

## Attachment B



### City of Phoenix PLANNING AND DEVELOPMENT DEPARTMENT

#### Staff Report Z-65-21-3 December 01, 2021

**Paradise Valley [Village Planning Committee](#) Meeting Date:** December 6, 2021

**[Planning Commission](#) Hearing Date:** January 6, 2022

**Request From:** [R-O](#) (Residential Office) (1.08 acres)

**Request To:** [C-1](#) (Neighborhood Commercial) (1.08 acres)

**Proposed Use:** Karate Studio

**Location:** Southwest corner of 17th Street and Bell Road

**Owner:** A&M Truck and Trailer Repair, LLC

**Applicant:** Octavian Belostecinic

**Representative:** Taylor Earl, Earl & Curley

**Staff Recommendation:** Approval, subject to stipulations

<a href="#">General Plan Conformity</a>			
<a href="#">General Plan Land Use Map Designation</a>		Residential 10 to 15 dwelling units per acre	
<a href="#">Street Map Classification</a>	Bell Road	Major Arterial	65-foot south half street
	17th Street	Local Street	30-foot west half street
<p><b><i>CELEBRATE OUR DIVERSE COMMUNITIES &amp; NEIGHBORHOODS CORE VALUE; CERTAINTY &amp; CHARACTER; LAND USE PRINCIPLE; New development and expansion or redevelopment of existing development in or near residential areas should be compatible with existing uses and consistent with adopted plans.</i></b></p> <p>The site has not been occupied since it was developed in 2008, thus this proposal will promote the utilization of an existing vacant site and introduce a low intensity commercial use at this location. As stipulated, the development will be compatible with</p>			

existing uses in the area by maintaining a one-story building height and providing enhanced landscaping along the south property line.

***STRENGTHEN OUR LOCAL ECONOMY CORE VALUE; LOCAL AND SMALL BUSINESS; LAND USE PRINCIPLE: Facilitate adaptive reuse of older, underutilized properties to create mechanisms for new local and small businesses to operate, thrive and grow.***

The building on the site was constructed in 2008 and has never been occupied. The proposed redevelopment will adaptively reuse the existing structure that will allow a new business to locate adjacent to Bell Road, a major arterial street.

***CONNECT PEOPLE AND PLACES CORE VALUE; OPPORTUNITY SITES; LAND USE PRINCIPLE: Support reasonable levels of increased intensity, respectful of local conditions and surrounding neighborhoods.***

As stipulated, the proposed development will provide a reasonable level of intensity that is respectful of local conditions and surrounding neighborhoods. A one-story building height limitation and enhanced landscaping will help to transition commercial uses along Bell Road to the residential neighborhood south and east of the site.

***BUILD THE SUSTAINABLE DESERT CITY CORE VALUE; TREES AND SHADE; DESIGN PRINCIPLE: Integrate trees and shade into the design of new development and redevelopment projects throughout Phoenix.***

The proposal, as stipulated, will be required to provide shade along internal pedestrian paths and along the adjacent public sidewalks. This will help to encourage walking and to mitigate the urban heat island effect by shading hard surfaces, thus cooling the micro-climate around the project vicinity.

Applicable Plans, Overlays, and Initiatives	
<a href="#"><u>Tree and Shade Master Plan</u></a> :	See Background Item No. 7.
<a href="#"><u>Complete Streets Guidelines</u></a> :	See Background Item No. 8.
<a href="#"><u>Comprehensive Bicycle Master Plan</u></a> :	See Background Item No. 9.
<a href="#"><u>Zero Waste PHX</u></a> :	See Background Item No. 10.

Surrounding Land Uses and Zoning		
	<u>Land Use</u>	<u>Zoning</u>
<b>On Site</b>	Existing office building	R-O
<b>East (across 17th Street)</b>	Office complex and single-family residential	C-O and R1-8
<b>North (across Bell Road)</b>	Self-service storage warehouse and multifamily residential	R1-6 and C-1
<b>West</b>	Various retail commercial uses	C-2
<b>South</b>	Single-family Residential	R1-8

C-1 (Neighborhood Retail)		
<u>Standards</u>	<u>Requirements of C-1 District</u>	<u>Provisions on the Proposed Site Plan</u>
<i>Building Setbacks</i>		
Streets (Bell Road and 17th Street)	Average 25 feet; minimum 20 feet for up to 50 percent of structure.	Bell Road: 99 feet (Met) 17th Street: 10 feet (Not Met) *
Adjacent to C-2 (West)	0 foot minimum	10 feet (Met)
Adjacent to R1-8 (South)	25 foot minimum	25 feet (Met)
Streets (Bell Road and 17th Street)	Average 25 feet; minimum 20 feet for up to 50 percent of the frontage.	Bell Road: Not Provided 17th Street: Not Provided

<i>Landscaped Setbacks</i>		
Adjacent to C-2 (West)	0-foot minimum	West: Not Provided
Adjacent to R1-8 (South)	10-foot minimum	South: Not Provided
Maximum Lot Coverage	50 percent	Not provided
Maximum Building Height	30 feet	Not provided
<b>MINIMUM PARKING REQUIREMENTS</b>		
Parking	Minimum 34 spaces	34 standard spaces provided: (Met)
<i>*Variance or Site Plan Revision Required</i>		

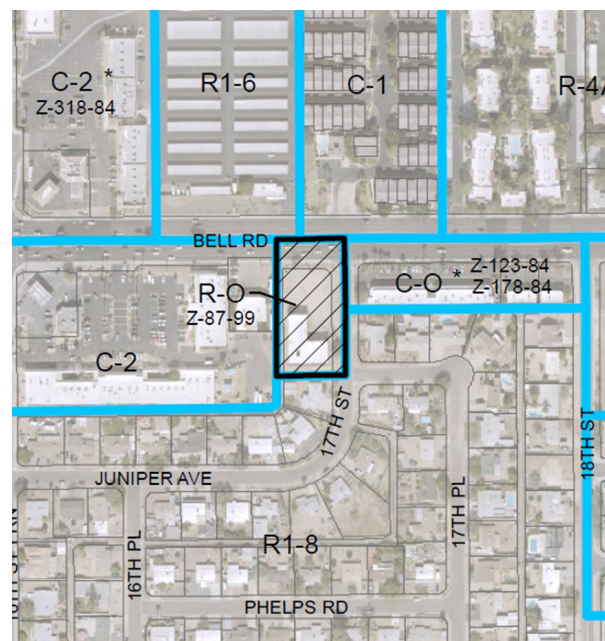
## **Background/Issues/Analysis**

### **SUBJECT SITE**

1. This request is to rezone approximately 1.08 acres located at the southwest corner of 17th Street and Bell Road from R-O (Residential Office) to C-1 (Neighborhood Retail) for a karate studio.

The sole access point to the subject site is along Bell Road, a major arterial street.

The site consists of one existing structure which was never occupied after construction in 2008. No other site improvements have been completed on the site.



Zoning Aerial Map, Source: Planning and Development Department

2. At the time of annexation in 1965, the site was vacant land. The surrounding area was developed between 1969 and 1986. By the year 2000, the area was developed as it is today. The current structure on the site was developed in 2008. However, the building has never been occupied by a commercial tenant and has sat empty for many years.



