



## City of Phoenix

PLANNING & DEVELOPMENT DEPARTMENT

### Staff Report Z-10-20-1

May 18, 2020

Deer Valley [Village Planning Committee](#) Meeting Date: June 18, 2020  
[Planning Commission](#) Hearing Date: August 6, 2020  
 Request From: [R-5](#) (2.15 Acres)  
 Request To: [C-2](#) (2.15 Acres)  
 Proposed Use: C-2 Commercial uses  
 Location: Approximately 325 feet north of the northeast corner of 21st Avenue and Bell Road  
 Owner: Howard A Keyes Trust/Kevin Hochman  
 Applicant/Representative: Withey Morris, PLC/William F. Allison  
 Staff Recommendation: Approval, subject to stipulations

<a href="#">General Plan Conformity</a>			
<a href="#">General Plan Land Use Map Designation</a>		Commercial	
<a href="#">Street Map Classification</a>	21st Avenue	Minor Collector	40-foot east half street
<p><b><i>CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; CLEAN NEIGHBORHOODS; LAND USE PRINCIPLE: Facilitate the acquisition of vacant, underutilized and blighted parcels for appropriate redevelopment, compatible with the adjacent neighborhood character and adopted area plans.</i></b></p> <p>The site has been developed with a plant nursery and the proposed development, as stipulated, would contribute to a clean and vibrant neighborhood through enhanced landscape and architectural enhancements.</p>			

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

The development proposes auto sales and all underlying C-2 uses on an underutilized site with enhances landscape setbacks and landscape buffers. The development will provide a site for a car dealership which has the potential to benefit both residents and small businesses.

***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 development, as stipulated, provides enhanced levels of trees and shade which will reduce the urban heat island effect while also improving thermal comfort to site users and the surrounding neighborhood.

**Applicable Plans, Overlays, and Initiatives**

[Tree and Shade Master Plan](#): See Background Item No 6.

[Complete Streets Guiding Principles](#): See Background Item No 7.

[Comprehensive Bicycle Master Plan](#): See Background Item No. 8.

[Reimagine Phoenix](#): See Background Item No. 9 below.

**Surrounding Land Uses/Zoning**

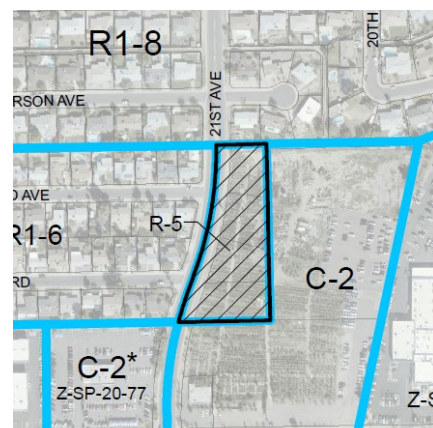
	<b><u>Land Use</u></b>	<b><u>Zoning</u></b>
<b>On Site</b>	Plant nursery	R-5
<b>North</b>	Single-family residences	R1-8
<b>West (Across 21st Avenue)</b>	Single-family residences	R1-6
<b>East</b>	Plant nursery	C-2
<b>South</b>	Plant nursery	C-2

<b>C-2 (Intermediate Commercial) Proposed site plan for overall site</b>		
<b><u>Standards</u></b>	<b><u>Requirements of C-2 District</u></b>	<b><u>Provisions on the Proposed Site Plan</u></b>
<b><i>Building Setbacks</i></b>		
South (Bell Road)	Minimum 20 feet, Average 25 feet	Minimum 180 feet (Met)
West (21st Avenue)	Minimum 20 feet, Average 25 feet	Minimum 50 feet (Met)
East (Adjacent to C-2)	0 feet	Minimum 60 feet (Met)
North (Adjacent to R1-8; Proposed is 30 feet in height)	50 feet	Minimum 200 feet (Met)
<b><i>Landscaped Setbacks</i></b>		
South (Bell Road)	Minimum 20 feet, Average 25 feet	Minimum 40 feet (Met)
West (21st Avenue)	Minimum 20 feet, Average 25 feet	Minimum 25 feet (Met)
East (Adjacent to C-2)	0 feet	0 feet (Met)
North (Adjacent to R1-8)	Minimum 10 feet	Minimum 10 feet (Met)
Lot Coverage	Not to exceed 50%	Approximately 15% (Met)
Building Height	Maximum 2 stories, 30 feet	1 story, 30 feet (Met)

