



Village Planning Committee Meeting Summary

Z-53-21-4

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| Date of VPC Meeting | November 16, 2021 |
| Request From | R-5 |
| Request To | R-5 and A-1 |
| Proposed Use | Multifamily residential and billboard |
| Location | Approximately 300 feet south of the southwest corner of I-17 and Campbell Avenue |
| VPC Recommendation | Approve, per staff recommendation |
| VPC Vote | 14-0 |

VPC DISCUSSION:

No virtual speaker cards were received on this item.

STAFF PRESENTATION

Klimek, staff, provided an overview of the case as detailed in the published staff report including background of the site, the proposal includes 12 units of affordable housing and an off-premise sign. The proposal is compatible with the General Plan Land Use Map designation of Residential 15+. If approved, the multifamily portion will be governed by Section 618 of the Phoenix Zoning Ordinance and the off-premise sign will require a subsequent public process to seek a Use Permit to allow the billboard. The zoning request does not permit a billboard but rather establishes a pre-requisite for the applicant to request a Use Permit.

Staff is recommending approval subject to 13 stipulations focused on long term affordability, the residential structures being started before a billboard permit can be granted, enhanced construction for sound mitigation, enhanced landscaping, bike racks, coordination with ADOT, compliance with ADA requirements, and compliance with archaeology requirements. He concluded the presentation by asking the committee if they have and clarifying questions.

Malkoon noted that the property is located on a freeway frontage road without sidewalks. He asked if there will be sidewalks and if they will be detached from

the roadway, noting that this is important to pedestrian safety. **Klimek** responded that a preference to include sidewalks is included in the stipulations but that the freeway frontage road is under ADOT jurisdiction and therefore any improvement would need to be approved by ADOT.

Bryck asked if the billboard will be static or digital and if the billboard will be required to comply with the proposed text amendment that had circulated to the villages earlier in the year. Klimek stated that he did not have an update on the text amendment and that the billboard would be required to comply with whatever standards are in effect at the time of approval. He deferred to the applicant on whether the billboard will be static or digital.

Adams asked how it was determined that this property was archaeologically sensitive and for more detail on the long-term affordability stipulation. **Klimek** responded that this site has not been specifically identified as being archaeologically sensitive but rather that it is located within a larger area within the city that may be archaeologically sensitive, and the stipulations require extra caution. The long-term affordability stipulation was written in collaboration with the housing department and allows for an increased height if 75 percent of the units meet affordability requirements set forth by the housing department, including deed restrictions and rental rates.

APPLICANT PRESENTATION

Jason Morris, of Withey Morris, introduced himself and the project. This site is on the Campbell Avenue alignment on the west side of I-17 between Camelback Road and Indian School Road. The site has been vacant for decades while having enjoyed R-5 entitlements for years but has not developed, in part because of its location but also because the properties along this stretch need a new water line. The project will be privately built, will target 60 – 80 percent of the area median income, and the proposed inclusion of the billboard is a novel approach to offset the cost of this much needed affordable housing development which he elaborated upon. The site is immediately adjacent to a daycare which is a significant complement to affordable housing. He concluded by sharing alignments with the core values of the Phoenix General Plan as detailed in the staff report. Interstate 17 Freeway is one of the qualifying freeways for billboards and the nearest billboards are at Indian School Road and at Camelback Road.

QUESTIONS FROM COMMITTEE

Jones asked why the units are 600 and 800 square feet and not all 800 square feet. **Morris** responded that the building footprints are different which contributes to the different unit sizes. The Housing Department also indicated a preference toward a mix of unit sizes to better serve the need for affordable housing.

Bryck asked if the billboard will be one-sided or two-sided and if it will be digital or static. **Morris** responded that there is not currently a billboard company

engaged in the proposal because the property does not have entitlements for the use or the necessary Use Permit which must be sought through a subsequent process; therefore, the details of the billboard are undetermined but that most are digital. Most digital billboards have 12 stipulations attached to their approvals to limit their brightness, to limit the frequency their message can change, to prohibit movement, and to require they turn-off at certain hours.

Keyser asked how the rental or income rates will be determined for the units. **Morris** responded that the stipulations require that the affordability limits will be established annually by the Housing Department in response to their annual income census. **Keyser** asked if the developer is working with any state or federal funding. **Morris** responded that the project is privately funded.

Keyser stated that he is supportive of the affordable housing at this small scale, noting that most in this area are large complexes. He asked if the project could work without the billboard. **Morris** responded that the property has enjoyed R-5 entitlements for decades and, if viable without, would likely have developed already. The billboard regulations typically require that an equal share of off-premise signage be removed for every new off-premise sign so, if approved, there would be no net increase in total billboard signage.

McCabe stated that this is a creative approach and that not many developments focus on serving low-income populations. He thanked the applicant for the creative approach and staff for the thoughtful stipulations.

Malkoon asked what share the billboard will contribute to the value of the total site. **Morris** responded that there is not currently a billboard company engaged but indicated that it will be profitable. He added that a well-placed digital billboard with some exclusivity not enjoyed by this site, can bring in approximately \$50,000 per month.

Ammon stated that he supports the project and would be open to making a motion when appropriate.

Ender stated that sometimes concessions are necessary, especially regarding affordable housing, and he therefore supports the project. He added that he would be open to giving a second to Ammon's motion.

Chair Shore noted that the staff stipulations include bicycle parking but that the site is not served by sidewalks or any nearby bike lanes without venturing along the frontage road. **Morris** responded that, if approved, the developer will seek a pedestrian easement through the multifamily complex immediately to the west to provide access to 27th Avenue. **Keyser** added that this property is within one-half mile of the 31st Avenue bike route and that he would support an easement through the adjacent property.

Sanchez asked if the development would accept Section 8 Vouchers. **Morris** responded, yes, if Section 8 Vouchers meet the requirements of the Housing Department.

PUBLIC COMMENTS

None.

APPLICANT RESPONSE

None.

FLOOR/PUBLIC DISCUSSION CLOSED: MOTION, DISCUSSION, AND VOTE

MOTION: **Ammon** made a motion to approve the request per the staff recommendation. **Second** by **Keyser**.

DISCUSSION:

Bryck stated that he supports affordable housing and will support the project but stated that it the city should be careful about using billboards to pay for things.

VOTE: **14-0**, motion passes with: Adams, Ammon, Bryck, DeGraffenreid, Ender, Jones, Keyser, Krietor, LeBlanc, Malkoon, McCabe, Sanchez, Smith, and Chair Shore in support; none in dissent; and none in abstention.

STAFF COMMENTS

None.