



**City of Phoenix**  
PLANNING AND DEVELOPMENT DEPARTMENT

**Staff Report Z-42-17-8**  
**(2950 East Broadway Road PUD)**  
September 27, 2017

**South Mountain Village Planning Committee Meeting Date:** October 10, 2017

**Planning Commission Hearing Date:** November 2, 2017

**Request From:** CP/GCP RSIO (6.26 acres)  
C-2 RSIO (1.41 acres)

**Request To:** PUD RSIO (7.67 acres)

**Proposed Use:** Planned Unit Development to allow a mix of commerce park and intermediate commercial uses, and automobile sale

**Location:** Northwest corner of 30th Street and Broadway Road

**Owner:** VWP SSF Broadway Industrial, LP

**Applicant/Representative:** Ben Graff, Aday Graff PC

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

| General Plan Conformity   |               |                          |                                 |
|---|---------------|--------------------------|---------------------------------|
| <b>General Plan Land Use Designation</b>  |               | Commerce / Business Park |                                 |
| <b>Street Map Classification</b>  | 30th Street   | Local                    | 30-foot west half street        |
|   | Broadway Road | Arterial                 | 40 to 45-foot north half street |
|   | Wood Street   | Local                    | 30-foot south half street       |
| <p><b>STRENGTHEN OUR LOCAL ECONOMY CORE VALUE; ENTREPRENEURS AND EMERGING LEADERS; LAND USE PRINCIPLE:</b> Encourage land uses that promote the growth of entrepreneurs or new businesses in Phoenix in appropriate areas.</p> <p>The proposed rezoning will allow for a local entrepreneur to operate a use that is compatible with the intensity of the surrounding uses.</p> |               |                          |                                 |

**CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; CERTAINTY AND 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 within the boundaries of the Rio Salado Interim Overlay (RSIO) District which is designated to control outdoor land uses that may have impacts on the Rio Salado Habitat Restoration Area and add to the long-term value of adjacent land uses. The land uses permitted in the PUD enforce the goals of the RSIO district by restricting the automobile sales to an indoor use only. The additional permitted zoning districts, C-2 and CP/GCP do not permit extensive outdoor uses.

**CONNECT PEOPLE AND PLACES CORE VALUE; OPPORTUNITY SITES; LAND USE**

**PRINCIPLE:** Support reasonable levels of increased intensity, respectful of local conditions and surrounding neighborhoods.

The proposed uses allowed by the PUD are compatible with the surrounding area. While automobile sales are not permitted in the commerce park designated areas the business will operate entirely indoors which is compatible with commerce park operations and respectful of local conditions.

**Applicable Area Plans and Principles**

Rio Salado Beyond the Banks Area Plan – see #4 below.

Complete Streets Guiding Principles – see #6 below.

Tree and Shade Master Plan – see #14 below.