1969

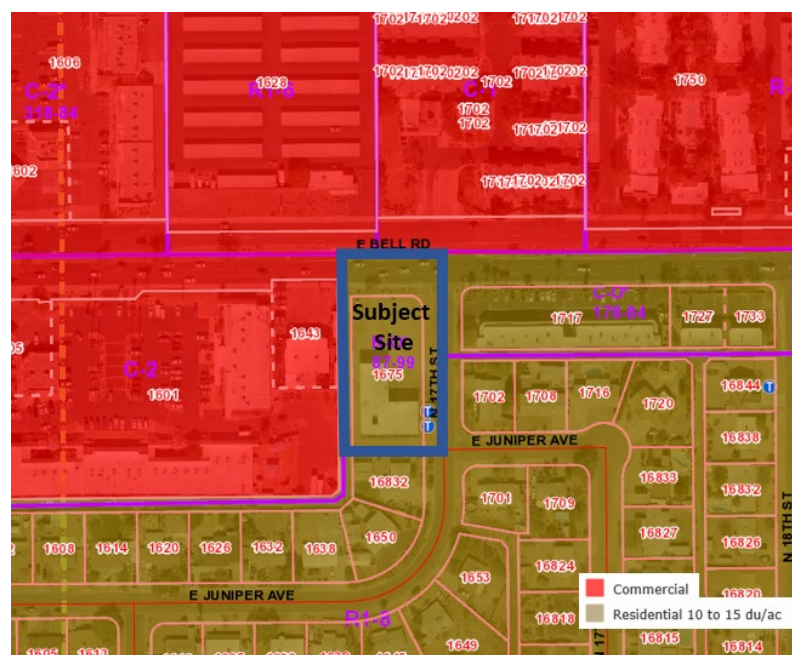
2000

2019

Maricopa County Historic Aerials, Source: Maricopa County Assessors Office

### GENERAL PLAN LAND USE MAP

3. The site is designated Residential 10 to 15 dwelling units per acre on the General Plan Land Use Map which is not consistent with the requested zoning of C-1 (Neighborhood Commercial). While not consistent with the General Plan Land Use Map designation, the subject site is adjacent to a major arterial street. Furthermore, the proposed use will also serve as a buffer between the more intense commercial uses to the west and single-family to the south and southeast.

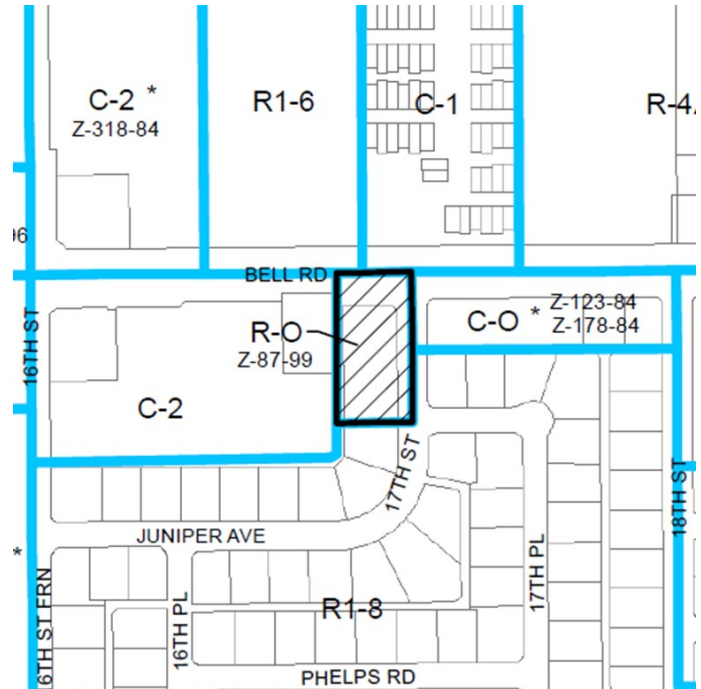


General Plan Land Use Map, Source: Planning and Development Department



#### SURROUNDING LAND USES, ZONING, AND ZONING HISTORY

4. At present, a legal non-conforming self-service storage facility zoned R1-6 (Single-Family Residence District) approved through Annexation No. 104 (G1947) is located to the northwest of the subject site across Bell Road. Additionally, an apartment community by the name of Villa Milano Apartments is located to the north of the site, across Bell Road, zoned C-1 (Neighborhood Commercial) through Annexation No. 104 (G1947). To the east of the site, across 17th Street, is a single-family home zoned R1-8 (Single-family Residence District) and a commercial office building zoned C-O (Commercial Office) approved through Rezoning Case No. Z-178-84. The site to the south of the subject site was zoned R1-8 (Single-family Residence District) through Annexation No. 68 (G-644), which developed around 1965. To the west of the subject site is a commercial retail center, zoned C-2 (Intermediate Commercial District) approved through Annexation No. 68 (G-644).



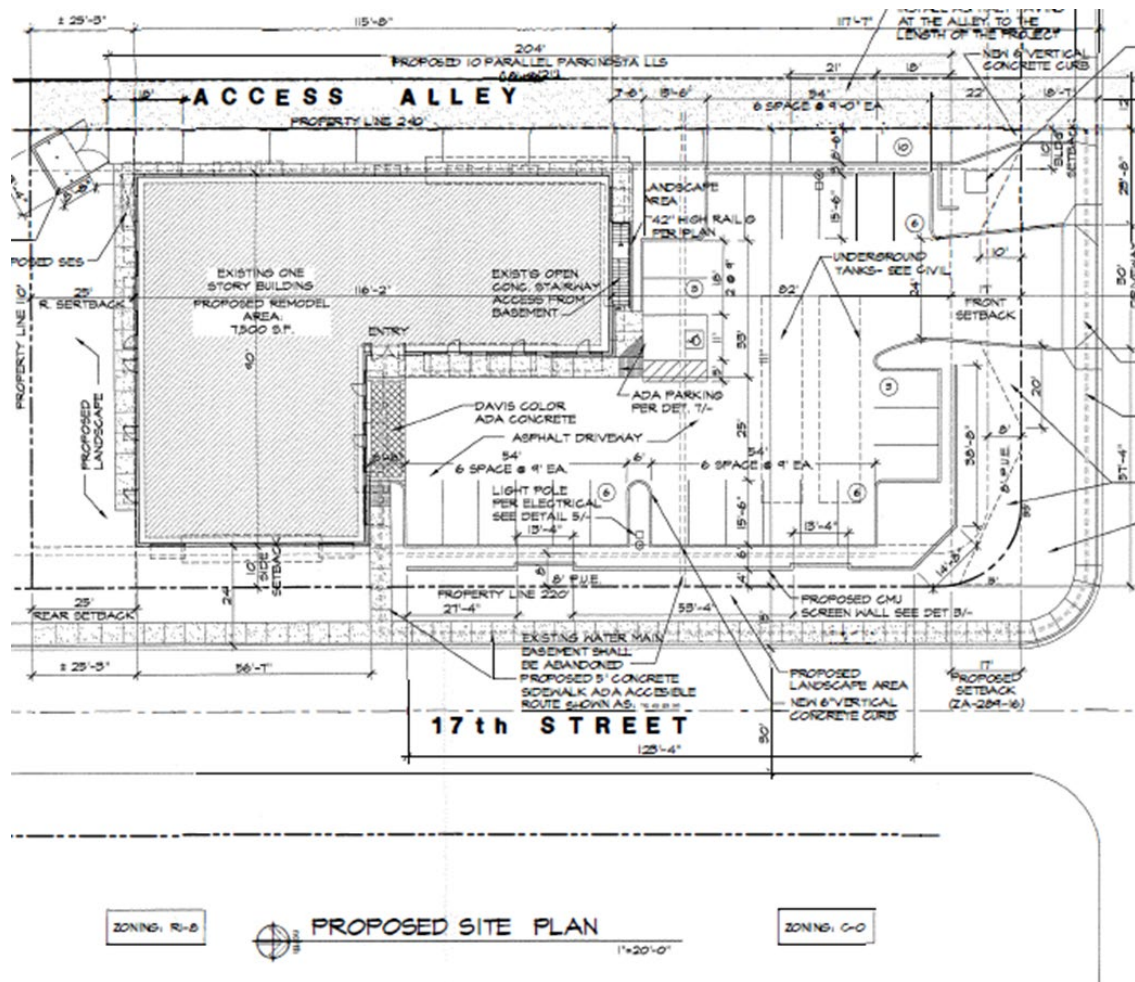
Surrounding Zoning Map, Source: Planning and Development Department

