

## ATTACHMENT H

**From:** [GREGORY S ANDERSON](#)  
**To:** [Sarah Stockham](#); [council.district6@phoenix.gov](mailto:council.district6@phoenix.gov)  
**Subject:** Z-27-22-6 Zola North Central  
**Date:** Friday, September 2, 2022 5:07:25 PM

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Dear Chairman Swart and Camelback East VPC Members,

I am a resident of North Central Phoenix. One of the important reasons that I chose North Central is because of the strong zoning Laws that have been put in place to protect our neighborhoods from high density development and important setbacks on all of our properties which we have all had to abide. It seems every few months there is someone or some entity that wants special treatment, which has not been and shouldn't be allowed, that would only start the degradation of our neighborhood standards. This cannot be allowed to happen. First and foremost because it would be unfair to those of us who have lived by these same restrictions for many years. But as important, this will only be opening of the flood gates and soon our neighborhoods will be forever changed for the worse.

Please vote no to this project to protect our neighborhood and to be fair to the rest of us that have had to obey and live with the well placed zoning rules.

Thank you for your consideration,

Gregory S. Anderson  
6030 N Central Avenue  
Phoenix, AZ. 85012  
602-524-6591

**From:** [Tod Dickey](#)  
**To:** [Sarah Stockham](#)  
**Cc:** ["council.district6@phoenix.gov"](mailto:council.district6@phoenix.gov)  
**Subject:** Z-27-22-6 Zola North Central  
**Date:** Friday, September 2, 2022 5:38:00 PM

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Dear Chairman Swart and Camelback East VPC Members,

I live in the area of Central Avenue and Bethany Home Road. I am writing to express my opposition to the proposed Zola Building at Coulter and 7<sup>th</sup> Street.

For some unknown reason the City has been allowing these types of buildings to be constructed at various locations in Central Phoenix.

Without exception they are all abominations and eyesores, conflicting with the traditional open spaces around buildings in Phoenix.

I have noticed that, since the City has approved too many of these monstrosities, that traffic in Central Phoenix has gotten much worse.

There is a reason that there are Density requirements. Please enforce them. Your decisions impact our lifestyle and property values.

The City adopted the current Building Code for good reason. Please honor and enforce the required setbacks, building heights and parking space requirements in the Building Code.

The only reason that I can think of why this project would be approved is Greed. Greed on the part of the developer, and greed on the part of the City to collect the building fees.

The neighbors, who elect our city representatives, are the ones that will be negatively impacted by this project.

Please vote NO on this project as it is proposed, and require the developer to re-submit a project that complies with the City's building standards.

Sincerely,

Tod V. Dickey  
President  
VMI Holdings Inc.  
5050 N 40th Street \*\*\* NOTE – New Address and Phone extension \*\*\*  
Suite 280  
Phoenix Az 85018

602-954-8578 x1313  
602-954-8648 Fax

**From:** [PDD Long Range Planning](#)  
**To:** [Sarah Stockham](#)  
**Subject:** FW: Comments in opposition to #3 on agenda Z-27-22-6  
**Date:** Tuesday, September 6, 2022 7:43:05 AM

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For you

Thank you,  
Geno Koman  
Secretary II  
City of Phoenix Planning and Development Department  
200 West Washington Street, 3rd Floor  
Phoenix, Arizona 85003  
Phone: 602-495-2076  
[geno.koman@phoenix.gov](mailto:geno.koman@phoenix.gov)

-----Original Message-----

From: J.V.Rich <[jvrich@cox.net](mailto:jvrich@cox.net)>  
Sent: Sunday, September 4, 2022 6:12 PM  
To: PDD Long Range Planning <[pdd.longrange@phoenix.gov](mailto:pdd.longrange@phoenix.gov)>  
Subject: Comments in opposition to #3 on agenda Z-27-22-6

Members of the Camelback East Village Planning Committee and Phoenix staff,

I am writing to express our neighborhood association's concern about Z-27-22-6, the proposed PUD that would allow for a 5-story apartment at Colter and 7th Street. Ours is the neighborhood bordered by Bethany Home Road, Maryland Avenue, 7th Street, and Central Avenue, just down the street from the proposed zoning change.

We support new housing and recently supported a zoning change for townhomes just blocks from this proposed PUD which you approved at a recent meeting. We want quality in our backyards— and we support developments and land uses that make our neighborhoods better, that build upon and enhance their character, and encourage our neighbors to take care of their homes and to relish living in the neighborhood.

Our neighborhood has three primary concerns about this proposed zoning change:

(1) The proposed rezoning would increase density in a location that is not planned for it, either in area plans or in the General Plan. This would create additional strain on infrastructure (roads, water, sewer, etc.) and services (police, fire, etc.) and would adversely affect our neighborhood as well as other neighborhoods on either side of 7th Street.

(2) This would be the third of these massive luxury apartment fortresses approved north of Camelback and south of Maryland along 7th Street. There would be four of these huge complexes within a mile and a half stretch of 7th Street if you include the apartments just south of Camelback. This proposed PUD completely ignores the character and nature of the nearby neighborhoods and has a design, layout, and inadequate parking that would be better suited to a location next to rapid transit or in the midst of major employment centers. It has a mass, design, and landscaping requirements that in no way connect or support the character and quality of the surrounding neighborhoods. We understand and agree with the opposition of the neighbors closest to the project.

(3) The only reason this PUD is being requested is it would allow increased density beyond what is permitted under the current zoning. The purpose of PUDs is to encourage innovation and creativity— mixed use developments, world class designs. PUDs should not be approved solely to enable developers to profit by increasing the number of units per acre.

