



**City of Phoenix**  
PLANNING AND DEVELOPMENT DEPARTMENT

**Staff Report Z-27-17-6  
(ALTA Marlette PUD)  
August 30, 2017**

|                                                               |                                                                                       |
|---------------------------------------------------------------|---------------------------------------------------------------------------------------|
| <b>Camelback East Village Planning Committee Meeting Date</b> | September 12, 2017                                                                    |
| <b>Planning Commission Hearing Date</b>                       | October 3, 2017                                                                       |
| <b>Request From:</b>                                          | R-4 (2.78 acres)<br>R-5 (1.15 acres)                                                  |
| <b>Request To:</b>                                            | PUD (3.93 acres)                                                                      |
| <b>Proposed Use</b>                                           | Planned Unit Development to allow multifamily residential and office                  |
| <b>Location</b>                                               | Approximately 180 feet east of the northeast corner of 7th Street and Marlette Avenue |
| <b>Owner</b>                                                  | 700-EM Development Corp. et al                                                        |
| <b>Applicant/Representative</b>                               | Stephen C. Earl                                                                       |
| <b>Staff Recommendation</b>                                   | Approval, subject to stipulations                                                     |

| General Plan Conformity                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                 |                                         |                                                                            |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-----------------------------------------|----------------------------------------------------------------------------|
| <b>General Plan Land Use Designation</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                 | Residential 15+ dwelling units per acre |                                                                            |
| <b>Street Map Classification</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Stella Lane     | Local                                   | 25 foot north half street<br>25 foot south half street                     |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Marlette Avenue | Local                                   | 30 foot north half street (Portion)<br>25 foot north half street (Portion) |
| <p><b>CONNECT PEOPLE &amp; PLACES; CORES, CENTERS &amp; CORRIDORS; LAND USE PRINCIPLE:</b> <i>Locate land uses with the greatest height and most intense uses within village cores, centers and corridors based on village character, land use needs, and transportation system capacity.</i></p> <p>The recent proliferation of commercial development, including numerous new restaurants, along 7th Street in the surrounding area has led to the emergence of a corridor offering opportunities for residents to connect to services, resources and each other. The proposal is consistent with the character of development in the surrounding area, provides multifamily land uses to support the emerging corridor, and is designed to provide sole access from a major arterial street.</p> |                 |                                         |                                                                            |

**CONNECT PEOPLE & PLACES; OPPORTUNITY SITES; LAND USE PRINCIPLE:**

*Promote and encourage compatible development and redevelopment with a mix of housing types in neighborhoods close to employment centers, commercial areas, and where transit or transportation alternatives exist.*

The proposal contributes to a diversity of housing types adjacent to an emerging commercial corridor along 7th Street.

**CONNECT PEOPLE & PLACES; COMPLETE STREETS; DESIGN PRINCIPLE:** *Locate parking to the rear of a site to create a more pedestrian environment, when adequate shielding from noise and light can be provided to adjacent established neighborhoods. On-street parking in some areas may also promote a pedestrian environment.*

A minimum of 80% of parking on the site will be provided in an interior parking structure which is screened from view from public rights-of-way by the building. A minimum of 70% of parking will be covered. The proposal will mitigate the impacts of parking uses on adjacent established neighborhoods.

**CONNECT PEOPLE & PLACES; BICYCLES; DESIGN PRINCIPLE:** *Development should include convenient bicycle parking.*

The proposal includes development standards for bicycle parking that address the minimum requirement for number of bicycle spaces and the location of bicycle parking in relation to interior access points and public rights-of-way.

**CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS; CERTAINTY & 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.*

The proposal is consistent with the diverse, existing land use pattern east of 7th Street and north of Marlette Avenue which includes a public school, multifamily residential, commercial, and commercial office land uses. The proposal is consistent with the General Plan Land Use Map designation of Residential 15+ dwelling units per acre.

**CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS; CERTAINTY & CHARACTER; LAND USE PRINCIPLE:** *Provide high quality urban design and amenities that reflect the best of urban living at an appropriate village scale.*

The proposal includes design guidelines that address architectural character, site design, covered structure parking, bicycle parking, four-sided architecture, balconies, street landscaping, exterior amenities, and other features that exceed existing Zoning Ordinance standards.