## **Background/Issues/Analysis**

### **SUBJECT SITE**

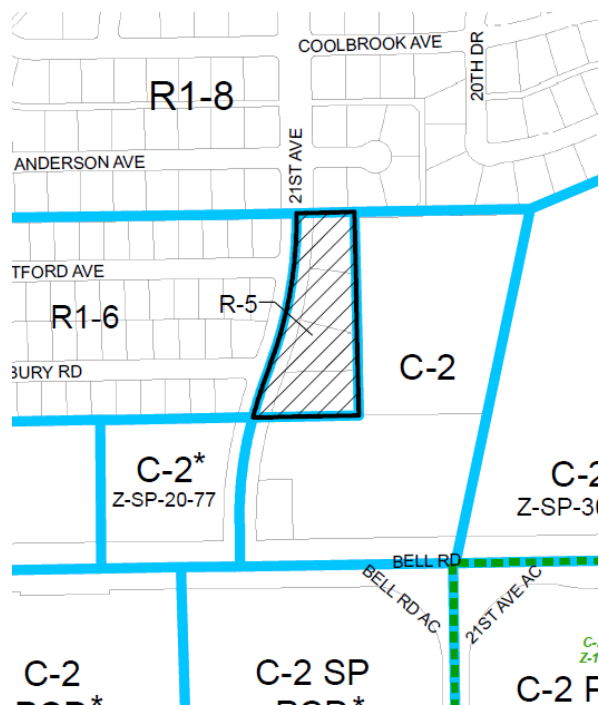
- The site is a total of 2.15 acres located approximately 325 feet north of the northeast corner of 21st Avenue and Bell Road. The subject site is currently zoned R-5 (Multifamily Residential District). Companion Case No. Z-SP-1-20-1 is also under consideration to add a Special Permit to allow automobile sales while also allowing all underlying C-2 uses to this site and the abutting C-2 lots to the east and south.



Source: City of Phoenix Planning  
and Development Department

#### SURROUNDING LAND USES AND ZONING

2. The request for C-2 (Intermediate commercial) is generally consistent and compatible with the surrounding entitlements and land uses to the southwest, east and to the south. The land uses and zoning entitlements to the north and west are single-family. The proposed stipulations are intended to buffer the proposed car dealership and C-2 uses from adjacent residential.



Source: City of Phoenix Planning and Development Department

#### GENERAL PLAN LAND USE MAP DESIGNATIONS

3. The General Plan Land Use Map designation for the subject site and those to both the south, east and west along 21st Avenue are Commercial.

The proposed use is consistent with the designation.

The properties to the north are designated Residential 3.5 to 5 dwelling units per acre.

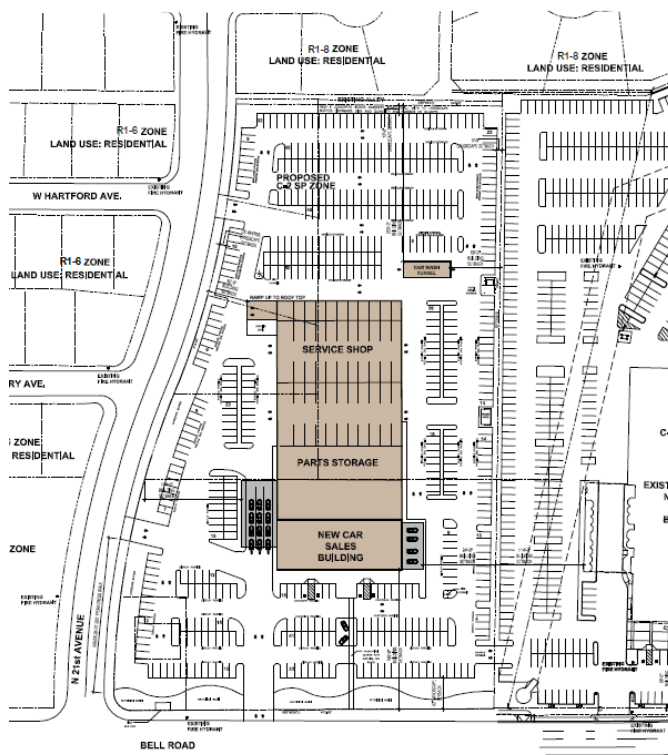


Source: City of Phoenix Planning and Development Department

## PROPOSAL

### 4. Site Plan

The proposed zoning would allow auto sales and underlying C-2 uses contingent upon the approval of companion case No. Z-SP-1-20-1. The proposed development is 29 feet 6 inches in height; will be accessed from 21st Avenue as well as Bell Road; and proposes enhanced streetscape and pedestrian treatments.

