



Village Planning Committee Meeting Summary

Z-57-21-3

Date of VPC Meeting	May 2, 2022
Request From	RSC PCD and RSC PCD (Approved C-2 H-R DNS/WVR SP PCD)
Request To	PUD
Proposed Use	Mixed-use development
Location	Northwest corner of Tatum Boulevard and Cactus Road
VPC Recommendation	Approval, per the staff recommendation
VPC Vote	13-0 with committee members Balderrama, Bowman, Goodhue, Hall, Mazza, Petersen, Popovic, Schmidt, Severs, Sparks, Wise, Leshner, and Gubser in favor.

VPC DISCUSSION:

Joshua Bednarek, staff, introduced himself and provided a presentation on case Z-57-21-3. Mr. Bednarek discussed the location of the site, noting surrounding land uses and requested PUD zoning. Mr. Bednarek stated that this proposal will help with redevelopment efforts of the Paradise Valley Mall which was rezoned in 2021 under case Z-49-XX-75-3. Mr. Bednarek stated that this request builds on the requirements from the previous rezoning case. Mr. Bednarek noted that two letters had been received, noting concerns with dust, proposed open space, shade and context sensitive design. Mr. Bednarek concluded the presentation by providing the staff findings and recommendation of approval, describing the proposed stipulations for case Z-57-21-3, as presented in the staff report.

Ed Bull, representing the applicant with Burch & Cracchiolo, introduced himself and Jeff Moloznik, with RED Development, the applicant. Mr. Bull stated that his client agrees with all of the stipulations recommended by staff on this case. Mr. Bull provided a development status for the project since the approval of case Z-49-XX-75-3. Mr. Bull discussed the boundaries of the proposed PUD case, noting that construction of the first phase of the redevelopment which is not part of the case is underway. Mr. Bull discussed the location of the site within a Paradise Valley Village Primary Core and described the proposed pedestrian circulation plan, rendered site plan, and proposed building heights. The first phase of the project will include a movie theater, grocery store and residential uses. Mr. Bull described the proposed park area located between three restaurant buildings. Mr. Bull described the public outreach conducted on this case, noting that over 500 letters were mailed each time in addition to four notice of hearing signs posted on the site. Mr. Bull noted the project website and contact information

provided to the public and concluded the presentation by requesting a recommendation of approval per the staff recommendation.

Questions from the Committee:

Chair Robert Gubser asked if any committee members had questions for the presenters.

Vice Chair Joe Leshner asked if there had been considered for setting aside a find dedicated to addressing anticipated traffic issues. This was asked at the last Village Planning Committee meeting from the developer. **Mr. Bull** responded that this has been discussed and the traffic impact statement required as part of the stipulations will address traffic issues.

Alex Popovic appreciates the collaboration between the developer and the community.

Public Comment:

Nadine Alauria introduced herself and stated that she is a Phoenix native who does not reside within the required notification radius, but she used to shop at Paradise Valley Mall. Ms. Alauria voiced concerns with the thought of 3,200 residential units on this site due to the increased traffic it would cause. There are lots of issues related to traffic now at the Target store which persist throughout the day. Nine stories is very tall and the proposed density is too high. The three restaurants proposed will not be sufficient to address the demand in the area.

Mark Yarish introduced himself and stated that he lives west of the development. He is excited but has lots of questions regarding the development. Mr. Yarish asked if a self-service storage warehouse will be permitted here and what will be planned to address the traffic along 42nd Street.

Amy Ramsbacher introduced herself and expressed concerns with the proposed density. Ms. Ramsbacher agrees with Mr. Yarish that there are ongoing traffic issues in the area. Ms. Ramsbacher lives three blocks north of the site and took a photo of Mr. Bull's project website for this development.

Applicant Response to Public Comment:

Mr. Bull stated that this mixed-use development will include residential units to help the development remain active past 5pm to promote shopping and dining. The calculations provided by staff indicate that over 9,000 dwelling units are permitted now on the site, but this proposal only seeks about one-third of the permitted dwelling units. Mr. Bull stated that this density is appropriate for a Primary Village Core and the proposed building height is not increasing from that approved one year ago. Mr. Bull stated that the traffic impact statement addressed in Stipulation No. 7 of the proposed rezoning case would require the developer to build the necessary street improvements. Mr. Bull stated that properties within a 600-foot radius of the site were notified in addition to registered neighborhood associations within 1-mile. Mr. Bull stated that the self-service storage warehouse use was discussed but with his client, but they are not sure whether this use will be developed or where it will be located. Stipulation No. 1.a. addresses limitations for self-service storage warehouse uses. Mr. Bull stated that the first phase of

the project includes a Whole Foods grocery store, and the requested entitlement will promote restaurant uses around open space areas. Mr. Bull added that RED development is big on people gathering areas and providing similar elements within their developments.

Committee Discussion:

Chair Gubser supports activating this site which reviewed by the committee last year. Chair Gubser commends the applicant for all their efforts.

Diane Petersen is personally concerned with the required 600-foot radius public notice requirement, adding that this notice area should be increased. Ms. Petersen added that more information is needed upfront on traffic studies. **Chair Gubser** asked staff for clarification on the traffic report requirements that are part of the rezoning process.

Enrique Bojórquez responded that a traffic report is submitted at the time of the rezoning case being filed, but this report is not always approved at this stage of the process. **Mr. Bull** stated that a traffic report was completed, but this will be updated later on once the traffic engineers know what list of land uses will be provided on the site to engineer the infrastructure. **Robert Goodhue** agrees with Mr. Bull and added that developers will work with their consultants plus city staff to address traffic-related improvements. The Village Planning Committees only approve a land use concept, but whether or not the streets can handle the proposed project, this will be determined during the site plan review process.

Jennifer Hall stated that the Paradise Valley Mall was chosen as the Primary Village Core as this location is appropriate for this type of use. Ms. Hall supports the work conducted by the applicant on this project.

Chair Robert Gubser asked for a motion on this item.

MOTION – Z-57-21-3:

Alex Popovic motioned to recommend approval of Z-57-21-3 per the staff recommendation. **Robert Goodhue** seconded the motion.

VOTE – Z-57-21-3:

13-0; motion to approve passed with committee members Balderrama, Bowman, Goodhue, Hall, Mazza, Petersen, Popovic, Schmidt, Severs, Sparks, Wise, Leshner, and Gubser in favor.

STAFF COMMENTS REGARDING VPC RECOMMENDATION:

No comments.