phoenix

PLANNING AND DEVELOPMENT DEPARTMENT

Staff Report Z-33-13-3

September 30, 2013

North Mountain Village Planning Committee Meeting Date October 16, 2013

Planning Commission Hearing Date November 12, 2013

Request From: R-3A (0.52 acres)

Request To: PUD (0.52 acres)

Proposed Use Planned Unit Development to allow the sale of packaged liquor as an accessory to a residential convenience market.

Location Southwest corner of 7th Street and Greenway Road

Owner M2 Phoenix 1222 LLC

Applicant/Representative William Lally, Tiffany and Bosco

Staff Recommendation Approval, subject to a stipulation

General Plan Conformity

General Plan Land Use Designations		Residential 10 to 15 du/ac	
Street Map Classification	7 th Street	Major Arterial	55-foot south half street
<p><i>LAND USE ELEMENT, GOAL 4, MIXED USE DEVELOPMENT: MIXED USE LAND PATTERNS SHOULD BE DEVELOPED WITHIN URBAN VILLAGES AND AT SMALLER SCALES TO MINIMIZE THE NUMBER AND LENGTH OF TRIPS .</i></p> <p>The proposed PUD allows for the current Vaseo community to thrive by creating a unique use and decreasing automobile dependence. Specifically, this small scale amenity will encourage Vaseo residents to utilize a facility that will discourage automobile trips from the site but will not create additional traffic.</p>			
<p><i>CIRCULATION ELEMENT, GOAL 1, POLICY 4: SUPPORT THE LAND USE ELEMENT GOALS OF BALANCING HOUSING AND EMPLOYMENT IN URBAN VILLAGES AND ENCOURAGING A MIXTURE OF LAND USES IN NEIGHBORHOODS TO REDUCE THE LENGTH AND NUMBER OF VEHICLE TRIPS.</i></p>			
<p>The proposed PUD will provide shopping and entertainment opportunities that support Vaseo residents and provide a balance with the existing community. The unique internal servicing component of the site is a complimentary amenity to the existing neighborhoods that will help create a unique sense of place to the area.</p>			

Background/Issues/Analysis

SUBJECT SITE

1. This request is to rezone a 0.52 acre site located at the southwest corner of 7th Street and Greenway Road from R-3A (Multi-family Residential) to PUD (Planned Unit Development). The site is located within the Vaseo Apartment Community, which consists of 1,222 residential apartment homes.
2. The General Plan Land Use Map designation is Residential 10-15 dwelling units per acre. Surrounding the site on all four sides are parcels designated Residential 10-15 dwelling units. The request is consistent with the site and the surrounding designations.
3. Access to the site is provided by existing ingress and egress points off 7th Street. This request doesn't propose any changes to the existing conditions at the site pertaining to access.

SURROUNDING USES & ZONING

4. **North, West, South, East**
The subject site is located within and is surrounded on all sides by the Vaseo Apartment Community. The 53 acre Vaseo Apartment Community consists of 1,222 residential apartment homes with approximately 3,000 residents. This property is one of the largest apartment communities in the southwest.

PROPOSAL

5. The purpose of the proposed Vaseo Marketplace PUD is to alter only one use provision within the existing R-3A provisions in place on the property. This PUD requests to modify the description of a residential convenience market as permitted by the R-3A zoning district. Currently the zoning ordinance permits a residential convenience market as an accessory use to a multiple-family development subject to specific conditions. These conditions pertain to signage, a minimum of 400 dwelling units, maximum total floor area, and no parking space requirement (except for delivery or handicapped individuals).

The modification that this PUD proposes is to allow a residential convenience market, including the consumption and delivery of food prepared on-site, and the sale of packaged liquor, subject to the market not exceeding 4,000 square feet in total floor area.

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

6. Below is a summary of the proposed standards for the subject site as described in the attached PUD narrative date stamped September 6, 2013 Attachment B.

Land Use

The narrative proposes uses under the following zoning district: Multi-Family Residential (R-3A) of the Phoenix Zoning Ordinance.

Development Standards

The Vaseo Marketplace PUD will adhere to all development standards identified through Section 616 of the Phoenix Zoning Ordinance (R-3A Zoning District), and other applicable provisions contained within the Phoenix Zoning Ordinance.

Landscaping Standards

Landscaping standards shall comply with the city of Phoenix Zoning Ordinance.

Parking

The Development Narrative does not propose any new parking guidelines, therefore, all applicable parking requirements set forth in Section 616.C.6 of the Zoning Ordinance will apply. No additional parking is required as part of this request. Numerous parking spaces are currently available adjacent to and nearby the Marketplace to assure that residents who are shopping at the store are able to do so without causing any traffic blockage for emergency vehicles or other residents trying to enter or leave the community.

Shading

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.

Design Guidelines

The Development Narrative states that the Vaseo Marketplace PUD will adhere to all design standards included within the Phoenix Zoning Ordinance, Section 507 Tab A as well as Section 616 (R-3A Zoning District).

Phasing

The Vaseo Marketplace will develop as a single phase, with the primary deli/market facility to be online in the 4th quarter of 2013. No expansions of the facility are expected in the future.

Signage

All on site signage will conform to the standards reflected in the Vaseo Comprehensive Sign Plan.

Sustainability

The narrative proposes several options to incorporate sustainability principles which may include the following: the use of the City of Phoenix Green Building Code, landscape drip irrigation; E-Star rated appliances, appliances and bulbs; and water conserving plumbing fixtures.

STREETS AND TRAFFIC

7. The Streets Transportation Department has indicated that this use is within an existing established community and the effect will be a potential reduction of trips due to the amenity itself. No additional comments were provided

MISCELLANEOUS

8. **Water/Sewer**

The Water Department indicated that the proposed use will be serviced adequately by the existing infrastructure.

