



**City of Phoenix**  
PLANNING AND DEVELOPMENT DEPARTMENT

**Staff Report: Z-38-17-1**  
September 7, 2017

<b>North Mountain Village Planning Committee Hearing Date</b>	September 20, 2017
<b>Planning Commission Hearing Date</b>	October 3, 2017
<b>Request From:</b>	PSC (18.54 acres)
<b>Request To:</b>	C-2 (18.54 acres)
<b>Proposed Use</b>	Commercial uses
<b>Location</b>	Approximately 210 feet south and east of the southeast corner of 35th Avenue and Greenway Road
<b>Owner</b>	35th and Greenway Company II, LP and Southwestern Holdings, LLC
<b>Applicant's Representative</b>	George Pasquell III, Withey Morris, PLC
<b>Staff Recommendation</b>	Approval, subject to stipulations

General Plan Conformity			
General Plan Land Use Designation		Commercial	
Street Map Classification	Greenway Road	Arterial	40 to 55-foot south half street
	35th Avenue	Major Arterial	55-65-foot east half street
<p><b><i>STRENGTHEN OUR LOCAL ECONOMY CORE VALUE; ENTREPRENEURS AND EMERGING ENTERPRISES; LAND USE PRINCIPLE: Encourage land uses that promote the growth of entrepreneurs or new businesses in Phoenix in appropriate locations.</i></b></p> <p>The proposed intermediate commercial zoning will add to the diversity of employment opportunities in the area.</p>			
<p><b><i>CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; DIVERSE NEIGHBORHOODS; LAND USE PRINCIPLE: COMMUNITIES SHOULD CONSIST OF A MIX OF LAND USES TO PROVIDE HOUSING, SHOPPING, DINING AND RECREATIONAL OPTIONS FOR RESIDENTS.</i></b></p> <p>The proposal will serve to increase the range of services available to nearby residents.</p>			
<p><b><i>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.</i></b></p>			

The proposal encourages the redevelopment of an underutilized shopping center that is compatible with the surrounding neighborhood.

### Area Plan

Tree and Shade Master Plan – see number 5 below.

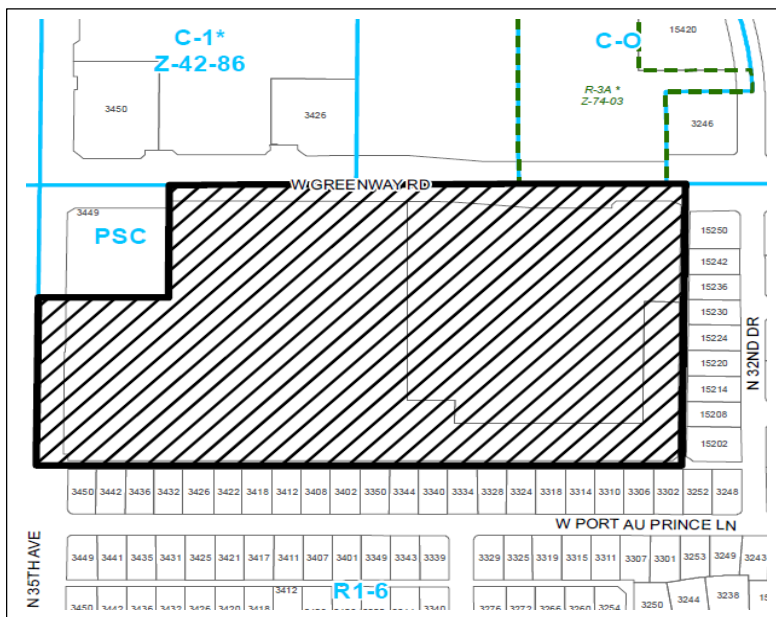
Bicycle Master Plan – see number 8 below.