The proposal includes development standards and design guidelines intended to mitigate the impacts of the development on existing residential land uses in the surrounding area and contribute to a walkable streetscape. Standards and guidelines include building stepbacks, parking restrictions, landscaping, detached sidewalks, building orientation, architectural character, and fencing.

***CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS; SAFE NEIGHBORHOODS – TRAFFIC; LAND USE PRINCIPLE:*** Minimize traffic through lower-density residential areas by locating heavy traffic generating land uses on or near arterial streets.

The circulation plan proposes sole vehicular access to the site from 7th Street, along Stella Lane. Adjacent development along Stella Lane consists of solely commercial land uses. The proposal will mitigate the impacts of traffic on existing residential properties in the surrounding area.

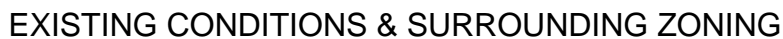
#### **Area Plans**

The site is not located within the boundaries of an overlay district, special planning area, specific plan, or area plan.

### **Background/Issues/Analysis**

#### **SUBJECT SITE**

1. This request is to rezone approximately 3.93 acres located approximately 180 feet east of the northeast corner of 7th Street and Marlette Avenue from R-4 (Multifamily Residence District) and R-5 (Multifamily Residence District) to PUD (Planned Unit Development) to allow a Planned Unit Development to allow multifamily residential and office.
2. The subject site's General Plan Land Use Map designation is Residential 15+ dwelling units per acre. The request is consistent with this designation and a General Plan Amendment is not required.



- 
- PLAT MAP
- N 7TH ST
- E MARYLAND AVE
- E MARQUETTE AVE
- 6351 717 727 749 815
- 6335 745 910
- 6323 6313
- 6247 719 733 813 825 835 909
- R-5
- R-4A\* Z-281-79
- C-2\* Z-60-15
- R-5\* Z-60-15

### **NORTH**

North of the subject site are a variety of professional and commercial office uses. These properties are zoned C-2 (Intermediate Commercial), R-5 (Multifamily Residence District), and C-O (Commercial Office).

### **SOUTH**

South of the subject site are a variety of multifamily residential uses that include duplex, triplex, and small apartment complex buildings. These properties are zoned R-4 (Multifamily Residence District).

### **EAST**

East of the subject site, to the north, is a commercial office complex zoned C-O (Commercial Office). East of the subject site, to the south, is an apartment complex zoned R-4A (Multifamily Residence District).

### **WEST**

West of the subject site is a commercial strip center containing a restaurant, small retailers, and service businesses, and an automobile repair business. These properties are zoned C-2 (Intermediate Commercial).

## **PROPOSAL**

4. The proposal was developed utilizing the PUD zoning designation. The Planned Unit Development (PUD) is intended to create a built environment that is superior to that produced by conventional zoning districts and design guidelines. Using a collaborative and comprehensive approach, an applicant authors and proposes standards and guidelines that are tailored to the context of a site on a case by case basis. Where the PUD Development Narrative is silent on a requirement, the applicable Zoning Ordinance provisions will be applied.
5. Below is a summary of the proposed standards for the subject site as described in the attached PUD Development Narrative date stamped August 18, 2017. The proposal is designed to allow the redevelopment of existing single-family residential land uses and a vacant parcel to provide multifamily residential housing opportunities that capitalize on the emergence of a commercial corridor along 7th Street in the surrounding area.

## **DEVELOPMENT STANDARDS**

### **6. Building Height**

The Development Narrative proposes a maximum building height of 48 feet. Additionally, there is a minimum 50 foot building setback requirement from the southern property line (Marlette Avenue) for any portion of the building exceeding 38 feet in height. The building setback provision is intended to mitigate the impacts of the proposed height on existing residential development south of the subject site, adjacent to Marlette Avenue. While these existing properties are zoned R-4, which permits 3 stories or 40 feet in height, the predominant height in the surrounding area is single story.

The proposed maximum building height of 48 feet, and 38 feet within 50 feet of Marlette Avenue, is more restrictive than the R-5 zoning district which permits 4 stories or 48 feet in height and a 15-foot maximum height within ten feet of a single-family zoned district. The closest single-family zoned district is approximately 180 feet to the south.