The proposed use is consistent with nearby commercial uses and provides a transition between the single-family to the south and southeast.

#### PROPOSAL

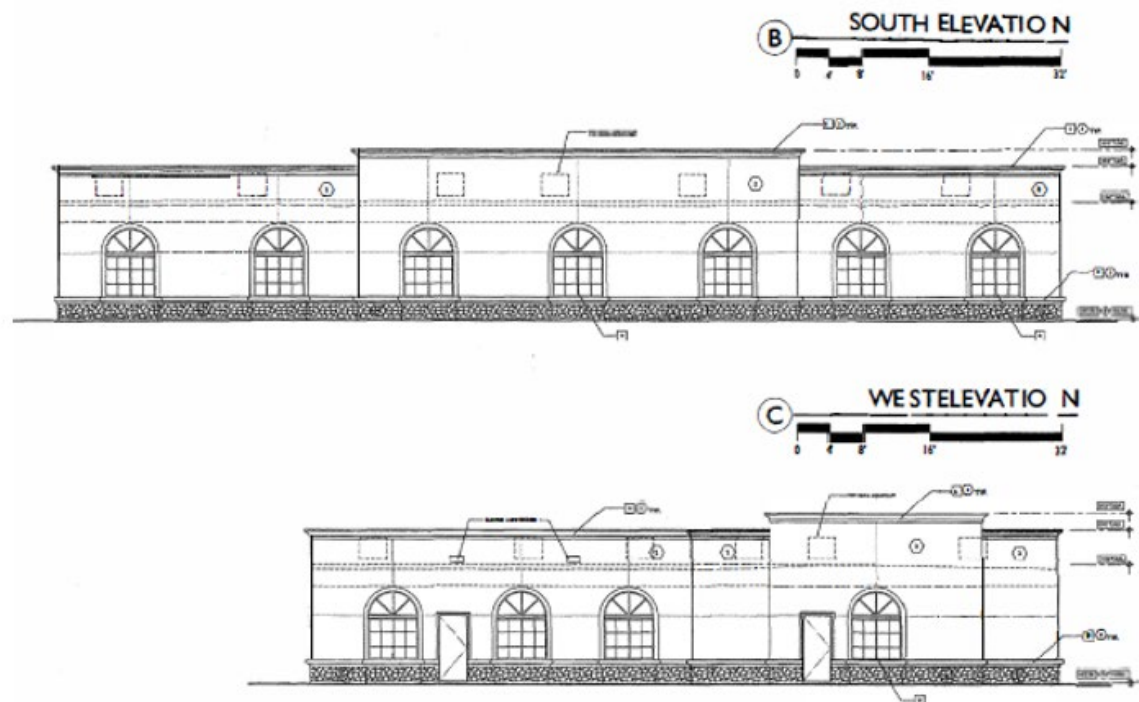
5. The applicant provided a conceptual site plan depicting an existing building with new proposed parking and other site improvements. No new structures are proposed on the site. Staff is not recommending general conformance to the site plan as several site elements require variances, which must undergo a separate hearing process through the Zoning Adjustment Hearing Officer. Enhanced landscape standards are also proposed along the southern property boundary to create a buffer between the proposed use and existing single-family residential to the south. A pedestrian pathway shall also be provided connecting the building entrance to 17th Street in an effort to ensure pedestrian comfort and safety. These elements are addressed in Stipulation Nos. 3 and 4.

As stipulated, no vehicular access is allowed along 17th Street to ensure no negative traffic impacts occur to the single-family subdivision to the south and southeast of the subject site. This is addressed in Stipulation No. 1.



Site Plan, Source: Moosavi Design Group.

6. The building elevations depict various architectural features such as solid block walls, windows, and four-sided architecture. The building elevations for the site depict a maximum height of one story and 14 feet. Stipulation No. 5 recommends general conformance to the elevations date stamped September 29, 2021 to ensure that the building maintains varied building materials and architecture should building façade changes occur in the future. Furthermore, Stipulation No. 5 will ensure that an appropriate building scale is maintained on the site.



Building Elevation, Source: Moosavi Design Group

## STUDIES AND POLICIES

### 7. [Tree and Shade Master Plan](#)

The Tree and Shade Master Plan encourages treating the urban forest as infrastructure to ensure the trees are an integral part of the City's planning and development process. Staff is recommending several stipulations designed to provide trees and enhance shade within the development. Staff recommends Stipulation No. 2 to require that minimum two-inch caliper trees be placed between the sidewalk and back of curb and provide a minimum of 75 percent shade along the Bell Road sidewalk to ensure the site develops at a pedestrian scale and Stipulation No. 3 requiring a minimum two-inch caliper trees planted 20 feet on center along the southern property boundary.

### 8. [Complete Streets Guidelines](#)

In 2014, the City of Phoenix City Council adopted the Complete Streets Guiding Principles. The principles are intended to promote improvements that provide an accessible, safe, connected transportation system to include all modes, such as bicycles, pedestrians, transit, and vehicles. This development will help to



pedestrianize the immediate street frontages by shading sidewalks adjacent to the development, addressed in Stipulation No. 2. A minimum of four inverted u-bicycle racks located near the main building entrance are recommended in Stipulation No. 6. Lastly, Stipulation Nos. 4 and 7 address pedestrian pathway materials and direct connections to public sidewalks to promote safety and encourage walking.

9. **Comprehensive Bicycle Master Plan**

The City of Phoenix adopted the Comprehensive Bicycle Master Plan in 2014 to guide the development of its Bikeway System and supportive infrastructure. Stipulation No. 6 recommends a minimum of four inverted u-bicycle racks located near the main building entrance to promote the use of bicycling as a means of transportations for employees of this facility.

