



City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

Staff Report Z-76-21-2
Icon Kierland PUD
April 25, 2022

Paradise Valley [Village Planning Committee](#) Meeting Date: May 2, 2022

[Planning Commission](#) Hearing Date: June 2, 2022

Request From: [CP/GCP PCD](#) (6.10 acres)

Request To: [PUD](#) (6.10 acres)

Proposed Use: Planned Unit Development to allow multifamily residential and commercial uses

Location: Southwest corner of Kierland Boulevard and Marilyn Road

Owners: Valwood Mesquite, LLC

Applicant/Representative: Nick Wood, Esq., Snell & Wilmer, LLP

Staff Recommendation: Approval, subject to stipulations

<u>General Plan Conformity</u>			
<u>General Plan Land Use Map Designation</u>		Current: Industrial	
		Proposed (GPA-PV-4-21-2): Mixed Use (Commercial / Residential 15+ dwelling units per acre)	
<u>Street Map Classification</u>	Kierland Boulevard	Collector Street	Width varies from 40-foot to 35-foot west half street
	Marilyn Road	Local Street	30-foot south half street
<p><i>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.</i></p> <p>The Icon Kierland Planned Unit Development (PUD) proposes multifamily and commercial uses that are compatible in scale and intensity with the surrounding Kierland area and properties adjacent to the site. The development is in a mixed-use corridor where nearby</p>			

properties are multifamily or commercial. The project site is also within a designated employment center, thus the concentration of residential uses in this commercial area will promote new and existing businesses. The requested PUD will facilitate ongoing investment and development of the greater Kierland area.

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 Icon Kierland PUD proposes landscaping around the perimeter of the building. Shaded detached sidewalks along Kierland Boulevard and Marilyn Road will provide thermal comfort for pedestrians. The PUD requires that public pedestrian pathways be shaded a minimum of 75 percent.

CONNECT PEOPLE & PLACES CORE VALUE; BICYCLES; DESIGN PRINCIPLE: Development should be designed to included convenient bicycle parking.

The proposed development will provide bicycle parking for both residents and guests. The project also is adjacent to a shared use pathway along Kierland Boulevard and will support tenants who prefer using alternative modes of transportation to get to work or nearby entertainment.

Applicable Plans, Overlays, and Initiatives

[Maricopa Association of Governments \(MAG\) Desert Ridge and Kierland Employment Center](#) – See background item No. 4

[Tree and Shade Master Plan](#) – See background item No. 6

[Complete Streets Guiding Principles](#) – See background item No. 7

[Comprehensive Bicycle Master Plan](#) – See background item No. 8

[Housing Phoenix Plan](#) – See background item No. 9

[Zero Waste PHX](#) – See background item No. 10

Surrounding Land Uses/Zoning

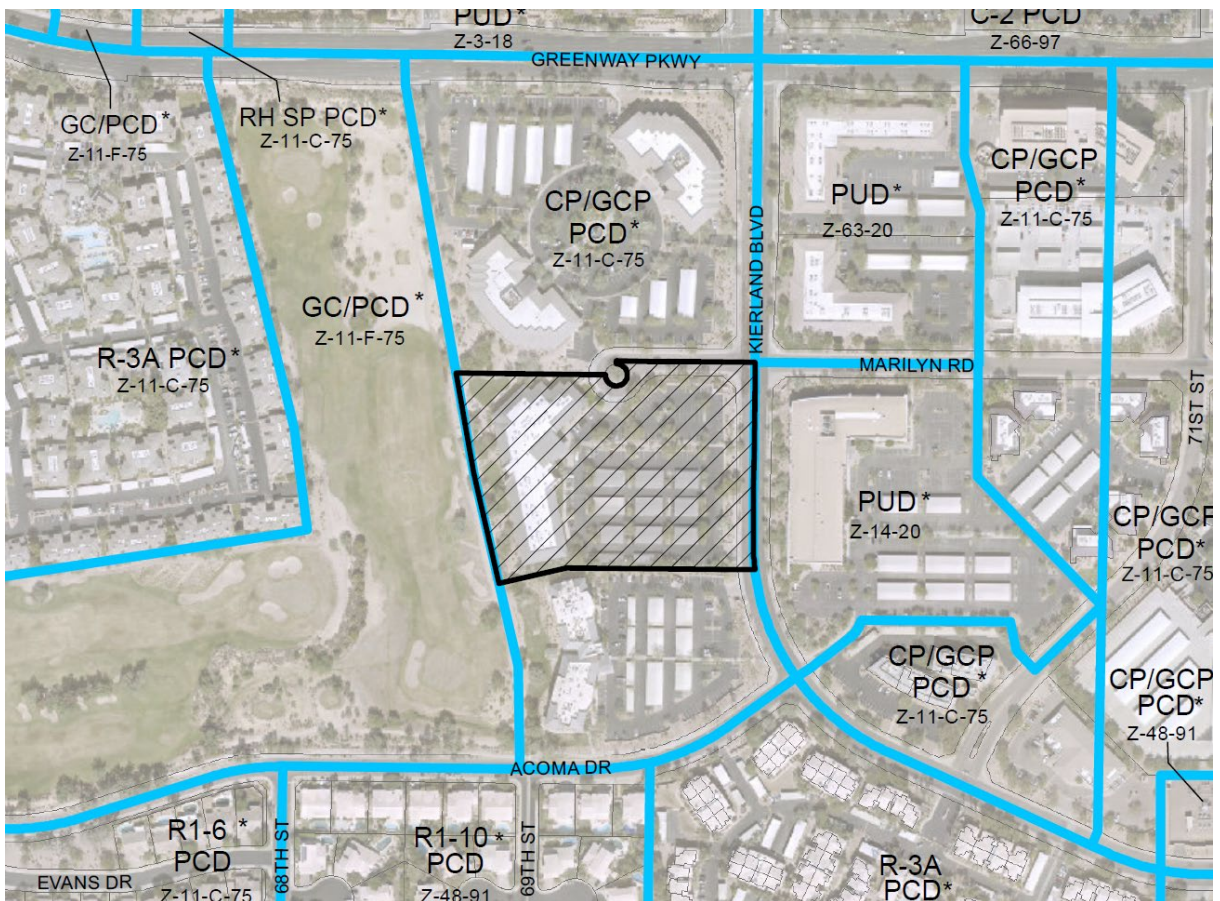
	Land Use	Zoning
On Site	Commercial office	CP/GCP PCD
North (including across Marilyn Road)	Commercial office	CP/GCP PCD
South	Commercial office	CP/GCP PCD

East (across Kierland Boulevard)	Commercial office	PUD
West	Golf course	GC PCD

Background/Issues/Analysis

SUBJECT SITE

1. This request is to rezone a 6.10-acre site located on the southwest corner of Kierland Boulevard and Marilyn Road from CP/GCP PCD (Commerce Park/General Commerce Park, Planned Community District) to PUD (Planned Unit Development) to allow multifamily residential and commercial uses.