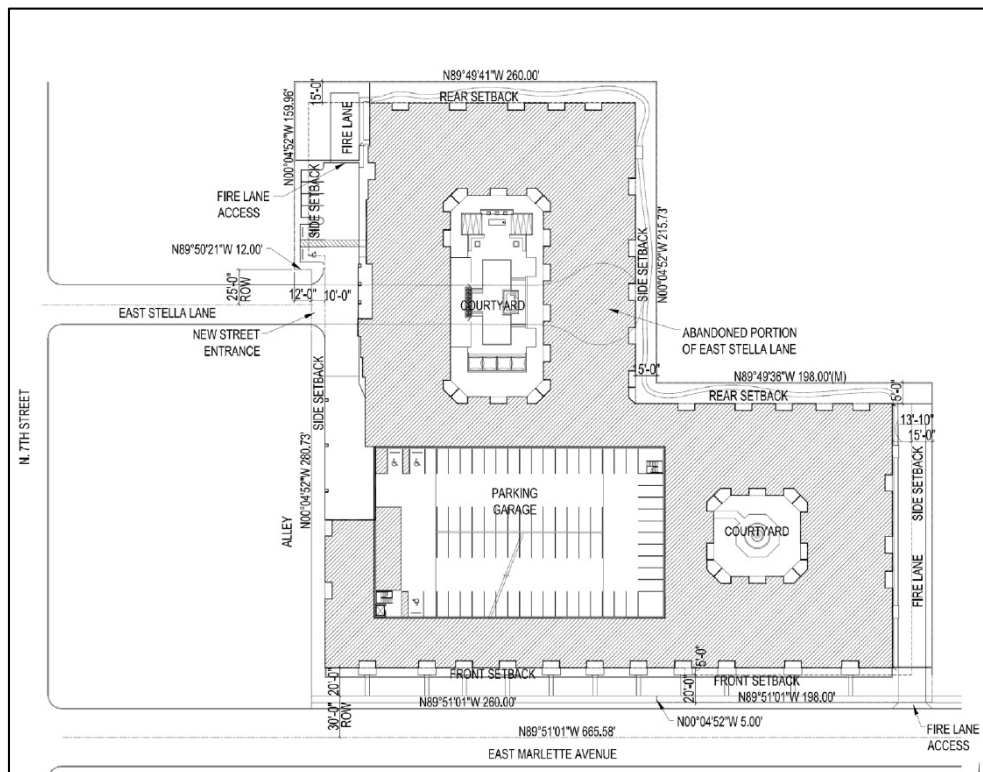
### **Building Setbacks**

The proposed building setback along the north property line is a maximum of 15 feet. This standard varies from the R-5 zoning district, which requires a minimum 10 foot setback for perimeter property lines adjacent to property lines.

The proposed building setback along the south property line is a minimum of 20 feet and maximum of 25 feet. This standard is more restrictive than the R-5 zoning district, which requires a minimum 20 foot setback.

The proposed building setbacks on the east and west perimeters is a maximum of 15 feet. This standard varies from the R-5 zoning district, which requires a minimum 10 foot setback for perimeter property lines adjacent to property lines.

The use of maximum building setbacks in these locations is intended to ensure that structures are not excessively setback from property lines to contribute to the residential character of the surrounding area a walkable streetscape along Marlette Avenue.



### **Density**

The proposed density is 65 dwelling units per acre. This standard is less restrictive than the R-5 zoning district, which permits a maximum of 52.20 dwelling units per acre for multifamily uses under the PRD development option.

### **Land Uses**

The Development Narrative proposes multifamily residential land uses for the entirety of the site. Permitted accessory land uses include fitness center, clubroom, demonstration kitchen, communal living rooms, leasing and management offices, conference rooms, and live-work spaces.

The conceptual site plan and elevations submitted with the request propose the development of the multifamily residential use on the entirety of the site. However, the Development Narrative also contains a provision for office uses, consistent with office uses permitted in the R-5 zoning district (Zoning Ordinance Section 618.D) on the approximately 1.15 acre existing, easternmost parcel. This provision is intended to preserve the existing entitlement to develop an office use on this parcel in the event that the multifamily residential use is not developed on the larger site. These office uses are not permitted on the remainder of the site and would not be permitted as accessory to a multifamily residential use if developed on this portion of the site.

### **Lot Coverage**

The proposed lot coverage is 70%. This standard is less restrictive than the R-5 zoning district, which permits a maximum of 50% lot coverage.

### **Open Space**

The proposed open space standard is a minimum 7% of the gross project area. This standard is more restrictive than the R-5 zoning district, which requires a minimum of 5% of the gross project area to be reserved as common area.