9. 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.

Findings

1. The site is within an existing multi-family residential apartment community.
2. The proposed use will provide area residents a local deli/marketplace and reduce dependence on the automobile.
3. The proposed rezoning is compatible with surrounding zoning patterns and land use within the area.

Stipulation

1. An updated Development Narrative for the Vaseo Marketplace 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 the Development Narrative date stamped September 6, 2013.

Writer

Craig Mavis
September 30, 2013

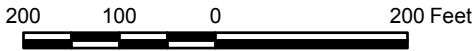
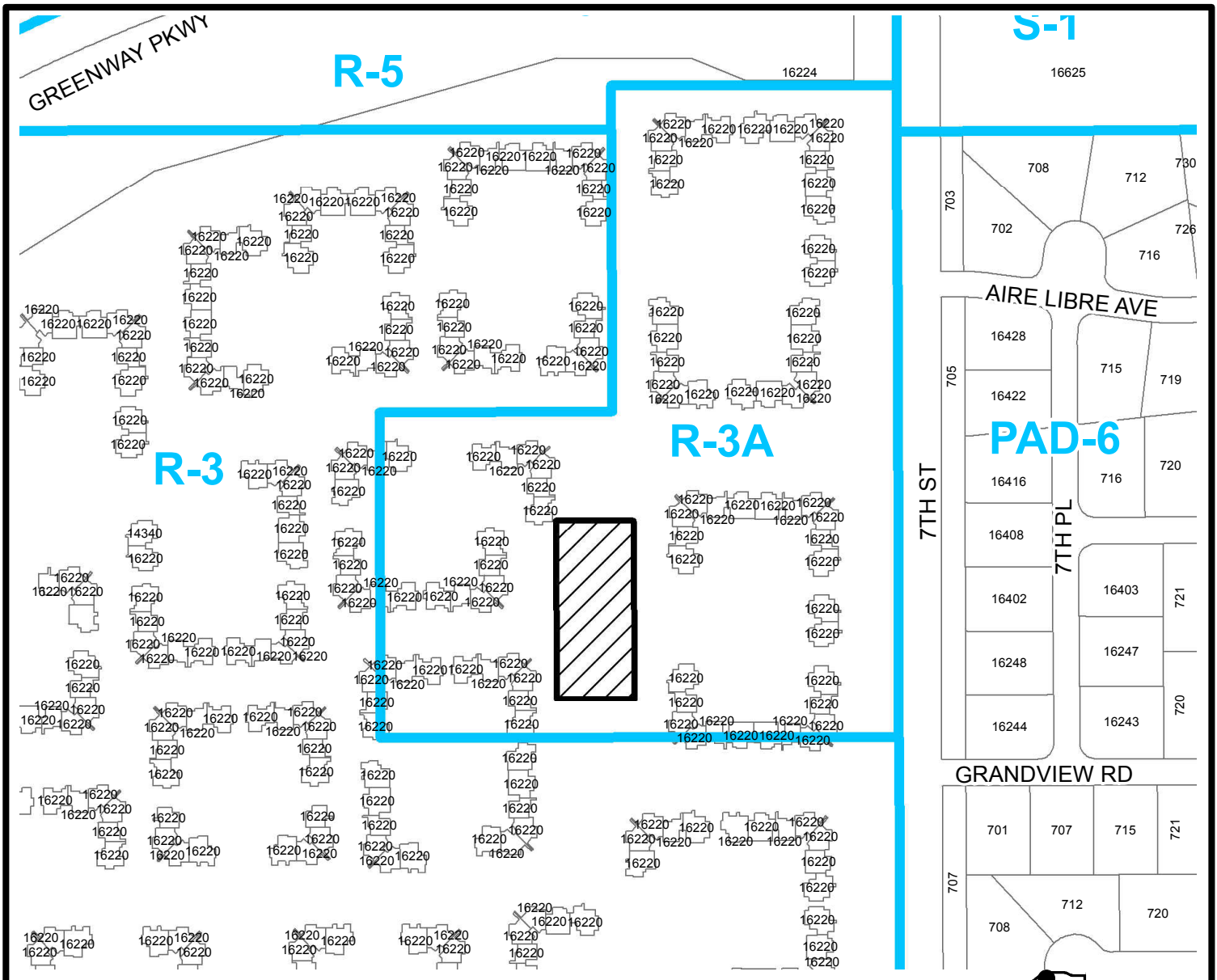
Team Leader

Josh Bednarek

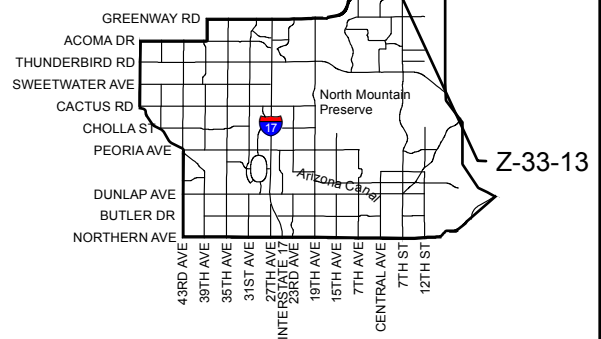
Attachments

Attachment A: Sketch Map

Attachment B: Vaseo Marketplace PUD Narrative date stamped September 6, 2013



CITY OF PHOENIX PLANNING DEPARTMENT
NORTH MOUNTAIN VILLAGE
 CITY COUNCIL DISTRICT: 5



APPLICANT'S NAME: Tiffany & Bosco		REQUESTED CHANGE: FROM: R-3A, (0.52 a. c.) TO: PUD, (0.52 a. c.)	
APPLICATION NO. Z-33-13	DATE: 9/12/13	REVISION DATES:	
<small>GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX.</small> 0.52 Acres	AERIAL PHOTO & QUARTER SEC. NO. QS 36-28	ZONING MAP M-8	
MULTIPLES PERMITTED R-3A PUD	CONVENTIONAL OPTION 11 11		* UNITS P.R.D. OPTION 13 13

