



City of Phoenix
PLANNING AND DEVELOPMENT DEPARTMENT

**Staff Report Z-15-20-8
(The Governor PUD)
December 10, 2020**

[Central City Village Planning Committee Meeting Date:](#) December 14, 2020
[Planning Commission Hearing Date:](#) January 7, 2021

Request From: R1-6 (Single-Family Residence District) (1.44 acres) and C-2 (Intermediate Commercial) (1.42 acres)
Request To: PUD (Planned Unit Development) (2.86 acres)
Proposed Use: Planned Unit Development to allow a mix of commercial and multifamily residential development.
Location: Approximately 370 feet west of the southwest corner of 18th Street and McDowell Road
Owner: Les Litwin, WLD Housing, LLC
Applicant/ Representative: Wendy Riddell, Esq., Berry Riddell
Staff Recommendation: Approval, subject to stipulations

General Plan Conformity			
<u>General Plan Land Use Map Designation</u>		Commercial	
<u>Street Map Classification</u>	McDowell Road	Arterial	Varies, 40 to 42.28-foot south half street
	Brill Street	Local	35-foot north half street
<p><i>CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; HEALTHY NEIGHBORHOODS; DESIGN PRINCIPLE: Establish design standards and guidelines for parking lots and structures, setback and build-to lines, blank wall space, shade, and other elements affecting pedestrians, to encourage pedestrian activity and identify options for providing pedestrian-oriented design in different types of development.</i></p> <p>The proposed development includes shade trees, frontage type requirements, maximum building setbacks, and public art standards to provide a pedestrian-oriented building design and encourage pedestrian activity.</p>			

CONNECT PEOPLE AND PLACES CORE VALUE; OPPORTUNITY SITES; LAND USE PRINCIPLE: Promote and encourage compatible development and redevelopment with a mix of housing types in neighborhoods close to employment centers, commercial areas, and where transit or transportation alternatives exist.

The proposal seeks to convert an underutilized site into a multifamily residential and commercial development to provide more housing options along a commercial corridor. The proposal is also located near downtown and major employers such as Banner-University Medical Center and is along a potential bus-rapid transit route.

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.

The proposed development provides trees and shade on both Brill Street and McDowell Road which will reduce the urban heat island effect while also improving thermal comfort to site users and the surrounding neighborhood.

Applicable Plan, Overlays, and Initiatives

[Transit Oriented Development Strategic Policy Framework](#) – See Background Item No. 14 below.

[Housing Phoenix Plan](#) – See Background Item No. 15.

[Comprehensive Bicycle Master Plan](#) – See Background Item No. 16 below.

[Complete Streets Guiding Principles](#) – See Background Item No. 17.

[Tree and Shade Master Plan](#) – See Background Item No. 18.

[Reimagine Phoenix](#) – See Background Item No. 19.

Surrounding Land Uses/Zoning

	<u>Land Use</u>	<u>Zoning</u>
On Site	Vacant land and commercial building	R1-6 and C-2
North (across McDowell Road)	Commercial and retail uses	C-2
South (across Brill Street)	Church and vacant land	R1-6 HP
East	Multifamily residences and retail uses	R1-6, R-4 RI and C-2

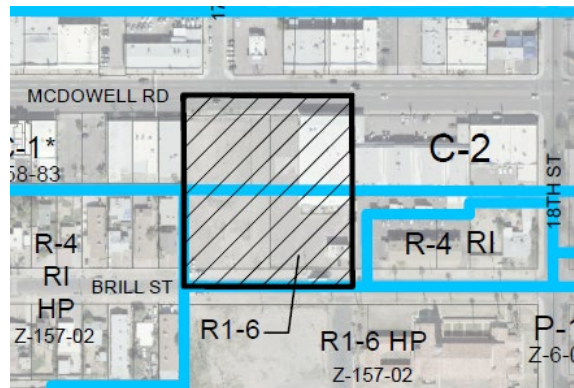
West	Single-family and multifamily residences, office, and retail uses	R-4 RI HP and C-2
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Background/Issues/Analysis

SUBJECT SITE

1. This request is to rezone a 2.86-acre site located approximately 370 feet west of the southwest corner of 18th Street and McDowell Road from R1-6 (Single-Family Residence District) (1.44 acres) and C-2 (Intermediate Commercial) (1.42 acres) to PUD (Planned Unit Development) (2.86 acres) to allow multifamily residential and commercial uses.

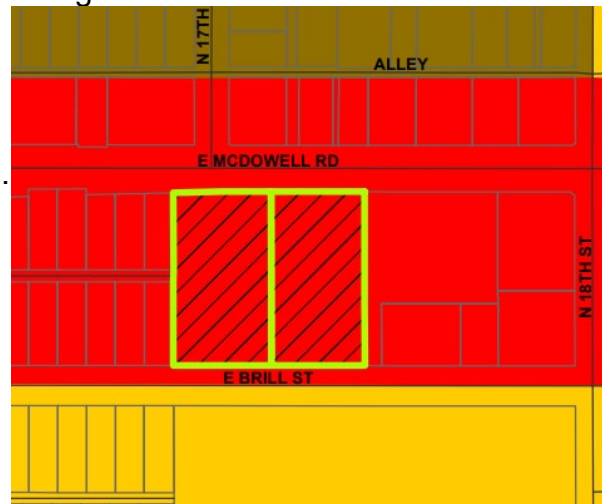
Figure A: Site Context and Surrounding Land Uses



Source: Planning and Development Department

2. The subject site has a General Plan Land Use Map designation of Commercial. The multifamily residential and commercial land uses proposed in the PUD are consistent with this designation. The surrounding designations to the north, east and west are also commercial. To the south, across Brill Street, is designated as Residential 3.5 to 5 dwelling units per acre.

Figure B: General Plan Land Use Map Designation



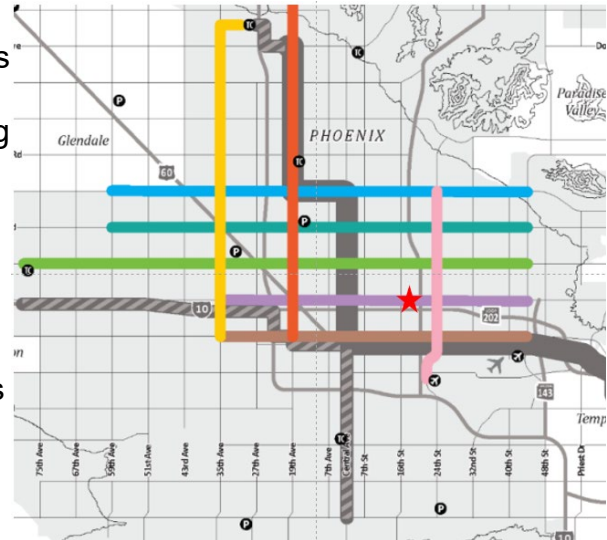
Source: Planning and Development Department

Legend

- Commercial
- 10 to 15 du/acre
- 3.5 to 5 du/acre

- The subject site is within the Miracle Mile Commercial District which spans along McDowell Road from 7th Street to State Route 51. Since the 1940s the district has been a retail and commercial corridor for small businesses and large retailers lining the north and south sides of McDowell Road. To that end, the site contains a historic former Safeway grocery store, which the applicant proposes to partially repurpose for retail space. Further, the site fronts McDowell Road which is a proposed Bus Rapid Transit corridor. Bus Rapid Transit is a high capacity bus service that focuses on improved speed, reliability and convenience.

Figure C: Proposed Bus Rapid Transit Routes



Source: Public Transit Department

Figure D: Miracle Mile Commercial District Map



Source: City of Phoenix Historic Preservation Office

EXISTING CONDITIONS & SURROUNDING ZONING

- The subject site contains vacant land and a vacant commercial building, formerly Safeway Grocery Store #128 and a Sears store. To the north, across McDowell Road, is Hope Women’s Shelter, commercial uses such as a yoga studio and bar, in addition to a vacant commercial building all zoned C-2. To the south, across Brill Street, is a church and vacant land zoned R1-6 HP. To the east are retail stores zoned C-2 and R1-6, and multifamily residential zoned R-4 RI. To the west are offices and retail uses zoned C-2, and multifamily and single-family residences zoned R-4 RI HP.