10. **Zero Waste PHX**

The City of Phoenix is committed to its waste diversion efforts and has set a goal to become a zero-waste city, as part of the city's overall 2050 Environmental Sustainability Goals. One of the ways Phoenix can achieve this is to improve and expand its recycling and other waste diversion programs. Section 716 of the Phoenix Zoning Ordinance establishes standards to encourage the provision of recycling containers for multifamily, commercial and mixed-use developments meeting certain criteria. The site plan submitted by the applicant does not depict any recycling facilities on the site. However, the application materials indicate that recycling services will be part of the development.

COMMUNITY CORRESPONDENCE

11. As of the writing of this report, staff had not received any community correspondence.

INTERDEPARTMENTAL COMMENTS

12. The Street Transportation Department requires the construction of all streets adjacent to the development with the required elements, which shall comply with ADA accessibility standards. The sidewalk along Bell Road shall be detached with a minimum five-foot wide detached sidewalk and a minimum 13-foot landscape strip located between the sidewalk and back of curb and incorporating required landscape standards on both sides of the sidewalk. Furthermore, that a minimum five-foot-wide sidewalk easement shall be dedicated on the south side of Bell Road. These are addressed in Stipulation Nos. 2, 8 and 9.
13. The City of Phoenix Water Services Department has noted that there are existing water and sewer mains that can potentially serve the proposed development; however, water capacity is a dynamic condition that can change over time due to a variety of factors.

14. The Fire Department commented that the buildings shall comply with the Phoenix Fire Code.

#### OTHER

15. The site is within Deer Valley Airport traffic pattern airspace and the proposed use is commercial. Therefore, the Aviation Department has provided stipulations requiring the developer to record a Notice to Prospective Purchasers of the proximity to the airport to disclose the operational characteristics of the airport and to require that documentation be filed with the FAA. These are addressed in Stipulation Nos. 10 and 11.
16. The site has not been identified as being archaeologically sensitive. However, in the event archaeological materials are encountered during construction, all ground disturbing activities must cease within 33-feet of the discovery and the City of Phoenix Archaeology Office must be notified immediately and allowed time to properly assess the materials. This is addressed in Stipulation No. 12.
17. Development and use of the site are subject to all applicable codes and ordinances. Zoning approval does not negate other ordinance requirements. Other formal actions such as, but not limited to, zoning adjustments and abandonments may be required.

#### **Findings**

1. The request is consistent with uses in the surrounding area and will act as an appropriate transition between the single-family to the south and southeast and the more intense commercial uses to the west.
2. The proposed development is appropriately located adjacent to an arterial street and will provide an opportunity for a use that provides services to nearby residential.
3. The development, as stipulated, will maintain an appropriate scale to ensure that it remains compatible with the area.

#### **Stipulations**

1. No vehicular access shall be provided along 17th Street, as approved by the Planning and Development Department.
2. The developer shall construct a minimum 5-foot-wide detached sidewalk and a minimum 13-foot-wide landscape area located between the back of curb and

sidewalk along Bell Road and planted to the following standards, as approved by the Planning and Development Department.

- a. Minimum 2-inch caliper single-trunk large canopy drought-tolerant shade trees planted 25 feet on center or in equivalent groupings that provide shade to a minimum 75 percent.
- b. Drought tolerant vegetation to achieve 75 percent live coverage.

Where utility conflicts exist, the developer shall work with the Planning and Development Department on alternative design solutions consistent with a pedestrian environment.

3. The required landscape setback along the south property boundary shall be planted with minimum 2-inch caliper trees placed 20 feet on center or in equivalent groupings, as approved by the Planning and Development Department.
4. A clearly defined, accessible pedestrian pathway shall be provided to connect building entrances, bus stop pads, and public sidewalks, to 17th Street using the most direct route for pedestrians, as approved by the Planning and Development Department.
5. The development shall be in general conformance with the building elevations date stamped September 29, 2021, as approved by the Planning and Development Department.
6. A minimum of four bicycle parking spaces shall be provided through Inverted U and/or artistic racks dispersed throughout the site and installed per the requirements of Section 1307.H. of the Phoenix Zoning Ordinance, as approved by the Planning and Development Department. Artistic racks shall adhere to the City of Phoenix Preferred Designs in Appendix K of the Comprehensive Bicycle Master Plan.
7. Where pedestrian pathways cross drive aisles, they shall be constructed of decorative pavers, stamped or colored concrete, or other pavement treatments that visually contrast with the adjacent parking and drive aisle surfaces, as approved by the Planning and Development Department.
8. The developer shall dedicate a minimum 5-foot-wide sidewalk easement and construct the south side of Bell Road, as approved by the Planning and

Development Department.

9. 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.
10. The developer shall provide a No Hazard Determination for the proposed development from the FAA pursuant to the FAA's Form-7460 obstruction analysis review process, prior to final site plan approval, as per plans approved by the Planning and Development Department.
11. The property owner shall record documents that disclose the existence, and operational characteristics of Deer Valley 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.
12. In the event archaeological materials are encountered during construction, the developer shall immediately cease all ground-disturbing activities within a 33-foot radius of the discovery, notify the City Archaeologist, and allow time for the Archaeology Office to properly assess the materials.