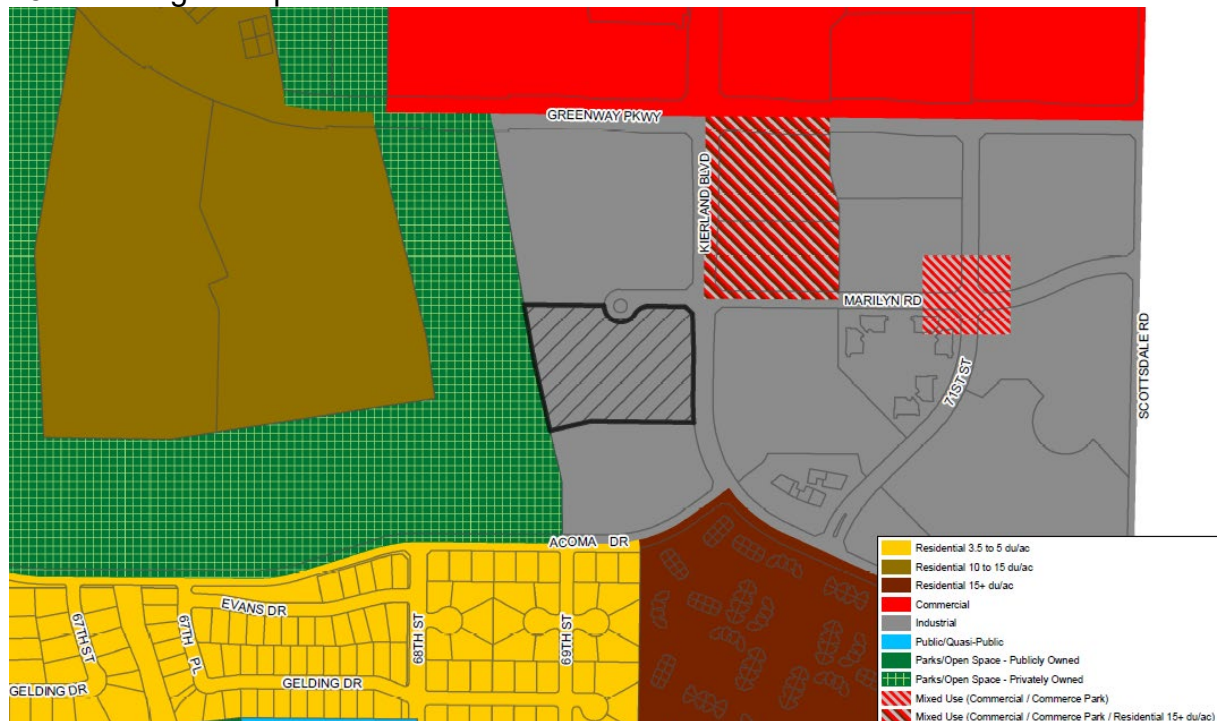
Aerial Zoning Map, Source: Planning and Development Department

2. The subject site consists of one parcel that currently contains one two-story office building with surface parking. The subject site was annexed into the City of Phoenix on October 15, 1961. At that time the subject site and the surrounding area vastly consisted of vacant land. This area was planned in 1975 as a Planned Community District (PCD) of 1,082 acres, previously known as the Desert Springs PCD and now known as the Kierland PCD, through Rezoning Case No. Z-11-75. Subsequently, the Kierland PCD went through several amendments since its original approval. The

PCD Zoning District is intended to establish a development pattern for a larger area while permitting flexibility for specific developments and safeguards that adequate infrastructure needs are met for the area. The proposed PUD also proposes to remove the property from the PCD, and the developer will be required to provide updated infrastructure as needed and determined through the Planning and Development Department's site development process.

3. The General Plan Land Use Map designation for the subject site is Industrial, thus the proposal is not consistent with this General Plan Land Use Map designation. A companion General Plan Amendment request (GPA-PV-4-21-2) proposes a Land Use Map designation of Mixed Use (Commercial / Residential 15+ dwelling units per acre). This Mixed Use designation will allow residential and commercial land uses the flexibility to locate on any portion of the site in compliance with the PUD's development standards.

The General Plan Land Use Map designations on three sides of the subject parcel are also Industrial. To the west, the General Plan Land Use Map designation is Parks/Open Space – Privately Owned. To the northeast, the General Plan Land Use Map designation is Mixed Use (Commercial / Commerce/Business Park / Residential 15+ dwelling units per acre).

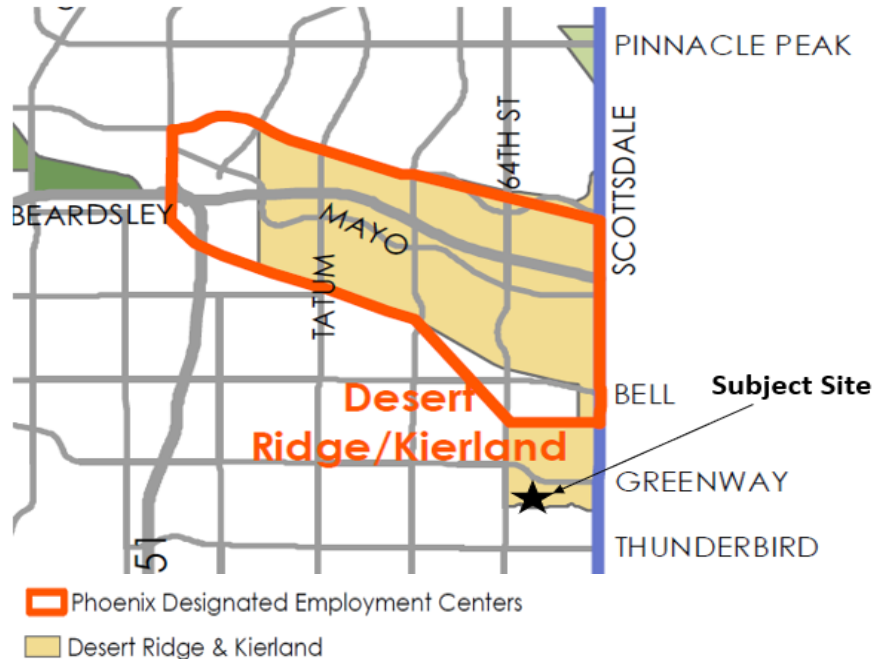


General Plan Land Use Map, Source: Planning and Development Department

4. The subject site is within the boundaries of the Maricopa Association of Governments designated Desert Ridge/Kierland major employment center and in close proximity to a City of Phoenix designated employment center.

The Desert Ridge/Kierland employment center profile provided by the City of Phoenix Community and Economic Development Department identifies the Kierland area as being comprised of a highly educated, executive, and professional workforce with a large inventory of Class A office space. Providing additional residential options in close proximity to the nearby office spaces will add to the sustainability of the established employment center and the Kierland area overall.

Employment Centers Map, Source: City of Phoenix Planning and Development Department



PROPOSAL

5. The proposal was developed utilizing the PUD zoning district. The 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 writes a document proposing standards and guidelines that are tailored to the context of a site on a case by case basis.

Where the Icon Kierland PUD Development Narrative is silent on a requirement, the applicable Zoning Ordinance provisions shall be applied.