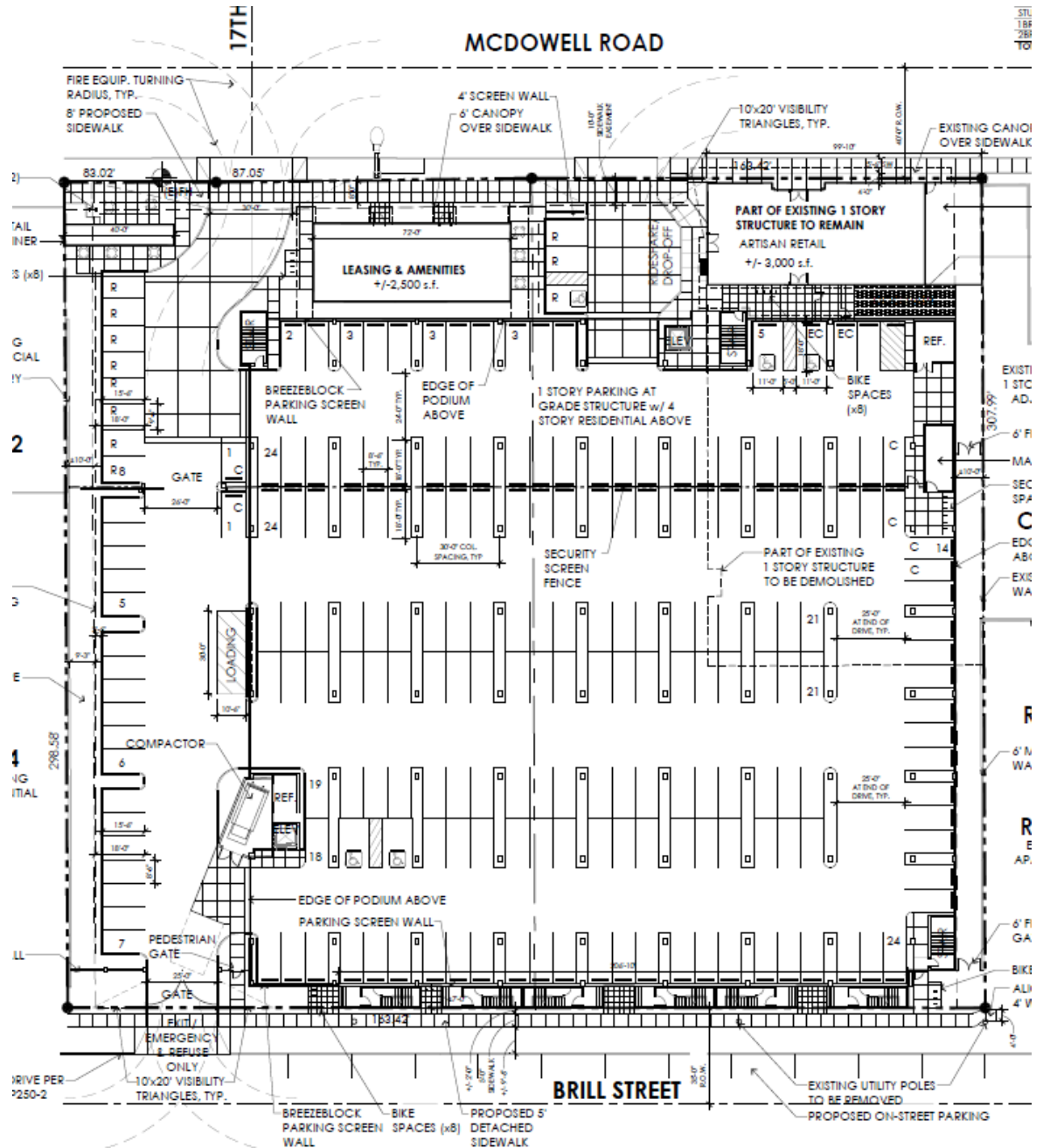
PROPOSAL

5. The proposal was developed utilizing the PUD zoning designation. The Planned Unit Development (PUD) is intended to create a built environment that is superior to that produced by conventional zoning districts and design guidelines. Using a collaborative and comprehensive approach, an applicant authors and proposes standards and guidelines that are tailored to the context of a site on a case by case basis. Where the PUD Development Narrative is silent on a requirement, the applicable Zoning Ordinance provisions will be applied.
6. The development standards contained within the PUD were developed to account for the unique configuration of the lot. The site is limited to access along McDowell Road, a busy arterial and candidate for Bus Rapid Transit, and Brill Street, which fronts the Brentwood Historic District. The site contains a historically eligible building and is bordered by a mix of uses ranging from single-family residential to offices and retail uses. The proposed development standards in this PUD are intended to maximize use of the site while still being mindful of surrounding conditions.
7. Due to the site's strategic location along a major commercial arterial and potential BRT route, the PUD proposes development standards consistent with the Walkable Urban Code to provide an enhanced pedestrian-oriented development along the Miracle Mile Commercial District.

The PUD proposes two retail spaces fronting McDowell Road and a five-story multifamily residential building with a maximum height of 62 feet and 172 dwelling units per the conceptual site plan. The intent of this PUD is to limit the number of units on the site to a maximum of 200 units, however this is not addressed in the PUD as a development standard. A stipulation is recommended to limit the site to a maximum of 200 units. This is addressed in Stipulation No. 1.b.

The conceptual site plan included within the Development Narrative depicts two driveways on McDowell Road and one exit-only driveway on Brill Avenue. Two retail spaces, bicycle parking and detached sidewalks are depicted along McDowell Road in addition to a small surface parking area for rideshare pick-up and drop-off as well as resident parking spaces. Most of the guest and resident parking will be on the ground floor of the residential building. There will be residences fronting Brill Street with stoop-style frontages in addition to a detached sidewalk with 10-feet of landscaping between the back of curb and sidewalk.

Figure E: Conceptual Site Plan



Source: Todd+Associates

Below is a summary of the other proposed standards and guidelines for the subject site as described in the attached PUD Development Narrative date stamped November 30, 2020.

Table of Proposed Development Standards

LOT DEVELOPMENT STANDARDS

	PUD STANDARD
Maximum Height	62 feet
Maximum Lot Coverage	80 percent
Open Space	Minimum of 10% of gross site area
Minimum Lot Width and Depth	N/A
Building Setbacks	
Primary (McDowell Rd.)	Maximum 17 feet
Secondary (Brill St.)	Maximum 10 feet
Side	0-foot setback from 0 feet to 50 feet from McDowell Road and 10-foot setback 50 feet from McDowell Road
Parking Setbacks	
Primary (McDowell Rd)	30 foot minimum for 80% of the frontage or behind the building; 10 foot minimum for the remaining 20% of frontage
Secondary (Brill St.)	20 foot minimum for 80% of the frontage or behind the building, 10 foot minimum for the remaining 20% of frontage or behind the building
Sides	5 feet
Glazing Requirements	
Ground Floor	75%. Modifications as per Table 1305.1 and Sections 1305.B.2 and 1312.A. Exceptions for Transit Gateway Character Area per Sections 1312 and 1305.B.2.a.(3)
Second Floor	45%, 25% East and West
Upper Floors	25%, 15% East and West
Parking Requirements	
Vehicular	Commercial- 1 space per 300 square feet Residential- 1 space per 1.16 dwelling units
Bicycle	.25 spaces per residential unit, with a maximum of 50 spaces 1 space per 25 parking spaces or a minimum of 4 spaces if no parking provided for commercial use
Art Requirements	
Residential	Minimum of 5 percent or 750 square feet of building facade
Commercial	Minimum of 2 percent or 300 square feet of building facade

FRONTAGE DEVELOPMENT STANDARDS

	PUD STANDARD
Primary Frontage (McDowell Rd.)	70% minimum (including existing Sears building)
Secondary Frontage (Brill St.)	50% minimum
<p>All frontage development standards shall comply with Section 1305 of the City of Phoenix Zoning Ordinance apart from the stoop and door well frontage type. The primary entries for stoop and door well frontage types will be accessed via internal corridors to ensure compliance will ADA requirements. Street level access along Brill Street will require steps.</p>	

The proposed development standards are compatible with the residential neighborhood to the south by providing a stoop and door well entry along Brill Street and landscaped setbacks to the west to provide screening to the neighboring residences.

LANDSCAPE STANDARDS

- The proposed landscape setbacks for this PUD are above the minimum standards set forth in the Walkable Urban Code, Chapter 13 of the Zoning Ordinance. The PUD proposes an 8-foot detached sidewalk with a double row of trees to enhance pedestrian comfort and safety along McDowell Road. Further, this PUD proposes a 10-foot landscape area on Brill Street and a five-foot sidewalk which compliments the streetscape that exists in the neighboring Brentwood Historic District. Lastly, the PUD proposes 10 percent open space, double the amount required in the Zoning Ordinance, to be shaded to 50 percent, and all sidewalks and private pedestrian walkways to be shaded to 75 percent.

DESIGN GUIDELINES

- The PUD contains a variety of design guidelines addressing building facades, which are intended to enhance the visual interest of the structures, mitigate the impact of building massing and height, and provide a high-quality design. Guidelines include a requirement for four-sided architecture, architectural embellishments, enhanced building materials and an art requirement along the McDowell Road façade.

Figure F: Conceptual Elevation and Art Exhibit





Source: Todd+Associates

10. This PUD proposes several public and private amenities throughout the site to ensure a high-quality residential and commercial use. Bicycle parking, public benches and outdoor seating will be provided along McDowell Road to activate the frontage in addition to residential amenities such as a fitness center, fire table, dog run and bicycle repair station.

SIGNAGE

11. The PUD proposes conformance with Section 1308 of the City of Phoenix Zoning Ordinance.

PEDESTRIAN SAFETY

12. The PUD proposes to activate McDowell Road with ground-floor retail uses, a wide, shaded sidewalk, and balconies oriented toward the street. In addition, the applicant has been collaborating with the Street Transportation Department to fund a portion of a future traffic control device at 18th Street and McDowell Road. The Street Transportation Department has requested that the applicant provide funds in escrow for a total amount of \$75,000. The money provided would fund 50 percent of a HAWK pedestrian beacon or 25 percent of a traffic signal. The final decision regarding the form of traffic control will be determined during the device's design phase by analyzing the characteristics and constraints of the area at 18th Street and McDowell Road.

The need for a traffic control device at this location was determined previously by the Street Transportation Department based on pedestrian collision data and projected increase in the number of pedestrian trips that may be generated by the new development. The Office of Pedestrian Safety in the Street Transportation Department has initiated the process of design for a traffic control device at or near the intersection of 18th Street and McDowell Road. The final location and type of device will be decided during the design process for the device. The timing of installation of the traffic control device may be up to three years depending on the complexity of existing utility conflicts in the area, schedule of construction of other

signal projects within the City of Phoenix, and coordination with the electricity provider for this area once the device design is completed.

