



City of Phoenix

PLANNING AND DEVELOPMENT DEPARTMENT

Staff Report Z-39-15-4 (Alta Camelback PUD) October 26, 2015

Camelback East Village Planning Committee Meeting Date November 3, 2015

Planning Commission Hearing Date November 10, 2015

Request From: C-2 (3.46 Acres)

Request To: PUD (3.46 Acres)

Proposed Use Planned Unit Development to allow for a multifamily residential development

Location Approximately 190 feet south of the southeast corner of 7th Street and Camelback Road

Owner Baric Dario, Abram Tabakov, Olga Tabakov

Applicant/Representative Earl, Curley & Lagarde P.C.

Staff Recommendation Approval, subject to a stipulations

General Plan Conformity			
General Plan Land Use Designation		Commercial	
Street Map Classification	7th Street	Major Arterial	40-foot east half street
	8th Place	Local	25-foot west half street
<p>LAND USE ELEMENT: GOAL 3, POLICY 5: Encourage the development or redevelopment of vacant and underutilized parcels within the urbanized area that is consistent with the character of the area or with the area’s transitional objectives.</p> <p>The proposed rezoning will redevelop a series of underutilized office and retail parcels into a premier multifamily residential community that is consistent with the scale and character of the area.</p>			
<p>LAND USE ELEMENT: GOAL 2, POLICY 14: Locate multi-family development near specialized public facilities, major transportation services and employment centers.</p> <p>The proposed development offers additional multifamily residential housing options adjacent to a major arterial and within proximity to the existing light rail system. The subject site will also provide convenient access to employment opportunities in Midtown and the Camelback East Village Core.</p>			

Background/Issues/Analysis

SUBJECT SITE

1. This request is to rezone a 3.46 acre site located approximately 190 feet south of the southeast corner of 7th Street and Camelback Road from C-2 (Intermediate Commercial) to PUD (Planned Unit Development) to allow for a multifamily residential development.
2. The site is an assemblage of three separate parcels developed with office and retail uses. The northern two parcels contain an auto repair business, while the southern parcel contains three professional office buildings. Frontage is provided on both 7th Street and 8th Place.
3. The General Plan Land Use designation for the parcel is Commercial. Although the proposal is not consistent with the General Plan designation, an amendment is not required as the subject parcel is less than 10 acres.

SURROUNDING USES & ZONING

4. **North**

A gas station, historic church and restaurant are located to the north of the subject property and immediately adjacent to Camelback Road. The properties are zoned C-2 (Intermediate Commercial) and C-2 HP (Intermediate Commercial, Historic Preservation).

West

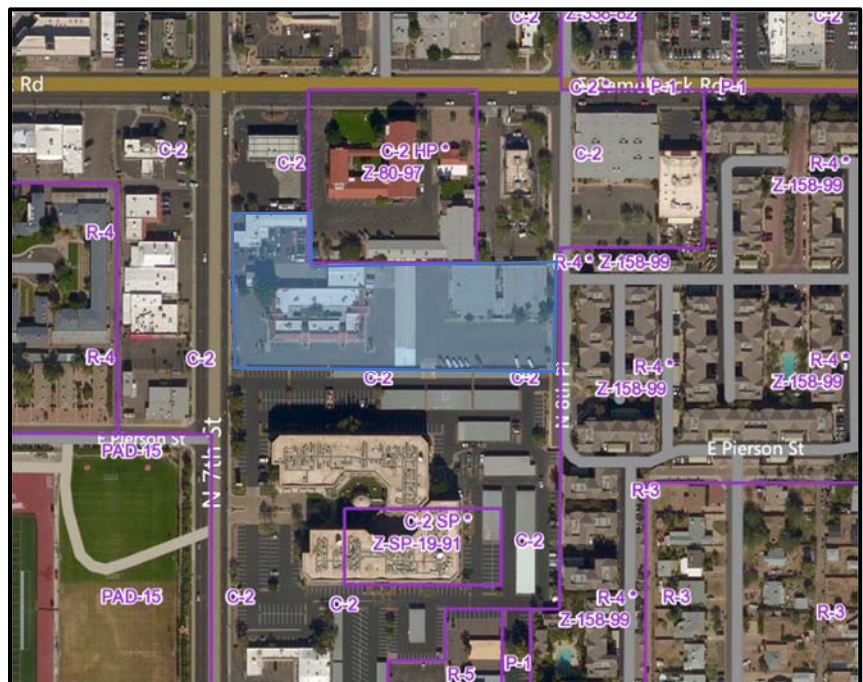
Across 7th Street, properties are zoned C-2 (Intermediate Commercial) and are used for retail and restaurant purposes.