### Surrounding Land Uses/Zoning

	<u>Land Use</u>	<u>Zoning</u>
<b>On Site</b>	Commercial / Retail Center	PSC
<b>North</b>	Commercial / Retail, Oakridge Apartments and Via Citta Townhomes	C-1, R-4 and R-3A
<b>South</b>	Single-family residential	R1-6
<b>East</b>	Single-family residential	R1-6
<b>West</b>	Single-family residential;	R1-6

### Background/Issues/Analysis

1. The request is to rezone an 18.54-acre site located approximately 210 feet south and east of the southeast corner of 35th Avenue and Greenway Road from PSC (Planned Shopping Center) to C-2 (Intermediate Commercial) to allow for commercial uses. There is a companion rezoning case filed at this location to allow for a self-storage facility and all underlying C-2 uses on the southwestern portion of the site, case number Z-SP-8-17-1.



2. The subject site is an assemblage of two parcels under different ownership. The site was annexed to the City of Phoenix in 1965 per Annexation No. 68. At that time, the majority of this area was zoned to allow agricultural uses. As Phoenix began to expand and suburbanize the area near 35th Avenue and Greenway Road saw many changes. Maricopa County Historical Aerial photographs illustrate that subdivisions began developing around the site in 1969. Subsequently, the subject site got rezoned to PSC in 1969 via Rezoning Case Z-112-69 to provide supportive commercial uses for the new subdivisions. Maricopa County Historical Aerials indicate that the shopping center was developed by 1976.



Source: Maricopa County Historical Aerial 1969



Source: Maricopa County Historical Aerial 1976

3. The General Plan Land Use Map designation for the site is Commercial. The proposed rezoning is consistent with the General Plan designation.

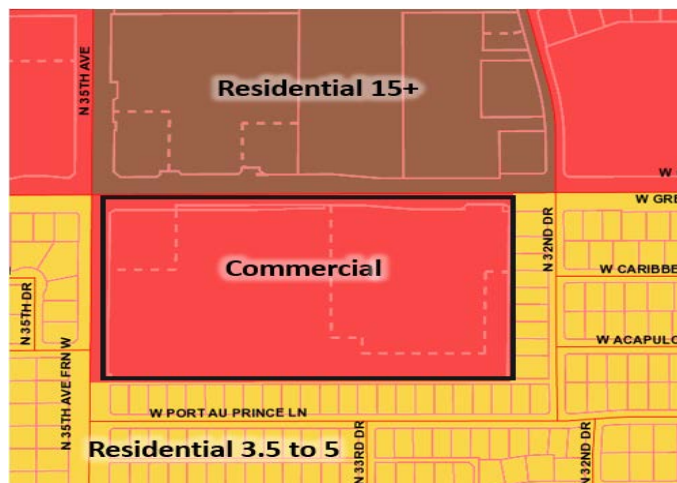
The following General Plan Land Use Map designations are surrounding the site:

**North:** Residential 15+ du/acre

**South:** Residential 3.5 to 5 du/acre

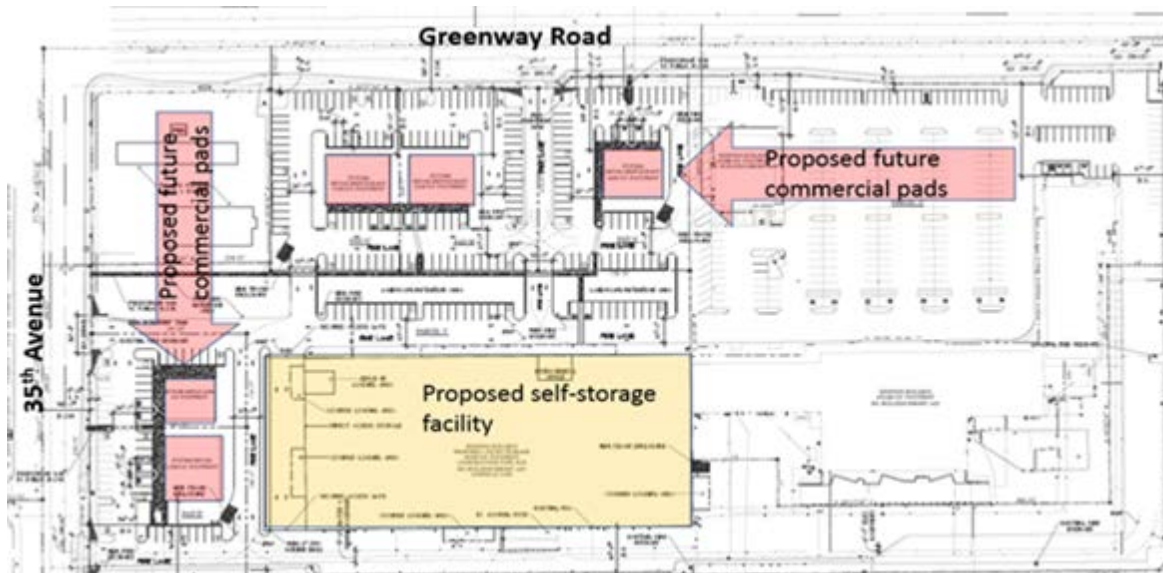
**East:** Residential 3.5 to 5 du/acre

**West:** Residential 3.5 to 5 du/acre



General Plan Map designation

4. The site is located at the intersection of a major arterial and an arterial street with ingress and egress provided along 35th Avenue and Greenway Road. The applicant is not proposing additions or new building construction on the site at this time. The conceptual master site plan proposes five future commercial pads. In addition, a self-storage facility is proposed in the vacant building at the southern portion of the site which was previously occupied by K-Mart and later an indoor carting facility.



**Source: Applicants conceptual master site plan**

5. 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. In addition, a vision in the master plan is to raise awareness by leading by example. To accomplish the vision and goal of the policy document, staff has added Stipulations 1 through 4 to require that the developer provide landscaping along 35th Avenue, Greenway Road, the southern boundary of the site, replenish the current landscape planters and add a 75% shaded pathway through the center of the site that is parallel to 35th Avenue.



6. The wall currently built on the southern boundary of the site has varied offsets. There are two segments of the wall that were not built on the property line. As a result, there are desolate landscape planters oriented toward the alley, replenishing those planters as is could pose as a safety concern by providing shade along the alley that is out of public view. In addition, the current wall height along the most western portion of the site provides little to no barrier for the residential homes abutting the commercial center. Staff is proposing a stipulation to require that the developer replace the existing walls as depicted on the Wall Exhibit date stamped September 11, 2017 and rebuild the walls on the property line. Changing the placement of the walls will allow landscaping to be provided interior of the development and offer an improved buffer to the single-family homes from C-2 uses. These requirements are addressed in Stipulation 5.



**Source: Google Map street view, illustration of the variation in wall placement**



**Illustration of areas where the wall was not built on the property line**

7. Since the original development of the site the Phoenix Zoning Ordinance had been modified to add Design Guidelines that require developments to screen mechanical equipment. Due to the fact that the site was developed before these design guidelines were in place staff has added a stipulation to require the developer to screen all existing and new mechanical equipment on the site. This is addressed in Stipulation 6.
8. The focus of the Bicycle Master Plan is in future bicycle investments that include adding new bike lanes, extending bike lanes and improving the safety of bicycle riders. Staff has stipulated that the developer provide a minimum of two bicycle racks for each commercial pad to accommodate employees and customers of the commercial center. This is addressed in Stipulation 7.
9. 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 submittals.

## STREETS

10. The Street Transportation Department has indicated that the developer shall update all existing off-street improvement to current ADA guidelines. This is addressed in Stipulation 8.

## FLOODPLAIN

11. 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 1710 L of the Flood Insurance Rate Maps (FIRM) dated October 16, 2013.

## WATER

12. 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.

## FIRE

13. No fire code issues are anticipated with this case and the site and/or buildings shall comply with the Phoenix Fire Code.

## AVIATION

14. The Aviation Department has noted that the site is within the Phoenix Deer Valley Airport (DVT) traffic pattern airspace. This is addressed in Stipulation 9.

## ARCHAEOLOGY

15. 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 is addressed in Stipulation 10.

## OTHER

16. 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 request conforms to the General Plan Land Use Designation of Commercial.
2. The proposed zoning is compatible to the neighborhood.
3. The proposal will increase the range of services accessible to area residents.