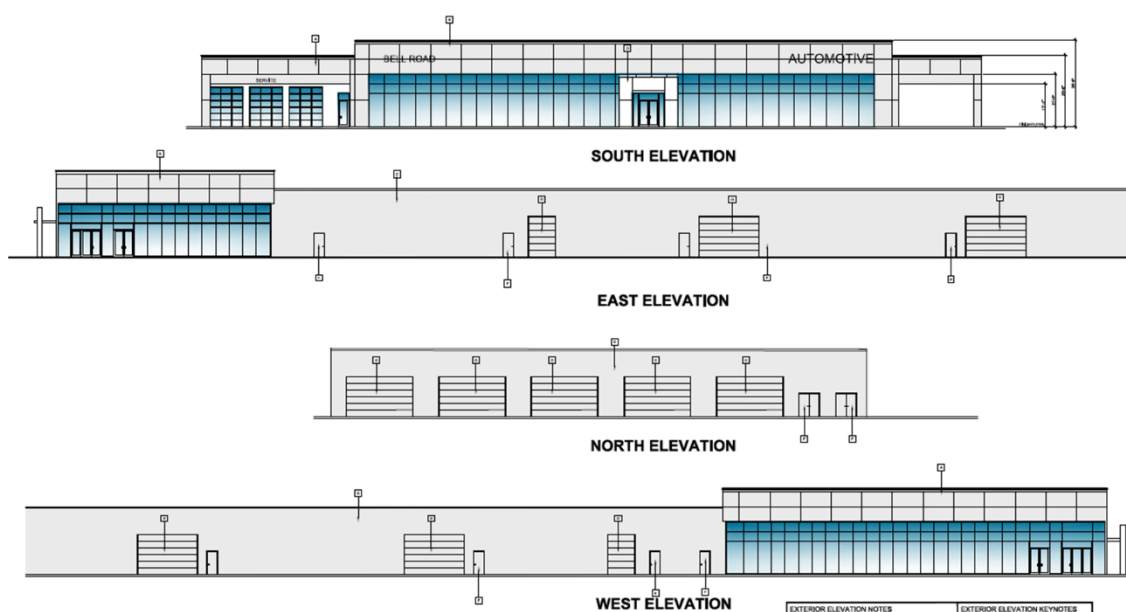


Source: DFA, Dennis J. Flynn Architects, Inc.

The proposed site plan also depicts a new car sales building, parts storage, service shop and a car wash tunnel. The site plan includes ingress/egress points on Bell Road and 21st Avenue. Per Stipulation No. 2, there will be enhanced landscaping along the northern property boundary and throughout the parking areas to act as a buffer to the single-family residential homes to the north. This is addressed in Stipulation Nos. 2, 3 and 4.

## 5. Conceptual Elevations

The applicant has provided proposed elevations which include a variety of materials including masonry, corrugated metal panels, aluminum composite metal panels, and roll-up garage doors. Stipulation No. 1 is recommended to ensure architectural embellishments and a mix of materials is provided.



Source: Dennis J. Flynn Architects, Inc.

## STUDIES AND POLICIES

### 6. [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. Sidewalks on the street frontages should be detached from the curbs to allow trees to be planted on both sides of the sidewalk to provide thermal comfort for pedestrians and to reduce the urban heat island effect. Staff is recommending several stipulations designed to provide trees and enhance shade within the development.

Staff is recommending stipulations for shaded and detached sidewalks along 21st Avenue and Bell Road in addition to enhanced tree and landscape areas and planting standards along the north and west property lines. This is addressed in Stipulation Nos. 2, 3 and 4.

7. **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.

The proposal includes detached and shaded sidewalks which will increase the thermal comfort for those walking to and from nearby transit and those patronizing local businesses. Further, the proposal includes several bicycle racks for visitors and employees to encourage and accommodate for multimodal transportation. These are addressed in Stipulation Nos. 3 and 5.

8. **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. Staff is recommending Stipulation No. 5 to require bicycle parking on site.

9. **Reimagine Phoenix**

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. The provision of recycling containers was not addressed in the applicant's submittals.

COMMUNITY INPUT SUMMARY

10. As of the writing of this report, staff has not received any correspondence regarding this proposed rezoning application.

INTERDEPARTMENTAL COMMENTS

11. The Floodplain Division of the Public Works Department determined the site is not in a Special Flood Hazard Area (SFHA), but located in a Shaded Zone X, on panel 1290 L of the Flood Insurance Rate Maps (FIRM) dated June 17, 2017.
12. The Fire Department indicated there are no problems anticipated with the case and that the site and/or buildings shall comply with the Phoenix Fire Code. Further, the Department commented that they do not know the water supply at this site and noted that additional water supply may be required to meet the required fire flow per the Phoenix Fire Code.