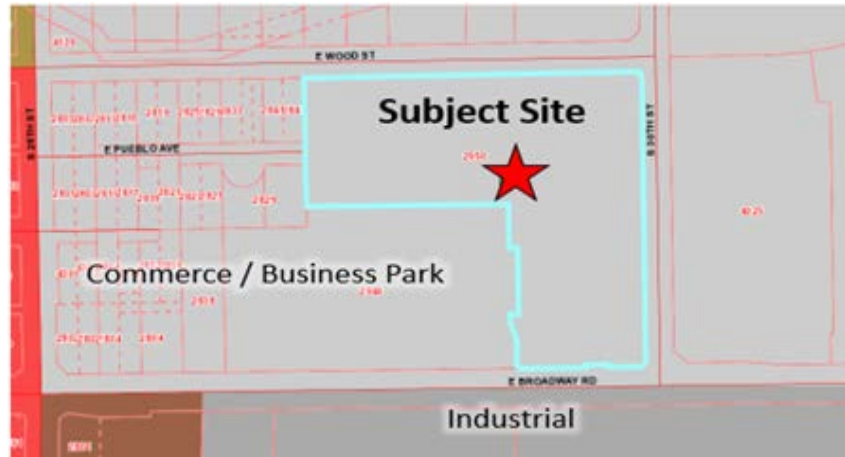
**Background/Issues/Analysis**

**SUBJECT SITE**

1. This request is to rezone approximately 7.67 acres located at the northwest corner of 30th Street and Broadway Road from CP/GCP (Commerce Park/ General Commerce Park District) and C-2 (Intermediate Commercial District) to PUD RSIO (Planned Unit Development Rio Salado Interim Overlay District) to allow commerce park/general commerce park, intermediate commercial and indoor car sale uses.



2. The subject site's General Plan Land Use Map designation is Commerce / Business Park. While the commerce park / general commerce park uses are consistent with the General Plan designation, the intermediate commercial and indoor car sale uses

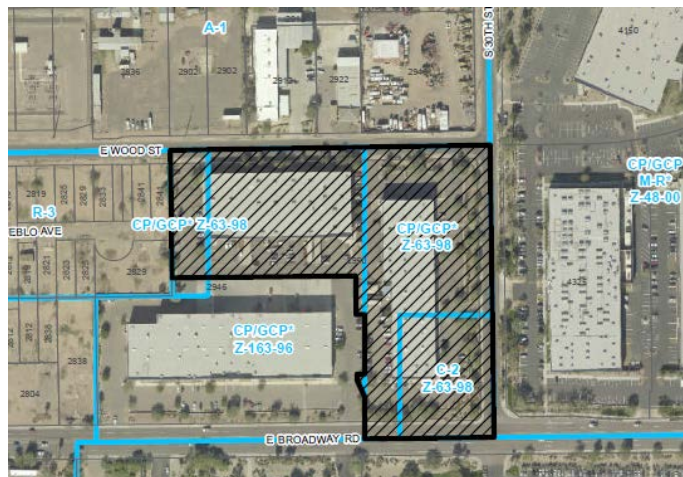


*General Plan Map designation*

are not. However, a General Plan map amendment is not required because the portion of the site which allows intermediate commercial and indoor car sale uses is less than 10 acres.

#### EXISTING CONDITIONS & SURROUNDING ZONING

3. The subject site consists of one parcel, separated by two zoning districts from two previously approved rezoning cases, Z-163-96 and Z-63-98. The easternmost portion of the site contains Goldie Motors, an indoor car sale facility and other commerce park / general commerce park uses. The westernmost portion of the parcel contains commerce park / general commerce park uses.



#### NORTH

North of the subject site has a variety of industrial uses which include a design and fabrication company, kitchen design company and what appears to be a salvage yard. The properties to the north are zoned A-1 RSIO (Light Industrial, Rio Salado Interim Overlay District).

#### SOUTH

South of the subject site is a commerce park complex with a variety of commerce park / general commerce park uses zoned CP/GCP SPVTABDO (Commerce Park / General Commerce Park, South Phoenix Village Target Area B Design Overlay District).

### **EAST**

East of the subject site is a commerce park complex with a variety of commerce park / general commerce park uses zoned CP/GCP MR RSIO (Commerce Park / General Commerce Park, Mid-Rise, Rio Salado Interim Overlay District).

### **WEST**

West of the subject site is a vacant lot zoned R-3 RSIO (Multifamily, Rio Salado Interim Overlay District).

## **PROPOSAL**

4. The Rio Salado Beyond the Banks Area Plan is a policy document intended to guide development decisions in the area along the banks of the Rio Salado. A vision of the document is to provide an attractive mix of uses abutting the Rio Salado. The Rio Salado Interim Overlay District was adopted to help implement some goals of the Area Plan. The District addresses immediate concerns identified in this reach of the river. It is designed to protect the investment in and maximize the benefits of the Rio Salado Habitat Restoration Project. The District is designed to control open, outdoor land uses and other uses in order to have a positive impact on the Rio Salado Habitat Restoration Project and add to the long-term value of adjacent land.

