



City of Phoenix
PLANNING AND DEVELOPMENT DEPARTMENT

Staff Report Z-49-XX-75-3
January 29, 2021

Paradise Valley Village Planning Committee Meeting Date: February 1, 2021

Planning Commission Hearing Date: February 4, 2021

Request From: RSC PCD (Regional Shopping Center, Planned Community District) (91.16 acres)

Request To: C-2 H-R DNS/WVR SP PCD
(Intermediate Commercial, High-Rise and High Density, Density Waiver, Special Permit, Planned Community District) (91.16 acres)

Proposed Use: Major Amendment to the Paradise Valley PCD to allow a mix of uses (multifamily and commercial) up to 120 feet in height and a Special Permit for self-service storage and all underlying C-2 uses.

Location: Northwest corner of Tatum Boulevard and Cactus Road

Owner Paradise Valley Mall SPE, LLC

Applicant/Representative: Ed Bull, Burch & Cracchiolo P.A.

Staff Recommendation: Approval, subject to stipulations

<u>General Plan Conformity</u>			
<u>General Plan Land Use Map Designation</u>		Paradise Valley Village Core, Commercial	
<u>Street Map Classification</u>	Tatum Boulevard	Major Arterial	Varies 55 to 67-foot west half street
	Cactus Boulevard	Major Arterial	Varies 60 to 67-foot north half street

	Paradise Village Parkway	Collector	42-foot east and south half street
<p><i>CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; HEALTHY NEIGHBORHOODS; DESIGN PRINCIPLE: Design neighborhoods and buildings to provide pedestrian access to adjacent transportation infrastructure such as public transit.</i></p> <p>As stipulated, the development is providing pedestrian pathways from all building entrances to all public streets and adjacent commercial uses in order to provide a pedestrian friendly environment adjacent to a transit center.</p>			
<p><i>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.</i></p> <p>The proposed PUD includes shade and landscaping requirements that will promote walkability and a pleasant pedestrian experience.</p>			
<p><i>CONNECT PEOPLE AND PLACES CORE VALUE; CORES, CENTERS & CORRIDORS; LAND USE PRINCIPLE: Locate land uses with the greatest height and most intense uses within village cores, centers and corridors based on village character, land use needs, and transportation system capacity.</i></p> <p>The proposed PUD is located within the Paradise Valley Village core and is promoting increased height and more intense uses that will connect to the existing and future infrastructure and will serv those that live and work in the village.</p>			
<p><i>CONNECT PEOPLE AND PLACES CORE VALUE; OPPORTUNITY SITES; LAND USE PRINCIPLE: Support reasonable levels of increased intensity, respectful of local conditions and surrounding neighborhoods.</i></p> <p>The development provides a reasonable level of intensity that is respectful to local conditions and surrounding neighborhoods. The development will provide an appropriate transition from the commercially zoned land to the south, east, west and multifamily residential to the north.</p>			

Applicable Plans, Overlays, and Initiatives	
<p>Tree and Shade Master Plan: See Background Item No. 8 below.</p> <p>Complete Streets Guiding Principles: See Background Item No. 9 below.</p>	

[Comprehensive Bicycle Master Plan](#): See Background Item No. 10 below.

[Zero Waste PHX](#): See Background Item No. 11 below.

[Housing Phoenix](#): See Background Item No. 12 below.

Surrounding Land Uses and Zoning		
	<u>Land Use</u>	<u>Zoning</u>
On Site	Paradise Valley Mall (Retail, commercial services, restaurants, transit center)	RSC PCD
North (across Paradise Village Parkway)	Multifamily residential	PAD-14 PCD
Northwest (across Paradise Village Parkway)	Sweetwater Park (City park)	PCD (Approved R1-8 PCD)
West (abutting)	Commercial retail, restaurants, commercial services	RSC PCD
West (across Paradise Village Parkway)	Multifamily residential, commercial uses	PAD-14 PCD, C-2 PCD
East (across Tatum Boulevard)	Commercial retail, restaurants, commercial services	C-2 PCD, PSC PCD
East (abutting)	Commercial retail, restaurants, commercial services	RSC PCD
South (abutting)	Restaurant Pads	RSC PCD
South (across Cactus Road)	Commercial retail, restaurants, commercial services	C-2 PCD

Background/Issues/Analysis

SUBJECT SITE

1. This request is to rezone approximately 91.16 acres on the northwest corner of Tatum Boulevard and Cactus Road from RSC PCD (Regional Shopping Center, Planned Community District) to C-2 H-R DNS/WVR SP PCD (Intermediate Commercial, High-Rise and High Density, Density Waiver, Special Permit, Planned Community District) for a major amendment to the Village of Paradise Valley Planned Community District to allow a mix of uses (multifamily and commercial) up to 120 feet in height and a Special Permit for self-service storage and all underlying C-2 uses. The site is currently developed with a regional shopping mall. The existing mall will be redeveloped into a mixed-use development.

The H-R (High-Rise and High Density District) zoning is requested to allow building heights greater than four stories or 56 feet, as allowed in village cores. The H-R district allows up to 250 feet in height, however the applicant has provided a building height exhibit that restricts the building heights to 120, 85, and 30 feet, as depicted on the Project Building Heights plan. Further detail on the building heights is provided in Background Item No. 5.

The density waiver is requested to allow dwelling unit density up to the R-5 zoning district standards. The underlying zoning for this proposal is C-2. This district allows a density as set forth in the R-3 zoning district standards (14.5, up to 17.4 dwelling units per acre). A density waiver allows a density as set forth in the R-5 zoning district standards (43.5, up to 52.2 dwelling units per acre). Development on the site also will have the option of utilizing the density standards afforded by the C-2 HR district when development proposed on a site plan exceeds 4 stories or 56 feet in building height.

In an effort to limit the size of the self-storage use on the overall site, staff is recommending Stipulation No. 13, which limits the size of the use.

Development standards for the zoning area will vary based on scope, building height and use as outlined in the City of Phoenix Zoning Ordinance.

The subject site consists of several parcels that are under the ownerships of Paradise Valley Mall SPE LLC, Dillard's Properties, Inc., DSS Uniter, LLC., and Macy's Department Stores, Inc. The site currently contains a regional shopping mall with surface parking, a parking structure as well as several out parcels that consist of a transit center and open space areas. The subject site was annexed into the City of Phoenix on October 15, 1961. At that time the subject site and the surrounding area vastly consisted of vacant land. This area was planned in 1975 as a Planned Community District (PCD) of 1,222 acres, known as The Village of Paradise Valley PCD, through Rezoning Case No. Z-49-75. Subsequently, The

Village of Paradise Valley PCD went through several amendments since its original approval. However, these amendments did not affect the subject site. The current RSC PCD zoning designation was established through the original rezoning case, Rezoning Case No. Z-49-75 on July 22, 1975. Maricopa County Historical Aerials indicate that the subject site began development prior to 1979. The PCD Zoning District is intended to establish a development pattern for a larger area while permitting flexibility for specific developments and safeguards that adequate infrastructure needs are met for the area. The proposed rezoning on the site proposes the site remain in the PCD. The developer will be required to provide updated infrastructure as needed and determined through the Planning and Development Department's site development process.



1961



1979



2019

Figure A: Historic Aerials, Source: Maricopa County Assessor's Office

2. The rezoning area consists of the majority of the Paradise Valley Mall, which opened in the late 1970s. In addition, the site contains existing dedicated open space areas located on the perimeter. Staff is recommending all open space areas contain decorative paving, landscaping, shade elements, trash receptacles art, artistic elements or seating areas. This is addressed in Stipulation No. 6. The site also contains existing retail, restaurants, and a transit facility which will be relocated on site.