## **LANDSCAPING STANDARDS**

7. The proposed landscape setbacks on the north, east, and west property lines are a minimum of 10 feet and a maximum of 15 feet. On the south property line, the proposal is a minimum of 20 feet and a maximum of 25 feet. The minimum standards are consistent with the R-5 zoning district.

Landscaping standards include tree type, spacing, shrubs, and groundcover. Along Marlette Avenue, 3-inch caliper drought-resistant trees planted 20 feet on center are proposed with five 5-gallon drought-resistant shrubs per tree. Along interior property lines, a combination of 2-inch and 1-inch caliper trees are proposed with the same remaining standards. These standards are more restrictive than the R-5 zoning district, which does not specify planting requirements.

## **DETACHED SIDEWALKS**

10. The Development Narrative proposes a minimum 5-foot sidewalk, detached from the curb by a minimum 4-foot landscaping strip along Marlette Avenue. The landscaping

strip shall be planted with trees which alternate between the required landscape setback and the strip, to maximize shading for pedestrians.

## DESIGN GUIDELINES

- Proposed design guidelines include a variety of regulations addressing architectural character intended to promote a brownstone/rowhome design style. Building elevations shall contain a variety of materials including brick, stucco, and steel, with requirements for the inclusion of brick elements on the third and fourth floors of the north and east elevations. The attention to the upper floors on the north and east elevations is intended to provide visual interest for the portion of the building most visible from off-site.

Balconies shall be provided for a minimum of 75% of units in the project, which will provide both an outdoor space and amenity for users as well as contributing to visual interest in the building façades.

Additional architectural guidelines address providing a variety of cornice types, embellishments on façades exceeding 75 feet in length, offsets, and multiple exterior paint colors.



The Marlette frontage is addressed individually and contains a variety of regulations intended to promote the activation of the streetscape, provide consistency with the existing residential character of properties in the surrounding area, and create an inviting pedestrian environment. Guidelines require all ground level units to front Marlette Avenue and provide steps, windows, and sidewalks connecting units to the



public sidewalk. Additionally, units above the ground floor along Marlette are required to provide balconies overlooking the streetscape.



The Development Narrative requires that common area amenities include a pool and barbecue units. The developer must also provide a minimum of three additional amenities, such as a cabana, spa, ramada, dog park, or green open space area with seating.

## PARKING

### 9. **Bicycle Parking**

The Development Narrative proposes a minimum bicycle parking standard of 0.15 spaces per unit, with a maximum of 30 spaces. Additionally, bicycle parking spaces will be located a maximum of 50 feet from the interior central stairway that accesses the parking structure and a minimum of 2 racks will be placed within 250 feet of the street.

The provisions for bicycle parking are intended to promote bicycle use to the restaurants and retail uses in the emerging commercial corridor along 7th Street. Bicycle parking locations are intended to ensure that spaces are easily accessed by residents and guests of the site to promote use.

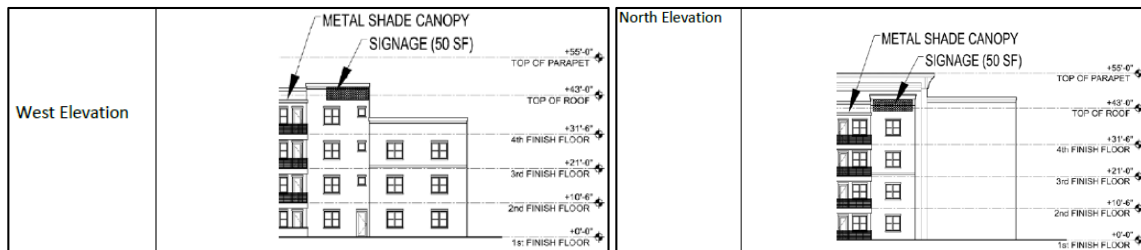
The proposed standards are more restrictive than the R-5 zoning district, which does not regulate bicycle parking standards.

### **Vehicle Parking**

The project will provide a centrally located enclosed parking structure will house a minimum of 80% of required parking on the site. A minimum of 70% of required parking will be covered. The structure will be wrapped by the residential uses and will not be visible from off-site. These proposed standards are more restrictive the R-5 zoning district. All other parking requirements shall comply with Section 702 of the Zoning Ordinance.

