

## Attachment B - Staff Report



### City of Phoenix

PLANNING AND DEVELOPMENT SERVICES

**Staff Report**  
**Zoning Ordinance Text Amendment**  
**Z-TA-1-18**  
April 4, 2018

**Application Z-TA-1-18:** Amend Section 1204.D (Land Use Matrix) of the Phoenix Zoning Ordinance to add Tattoo/body piercing studios as a permitted use in the Evans Churchill East Character Area.

**Staff Recommendation:** Staff recommends approval of Z-TA-1-18 as shown in the recommended text in Exhibit A of the staff report.

**Background:** The Evans Churchill East Character Area is part of the Downtown Phoenix Urban Form Project and the Downtown Code. The Evans Churchill East Character Area is generally bounded by Moreland Street to the north, 7th Street to the east, McKinley Street to the south from 6th Street to 7th Street, Garfield Street to the south from 4th Street to 6th Street, and 4th Street to the west.



As outlined in the 2008 Downtown Phoenix Urban Form Project, the Evans Churchill East Character Area was historically filled with single-family bungalows. The two blocks between 4th and 6th Streets and Roosevelt and Garfield Streets are what remains of the original Evans Churchill.

Although not a historic district, these blocks contain examples of bungalows, many being transformed into art galleries, unique retail and coffee shops.



These properties are venues for the arts, contributing to the economic vitality of the area.

Evans Churchill East Character Area has become a dynamic mixed use area that continues to evolve as a significant arts-oriented community, and as the home to unique art galleries and trendy restaurants. Many of the single family bungalows on the north side of Roosevelt Street have been demolished to make way for high density mixed use projects. The identity and character of the Evans Churchill neighborhood continues to evolve as an arts-oriented community.

**Purpose:** This request to amend the land use matrix of the Downtown Code to permit tattoo/body piercing studio services in the Evans Churchill East Character Area is consistent with the primary intent of the Evans Churchill East Character Area. Section 1214.A. of the Phoenix Zoning Ordinance states that the "primary intent of the Evans Churchill East Character Area is to be a continuously evolving arts oriented community" consisting of "arts oriented uses coupled with various small businesses that cater to the needs of artists. "Obje Tattooing is a well-established form of art. Tattoo/body-piercing studios are the type of uses that coincide with the intent of the Evans Churchill East Character Area.



**Conforms with City Objectives:**

1. A challenge pointed out in the Downtown Phoenix Urban Form Project related to the Evans Churchill Character Area is that “adaptive reuse of existing historic single-family homes is key to maintaining the vibrant mix of uses and building types. As the area redevelops, efforts need to be made to ensure these structures and the eclectic mix of uses they have fostered are preserved.” The proposed text amendment helps to address this challenge by allowing an arts-oriented, eclectic land use that is commonly established in buildings that are adaptively reused.
2. Another challenge noted in the Downtown Phoenix Urban Form Project related to the Evans Churchill Character Area is enhancing the image of Evans Churchill as an arts-oriented community. Allowing tattoo/body piercing studios as a permitted land use in the Evans Churchill East Character Area helps to reinforce the area’s image as an arts-oriented community.
3. The proposal is consistent with the following General Plan goals and policies:
  - CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; ARTS AND CULTURE; LAND USE PRINCIPLE: Promote development of live/work spaces for artists.
  - CREATE AN EVEN MORE VIBRANT DOWNTOWN CORE VALUE; OPPORTUNITY SITES; CODES TOOL: Amend the Downtown Code in the Phoenix Zoning Ordinance to encourage creative ways to activate vacant storefronts and parcels.

**Conclusion:** Staff recommends approval of Z-TA-1-18 as proposed in Exhibit A due to the fact that the Evans Churchill East Character Area has evolved over time from a single-family neighborhood to an eclectic, high density, mixed use district that caters to the arts and small business. This text amendment will amend Chapter 12, Section 1204.D. (Land Use Matrix) to add tattoo/body piercing studios as a permitted use in the Evans Churchill East Character Area.

**Writer**

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4/4/2018

**Team Leader**

Racelle Escolar

**Exhibits**

- A. Proposed Language
- B. Community Input

## EXHIBIT A

Text Amendment Z-TA-1-18: DTC - Evans Churchill East

**Proposed Language:**

**Amend Chapter 12, Section 1204.D. (Land Use Matrix) to read as follows:**

LAND USE CATEGORIES	CHARACTER AREAS			
	<i>ACTIVE USE</i>	***	<i>Evans Churchill East</i>	***
***				
Services				
***				
Tattoo/Body-Piercing Studio	x	***	np P	***
***				

## **Exhibit B**

### **Community Input:**

- Evans Churchill Neighborhood Association is in support of this proposal as outlined in their minutes from their April 11, 2018 meeting.
- Downtown Voices is in support of this proposal as outlined in their April 14, 2018 meeting minutes.
- A homeowner in the Artisan Village Condo Community sent in a letter of opposition stating a tattoo parlor would be a negative in the neighborhood.
- ADOT send an e-mail stating they are neutral on zoning matters.