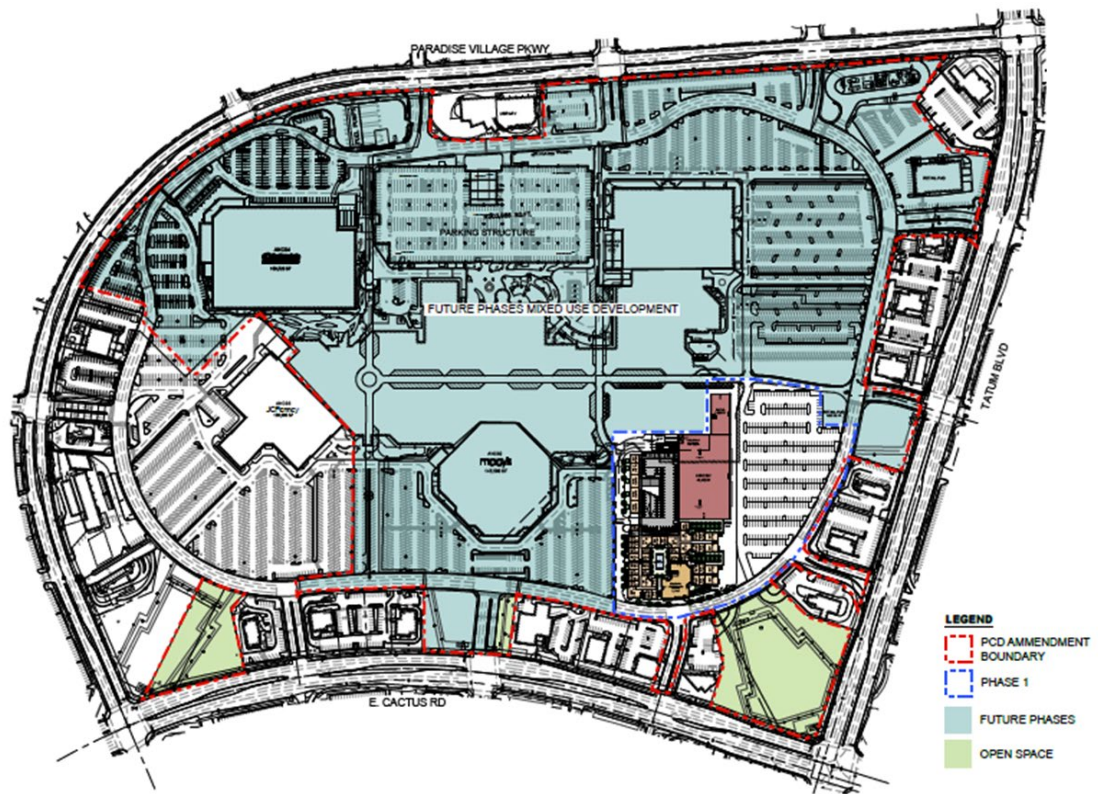


Figure B: Conceptual Site Plan, Source: Nelson Partners

SURROUNDING LAND USES AND ZONING

3. The graphic to the right illustrates the pattern of surrounding land uses and zoning entitlements. To the north are several multifamily developments zoned PAD-14. To the northwest and west are properties zoned PCD (approved R1-8), PAD-14, C-2 PCD and RSC PCD developed with a city park, multifamily residential and various commercial uses. To the south of the site are properties zoned RSC PCD and C-2 PCD developed with various commercial uses. To the east are properties zoned PSC PCD and C-2 PCD developed with various commercial uses.

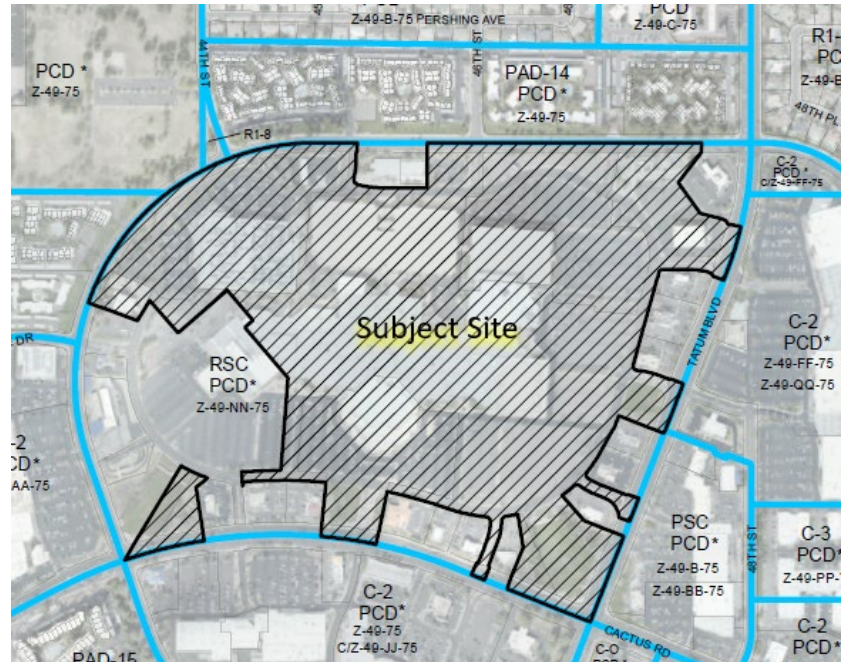


Figure C: Surrounding land uses, Source: City of Phoenix Planning and Development Department

GENERAL PLAN LAND USE MAP DESIGNATIONS

4. The General Plan Land Use Map designation for the subject site is Commercial. The proposed use is consistent with the designation.

The Commercial designation also applies to all adjacent land to the south, southwest and east.

The land to the north and northwest of the subject site is designated Residential 15+ dwelling units per acre, the city park to the northwest is designated Parks/OpenSpace – Publicly Owned.

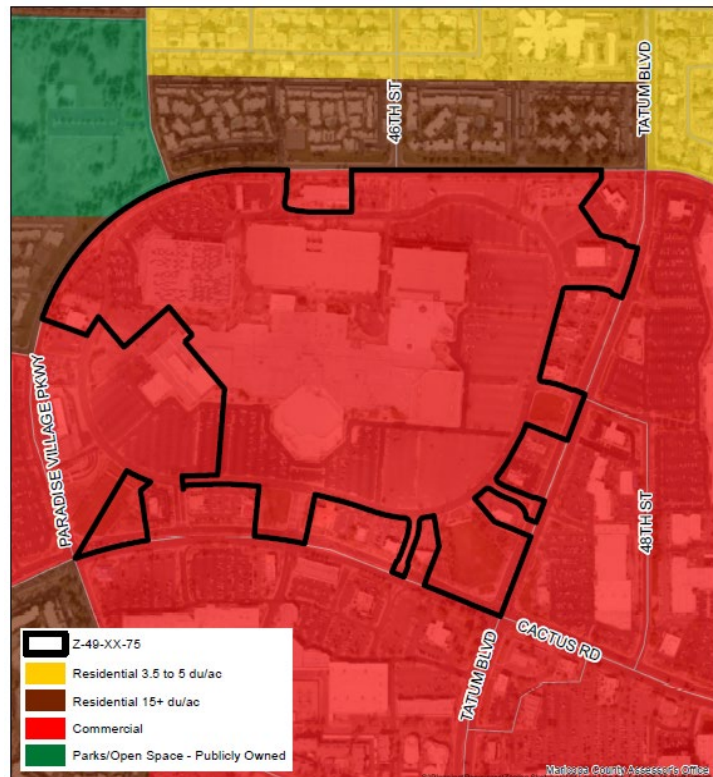


Figure D: General Plan Land Use Map, Source: City of Phoenix Planning and Development Department

PROPOSAL

5. Overall Site Plan

The applicant is proposing a multiphase development encompassing the majority of the existing Paradise Valley mall site. Phase 1, generally located in the southeast quadrant of the mall area, is the only phase that has been detailed with this rezoning application. Future phases will need to comply with the general zoning district standards as well as, the recommended stipulations which will apply to the full rezoning area.

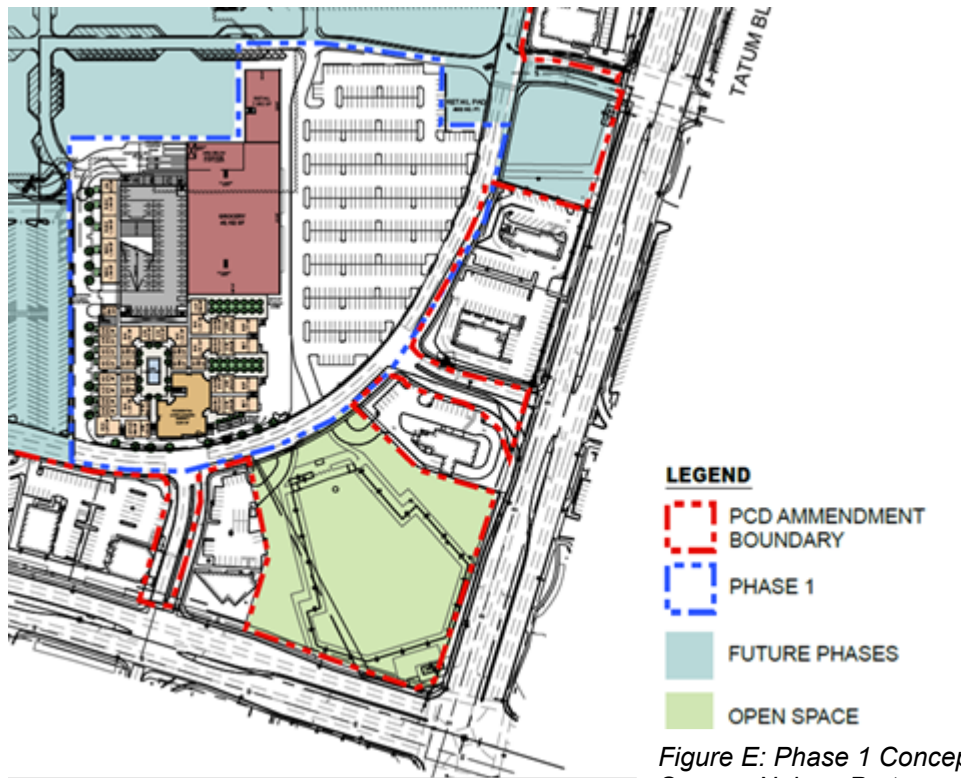


Figure E: Phase 1 Conceptual Site Plan,
Source: Nelson Partners

The following analysis pertains to the Phase 1 portion of the conceptual site plan which consists of a multifamily development, specialty grocery store and retail space as depicted in the Figure E above.