We believe that a better solution would be for the applicant to focus on producing a quality development through innovation and intelligent design that is within the guidelines of the current zoning. We ask you to vote against Z-27-22-6.

Thank you,

Jackie Rich  
President  
Murphy Trail Estates Neighborhood Association

**From:** [Birdie Matern](#)  
**To:** [Sarah Stockham](#)  
**Cc:** [Council District 6 PCC](#)  
**Subject:** Z-27-22-6 Zola North Central  
**Date:** Monday, September 5, 2022 11:13:47 AM

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Dear Chairman Swart and Camelback East VPC Members

This parcel is currently zoned for multi-family development and why does the developer need egregious exceptions in height, density and setbacks vs. what is currently allowed

Ingress/Egress solely off of Colter will create traffic congestion, safety hazards especially in light of the future changes on Colter to be multi-modal.

If approved this will completely change the character of Uptown No. Central with the excessive height and density

The requested zero setbacks will negatively impact the property values of the condos to the east, as well as a enormous parking garage

Collaborative efforts to work with the developer and the developer's representative have been ignored

We are not against new development but this proposed PUD is in violation of the General Plan and is out of context with the surrounding neighborhood.

Thank you for your continued support in protecting the integrity of North Central.

Dr. Roberta Matern

*~Birdie Matern~*

602-741-2345 [[lifeonourlittlecorner.blogspot.com](http://lifeonourlittlecorner.blogspot.com)]

**From:** [Paisley Neon](#)  
**To:** [Sarah Stockham](#)  
**Subject:** Opposition to the Zola North Central Project  
**Date:** Monday, September 5, 2022 9:14:09 PM

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Good morning Ms. Stockham,

I am writing you to address my wife and my opposition to the proposed Zola development on the northeast corner of Seventh Street and Colter Ave.

As a 40 year resident of Windsor Square, We think the complex as proposed would be detrimental to my neighborhood and the all the neighborhoods that would be adjacent or close to the development.

We do agree with all the issues that have been brought up by The Windsor Square board and with all the other neighborhood alliances opposing the Zola proposed plans.

The height of the Complex, the setback from Seventh Street, all traffic egress on Colter Street, the number of residences, the parking ratio to residences being at a minimum, just to address a few my grievances with this proposal.

We think it would be in the City of Phoenix Planning and Development Department's best interest to the neighborhoods, to not approve the plans as they are now proposed and have The Zola developers make adjustments to said plans to compromise with all parties involved to make this project more suited to the location of which they want to develop it upon.

It would be a great disappointment to see Planning and Development except the plans as they currently are. By accepting the current plans submitted for this project would show that the City does not respect the opinion of the individuals who live in the area and who will be affected by this project.

If it is approved as planned, it would just show that the developers have you and all City staff in planning and development on their side.

Please make the right decision and go back to the drawing board on this project before it is approved.

A third generation Phoenician,

William Corey Paisley  
50 East Oregon Ave

## Jackson Olson

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**From:** Sarah Stockham  
**Sent:** Friday, September 23, 2022 10:34 AM  
**To:** Jackson Olson  
**Subject:** FW: Z-27-22-6 Zola North Central

Can you check that this one has been saved in the S drive? If not, please save it using the naming convention

Thank you,

Sarah Stockham  
Planner III  
City of Phoenix Planning and Development Department  
200 West Washington Street, 3rd Floor  
Phoenix, Arizona 85003  
Phone: 602-261-8701  
[sarah.stockham@phoenix.gov](mailto:sarah.stockham@phoenix.gov)

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**From:** Tom Meissner <tomwmeissner@gmail.com>  
**Sent:** Tuesday, September 6, 2022 5:18 PM  
**To:** Sarah Stockham <sarah.stockham@phoenix.gov>; Council District 6 PCC <District6@phoenix.gov>  
**Subject:** Z-27-22-6 Zola North Central

As a resident of the North Central neighborhood I would like to express my opposition to the proposed development at the NEC of 7th Street and Coulter.

Although the use is generally consistent with many of the surrounding neighborhood's uses, the scale is not appropriate. When exceptions and changes are made that allow larger scale in a given area it causes no justification for denying other similar and slightly larger projects. It is the beginning of a creep that eventually changes the general character of that neighborhood.

To allow this project will set a precedent for other large scale projects that will eventually dominate the area with size.

North Central has tenaciously held on to its character and encroachments that begin to erode that are a threat to our neighborhoods.

Thank you,

Tom Meissner  
303 W Berridge Lane

**From:** [mgl825 mgl825](#)  
**To:** [Sarah Stockham](#)  
**Subject:** Z-27-22-6  
**Date:** Tuesday, September 6, 2022 8:39:33 AM

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I am writing to respectfully request that you and your Committee deny the above listed proposal. Current zoning permits multi-family zoning but not at the height, density and setbacks which developer is proposing. This proposed change is wrong for many reasons but mostly because it is in violation of the General Plan and is out of context with surrounding neighborhood. Please protect our well-established neighborhoods and deny this request. Thank you for your consideration and service. Martha G. Lovett 6049 N 5th Place 85012



**From:** [dawn.valdivia](#)  
**To:** [Sarah Stockham](#)  
**Cc:** [Council District 6 PCC](#); [wallackjonathan@gmail.com](mailto:wallackjonathan@gmail.com)  
**Subject:** Z-27-22-6 Zola North Central  
**Date:** Monday, September 12, 2022 9:27:40 AM

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Dear Chairman Swart and Camelback East VPC Members

We oppose this proposed development because this parcel is currently zoned for multi-family development with vast exceptions in height, density and setbacks. Additionally, the ingress/egress solely off of Colter will create traffic congestion and safety hazards. If approved this project will completely change the character of Uptown Central with the excessive height and density. The requested zero setbacks will negatively impact the property values of the condos to the east. The developer has ignored collaborative efforts to work with the community. We are not against new development, but this proposed PUD is in violation of the General Plan and is out of context with the surrounding neighborhood.