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

VASEO

APARTMENT LIVING

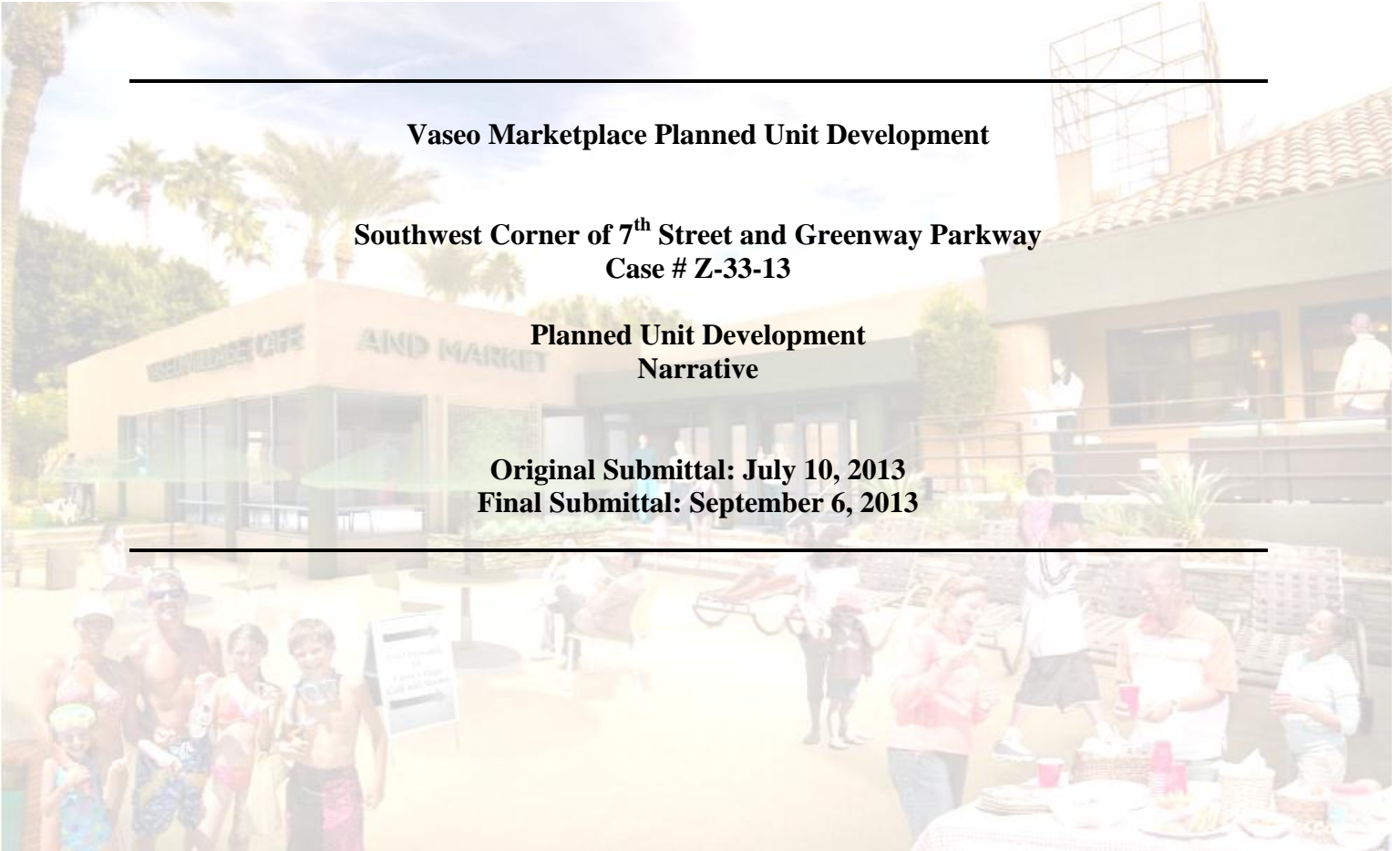
Life Centered

Vaseo Marketplace Planned Unit Development

Southwest Corner of 7th Street and Greenway Parkway
Case # Z-33-13

Planned Unit Development
Narrative

Original Submittal: July 10, 2013
Final Submittal: September 6, 2013



PRINCIPALS AND DEVELOPMENT TEAM

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PURPOSE AND INTENT

1. Planned Unit Development

A Planned Unit Development (PUD) is intended to serve as an individualized set of land use regulations for a particular project on a defined property. Those elements of site development not specifically delineated within the PUD are governed by the City of Phoenix Zoning Ordinance (“the Zoning Ordinance”). Where provisions of the PUD conflict with those same elements contained within the Zoning Ordinance, the PUD shall apply. It is noteworthy to this application that the PUD can only modify provisions contained within the Zoning Ordinance, and may not alter other codes that apply to development within the City of Phoenix. The purpose and intent information contained herein is supporting material to the development standards and land use limitations of the PUD, and shall not be enforced by the City of Phoenix.

2. Project Overview and Goals

Klein Financial Corporation, co-owner and asset manager of the Vaseo Apartments is proposing through this application the Vaseo Marketplace PUD. The Vaseo Apartments, including 1,222 residential apartment homes, is one of the largest multifamily complexes in the Southwestern United States. The considerable size of the Vaseo property supports a very unique community and includes exceptional amenities, programs and opportunities for its residents.

Located at the southwest corner of 7th Street and Greenway Parkway in Phoenix, this property is one of the largest apartment communities in the southwest. In 2009, this apartment community was acquired by the current owners – a large and experienced real estate company based in California. Upon purchase of the site Klein Financial initiated a massive renovation to the property, which has included considerable improvements not only to the infrastructure, units and signage, but also to the amenities associated with the property.

