



City of Phoenix

PLANNING AND DEVELOPMENT DEPARTMENT

To: City of Phoenix Planning Commission

Date: October 1, 2020

From: Sofia Mastikhina
Laveen Village Planner

Subject: ITEM NO. 11 (Z-12-20-7 LAVEEN SPECTRUM PUD) – NORTHWEST CORNER OF 59TH AVENUE AND BASELINE ROAD

This memo is to address corrections to the Laveen Spectrum PUD Development Narrative, and a revised exhibit to the “Perimeter Design Corridor Supplement to the PUD Narrative (September 2020)” and update the staff recommendation.

The Laveen Village Planning Committee (VPC) recommended approval of Z-12-20-7 (Laveen Spectrum PUD) with an additional stipulation on September 14, 2020 by a vote of 4-3.

The applicant has modified the Perimeter Design Corridor Supplement to the PUD Narrative to add a greater number of mandatory design requirements for all buildings within 100 feet of Baseline Road and 59th Avenue, per the feedback received from the Laveen Village Planning Committee. These required additions are as follows and is addressed in Stipulation 1.e:

- Reduce building mass by using a combination of architectural techniques;
- Design elements for buildings with facades greater than 100-feet in length;
- Exterior finishes: maximum 75 percent stucco coverage, accent color palettes for building trim, signage and accent areas, building colors that reduced reflectivity.

In the current PUD narrative, the above design elements were offered as an option for buildings within the project perimeter areas. The applicant has submitted the revised supplement to make these required elements.

In addition, staff recommends a modification Stipulation 1.a to reflect that the August 21, 2020 narrative submittal is the fourth, not the third submittal. Further, the current version of the development narrative lists community garden as a subsection of a park and ride facility permitted use. Stipulation 1.d will modify the narrative to correctly list community garden as a standalone permitted use within Development Sub-Area 2.

Staff recommends approval, subject to the revised stipulations below:

Z-12-20-7 (Laveen Spectrum PUD) Revised Stipulations:

1. An updated Development Narrative for the Laveen Spectrum 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 August 21, 2020, as modified by the following stipulations:
 - a. Front cover: Revise the submittal date information on the bottom to add the following: ~~Third~~ FOURTH submittal: August 21, 2020; City Council adopted: [Add adoption date].
 - b. Page 25, Table 3, Trees: Trees in streetscape landscape areas along Baseline Road shall be minimum 50 percent 2-inch caliper, 25 percent 3-inch caliper, and 25 percent 4-inch caliper.
 - c. PAGE 17, TABLE 2: DEVELOPMENT STANDARDS, MINIMUM OPEN SPACE: RESIDENTIAL USES IN DEVELOPMENT SUB-AREA 2 AND 3 SHALL HAVE A MINIMUM OF 15 PERCENT OPEN SPACE.
 - D. PAGE 14, DEVELOPMENT SUB-AREA 2 LAND USES: REVISE FORMATTING TO REFLECT COMMUNITY GARDEN BEING A STANDALONE PERMITTED USE.
 - E. PAGES 72 THROUGH 78: APPENDIX K, PERIMETER DESIGN CORRIDOR SUPPLEMENT TO THE PUD NARRATIVE: THIS EXHIBIT SHALL BE REPLACED WITH THE PERIMETER DESIGN CORRIDOR SUPPLEMENT DATED SEPTEMBER 2020.
2. The developer shall dedicate right-of-way and construct one bus stop pad along westbound Baseline Road west of the 59th Avenue alignment. The bus stop pad shall be constructed according to City of Phoenix Standard Detail P1262 with a minimum depth of 10 feet. The bus stop pad shall be spaced from the intersection of 59th Avenue and Baseline Road according to City of Phoenix Standard Detail P1258.
3. The developer shall dedicate right-of-way and construct one bus stop pad along southbound 59th Avenue south of the Carson Road alignment. The bus stop pad shall be constructed according to City of Phoenix Standard Detail P1262 with a minimum depth of 10 feet. The final bus stop pad placement to be approved by the Public Transit Department.
4. The developer shall dedicate right-of-way and construct one bus stop pad along southbound 59th Avenue south of the Vineyard Road alignment. The bus stop pad shall be constructed according to City of Phoenix Standard Detail P1262 with a minimum depth of 10 feet. The final bus stop pad placement to be approved by the Public Transit Department.