**Writer**

David Simmons

December 01, 2021

**Team Leader**

Samantha Keating

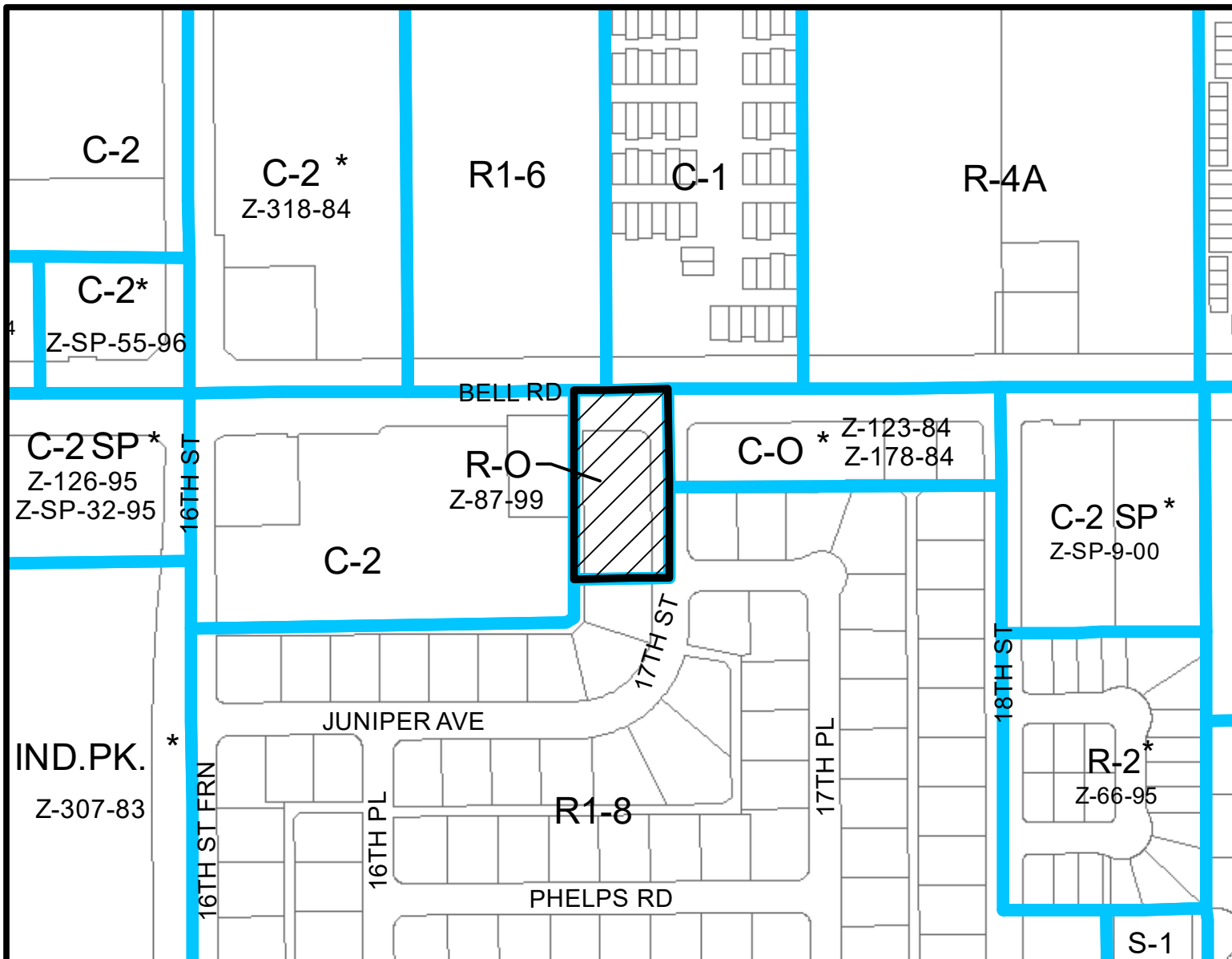
**Exhibits**

Zoning sketch map

Aerial sketch map

Conceptual Site Plan date stamped September 29, 2021

Conceptual Elevations date stamped September 29, 2021



Miles

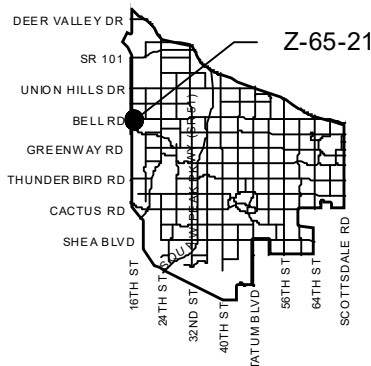
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**PARADISE VALLEY VILLAGE**

CITY COUNCIL DISTRICT: 3



**City of Phoenix**  
PLANNING AND DEVELOPMENT DEPARTMENT



APPLICANT'S NAME: Octavian Belostecinic

REQUESTED CHANGE:

FROM: R-O ( 1.08 a.c.)

APPLICATION NO. Z-65-21

DATE: 10/15/2021  
REVISION DATES:

GROSS AREA INCLUDING 1/2 STREET  
AND ALLEY DEDICATION IS APPROX.

1.08 Acres

AERIAL PHOTO &  
QUARTER SEC. NO.

QS 36-31

ZONING MAP

M-9

TO: C-1 ( 1.08 a.c.)

MULTIPLES PERMITTED

R-O

C-1

CONVENTIONAL OPTION

1/development

15

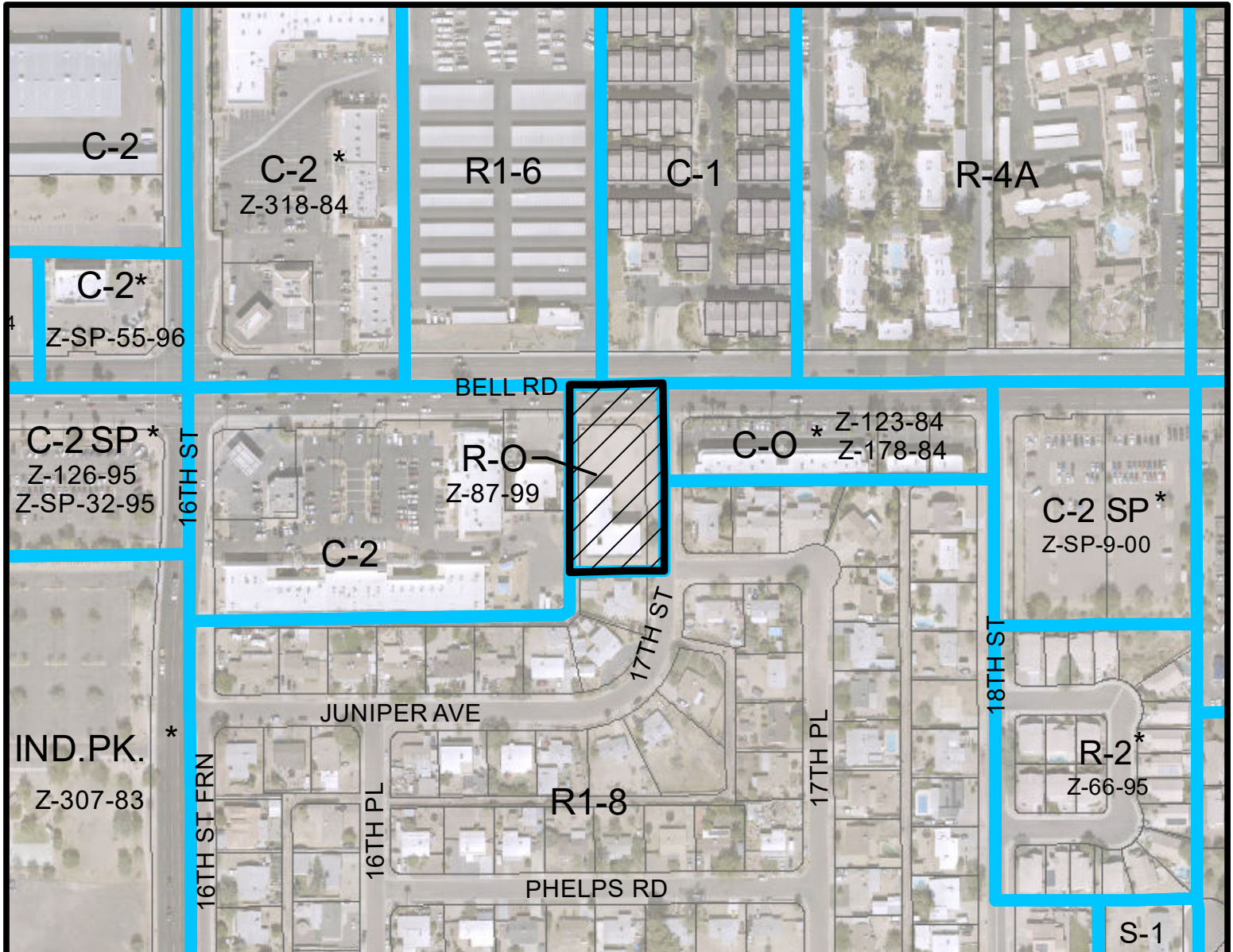
\* UNITS P.R.D. OPTION

N/A

19

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





Miles

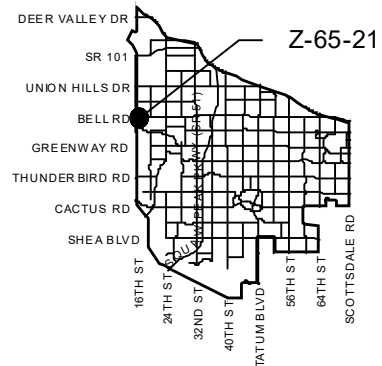
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**PARADISE VALLEY VILLAGE**