### **Stipulations**

1. Prior to the issuance of a permit for tenant improvements, the existing landscape planters along the 35th Avenue and Greenway Road frontages shall be replenished to provide landscaping in accordance with the C-2 zoning district standards for planting type, size and quantity. Trees along the street frontages shall be planted adjacent to the sidewalk to provide shade/thermal comfort for pedestrians, as approved by the Planning and Development Department.
2. Prior to the issuance of a permit for tenant improvements, existing parking lot planters shall be replenished to meet Zoning Ordinance commercial standards per Section 623.E of the Zoning Ordinance with a minimum of 2-inch caliper trees, as approved by the Planning and Development Department.
3. The pedestrian route connecting 35th Avenue frontage through the center of the site parallel to the landscape/retention areas shall have 75% shade at maturity, as measured at Noon on the summer solstice, as approved by the Planning and Development Department.
4. The landscape planters along the southern boundary shall be replenished for the entirety of the site to provide landscaping in accordance with the C-2 zoning district standards for planting type, size and quantity and be implemented at the time of development of the commercial pad adjacent to 35th Avenue and in conjunction with the wall improvement as noted in Stipulation 5, and as approved by the Planning and Development Department.
5. The developer shall remove two sections of the existing walls as depicted in the Wall Exhibit date stamped September 11, 2017, at the southern boundary of the site, and construct new walls along the property line to align with the existing walls. The walls shall be constructed at the time of development of the commercial pad adjacent to 35th Avenue as depicted on the site plan date stamped June 5, 2017, and as approved by the Planning and Development Department.
6. The developer shall screen all existing and new rooftop mechanical equipment on buildings adjacent to residential development, as approved by the Planning and Development Department.
7. The developer shall install a minimum of two bicycle racks for each commercial pad. The racks shall be placed near public tenant entrances and shall be an inverted-U

type design to allow parking for a minimum of two bicycles per rack, per Section 1307.H. of the Zoning Ordinance, and 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, driveways, 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. 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 and tenants of the property. The form and content of such documents shall be according to the templates and instructions provided which have been reviewed and approved by the City Attorney.
10. 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

9/7/17

**Team Leader**

Joshua Bednarek

**Exhibits**

Sketch Map

Aerial

Site Plan (Dated 6/5/2017)

Wall Exhibit (Date stamped 9/11/2017)



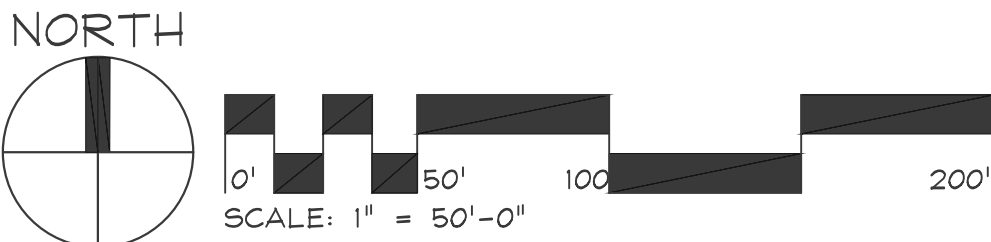








MASTER SITE PLAN



DEVELOPMENT PROGRAM

**GENERAL INFORMATION**

DEVELOPER: WENTWORTH PROPERTY CO., L.L.C. CONTACT: DAVID BROWN  
ADDRESS: 802 N. 3RD AVENUE, PHOENIX, ARIZONA 85003  
TELEPHONE: (602) 875-5504  
ARCHITECT: ROBERT BROWN ARCHITECTS CONTACT: KELLY FERGUSON  
ADDRESS: 549 S. 48TH ST., SUITE 108, TEMPE, AZ. 85281  
TELEPHONE: (480) 377-2222 FAX: (480) 377-2230

BUILDING CODE: 2012 I.B.C. ELECTRICAL CODE: 2011 N.E.C.  
MECHANICAL CODE: 2012 I.M.C. FIRE CODE: 2012 P.F.C.  
PLUMBING CODE: 2012 I.P.C. ENERGY CODE: 2012 I.E.C.C.