5. The developer shall dedicate minimum 80-foot right-of-way for the west half of 59th Avenue tapering to the north, as approved by the Street Transportation Department.
6. The developer is fully responsible for any relocation or modification of the traffic signal at 59th Avenue and Baseline Road.
7. Existing irrigation facilities along any existing or proposed right-of-way are to be undergrounded and/or relocated outside of City right-of-way. Contact SRP to identify existing land rights and establish appropriate process to relocate facility. Relocations that require additional dedications or land transfer require completion prior to obtaining plat and/or civil plan review approval.
8. The applicant shall submit a Traffic Impact Study/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.
9. The developer shall construct all streets within and adjacent to the development with paving, curb, gutter, sidewalk, curb ramps, 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.
10. If determined necessary by the Phoenix Archaeology Office, the applicant shall conduct Phase I data testing and submit an archaeological survey report of the development area for review and approval by the City Archaeologist prior to clearing and grubbing, landscape salvage, and/or grading approval.
11. If Phase I data testing is required, and if, upon review of the results from the Phase I data testing, the City Archaeologist, in consultation with a qualified archaeologist, determines such data recovery excavations are necessary, the applicant shall conduct Phase II archaeological data recovery excavations.
12. 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.
13. DEVELOPER SHALL PROVIDE NOTICE TO THE CHAIR OF THE LAVEEN VILLAGE PLANNING COMMITTEE UPON SUBMITTAL OF A PRELIMINARY SITE PLAN APPLICATION TO THE PLANNING AND DEVELOPMENT DEPARTMENT FOR EACH INDIVIDUAL DEVELOPMENT PROJECT. THE NOTICE SHALL INCLUDE A COPY OF THE PRELIMINARY SITE PLAN SUBMITTAL AND THE DATE AND TIME OF THE PRELIMINARY SITE PLAN PUBLIC REVIEW MEETING WITH PLANNING AND DEVELOPMENT DEPARTMENT STAFF.

14. CONCURRENT WITH THE DEVELOPMENT OF THE FIRST INDIVIDUAL DEVELOPMENT PROJECT WITHIN A DEVELOPMENT SUB-AREA, ALL REQUIRED STREETScape ZONE PERIMETER SETBACK LANDSCAPING FOR THE ENTIRE DEVELOPMENT-SUB-AREA MUST BE INSTALLED.

Attachments:

Perimeter Design Corridor Supplement to the PUD Narrative (September 2020)

LAVEEN SPECTRUM

Perimeter Design Corridor Supplement to the PUD Narrative

September 2020

PREPARED FOR:

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Perimeter Design Corridor Design Guidelines Summary:

Laveen Spectrum is an approximately 71.9-acre planned mixed use development located at the northwest corner of Baseline Road and 59th Avenue. The project is planned to include a mix of commercial and residential development within this growing area of Laveen. While the PUD allows for a degree of development flexibility, it also provides for enhanced design guidelines along the site's arterial perimeters to ensure a high level of design and development continuity as viewed from the project edge. This *Perimeter Design Corridor* design guidelines document is provided as a supplement to the PUD Narrative to provide further assurance of the high level of design planned for the project's arterial-facing frontages. The design guidelines provided within this document are in addition to the design guidelines and development standards already within the PUD Narrative. The PUD Narrative includes standards related to the following:

- Perimeter landscape standards
- Enhanced perimeter shade standards
- Enhanced perimeter pedestrian improvements
- Enhanced project gateway areas
- Conformance with identified Complete Street standards

The following *Perimeter Design Corridor* design guidelines, as outlined below, are intended to provide for elevated architectural and thematic design assurances in addition to the perimeter landscape and pedestrian circulation standards. Below are outlined "Design Requirements" which all development within the *Perimeter Design Corridor* area is required to incorporate as well as "Design Options" of which a minimum of three design elements are required within the *Perimeter Design Corridor* area. Together these *Perimeter Design Corridor* design guidelines will establish a cohesive enhanced design language along the site's key public-facing (arterial) perimeters.

Applicability:

The *Perimeter Design Corridor* requirements apply to closed buildings with perimeter-facing facades and landscape areas located within 100-feet of adjacent arterial roadways (Baseline Road and 59th Avenue) as measured from the perimeter property boundary. See **Exhibit 1: Perimeter Design Corridor Map**. The *Perimeter Design Corridor* captures the area most visible from these public edges and establishes an enhanced edge treatment zone to the benefit of the greater Laveen community.