13. The Street Transportation Department provided basis for roadway improvements on 21st Avenue abutting the site. These are addressed in Stipulation Nos. 6 through 8.
14. The Street Transportation Department's Pedestrian Safety Coordinator commented on the importance of detached sidewalks with tree plantings and vertical ground cover to reduce mid-block crossings and of providing pedestrian connections between the adjacent commercial buildings. The detached sidewalks and landscaping is addressed in Stipulation No. 3.

#### OTHER

15. 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. 10.
16. 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. This is addressed in Stipulation Nos. 11 and 12.
17. Development and use of the site is 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 development is consistent with the Phoenix General Plan Land Use Map designation of Commercial.
2. The development, as stipulated, is appropriate at this location due to the orientation of the building being directed away from abutting residential uses.
3. The development, as stipulated, advances the purpose and intent of several core values from the Phoenix General Plan including policy documents such as the Tree and Shade Master Plan and the Complete Streets Guidelines. Further, the development, as stipulated, will be compatible with the adjacent land uses by applying enhanced landscaped buffers and enhanced plantings along to north and west boundaries of the site.



### **Stipulations**

1. All building elevations shall contain three of the following architectural embellishments and detailing: textural changes, pilasters, offsets, recesses, variation in window size and location, or overhang canopies, as approved by the Planning and Development Department.
2. The developer shall provide a minimum 10-foot landscape setback along the northern site boundary where adjacent to residential zoning. The landscape setback shall be planted with two rows of minimum 60 percent 2-inch caliper trees and minimum 40 percent 3-inch caliper trees planted 20-feet on center or in equivalent groupings, as approved by the Planning and Development Department.
3. All sidewalks shall be detached with a minimum 5-foot-wide landscape area located between the sidewalk and back of curb and planted to the following standards, as approved by the Planning and Development Department. Where utility conflicts exist, the developer shall work with the Planning and Development Department on alternative design solutions with a pedestrian environment.
  - a. Minimum 3-inch caliper large canopy, single-trunk, shade trees placed a minimum of 25 feet on center or equivalent groupings to provide a minimum of 75 percent shade on adjacent sidewalks.
  - b. Drought tolerant shrubs and vegetative groundcovers with a maximum mature height of 24 inches to provide a minimum of 75 percent live coverage at maturity.
4. All uncovered surface parking lot areas for customer parking and employee parking, as noted on the site plan date stamped May 19, 2020 shall be landscaped with minimum 2-inch caliper shade trees. Landscaping shall be dispersed throughout the parking area and achieve 35 percent shade at maturity, as approved by Planning and Development Department.
5. A minimum of two inverted-U bicycle racks for guests or employees shall be provided on site and installed per the requirements of Section 1307.H of the Zoning Ordinance, as approved by the Planning and Development Department.
6. Right-of-way totaling 40 feet shall be dedicated for the east half of 21st Avenue, as approved by the Planning and Development Department.
7. Right-of-way totaling 6 feet shall be dedicated for the south half of the alley along the northern property line, east of 21st Avenue, as approved by the Planning and Development Department.

8. 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.
9. 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.
10. The developer shall record a Notice to Prospective Purchasers of Proximity to Airport in order to disclose the existence and operational characteristics of Phoenix Deer Valley Airport (DVT) to future owners or tenants of the property as approved by the Aviation Department.
11. The developer shall provide documentation to the City prior to final site plan approval that Form 7460-1 has been filed for the development and that the development received a "No Hazard Determination" from the FAA. If temporary equipment used during construction exceeds the height of the FAA and a "NO Hazard Determination" obtained prior to the construction start date.