This PUD proposal promotes the vision of the Area Plan by allowing uses from two zoning districts and an indoor car sales business to add to the mix of uses in the area. A prominent concern of the RSIO is the treatment of open land uses in the District, specifically related to screening and landscaping. The site is currently developed as a commerce park, so the concerns regarding open storage, screening and landscaping have been addressed. Additionally, the PUD regulations do not permit land uses outside of an enclosed building.

5. 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 writes a document proposing 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.
6. The site is currently developed to the Commerce Park/General Commerce Park standards. There are no sidewalks adjacent to the property, so there is not pedestrian environment along the street. There is mature landscaping on all street frontages, however as there are no sidewalks, the mature trees are not providing shade for pedestrians. Therefore, the ability to apply the Complete Streets Guiding Principles to the site is limited.

7. Below is a summary of the proposed standards for the subject site as described in the attached PUD Development Narrative date stamped September 18, 2017. The proposal is designed to allow the existing indoor automobile sales on the easternmost portion of the site in addition to commerce park / general commerce park uses and a small portion of intermediate commercial uses on a part of the building which is already zoned C-2. The site is currently developed to the commerce park / general commerce park standards and the PUD proposes no changes to the existing building.

#### LAND USES AND DEVELOPMENT STANDARDS

8. **Land Uses**

The Development Narrative proposes to allow all of the permitted land uses in CP/GCP RSIO and C-2 RSIO zoning districts, as well as indoor car sales. These uses will be permitted within specific land use areas as specified in the land use plan. As a condition of final approval of this PUD, staff is requiring that an updated land use plan exhibit along with a survey and legal description of the specified land use areas be submitted. This land use plan shall specify that indoor automobile sales shall only be permitted on the easternmost portion of the parcel and that the C-2 uses shall only be permitted along the current boundaries of the building zoned C-2, not extending north, but extending minimally to the west to include the western end of the building. This requirement is addressed in Stipulation 1.c.

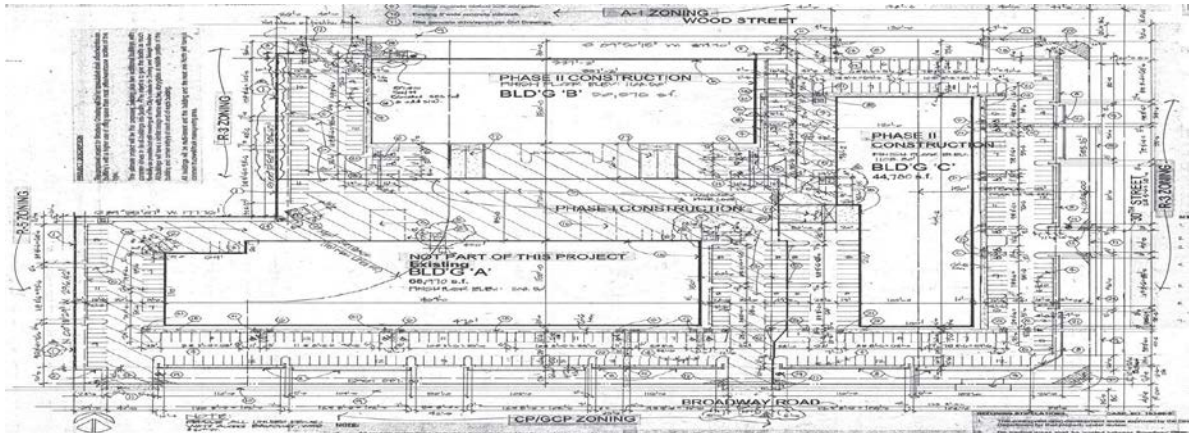
Generally, residential uses are permitted in the C-2 zoning district; however, considering the land uses on the site and the surrounding area, staff is not in support of permitting residential uses within the PUD. The applicant has updated the Development Narrative to indicate that residential uses would be prohibited within the PUD.