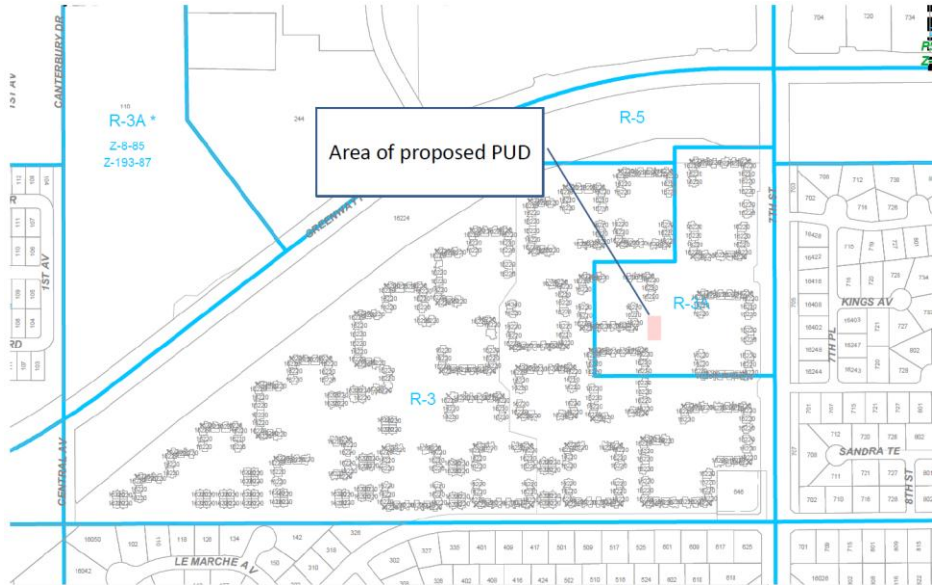
Among these new or expanded features to Vaseo is the construction of a convenience market, recently authorized through the adoption of a text amendment to the Phoenix Zoning Ordinance. Upon further consideration of the value of this particular amenity to the community, and through outreach to the residents of Vaseo, Klein has determined that an expanded vision for the market is warranted. Specifically, the owners have been inspired by the success of other locally-owned venues, many of which include a comprehensive set of amenities within the market setting. Accordingly, the vision for this new venue does include the traditional marketplace offerings, but also has a full kitchen and limited liquor sales offered on site. Klein believes that the placement of such a complete facility is appropriate given the massive scale of this community, and will greatly enhance the quality of life for residents at Vaseo and will concurrently reduce the number of offsite trips generated by residents to obtain these necessities.

Included herein are numerous images of both the desired theme for the deli/market concept, which reflects the authenticity generated through an operator who understands the value of this unique amenity within the Vaseo community. In addition, this application includes site photos which indicate that the structure within which the deli/market will be placed is already under

construction and will be operated by the apartment owners or third party operator / tenant within the limits of the current zoning until such time as the PUD is approved.

As reflected through the attached exhibit, the PUD that will be requested for this property will only encumber roughly

25,000square feet (0.57 acre) of the entire 53 acre site. This area of Vaseo is currently zoned R-3A, which is appropriate for the residential density that exists on the site. Through this PUD the base zone will remain suitable for the residential uses and densities, and will serve as the baseline for expanded PUD uses to be proposed. In particular, the modified land uses for the PUD area will expand upon the residential convenience market use currently enabled within the R-3A zone, however no other uses not currently allowed will be requested. Similarly, the development standards and design guidelines for the property will remain unchanged from the R-3A District and 507 Tab A compliance.



There are three primary goals of the Vaseo Marketplace:

- A high quality café operation, offering hot and cold coffee and other types of beverages, and a selection of “ready-to-go” breakfast sandwiches and pastries. The Marketplace facility is adjacent and accessible to the main pool to service residents, guests, and events.
- A high quality food operation that will service the 3,000 residents living at Vaseo with breakfast, lunch and dinner takeout items. Visitors to Vaseo may also purchase items at the Marketplace for either on-site consumption or to be taken back to their offsite residence.
- A high quality Market operation that will service both the tenants at the property as well as the surrounding neighborhood. It is proposed that the market will provide basic grocery items such as bread, milk, produce, beverages and sundry items.

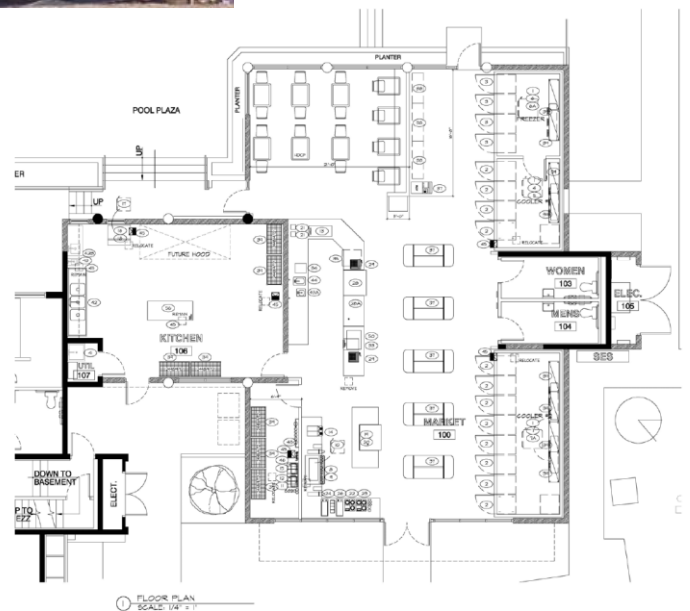
3. Overall Design Concept

The Vaseo Marketplace facility will reflect the design theme that has been instilled through the regenerated and improved Vaseo Apartment community. As reflected through the attached images, the concept for the Marketplace includes a human-scaled structure that engages both the front (east) side