**Writer**

David Simmons

June 2, 2020

**Team Leader**

Samantha Keating

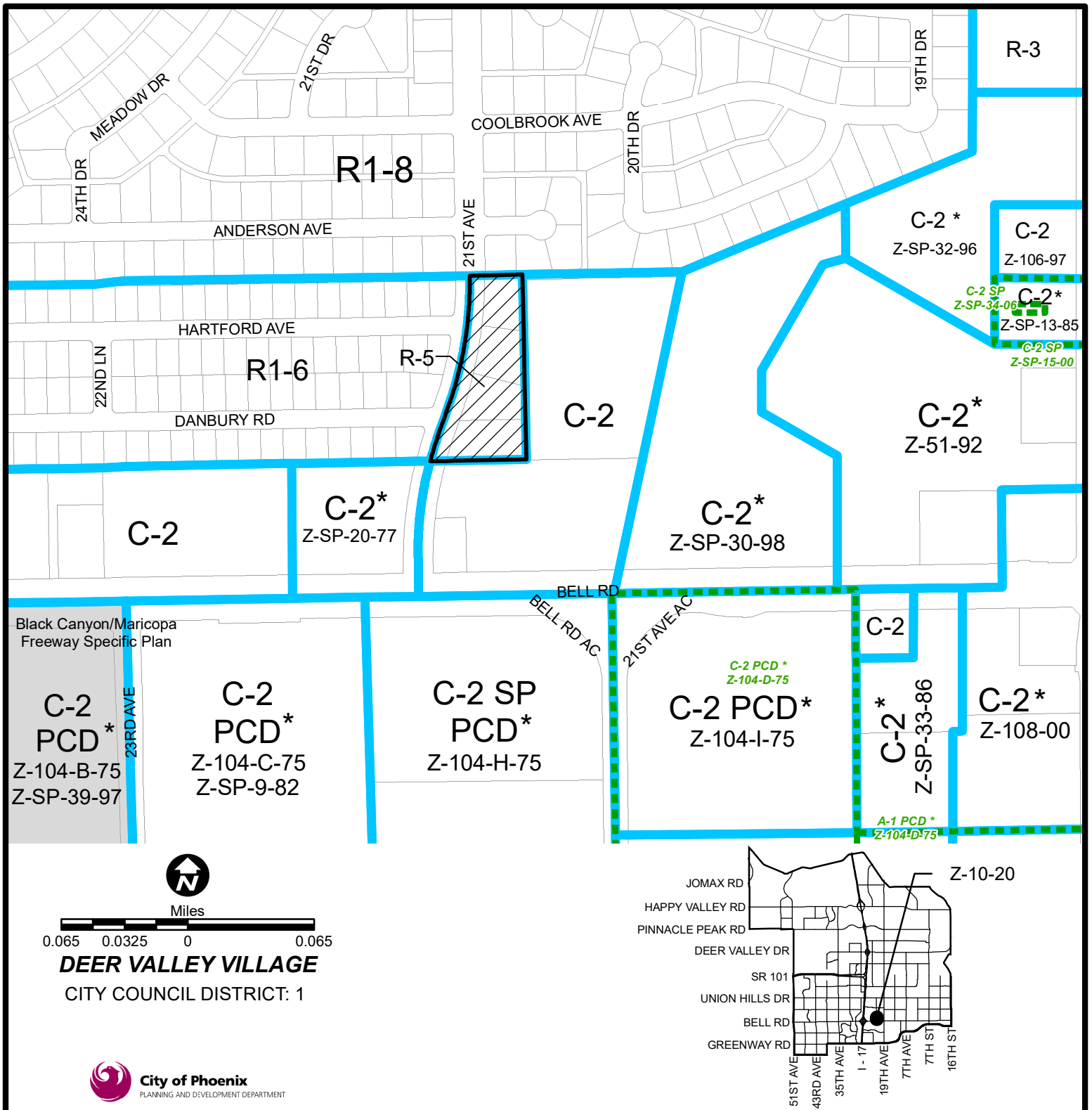
**Exhibits**

Sketch Map

Aerial

Conceptual Site Plan date stamped June 3, 2020, 2020

Conceptual Elevations date stamped February 19, 2020



APPLICANT'S NAME: Withey Morris, PLC/William F. Allison

APPLICATION NO. Z-10-20

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

2.15 Acres

DATE: 3/24/2020  
REVISION DATES:

AERIAL PHOTO &  
QUARTER SEC. NO.  
QS 37-24

ZONING MAP  
M-7

REQUESTED CHANGE:

FROM: R-5 ( 2.15 a.c.)

TO: C-2 ( 2.15 a.c.)