List of Uses

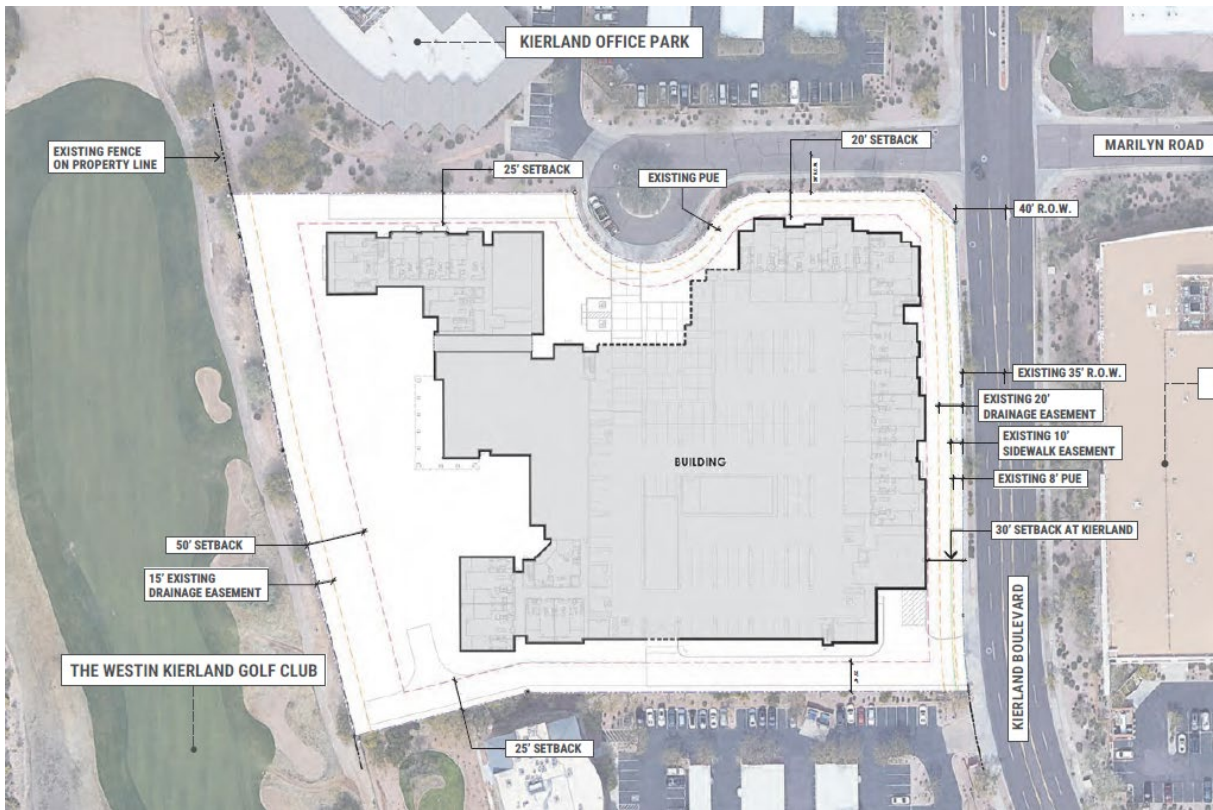
The Development Narrative proposes several permitted uses. The proposed uses consist of the permitted C-2 uses found in Sections 623 of the Phoenix Zoning Ordinance. Additionally, multifamily residential is permitted with a maximum of 319 residential dwelling units.

The Development Narrative also proposes restricting certain uses that are inconsistent with the Narrative's vision of mixed-use pedestrian-oriented

development such as auto title loan establishments, gas stations, and automobile service stations.

Conceptual Site Plan

The development’s main access point is along Marilyn Road, with a secondary access point along Kierland Boulevard. The proposal includes a five-story, 70-foot tall multifamily building. The parking garage is wrapped by dwelling units, except along the garage entry point. Two amenity courtyards are proposed and are reserved as private common open space. Both street frontages will have an enhanced streetscape with a minimum five-foot wide detached sidewalk, framed by landscape areas that will include trees, shrubs, and live ground cover.



Site Plan, Source: Todd + Associates

Development Standards

The PUD development narrative proposes development standards based on the C-2 Zoning District. These standards vary from the C-2 standards in relation to height, density, lot coverage, open space and building setbacks. All other development standards are comparable.

Maximum Residential Unit Count:	
Maximum Dwellings	319 dwelling units
Maximum Density	52.30 dwelling units per gross acre
Minimum Lot Width/Depth	No Minimum
Minimum Building Setbacks	From Property Line
North (Including Marilyn Road)	20 feet
South (Interior property lines)	25 feet
East (Kierland Boulevard)	30 feet
West (Interior property line)	50 feet
Minimum Landscape Setbacks	
North (Marilyn Road)	20 feet
North (Interior property line)	0 feet
South (Interior property lines)	5 feet
East (Kierland Boulevard)	30 feet
West (Interior property line)	50 feet
Maximum Building Height	70 feet
Maximum Lot Coverage	60 percent of total net site area
Common Area	Minimum 20 percent of net site area

The proposed maximum height is 70 feet. The C-2 standards allow a maximum height of 30 feet and up to 56 feet with a height waiver. Staff is supportive of the additional height due to enhanced design elements, placement, and comparable heights with other developments in the area. The lot coverage proposed for the project is 60 percent, while the maximum lot coverage permitted in the C-2 zoning district is 50 percent. However, additional common area (a minimum of 20 percent of the net site area) is being provided, which exceeds the minimum of 5 percent of the gross site area required for multifamily projects.

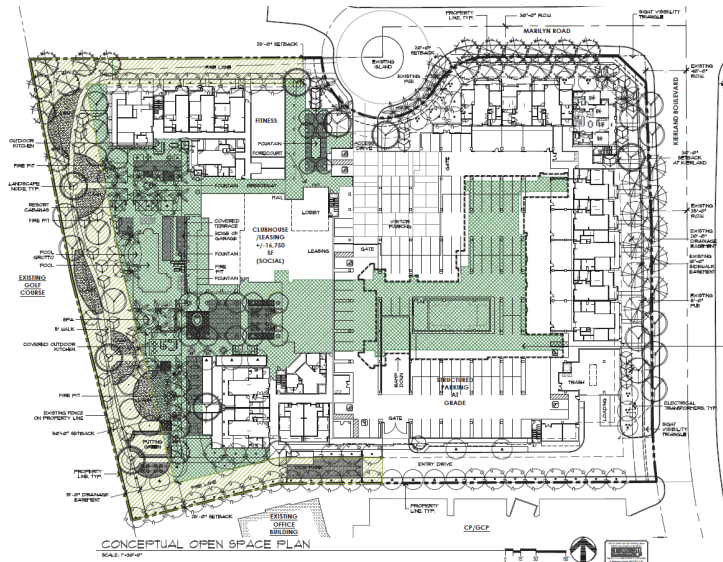


2 EAST ELEVATION

SCALE: 1/8"=1'-0"

Conceptual East Building Elevation, Source: Todd + Associates

The required common area per the Zoning Ordinance standards is 13,285 square feet, while the common area proposed is 59,173 square feet. The proposed building setbacks where adjacent to non-residential zoning are a minimum of 25 feet where 0 feet is the minimum distance required in the C-2 zoning district standards. A minimum 20 foot building setback is proposed along Marilyn Road, while a 30 foot building setback is proposed along Kierland Boulevard, which are comparable to the C-2 zoning district requirements.



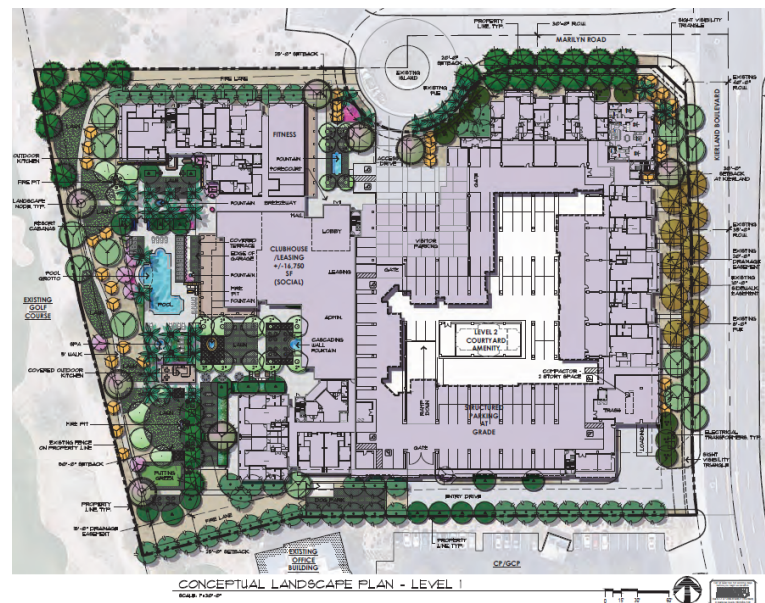
Conceptual Open Space Plan, Source: Collaborative V Design Studio Inc.