HISTORIC PRESERVATION

13. The subject site currently has a historically eligible, undesignated, commercial building. The PUD proposes to retain approximately a third of the existing building for retail uses. The Historic Preservation Office has provided the following background information on the building. Further information on the history of the building is attached to this report.

Safeway grocery store #128 was permitted for construction in August of 1950. The masonry store building, designed by the notable Phoenix-based architectural firm Edward Varney & Associates, was constructed for the cost of \$177,000 by Kitchell-Phillips Construction. It was one of five new Safeway stores opened in Phoenix in 1951 as part of a major southwestern U.S. expansion by the company. The large-scale, standalone building incorporated elements of Modernism. The adjacent vacant lot to the west was used as the parking lot for the building to specifically address the needs of a rising post-World War II automobile culture in Phoenix.

Safeway continued to operate from the building until the early 1960s. Subsequently, a wrestling/boxing venue called the Sportatorium occupied the building from 1964 to 1967. The Sears, Roebuck and Co. was the longest tenant of the building as it operated a Sears Parts & Repair Center from the location from 1970 to 2011.

Eligibility

The eligibility criteria for Historic Preservation (HP) overlay zoning and listing on the Phoenix Historic Property Register are set forth in Section 807.D of the City of Phoenix Zoning Ordinance. To qualify, a property must demonstrate significance in local, regional, state, or national history, architecture, archaeology, engineering, or culture, according to one or more of the following criteria:

- A. The property is associated with the events that have made a significant contribution to the broad pattern of our history;
- B. The property is associated with the lives of persons significant in our past;
- C. The property embodies the distinctive characteristics of a type, period, or method of construction, represents the work of a master, possesses high artistic values, or represents a significant and distinguishable entity whose components may lack individual distinction; or
- D. The property has yielded or may likely yield information integral to the understanding of our prehistory or history.

In addition to the significance requirement, the property must also be at least 50 years old or have achieved significance within the past 50 years if it is of exceptional importance. The property must also possess sufficient integrity of

location, design, setting, materials, workmanship, feeling, and association to convey its significance.

The building is significant under Criterion A for its association with Commerce at the local level as a contributor to the Miracle Mile Historic District. More specifically, the building is representative of a post-war expansion by the grocery retailer Safeway Inc. in Arizona that focused on creating larger, modern stores in suburban locations with ample parking to accommodate an automobile-oriented consumer. This new model paired with the goals of the emerging “Miracle Mile” commercial district – the first established commercial district outside of historic downtown Phoenix.

The Miracle Mile Historic District was first recognized in a historic resource survey of post-war commercial resources in Phoenix in 2002 and was determined eligible for listing in the National Register of Historic Places by the Arizona State Historic Preservation Office in 2003. The area was recently subject to intensive survey with inventory forms completed for each property along McDowell Road between 13th and 20th streets — currently in draft form. The inventory form for 1717 East McDowell Road is attached.

The building retains integrity of location, design, workmanship, setting, and feeling. While integrity of materials was impacted through the infill of the small storefront windows and the removal of the blade sign, the building retains its original exposed common bond and exposed brick and its rounded concrete piers on the western and northern facades and the cantilevered concrete awning that wraps the northern façade and northwest corner. The building continues to convey its large rectangular plan with Mid-Century Modern design which beckoned shoppers with a new modern shopping experience along the Miracle Mile.

PUD PROPOSAL

As noted, the building currently retains five of the seven aspect of historical integrity, as defined by the Secretary of the Interior, and remains a contributor to the proposed Miracle Mile Historic District. The proposed Governor project and its resultant demolition of roughly two-thirds of the historic building, the alteration of the front façade to include glass storefront windows — which were never historically present — and the construction eliminating the historic surface parking lot would result in the property only retaining one aspect of integrity — location. In this regard, the property will no longer retain enough historic integrity to convey its significance and would no longer be a contributor to the proposed Miracle Mile Historic District.

While staff would prefer the preservation of the building in its entirety, in order to provide a community benefit as a result of the redevelopment of the site staff recommends approval of the PUD be conditioned on a stipulation that will establish grant funds to assist with the rehabilitation of other contributing properties within the register eligible Miracle Mile Historic District to serve as mitigation for the loss of

this contributing resource. The \$50,000 escrow account set up by the applicant will be, upon City Council approval, matched with an additional \$100,000 of Community and Economic Development Funds. These recommendations are found in Stipulation No. 2.

AREA PLANS, OVERLAY DISTRICTS, AND INITIATIVES

14. [Transit Oriented Development Strategic Policy Framework](#)
The Transit Oriented Development Strategic Policy Framework, originally adopted in 2013, and later amended in 2016 and 2018, identifies policies and place types that are designed to shape walkable and mixed-use environments and focus redevelopment within a quarter mile of high capacity transit stations. While the subject site is not currently near high capacity transit, it is along a potential bus rapid transit route and incorporates many pedestrian-oriented design features to create a walkable, mixed-use environment along McDowell Road. The utilization of the WU Code of the framework for the PUD is consistent with the policies of the TOD Strategic Policy Framework.
15. [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 providing 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. The PUD also proposes to provide workforce housing, referenced in the narrative as "Achievable Housing".
16. [Comprehensive Bicycle Master Plan](#)
The City of Phoenix adopted the Comprehensive Bicycle Master Plan in 2014 to guide the development of its Bikeway System and supportive infrastructure. 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 incorporates standards for bicycle parking for residents, guests and a bicycle repair fix it station.
17. [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. To support these principles related to pedestrian connectivity and safety, the development proposes enhanced shaded

sidewalks on both street frontages, signage and alternative paving to alert drivers where pedestrians will be crossing drive aisles and a contribution to a traffic control device at 18th Street and McDowell.

18. **Tree and Shade Master Plan**

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. By investing in trees and the urban forest, the city can reduce its carbon footprint, decrease energy costs, reduce storm water runoff, increase biodiversity, address the urban heat island effect, clean the air, and increase property values. In addition, trees can help to create walkable streets and vibrant pedestrian places. The proposal includes landscape planting standards along McDowell Road, Brill Street and the west property line that meet or exceed Zoning Ordinance standards.

19. **Reimagine Phoenix**

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 Ordinance establishes standards to encourage the provision of recycling containers for multifamily, commercial and mixed-use developments meeting certain criteria. This PUD proposes recycling for residents.

COMMUNITY INPUT SUMMARY

20. At the time this staff report was written, staff received two letters with concerns and 29 letters in support for this request. Concerns stated were regarding traffic generation, the proposed height of the building, and changing neighborhood character.

INTERDEPARTMENTAL COMMENTS

21. The Phoenix Fire Department has noted that they do not anticipate any problems with this case and that the site and/or buildings shall comply with the Phoenix Fire Code.
22. 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 is located in a Shaded Zone X, on panel 2210 L of the Flood Insurance Rate Maps (FIRM) dated October 16, 2013.
23. 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 water capacity is a dynamic condition that can change over time due to a variety of factors
24. The Historic Preservation Office commented on the historic building on site and the

proposal to use one third of building for retail and demolish the remainder of the building. The Historic Preservation Office requests that the applicant provide grant funds to assist with the rehabilitation of other contributing properties within the register eligible Miracle Mile Historic District to serve as mitigation for the loss of this contributing resource. This is addressed in Stipulation No. 2.

25. The Street Transportation Department requires that the applicant provide funds in escrow for a traffic control device, dedicate right-of-way along McDowell Road, place all utilities underground, submit a traffic impact study/statement, the Brill Street driveway be exit-only, that there be no obstructions in the right-of-way, and that all street improvements be made to current ADA guidelines. These requirements are addressed in Stipulation Nos. 3 through 9.
26. The Public Transit Department commented on clearly defined accessible pathways that visually contrast with the parking and drive aisles, pedestrian pathways at all vehicular driveways and pedestrian pathways to be shaded to 75 percent. These standards are addressed in the development standards table of the narrative.
27. The Aviation Department requires that the property owner record a Notice to Prospective Purchasers of Proximity to Airport in order to disclose the existence, and operational characteristics of City of Phoenix Sky Harbor International Airport (PHX) to future owners or tenants of the property. The Aviation Department also requires that the project receive a No Hazard Determination from the FAA and that the property owner grant and record an aviation easement. These are addressed in Stipulation Nos. 10 through 12.

OTHER

28. The site is located in a larger area identified as being archaeologically sensitive. If further review by the City of Phoenix Archaeology Office determines the site and immediate area to be archaeologically sensitive, and if no previous archaeological projects have been conducted within this project area, it is recommended that archaeological Phase I data testing of this area be conducted. Phase II archaeological data recovery excavations may be necessary based upon the results of the testing. A qualified archaeologist must make this determination in consultation with the City of Phoenix Archaeologist. In the event archaeological materials are encountered during construction, all ground disturbing activities must cease within a 33-foot radius 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 Nos. 13 through 15.
29. 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 proposed PUD will redevelop an underutilized property and provide a high quality mixed-use multifamily residential development which will help alleviate the housing shortage in Phoenix.
2. This proposal provides a mix of housing types and retail space for small businesses to operate in the Miracle Mile Historic District.
3. The proposal includes several development standards and design guidelines that exceed conventional Zoning Ordinance standards.