CITY COUNCIL DISTRICT: 3



**City of Phoenix**  
PLANNING AND DEVELOPMENT DEPARTMENT



APPLICANT'S NAME:

Octavian Belostecinic

APPLICATION NO.

Z-65-21

DATE:

10/15/2021

REVISION DATES:

GROSS AREA INCLUDING 1/2 STREET  
AND ALLEY DEDICATION IS APPROX.

1.08 Acres

AERIAL PHOTO &  
QUARTER SEC. NO.

QS 36-31

ZONING MAP

M-9

REQUESTED CHANGE:

FROM: R-O ( 1.08 a.c.)

TO: C-1 ( 1.08 a.c.)

**MULTIPLES PERMITTED**

R-O

C-1

**CONVENTIONAL OPTION**

1/development

15

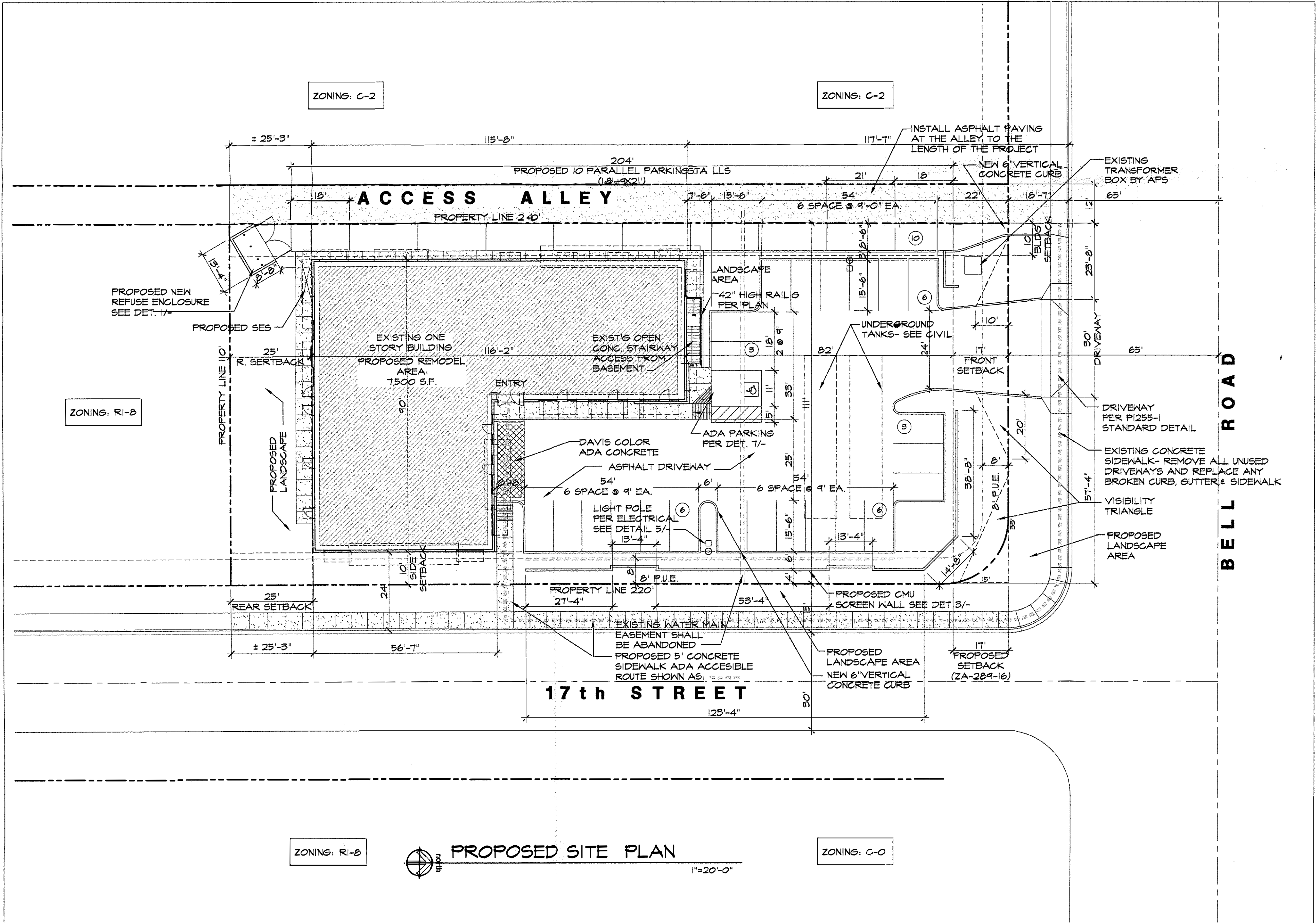
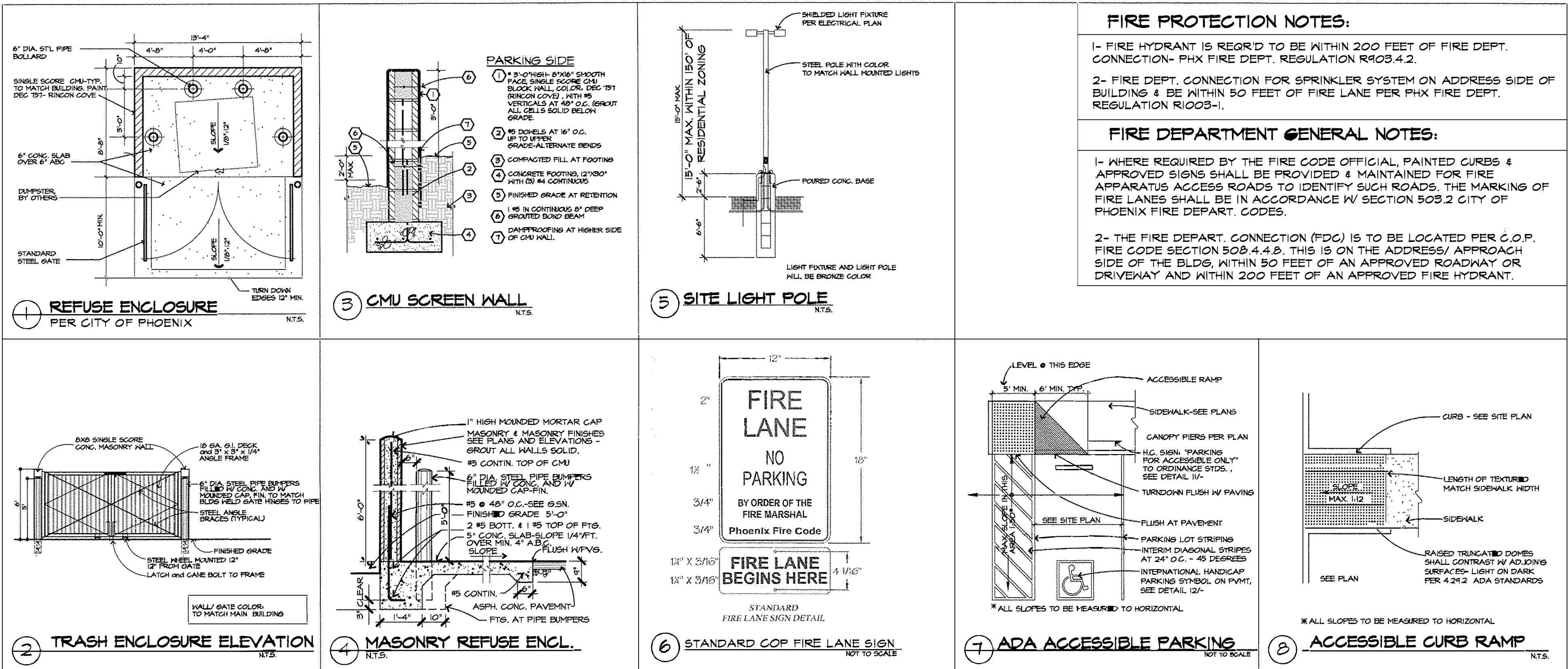
**\* UNITS P.R.D. OPTION**