#### **Development Standards**

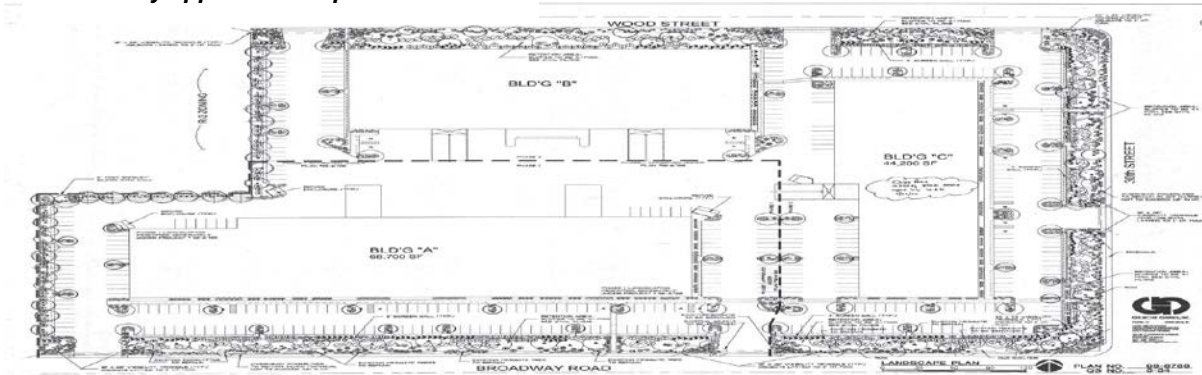
The Development Narrative proposes conformance to the development standards outlined in Sections 507, Tab A and 626 (Commerce Park / General Commerce Park) of the Phoenix Zoning Ordinance.

## LANDSCAPING STANDARDS

9. The Development Narrative proposes that any new development, where new development is defined as additions of square footage to the existing buildings, as previously approved, shall conform to the C-2 Zoning Ordinance landscape standards in regard to quantity and size within the commerce park / general commerce park landscape setbacks.



*Previously approved site plan*



*Previously approved landscape plan*

## WALL STANDARDS

10. The Development Narrative proposes conformance to the wall standards outlined in Section 703 of the Phoenix Zoning Ordinance.

## DESIGN GUIDELINES

11. The Development Narrative proposes conformance to the design guidelines in Sections 507, Tab A and 626 of the Phoenix Zoning Ordinance.

## PARKING

12. The Development Narrative proposes conformance to the parking requirements in Section 702 of the Phoenix Zoning Ordinance.

#### SIGNAGE

13. The Development Narrative proposes conformance with the sign standards in Section 705 of the Phoenix Zoning Ordinance.

#### SHADING

14. The Tree and Shade Master Plan has a goal of treating the urban forest as infrastructure to ensure that trees are an integral part of the city's planning and development process. Toward that end, development of this site will contribute to the urban forest infrastructure through adherence to the shade standards for public sidewalks and common amenity areas which require a minimum of 50% shading. Additionally, there is mature landscaping on the street frontages, including many trees.

#### DEPARTMENT COMMENTS

15. 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.
16. 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 2220 L of the Flood Insurance Rate Maps (FIRM) dated October 16, 2013.
17. The Street Transportation Department has indicated that the developer shall update all streets within and adjacent to the development to current ADA guidelines. This requirement is addressed in Stipulation 2.
18. No known archaeological work is necessary for this project. 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 requirement is addressed in Stipulation 3.
19. The City of Phoenix Water Services Department has noted the property has existing water and sewer mains that can potentially serve the proposed development, however there is potential need to up size existing water and sewer infrastructure mains so that any remodels or new buildings will be able to meet domestic and fire code requirements.

#### MISCELLANEOUS

20. 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 multifamily,

commercial and mixed-use developments meeting certain criteria. The provision of recycling containers was not addressed in the applicant's submittal.