Thank you,

Dawn Valdivia and Jonathan Wallack

**From:** [Candy Christensen](#)  
**To:** [Sarah Stockham](#)  
**Subject:** Fwd: Z-27-22-6 Zola North Central  
**Date:** Tuesday, September 13, 2022 6:57:49 PM

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**From:** Candy Christensen <candy@christysigns.com>  
**Date:** September 13, 2022 at 6:48:40 PM MST  
**To:** sarah.stockham@phx.gov  
**Cc:** council.district.6@phoenix.gov  
**Subject:** RE: Z-27-22-6 Zola North Central

Hello Sarah,

I am writing to you to discuss the proposed potential development in my neighborhood @ 7th St. & Colter.

My name is Candise Christensen, my address is 5605 N. 4th St., Phoenix 85012. Toward the end of July 2022, A very nice young lady came to my door and explained that she was looking for signatures for a petition for a proposed development that would have beautiful amenities, bring more income into the area, etc. etc.

I was ill when she came to the door, I asked her if she could leave some literature so that I could read about it and follow up on it. She asked if she could check back with me after my review, and I told her that she could the following week.

She did not ever return to my home and I did not see or speak with her again.

I have now been informed that I, as well as many of my neighbors signatures "somehow" ended up on this petition giving approval to the proposed. My signature should NOT be on this petition.

I would like to make it very clear that I did not give my approval, nor my signature to this petition or any other, for this type of development in my neighborhood.

Can you please confirm receipt of my email as I would like to know that my signature is removed from this petition immediately.

I appreciate your help in this matter,

Thank you,

Regards,

Candise Christensen  
Christy Signs, General Manager

1825 S. Black Canyon Hwy  
Phoenix, AZ 85009-6516  
602-242-4488  
Cel 602-708-4480

**From:** [PDD Long Range Planning](#)  
**To:** [Sarah Stockham](#)  
**Subject:** FW: CEV Planning Committee  
**Date:** Tuesday, September 6, 2022 5:32:28 PM

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Thank you,  
Sarah Stockham  
Planner III  
City of Phoenix Planning and Development Department  
200 West Washington Street, 3rd Floor  
Phoenix, Arizona 85003  
Phone: 602-261-8701  
[sarah.stockham@phoenix.gov](mailto:sarah.stockham@phoenix.gov)

-----Original Message-----

From: Dr. Susan Simpson <[drsusansimpson@yahoo.com](mailto:drsusansimpson@yahoo.com)>  
Sent: Tuesday, September 6, 2022 5:13 PM  
To: PDD Long Range Planning <[pdd.longrange@phoenix.gov](mailto:pdd.longrange@phoenix.gov)>  
Subject: CEV Planning Committee

Planning Committee,

I am a Windsor Square homeowner and resident who resides on E. Colter St. near 4th Street. My family strongly opposes the plan for the prospective 5-story low-income residential dwelling at N. 7th Street and E Colter St. for the following reasons;

1. CRIME: A low-income housing project does not belong 1-block away from our Historic Windsor Square neighborhood. We already have problems with theft, including vehicle break-ins, catalytic convertor theft and porch package theft. This is a neighborhood of seniors and young families with children who are concerned with the potential for crime and drug traffic.
2. TRAFFIC: Our neighborhood cannot sustain additional traffic on N. 7th Street. between E. Camelback and E. Bethany Home Road. We have reversible lanes at rush hour and see frequent accidents now, without the building.
3. PARKING ISSUES: Overflow parking from a multi-story building will extend up and down Colter St.
4. NOISE: Construction noise and traffic would pollute our quiet neighborhood for months, not to mention the ambient noise of a completed multi-story building and constant traffic in and out of the parking facility.
5. DECREASED PROPERTY VALUES: A large multi-story building will block mountain views, potentially increase noise and crime, and house a population of residents who may potentially have issues with drugs and mental health issues. This population does not belong in a quiet suburban family neighborhood, just steps from homes that retail from \$400,000 - \$1M.
6. AESTHETICS: The huge building is an eyesore, just across the street from an historic single-family home neighborhood founded in 1941.

Before the next meeting, I plan to research specific data on traffic problems and crime rates near similar housing projects. I know there have been several traffic studies on E. Colter Street since 2008, when we moved into the neighborhood.

Thank you for your attention.

Susan Simpson  
Kenneth LaFave

To: Planning Commission

From: Sue Rhoads

RE: Opposition to Zola

Pictures attached demonstrate that the 60 feet Zola with 200++ residents on the corner of Colter and 7<sup>th</sup> Street is a **bad idea**.