Design Requirements (all required):

All design elements listed below are to apply to development within the Perimeter Design Corridor area.

- BUILDING MASSING:** Reduce building mass by using a combination of the following techniques:
 - Variation in the roofline and form;
 - Use of ground level arcades and covered areas, protected or recessed building entrances;
 - Vertical elements on or in front of expansive blank walls;
 - Use of pronounced wall plane offsets and projections;
 - Use of focal points and vertical accents;
 - Inclusion of windows on elevations facing streets and pedestrian areas.

- CHARACTER WALLS:** To promote common thematic design elements within the *Perimeter Design Corridor*, a wall system consisting of screen walls, view fencing and theme walls shall be constructed exhibiting common colors and materials. Wall heights, locations and other restrictions shall be subject to development standards as defined by the PUD Narrative. Wall elevations, by type with specific improvement standards, have been identified in **Exhibit 2: Wall Details**. Specific locations and alignments of character wall improvements shall be determined at time of preliminary site plan submittal for each phase of the site development.

- DESIGN ELEMENTS:** For buildings with facades greater than 100-feet in length, a minimum of two of the following elements shall repeat at appropriate intervals, either horizontally or vertically. These architectural elements may include the following: texture and material changes, offsets, reveals, archways or projecting ribs; wall plane projections or recesses, variations in window systems, vertical landscape features, public art.

- EXTERIOR FINISHES:** Perimeter-facing building facades within the *Perimeter Design Corridor* shall be limited to a maximum of 75% stucco coverage. Additionally,
 - Building trim, signage and accent areas shall feature different building materials and different colors than the building field color if compatible with the architectural design;
 - All primary building colors shall be selected to limit reflectivity. Brighter tones may be utilized in limited areas as accent colors to enhance entries, focal points, signage and other prominent building features.

- PEDESTRIAN LIGHTING:** All pedestrian routes within the *Perimeter Design Corridor* shall be required to lit with a common pedestrian-scale lighting fixture type that is consistent throughout the Corridor Area. Lighting elements shall be placed no greater than 30 feet apart and shall be located proximate to the multi-use pathways along the project frontages. Lighting shall be thoughtfully blended with landscape and hardscape improvements.

Additional Design Options (minimum 3 required):