South

A two-story office building is located to the south of the subject site and is zoned C-2 (Intermediate Commercial). A portion of the property is also zoned C-2 SP (Intermediate Commercial, Special Permit) to allow for a radio relay antenna.

East

The property to the east of the subject site is zoned R-4 (Multifamily Residence District) and is developed as a three-story multifamily residential community.



PROPOSAL

5. The proposal was developed utilizing the PUD zoning designation, which allows an applicant to propose uses, development standards, and design guidelines for a site. One of the goals of this process is to allow the applicant to develop standards that respond to the surrounding environment more so than conventional zoning districts allow. The end result is property rezoned with standards crafted specifically for the site. Where the PUD Development Narrative is silent on a requirement, the applicable Zoning Ordinance provisions will be applied.
6. Below is a summary of the proposed standards for the subject site as described in the attached PUD Development Narrative date stamped October 20, 2015, Attachment C. Many of the proposed standards were designed to allow for a high-density multifamily development located within a close proximity to a major arterial, light rail and multiple employment centers.

Land Use

The Development Narrative proposes to allow multifamily residential use for the entire site, but would also allow assembly and business related accessory uses. Accessory uses are customary to a large multifamily development and include a fitness center, clubroom, demonstration kitchen, coffee/juice bar, live-work units, a leasing office, business center and offices.

Development Standards

The PUD proposes to develop a four-story, plus mezzanine, multifamily development with a maximum building height of 60 feet. Lot coverage will be limited to a maximum of 80% with a minimum 15% common open space area provided. The applicant's conceptual site plan indicates 230 units of varying sizes will be developed with the overall density for the project not to exceed 75 dwelling units per acre. The applicant proposes reduced building setbacks of 8 and 10 feet on the east and west sides of the development, respectively. The setbacks have been reduced in order to provide an active street front, especially along 7th Street. The applicant proposes setbacks along the north and south property lines, adjacent to the existing commercial development, of 10 feet.

Landscaping Standards

The applicant will be required to provide landscaping on all sides the property. The proposed landscaping areas are limited to allow the building to be located closer to the street frontages in order to provide a more pedestrian-friendly environment. Minimum landscape setbacks of 8 feet along the east property line and 10 feet along the north, south and west property lines will be provided with a mix of 2- and 1-inch caliper trees, placed 25- and 20-feet on center, drought-resistant shrubs and living groundcover.

Parking

The narrative proposes both resident and unreserved visitor parking for the development. Resident parking will be provided at a rate of 1.32 spaces per unit with an additional 0.21 spaces provided for guest parking. The majority of the parking will be accommodated in an internal parking structure with access provided

off 8th Place, while 10 ancillary, surface level guest parking spaces will be provided directly off 7th Street.

Shading

The proposal includes requirements for shading along right-of-way frontages. Public sidewalks will be provided with a minimum 50% shade cover.

Design Guidelines

The Development Narrative includes several design features created to position the development as a signature project for the area. Design elements include four sided architecture, multiple exterior accent materials, architectural shade elements and screening of the internal parking garage. The conceptual elevation submitted with the development narrative proposes to activate the street frontages via the addition of street-level pedestrian access points, significant glazing as well as balcony projections. In order to ensure a pedestrian-focused streetscape façade, a stipulation has been added requiring general conformance to the conceptual elevations provided.



Phasing

The project will be constructed in one phase.

Signage

The Development Narrative includes regulations allowing flexibility in signage both for parapet mounted wall signs and the inclusion of vertical blade signs, both limited to two locations within the development. All other signs proposed for the project will be in conformance with the multifamily guidelines as specified in the Sign section of the Zoning Ordinance.

Sustainability

Several elements to incorporate sustainability principles are proposed including providing bicycle parking, shading of public sidewalks and use of water efficient landscape material and plumbing fixtures.