Stipulations

1. An updated Development Narrative for The Governor 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 November 30, 2020, as modified by the following stipulations:
 - a. Front cover: Revise the date information on the cover page to add the following:
1st Submittal: March 18, 2020
2nd Submittal: July 14, 2020
Hearing Draft: November 30, 2020
City Council Adopted: TBD [Add Adoption Date]
 - b. Page 7, Lot Development Standards: Add the following under the Maximum Height “Maximum Density: 200 units”
 - c. Page 10, Streetscape Standards, Landscaping Provided Between Sidewalk and Curb, Secondary (Brill Street): Modify to “Minimum of 10 feet (to be provided within the right-of-way).”
 - d. Page 10, Streetscape Standards, Landscaping Provided Between Sidewalk and Building, Secondary (Brill Street): Replace with “Minimum of 0 feet (to be provided within the right-of-way).”
2. The applicant will deposit \$50,000 into an escrow account prior to issuance of any building permits to be used for rehabilitation grants for properties contributing to the eligible Miracle Mile Historic District. The Historic Preservation Officer will be given the authority to release the funds to any grant recipient upon

the recipient's completion of rehabilitation work in accordance with the Secretary of Interior Standards for rehabilitation.

3. The developer shall provide funds in escrow not to exceed \$75,000.00 to fund a traffic control device such as a HAWK or traffic signal at the intersection of 18th Street and McDowell Road prior to preliminary site plan approval and as approved by the Street Transportation Department.
4. The developer shall dedicate right-of-way for a total of 50-feet for the entire property frontage along McDowell Road except where a minimum 40-foot dedication may be provided for a maximum of 110 feet linear on the easterly end of the property, if the historic building is preserved. A sidewalk easement may be provided in lieu of right of way to provide an enhanced and safe pedestrian environment, as approved by the Planning and Development and Street Transportation Department.
5. The developer shall construct a minimum 25-foot-wide driveway on Brill Street, limited to emergency access and vehicular egress only, as approved by the Street Transportation Departments.
6. The developer shall underground all overhead utilities along the property frontages.
7. No structural component of the building, ramps, stairs, retaining walls, permeant raised planters, may be located within the public right-of-way or sidewalk easement. Door swings into right-of-way shall comply with International Building Code.
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/statement is reviewed and approved by the City. Contact Mr. Matthew Wilson, Traffic Engineer III, (602) 262-7580, to set up a meeting to discuss the requirements of the statement/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, Design Section.
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. The developer shall provide a No Hazard Determination for the proposed development from the FAA pursuant to the FAA's Form-7460 obstruction analysis review process, prior to construction permit approval, as per plans approved by the Planning and Development Department.
11. The property owner shall record documents that disclose the existence, and operational characteristics of Phoenix Sky Harbor Airport to future owners or 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.
12. The developer shall grant and record an aviation easement to the City of Phoenix for the site, per the content and form prescribed by the City Attorney prior to final site plan approval.
13. 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.
14. 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.
15. 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

Sarah Stockham

December 10, 2020

Team Leader

Samantha Keating

Exhibits

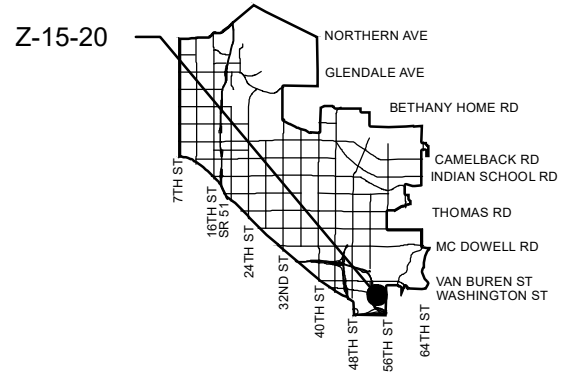
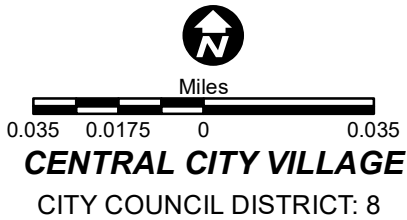
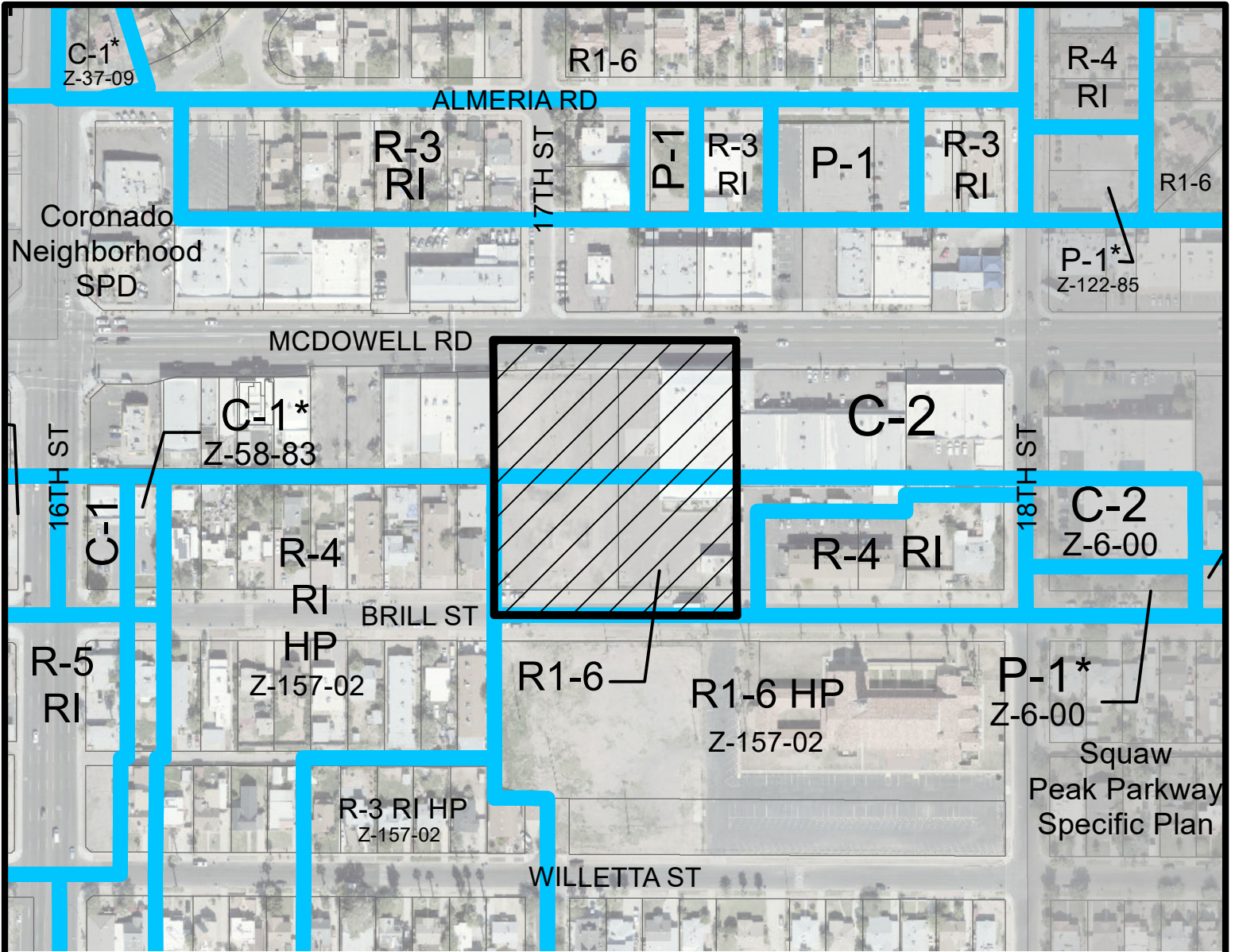
Sketch Map

Aerial Map

Historic Preservation Narrative and Inventory Form (8 pages)