N/A

19

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

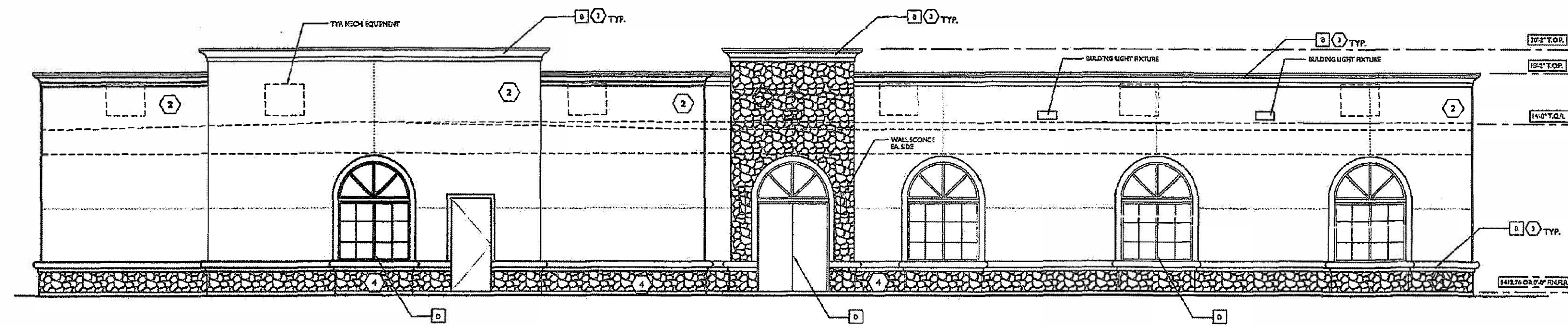




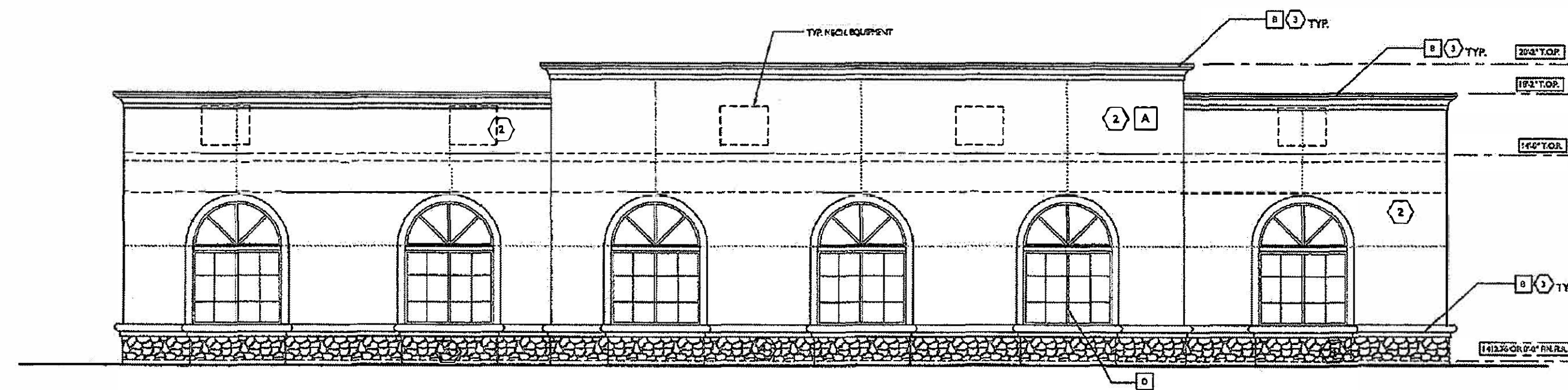
# PROJECT DATA

PROJECT NAME:	MARKET ECHO PLAZA
LOCATION:	1675 EAST BELL ROAD, PHOENIX, AZ 85022 APPROVED PLANN ADDRESS: 16750 N 17TH ST.
SCOPE	MINOR REVISION TO THE SITE LAYOUT AND MAJOR CHANGES TO THE EXTERIOR ELEVATIONS
EXISTING SITE ZONING:	R-O
PROPOSED OCCUPANCY:	B - OCCUPANCY- OFFICE & OTHER USES PER RO
CONSTRUCTION TYPE:	V- B
PARCEL - APN #:	214-21-021
GROSS LOT AREA:	342,700 S.F. (INCLUD'G CL STREETS)
NET LOT AREA:	226,314 S.F. 0.60 ACRE
EXISTING BUILDING AREA:	7,500 S.F. GROUND LEVEL
BASEMENT AREA :	7,500 S.F.
PROPOSED OCCUPANCY:	15,000 / 100 = 150 PERSON BASEMENT 75 OCCUPANT REQUIRES 2 EXIST.
FIRE PROTECTION :	SPRINKLER SYSTEM- FIRE SPRINKLER WILL BE INSTALLED UNDER SEPARATE PERMIT
REQUIRED SITE PARKING:	15,000 S.F. / 300 = 50 STALL
CREDIT PARKING COUT:	80% SHARED PARKING PER C.O.P. TRAFFIC
REQUIRED PARKING:	50 X 0.8 = 40 STALLS PROVIDED: 35 STALL
PROJECT DESCRIPTION:	PROPOSING MINOR REVISION TO THE SITE LAYOUT INCLUDING ARRANGEMENT OF REFUSE ENCLOSURE TO ACCESS FROM ALLEY, ADD PARALLEL PARKING, ALLOW PARK AT ALLEY AND MAJOR CHANGES TO THE EXTERIOR ELEVATIONS TO REJUVENATE THE EXISTING ABANDONED BUILDING
VARIANCE: (APPROVED: SEPTEMBER 1ST, 2016) ZA-284-16	1. TO REDUCE THE FRONT YARD SETBACK TO 'IT' TO ALLOW PARKING OVERHANG, MINIMUM 20' REQUIRED PER (620 C.3) 2. TO DELETE THE REQUIRED LANDSCAPE STRIP AROUND THE PRINCIPAL STRUCTURE, MINIMUM 3 FEET TO ALLOW PARKING ON THE WEST SIDE FOR EMPLOYEES REQUIRED PER (620 C.1C) 3. TO REDUCE THE REQUIRED NUMBER OF PARK'G SPAC'G TO 34. MINIMUM 40 REQUIRED ( 702 C.1)