MULTIPLES PERMITTED

R-5

C-2

CONVENTIONAL OPTION

93

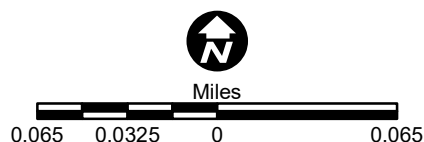
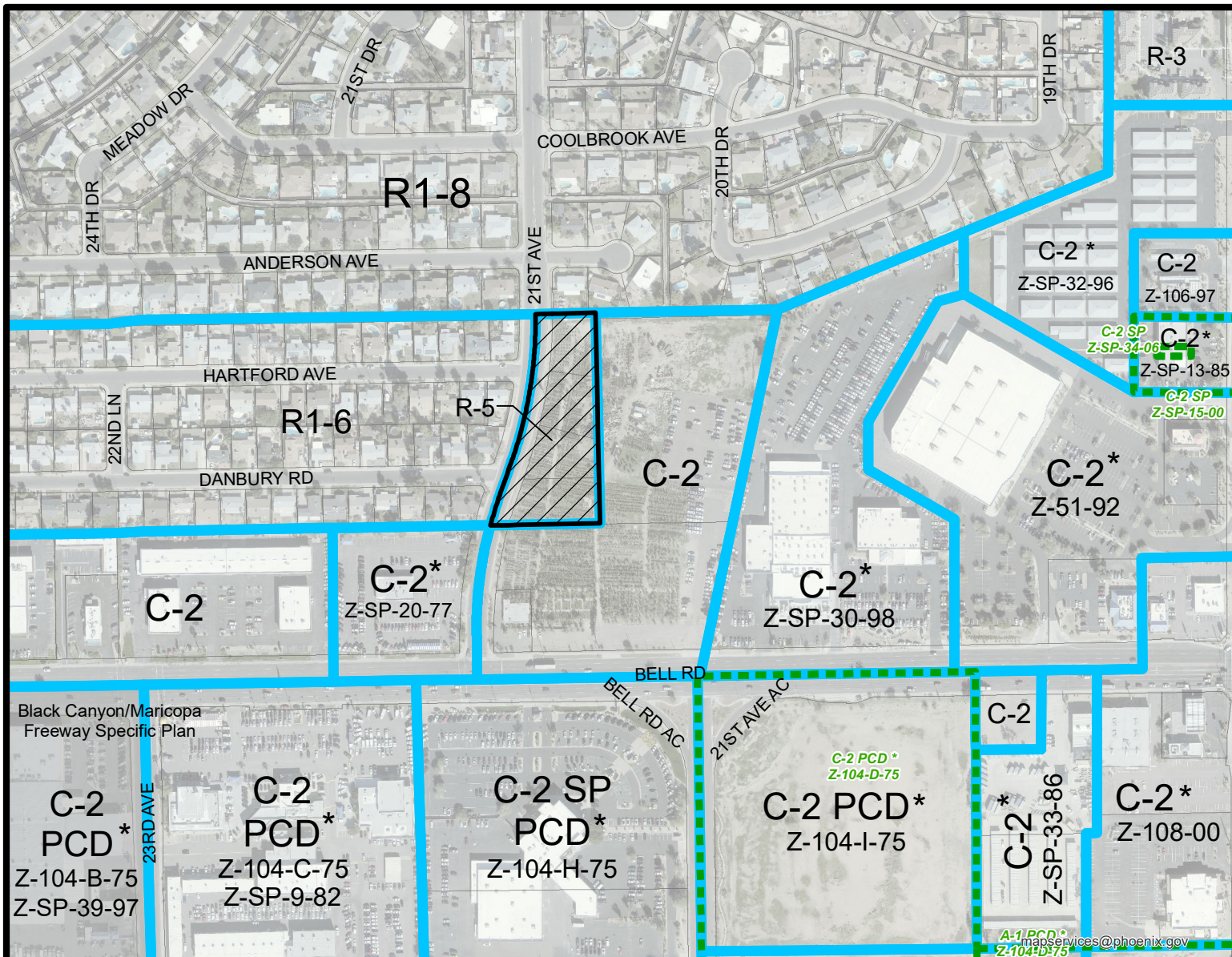
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\* UNITS P.R.D. OPTION

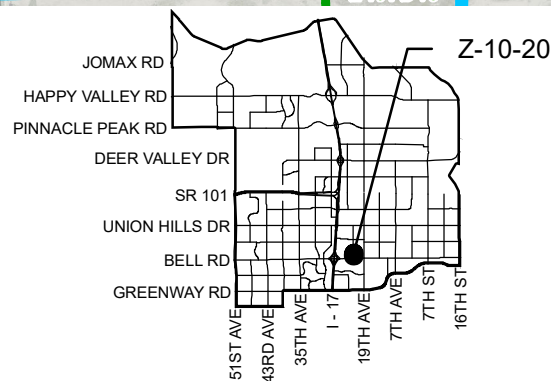
112

37

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



**DEER VALLEY VILLAGE**  
CITY COUNCIL DISTRICT: 1



APPLICANT'S NAME: Withey Morris, PLC/William F. Allison

**REQUESTED CHANGE:**

FROM: R-5 ( 2.15 a.c.)

APPLICATION NO. Z-10-20

DATE: 3/24/2020  
REVISION DATES:

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

2.15 Acres

AERIAL PHOTO &  
QUARTER SEC. NO. QS 37-24  
ZONING MAP M-7

TO: C-2 ( 2.15 a.c.)