The conceptual site plan depicts the following:

- A multifamily building of approximately 301,861 square feet under roof and a total of 347 dwelling units.
- The parking structure for the proposed multifamily shows a wrapped parking structure.
- A commercial space comprised of restaurant/retail space totaling 7,882 square feet and a grocery store totaling 45,000 square feet.

Staff is recommending all dwelling units oriented to the loop road have individual pedestrian entrances, be connected to sidewalks, and have a front porch or patio as recommended in Stipulation No. 3.

There is a significant amount of existing and proposed open space on the site as reflected on the Conceptual Illustrative Open Space and Pedestrian Circulation exhibit. This is appropriate in a village core; therefore, staff is recommending Stipulation No. 6 to ensure the open space area are retained as an amenity and for

an enhanced aesthetic quality in the area.

Staff is recommending that all newly constructed parking structures be wrapped with other uses or decorative elements in an effort to provide an aesthetically pleasing environment. This is addressed in Stipulation No. 11.

Additionally, staff is recommending that all surface parking lots be shaded by 25 percent and all newly constructed walls visible from public or private accessways incorporate various design elements. These are addressed in Stipulation Nos. 10 and 12.

To provide a transition of height, building heights will be limited to 120 feet for the area on the interior of the loop road, 85 feet for the area in green located on the northeast portion of the site outside of the loop road, and 30 feet for a pad along Tatum Boulevard and a pad along Cactus Road, as depicted on the Project Building Heights exhibit, date stamped January 5, 2021 and as shown in Figure F below. The gray areas depicted in Figure F will remain as open space, a fuel station, and existing parking lot areas. To ensure building heights will remain as proposed staff is recommending Stipulation No. 1.

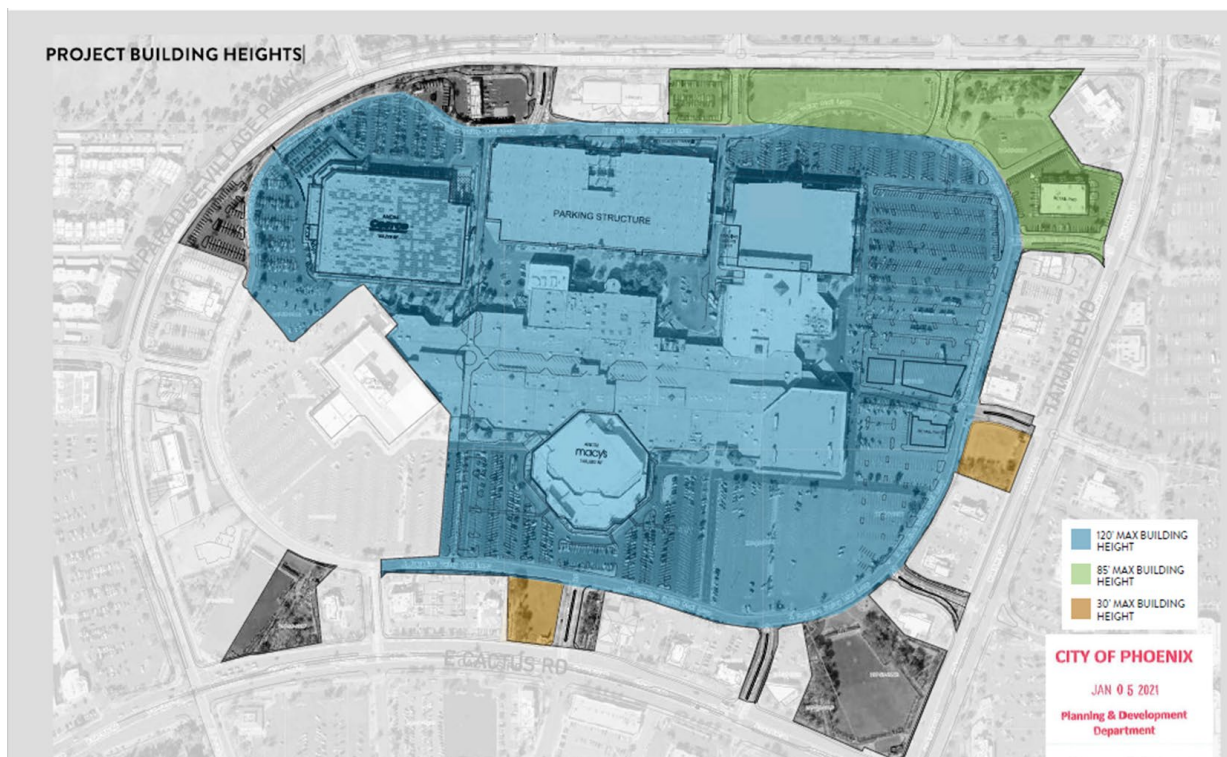


Figure F: Project Building Heights, Source: Nelson Partners

6. **Elevations**

The Phase 1 development proposal includes conceptual elevations that depict a ground level specialty grocery store and multifamily living units above. Staff is recommending Stipulation No. 2 to ensure the buildings have a cohesive design theme and ensure that elevations contain variations in materials, colors, and textures. Examples of these variations are depicted in Figure G to the right.



Figure G: Conceptual Renderings, Source: Nelson Partners

7. **Pedestrian Circulation**

The proposed Conceptual Illustrative Open Space and Pedestrian Circulation exhibit, date stamped January 13, 2021 and shown in Figure H below depicts pedestrian connectivity to and from the relocated transit facility, Mesquite Branch Library, dedicated open space areas, future open space areas and Sweetwater Park. Staff is recommending Stipulation No. 4 to ensure the proposed connectivity throughout the site is achieved. The pedestrian pathways will be provided in phases as the site develops.

CONCEPTUAL ILLUSTRATIVE OPEN SPACE AND PEDESTRIAN CIRCULATION |

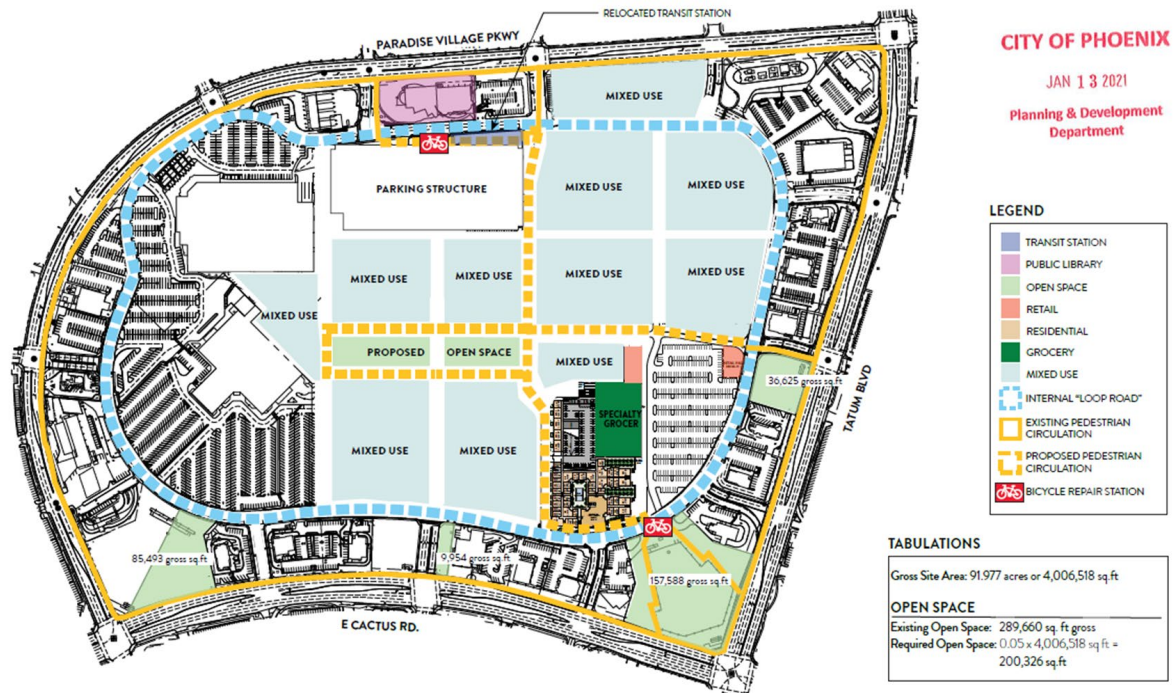


Figure H: Conceptual Illustrative Open Space and Pedestrian Circulation,
Source: Nelson Partners

STUDIES AND POLICIES

8. 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 include 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 regarding tree plantings and shaded pedestrian pathways for increased thermal comfort. These are addressed in Stipulation Nos. 8, 9, 10 and 15.