Density Standards

Based on the size of the property, the C-2 zoning district would allow 88 dwelling units, and up to 106 with a density bonus; or up to 318 units with a density waiver and bonus points. A public hearing would be required for a density waiver. The proposed density is of 319 dwelling units.

Landscape Standards

The PUD proposes landscaping along all sides of the building. The Development Narrative includes increased landscape setbacks adjacent to the street frontages. Landscape setbacks ranging from 20 to 30 feet will be provided along Kierland Boulevard and Marilyn Road. These areas will incorporate a mixture of two-inch and three-inch caliper trees in the landscape areas and shall utilize existing trees where possible.



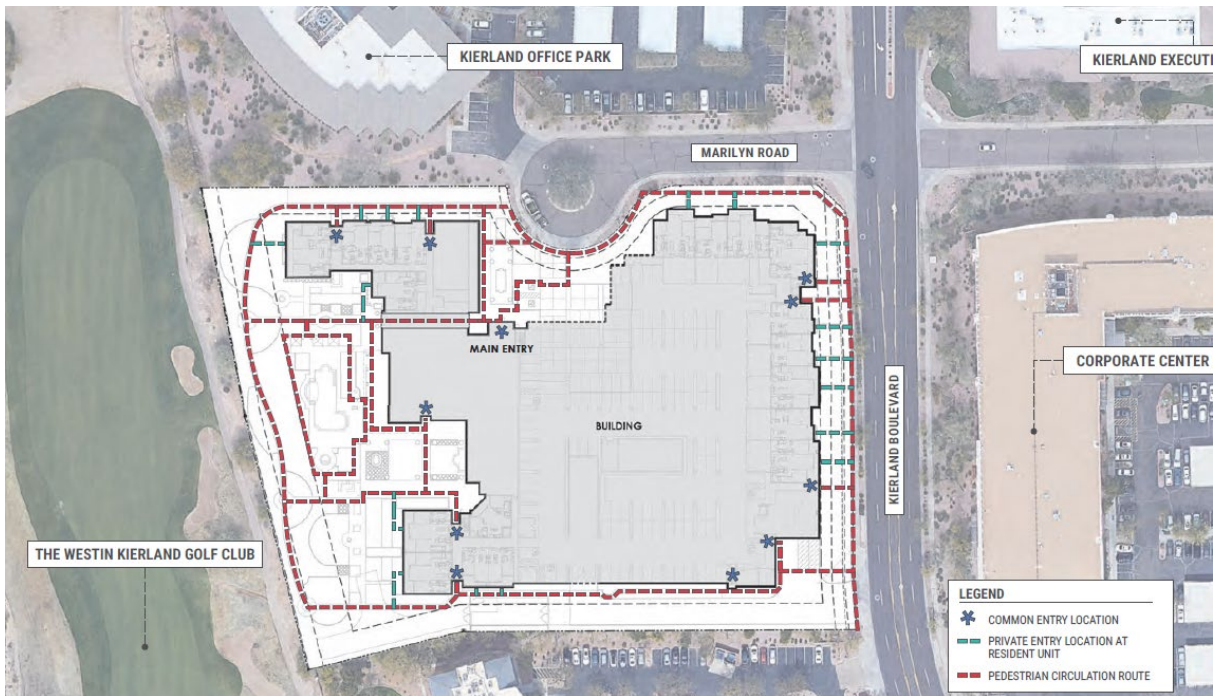
Conceptual Landscape Plan, Source: Collaborative V Design Studio Inc.

In addition to the trees, the developer shall install a minimum of five, five-gallon drought tolerant shrubs per tree and achieve 75 percent live ground cover. The streetscapes along 71st Street and Marilyn Road will include a minimum five-foot wide detached sidewalk and a mixture of two-inch, 3-inch and 4-inch caliper trees along the public rights-of-way, exceeding the minimum tree size requirements. The landscaping will provide for a pedestrian-friendly environment with 75 percent shade on all public sidewalks and 50 percent shade along the private pedestrian pathways. The shade standard along public sidewalks exceeds the minimum requirements of the Zoning Ordinance.

Staff recommends Stipulation Nos. 1.b. and 1.c. to clarify the landscape setback standards along the north and south property lines, consistent with the proposed site plan. Stipulation No. 1.e. is a technical correction to a typographical error.

Design Guidelines and Standards

The Development Narrative includes design standards that promote pedestrian circulation on and around the site. The graphic below illustrates the proposed pedestrian network for the site.



Pedestrian Circulation Plan, Source: Todd + Associates

Design standards ensure that the building facade will contain a minimum of 25 percent glazing, maximum of 45 percent stucco, and minimum of 30 percent other materials as depicted in the graphic below. Each unit above the first floor will have at minimum one private balcony per unit and first floor units along Kierland Boulevard

will include a private patio. The building corner along the intersection of Kierland Boulevard and Marilyn Road shall incorporate building articulation and architectural detailing that emphasizes the corner and is architecturally distinctive from the primary building façade in order to provide visual interest, as depicted in the graphic below. The final elevations and building plans submitted to the City will incorporate the provisions outlined in the development narrative and shall follow the Design Guidelines of Section 507.Tab A of the Phoenix Zoning Ordinance.



Conceptual Building Corner Rendering, Source: Todd + Associates

The PUD Narrative includes standards that require the parking garage to be wrapped by dwelling units to promote pedestrian orientation onto adjacent streets. Furthermore, streetscape design standards will provide uniform perimeter design. Lastly, several residential amenities are also provided, which are outlined further below.

Parking Standards

The proposed vehicular parking of 1.50 spaces per dwelling unit is consistent with the Zoning Ordinance requirements for one and two-bedroom units. However, this standard proposes a reduction for three-bedroom units as the Zoning Ordinance requires two parking spaces each.

Furthermore, the PUD proposes bicycle parking spaces in accordance with Section 1307.H. of the Phoenix Zoning Ordinance which requires spaces to be provided at a rate of 0.25 spaces per unit, and up to a maximum of 50 spaces. A minimum of eight bicycle parking spaces shall be provided near the entrance to the development for

visitors. Staff recommends Stipulation No. 1.d. to ensure that most of the parking stalls provided within the development are located within the parking garage building envelope, consistent with the proposed site plan.

Fences/Walls

All fences and walls will adhere to the Zoning Ordinance requirements per Section 703, per the development standards in the Narrative. In addition, all screen walls shall include architectural detailing consistent or complementary to the building facade.