- 1, The profile of the building as demonstrated by a picture taken at Mariposa and 5<sup>th</sup> Street of the monstrous apartment structure south of Camelback on 7<sup>th</sup> Street is clear that it will be an **eyesore from both east and west of Colter and 7<sup>th</sup> Street**.
2. In addition, **school bus pickup already challenging on colter and 8<sup>th</sup> Street** if curb side parking expands beyond the current issues of curbside parking on Colter it will cause an even bigger problem. Colter is not wide enough.
3. Traffic running east of 7<sup>th</sup> Street on Colter is already an issue as evident by the **sign posted to protect children**.
4. **Traffic backup on 7<sup>th</sup> Street will make it impossible to merge onto 7<sup>th</sup> Street**. Evident by the Gompers bus attempting to go south on 7<sup>th</sup> Street. In addition, I have a video of a SUV attempting to go north from west of 7<sup>th</sup> Street exiting Colter traveling in the reverse lane the wrong way to merge to go north. Balconies, shrubs and trees will further obstruct the view of traffic exiting the east side of Colter and 7<sup>th</sup> Street.

\*\*\*This intersection is already a nightmare and dangerous.

Please say no to Zola's massive 60 feet/ 200-unit structure.

Respectfully,

Sue Rhoads











**SLOW  
DOWN**



**KIDS AND PETS  
AT PLAY**







**From:** [Larry Whitesell](#)  
**To:** [PDD Planning Commission](#)  
**Cc:** [Mary Crozier](#); [Sandy Grunow](#); [Andy Rogers](#); [Mike Freret](#); [Andre DeMarco](#); [Sue Rhoads](#); [Jackie Rich](#); [Anna Lee Speer](#)  
**Subject:** Zola North Central PUD - Z-27-22-6  
**Date:** Monday, October 3, 2022 7:47:17 PM  
**Attachments:** [Traffic Engineering Markup Cropped.pdf](#)  
[Traffic Engineer Review.pdf](#)  
[Area Developments.pdf](#)  
[Recent New Units.pdf](#)  
[Housing Initiative Channel 5.docx](#)  
[2nd Submittal Luxury.pdf](#)  
[Pre-App Acres DU.pdf](#)

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Dear Planning Commissioners –

It was a pleasure meeting with those of you who were available. I appreciate your time and willingness to learn “the other side of the story” from neighborhood leaders and residents who cherish our neighborhoods and our City.

An important aspect of this case is that some of the most important details were identified as issues by various City departments but were ignored by the applicant. Despite documentation of the issues from the Pre-Application meeting on February 1<sup>st</sup> through the review of the 2<sup>nd</sup> Submission of the project on August 12<sup>th</sup>, the September 2<sup>nd</sup> staff report omits or “flips” on some of the issues. These include:

- How the project goes over and above existing ordinance standards to justify the entitlements
- Non-compliance with the General Plan Land Use Map
- Not consistent with other recently approved projects in the area
- Access on 7<sup>th</sup> St (an arterial) vs Colter St (a local street)
- Coordination with the multi-modal network

These remain the issues of concern for us.

Despite these concerns, neighborhood leaders and area residents are not opposed to multifamily housing at the subject site. However, the project should be scaled to benefit Project Zero, the Comprehensive Bicycle Master Plan, and the Housing Initiative, and not create unintended negative impacts. The developer's legal team is hired to downplay the negative impacts, but logical analysis of the details will refute several of the developer's claims.

- I. Safety – Project Zero
  - A. Setback at least 25 feet
    1. Zola should follow the examples of other recently approved projects that we supported like Broadstone on 7<sup>th</sup> and Willowick at 16<sup>th</sup> St & Colter. These developments have height and density, but they are setback and stepped back from the arterial streets (7<sup>th</sup> St and 16<sup>th</sup> St) more than is Zola.
    2. The proximity of the patios to the curb is dangerous due to the speed of traffic on 7<sup>th</sup> St. Even the proposed bioswale will not prevent airborne cars from crashing into the patios.
  - B. Wider sidewalks – Project Zero

1. Other projects have wider sidewalks, 8-10' instead of 5'. **Per Attachment**
  2. Wider sidewalks are important to achieve Project Zero.
- C. Access on 7<sup>th</sup> St, not Colter - Comprehensive Bike master Plan **Per Attachments**
1. Traffic Engineer states "There shall be no vehicular access on Colter Street."
  2. Traffic Engineer states that "The Zoning Ordinance provides guidance to direct traffic onto arterial roadways when available. In this instance, 7th Street is the adjacent arterial road connection."
  3. Colter is part of the Pedestrian and Bicycle Multi-modal network
  4. Proposed traffic light at 7<sup>th</sup> St & Colter
    - a. Mr. Wood states that the neighbors east of 7<sup>th</sup> Street are very happy with the addition of a traffic light at the intersection of 7<sup>th</sup> St & Colter.
    - b. This is patently untrue based on the many residents who have given us input on this idea.
    - c. A traffic light can only be added if the traffic volume on both 7<sup>th</sup> St and on Colter warrants it.
    - d. An independent traffic study must be conducted prior to approval of this application to determine if the subject intersection meets the criteria specified by the Federal Department of Transportation.

## II. Housing Initiative

- A. The housing shortage right now is in workforce housing, not luxury housing. (The Phoenix Housing Department, Joseph MacEwan, August 25, 2022) **Per Attachment**
- B. Wood falsely states that the surrounding area is lacking in new luxury apartment rentals. But he provides a chart of 5 projects that are on the market, being developed or approved within 1-mile of 7<sup>th</sup> St & Colter that will add 1,178 "luxury"/ "high end apartments" to the inventory. **Per Attachment**
- C. Wood is apparently now saying that the Zola units aren't "luxury." The submittal date stamped July 26, 2022, clearly states, "This project provides an opportunity to redevelop this underutilized site into a neighborhood enhancing, luxury residential community. Development of the project will help to further diversify the availability of housing types and density ranges in the immediate surrounding area, as well as attract residents with disposable incomes..." (2<sup>nd</sup> Submittal, July 26 2022, pg. 6) **Per Attachment**
- D. Having 20-30 fewer units at Zola won't make a difference in the overall housing shortage.
  1. The original application for this project showed the parcels as 2.06 and asked for 186 units. **Per attachment**
  2. The 1<sup>st</sup> submittal showed the parcels as 2.55 acres (gross) and 200 units. However, the 2.06 net acres did not change, so 186 units was enough for the developer originally. That should be the maximum number now.
- E. Adding luxury apartments to the area will be detrimental to the Housing Initiative

1. Existing affordable rental properties in the area will increase the rents
2. Working class and fixed income residents will be forced to find more affordable housing that is already the City's greatest need.