**SITE INFORMATION**

PROJECT ADDRESS: SEC OF GREENWAY RD. # 35TH AVE.  
PHOENIX, ARIZONA 85053

PARCEL #1: 207-09-005E  
PARCEL #2: 207-09-005F

EXISTING ZONING DISTRICT: PSC (PLANNED SHOPPING CENTER DISTRICT)  
PROPOSED ZONING: C-2 (SP AS INDICATED)

BUILDING HEIGHT: EXISTING (PARCEL #1) 1-STORY 30'-0" MAX.  
EXISTING (PARCEL #2) 1-STORY 30'-0" MAX.  
FUTURE (PADS A-E) 1-STORY 30'-0" MAX.

NET SITE AREA:

NET AREA(PARCEL #1): 281,490 S.F.  
NET AREA(PAD 'A'): 41,175 S.F.  
NET AREA(PAD 'B'): 35,999 S.F.  
NET AREA(PAD 'C'): 33,037 S.F.  
NET AREA(PAD 'D'): 20,878 S.F.  
NET AREA(PAD 'E'): 34,065 S.F.  
NET AREA(PARCEL #2): 265,555 S.F. 10.25 ACRES  
TOTAL NET AREA: 712,194 S.F. 16.35 ACRES

TOTAL BUILDING AREAS :  
GROSS FLOOR AREA: 176,950 S.F.  
LOT COVERAGE: 176,950 S.F./712,194 S.F. = 25%

**PARKING ANALYSIS:**

**PARCEL 1:**  
94,500 SQ. FT. - EXISTING BUILDING(STORAGE)  
STORAGE: 1:35 UNITS= 1,000/35 UNITS=  
PARKING REQUIRED : 29 SPACES  
PARKING PROVIDED : 33 SPACES

**PAD 'A':**  
4,000 SQ. FT. - RESTAURANT  
PARKING @ 1:100 SQ. FT.= 4,000/100=  
PARKING REQUIRED : 40 SPACES  
PARKING PROVIDED : 53 SPACES

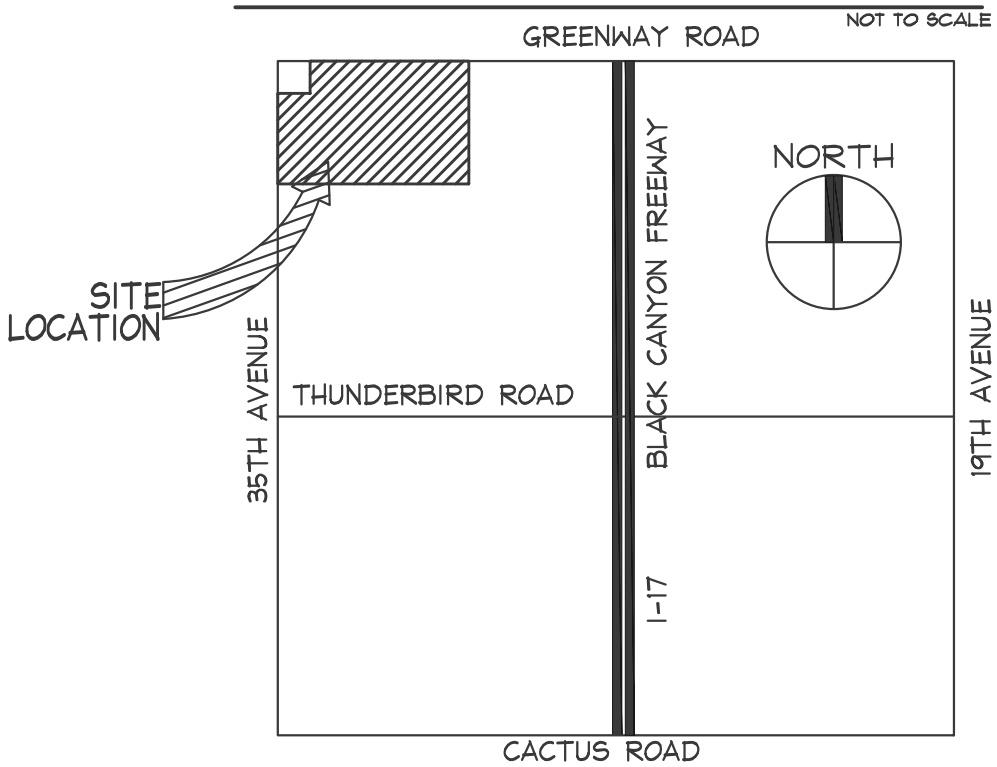
**PAD 'B':**  
4,500 SQ. FT. - RESTAURANT  
PARKING @ 1:100 SQ. FT.= 4,500/100=  
PARKING REQUIRED : 45 SPACES  
PARKING PROVIDED : 55 SPACES