Amenities

The PUD proposes amenities intended for use by residents and guests to include a clubhouse and fitness center no less than 13,000 square feet. The following amenities shall be provided within a pool courtyard:

- Swimming pool and spa
- Lounge area
- Shaded outdoor dining area and seating nodes
- Covered patio
- Barbeque grills
- Water and fire features

If an internal courtyard is provided on the second floor, it will include at least three of the following at a minimum:

- Lounge deck
- Shaded outdoor dining area
- Seating nodes
- Barbecue grills
- Water feature
- Fire feature
- Pool and/or spa

Shade

The proposed shade standards require a minimum of 75 percent shade cover be provided over public sidewalks and 50 percent shade coverage over private sidewalks. The required shade standards along public sidewalks exceed the Zoning Ordinance requirements.

Lighting Plan

All lighting will be consistent with the standards of Section 704 (Environmental Performance Standards) and Section 507 Tab. A of the Zoning Ordinance, and Section 23-100 of the City Code. Furthermore, pedestrian lighting provided along public and private sidewalks shall comply with the Walkable Urban Code standards in Sections 1304.D and Section 1304.H.5 of the Phoenix Zoning Ordinance.

Signage

The proposed sign standards shall comply with Section 705 of the City of Phoenix Zoning Ordinance and the adopted Kierland Comprehensive Sign Plan as amended.

Sustainability

The Development Narrative proposes several options to incorporate sustainability principals including drought-tolerant landscaping, LED landscape and exterior building lighting, and recycling receptacles. The project also proposes retaining established trees where possible along adjacent streets, and the utilization of low flow water fixtures.

Phasing

The project will be constructed in one phase.

Infrastructure

The development shall comply with City of Phoenix standards pertaining to infrastructure. Staff recommends Stipulation No. 1.f. to clarify grading and drainage requirements.

Comparative Zoning Standards

Staff recommends Stipulation No. 1.g. to replace CP/GCP standards with C-2 standards to be consistent with proposed uses and standards in the development Narrative.

AREA PLANS, OVERLAY DISTRICTS, AND INITIATIVES

6. **[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. In addition, a vision in the master plan is to raise awareness by leading by example. The proposal includes shaded pedestrian walking paths,

open space areas and greater planting standards than otherwise required by the City of Phoenix Zoning Ordinance.

7. **Complete Streets Guiding Principles**

In 2014, the Phoenix City Council adopted the Complete Streets Guiding Principles. The principles are intended to promote improvements that provide an accessible, safe, and connected transportation system to include all modes, such as bicycles, pedestrians, transit, and vehicles. There are proposed detached sidewalks adjacent to the public streets and pathways throughout the site which provides a safer and more comfortable pedestrian experience.

8. **Comprehensive Bicycle Master Plan**

The Comprehensive Bicycle Master Plan also supports options for both short and long-term bicycle parking as a means of promoting bicyclist traffic to a variety of destinations. The proposal requires bicycle parking spaces be provided on the site. Bicycle racks shall consist of an inverted-U style or other decorative design and installed per the requirements of Section 1307.H. of the City of Phoenix Zoning Ordinance.

9. **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 allowing up to 319 multifamily residential units and contributing to the variety of housing types in the area.

10. **Zero Waste PHX**

The City of Phoenix is committed to its waste diversion efforts and has set a goal to become a zero-waste city, as part of the city's overall 2050 Environmental Sustainability Goals. One of the ways Phoenix can achieve this is to improve and expand its recycling and other waste diversion programs. Section 716 of the Phoenix Zoning Ordinance establishes standards to encourage the provision of recycling containers for multifamily, commercial, and mixed-use developments. The provision of recycling is addressed in the PUD narrative. Recycling receptacles will be provided in the refuse room.

COMMUNITY INPUT SUMMARY

11. At the time the staff report was written, staff has received three letters of opposition and one letter in support. Concerns include change in character of the area,

oversaturation of multifamily residential in the area, blocking of views, lack of new services and increased traffic. The letter of support referenced the development standards as appropriate, including the proposed height, building setbacks, parking standards and open space, among other standards.

INTERDEPARTMENTAL COMMENTS

12. The Parks and Recreation Department requested that the shared use pathway along Kierland Boulevard be preserved and maintained. This is addressed in the PUD narrative.
13. The Street Transportation Department has proposed stipulations requiring that all streets within and adjacent to the development, shall be constructed with all required elements, including meeting ADA requirements. Furthermore, no preliminary approval of plans shall be granted until a Traffic Impact Study is reviewed and approved by the City. These are addressed in Stipulation Nos. 2 and 3.
14. The City of Phoenix Aviation Department has noted that the site is within the Scottsdale Municipal Airport (SDL) traffic pattern airspace, therefore, the developer shall provide notice to prospective tenants or purchasers of the existence and operation characteristics of the Scottsdale Airport and shall provide documentation that Form 7460-1 from has been filed with the FAA. The requirements are addressed in Stipulation Nos. 4 and 5.
15. 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.
16. The City of Phoenix Floodplain Management division of the Public Works Department did not have any comments on this case.
17. 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, there is potential need to up size existing water and sewer infrastructure mains so that any remodels or new buildings will be able to meet domestic and fire code requirements. Furthermore, the development maybe required to submit a water and wastewater master plan as required for development within the Kierland area.

OTHER

18. The site has not been identified as being archaeologically sensitive. However, in the event archaeological materials are encountered during construction, all ground disturbing activities must cease within 33-feet of the discovery and the City of Phoenix Archaeology Office must be notified immediately and allowed time to properly assess the materials. This is addressed in Stipulation No. 6.

19. Staff has not received a completed form for the Waiver of Claims for Diminution in Value of Property under Proposition 207 (A.R.S. 12-1131 et seq.), as required by the rezoning application process. Therefore, a stipulation has been added to require the form be completed and submitted prior to preliminary site plan approval. This is addressed in Stipulation No. 7.
20. Development and use of the site is subject to all applicable codes and ordinances. Zoning approval does not negate other ordinance requirements. Other formal actions such as, but not limited to, zoning adjustments and abandonments, may be required.

Findings

1. The proposed development is compatible with the existing land use pattern in the area and is consistent with the proposed General Plan Land Use Map designation of Mixed Use (Commercial / Residential 15+ dwelling units per acre).
2. The proposed development contains enhanced standards that will result in a more walkable, shaded and pedestrian-friendly environment. The development will provide increased shade which will help to reduce the urban heat island effect.
3. The proposed development will provide additional housing options close to employers in a designated Major Employment Center.

Stipulations

1. An updated Development Narrative for the Icon at Kierland PUD reflecting the changes approved through this request shall be submitted to the Planning Department within 30 days of City Council approval of this request. The updated Development Narrative shall be consistent with Development Narrative date stamped April 4, 2022, as modified by the following stipulations.
 - a. Front Cover, add "City Council adopted: [Insert Adoption date]"
 - b. Page 9, Section D2.a., Landscape Setbacks (Minimum): Clarify landscape setback standard along the north and south property lines to be consistent with the proposed site plan by requiring a minimum 5-foot-wide landscape setback along the south and a minimum 0-foot-wide landscape setback along the north property line where not adjacent to a street.
 - c. Page 10, Section D2.d., Perimeter Property Lines – Not Adjacent to Public Right-of-Way (North, South, and West Property Lines): Remove the reference to the north property line as no landscape setback is provided here.