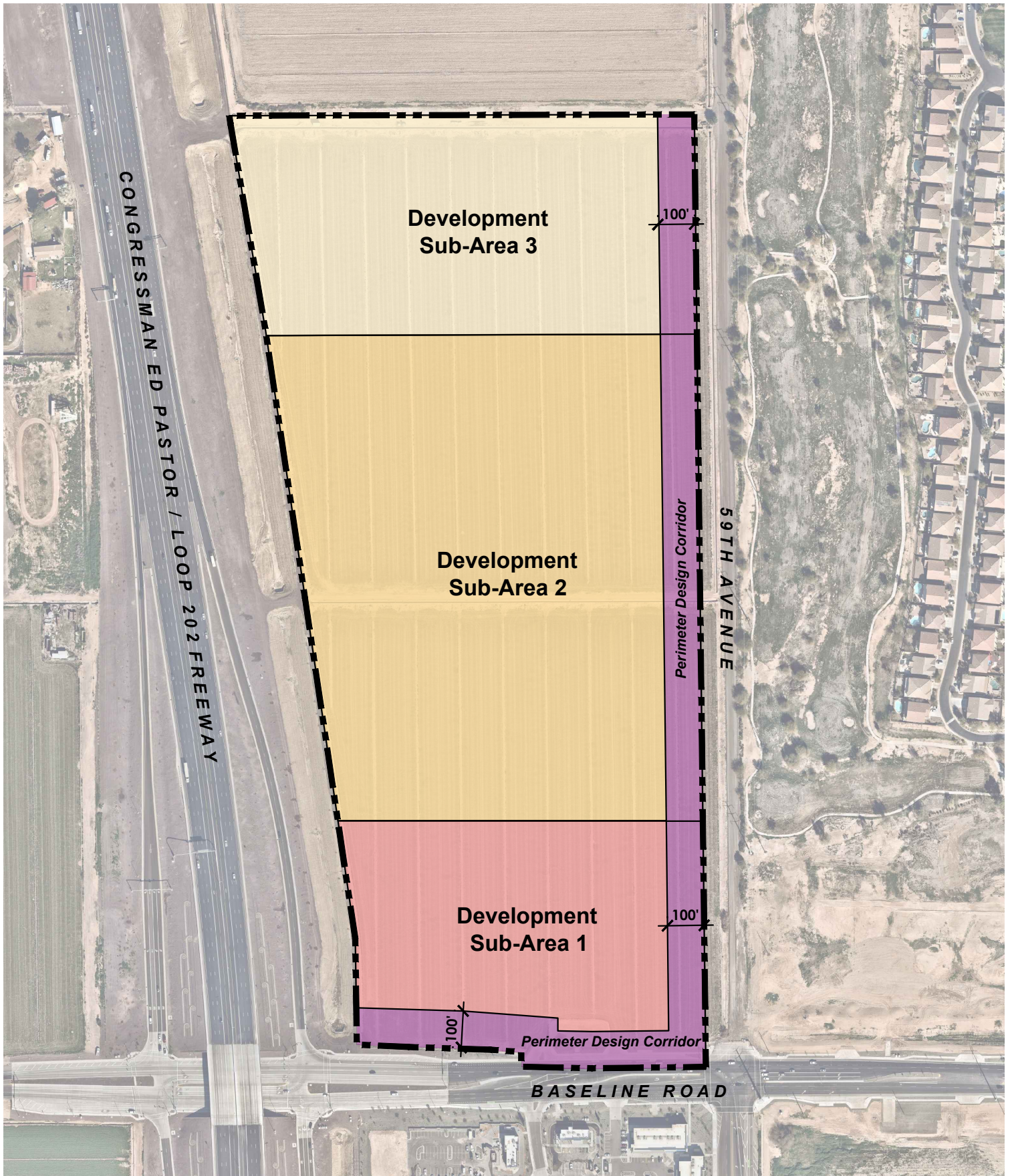
In addition to the above “Design Requirements”, development within the Perimeter Design Corridor are required to incorporate a minimum of three of the following thematic design elements listed below.

- SHADING:** Buildings shall demonstrate the application of shading features for no less than 50% of window openings. Shading elements may include the following: suspended canopies, posted canopies, building overhangs, screen walls, window eyebrows, awnings, shade sails, and pergolas.
- BUILDING ENTRIES:** Buildings shall include distinctive entry statements at each primary building entry. Entry statements can be established in multiple ways:
 - Differentiated building massing (vertical elements, building envelopes);
 - Incorporation of fixed shading elements;
 - Use of a special or different façade material;
 - Utilization of accent lighting and/or creative signage,
- BUILDING MASSING:** Within individual developments that include multiple buildings, vary the size massing and height of the building in relation to each other. Building mass should be broken into smaller elements, consistent with the proportions of the architectural style and surrounding uses.
- DESIGN ELEMENTS:** Provide human scale within the built environment with the inclusion of items such as ground level plazas, shaded courtyards, entry doorways, etc.
- DESIGN ELEMENTS:** Incorporate the use of materials conducive to the Modern-Rural theme within landscape and building materials to reflect the rural agrarian heritage of the area.
- DESIGN ELEMENTS:** Incorporate architectural embellishments and detailing such as textural changes, pilasters, offsets, recesses, variation in window size and location and/or other overhang canopies into building façade designs,