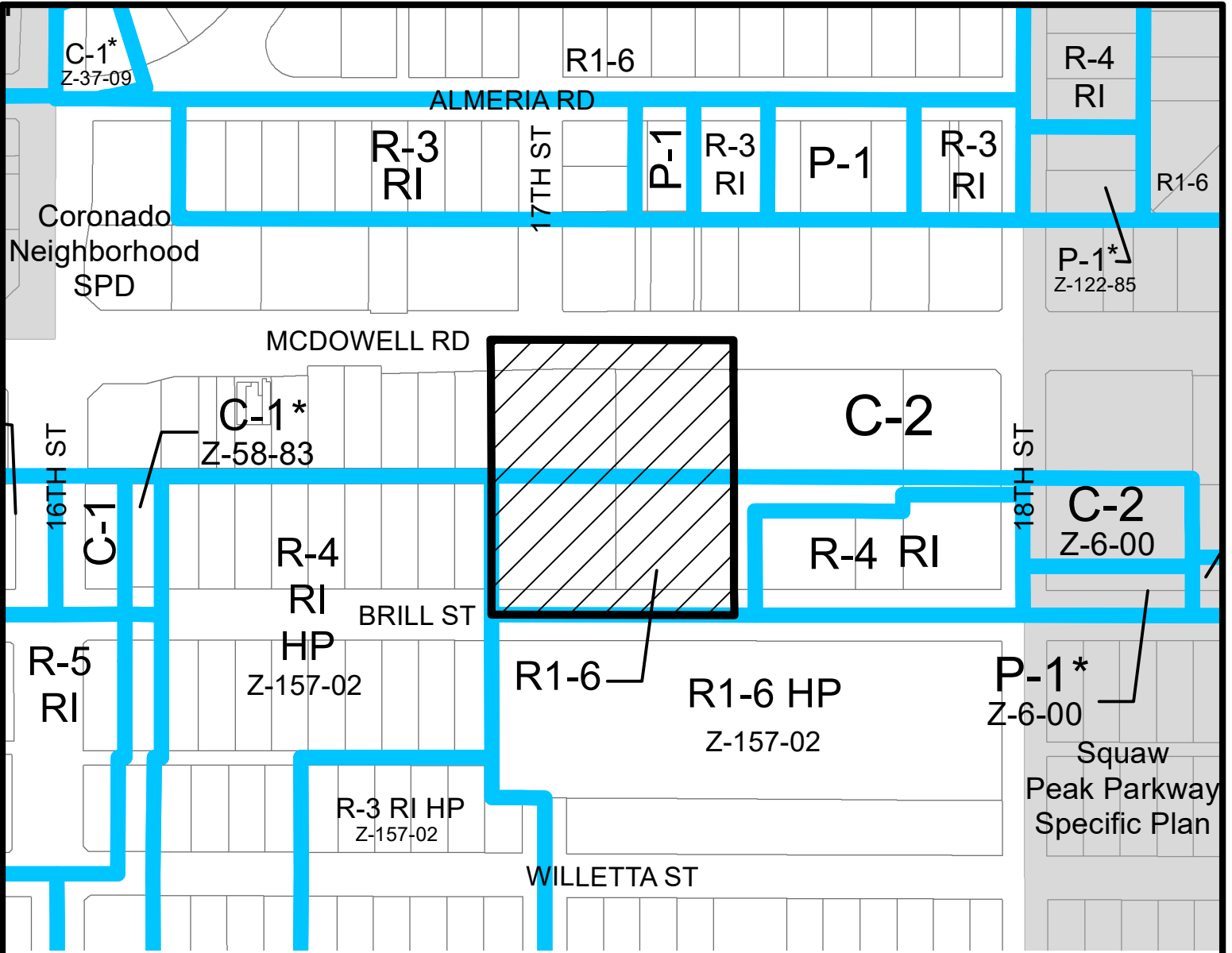
Community Correspondence (33 pages)

The Governor PUD date stamped November 30, 2020

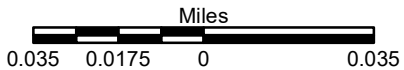


APPLICANT'S NAME: Berry Riddell - Wendy Riddell, Esq.		REQUESTED CHANGE:	
APPLICATION NO. Z-15-20	DATE: 4/08/2020 <small>REVISION DATES:</small>	FROM: R1-6 (1.44 a.c.) C-2 (1.42 a.c.)	
<small>GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX.</small> 2.86 Acres	<small>AERIAL PHOTO & QUARTER SEC. NO.</small> QS 12-31	<small>ZONING MAP</small> G-9	TO: PUD (2.86 a.c.)
MULTIPLES PERMITTED R1-6, C-2 PUD	CONVENTIONAL OPTION 7, 20 200		* UNITS P.R.D. OPTION 9, 24 N/A

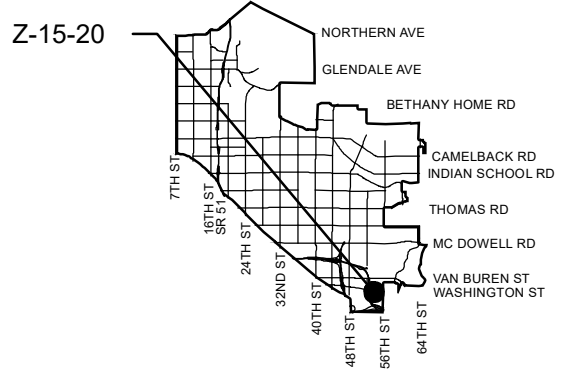
* Maximum Units Allowed with P.R.D. Bonus



Squaw Peak Parkway Specific Plan



CENTRAL CITY VILLAGE
CITY COUNCIL DISTRICT: 8



APPLICANT'S NAME: Berry Riddell - Wendy Riddell, Esq.		REQUESTED CHANGE:	
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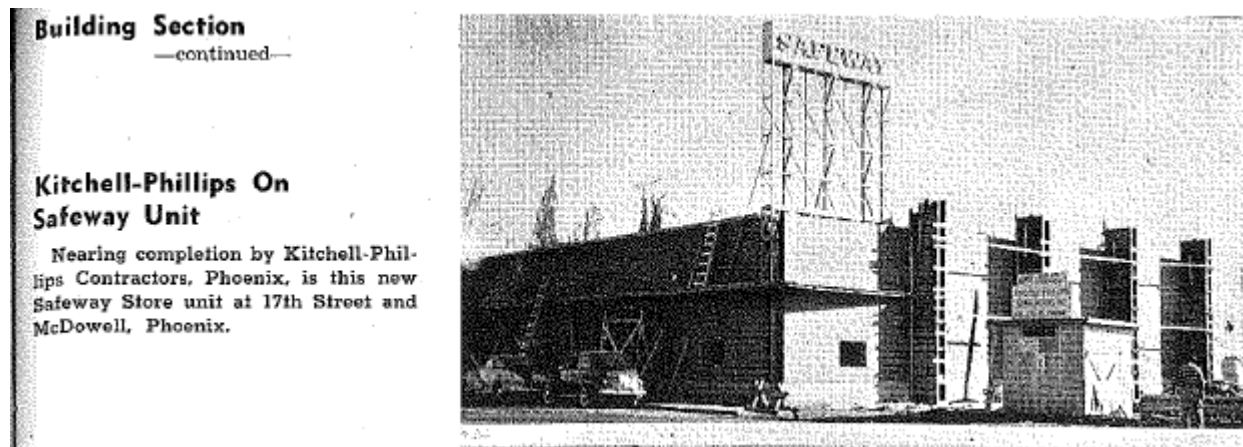
Historic Preservation Narrative

Safeway grocery store #128 (1717 E McDowell Road)

Additional History

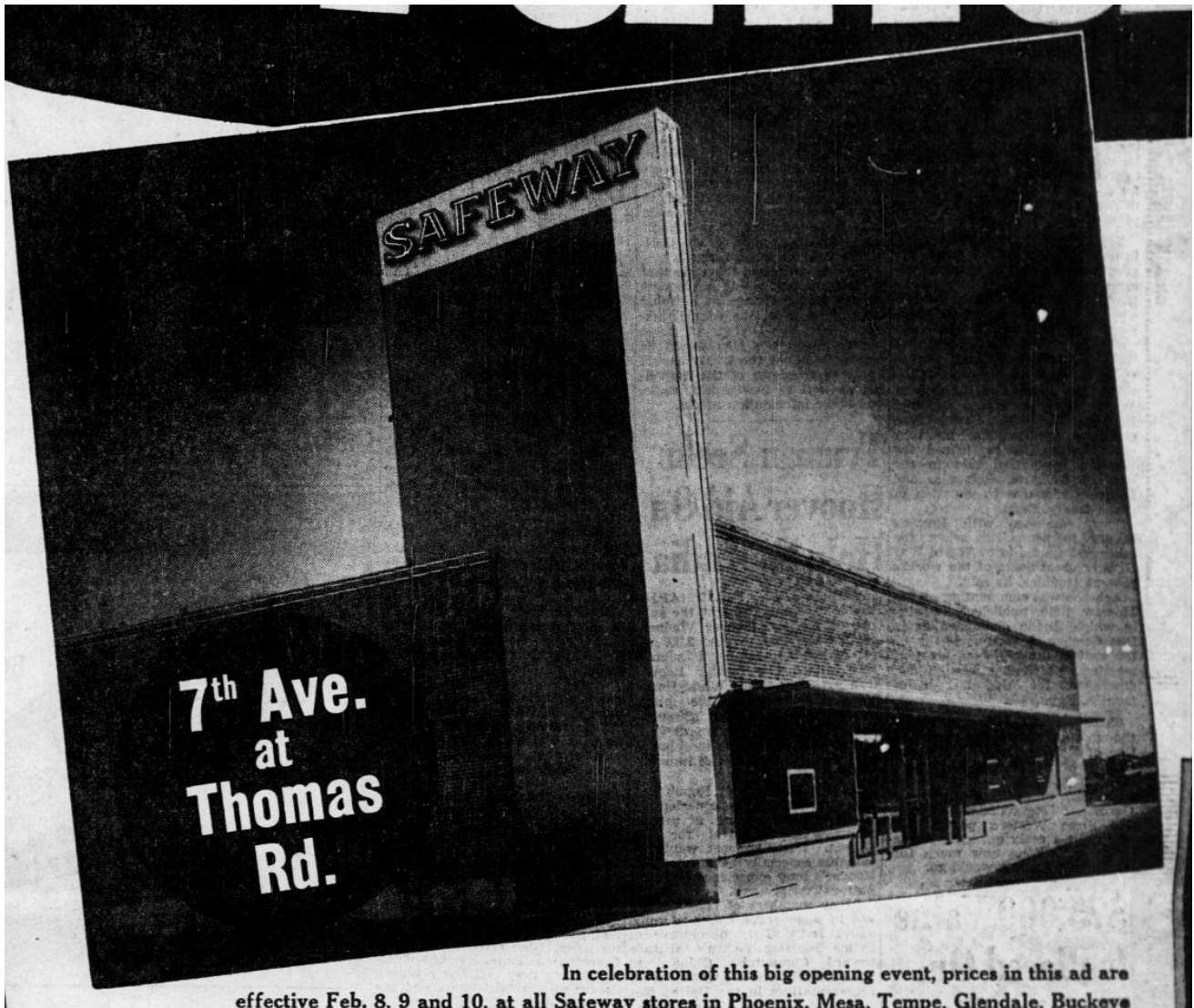
The Safeway company entered the Arizona market through a merger with Pay'n takit stores in 1928 and operated as Safeway-Pay'n takit (*Arizona Republic* January 31, 1928). In 1941 Safeway dissolved the partnership and continued to operate as Safeway (*Arizona Republic* December 30, 1941 p.4). The national company began a major expansion campaign in Arizona in 1950 dedicating \$3,250,000 for new store construction and remodeling. An article in the July 6 edition of the *Arizona Republic* noted that Safeway's new stores in Arizona "will incorporate the most modern and convenient shopping facilities. The buildings will contain 17,500 square feet of floor space and will have parking facilities for 175 to 350 cars next to stores" (*Arizona Republic* July 6, 1950 p. 1). Three initial sites in Phoenix were chosen for new stores including 17th Street and McDowell, 24th Street and Van Buren, and 7th Avenue and Thomas Road. The article further described the construction of the new stores in Phoenix stating, "the architectural design of the new stores will be in striking contrast to existing retail locations" (*Arizona Republic* July 6, 1950 p. 1). Interestingly, the article went on to note that Safeway's last large building program in Arizona had occurred in 1941 and those stores, by 1950, were seen as "...too small for efficient service and lacking in customer parking space..." (*Arizona Republic* July 6, 1950 p. 1). The article went into further detail noting "...the salesroom space in the 1941-design stores is 4,300 square feet while the new retail selling units will have an excess of 10,000 square feet each" (*Arizona Republic* July 6, 1950 p. 1).