**PAD 'C':**  
4,500 SQ. FT. - RESTAURANT  
PARKING @ 1:100 SQ. FT.= 4,500/100=  
PARKING REQUIRED : 45 SPACES  
PARKING PROVIDED : 54 SPACES

**PAD 'D':** ±22,180 SQ. FT.  
3,000 SQ. FT. - RETAIL  
PARKING @ 1:100 SQ. FT.= 3,000/250=  
PARKING REQUIRED : 12 SPACES  
PARKING PROVIDED : 24 SPACES

**PAD 'E':** ±32,751 SQ. FT.  
5,200 SQ. FT. - RETAIL  
RETAIL @ 1:250 SQ. FT.= 5,200/250=  
PARKING REQUIRED : 21 SPACES  
PARKING PROVIDED : 30 SPACES

VICINITY MAP



PROJECT DESCRIPTION

THIS PROJECT CONSISTS REZONING TWO PARCELS, THAT ARE APPROXIMATELY 16.35 ACRES, LOCATED AT THE SEC OF 35TH AVE. # GREENWAY RD. FROM "PSC" TO "C-2 SP". THE EXISTING "BIG BOX" BUILDING ON PARCEL 1 WILL BE COVERT TO A STORAGE FACILITY. THE FACILITY WILL CONSIST OF A NEW RENTAL OFFICE, WHICH WILL BE MANNED WITH A CUSTOMER SERVICE REPRESENTATIVE WHO WILL MANAGE CUSTOMERS AND ACCOUNTS, AS WELL AS COORDINATE ALL FACILITY UPKEEP AND MAINTENANCE. THE INTERIOR WILL CONSIST OF CLIMATE CONTROLLED SELF-STORAGE UNITS. THE PROJECT WILL HAVE SECURED MOTORIZED GATED ACCESS AT THE NW & SW ENDS. ALL REQUIRED PARKING & MANUEVERING WILL BE ON-SITE AS WELL AS SHARED WITHIN THE ADJACENT PROPERTY(PARCEL 2). OTHER SITE ELEMENTS WILL CONSIST OF A NEW TRASH ENCLOSURE, NEW CONCRETE CURBING, LANDSCAPING, ACCESSIBLE PARKING AND ACCESSIBLE ROUTE TO EXISTING PUBLIC WAY. NO CONSTRUCTION IS PROPOSED ON PARCEL 2.

LINE TABLE				LINE TABLE				LINE TABLE			
LINE	BEARINGS	LENGTH		LINE	BEARINGS	LENGTH		LINE	BEARINGS	LENGTH	
L1	N 00°38'20" W	2.94'		L5	S 00°35'47" E	57.11'		L9	N 89°49'06" W	10.00'	
L2	N 44°22'29" E	14.22'		L6	N 89°26'19" E	69.69'		L10	S 89°53'20" E	2.00'	
L3	N 89°21'40" E	135.04'		L7	S 44°59'38" W	14.12'		L11	N 00°06'40" E	129.92'	
L4	N 89°24'22" E	99.76'		L8	N 00°06'40" E	17.11'					

35TH AVE. & GREENWAY RD.  
SITE REDEVELOPMENT PLAN

SEC GREENWAY RD. & 35TH AVE.  
PHOENIX, ARIZONA 85053

CITY OF PHOENIX

JUN 05 2017

Planning & Development  
Department



Expires: 12/31/18

robert brown architects

549 south 48th street • suite 108  
tempe • arizona • 85281  
p.480.377.2222 f.480.377.2230

MSP

DATE: 05.19.17  
SITE LOCATION: PHOENIX, AZ  
RBA PROJECT NO. : 17005