STREETS AND TRAFFIC

7. The Street Transportation Department has indicated that a ten foot sidewalk easement and detached sidewalk will be required along the east side of 7th Street adjacent to the property to comply with the City's Complete Streets Policy. A stipulation has been added addressing this requirement as well as a stipulation regarding improvement of all streets within and adjacent to the overall development.
8. A Traffic Study has been submitted to the Street Transportation Department and is currently under review. The Street Transportation Department does not anticipate a negative impact from the development.

MISCELLANEOUS

9. The Water Services Department has noted that there are no water or sewer infrastructure concerns with the proposed zoning.
10. The City of Phoenix Floodplain Management division of the Street Transportation 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 1740 L of the Flood Insurance Rate Maps (FIRM) dated October 16, 2013.
11. Development and use of the site is subject to all applicable codes and ordinances. Zoning approval does not negate other ordinance requirements and other formal actions may be required.

Findings

1. The proposed height and development standards are consistent with the scale and character of the surrounding properties and development in the immediate area.
2. The proposal would consolidate and redevelop several smaller parcels into one larger development, which will provide additional housing opportunities for area residents.
3. The proposed project promotes an active streetscape experience by incorporating several pedestrian-focused design amenities.

Stipulations

1. An updated Development Narrative for the Alta Camelback 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 October 20, 2015 as modified by the following stipulations.
 - a. List of Exhibits: Applicant shall revise page numbers as follows:
 - 1) Aerial Map – Page 18
 - 2) General Plan Land Use Map – Page 19
 - 3) Zoning Map (Existing) – Page 20
 - 4) Zoning Map (Proposed) – Page 21
 - 5) Conceptual Site Plan – Page 22
 - 6) Conceptual Landscape Plan – Page 23
 - 7) Conceptual Residential Elevation – Page 24
 - 8) Circulation Plan – Page 28
 - 9) Context Photos – Page 29
 - 10) Legal Description – Page 35
 - a. Page 13, Development Standards and Guidelines: Applicant shall revise the maximum number of stories provision as follows: “4 stories (with allowance for mezzanine level as defined in the city of Phoenix Zoning Ordinance).”
 - b. Page 14, Building Design: Applicant shall replace “should” with “shall” in the fourth bullet point.
 - c. Page 15, Signage Standards: Applicant shall revise the first paragraph as follows: “Signage for the development shall consist of three classes of signs: vertical blade signs, parapet mounted wall signs, and other sign types. The proposed vertical blade and parapet mounted signs shall be provided along the perimeter of the development and are primarily intended to identify and advertise the residential community. Other sign types visible from the public right-of-way, which may identify residential buildings/units, community programs/information, or serve as way-finding signs for the community as allowed as set forth in Section 705 of the city of Phoenix Zoning Ordinance. All other sign types not specifically addressed in this PUD shall comply with the allowed signage criteria for multi-family land uses under Section 705 of the city of Phoenix Zoning Ordinance.

- d. Page 15, Signage Standards: Applicant shall revise the sign area of the vertical blade signage section and replace “2 per location” with “maximum 2 for the development.”
 - e. Page 15, Signage Standards: Applicant shall revise “Roof-type Signage” with “Parapet Mounted Wall Signage.”
 - f. Page 16, Signage Standards: Applicant shall revise the sign area of the parapet mounted wall signage section and replace “2 per location” with “maximum 2 for the development” and remove “on top of roof parapet.”
 - g. Page 16, Comparative Zoning Standards Table: Applicant shall revise the building setbacks and landscape setbacks sections to move the north property line to the perimeter adjacent to property lines category.
2. The development shall be in general conformance with the elevations contained in the October 20, 2015 document, as approved by the Planning and Development Department.
 3. The developer shall dedicate a 10 foot sidewalk easement, with minimum 5 foot detached sidewalk, along the east side of 7th Street, as approved by the Planning and Development Department.
 4. 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 or modified by the Planning and Development Department. All improvements shall comply with ADA accessibility requirements.