An article in the *Arizona Republic* announcing the construction of the Safeway store at 17th Street and McDowell stated that the building would be 100 by 175 feet with "Roman brick front, small display windows, and aluminum doors and sash" (*Arizona Republic* August 21, 1950 p. 8). The design for the building, along with the other two Safeway stores at 24th Street and Van Buren and 7th Avenue and Thomas Road, was prepared by notable Phoenix architectural firm Edward Varney and Associates (*Arizona Republic* August 28, 1950 p. 7). The construction of the building at 17th Street and McDowell was highlighted in the *Arizona Builder and Contractor* magazine depicting the brick building with small display windows.



Arizona Builder and Contractor Vol. 13 January 1951, p. 23

The first of the three Varney and Associates designed stores completed at 7th Avenue and Thomas Road was publicized with a photo and full page lay-out in the February 8, 1951 edition of the *Arizona Republic*.



Arizona Republic February 8, 1951 p. 10.

When the store at 1717 E. McDowell opened the following month, a stylized rendering was provided, as opposed to a photo. However, the photo of the store at 7th Avenue and Thomas Road provides insight into the completed small display windows and aluminum doors and sash described in the 1950 article highlighting the design of the three new store buildings (*Arizona Republic* August 21, 1950 p. 8)

GRAND OPENING

1727 E. McDowell Rd. in Phoenix!



This ★ star represents a special low price at Safeway this week
Prices in this ad are effective at all Safeway Stores in Phoenix, Buckeye, Mesa, Tempe, Glendale, and Wickenburg, Friday and Saturday, March 30, and 31, 1951.
 We reserve the right to limit quantities.

Tomato Juice	
★ Libby's 4-oz. Can	25c
★ Searles 4-oz. Can	23c

- ★ **Margarine** Dalwood colored variety. For table use and cooking. It's a real budget item! 1-lb. ctn. **29c**
- ★ **Jell Well Desserts** 4 Reg. pkgs. **25c**
- ★ **Pork-Beans** Van Camp's brand. Here's the answer to your problem of those extra guests! No. 2 1/2 can **19c**
- ★ **Sliced Pineapple** Hilldale brand. Delicious! No. 2 1/2 can **27c**

Arizona Republic March 30, 1951 p. 11

When Safeway selected the location at 1717 E. McDowell Road, development in the area was predominantly residential with commercial development limited to McDowell between 15th Street and 17th Street. The Governor George W.P. Hunt home was located immediately adjacent to the property on the east side.



1949 Aerial of mixed residential and commercial properties along McDowell Road – red box depicts future location of Safeway store and parking lot with Hunt mansion to the east.

As more businesses developed on McDowell in the early 1950s the merchants came together to develop a marketing plan and branded their area the “McDowell Miracle Mile” which stretched along McDowell Road from 12th to 18th Streets. The earliest newspaper advertisement campaign for the area began in March of 1954

which touted “Miracle Days” on the “McDowell Miracle Mile” (Arizona Republic March 5, 1954:47). By 1957, an aerial photograph demonstrates that commercial development had replaced earlier residential development along McDowell Road with former residences – such as the former Governor W.P. Hunt home demolished in 1951 – converted to retail buildings.



1957 aerial depicting new commercial development along “McDowell Miracle Mile” with the Safeway building within the red box, former Governor Hunt mansion building in blue box.

Reflecting the ebb of the Miracle Mile as a commercial district, Safeway continued to operate from the location until 1963 after which the building was used as a sports venue. An offering for sale in 1967 included a photograph of the building depicting the northern and western facades with intact blade sign. The building changed hands several times before being acquired by Sears in 1970. The company continued to operate a parts and service center from the location until 2011.



Arizona Republic July 20, 1967: 39

PROPERTY IDENTIFICATIONSite No. 55 Survey Area Miracle MileHistoric Name(s): Safeway Store #128Address: 1717 E. McDowell Rd.City / Town: Phoenix Vicinity County Maricopa Tax Parcel No. 116-14-088Township: 2N Range: 3E Section: 34 Quarter: Acreage: Block: Lot: Plat (Addition) Governor Hunt Tract Platted in 1946UTM reference: Zone: 12 Easting: 402910 Northing: 3703372USGS 7.5' Quadrangle Map Latitude Longitude Datum if other than WGS84: ARCHITECT: Ed Varney & Assoc not determined known Source: Arizona RepublicBUILDER Kitchell-Phillips not determined known Source: Building PermitCONST. DATE: 1950 known estimate, source: Building Permit**STRUCTURAL CONDITION**

- GOOD (well maintained; no serious problems apparent)
- FAIR (some problems apparent) Vacant, signs of water damage on exterior
- POOR (major prob.; imminent threat):
- RUIN / Uninhabitable / DEMOLISHED

USES / FUNCTIONS Describe how the property has been used over time, beginning with the original use.:Uses: Grocery store from 1950; boxing/wrestling venue 1964-7, appliance parts & repair shop 1970-2011, now vacantSources: Building permits, Arizona Republic**PHOTO INFORMATION**

Date of Photo:

12/25/2019

View Direction (looking towards):

Southeast

Site No. 55 Survey Area Miracle Mile

Historic Name(s): Safeway Store #128

Address: 1717 E. McDowell Rd.

SIGNIFICANCE (See Continuation Page)

(A. HISTORIC EVENTS / TRENDS; B. PERSONS; C. ARCHITECTURE)

INTEGRITY

LOCATION Original Site Moved, on date: _____ from original site: _____

DESIGN Describe alterations from the original design, including dates::

Original recessed storefront, facing McDowell road, has been removed and replaced with wood-faced panels, steel door, fixed wood windows. Original sign removed. West entry storefront removed/replaced w/ frame wall, steel door; all 1964/70

Permits: Interior remodel & cut one new door on west wall (1964); 21'x39' Steel bldg (1969); remodel for Sears Service Ctr (1969)

SETTING

Describe the natural and/or built environment around the property::

Commercial streetscape, minimal setback from McDowell Rd., asphalt parking lot adjacent to west side of building, no landscaping

How has the environment changed since the property was constructed?:

MATERIALS

Walls (Structure) Masonry, stacked and running bond, with exposed 2' high concrete stem wall

Roof: Composition

Foundation Concrete

Windows/Doors: Fixed wood, non-original

Walls (Sheathing): Brick, between concrete piers, stacked and running bond, concrete stem wall

WORKMANSHIP Describe the distinctive elements, if any, of craftsmanship or method of construction:

Rounded concrete piers, exposed 2' high concrete stem wall, stacked bond brick, cantilevered metal awning

NATIONAL REGISTER STATUS

Individually Listed Contributor NON-Contributor Date Listed: _____
to Historic District

Determined eligible by Keeper of National Register on:

RECOMMENDATIONS ON NATIONAL REGISTER ELIGIBILITY

Property IS is NOT eligible individually

Property IS is NOT eligible as a CONTRIBUTOR to a listed/potential historic district

More information needed to evaluate:

If not considered eligible, state reason: **INTEGRITY CONSIDERED SUFFICIENT**

FORM COMPLETED BY:

Name and Affiliation:: Robert Graham, Motley Design Group

Form Date:: 2020

Mailing Address:: 1114 Grand Av Phoenix AZ 85007

Phone:: 602-254-5599

Site No. 55 Survey Area Miracle Mile

Historic Name(s): Safeway Store #128

Address: 1717 E. McDowell Rd.

SIGNIFICANCE

A. HISTORIC EVENTS / TRENDS *Describe any historic events/trends associated with the property:*

The building was permitted in 1950 under the address 1707. (The original permit lists this project on Tract E & F of Governor Hunt subdivision.) Safeway Store #128 was one of nine new Safeway stores which opened in Arizona in early 1951. The vacant lot at 1701 E. McDowell Rd. was the parking lot for the building. Kitchell-Phillips was the contractor for the building which was valued at \$177,000. In 1956 it was announced that the store had been remodeled, but no permits were found.