Based on the information presented in this outline, I respectfully request that the Zola North Central PUD project be modified to require

1. A 25' setback on the west 7<sup>th</sup> Street frontage, a 15' setback on the south Colter Street frontage
2. A maximum height of 30' on the west 7<sup>th</sup> Street frontage, then 40' feet from curb, step back to a maximum height of 48'
3. Sidewalk on west 7<sup>th</sup> Street frontage a minimum of 8'
4. 30' Driveway on 7<sup>th</sup> Street frontage. There shall be no vehicular access on Colter Street per City of Phoenix Traffic Engineer.
5. Dense landscaping with 4" caliper trees on the east property setback to shield the abutting residential complex from the 60' garage or dwelling units

I also request that this case be continued until an independent traffic study is conducted to determine if the intersection of 7<sup>th</sup> Street & Colter meets the requirements for the installation of a traffic signal.

Again, thank you to those who made time for in-person and virtual meetings, and for each of you who dedicate your volunteer time to serve on the Planning Commission. We neighborhood leaders and residents who participate in the rezoning process also volunteer countless hours with the hope of preserving a sustainable city.

Larry Whitesell, Co-chair  
the PEAK NA



Figure 2 (above): Street view photography of existing structure at the property in 2016 (left) and 2021 (right) looking east on 7<sup>th</sup> Street

This project provides an opportunity to redevelop this underutilized site into a neighborhood enhancing, luxury residential community. Development of the project will help to further diversify the availability of housing types and density ranges in the immediate surrounding area, as well as attract residents with disposable incomes to spend at the local retail and restaurant businesses within the 7<sup>th</sup> Street corridor—furthering both the housing diversity goals<sup>1</sup> of the City of Phoenix General Plan, as well as the economic development goals<sup>2</sup> of the City of Phoenix Economic Development and Education Strategic Plan.<sup>3</sup>

The design concept for the project, which is described in more detail in Section A2 below, reinforces a strong pedestrian environment. This is achieved by (i) providing ground level residential units with private patios, (ii) eliminating unnecessary driveway entrances, and (iii) providing lush perimeter landscaping treatments that encourage pedestrian activity adjacent to the site, including at the existing stiped crosswalk at the southwest corner of the subject site.

In summary, the intent of the project is to (i) expand the availability of housing types and density ranges in the immediate surrounding area, (ii) further the success of the local retail and restaurant businesses within the 7<sup>th</sup> Street corridor by attracting additional residents into walkable proximity, and (iii) improve the pedestrian experience for the larger community by incorporating elements that enhance the streetscape and pedestrian realm around the subject site.

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<sup>1</sup> Land Use and Design Principles for Opportunity Sites: “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” (General Plan, Page 6).

<sup>2</sup> Revitalize the urban areas of Phoenix: “Thriving urban cores are critical to the economic health and well being of the entire metropolitan area. Strong urban centers enhance Phoenix’s image and should be reflective of the city’s collective social and economic aspirations as a region.”

<sup>3</sup> <https://www.phoenix.gov/citymanager/strategicplan/study-areas/economic-development>



# Development Context



By [AZFamily Digital News Staff](#)

Published: Aug. 25, 2022 at 9:21 AM PDT|Updated: Aug. 25, 2022 at 10:48 AM PDT

**PHOENIX (3TV/CBS 5)** -- Rent has skyrocketed across the Phoenix metro area and the City of Phoenix is trying to address it through the Phoenix Housing Initiative.

According to the most recent **Phoenix Housing Department** report, the city is almost at its halfway point of the goal to create or preserve around 50,000 units by 2030. The Phoenix Housing Initiative, originally launched in 2019, reviewed the 23,000 housing units to get an idea of the scope of what's now been made available to residents. **According to the report, 22,683 units have been created or preserved since the initiative launched. 16,776 were market-price units. 960 affordable units were created, while 2,152 were preserved.**

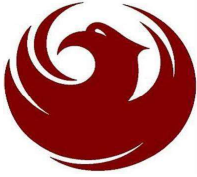
"Affordable housing has always had a funding challenge. There's never really been enough funding to help support affordable housing development. Add to that sort of housing shortage supply shortage, the gap that we have, you know, cost increases, delays to construction. All of that is not in the favor of affordable housing development," said Joseph MacEwan with the Phoenix Housing Department.

For those needing affordable housing options, fewer than 1,000 units were created or preserved by the department. The city says that it is aware of the disparity and that it is working to close the gap. **When the city looked at the numbers pre-pandemic, he said there was a housing shortage of about 163,000 units. Of those, MacEwan said nearly 100,000 units needed to be affordable. "As we discussed, that's not really what we're seeing developed today,"** McEwan said.

"We've certainly seen more development now than we ever have in recent years. We have about 3,200 affordable units that are right now either in pre-development or under construction," said McEwan. "And over the next two years should be coming online, so that'll add a significant number of units to the market."