9. Complete Streets Guiding Principles

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.

In addition to the shaded sidewalks and parking areas (Stipulation Nos. 8 and 9),

staff is recommending a Stipulation No. 7 to require bicycle parking and amenity standards as outlined in Section 1307 in the Walkable Urban Code.

10. **Comprehensive Bicycle Master Plan**

The Comprehensive Bicycle Master Plan supports options for both short-and long-term bicycle parking as a means of promoting bicyclist traffic to a variety of destinations. The proposal requires bicycle parking spaces be provided on the site. Bicycle repair stations (“fix it stations”) shall be provided in areas of high visibility, convenient pedestrian access, and available from the public and/or provide sidewalks. Bicycle parking for multifamily uses shall be installed per the requirements of Section 1307.H. In addition, a minimum of 10 percent of the required bicycle parking for nonresidential uses shall be secured per the requirements of Section 1307.H. of the Phoenix Zoning Ordinance. These are outlined in Stipulation No. 7.



Bike Fix It Station, Source: Dero

11. **Zero Waste PHX**

The city of Phoenix is committed to its waste diversion efforts and has set a goal to become a zero waste city, as part of the city’s overall 2050 Environmental Sustainability Goals. One of the ways Phoenix can achieve this is to improve and expand its recycling and other waste diversion programs.

Section 716 of the Phoenix Zoning Ordinance 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 submittals.

12. **Housing Phoenix Plan**

In June 2020, the Phoenix City Council approved the Housing Phoenix Plan. This Plan contains policy initiatives for the development and preservation of housing with a vision of creating a stronger and more vibrant Phoenix through increased housing options for residents at all income levels and family sizes. Phoenix’s rapid population growth and housing underproduction has led to a need for over 163,000 new housing units. Current shortages of housing supply relative to demand are a primary reason why housing costs are increasing. The proposed development supports the Plan’s goal of preserving or creating 50,000 housing units by 2030 by contributing to a variety housing types that will address the supply shortage at a more rapid pace while using vacant land in a more sustainable fashion.

COMMUNITY INPUT SUMMARY

13. Staff has received two letters of opposition and five letters of support at the time this staff report was written. Copies of the correspondence is attached to this report.

Community concerns include:

- Proposed height, should not be more than two stories
- Density
- Increased traffic
- Self-storage use
- Multifamily uses
- Increase in crime in the area
- Low income housing
- Property values decreasing

INTERDEPARTMENTAL COMMENTS

14. The Street Transportation Department requested the developer provide a pedestrian circulation plan for the rezoning area specifically detailing access to existing and planned transit facilities, Sweetwater Park and the Mesquite Library. Further, the pedestrian circulation plan should consider detached and shaded sidewalks to support the mixed use concept and to conform to the City of Phoenix Complete Streets policy. This is addressed in Stipulation Nos. 4 and 5.

The Street Transportation Department also requested that the applicant submit a Traffic Impact Study to the City for this development and construct all streets within and adjacent to the development with all required elements to ADA standards. This is addressed in Stipulation Nos. 21 and 22.

15. The City of Phoenix Floodplain Management Division of the Public Works Department has determined that this parcel is not in a special flood hazard area (SFHA), but located in a Shaded Zone X, on panel 1755 L of the Flood Insurance Rate Maps (FIRM) dated October 16, 2013.
16. The Public Transit Department has determined that if the developer relocate and/or relocate the Paradise Valley Transit Center, a minimum of three transit vehicle servicing points shall be incorporated within the design and a minimum of 50 percent shade shall be provided at the transit center. Furthermore, dedication of transit easements or other legal agreements shall be implemented to ensure vehicle access to all public transit facilities. These are addressed in Stipulation Nos. 14 through 16.

The Public Transit Department requested the developer dedicate right-of-way and construct two bus stop pads at locations approved by the Public transit Department. Further, the developer shall provide clearly defined, accessible pedestrian

pathways connecting building entrances, bus stop pads, transit centers, site amenities and public sidewalks using the most direct route possible. Pedestrian pathways crossing drive aisles and parking area crossings shall be constructed of decorative pavement that visually contrasts with the adjacent parking and drive aisle surfaces. Additionally, all cross-access agreements shall include a pedestrian pathway. These are addressed in Stipulation Nos. 17 through 20.

17. The Fire Prevention division of the Fire Department does not anticipate any issues with this request. The site or/and building(s) shall comply with the Phoenix Fire Code. However, the water supply to this site is unknown. Additional water supply may be required to meet the required fire flow per the Phoenix Fire Code.
18. The Water Services Department indicated that no zoning stipulations are required; however, commented that capacity is a dynamic condition that can change over time due to a variety of factors. The requirements and assurances for water and sewer service are determined during the site plan application review. For any given property, water and sewer requirements may vary over time to be less or more restrictive depending on the status of the City's water and sewer infrastructure.

OTHER

19. 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. 23.
20. 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 abandonment may be required.

Findings

1. The proposed development will revitalize a prominent site within a village core.
2. The proposed zoning will allow for additional housing units to be built which will help alleviate the housing shortage in Phoenix and advance the goals of the Housing Phoenix Plan.
3. The proposed developments scale and intensity is appropriate given the location within the Paradise Valley Village Core, at the intersection of major arterials and at a location served by existing transit.

Stipulations

1. Building heights shall be limited to a maximum of 120 feet, 85 feet, and 30 feet, as depicted on the Project Building Heights exhibit, date stamped January 5, 2021.
2. Buildings shall have a cohesive design theme throughout the development and all buildings visible from public streets and private accessways and driveways shall contain a minimum of three architectural embellishments and detailing such as textural changes, pilasters, offsets, recesses, variation in window size and location, and/or overhang canopies, as approved by the Planning and Development Department.
3. The following frontage types shall be provided for all dwelling units oriented to the Paradise Valley Mall Loop Road ("loop road"), as approved by the Planning and Development Department:
 - a. Individual pedestrian entrance oriented to the loop road and connected to the public sidewalk by a direct pedestrian pathway.
 - b. Include a porch or patio, described as follows:
 - (1) Porches shall have a minimum dimension of six feet in depth by a width of no less than 50 percent of the total unit; be oriented to the outer loop road; have a unit entrance; and have a direct pedestrian connection to the public/private sidewalk.
 - (2) Patios shall have a minimum dimension of six feet in depth by a minimum width of 9 feet, and a minimum size of 54 square feet; be enclosed on each side by a low wall or fence not to exceed 36 inches in height; be oriented to the loop road; have a unit entrance; and have a direct pedestrian connection to the public/private sidewalk.
4. Pedestrian circulation shall generally conform to the Conceptual Illustrative Open Space and Pedestrian Circulation exhibit, date stamped January 13, 2021. Alternative pedestrian pathways may be approved so long as pedestrian connectivity is provided for the following:
 - Relocated transit center
 - Library
 - Existing and future open space areas
 - Public streets

Plans shall show future shading generally contained to pedestrian pathways, as approved by the Planning and Development Department.

5. A Master Pedestrian Circulation/Open Space Plan shall be completed prior to preliminary site plan approval. This master plan shall be updated for each phase of development, as each new phase is in the city's development review process. The Master Pedestrian Circulation/Open Space Plan shall generally be consistent with the Conceptual Illustrative Open Space and Pedestrian Circulation exhibit, date stamped January 13, 2021, or future alternative plans, and include the following features:
 - Pedestrian circulation, including at least one primary pedestrian route for north-south circulation and one for east-west circulation.
 - Pavement widths and details
 - Shade treatment and calculation
 - Locations of detached sidewalks
 - Locations of attached sidewalks
 - Vehicular roadways
 - Open space areas
 - Bicycle amenities
6. Open space areas shall conform to Section 1310 of the Phoenix Zoning Ordinance. The open space areas shall provide at a minimum decorative paving, landscaping, shade elements, trash receptacles, art or artistic elements or seating areas and shall be located at the following locations:
 - Northwest corner of Tatum Boulevard and Cactus Road
 - South of the southwest corner of Tatum Boulevard and Larkspur Drive
 - Northeast corner of Paradise Village Parkway and Cactus Road
7. Bicycle infrastructure shall be provided, as described below and as approved by the Planning and Development Department.
 - a. Two bicycle repair stations (fix-it stations) shall be provided in areas of high visibility, convenient pedestrian access, and available from the public and/or provide sidewalks. The stations shall include standard repair tools affixed to the station, a tire gauge and pump, and a bicycle repair stand which allows pedals and wheels to spin freely while making adjustments to the bike.