21. 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 in conformance with several General Plan goals and policies.
2. The proposed rezoning provides a mix of permitted uses which adds to the employment opportunities for the surrounding area.
3. The proposed development is consistent in scale and character with the surrounding land use pattern.

### **Stipulations**

1. An updated Development Narrative for the 2950 East Broadway Road 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 September 18, 2017, as modified by the following stipulations:
  - a. Page 5, Land Use Plan, Land Use Categories, 1st sentence: Specify the acreage of the C-2 zoning area.
  - b. Page 5, Land Use Plan, Land Use Categories, 6th sentence: Update language to indicate that a survey and legal description will be submitted as a condition of final PUD approval.
  - c. Page 10, Development Standards: Revise the development standards language to specify conformance to the general commerce park option of the commerce park district as follows:

"The development standards shall comply with Section 507, Tab A and 626 **(GENERAL COMMERCE PARK OPTION)** of the Phoenix Zoning Ordinance."

- d. Page 9, Land Use Plan – Figure 1, Exhibit 8: Shall be updated and replaced with a new land use plan demonstrating specific areas that are dimensioned to reflect the updated legal description. Land Use Area C shall only apply to a portion of the building at the southern boundary that is currently zoned C-2 and is not to be extended further north.
  - e. Page 11, Landscaping: Delete the first sentence.
  - f. Page 56, Exhibit 5: Legal description shall be updated to reflect specific land use areas.
- 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**