## SIGNAGE

10. The Development Narrative proposes conformance with existing Zoning Ordinance sign standards for the majority of the site's signage. Variations from Ordinance requirements include the allowance of 130 square feet of signage on the west elevation and 50 feet square feet of signage on the north elevation, at a maximum of 46 feet from grade.



The PUD also establishes allowances for temporary marketing banners, and ground mounted column signage. Staff stipulations require a revision to the Development Narrative to clarify this section and ensure that temporary marketing banners are permitted only on the north and west building elevations.

## SHADING

11. The PUD shall comply with existing Zoning Ordinance shade standards for public sidewalks and common amenity areas, which require a minimum of 50% shading.

## SUSTAINABILITY

12. The Development Narrative proposes a variety of sustainable building elements including a high reflectivity roof, sustainable building areas, green open space areas, and energy efficient appliances.

Additionally, the Development Narrative states that the project will achieve certification under the National Green Building Standard (NGBS). These proposals exceed Zoning Ordinance requirements.

## DEPARTMENT COMMENTS

17. The Phoenix Fire Department has noted that they do not anticipate any problems with this case and that the site and/or buildings shall comply with the Phoenix Fire Code.
18. The City of Phoenix Floodplain Management division of the Street Transportation Department has determined that this parcel is not in a Special Flood Hazard Area (SFHA), but is located in a Shaded Zone X, on panel 1740 L of the Flood Insurance Rate Maps (FIRM) dated October 16, 2013.

19. The Street Transportation Department recommended a stipulation requiring the developer to update all existing off-site street improvements (sidewalks, curb ramps and driveways) to current ADA guidelines.
20. The Water Services Department indicated that the subject site has access to existing water and sewer mains that can potentially serve the development.
21. The Parks and Recreation and Public Transit Departments had no comments regarding the request.

#### MISCELLANEOUS

21. As part of the Reimagine Phoenix initiative, the City of Phoenix is committed to increasing the waste diversion rate to 40 percent by 2020 and to better manage its solid waste resources. Section 716 of the Phoenix Zoning Ordinances establishes standards to encourage the provision of recycling containers for multi-family, commercial and mixed-use developments meeting certain criteria. The provision of recycling containers was not addressed in the applicant's submittal.
22. 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 proposal is consistent with the General Plan Land Use Map designation of Residential 15+ dwelling units per acre.
2. The proposal includes development and landscaping standards and design guidelines that in some instances exceed Zoning Ordinance standards in the R-4 and R-5 zoning districts.
3. The proposed development is consistent in scale and character with the surrounding land use pattern.

#### **Stipulations**

1. An updated Development Narrative for the ALTA Marlette 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 August 18, 2017, as modified by the following stipulations:
  - a. Page 22, Table 4.3: Temporary Signs, Fabric Marketing Banners: Revise as follows: "**NORTH** South and West Elevations Only"

2. 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.
3. 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**