One station shall be provided with the first phase of development and the second station shall be provided with a future phase of development

along the north portion of the loop road, as depicted on the Conceptual Illustrative Open Space and Pedestrian Circulation exhibit, date stamped January 13, 2021.

- b. Bicycle parking shall be required per Section 1307.H of the Phoenix Zoning Ordinance.
 - c. All required bicycle parking for multifamily use, per Section 1307.H.6.d. of the Phoenix Zoning Ordinance, shall be secured parking.
 - d. Guest bicycle parking for multifamily residential use shall be provided at a minimum of 0.5 spaces per unit with a maximum of 50 spaces near entrances of buildings and installed per the requirements of Section 1307.H. of the Phoenix Zoning Ordinance.
 - e. A minimum of 10 percent of the required bicycle parking for nonresidential uses shall be secured per the requirements of Section 1307.H. of the City of Phoenix Zoning Ordinance.
8. All public 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.
- Detached sidewalk shall be provided proportionally as redevelopment occurs adjacent to or within 100 feet of the public right-of-way.
- a. Minimum 3-inch caliper large canopy, single-trunk, shade trees placed a minimum of 25 feet on center or in equivalent groupings to provide a minimum of 50 percent shade at maturity on all adjacent sidewalks.
 - b. Drought tolerant shrubs and vegetative groundcovers with a maximum mature height of 24 inches to provide a minimum of 50 percent live coverage at maturity.
9. Seasonal shade, sun and temperature regulation through vegetative or structural shade elements shall be provided for Phase 1 of the development at the northwest corner of Tatum Boulevard and Cactus Road to allow pedestrians to enter the site comfortably, as approved by the Planning and Development Department.
10. There shall be a minimum of 25 percent structural or vegetative shade at

maturity in the surface parking lots, as approved by the Planning and Development Department.

11. The developer shall wrap all newly constructed parking structures visible from the loop road or any primary pedestrian route (to be identified on the Master Pedestrian Circulation/Open Space Plan) with other uses such as, street level retail, office space, or residential dwelling units; or with decorative screening such as, perforated screening, illuminated art, living greenery, decorative metal panels or other design features, as approved by the Planning and Development Department.
12. Newly constructed walls visible from public streets of the loop road shall incorporate stone veneer, stonework, integral color CMU block, decorative block, split face or faux stone, as approved by the Planning and Development Department.
13. The self-service storage warehouse use, covered under the Special Permit, shall comply with the following:
 - a. Storage buildings shall not exceed three stories or 30 feet in height.
 - b. Storage buildings shall be limited to an 80,000-square foot footprint, and not to exceed a 200,000-square foot floor area.
 - c. Any outdoor storage areas must be screened with a decorative solid wall.
14. Relocation and/or reconstruction of the Paradise Valley Transit Center is subject to Planning and Development Department and Public Transit Department Approval. A minimum of three transit vehicle servicing points shall be constructed at any relocated or reconstructed site. All plans and designs for relocated and/or reconstructed transit facilities shall require approval from the Public Transit Department and the Planning and Development Department. The Public Transit Department shall retain removable assets located at the Paradise Valley Transit Center should relocation and/or reconstruction be approved.
15. Trees or shade structures shall be placed to provide a minimum of 50 percent shade coverage in pedestrian areas at the transit center.
16. Vehicle access to all public transit facilities shall be ensured by dedication of transit easements or other legal agreements, as approved by the Public Transit Department and the Planning and Development Department.

17. The developer shall dedicate right-of-way and construct two bus stop pads at locations approved or modified by the Public Transit Department. Bus stop pads shall be constructed according to City of Phoenix Standard Detail P1260 with a minimum depth of 10 feet. Bus stop pads shall be spaced from intersections according to City of Phoenix Standard Detail P1258. Trees shall be placed to provide 50 percent shade at bus stop pads, as approved by the Planning and Development Department.
18. Clearly defined, accessible pedestrian pathways shall be provided to connect building entrances, bus stop pads, transit center, site amenities, and public sidewalks, using the most direct route for pedestrians, as approved by the Planning and Development Department.
19. Where pedestrian pathways cross drive aisles, they shall be constructed of decorative pavers, stamped, or colored concrete, or other pavement treatments that visually contrast with the adjacent parking and drive aisle surfaces, as approved by the Planning and Development Department.
20. All cross-access agreements shall include a pedestrian pathway, as approved by the Planning and Development Department.
21. The applicant shall submit a Traffic Impact Study to the City for this development. No preliminary approval of site plans shall be granted until the study is reviewed and approved by the City. Contact Mr. Christopher Kowalsky, Special Projects Administrator, at (602) 534-7105, to set up a meeting to discuss the requirements of the study. Upon completion of the TIS the developer shall submit the completed TIS to the Planning and Development Department counter with instruction to forward the study to the Street Transportation Department, City Engineers Office. Additional dedications and/or improvements may be required as per the approved Traffic Impact Study.
22. The developer shall construct all streets within and adjacent to the development with paving, curb, gutter, sidewalk, curb ramps, streetlights, landscape 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.
23. 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

David Simmons
January 29, 2021

Team Leader

Samantha Keating

Exhibits

Zoning Sketch Map

Aerial Sketch Map

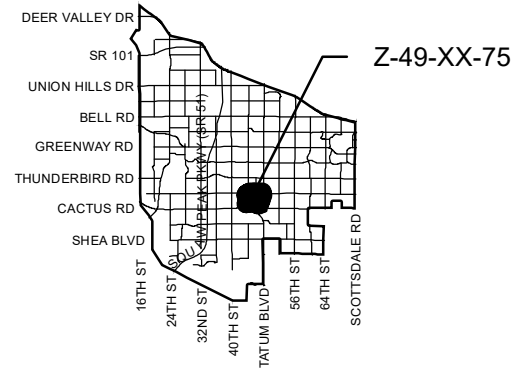
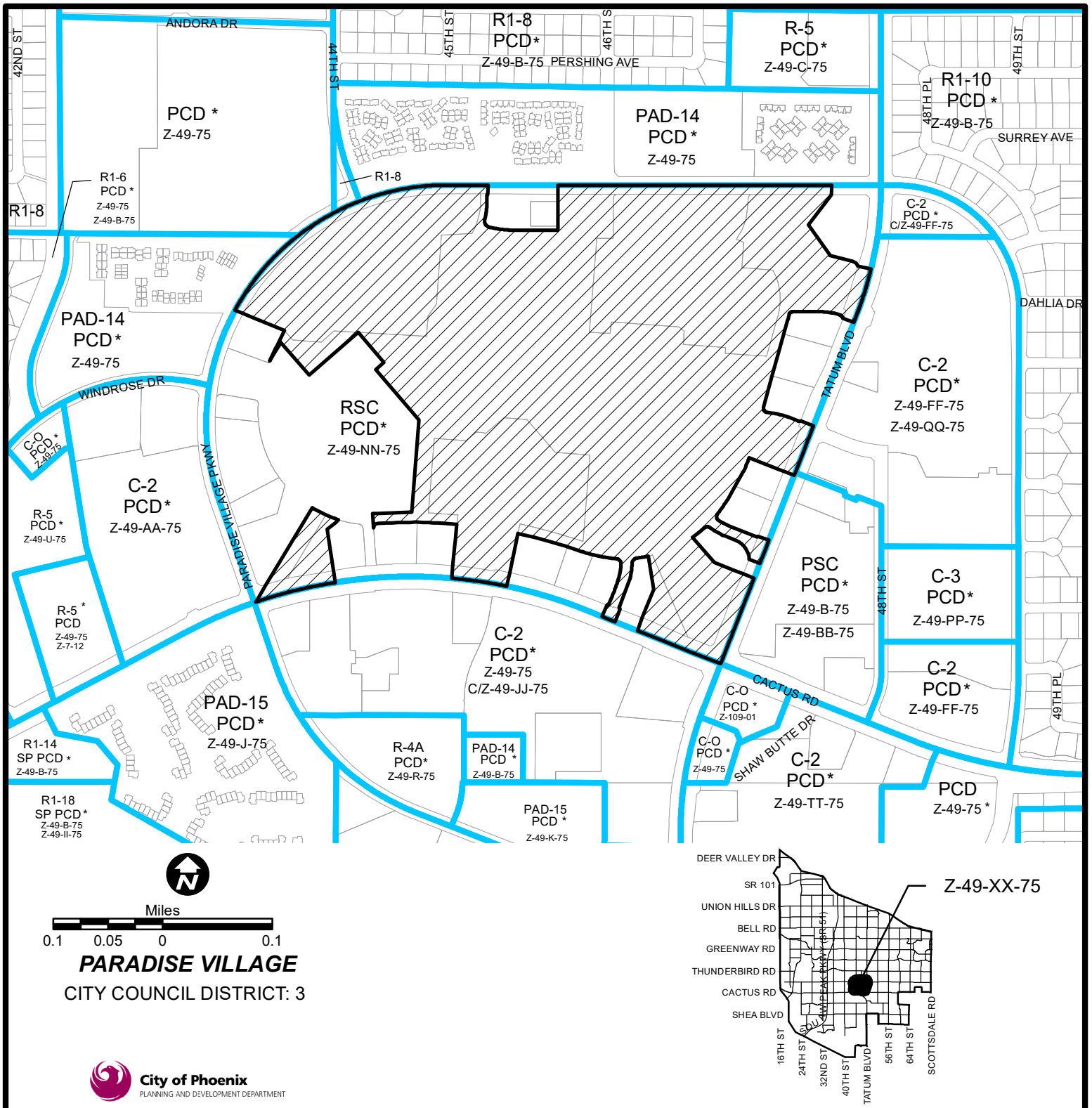
Community Correspondence (8 pages)