One unit near Van Buren Street and 20th called Harmony at the Park is set to be complete by the end of this year, but there is still a long way to go. To help spur development, MacEwan said the city council allocated \$12 million in federal funding from the American Rescue Plan Act toward affordable housing.

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## PLANNING & DEVELOPMENT DEPARTMENT

### CITY OF PHOENIX PLANNING DIVISION PRE-APPLICATION NOTES

(to be included with rezoning application)

<b>Pre-Application # 22-10</b>	
<b>Date: February 1, 2022</b>	
<b>Time: 2:00 PM</b>	
<b>Property Location</b>	Northeast corner of 7th Street and Colter Street
<b>Existing Zoning</b>	C-2
<b>Requested Zoning</b>	PUD
<b>Proposed Use</b>	<ul style="list-style-type: none"><li>• Multifamily Residential</li><li>• All Uses Permitted in C-2 Zoning District</li></ul>
<b>General Plan Land Use Map Designation</b>	Commercial
<b>General Plan Amendment</b>	Not Required
<b>Village</b>	Camelback East
<b>Village Planner</b>	Sarah Stockham
<b>Area Plans, Overlays, Special Planning Districts</b>	None
<b>Prior Case History</b>	None
<b>Council District</b>	District 6: Councilmember Sal DiCiccio
<b>Gross Acreage</b>	2.06 gross acres
<b>Dwelling Units Per Gross Acre</b>	90.29 du/ac (186 units)
<b>Fee</b>	\$4,200 plus \$70 per acre or portion thereof

#### Staff Comments:

- **PUD site must be posted for all public meetings including VPC informational**
- Not consistent with the General Plan Land Use Map designation
- Additional discussion needed regarding proposed height and density given the land use pattern and recent approvals in the surrounding area
- Additional discussion required regarding driveway configuration and circulation pattern.

**RECENTLY APPROVED/OCCUPIED PROJECTS**

		<b>Acres</b>	<b># Units</b>
7th St/Colter	Z-27-22 Zola North Central	2.55	200
7th St/Camelback	Z-39-15 Alta Camelback (Vela)	3.22	<b>237</b>
18th St/Camelback	Z-16-20 Alta Bluewater	2.79	<b>216</b>
7th St/Palo Verde	Z-65-20 Broadstone on 7th	3.22	<b>259</b>
7th St/Marlette_Rose Ln	Z-27-17 Alta Marlette (Alta North Central)	3.93	<b>229</b>
16th St/Colter	Z-9-20 Willowick	3.45	<b>237</b>
			<b>1178</b>

<b>DU/AC</b>	<b>Height</b>	<b>Access</b>
78.44	60'	Local Street
75	60'	7th St
64.5	56'	Camelback
80.5	37'/56'/27'	7th St
58.27	35'/48'	7th St
68.7	65'	16th St



<b>TRAFFIC REVIEWER:</b>	Lazaro Veitia, 602.534.7339, lazaro.veitia@phoenix.gov
<b>Team Leader:</b>	<b>Matthew Miles, 602.495.0464, matthew.miles@phoenix.gov</b>

The following comments are provided by the Traffic Reviewer listed above, based on an evaluation of the Pre-Application submittal documents in regard to compliance with the Zoning Ordinance (primarily Section 702); City Code Chapters 31, 32, and 36; and applicable policy documents adopted by City Council or individual City departments.

**DEDICATIONS**

<b>Existing Dedications</b>	<ul style="list-style-type: none"> <li>• 30’ of right-of-way north half of Colter Street.</li> <li>• 40’ of right-of-way east half of 7<sup>th</sup> Street.</li> </ul>
<input checked="" type="checkbox"/> <b>Required Dedications</b>	<ul style="list-style-type: none"> <li>• Dedicate a 10’ sidewalk easement for the east side of 7th Street.</li> </ul>
<input type="checkbox"/> <b>Abandonment Required</b>	<ul style="list-style-type: none"> <li>• None</li> </ul>

**REQUIRED IMPROVEMENTS**

<input type="checkbox"/> <b>Street Improvements</b>	<ul style="list-style-type: none"> <li>• None</li> </ul>
<input checked="" type="checkbox"/> <b>Driveways</b>	<ul style="list-style-type: none"> <li>• Provide a 30’ P-1255-1 driveway on 7th Street. There shall be no permitted vehicular access to Colter Street.</li> </ul> <p>Note: The driveway location proposed on 7th Street from previous site plan appears to comply.</p>
<input type="checkbox"/> <b>Streetlights</b>	<ul style="list-style-type: none"> <li>• The existing streetlighting on 7<sup>th</sup> Street and Colter Street meets the current City of Phoenix standards. Thus, no additional streetlighting is required as part of this development within the city right of way. A letter to this effect has been issued to the developer, and a copy of the letter has been placed in the project folder on the department shared drive.</li> </ul>
<input checked="" type="checkbox"/> <b>Unused Driveways</b>	Remove all unused driveways and replace any broken or out-of-grade curb, gutter, and sidewalk on all streets.

