

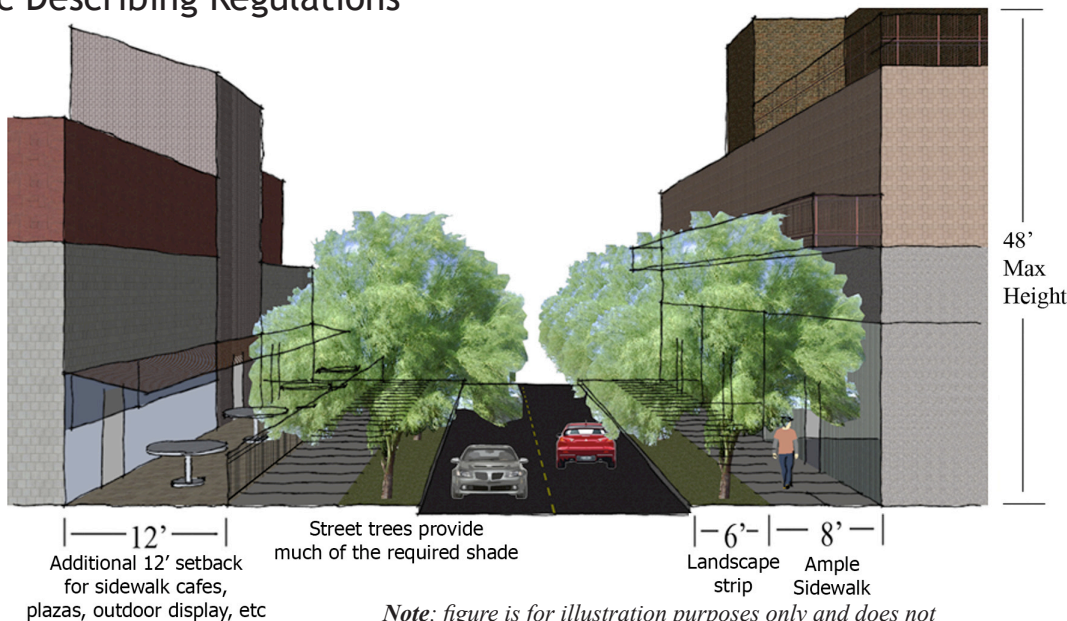
What is the Hatcher Road Overlay (HRO)?

The HRO applies to properties fronting on both sides of Hatcher Road between 7th Street and 7th Avenue (refer to HRO Map on back). An “overlay zone” is a special purpose zoning district that is superimposed over existing zoning districts, with specified requirements in addition to, or in place of, those that are otherwise applicable to the underlying (original) zones. The HRO District establishes guidelines to permit a creative mixture of uses, flexibility in design standards, and encourages mixing residential and business activities in hopes of creating a pedestrian oriented development.

Who does it affect?

The development standards and design guidelines of the overlay apply only to new development or additions/expansions (exceeding 50 percent of the square footage of the existing structures). Change of use, tenant improvements, and additions/expansions not meeting the threshold described above would not trigger the development standards and design guidelines of the overlay.

Graphic Describing Regulations



Note: figure is for illustration purposes only and does not represent actual or planned development along Hatcher Road.

Expansion of Permitted Uses

Properties in the HRO are zoned C-2 or R-5. In addition to the uses in a parcel's underlying zoning district, the HRO allows a number of different retail and service uses, such as medical offices, art galleries, retail sales, and restaurants. The HRO also allows for outdoor cooking and merchandise display to occur on a property, so long as the additional conditions outlined in the HRO are met. Cultural events and performances may also occur on the weekend within specified hours.

Outdoor Display of Merchandise

Applicants requesting outdoor display of merchandise must first complete the Outdoor Display of Merchandise form available from the Planning Department and submit to Alan Stephenson, Planning Hearing Officer, for review and approval.

I'd like to develop a property along Hatcher Road, what do I do?

The City of Phoenix Development Services Department web page has an online guide to assist with understanding and navigating the City of Phoenix development review process.