A wrestling/boxing venue called the Sportatorium occupied the building from 1964 - 1967. The Sportatorium was owned by Ernest C. Mohamed and featured wrestling. The interior was remodeled at that time. The building had a maximum occupancy of 1875.

Sears, Roebuck and Co. purchased the building c. 1969 and remodeled the interior once more. This construction was done by Kitchell, the same firm that had initially built the store. William A Lockard designed a 21x39' steel building in 1969. Sears operated a Sears Parts & Repair Center from 1970-2011.

B. PERSONS *List and describe persons with an important association with the building:*

C. ARCHITECTURE

Style: International Style

NO Style

Stories: 1 Basement

Roof Form: Bowstring arch with parapet

Describe other character-defining features of its massing, size, and scale::

Rectangular plan, asymmetrical façades, recessed entries on north and west, structure expressed on exterior with engaged, rounded concrete piers on west and north, cantilevered awning on north façade wraps corner of west side, brick infill between piers

Outbuildings:

None

Site No: 55 Survey Area: Miracle Mile

Address: 1717 E. McDowell Rd.

PHOTO INFORMATION

Date: **12/25/2019**

View **Southeast**
(looking towards)



PHOTO INFORMATION

Date: **12/25/2019**

View: **East**
(looking towards)



PHOTO INFORMATION

Date: **1/5/2020**

View **Southeast**
(looking towards)



From: [Daniel Clark](#)
To: [Sarah Stockham](#)
Subject: Zoning Case Z-15-20
Date: Thursday, April 30, 2020 9:19:57 AM

Hi Sarah,

I am a Coronado resident and I wanted to email you in full support of this re-zoning for the development of the mixed use apartments on McDowell and 17th St. The Miracle Mile corridor does not reflect it's true potential and projects like these can be a catalyst to making great changes.

Thanks,
Dan Clark

From: [Austin Burmer](#)
To: [Sarah Stockham](#)
Subject: The Governor - Zoning Case Z-15-20
Date: Monday, June 8, 2020 11:28:57 AM

Ms. Stockham,

I am contacting you today to share my support for zoning case Z-15-20 - The Governor Apartments in Phoenix's Historic Miracle Mile. As a resident on Brill Street within the Brentwood Neighborhood, I am excited to see new energy within this historic corner of Phoenix. I approve of the proposed development that stays true to the history of my neighborhood.

In addition to my approval of zoning case Z-15-20, I would like to inquire about ongoing construction activity within the Brentwood neighborhood. The construction company Pulice has been using a plot of land owned by the LDS church located at 1725 E Brill St. There is no signage stating the nature of the project nor the timeline. I have talked to my neighbors and they have said that there was no neighborhood hearing about Pulice using our neighborhood as a construction staging area.

This construction activity is a visual blight to our historic neighborhood which creates a lot of dust and road debris. I did contact Maricopa County Air Quality Control and they visited the site where they sited Pulice for operating without a permit. This leads me to believe that Pulice has been inappropriately operating within the Brentwood neighborhood. I would greatly appreciate it if you could look into my neighborhood concerns. I would like to know if Pulice is operating appropriately, when their activity is supposed to be complete, and to pressure Pulice to better care for the Historic Brentwood Neighborhood.

Thank You,

Austin Burmer
adburmer91@gmail.com
(206) 681-5879

From: [Austin Burmer](#)
To: [Sarah Stockham](#)
Subject: Rezoning Case #: Z-15-20-8
Date: Tuesday, August 11, 2020 10:32:18 AM

Ms. Stockham,

This is Austin Burmer, I have talked with you before regarding the rezoning case Z-15-20-8 in my neighborhood. I did listen into the Central City Village Planning Committee meeting yesterday and I am happy with the overall plan for the Governor development. The proposed PUD would be located only seven lots to the east of my home; however, I am not concerned about the height, parking, nor the traffic this may bring to my neighborhood. It sounds like the developers do want to make improvements on Brill Street in which I hope will connect and revitalize the Brentwood Historic Neighborhood. I am also confident that this development will bring new excitement to McDowell's Miracle Mile while maintaining the unique character of this historic corridor.

I would be happy to provide a public statement in the next meeting regarding this matter. Please let me know how I can be involved in this process.

Thank You,

Austin Burmer
adburmer91@gmail.com
(206) 681-5879

Re: The Governor PUD

To Whom it May Concern,

The Miracle Mile Merchants Association is a group made up of culturally diverse local entrepreneurs that support the bold vision for Miracle Mile. A commercial corridor where pedestrians feel safe and small business owners can grow their business. Our association has been hosting meetings monthly for the past 4 years to support the strategic plan created with public input by Trellis and Phoenix Community Alliance.

As a business owner I support the much-needed development and introduction of much needed "workforce" housing along the corridor. The proposed project "The Governor" will bring residents to shop at my and other stores and provide additional parking for this area. The members of Moderne's development team have taken an active role in not only asking residents and business owners for input about their project but are also active members of the Miracle Mile Association. The project exemplifies the goals of both redevelopment and adaptive reuse that our group would like to see in Miracle Mile. We appreciate the nod to the historic ties of Governor Hunt's former home on the site as well as the team's addition of public art and retail space.

The City of Phoenix has requested the input of the individual members of the Miracle Mile Association with regards to whether we support the two full-access driveways along McDowell Road.

As a member of the Miracle Mile Association I support the two full-access driveways as this will allow for ease of access and departure by residents and customers using the open parking spaces.

Sincerely,

Andres Fajardo
Andres Fajardo (Nov 4, 2020 13:54 MST)

Re: The Governor PUD

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Sincerely,

Anduale Hassan

Anduale Hassan (Nov 11, 2020 15:23 MST)

Re: The Governor PUD

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Sincerely,

Dean O'Byrne

Dean O'Byrne (Oct 30, 2020 15:35 PDT)

Re: The Governor PUD

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Sincerely,

E costello

E costello. (Nov 15, 2020 22:36 MST)

E costello.

Mucho Mas Art Studio & Gallery

Re: The Governor PUD

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Sincerely,



Felipe Guzman (Nov 10, 2020 21:22 MST)

Felipe Guzman

La marquesa

Re: The Governor PUD

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Sincerely,

Jade Rodarte

Jade Rodarte (Oct 30, 2020 19:04 PDT)

Re: The Governor PUD

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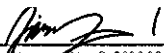
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Sincerely,


Jimmy Nguyen (Nov 9, 2020 23:07 MST)

Jimmy Nguyen

Slain studios

Re: The Governor PUD

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Sincerely,


Joan E. Copeland [06/19/2020 16:53 PDT]

Re: The Governor PUD

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Sincerely,



Kathy Murillo (Oct 30, 2020 16:56 PDT)

Re: The Governor PUD

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Sincerely,



Kevin G Saleeby (Oct 30, 2020 17:18 PDT)

Re: The Governor PUD

To Whom it May Concern,

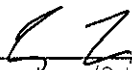
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As a member of the Miracle Mile Association I support the two full-access driveways as this will allow for ease of access and departure by residents and customers using the open parking spaces.

Sincerely,



Lazaro Lopez (Oct 30, 2020 16:17 PDT)

Re: The Governor PUD

To Whom it May Concern,

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Sincerely,


Lindsey Magee (Nov 9, 2020 17:04 MST)

Lindsey Magee

Ollie Vaughn's LLC

Re: The Governor PUD

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Sincerely,



Martha Valenzuela (Nov 7, 2020 10:50 MST)

Re: The Governor PUD

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Sincerely,


Martio Harris (Nov 14, 2020 11:16 MST)

Martio Harris

Nation of Barbers

Re: The Governor PUD

To Whom it May Concern,

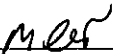
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Sincerely,



Michael Garber (Oct 30, 2020 15:35 PDT)

Re: The Governor PUD

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Sincerely,


Mike Funk (No: 10, 2020 13:09 MST)

Mike Funk

Firecreek Coffee Co.

Re: The Governor PUD

To Whom it May Concern,

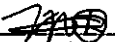
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Sincerely,


Neil, Run Pad LLC (Nov 4, 2020 12:10 MST)

Re: The Governor PUD

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Sincerely,

Nicholas Pappagallo

Nicholas Pappagallo (N6741, 2020 15:56 MST)

Nicholas Pappagallo

Phoenix Photo Labs LLC

Re: The Governor PUD

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Sincerely,


Norina Arvizu-koch (Nov 10, 2020 11:43 MST)

Norina Arvizu-koch

State Farm Insurance

Re: The Governor PUD

To Whom it May Concern,


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Sincerely,



Orlando Ramirez (Oct 30, 2020 17:03 PDT)

Re: The Governor PUD

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Rory Staiger (Nov 4, 2020 17:37 PST)

Re: The Governor PUD

To Whom it May Concern,


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Sincerely,



Sammy Ruiz (Nov 5, 2020 11:11 MST)

Re: The Governor PUD

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Sincerely,

Tad Caldwell

Tad Caldwell (Nov 4, 2020 18:45 MST)

Re: The Governor PUD

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Sincerely,

Tammy Abernethy, CEO Hope Women's Center

Tammy Abernethy, CEO Hope Women's Center Nov 1, 2020 13:37 MST

Re: The Governor PUD

To Whom it May Concern,

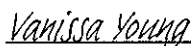
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Sincerely,


Vanessa Young (Nov 10, 2 12C 10:33 MST)

Vanessa Young

Lionetti Hair Clipper Service

Re: The Governor PUD

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Sincerely,

William Rodriguez
William Rodriguez (Oct 30, 2020 15:37 PDT)

From: lisanguyen32@yahoo.com
To: [Sarah Stockham](#)
Subject: Proposed Changed to Build 200 unit Multi family Residential West of the SW Corner of 18th St & McDowell Rd
Date: Monday, June 1, 2020 4:57:56 PM
Attachments: [2020-04-22_10-44.pdf](#)

Dear Ms. Stockham,

My husband and I are writing to express our concern regarding the 200 Unit Multi Family Residential. My husband and I live in the Brentwood Historic District for the past 5.5 years. We love our historic neighborhood, therefore we do not support the building of this Multi Family. Brentwood has a long history and we would not like to see that changed.