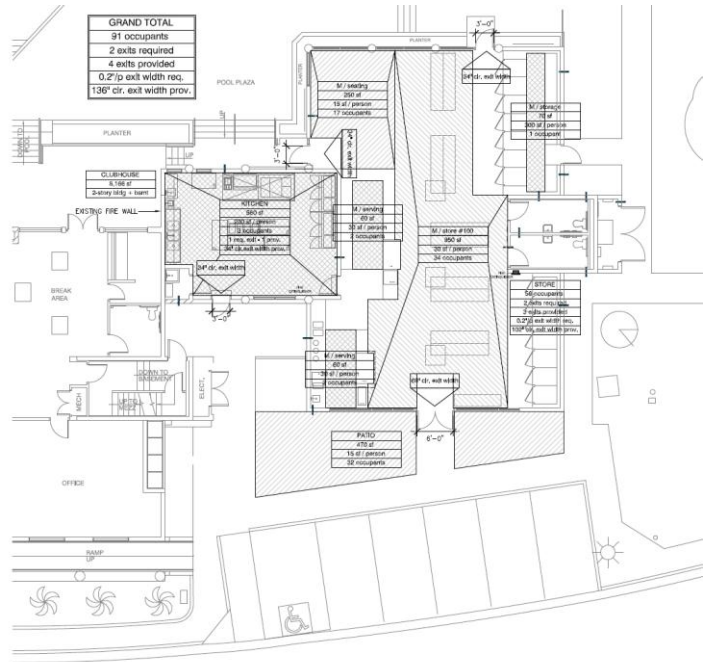
of the structure as well as the rear (west), which also co-mingles with the primary pool amenity for the Vaseo community. The attached images also illustrate the intent to create soft edges for the Marketplace, and will include subtle design features that promote a warm, pedestrian environment as opposed to a more industrial, corporate design ethic reflected through many similarly-scaled restaurant facilities. Among the subtle features that will be incorporated through the Marketplace design will be the placement of warm, thematic colors that reflect the existing brand for Vaseo, as well as numerous shade and landscaping elements that encourage the community members to gather at the Marketplace.

As noted previously, this facility is already well under construction. Shown below is an image from May of 2013 which reflects the low scale of the structure's exterior, as well as the considerable glazing features that will facilitate a transparent and welcoming environment for the Marketplace.