- d. Page 11, Section D3.b., Parking Standards, Automotive Parking Location, Parking Location, Automotive: Modify the maximum number of parking spaces along the main entry drive that are located outside of the garage building footprint or building envelope to a maximum of five (5) spaces to be consistent with the proposed site plan.
 - e. Page 17, Section E2. b., Uniform Perimeter Design: Modify the third bullet to "Five (5) different accent species".
 - f. Page 21, Section H.1, Infrastructure, Grading and Drainage: Replace the fourth sentence as follows: Therefore, the subject site is not anticipated to provide any supplemental retention onsite, and may be required to address "first flush" stormwater treatment in accordance with the City of Phoenix Storm Water Policies and Standards Manual, current edition.
 - g. Page 23, Section I., Comparative Zoning Standards Table: Replace CP/GCP standards with C-2 standards.
2. The applicant shall submit a Traffic Impact Study to the City for this development. No preliminary approval of plans shall be granted until the study is reviewed and approved by the City.
 3. 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.
 4. The developer shall record a Notice to Prospective Purchasers of Proximity to Airport in order to disclose the existence and operational characteristics of Scottsdale Municipal Airport (SDL) to future owners or tenants of the property.
 5. The developer shall provide documentation to the City prior to final site plan approval that Form 7460-1 has been filed for the development and that the development received a "No Hazard Determination" from the FAA. If temporary equipment used during construction exceeds the height of the permanent structure a separate Form 7460-1 shall be submitted to the FAA and a "No Hazard Determination" obtained prior to the construction start date.
 6. In the event archaeological materials are encountered during construction, the developer shall immediately cease all ground disturbing activities within a 33-foot radius of the discovery, notify the City Archaeologist, and allow time for the Archaeology Office to properly assess the materials.

7. Prior to preliminary site plan approval, the landowner shall execute a Proposition 207 Waiver of Claims forms. The waiver shall be recorded with the Maricopa County Recorder's Office and delivered to the City to be included in the rezoning application file for record.

Writer

Enrique Bojórquez Gaxiola

April 25, 2022

Team Leader

Racelle Escolar

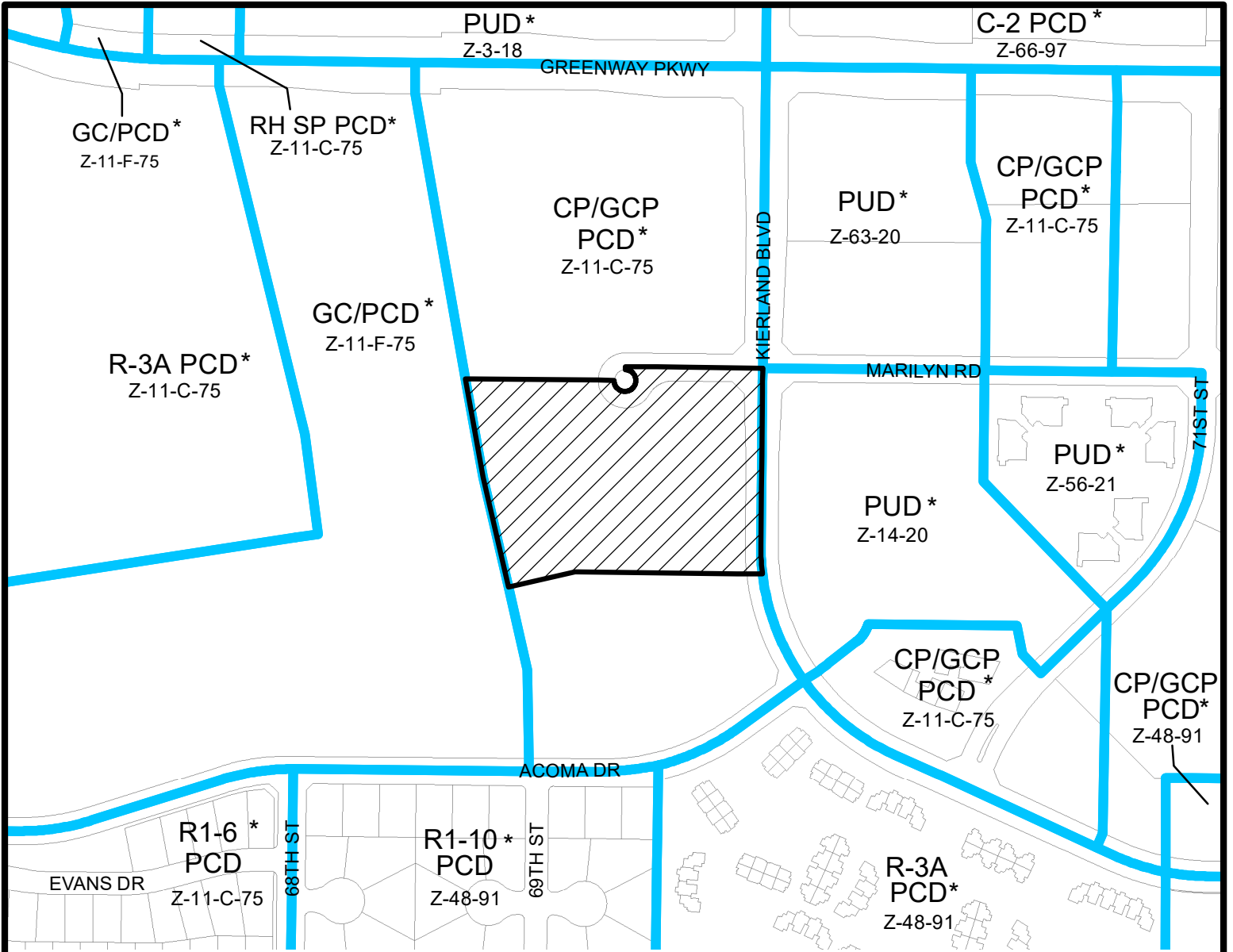
Exhibits

Zoning Sketch Map

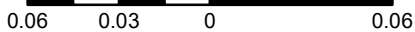
Zoning Aerial Map

Community Correspondence (7 pages)