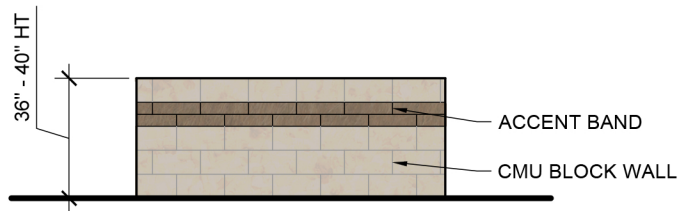
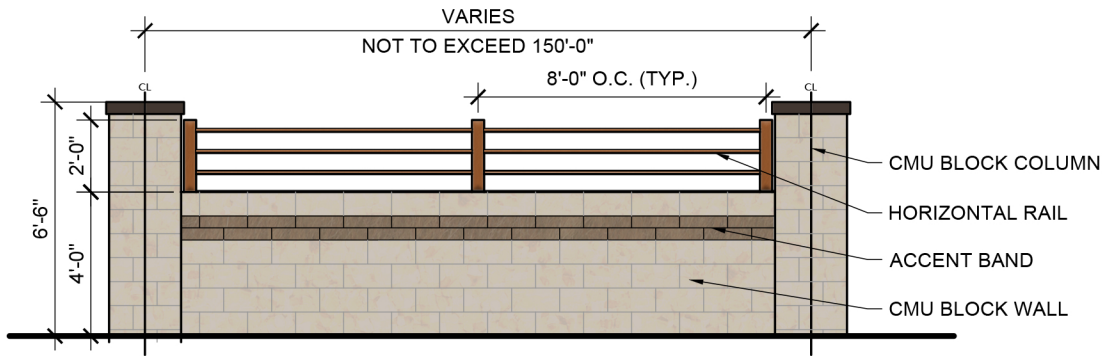
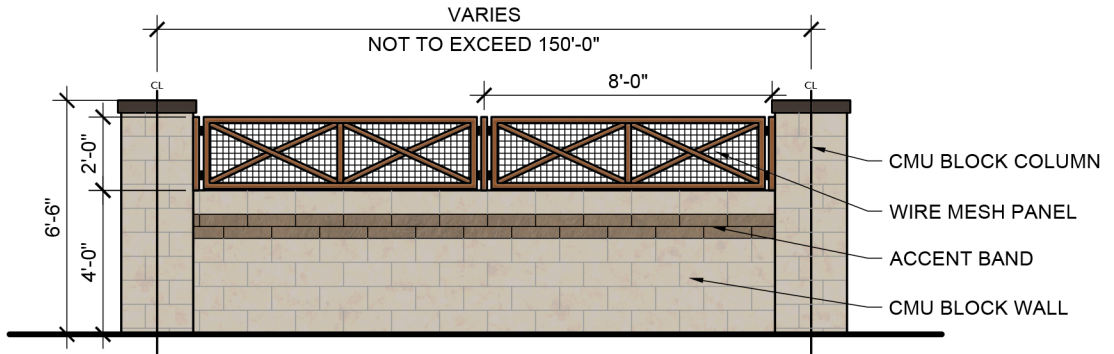
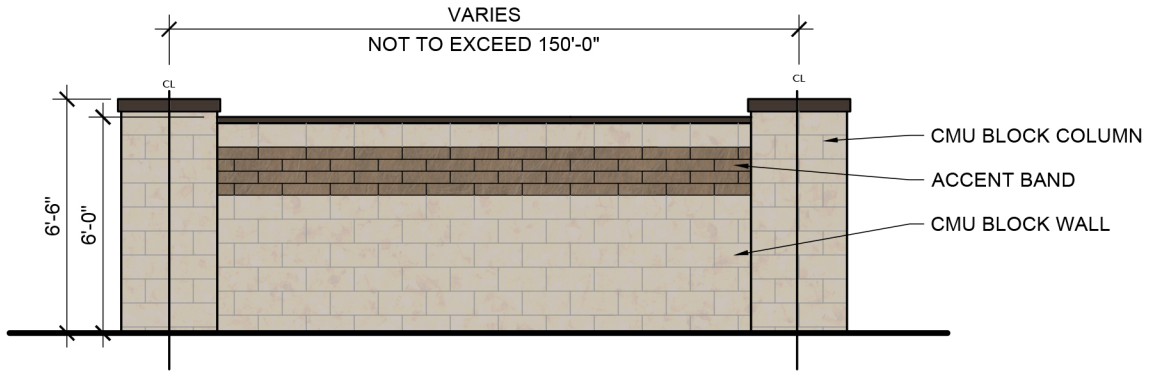
- BUILDING ORIENTATION:** Provide a minimum of 60% of ground-floor facades as storefront style windows for retail and office uses to allow for visual observation of the street.

- DESIGN ELEMENTS:** A minimum of 50% of the area of the front ground floor building facade shall be composed of windows, shadow boxes, artwork or comparable architectural features. The area to be counted toward the 50% shall begin no higher than 12 feet above finished floor. This computation will exclude entrances to parking and loading areas

- ROOF SYSTEMS:** for residential projects, incorporate a minimum of two district roofing types to breakup large roofing expanses.



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