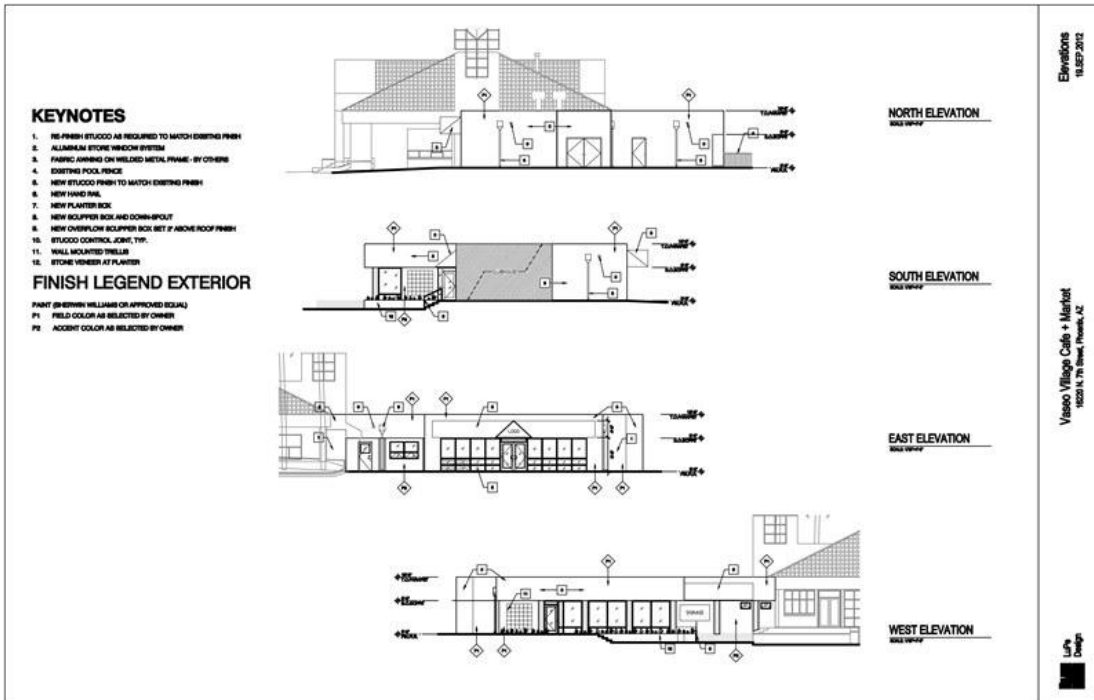


LAND USE PLAN

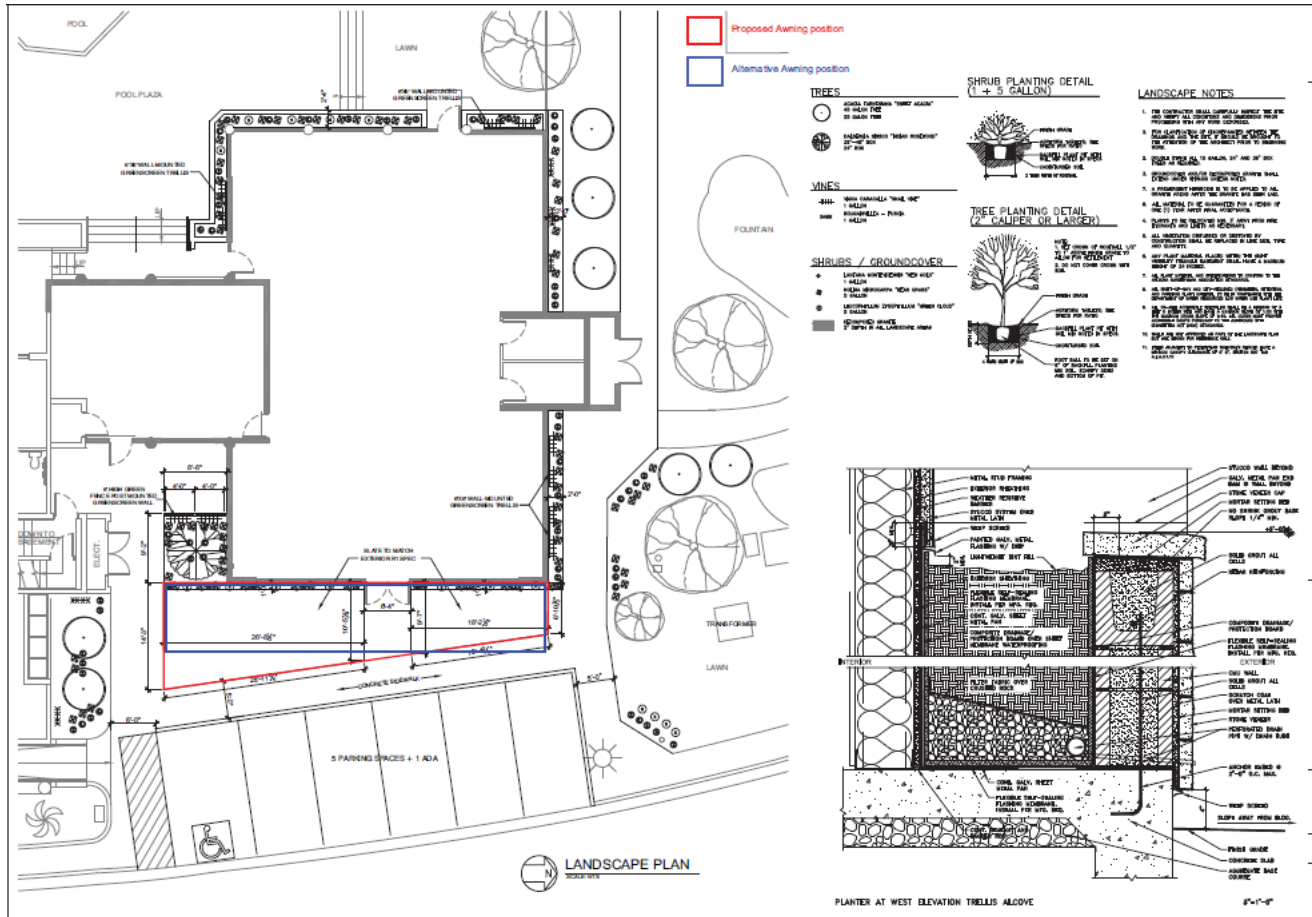
As reflected through the attached, the proposed development of the Vaseo Marketplace is consistent with the overall development within the Vaseo Community. The proposed Marketplace structure will be attached to the existing leasing facility and primary community center for Vaseo. In particular, the location of the Marketplace has been proposed to ensure that the community center amenities are coordinated through the creation of a multi-purpose environment where the residents can utilize the newly improved swimming pool and fitness facilities while utilizing the Marketplace for their shopping needs. The structures placement toward the front of the community also assures the proper, convenient location of the Marketplace as residents pass through or depart from the Vaseo community.



The site plan materials included herein further illustrate the human scale of the proposed Marketplace, which will not cause any visual intrusion to Vaseo residents nor will the building's placement adjacent to the sales and community office present any interruption to the current flow of people or traffic on the site. Furthermore, numerous parking spaces are currently available adjacent to and nearby the Marketplace to assure that residents who are shopping at the store are able to do so without causing any traffic blockage for emergency service vehicles or other residents trying to enter or leave the community.



As reflected through the landscape plan for the site, the construction of the Marketplace facility will coincide with a healthy vegetation plan that incorporates trees, vines and groundcover into a plan that both softens the edges of the building but also enhances the shaded elements of the property, particularly with regard the north and southeast edges of the Marketplace.



SITE CONDITIONS AND LOCATION

The site encumbering the proposed PUD boundary includes roughly 25,000 square feet of area, which generally encompasses the existing community center, pool and accessory structures on the north and south sides of the sales office. As reflected through the regional aerial photo below, the Vaseo community is located at the southwest corner of 7th Street and Greenway Parkway, both Major Arterial roadways in Phoenix. In general this site is located within the Moon Valley region of the City, however no specific natural or manmade landmarks characterize the site other than the Moon Valley Park, located on the south side of Greenway Parkway to the immediate north of the Vaseo community. Obviously the small area for the PUD, itself is fully contained within the Vaseo Apartment community and is influenced by no features other than the community, itself.



Topography

There are no significant topographical or natural features on the Property. The site is generally flat, vacant land that has historically been used for multifamily purposes.



GENERAL PLAN CONFORMANCE

The proposed mixed use development is supported by the following goals, policies and objectives of the General Plan.

Growth Area, Goal 1 – “The City should maintain a high quality of life and an economically healthy community.”

“Future sales tax generation will be more tightly linked to providing retail opportunities close to residential areas and employment areas.”

“The ability to financially provide infrastructure will be the major constraint for growth located at the outer edge of the region’s urban areas.”