Sincerely,

Lisa Nguyen-Melgard

Per historicphoenix.com:

Historical Development: Phoenix and the Brentwood Neighborhood

Between 1920 and 1930, the city's population grew from 29,053 to 48,118 (Lykes 1993), which in turn fueled a boom in the housing market. New subdivisions were springing up in all directions surrounding the city's core. Between 1925 and 1927, 84 subdivisions were platted (Janus Associates, Inc. 1989).

The Brentwood area was an early beneficiary of this explosive growth; the first subdivision, McDowell Heights, was platted in 1924, followed by Brentwood and East Brentwood in 1928. Together, these three subdivisions represented a roughly four-by-four block addition to the city, with over 100 lots available to middle-income residents. Rural areas outside the Phoenix city limits were listed in the directory by mail route number; formal addresses for the immediate area surrounding the Brentwood Historic District would not appear in the city directories until about 1926. A large portion of this new neighborhood also sat atop an extensive prehistoric site, first identified as La Ciudad de Los Pueblitos by the Hemenway Southwest Archaeological Expedition of 1887-1888 (Zablon 1981). The prehistoric site was occupied between AD 700 and 1050 and was investigated as part of the Interstate 10 inner-loop construction project (Wilcox 1987; Zablon 1981). Currently, there are no known surface or open exposures of this important site in the Brentwood Historic District, but any future earth-moving activities may have the potential to impact buried cultural deposits.

Between 1926 and 1932, three subdivisions were platted in the district: McDowell Heights, Brentwood and East Brentwood.

Early households near the future Brentwood Historic District included Governor Hunt's mansion at 1679 E. McDowell Road and Joseph Egly's date farm at 1925 E. McDowell Road. Egly's date farm was one of the largest in the Valley at the time. These landmarks remained a part of the growing residential district through the late 1930s. Although many of Egly's date palms were destroyed as house construction progressed, several current homeowners claim that the date palms in their yards or along the streets are remnants of the original date farm.

In January and September of 1928, two more subdivisions were platted in the district: the Brentwood and East Brentwood subdivisions. The earliest advertisement for the Brentwood

subdivision can be found in the March 4, 1928 Arizona Republican. Jesse E. Dowell listed himself as owner and developer and marketed “Moderately Priced Homes... with City Water, Gas and Electricity,” and was located between 16th and 18th Streets, Willetta and Culver Streets. Dowell advertised an open “English Cottage” model and stated, “The home now ready for inspection has it. Come out and see for yourself.” Potential buyers were told they could pick their own lots upon which Dowell would build “substantial lasting homes at prices that satisfy.” These early homes were made of brick with asphalt shingle roofs.

The April 1, 1928 Arizona Republican stated that two homes had been completed in the tract and were “valued at upwards of \$4,000.” The article went on to state that four new homes were to be started that week. While moderately priced homes, they did include “modern features” such as hardwood flooring and “built in conveniences.” The success of Dowell’s development most likely spurred W.T. Machan to plat East Brentwood, just east of the initial Brentwood plat spanning 19th to 20th Streets.

East Brentwood was subdivided by W.T. Machan in September 1928. Machan also served as principal of Creighton Elementary School and later the superintendent of the Creighton School District. The William T. Machan Elementary School at 2140 E. Virginia Avenue was named in his honor. Today, the existing subdivision is bounded by Willetta Street on the north, 19th Street on the west, 20th Street to the east and the Willetta Street alley to the south. By 1932, houses were scattered throughout all three early subdivisions. These three early subdivisions form the bulk of the historic district.

The Wright Davis Tract was subdivided in 1938. The subdivision is bounded by McDowell Road to the north, 19th Street to the west, 20th Street to the east and the Brill Street alley to the south.

When the United States entered World War II on December 8, 1941, Phoenix became a major defense training and supply center. The population continued to increase as workers arrived looking for employment and soldiers arriving for deployment. A citywide housing shortage stimulated the housing industry. Numerous houses were built in the Brentwood neighborhood during the war, primarily in the Brentwood and East Brentwood sections. These houses not only reflected the economy and population expansion of the time, but also reflected the shortage of supplies; most of the houses were built in the less-ornamented and more economical Ranch style during this time period and the post-war period as well.

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Sent with Genius Scan for iOS.

<https://dl.tglapp.com/genius-scan>

April 17, 2020

Dear Property Owner or Neighborhood Association Representative:

The purpose of this letter is to inform you that we have recently filed a rezoning request for a 2.88-gross-acre site located approximately 370 feet west of the southwest corner of 18th Street and McDowell Road (the "Site"), rezoning case number Z-15-20, to change the zoning from R1-6 and C-2 to Planned Unit Development ("PUD").

Attached is a copy of the cover page of our application, the site plan and elevations. A copy of the entire PUD Development Narrative containing the complete details of the request is on file with the City of Phoenix Planning and Development Department and available online at <https://www.phoenix.gov/pdd/planning-zoning/pzservices/pud-cases>. The following describes our request.

Proposed Change: *The Governor by Moderne is a maximum 200-unit multi-family residential development up to 65 feet in height with retail and commercial amenities open to the public on the ground floor. The development will repurpose a portion of the existing building onsite and incorporate its architectural elements into the new development to maintain the historic character of Miracle Mile. Detailed development standards for the Site can be found in the Development Narrative posted to the City of Phoenix website noted above.*

Existing Use: *The Site is currently vacant except for a building that previously housed a toy store. It is currently designated as Residential 3.5 to 5 du/acre on the General Plan land use map and zoned R1-6 and C-2.*

Typically, a neighborhood Open House meeting would be held to share the proposal and seek input. However, to respect social distancing measures, we have instead created a website for you to view the plans and provide comments directly to us. You can also contact me directly at ap@berryriddell.com or 480-682-3916 to learn more about the case and provide input, or please let me know if there is a good time to talk and your preferred method of communication, i.e. WebEx, Zoom, an individual meeting on your front yard respecting social distancing, phone call, etc.

Please visit <https://ap85943.wixsite.com/governor> - to learn more.

The City of Phoenix Village Planner assigned to this case is Sarah Stockham and can be reached at sarah.stockham@phoenix.gov or 602-261-8701. This planner can answer your questions regarding the City review and hearing processes as well as the staff position once their report is complete. You may also make your feelings known on this case by writing to the City of Phoenix Planning and Development Department, 200 West Washington Street, 2nd Floor, Phoenix, Arizona 85003, referencing the case number. Your letter will be made part of the case file. For information on this and other projects proposed in your neighborhood, you can visit the City of Phoenix's My Community Map website at: <https://www.phoenix.gov/pddsite/pages/my-community-map.aspx>.

Please be advised that meetings and hearings before the Central City Village Planning Committee and the Planning Commission are planned to review this case. Specific meeting and hearing dates have not yet been set. You should receive a subsequent notice identifying the date and location of the meeting/hearings when they have been scheduled.

Again, I would be happy to answer any questions or hear any concerns that you may have regarding this proposal. You may reach me at ap@berryriddell.com or 480-682-3916.

Very truly yours,

Ashley Porter

Ashley Porter, Planner

From: [Alexia Bednarz](#)
To: [Sarah Stockham](#)
Subject: Zoning Case: Z-15-20-8
Date: Monday, August 10, 2020 5:03:26 PM

Hi Sarah,

I just realized that comments for this project were required to be submitted a few days ago, but I wanted to share some feedback as a neighbor living on Brill street. My concerns are primarily that this use should not increase street traffic in the neighborhood as it will more than double the occupancy of the historic Brentwood Historic District where I live. Therefore, parking should be provided by the development for their housing constituents. We have small driveways meant to accommodate one vehicle due to our historic nature, but yet many households today have more than one vehicle and utilize street parking in front of their residences.

Second, I want to ensure the developer is held to the standards that fit in with the character of our neighborhood and are respectful to its residents, so trash and recycle should be concealed and not directly on the street. The majority of residents in our neighborhood utilize alleyways for trash, but I realize this may not be an option for this particular development. Shade trees and wall structures that face south on Brill street should reflect a neighborhood atmosphere and encourage walk ability for the residents with thought towards trees-canopies and distinguished sidewalks.

Third, I am uneasy about the proposed height of the structure and how that fits into a neighborhood environment. Usually taller developments are limited to transportation corridors, but this will be by far the tallest structure within the immediate border of our neighborhood. I can currently see a few palm tree tops from my backyard in the direction of the development, but it will be entirely different seeing dwellings and knowing that the residents who choose to live in this development will have an unbridled view of my backyard and dwelling. While I want to see this plot thoughtfully developed, the sacrifice of my privacy and destruction of my unbridled sunset view does bother me and was not something I bargained for when I purchased my historic property over 6 years ago.

Thank you for hearing my thoughts and concerns,

Alexia Bednarz
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