**MULTIPLES PERMITTED**

R-5

C-2

**CONVENTIONAL OPTION**

93

31

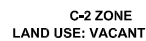
**\* UNITS P.R.D. OPTION**

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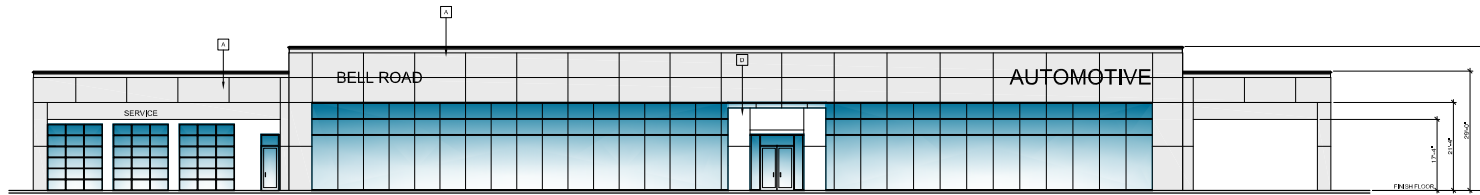
\* Maximum Units Allowed with P.R.D. Bonus



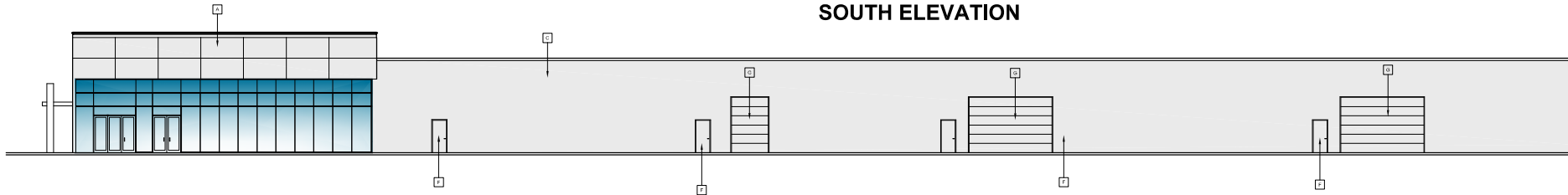


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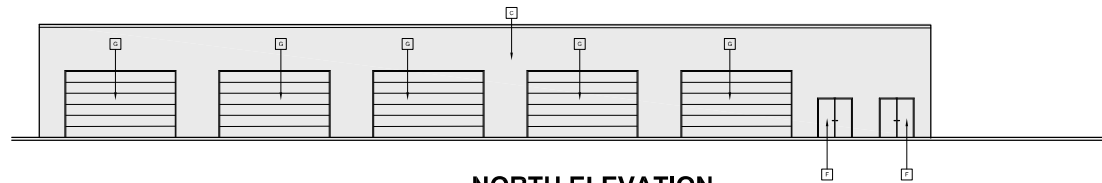




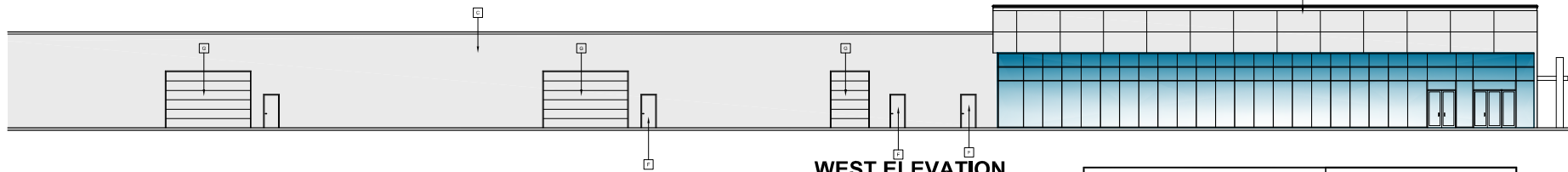
**SOUTH ELEVATION**



**EAST ELEVATION**



**NORTH ELEVATION**



**WEST ELEVATION**



**CITY OF PHOENIX**  
FEB 18 2020  
Planning & Development  
Department

**EXTERIOR ELEVATION NOTES**

**GENERAL**

1. THESE KEYNOTES REFER TO THE EXTERIOR ELEVATIONS ONLY.

2. GENERAL CONTRACTOR TO FACILITATE COORDINATION OF BRANDING ENTRY ELEMENT WITH THEIR SELECTED VENDOR / SUB-CONTRACTOR. VENDOR / SUB-CONTRACTOR TO PROVIDE SHOP DRAWINGS REQUIRED ATTACHMENT AND WATERPROOF DETAILS TO THE MAIN STRUCTURE OF THE PROPOSED FACILITY. ALL SHOP DRAWINGS AND DETAILS TO MEET MANUFACTURER DESIGN STANDARDS. VENDOR / SUB-CONTRACTOR IS RESPONSIBLE TO PROCESS AND GET APPROVAL FROM ALL REQUIRED GOVERNMENTAL AGENCIES.