High quality developments like Vaseo Marketplace PUD help the City maintain a high quality of life and economically health community. The internal-amenity driven comfort and convenience of this facility will not only support the existing multi-family residential area, but will also take cars off the streets and reduce the overall number of trips generated by the residents of the community. In addition, the expanded on-site amenities offered at Vaseo will reduce the safety risk of children who would otherwise cross the busy arterial roadways in the area to access nearby neighborhoods and parks. The limited commercial component will also generate future sales tax. The overall development will help complete the needed area infrastructure and adjacent roadway improvements.

Land Use, 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 proposed PUD allows for the current Vaseo community to thrive by creating an alternative to the automobile. Specifically, this small scale amenity will encourage Vaseo residents to utilize a facility that will discourage automobile trips from the site but will not create additional traffic.

Land Use, Goal 11, General Plan Land Use Map and Zoning Conformity – “Zoning granted subsequent to the adoption of the General Plan shall be in conformity with the land use category shown and defined on the General Plan.”

The proposed PUD is compatible with the General Plan land use designation for the Property which is Residential 10-15 Units per Acre. The proposed PUD simply adds value to the existing, primary residential use for the site and promotes a viable community while retaining the land use dynamic already in place.

Circulation, Policy 4 – “Support the land use element goals of balancing housing and employment. . . and encouraging a mixture of land uses in neighborhoods to reduce the length and number of vehicle trips.”

The proposed Vaseo Marketplace PUD will provide shopping and entertainment opportunities that support Vaseo residents and provide a balance with the existing community. The unique internal servicing component of the site is a complimentary amenity to the existing neighborhoods that will help create a unique sense of place to the area.

Neighborhood, Goal 2, Compatible Neighborhood Development – “New development . . . in or near residential areas should be compatible with existing uses and consistent with adopted plans.”

Policy 1: “Encourage new land uses that are specifically supported by the General Plan.”

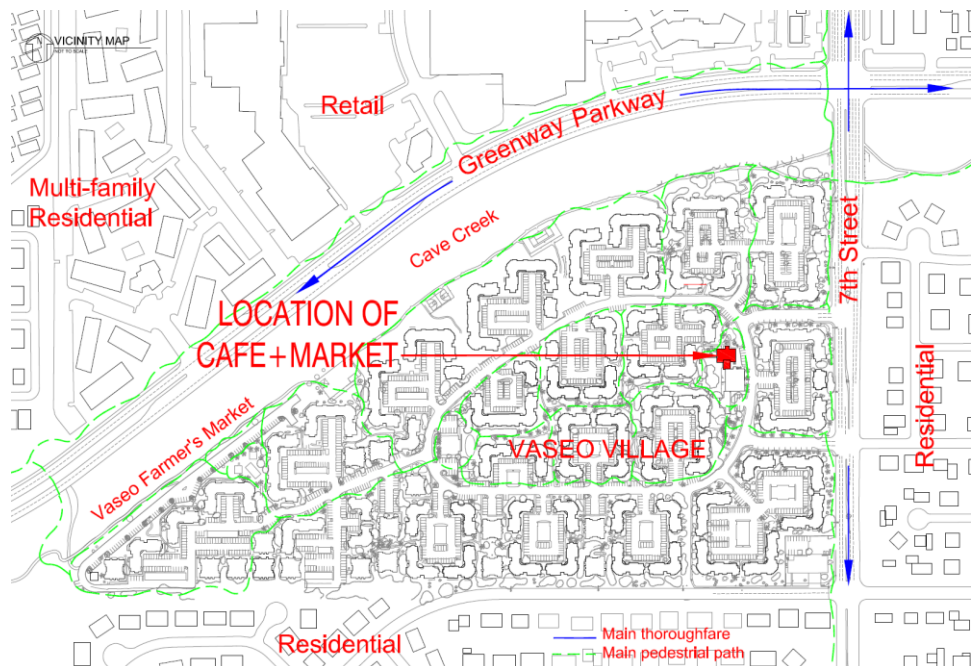
Policy 3: “Create new development or redevelopment that is sensitive to the scale and character of the surrounding neighborhoods and incorporates adequate development standards to prevent negative impacts on the residential properties.”

The proposed PUD is compatible with area neighborhoods and is supported by the underlying General Plan land use designation. The proposed use is compatible with the historic use of the property and is buffered from the surrounding properties. Clearly the PUD area is well embedded within the Vaseo community and the limited use allowance requested herein does not jeopardize the lifestyle of the community nor or surrounding properties.

ZONING AND LAND USE COMPATABILITY

Surrounding Area

As reflected below, the Vaseo community is located in a dynamic urban environment. Properties to the north, beyond Greenway Parkway, include many retail and commercial features and multi-family properties. Property to the immediate east and south are established residential communities which have existed in the



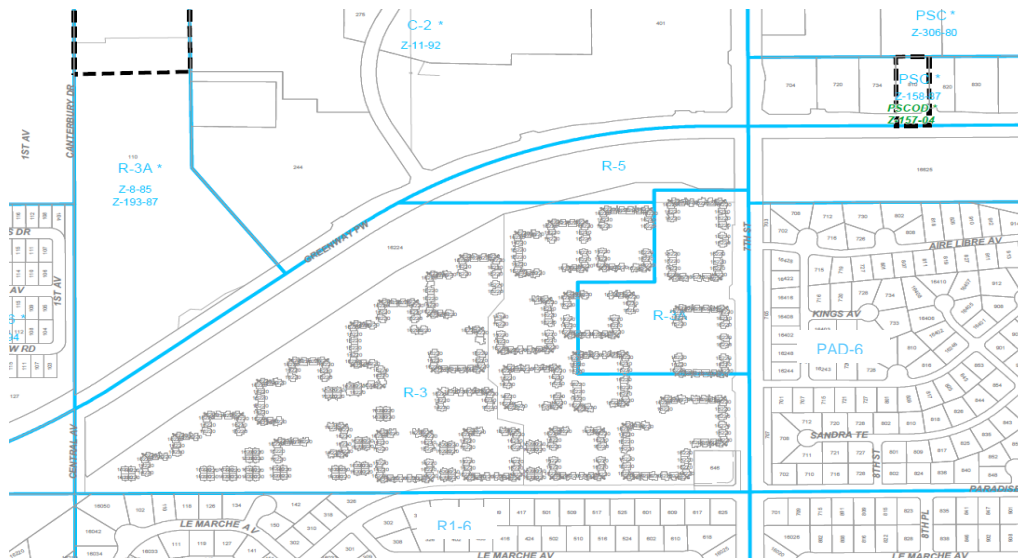
area for several decades. In general the Vaseo property creates a land use buffer between the neighborhoods to the south and the more intense uses to the north. Obviously, the PUD area, itself, is fully contained within Vaseo and is surrounded by the community center, internal roadways and residential apartment homes.