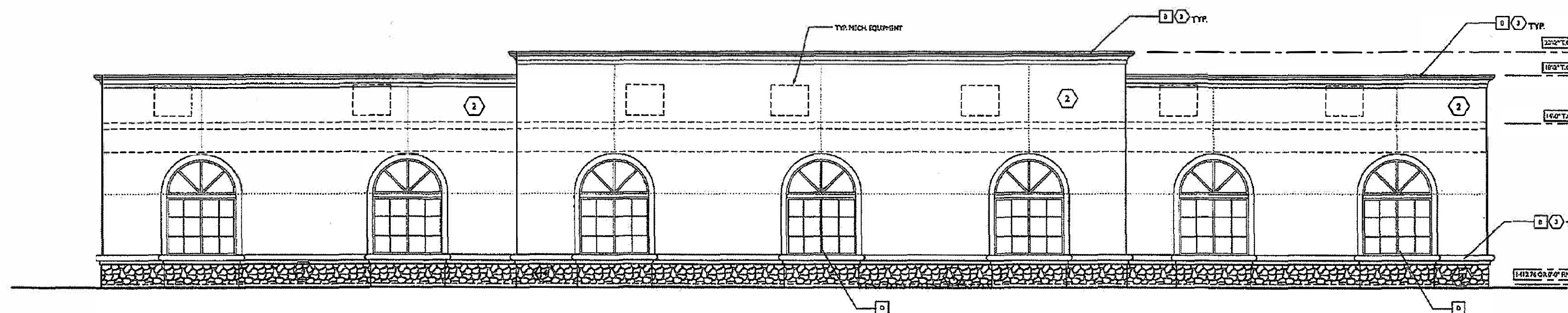




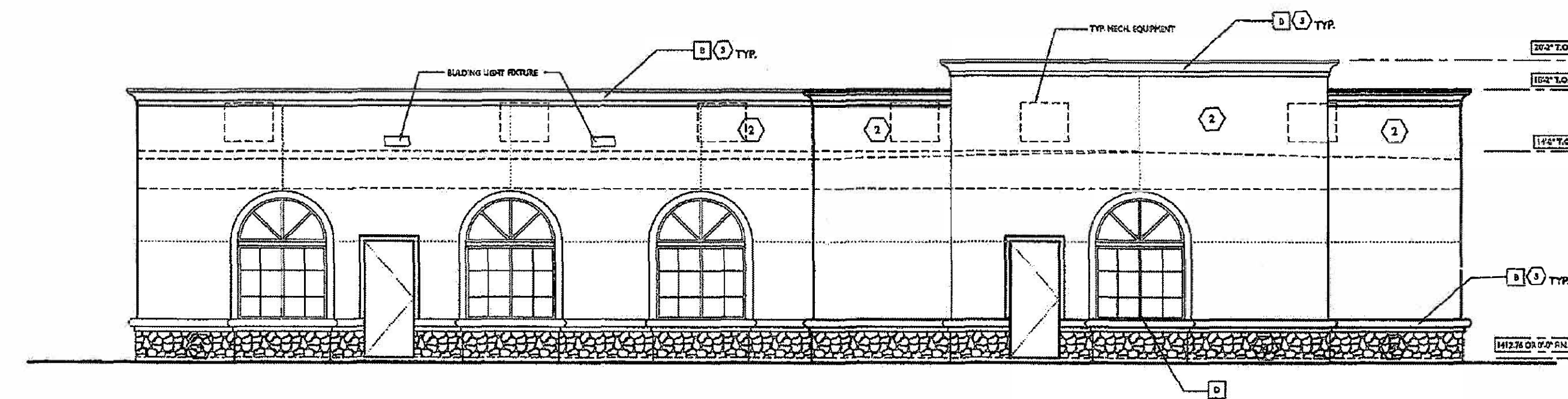
**A EAST ELEVATION**



**B SOUTH ELEVATION**



**C WEST ELEVATION**



**D NORTH ELEVATION**

## EXTERIOR PAINT COLOR LEGEND:

(BY FRAZEE PAINTS OR EQUAL)

- A TENDERFOOT 8241W
- B COPPER NAIL 8295D
- C COPPER NAIL 8295D (HM. DOORS & FRAMES)
- D ALUMINUM STOREFRONT ARCADIA OR EQUAL STANDARD BRONZE FINISH

## EXTERIOR ELEVATION KEYNOTES:

- 1 STANDARD 8" CMU (PAINTED)
- 2 8" SPLIT FACED CMU (PAINTED)
- 3 INTEGRAL COLOR EIFS ON CMU WALL
- 4 CULTURED ADHERED STONE - ELDORADO STONE

**CITY OF PHOENIX**

SEP 29 2021

Planning & Development  
Department

CITY OF PHOENIX  
Planning and Development Department

By: *DAVID GOODMAN*

MAR 21 2017

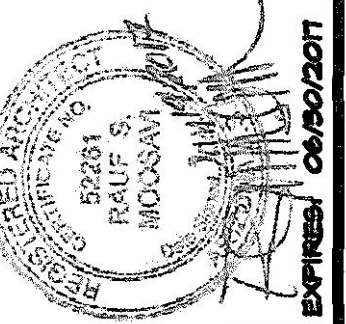
This set of plans has been reviewed for compliance with the Building Code. The reviewer has not performed a field inspection. The reviewer's signature is required on all plans. The reviewer's signature is required on all plans. The reviewer's signature is required on all plans.

*Building Code only*

REVISIONS	DATE
1	01.12.16
2	
3	
4	
5	



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WWW.MOOSAVIDESIGN.COM



**ECHO  
SQUARE**  
1675 EAST BELL ROAD  
PHOENIX, AZ 85022

**EXISTING  
ELEVATIONS**

DRAWN BY  
**TM**

CHECKED BY  
**RSM**

DATE  
**09-12-2018**

SCALE  
**AS SHOWN**

JOB NO.  
**1617.00**

SHEET

**A4**

1 OF 63 SHEETS

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