**Jump to:** [Project Information Page](#)

<b>Kiva Project #:</b>	<b>22-388</b>	<b>7th Street &amp; Colter multifamily Northeast corner of 7th Street and Colter Street New multi-family residential community with 186 dwelling units</b>
<b>SDEV #:</b>	2200061	
<b>PAPP #:</b>	2200662	
<b>Meeting Date:</b>	3/10/2022	



<b>TRAFFIC REVIEWER:</b>	Lazaro Veitia, 602.534.7339, lazaro.veitia@phoenix.gov
<b>Team Leader:</b>	<b>Matthew Miles, 602.495.0464, matthew.miles@phoenix.gov</b>

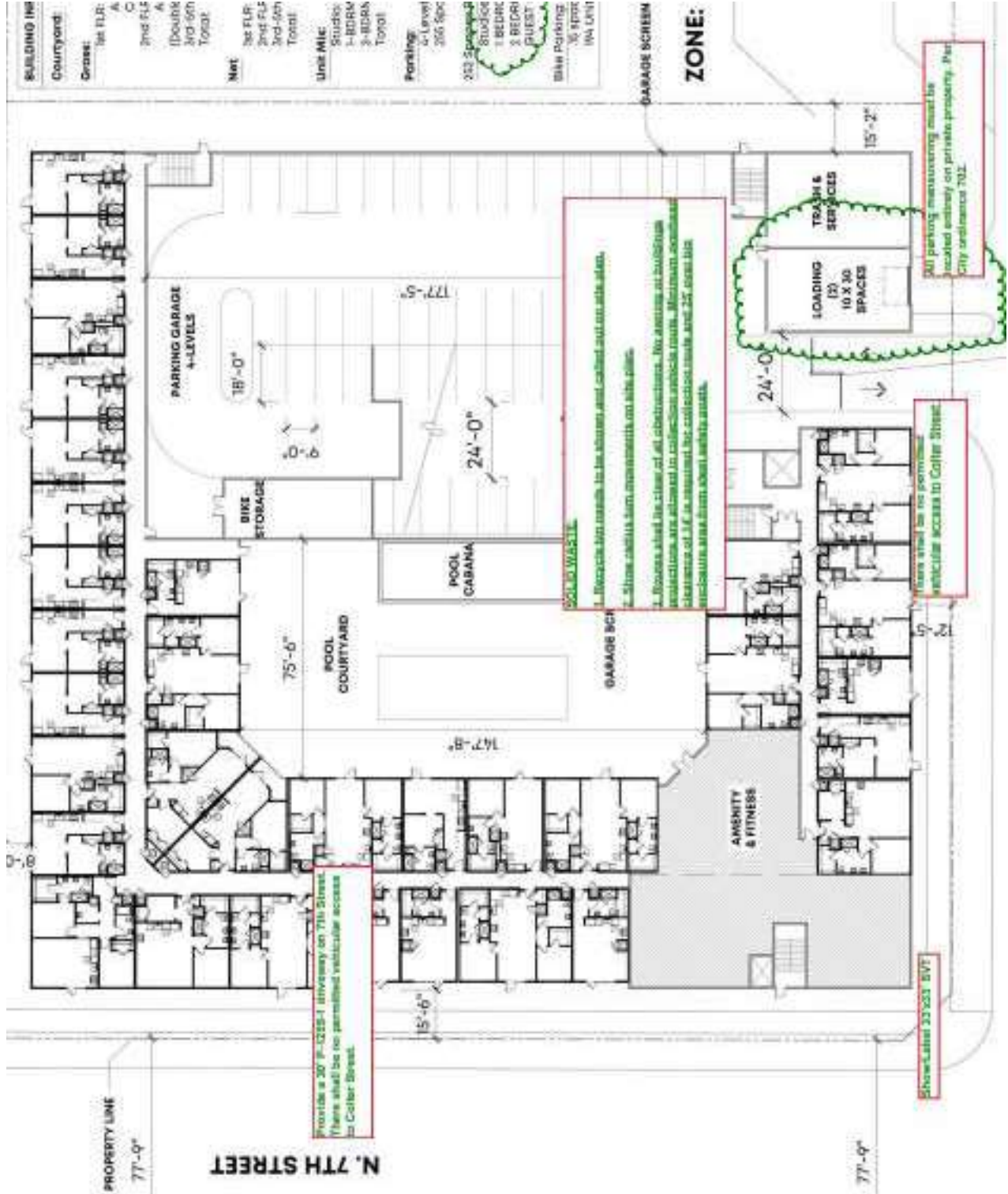
Permission to restrict City streets, sidewalks and alleys (street closure permits) shall be requested as specified in Chapter 2 of the Traffic Barricade Manual, 9TH Edition and addendums thereof.

Improved management of public ROW enhances traffic safety and mobility by minimizing unauthorized and improper street and sidewalk restrictions, and when they occur, minimizing duration of restrictions. The goal is to achieve high levels of compliance with temporary traffic control rules to ensure impact upon the traveling public is minimized without delaying projects.

6. Colter Street is currently under pre-design by the City of Phoenix for a multi-modal corridor improvement project. There shall be no modifications to the existing curb line of Colter Street or parking to be counted towards the requirements of Sec. 702 of the City Ord.
7. The development shall work with the City’s project manager Brian Fellows (brian.fellows@phoenix.gov) on necessary dedications, infrastructure improvements and other incidentals required to be coordinated with the Colter Street project.
8. Development to be in conformance with pending stipulations of the underlying PUD zoning case for the site.
9. Development will be responsible for depositing ¼ cost into escrow for the designated Bicycle HAWK crossing of Colter Street and 7th Street intersection. Contact Bruce Littleton at bruce.littleton@phoenix.gov to determine the cost and deposit of funds.
10. The development to provide an enhanced pedestrian and bicycle connection from the site to Colter Street in accordance with the adopted Complete Streets Ord.
11. The developer shall provide pedestrian access to and from the site.
12. All gates are to comply with City Gate Restricted Access requirements. Gated access to arterial streets require a turn-around in front of the gate. Gates are permitted through the Fire Department. The installation of a controlled access (manual or automatic) gate across a fire apparatus access road shall be approved by the Fire Code Official and meet the requirements of Section 511.
13. No structural component of the building, ramps, stairs, retaining walls, raised planters, may be located within public right-of-way. Door swings into right-of-way to comply with IBC.