Surrounding Land Uses and Zoning		
	Land Use	Zoning
On Site	Vaseo Apartment Community	R3-A
North	Vaseo Apartment Community	R3-A
South	Vaseo Apartment Community	R3-A
East	Vaseo Apartment Community	R3-A
West	Vaseo Apartment Community	R3-A

This Property is currently zoned R3-A, a zoning district designed to permit the multi-family use that currently encumbers the site. In addition, the R3-A district also permits the deli/marketplace use currently proposed herein. This proposed PUD to permit a deli / market amenity within the Vaseo Apartments is fully compatible with the surrounding uses.



The zoning map for the area reflects the R3-A District, but also indicates the R-3 Zoning in place for much of the Vaseo property, as well as the C-2 (Commercial) zoning to the north to authorize the retail activities north of Greenway parkway, as well as the PAD-6 and R1-6 Zoning to the east and south, respectively, which supports the single family neighborhoods. Clearly, the small area of the PUD within the R3-A zoning district does not interrupt the natural land use or zoning pattern of the area.



PROPOSED USES

The Vaseo Marketplace PUD proposed to alter only one use provision within the existing R3-A provisions in place on the property. Specifically, this PUD requests to modify the description of a residential convenience market for this site to allow for the sale packaged beer and wine as an element of the Marketplace structure. Thorough research into the viability of similar marketplace venues strongly suggests that this feature enables the site to generate necessary revenue in order to remain viable to operators. The proposed use allowance requested through this PUD is as follows:

- I. Use Standards. The following describes those uses applicable to the subject property while being utilized as a marketplace operation.

With regard to the modification of allowed uses this PUD will propose an expansion of the available R-3A uses, in Section 616 of the Phoenix Zoning Ordinance (R-3A Zoning District), as follows:

C. Special Regulations.

6. A residential convenience market, including the consumption and delivery of food prepared on-site, and the sale of packaged liquor is permitted, subject to the following condition:

- a. The market shall not exceed 4,000 square feet in total floor area.

DEVELOPMENT STANDARDS

The Vaseo Marketplace PUD will adhere to all development standards identified through Section 616 of the Phoenix Zoning Ordinance (R-3A Zoning District), and other applicable provisions contained within the Phoenix Zoning Ordinance.

DESIGN GUIDELINES

The intent of the Vaseo Marketplace PUD is to visually integrate with the site and its context by utilizing building placement, design and form that complement the surrounding multi-family environment. However, while the proposed design of the Marketplace does promote numerous pedestrian and human-scaled themes none of the design elements conflict with existing City of Phoenix policy or code. Therefore, the Vaseo PUD will adhere to all design standards included within the Phoenix Zoning Ordinance, Section 507 Tab A as well as Section 616 (R3-A Zoning District).

Representative Design Themes

In support of the design themes intended for the site, the future development of the Vaseo Marketplace facility will generally conform to the general design themes reflected through the attached images. As reflected through these images, the limited new construction on the

property will include a very soft and warm interior space that supports the community interaction as opposed to a sterile, basic design frequently seen in other establishments.



SIGNS

All on site signage will conform to standards reflected in Vaseo's Comprehensive Sign Plan.

SUSTAINABILITY

The site and structure to comprise the Vaseo Marketplace PUD will be developed with consideration for building and landscape sustainability, including the City of Phoenix Green Building Code. In addition, the ownership group for the Vaseo community will also incorporate within the Vaseo PUD a number of additional sustainable elements:

- ✓ Installation of Landscape Drip Irrigation - Water Saving (4,500,000 gallons saved per year)
- ✓ Installation of Apartment E-Star Rated Appliances, Lighting Ballasts, and Bulbs
- ✓ Installation of Apartment Water Conserving Plumbing Fixtures
- ✓ D. 24 Creek Fountains & Pools - Renovation and Installation of Energy Efficient Pumps and Timers - Water and Energy Savings
- ✓ 1100 HVAC Roof Top Units replaced - due to hail storm – 13% to 15% improvement in energy efficiency
- ✓ 84 Roofs replaced with 10 year Warranty – an increase of R12 Value and Improved Impact Resistance
- ✓ Leasing Center, Activities Center, and Resident Services Center - Power Conservation Program Utility Savings
- ✓ Major Maintenance / Repair Savings due to upgrades, renovation, and HVAC / Roofs

INFRASTRUCTURE

All circulation, grading and drainage, water and wastewater facilities necessary to operate the Vaseo Marketplace are in place and adequate. None of these elements are required to be expanded, altered or in any way modified in order to facilitate the operation of the Marketplace. Therefore, all such facilities and features on site will conform to the applicable City of Phoenix ordinance section governing such facilities.

PHASING

The Vaseo Marketplace will develop as a single “phase”, with the primary deli/market facility to be brought online in the 4th quarter of 2013. No expansions of the facility are expected in the future.