Conceptual Site Plan, date stamped January 5, 2021

Conceptual Renderings, date stamped November 23, 2020

Project Building Heights, date stamped January 5, 2021

Conceptual Illustrative Open Space and Pedestrian Circulation, date stamped
January 13, 2021



APPLICANT'S NAME: Ed Bull, Burch & Cracchiolo P.A.

APPLICATION NO. Z-49-XX-75

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

91.16 Acres

DATE:	12/07/2020		
REVISION DATES:			
	12/29/2020	1/07/2021	1/11/2021
AERIAL PHOTO & QUARTER SEC. NO.			
QS 31-37, QS 32-37			
QS 31-38, QS 32-38			
ZONING MAP			
	K-10, K-11		

REQUESTED CHANGE:

FROM: RSC PCD (91.16 a.c.)

TO: C-2 H-R DNS/WVR SP PCD (91.16 a.c.)

MULTIPLES PERMITTED

RSC PCD

C-2 H-R DNS/WVR SP PCD

CONVENTIONAL OPTION

N/A

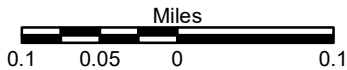
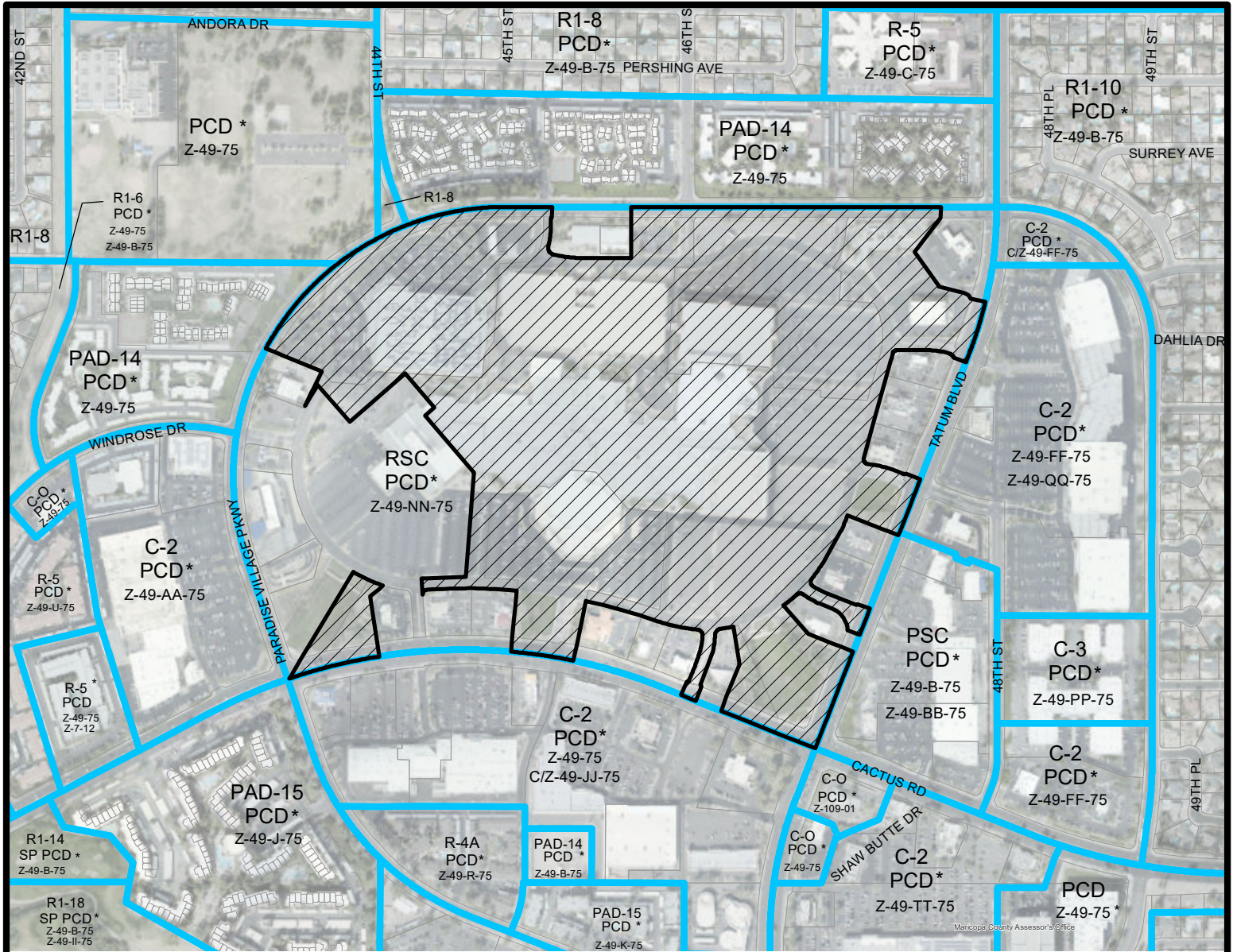
13,236

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

N/A

4,758

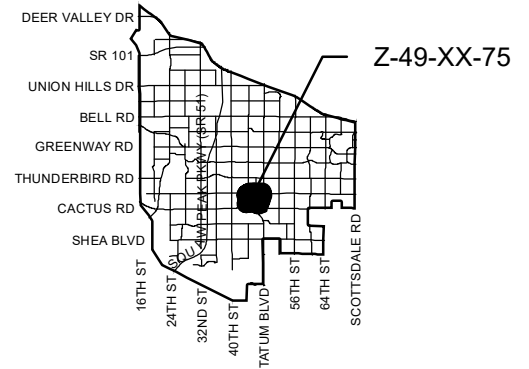
* Maximum Units Allowed with P.R.D. Bonus



PARADISE VILLAGE
CITY COUNCIL DISTRICT: 3



City of Phoenix
PLANNING AND DEVELOPMENT DEPARTMENT



APPLICANT'S NAME: Ed Bull, Burch & Cracchiolo P.A.

APPLICATION NO. Z-49-XX-75

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

91.16 Acres

DATE: 12/07/2020			
REVISION DATES:			
12/29/2020	1/07/2021	1/11/2021	
AERIAL PHOTO & QUARTER SEC. NO. QS 31-37, QS 32-37 QS 31-38, QS 32-38		ZONING MAP K-10, K-11	

REQUESTED CHANGE:

FROM: RSC PCD (91.16 a.c.)

TO: C-2 H-R DNS/WVR SP PCD (91.16 a.c.)

MULTIPLES PERMITTED

RSC PCD

C-2 H-R DNS/WVR SP PCD

CONVENTIONAL OPTION

N/A

13,236

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

N/A

4,758

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

David O Simmons

From: From the desk of Jessica Lacy <cjessicalacy@gmail.com>
Sent: Monday, December 14, 2020 8:36 AM
To: David O Simmons
Subject: PV Mall Development

Mr. Simmons, hello,

I am writing to you today to voice my concerns over the proposed PV Mall redevelopment. I am deeply concerned about the height of the project, as well as the number of housing units that are planned.