3. GENERAL CONTRACTOR TO FACILITATE COORDINATION OF ALL ALUMINUM COMPOSITE METAL PANELS (A.C.M.) AND STOREFRONT WITH THEIR SELECTED FABRICATOR / INSTALLATION SUB-CONTRACTOR. FABRICATOR / INSTALLATION SUB-CONTRACTOR TO PROVIDE SHOP DRAWINGS AND DETAILS TO MEET ACCEPTED INDUSTRY DESIGN STANDARDS, THE MANUFACTURER SPECIFICATIONS, AND THE MANUFACTURER DESIGN STANDARDS. ALL SHOP DRAWINGS AND SPECIFICATIONS TO BE FORWARDED TO ARCHITECT FOR REVIEW AND COMMENT. FABRICATOR / INSTALLATION SUB-CONTRACTOR IS RESPONSIBLE TO GET APPROVAL(S) THROUGH NECESSARY GOVERNMENTAL AGENCIES.

IT IS THE SOLE RESPONSIBILITY OF THE ALUMINUM COMPOSITE PANEL MANUFACTURER AND SUB-CONTRACTOR/INSTALLER OF A.C.M. PANELS TO PROVIDE ALL REQUIRED WATERPROOFING MATERIALS AND LABOR TO INSURE A WATER-TIGHT SYSTEM. A.C.M. PANELS SUB-CONTRACTOR TO WATER TEST ALL A.C.M. PANELS TO VERIFY THAT SYSTEM AND INSTALLED CORNERS AND PER MANUFACTURER SPECIFICATIONS. SUB-CONTRACTOR TO PROVIDE ARCHITECT AND GENERAL CONTRACTOR WITH SHOP DRAWINGS PRIOR TO INSTALLING A.C.M. PANELS AND STOREFRONT.

ALL ALUMINUM COMPOSITE METAL PANELS TO BE MANUFACTURED BY ALCOA RETROBOND OR HUNTSMAN ALPOC. OFF. GORT RAIN SCREEN SYSTEM WITH 3/4" JOINTS APPLIED OVER DOUBLEGLASS AND TYER.

**EXTERIOR ELEVATION KEYNOTES**

**WATERPROOFING**

1. ALUMINUM COMPOSITE METAL PANELS  
COLOR: MANUFACTURER SILVER

2. P-2, PAINTED CORRUGATED METAL MECHANICAL ENCLOSURE, PAINT TO MATCH MANUFACTURER SILVER

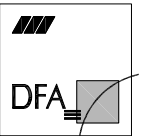
3. P-1, PAINTED SPLIT-FACE CONCRETE BLOCK (SATIN FINISH) SHERWIN WILLIAMS MOONLIGHT WHITE, CUSTOM FORMULA, EXTRA WHITE, A-100 AR2W1S1 REFER TO 29/A/ALUM FOR NUMBER & SIZE OF COURSE(S)

4. P-1, PAINTED CONCRETE (SATIN FINISH) SHERWIN WILLIAMS MOONLIGHT WHITE, CUSTOM FORMULA, EXTRA WHITE, A-100 AR2W1S1

5. P-1, PAINTED STUCCO (SATIN FINISH) SHERWIN WILLIAMS MOONLIGHT WHITE, CUSTOM FORMULA, EXTRA WHITE, A-100 AR2W1S1

6. P-1, PAINTED HOLLOW METAL DOOR, (GLOUSE FRESH) SHERWIN WILLIAMS MOONLIGHT WHITE, CUSTOM FORMULA, EXTRA WHITE, A-100 AR2W1S1

7. P-1, PAINTED STEEL ROLL-UP DOOR, (GLOUSE FRESH) SHERWIN WILLIAMS MOONLIGHT WHITE, CUSTOM FORMULA, EXTRA WHITE, A-100 AR2W1S1



**DENNIS J. FLYNN**  
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(714) 802-9300 FAX(714) 802-9309

10/04/2019 ZONE CHANGE SUBMITTAL  
1/9/20 RESUBMITTAL ZONE CHANGE  
1/23/20 RESUBMITTAL ZONE CHANGE

10/04/2019 ZONE CHANGE SUBMITTAL  
1/9/20 RESUBMITTAL ZONE CHANGE  
1/23/20 RESUBMITTAL ZONE CHANGE

**KEYES AUTOMOTIVE**  
21ST AND BELL ROAD  
AUTOMOTIVE DEALERSHIP  
NEW DEALERSHIP-PHOENIX, ARIZONA  
EXTERIOR ELEVATIONS  
PROJECT 21015



**A1.03**