



Village Planning Committee Meeting Summary

Z-65-20-6

Date of VPC Meeting	July 6, 2021
Request From	P-1 (Parking District) and C-2 (Intermediate Commercial District)
Request To	PUD (Planned Unit Development)
Proposed Use	Multifamily residential
Location	Approximately 180 feet south of the southeast corner of 7th Street and Palo Verde Lane
VPC Recommendation	Approval with a modification
VPC Vote	11-0

VPC DISCUSSION & RECOMMENDED STIPULATIONS:

Sofia Mastikhina, staff, provided an overview of the proposal, including its location, current and surrounding zoning, and General Plan Land Use Map designation. She outlined the proposed development standards, noting that the proposed height includes limitations along both street frontages to create a more pedestrian-friendly environment. She described the proposed vehicular access and the vehicular restrictions along the site's secondary frontage along 8th Place, which will only provide access to six individual townhome units and will not provide access to the main parking garage. She then presented staff's findings, recommendation, and stipulations. She noted an error in the staff report stipulations, explaining that staff recommends a maximum projecting sign area of 40 square feet, not 30 square feet.

George Pasquel III, representative with Withey Morris, PLC, provided an overview of the subject site and its surroundings, the community outreach conducted by the applicant, and the main proposed development standards. He explained the site layout, including the vehicular circulation and limited access on 8th Place, as well as the proposed improvements to the pedestrian realm along the primary frontage on 7th Street. He provided a comparison between the existing streetscape and the proposed streetscape design to illustrate the significant pedestrian safety and design improvements proposed. He then presented an illustration of the proposed projecting sign along the primary building façade on 7th Street at a maximum sign area of 56 square feet, and contrasted it with the staff-supported 36 square feet, noting that the larger sign is needed and is more in scale with the building giving its location along a

major arterial street. He also presented photo examples of other signs present on this street to show that they are quite large.

COMMITTEE QUESTIONS

Barry Pacey asked for clarification on the proposed sign size in relation to what staff is recommending. **Pasquel** explained that the city is supportive of a maximum sign area of 40 square feet, and the applicant is proposing a 53-square-foot sign, with a maximum of 60 square feet allowed in the PUD to allow for some design flexibility. He noted that the applicant is agreeable to all other staff recommended stipulations.

Hayleigh Crawford expressed concern with only having one loading space for the project and asked if the applicant has discussed this with the community. **Pasquel** explained that there will be guest parking for individual units' loading needs, and that one loading space for major multifamily residential deliveries has proven to be more than enough in all of Alliance Residential (applicant) projects. **Crawford** asked for clarification regarding the proposed guest parking and bicycle parking proposed in the PUD narrative. **Pasquel** replied that the project will be providing 25 guest parking spaces in addition to what is required by the Zoning Ordinance and asked staff to clarify the bicycle parking. **Mastikhina** explained that the bicycle parking ratio in the proposed development narrative is taken directly from the standards set forth in the Walkable Urban Code of the Phoenix Zoning Ordinance. **Crawford** then asked for confirmation that enhanced landscaping will be provided and if recycling will be provided on the site. **Pasquel** replied that yes, the landscaping in the proposed PUD exceeds Zoning Ordinance requirements to provide ample shade especially along street frontages, and that recycling chutes connecting to a central recycling container will be provided.

Linda Bair asked staff if the committee can stipulate the projecting sign to specific dimensions, such as the depicted 15-foot length. **Mastikhina** replied yes, the committee can stipulate to modify the development narrative to a specific sign standard. **Bair** stated that the applicant's proposed 53-square-foot sign looks to have a better scale in comparison to the building mass.

Chair Jay Swart expressed concern with not receiving a traffic impact analysis to review prior to the meeting and asked staff to require these from applicants to be provided to the committee.

PUBLIC COMMENT

Sandy Grunow, of the Phoenix Midcentury Modern Neighborhood Association, thanked the applicant for incorporating several of the community's feedback into the project, most notably on the design of the 7th Street frontage. She echoed the Chair's concern with traffic impact analyses and stated that traffic remains a concern for this project, as well as a loss of street parking spaces on 8th Place. She also stated that there are irrigation lines on 8th Place and expressed concern with these being damaged due to construction traffic. **Pasquel** stated that there is a concrete irrigation line along the east side of the property and that any damage to that line would be developer's responsibility. He also noted that there is plenty of street parking available on 8th Place, which won't be impacted much by this development as each of the six proposed townhome units along this frontage will have its own two-car garage,

MOTION

Paceley made a motion to approve the request as filed, with committee member Bair's modification to the projecting sign standard to allow a maximum sign area of 53 feet, with a length of 15 feet and width of 3 feet. **Greg Abbott** seconded the motion.

VOTE

11-0: Motion passes with committee members Swart, Fischbach, Abbott, Augusta, Bair, Thraen, Crawford, Garcia, Grace, Paceley, and Trauscht in favor.

VPC RECOMMENDED MODIFICATION TO STIPULATIONS:

1. An updated Development Narrative for the Broadstone on 7th PUD reflecting the changes approved through this request shall be submitted to the Planning and Development Department within 30 days of City Council approval of this request. The updated Development Narrative shall be consistent with the Development Narrative date stamped June 4, 2021, as modified by the following stipulations:
 - a. Front cover: Revise the submittal date information on the bottom to add the following: Hearing draft submittal: June 4, 2021; City Council adopted: [Add adoption date].
 - b. Page 10, Development Standards Table, Parking Setbacks: Please replace "Rear Lot Line (8th Place)" with "Secondary Frontage (8th Place)."
 - c. Page 12, Signage Standards: Replace "Walkable Urban Code Section 1309" with "Walkable Urban Code Section 1308" to reference the correct Zoning Ordinance section.
 - d. Page 12, Signage Standards Table, Projecting Sign: Revise the maximum sign area to ~~30~~ 53 square feet, WITH A MAXIMUM LENGTH OF 15 FEET AND MAXIMUM WIDTH OF 3 FEET.
2. All cross-access agreements shall incorporate a pedestrian pathway, as approved by the Planning and Development Department.
3. The developer shall dedicate a 10-foot-wide sidewalk easement on the east side of 7th Street, as approved by the Planning and Development Department.
4. The applicant shall submit a traffic statement to the City for this development. No preliminary approval of plans shall be granted until the study is reviewed and approved by the City. Contact the Street Transportation Department 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, Development Coordination Section.
5. The developer shall construct all streets within and adjacent to the development with paving, curb, gutter, sidewalk, curb ramps, streetlights, landscaping and other incidentals, as per plans approved by the Planning and Development Department. All improvements shall comply with the current ADA Guidelines.

6. 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.