I represent the concerns of many residents in this area.

Sincerely,

Caroline Lacy.
85028

David O Simmons

From: Lucinda Walters Naia <lucinda.naia@gmail.com>
Sent: Thursday, January 14, 2021 8:46 PM
To: David O Simmons; ebul@bcattorneys.com
Subject: NO self storage at PV Mall Redevelopment

There's zero need for self storage in that area. Self storage facilities exist right down the street at Shea and 32nd St. It's a huge monstrously lit ugly building

I'll do whatever it takes to fight the rezoning... starting now

David O Simmons

From: James Ashley <jamesashleyaz@gmail.com>
Sent: Sunday, January 24, 2021 6:19 PM
To: David O Simmons
Subject: PV Mall redevelopment

Mr. Simmons,

It is great news that the redevelopment of Paradise Valley Mall will be taking place soon!

I had a question about the apartments and condos that will be built on the site. From the architectural drawings I've seen, they appear to be very generic looking, even the ones above the planned grocery store. There are multi-family buildings in Phoenix at Kierland and near Scottsdale Fashion Square that have a great environmentally friendly feature. They are environmentally oriented with plants on the outside of the building, balconies, and trees on the rooftops.

Similar to the projects in Kierland or near Highland and Scottsdale Road it would definitely add a "green" element to the project and make it really stand out as compared to just another apartment complex to look like every other one. This would really beautify the new development and the heart of PV Village and be eco-friendly.

Is this something the city would consider advocating to the developers or the planning commission?

I've attached a couple photos of the buildings at Kierland and further south along Scottsdale Road and Camelback for reference (even though a couple of these are larger than what I believe is proposed).

Thank you,

James Ashley

602-708-0075



David O Simmons

From: Kate Birchler <kate.birchler@gmail.com>
Sent: Thursday, January 28, 2021 12:46 PM
To: David O Simmons
Subject: Support of Paradise Valley Mall Redevelopment: Z-49-XX-75-3

Dear Mr. Simmons,

Please make my comment known on case Z-49-XX-75-3 - I am in full support of Macerich and RED Development moving forward with their plans for the redevelopment of Paradise Valley Mall.

Kind Regards,
Kate Birchler

David O Simmons

From: Chong Kestner <ckestner03@gmail.com>
Sent: Thursday, January 28, 2021 11:46 AM
To: David O Simmons
Subject: Case:Z-49-XX-75-3

Please accept my formal comment regarding the case: Z-49-XX-75-3. I am in full support of Macerich and RED Development moving forward with plans for the redevelopment of Paradise Valley Mall. This will be an amazing initiative to restore the mall and brighten our community economically. Paradise Valley is a beautiful community and we hope to continue seeing it's growth.

Thank you,

Tyler and Chong Kestner

David O Simmons

From: Summer Oliver <summerfoliver@gmail.com>
Sent: Thursday, January 28, 2021 10:38 AM
To: David O Simmons
Subject: Paradise Valley Mall

Please accept my formal comment regarding case: Z-49-XX-75-3. I am in full support of Macerich and RED Development moving forward with their plans for the redevelopment of Paradise Valley Mall. This area needs revitalization and will be positive for the entire community. There have been talks for years on what is going on with the space and it's great to see some movement.

Summer Oliver

David O Simmons

From: Sabrina Jordan <sabrinajordan7@gmail.com>
Sent: Thursday, January 28, 2021 10:24 AM
To: David O Simmons
Subject: Paradise Valley Mall Redevelopment

Case# Z-49-XX-75-3

I totally support Macerich and RED Development moving forward with their plans for redevelopment of Paradise Valley Mall! Both of these developers have an excellent reputation and will certainly bring back the mall to it's former glory!

I am a Phoenician and have resided in this neighborhood for over twenty years. Things evolve over time and all that live here want to give "our mall" the attention it deserves.

Their plans will renew Paradise Valley Mall to a new level and I am so looking forward to it!

Along with that, it will pump new money into this area. This is prime real estate that needs revamping.

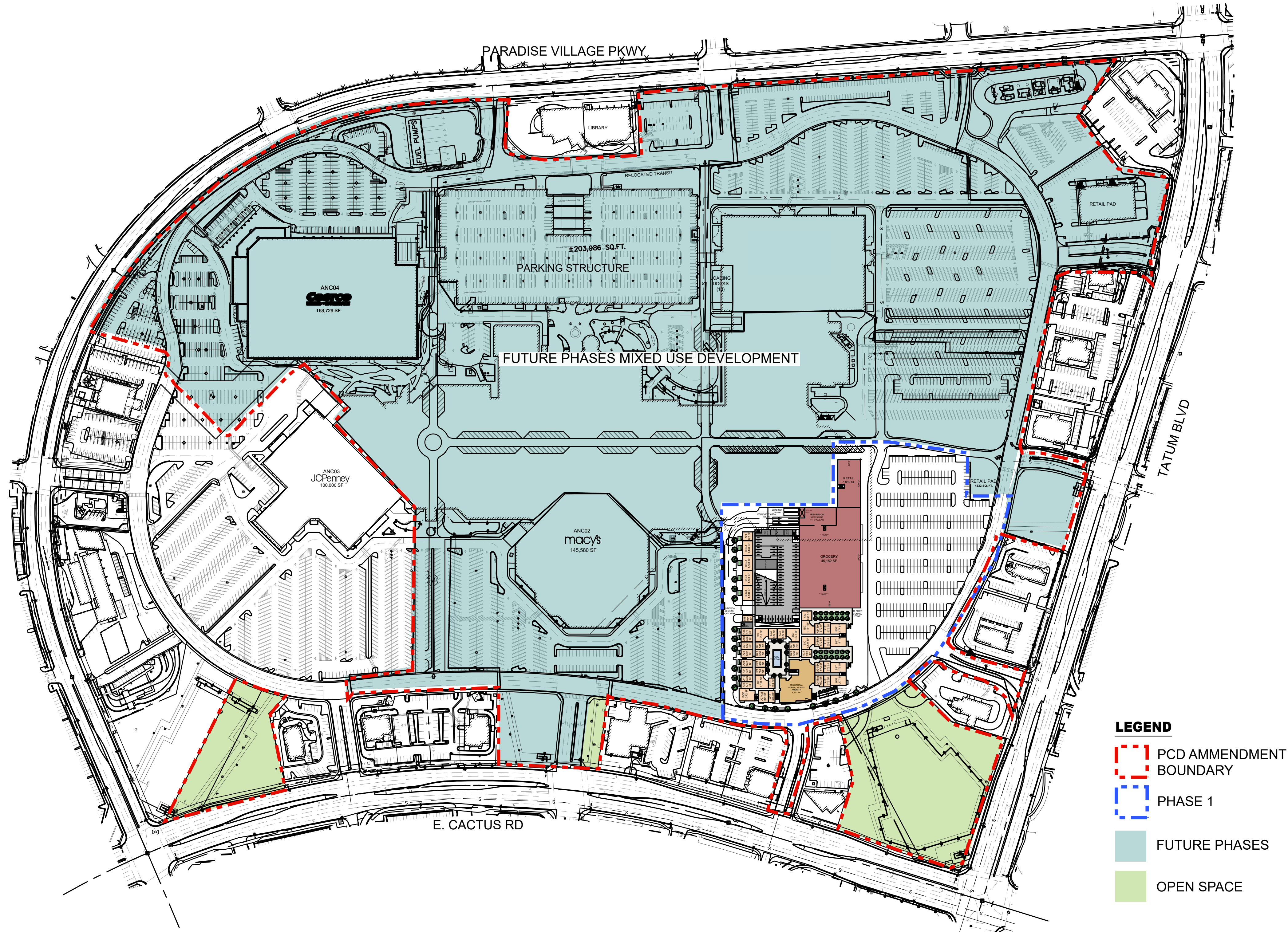
As a neighbor, I can't wait to enjoy this mall in a new way! I have shopped here since it was built. Opportunity is with us! Let's take it and give the Paradise Valley and north Phoenix a new mall that they will continue cherish for years to come!

Thank you for your continued vision for the Paradise Valley Village area. We so appreciate your support on this!