Adam Stranieri

August 30, 2017

**Team Leader**

Joshua Bednarek

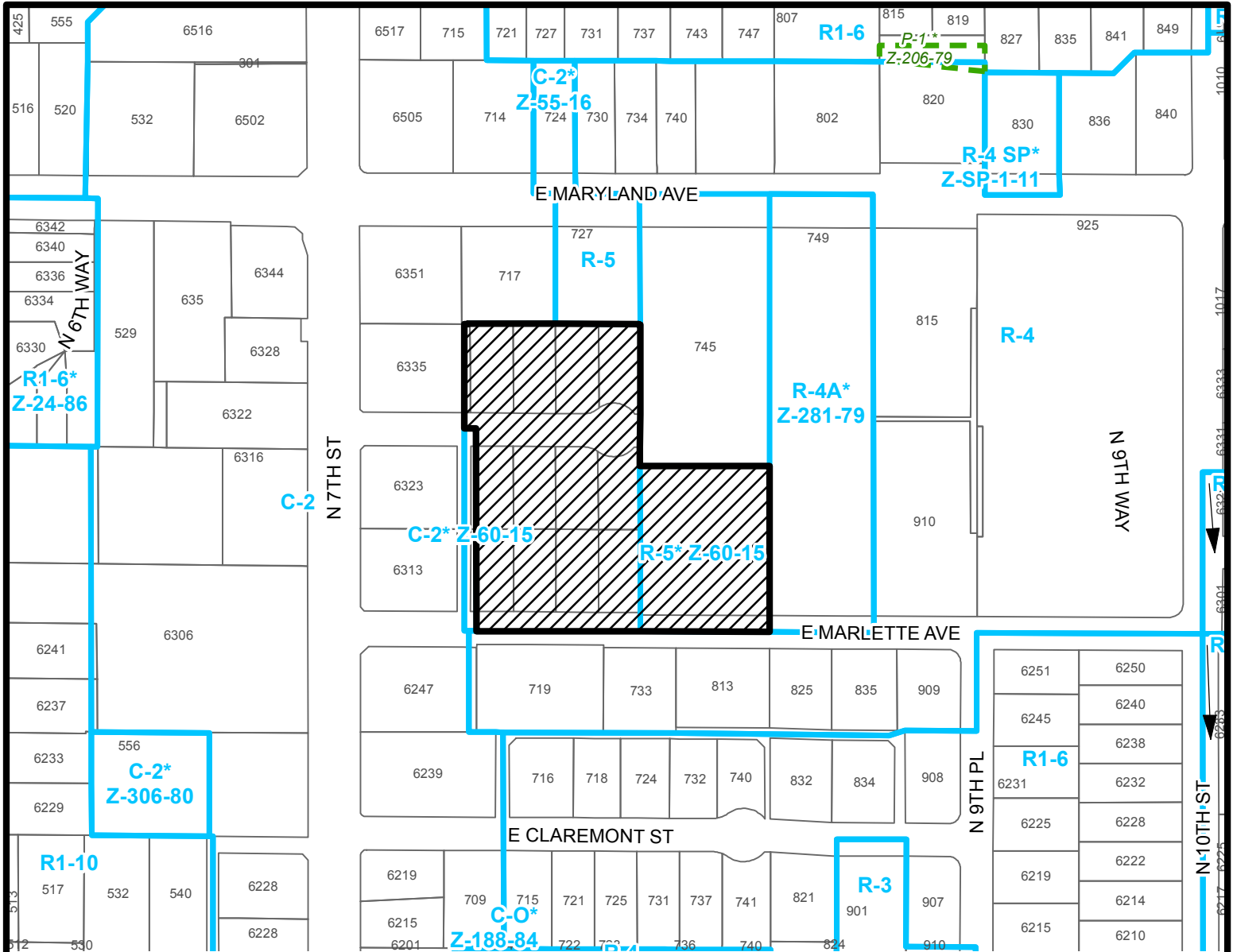
**Exhibits**

Sketch Map

Aerial

ALTA Marlette PUD Development Narrative date stamped August 18, 2017

<https://www.phoenix.gov/pdds/ Documents/PZ/Z-27-17n.pdf>



Feet

250 125 0 250

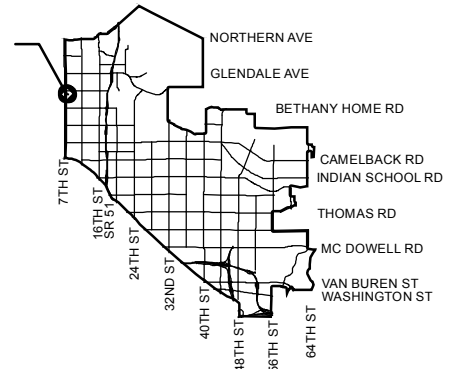
## CAMELBACK EAST VILLAGE

CITY COUNCIL DISTRICT: 6



**City of Phoenix**  
PLANNING AND DEVELOPMENT DEPARTMENT

Z-27-17



APPLICANT'S NAME:

Stephen C. Earl

APPLICATION NO.

Z-27-17

DATE:

04/20/2017

REVISION DATES:

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

3.93 Acres

AERIAL PHOTO &  
QUARTER SEC. NO.

QS 21-29

ZONING MAP

I-8

REQUESTED CHANGE:

FROM: R-4 (2.78 a.c.)  
R-5 (1.15 a.c.)

TO: PUD, (3.93 a.c.)