Maja Brkovic  
September 27, 2017

**Team Leader**

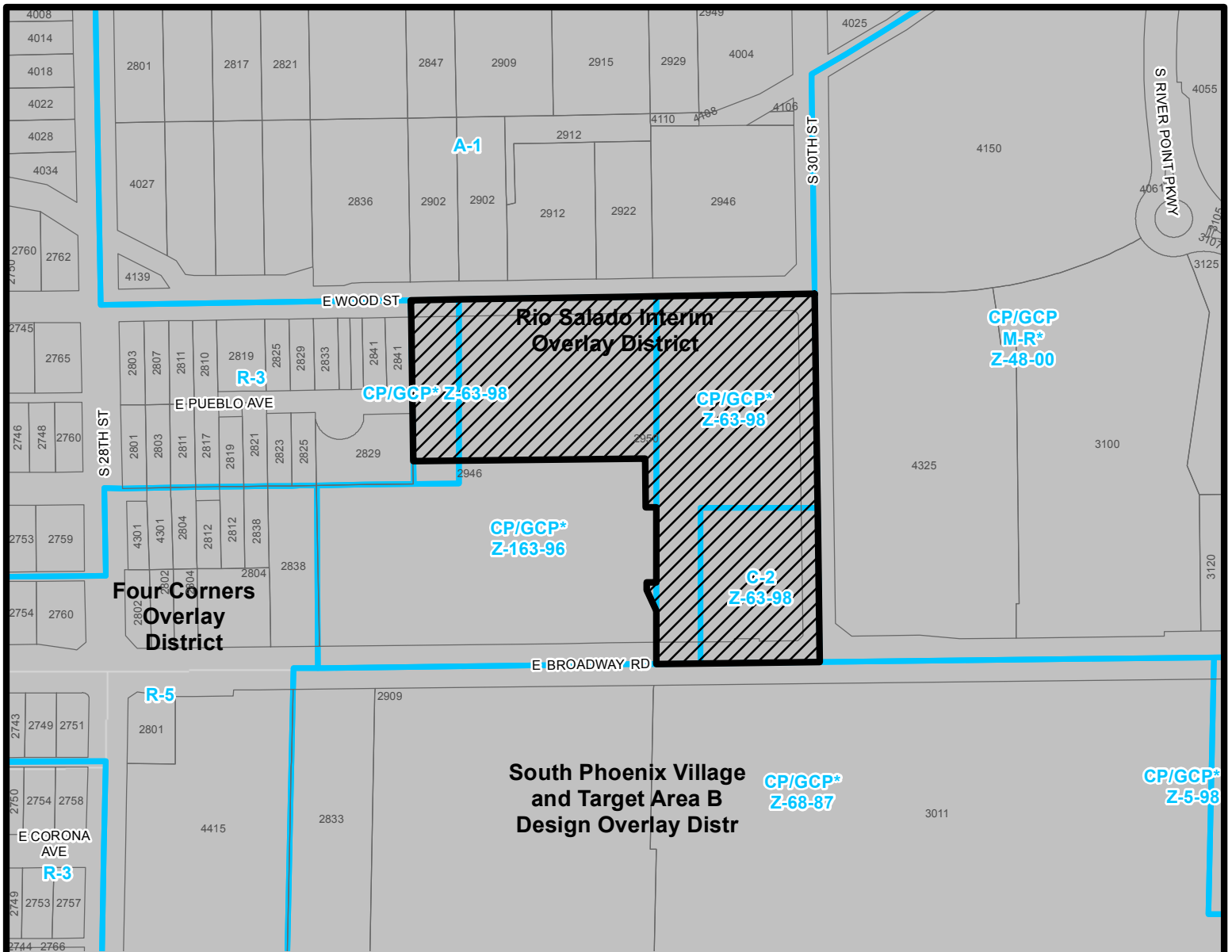
Joshua Bednarek

**Exhibits**

Sketch Map

Aerial

2950 East Broadway Road PUD Development Narrative date stamped September 18, 2017



Feet

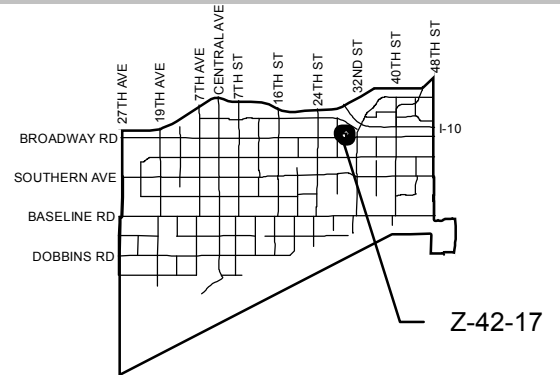
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## SOUTH MOUNTAIN VILLAGE

CITY COUNCIL DISTRICT: 8



**City of Phoenix**  
PLANNING AND DEVELOPMENT DEPARTMENT



**APPLICANT'S NAME:** Benjamin Graff, Aday Graff PC

**APPLICATION NO.** Z-42-17

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

7.67 Acres

**DATE:** 07/11/2017

09/20/2017

REVISION DATES:

AERIAL PHOTO &  
QUARTER SEC. NO.

QS 5-34

ZONING MAP

E-10

### REQUESTED CHANGE:

FROM: CP/GCP RSIO (6.26 a.c.)  
C-2 RSIO (1.41 a.c.)

TO: PUD RSIO (7.67 a.c.)