[Icon Kierland PUD Development Narrative](#) date stamped April 4, 2022



Miles

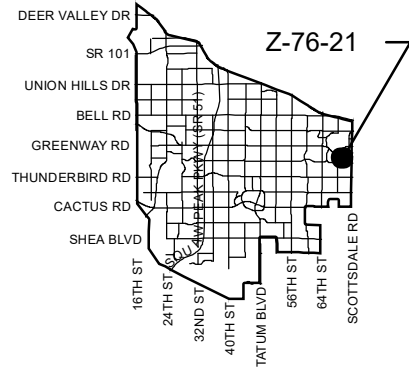


PARADISE VALLEY VILLAGE

CITY COUNCIL DISTRICT: 2

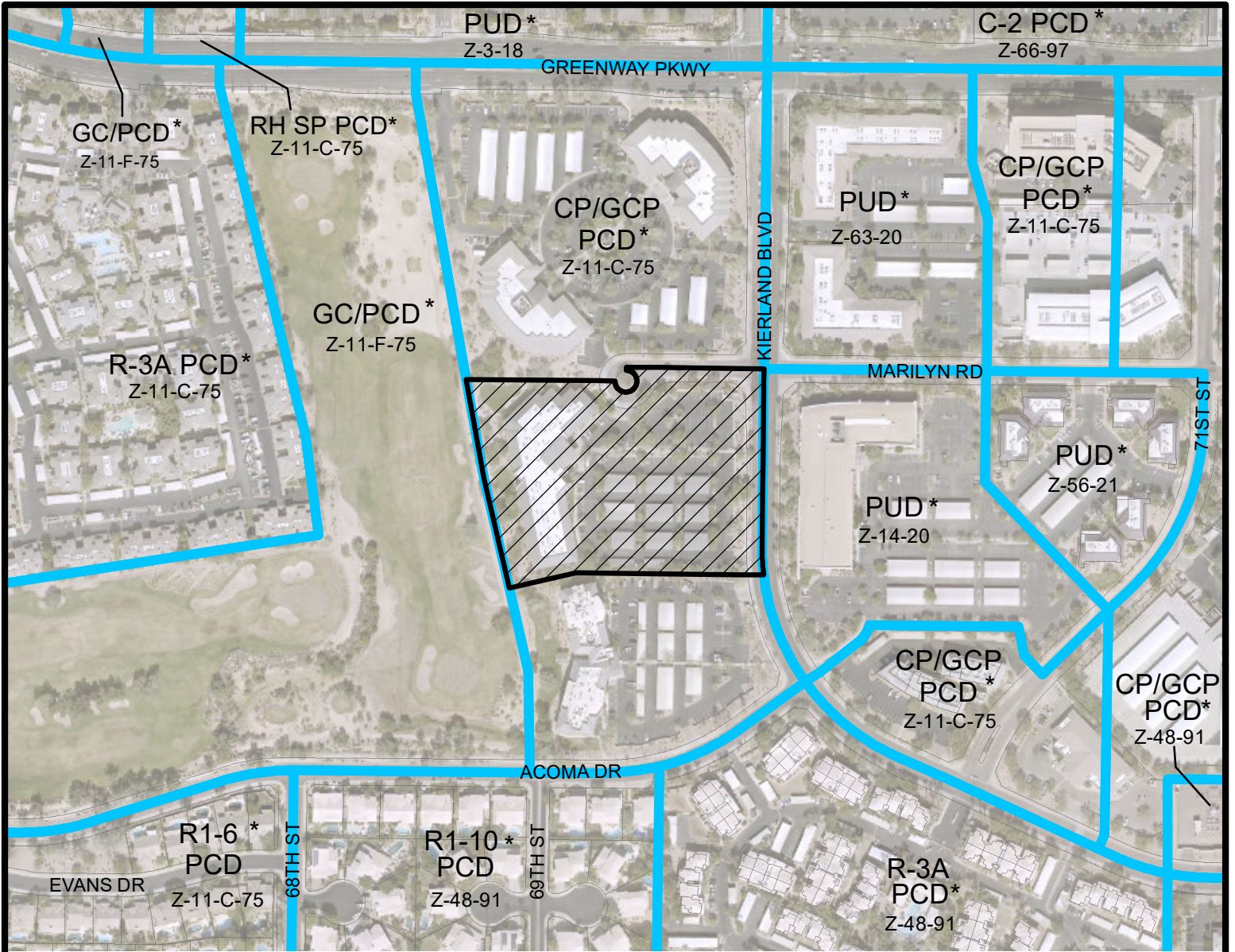


City of Phoenix
PLANNING AND DEVELOPMENT DEPARTMENT



APPLICANT'S NAME: Nick Wood, Esq.		REQUESTED CHANGE: FROM: CP/GCP PCD (6.10 a.c.) TO: PUD (6.10 a.c.)	
APPLICATION NO. Z-76-21	DATE: 12/16/2021 REVISION DATES: 4/13/2022		
GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX. 6.10 Acres	AERIAL PHOTO & QUARTER SEC. NO. QS 34-44	ZONING MAP L-12	
MULTIPLES PERMITTED CP/GCP PCD PUD	CONVENTIONAL OPTION N/A 319		* UNITS P.R.D. OPTION N/A N/A

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



Miles

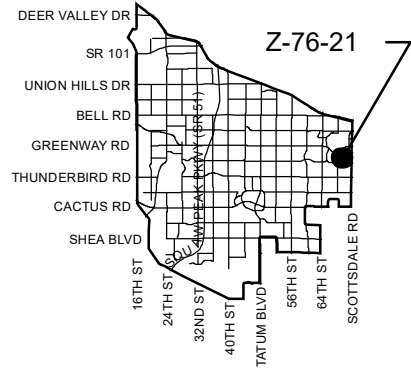
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PARADISE VALLEY VILLAGE

CITY COUNCIL DISTRICT: 2



City of Phoenix
PLANNING AND DEVELOPMENT DEPARTMENT



APPLICANT'S NAME: Nick Wood, Esq.

REQUESTED CHANGE:

FROM: CP/GCP PCD (6.10 a.c.)

APPLICATION NO. Z-76-21

DATE: 12/16/2021
REVISION DATES:

4/13/2022

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

6.10 Acres

AERIAL PHOTO &
QUARTER SEC. NO.
QS 34-44

ZONING MAP
L-12

TO: PUD (6.10 a.c.)

MULTIPLES PERMITTED

CP/GCP PCD
PUD

CONVENTIONAL OPTION

N/A
319

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

N/A
N/A

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

David O Simmons

From: David O Simmons
Sent: Wednesday, February 9, 2022 9:15 AM
To: Randy Hein
Cc: Griemsmann, Noel; Moran, Taylor N.
Subject: RE: Comments on GPA-PV-4-21-2 & Z-76-21-2

Mr. Hein,

Thank you for reaching out in regard to Rezoning Case No. Z-76-21-2 and the companion case, GPA-PV-4-21-2. Your comments have been saved to the case file to be included as part of the public record. I have also cc'd the applicants representatives so they are aware of your concerns.

This case has not been scheduled for public hearings for recommendation. Hearing dates will not be provided until staff has an acceptable copy of the applicants development narrative. PUD development narratives typically require 3 review cycles. We are currently working on the 1st review cycle for this request. You may review the applicants development narratives here: <https://www.phoenix.gov/pdd/planning-zoning/pzservices/pud-cases> Cases are filed by case number (Z-76-21-2).

Once hearing dates have been provided and you wish to speak on an item, you may submit a request to speak to myself at least 24 hours prior to the hearing. Please let us know if you have additional comments or concerns.

Respectfully,

David Simmons, MA
Paradise Valley & Deer Valley
Village Planner *II
200 West Washington Street
3rd Floor
Phoenix, AZ 85003
602-262-4072
david.simmons@phoenix.gov



From: Randy Hein <randy@heinbond.com>
Sent: Monday, February 7, 2022 3:24 PM
To: David O Simmons <david.simmons@phoenix.gov>
Subject: Comments on GPA-PV-4-21-2 & Z-76-21-2

Hi David, the following are my concerns for the current plans on these two projects:

Cases GPA-PV-4-21-2 & Z-76-21-2

I am concerned about the height the densities of the buildings. This effects our open air and views that are special and unique to Phoenix and the West. I am use to the wide open spaces of the desert. That's what I found that was most attractive the Phoenix and the Kierland area. I am also concerned about the amount of traffic that would be on Acoma and Kierland blvd. The heights densities are way too much for this side of Greenway. We are in one story home about two blocks away. The Optima buildings on 71st and Kierland Commons Block Tower already block out our view to the mountains to the NE. Right now it's just a node, or clump of towers that we can at least see around. But if these towers are too continue across Greenway and down Kierland Aveunue, this would create a giant wall or blockcade to almost all of our mountain views to the East. I think Phoenix development, like the west should stay horizontal and protect the views and sunsets etc. This would be good for everyone, not just the people in the higher towers. Don't close us in! You don't know what you have until it's gone. Just walk by the Optima Buildings, If they were half as high would feel more like Phoenix. Also, the new AC Hotel looks like it just landed there and is so out-of-place. If it were half the height it would fit right in. The new apartment building on Scottsdale Road that replaced a fitness business is so overbuilt and does not look like it belongs there. I feel sorry for the people that live to the west of it. I understand that Phoenix needs more housing. We just don't need it all to be stacked up around one small area. Please do not overbuild this area. There are only 6 blocks of downtown and it's already getting too crowded. We used to wait 15 minutes for a table at a restaurant, now it's 60. It's not just any one project that is effected this area. It is all of these new apartment projects. There are really adding up to potentially 1500 to 2000 new apartments in about 4 square blocks. I am not opposed to the new development. I am just opposed to the size of it. I think that currently we have a great life style here and would like to keep it that way. Good planning and zoning should keep it that way! If all of them were cut down to half the height and density, we could keep the look and feel of our neighborhood and keep Kierland special!