For help with developing property within the city of Phoenix, visit the Development Process Guide at <http://phoenix.gov/DEVPRO/> or, by calling 602-262-7811. Information may also be obtained by visiting the Development Services Department located at

City Hall,
200 W. Washington Street, 2nd Floor
Phoenix, AZ 85003

To see the full text of the Hatcher Road Ordinance, see Section 672 of the city of Phoenix Zoning Ordinance at <http://www.municode.com/Resources/OnlineLibrary.asp>.

Hatcher Road Overlay

For additional information on the Hatcher Road Overlay contact Katherine Coles, North Mountain Village Planner at 602-256-5648, or by email: katherine.coles@phoenix.gov

Hatcher Road Overlay Timeline

The Sunnyslope community has been very involved in improving the area, with a number of projects that demonstrate an effective collaboration between the residents, the city, non-profit groups, and business owners.

2004
2006
2008

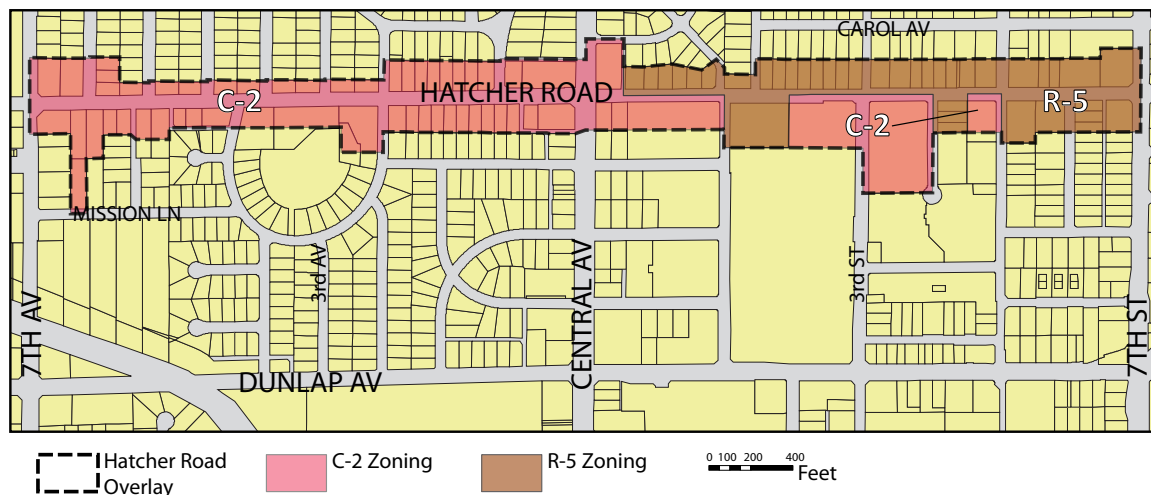
- ▶ The Sunnyslope Business Coalition is formed
- ▶ The Hatcher Road Committee, consisting of business leaders and community residents, begin work on a revitalization strategy for Hatcher Road from 19th Avenue to Cave Creek Road
- ▶ Completion of the Ecosa Institute's Hatcher Road Revitalization Plan
- ▶ Street Transportation Department receives Highway Enhancement Safety funding for street lighting along Hatcher Road between 19th Avenue and Cave Creek Road
- ▶ Street Transportation Department receives federal money for a streetscape demonstration project for the section of road between 3rd to 5th Streets
- ▶ The Hatcher Road Committee *business walk* presents information to properties on Hatcher Road
- ▶ Three Hatcher Road open houses held in late 2007 and early 2008
- ▶ North Mountain Village Planning Committee recommends the approval of HRO District
- ▶ The Planning Commission recommends the HRO District
- ▶ The City Council unanimously approves the HRO District
- ▶ July 4, 2008 – Effective date of the HRO District

Hatcher Road Overlay



Rendering by Outhouse

Hatcher Road Overlay Map



Purpose

The Hatcher Road Overlay (HRO) District is intended to improve the long term economic vitality and appearance of one of Sunnyslope's main corridors and to assist the street's transition to a pedestrian-friendly residential and commercial destination.

The Hatcher Road Overlay:

- Provides a mechanism to improve the streetscape for Hatcher Road with wider sidewalks and shade;
- Allows development flexibility for both vacant sites and existing businesses; and,
- Promotes opportunities for mixed-use development.