**MULTIPLES PERMITTED**

R-4, R-5

PUD

**CONVENTIONAL OPTION**

80, 50

255

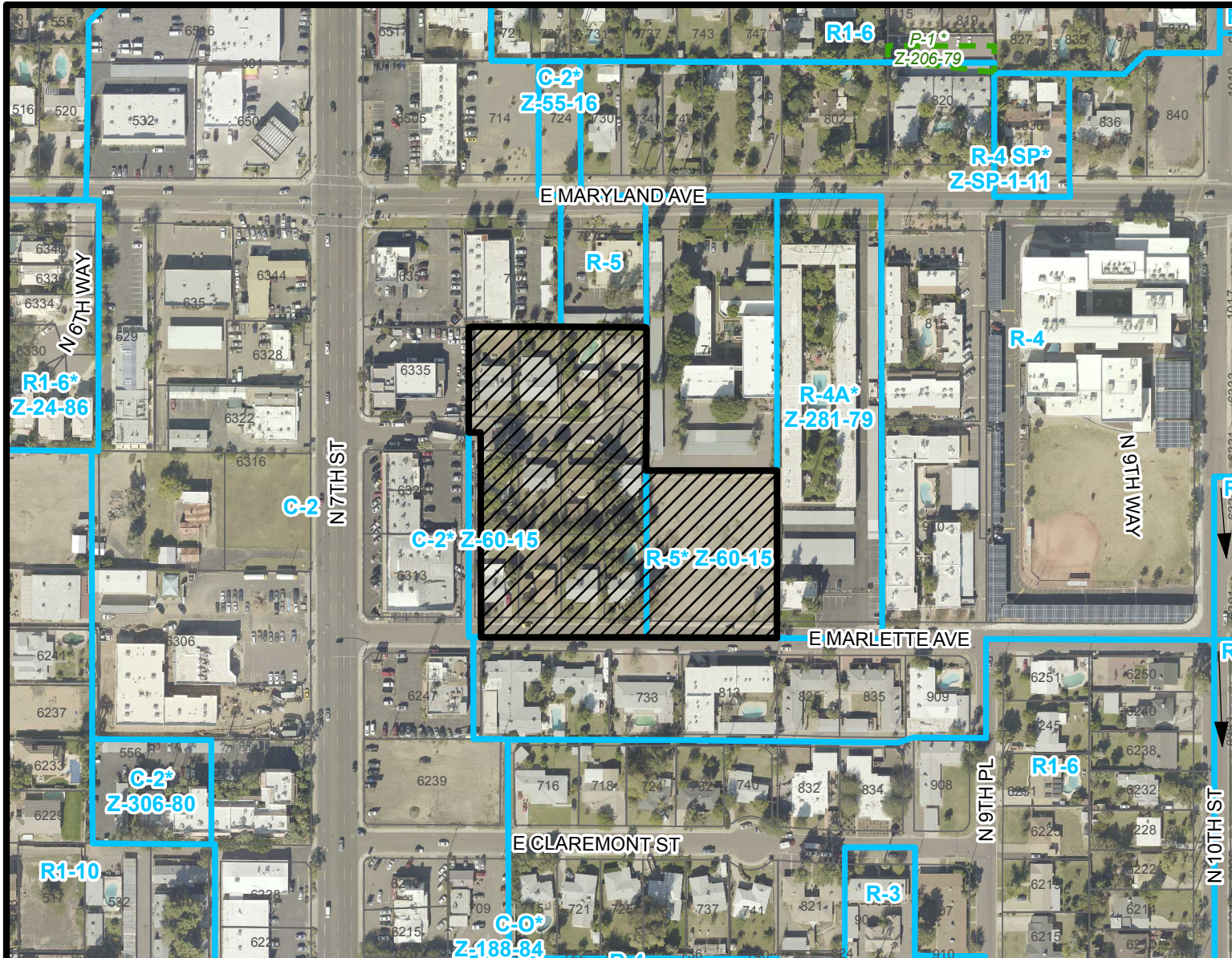
**\* UNITS P.R.D. OPTION**

96, 60

255

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





Feet

250 125 0 250

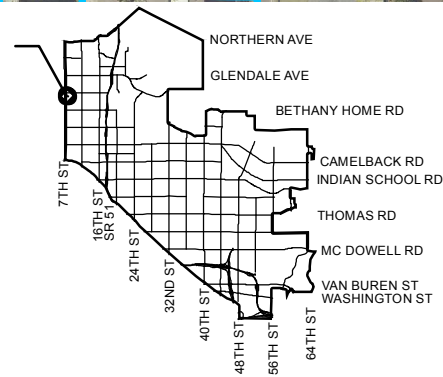
## CAMELBACK EAST VILLAGE

CITY COUNCIL DISTRICT: 6



**City of Phoenix**  
PLANNING AND DEVELOPMENT DEPARTMENT

Z-27-17



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