Sincerely,

Sabrina Jordan
18652 N. 44th Place
Phoenix, AZ 85050

Phone (602) 570-8004



01 CONCEPTUAL SITE PLAN PHASE 1
SCALE: 1" = 160'-0" REF: NORTH

PROJECT INFORMATION

CURRENT ZONING:
PROPOSED ZONING:

RSC
PCD Amendment,
C-2, HR, Density
Waiver & Special
Permit for Self
Storage
167-25-003C
167-25-003L
167-25-003M
167-25-003N
167-25-001Z
167-25-001V
167-25-001D
167-25-001F

PARCELS IN SCOPE:

GROSS SITE AREA: 91.977 ACRES
NET SITE AREA: 85.268 ACRES
PROPOSED HEIGHT: VARIES

PHASE 1 AREA TABULATIONS

COMMERCIAL	
RESTAURAUNT/RETAIL	7,882 SF
GROCERY	45,000 SF
TOTAL	52,882 SF
RESIDENTIAL	
5 STORIES	
GROSS BUILDING AREA	361,473 SF
NET BUILDING AREA	301,861 SF
UNIT MATRIX	
STUDIO	26 UNITS
1 BEDROOM	209 UNITS
2 BEDROOM	112 UNITS
TOTAL	347 UNITS

PARKING TABULATIONS

PARKING REQUIRED	
RESIDENTIAL	
STUDIO (1.25 X 26)	32.5 CARS
1 BEDROOM (1.5 X 209)	313.5 CARS
2 BEDROOM (1.7 X 112)	190.4 CARS
TOTAL	536.4 CARS
RETAIL RESTAURANT	
1/325 SF	162.7 CARS
TOTAL	700 CARS
PARKING PROVIDED	
SURFACE PARKING	389 CARS
STRUCTURED	
LEVEL GRADE	57 CARS
LEVEL 2	99 CARS
LEVEL 3	99 CARS
LEVEL 4	99 CARS
LEVEL 5	99 CARS
ROOF	33 CARS
TOTAL	478 CARS
TOTAL	867 CARS

KIVA #
SDEV #
QS #
PAPP #

CITY OF PHOENIX

DEC 30 2020

Planning & Development
Department

Nelsen Partners, Inc.
Austin | Scottsdale
15210 North Scottsdale Road
Suite #300
Scottsdale, Arizona 85254
t 480.949.6800
nelsonpartners.com

PRELIMINARY

NOT FOR
CONSTRUCTION
OR
RECORDING

PARADISE VALLEY MALL

4568 E CACTUS RD
PHOENIX, AZ 85032

Date
DECEMBER 23, 2020

Drawings and written material appearing
herein constitute original and unpublished
work of the architect and may not be
duplicated, used, or disclosed without
written consent of the architect.

Project No.
20042

A102

CONCEPTUAL SITE PLAN



01 CONCEPTUAL RENDERS: GROCERY

SCALE: NTS

REF:

KIVA #
SDEV #
QS #
PAPP #

PROJECT INFORMATION	
CURRENT ZONING:	RSC
PROPOSED ZONING:	PCD Ammendment, C-2, HR, Density Waiver & Special Permit for Self Storage
PARCELS IN SCOPE:	167-25-003C 167-25-003L 167-25-003M 167-25-003N
GROSS SITE AREA:	77.930 ACRES (3,394,630 SF)
NET SITE AREA:	73.495 ACRES (3,201,442 SF)
PROPOSED HEIGHT:	VARIES

CITY OF PHOENIX
NOV 23 2020
Planning & Development
Department

Date
NOVEMBER 20, 2020

Drawings and written material appearing
herein constitute original and unpublished
work of the architect and may not be
duplicated, used, or disclosed without
written consent of the architect.

© 2019 NELSEN PARTNERS, INC.

Project No.
20042

A150
RENDERS

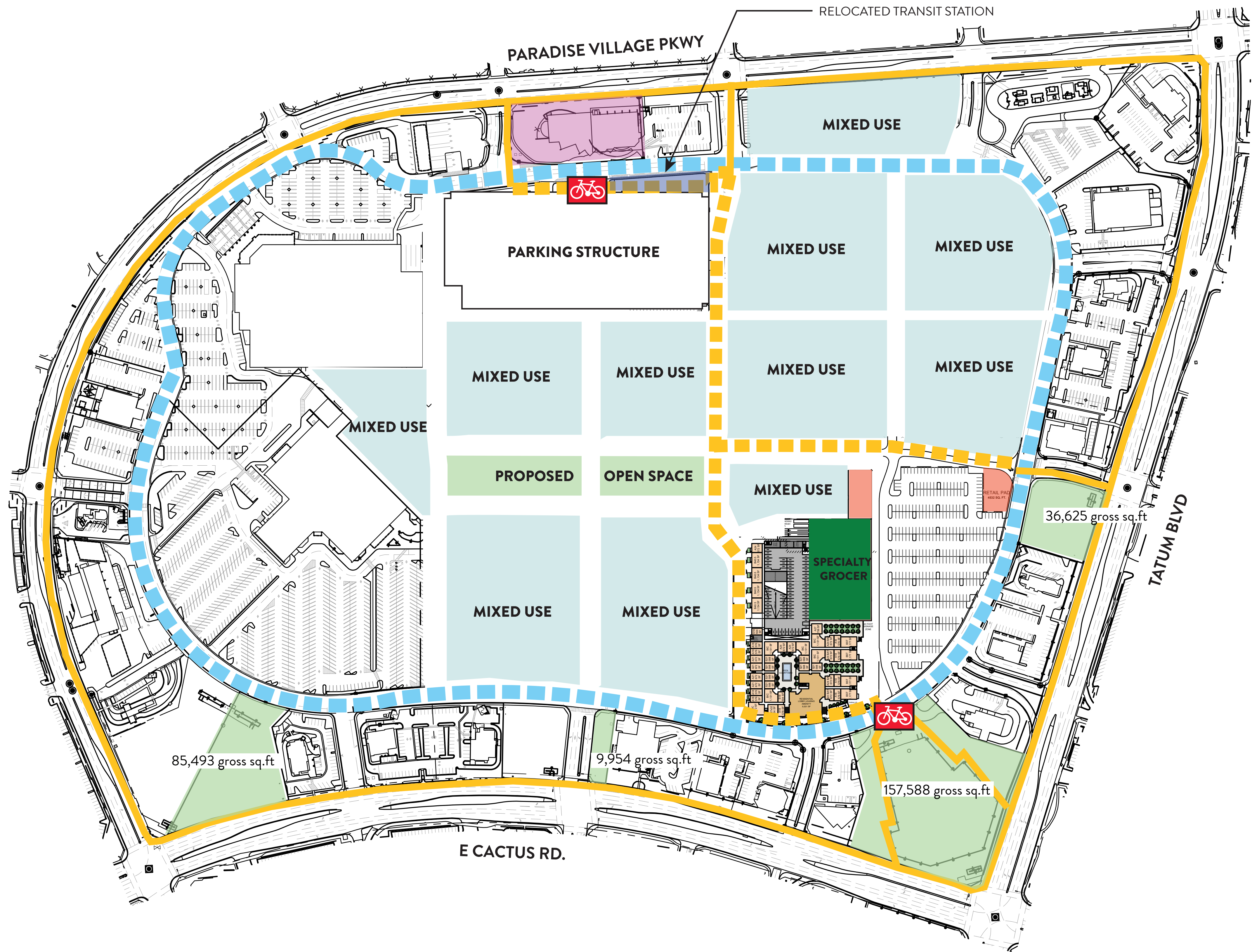
Nelsen Partners, Inc.
Austin | Scottsdale

15210 North Scottsdale Road
Suite #300
Scottsdale, Arizona 85254
t 480.949.6800
nelsonpartners.com

PRELIMINARY

NOT FOR
CONSTRUCTION
OR
RECORDING

PARADISE VALLEY MALL
4568 E CACTUS RD
PHOENIX, AZ 85032



LEGEND

- TRANSIT STATION
- PUBLIC LIBRARY
- OPEN SPACE
- RETAIL
- RESIDENTIAL
- GROCERY
- MIXED USE
- INTERNAL "LOOP ROAD"
- EXISTING PEDESTRIAN CIRCULATION
- PROPOSED PEDESTRIAN CIRCULATION
- BICYCLE REPAIR STATION

TABULATIONS

Gross Site Area: 91.977 acres or 4,006,518 sq.ft

OPEN SPACE

Existing Open Space: 289,660 sq. ft gross
Required Open Space: 0.05 x 4,006,518 sq ft =
200,326 sq.ft

KIVA #
SDEV #
QS #
PAPP #

CITY OF PHOENIX

JAN 26 2021

Planning & Development
Department

Date

JANUARY 25, 2021

Drawings and written material appearing
herein constitute original and unpublished
work of the architect and may not be
duplicated, used, or disclosed without
written consent of the architect.

© 2019 NELSEN PARTNERS, INC.

Project No.
20042

A101.1

PRELIMINARY ILLUSTRATIVE
PEDESTRIAN CIRCULATION AND
OPEN SPACE

01 PRELIMINARY ILLUSTRATIVE PEDESTRIAN CIRCULATION AND OPEN SPACE PLAN
SCALE: 1" = 150'