### MULTIPLES PERMITTED

CP/GCP RSIO, C-2 RSIO

PUD RSIO

### CONVENTIONAL OPTION

N/A, 20

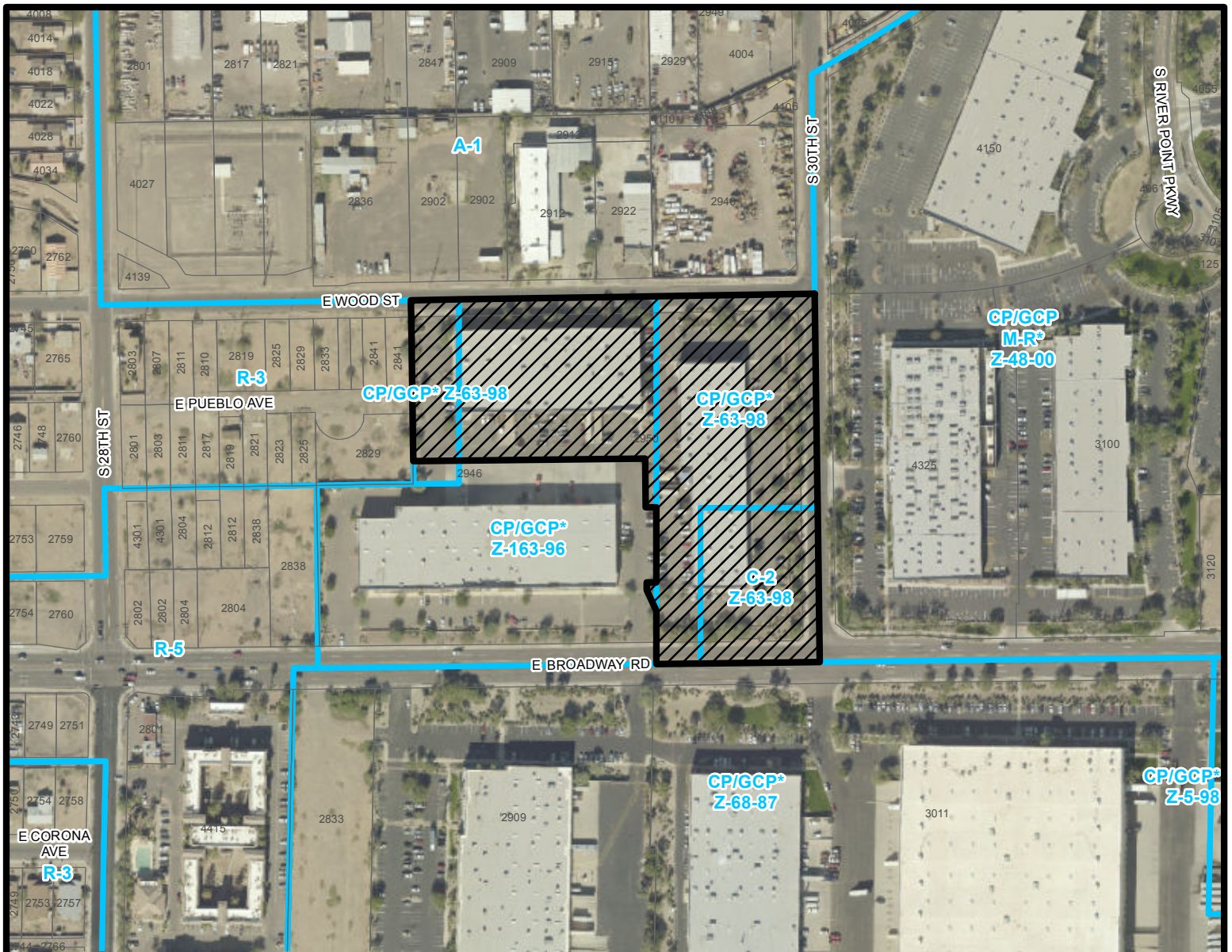
N/A

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

N/A, 24

N/A

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



Feet

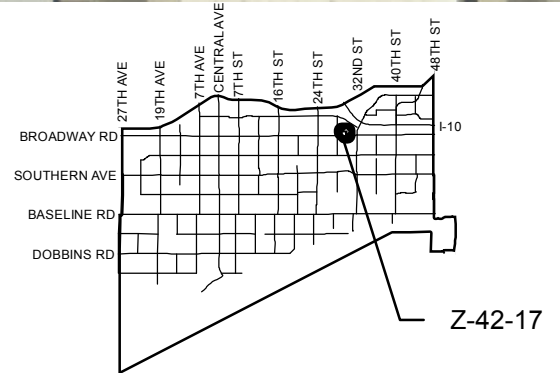
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CITY COUNCIL DISTRICT: 8



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E-10

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MULTIPLES PERMITTED

CP/GCP RSIO, C-2 RSIO

PUD RSIO

CONVENTIONAL OPTION

N/A, 20

N/A

\* UNITS P.R.D. OPTION

N/A, 24

N/A

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