Randy Hein, 6753 E. Evans Drive, Phoenix, AZ

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David O Simmons

From: Joanne Thomas <joanne.e.thomas68@gmail.com>
Sent: Tuesday, December 28, 2021 11:20 AM
To: David O Simmons
Subject: Icon Kierland (Case #GPA-PV-4-21-2)

I strongly oppose the change in zoning to build the ICON Kierland. The homes/condos adjacent to the proposed property are no larger than two story, with the exception, down the road to Elite and Ascend Apartments. The project is too large at six stories/370 units. We need jobs in this area – not more housing.

In addition to the size of the project, the roads (Acoma/Kierland) are already highly used as a pass-through between Scottsdale Rd. and Greenway. Adding the amount of proposed units is oversaturating the traffic for the area.

More housing is not needed in this area; more traffic is not needed in this area. Do not make this “downtown Phoenix”!!

Again, I strongly oppose the change in zoning. Please add this to the record and take this into consideration.

Thank you.
Joanne Thomas
Homeowner on Acoma

Sent from [Mail \[go.microsoft.com\]](mailto:joanne.e.thomas68@gmail.com) for Windows

David O Simmons

From: Donna Wilke <djwrnp@cox.net>
Sent: Thursday, March 3, 2022 2:53 PM
To: David O Simmons
Subject: Re: Paradise Valley Village Planning Committee

Hi & thank you.

I will check out the sites.

I saw this yesterday and fear another big multiple family dwelling coming soon. It's getting insane.

GPA & ZONING HEARING
GPA Case No: GPA-PV-4-21-2
Change From: Industrial To: Mixed Use (Commercial / Commerce/Business Park / Residential 15+ du/ac)
Acreage: 6.10 Location: Southwest corner of Kierland Boulevard and Marilyn Road
Proposal: Minor General Plan Amendment for Mixed Use (Commercial / Commerce/Business Park / Residential 15+ dwelling units per acre).

Rezoning Case No: Z-76-21-2 (Icon Kierland PUD)
Change From: CP/GCP PCD To: PUD
Acreage: 6.10 Location: Southwest corner of Kierland Boulevard and Marilyn Road
Proposal: Planned Unit Development to allow multifamily and commercial uses.; Change of Maximum Dwelling Units Allowed From: 0, To: 370.

INFORMATIONAL MEETING VILLAGE PLANNING MEETING	FOR RECOMMENDATION VILLAGE PLANNING MEETING	PLANNING COMMISSION	IF APPEALED FROM PLANNING COMMISSION CITY COUNCIL
Village: Paradise Valley	Village: Paradise Valley		
February 7, 2022	TBD	TBD	TBD
6:00 P.M.	6:00 P.M.	6:00 P.M.	2:30 P.M.

Meeting will be held virtually. To participate, see the instructions on the agenda available on the Public Meeting Notices website: <https://www.phoenix.gov/cityclerk/publicmeetings/notices>

Meeting may be held at the Paradise Valley Community Center Multi-purpose Room (17402 N. 40th Street) or virtually. For more information, please see: <https://www.phoenix.gov/cityclerk/publicmeetings/notices>

Meeting may be held at the City Council Chambers (200 W. Jefferson St.) or virtually. For more information, please see: <https://www.phoenix.gov/cityclerk/publicmeetings/notices>

Meeting may be held at the City Council Chambers (200 W. Jefferson St.) or virtually. For more information, please see: <https://www.phoenix.gov/cityclerk/publicmeetings/city-council-meetings>

PLEASE CALL TO CONFIRM INFORMATION / POR FAVOR LLAME PARA CONFIRMAR LA INFORMACIÓN (602) 262-7131 #6
FURTHER INFORMATION AVAILABLE AT: <https://www.phoenix.gov/pdds/site/pages/my-community-map.aspx>
or at Phoenix City Hall, 200 West Washington Street, 2nd Floor - Zoning Counter, Phoenix, Arizona 85003

PLEASE CALL 602-382-6589 FOR SIGN REMOVAL

On Mar 1, 2022, at 9:22 AM, David O Simmons <david.simmons@phoenix.gov> wrote:

Good morning Donna,

My name is David Simmons. I am the Paradise Valley Village Planner. The Village Planning Committee does not have a formal newsletter. However, the Village does have a dedicated web page: <https://www.phoenix.gov/villages/Paradise-Valley> The City of Phoenix also has a dedicated web page ([My Community Map](#)) for development projects city wide. Please feel free to reach out to me directly in the event you have inquiries about any site specific project within the village boundaries.

Respectfully,

David Simmons, MA
Paradise Valley & Deer Valley
Village Planner *II
200 West Washington Street
3rd Floor
Phoenix, AZ 85003
602-262-4072
david.simmons@phoenix.gov



From: [James Wayne mailloux](#)
To: [Sarah Stockham](#)
Cc: [Nick Wood](#); [Council District 2 PCC](#)
Subject: RD ICON KIERLAND May 2, 2022 Village Planning Committee hearing, Case Nos. GPA-PV-4-21-2 & Z-76-21-2
Date: Wednesday, April 20, 2022 6:46:59 PM

I write you on behalf of the Kierland Community Alliance (KCA), regarding the above case, and ask that you include this letter in the package for the Village Planning Committee on May 2.

We, the KCA board, met with the representatives of RD Group including their attorney Nick Wood, of Snell and Wilmer, several weeks ago to discuss their proposed PUD and to review its impact on the Kierland community, located in the area south of Greenway Parkway and west of Kierland Blvd.

Our interactions with the Rd Group representatives were detailed and positive. We discussed in particular the impact on single family dwellings in the area. After thorough review, we support this project as submitted, and we have no objections to the project as presented.

Please note some of the key reasons why we support the submission:

- 6 stories and 70 feet in height, appropriate given the distances from single family dwelling front yards. Had these distances been less, we would not support the height which is planned.
- Setbacks of 25 feet on the south side of the property, and distances of 560 feet+/- of the southwest corner of the building to the front of the furthest home on the west and south side of East Acoma Rd., and

430 ft+/- from the from the closest home on the east and south side of East Acoma Rd., at the intersection of N 69th street.

- We also like the underground parking, and # of parking spots planned, which exceed ordinance requirements; the 27% open space, which also exceeds ordinance requirements, and 52.3 DU/AC, which is well within densities for comparable projects north and south of Greenway Parkway within Kierland.

Additionally, the developer has generously agreed to donate \$100,000 to the Parks Foundation for the renovation of SandPiper park in the area, for the benefit of the entire neighborhood.

We believe the RD Group have set a good example of responsible development in Kierland, and their collaborative and positive engagement with us is responsive, in

our opinion, to the needs of the neighborhood.

As you know, it is the KCA mission and vision to help produce positive outcomes which consider and respond to the needs of existing residents as well as future residents for all development and re-development in the Kierland neighborhood.

Thank you for your attention and consideration of this project when it comes before you at the City Council.

Wayne Mailloux
Chairman,
Kierland Community Alliance

waynemailloux@me.com