**Jump to:** [Project Information Page](#)

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**BUILDING INFO**

**Courtyard:**

1st FLR:

A

C

2nd FLR

A

1 Double

2nd-5th

Total

**Net**

3rd FLR

2nd FLR

2nd-5th

Total

**Unit Mix**

Studios

1-BDRM

2-BDRM

Total

**Parking:**

2-Level

250 Spk

**323 Spaces**

1 Studio

1 BEDRM

2 BEDRM

PUEST

**Blah Parking**

16 Spk

194 UNIT

Provide a 20' R-1225-7 driveway on 7th Street. There shall be no permitted vehicular access to Collier Street.

**SOLID WASTE**  
1. Recycle bin needs to be shown and labeled out on site plan.  
2. Show solid waste manifests on site plan.  
3. Boxes and bins clear of all obstructions. No amount of building protrusions are allowed to collect solid waste bins. Minimum clearance of 3.6' is required for collection truck and 25' over bin enclosure and from other vehicle assets.

All parking maneuvering must be located entirely on private property. Per City ordinance 702.

There shall be no permitted vehicular access to Collier Street.

Show Unit 333231 BVT



**From:** [Floral Keepsakes](#)  
**To:** [PDD Planning Commission](#)  
**Subject:** Zola North Central #15  
**Date:** Tuesday, October 4, 2022 3:48:35 PM

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I own the building directly across the street (5202 North 7th street) from where they are planning on building Zola.

I am in opposition of the size of this apartment complex. It is way too large for the area. Parking will definitely be an issue. I have concerns of tenants using my parking lot, also my view will be extremely obstructed.

Thank you,

Lisa Conti

Sent from [Mail \[go.microsoft.com\]](mailto:go.microsoft.com) for Windows

**From:** [Marlena Dominguez](#)  
**To:** [Sarah Stockham](#)  
**Cc:** [Council District 6 PCC](#)  
**Subject:** Z-27-22-6 Zola North Central  
**Date:** Tuesday, October 4, 2022 5:24:46 PM

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Dear Chairman Howard and Planning Commission Members,

This letter concerns a proposal to build Zola North Central, a 60 foot high, 200 unit apartment building on the north-east corner of 7th St and Colter—10 feet from the *Imperial Plaza Condo* property line. This matter is identified as Zola North Central, Zoning Case Z-27-22-6.

I'd like to express my concerns with the proposed standards and offer some changes.

**Height:** The proposed zoning of a planned unit development (PUD) will stand 60 feet in height. This will negatively impact my community standing at 21ft. I would support the proposed PUD zoning if the developer will reduce the height from 60 to 48 feet.

**Set-backs:** I believe the developer should increase the 15 ft. set backs at 7th Street, Colter St. and your west property line to better blend into the surrounding neighborhoods and to not overwhelm the area.

**Ingress/Egress:** A 250+ car garage will create a tremendous increase of residential traffic on Colter. The garage entrance would be better placed on 7th Street as has Alta Marlette, Vela on 7th Street and as planned at the Broadstone on 7th.

Thank you for taking the time to consider my concerns when making your decision.

Thank you,  
Marlena Dominguez  
Community Member of the Imperial Plaza

Opposition to Zola North Central is supported by:  
Windsor Square Special Planning District – Mike Freret, [mikefreret@gmail.com](mailto:mikefreret@gmail.com)  
North Central Phoenix Homeowners Association – Mary Crozier, [info@ncpha.org](mailto:info@ncpha.org)  
Murphy Trail Estates Neighborhood Association – Jackie Rich  
Phoenix Mid-Century Modern Neighborhood Association – Sandy Grunow, [phxmidcenturymodernna@gmail.com](mailto:phxmidcenturymodernna@gmail.com)  
602-819-1482  
the PEAK Neighborhood Association – Larry Whitesell, [thepeakna@gmail.com](mailto:thepeakna@gmail.com) 602-370-8453

**From:** [Sarah Stockham](#)  
**To:** [Victoria C Murrillo](#)  
**Cc:** [Racelle Escobar](#)  
**Subject:** FW: Z-27-22-6 Zola North Central  
**Date:** Wednesday, October 5, 2022 8:25:30 AM

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For PC. I will also have to pause my Legistar and add this.

Thank you,  
Sarah Stockham  
Planner III  
City of Phoenix Planning and Development Department  
200 West Washington Street, 3rd Floor  
Phoenix, Arizona 85003  
Phone: 602-261-8701  
[sarah.stockham@phoenix.gov](mailto:sarah.stockham@phoenix.gov)

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**From:** Marlena Dominguez <mdomingu3069@gmail.com>  
**Sent:** Tuesday, October 4, 2022 5:13 PM  
**To:** Sarah Stockham <sarah.stockham@phoenix.gov>  
**Cc:** Council District 6 PCC <District6@phoenix.gov>  
**Subject:** Z-27-22-6 Zola North Central

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Phoenix Mid-Century Modern Neighborhood Association – Sandy

Grunow, [phxmidcenturymodernna@gmail.com](mailto:phxmidcenturymodernna@gmail.com)

602-819-1482

the PEAK Neighborhood Association – Larry Whitesell, [thepeakna@gmail.com](mailto:thepeakna@gmail.com) 602-  
370-8453