Writer

Samantha Keating
October 21, 2015

Team Leader

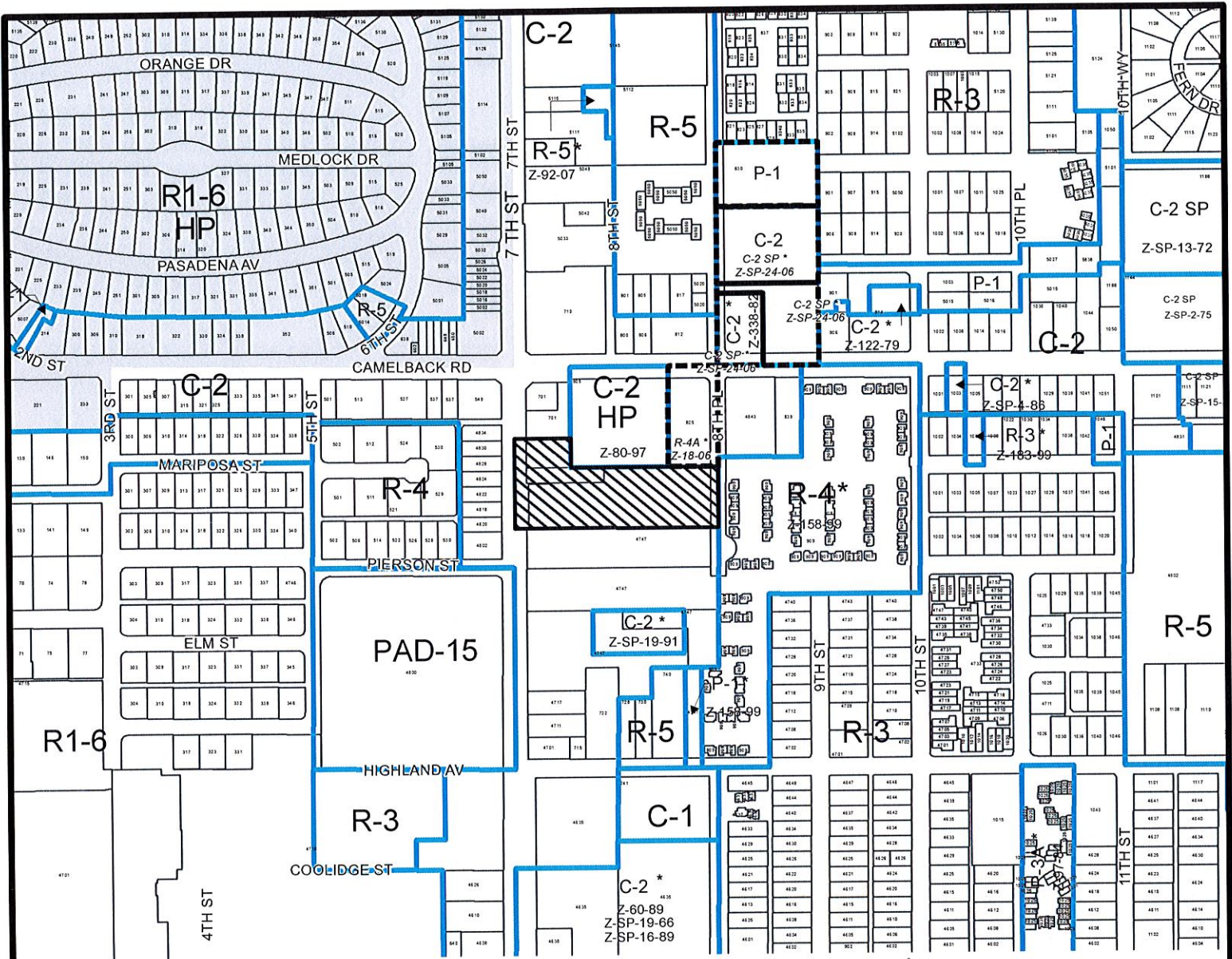
Josh Bednarek

Attachments

Attachment A: Sketch Map

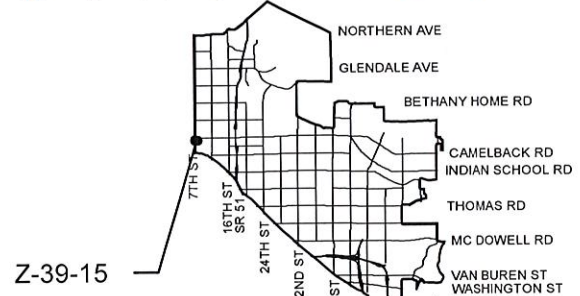
Attachment B: Aerial

Attachment C: Alta Camelback PUD date stamped October 20, 2015



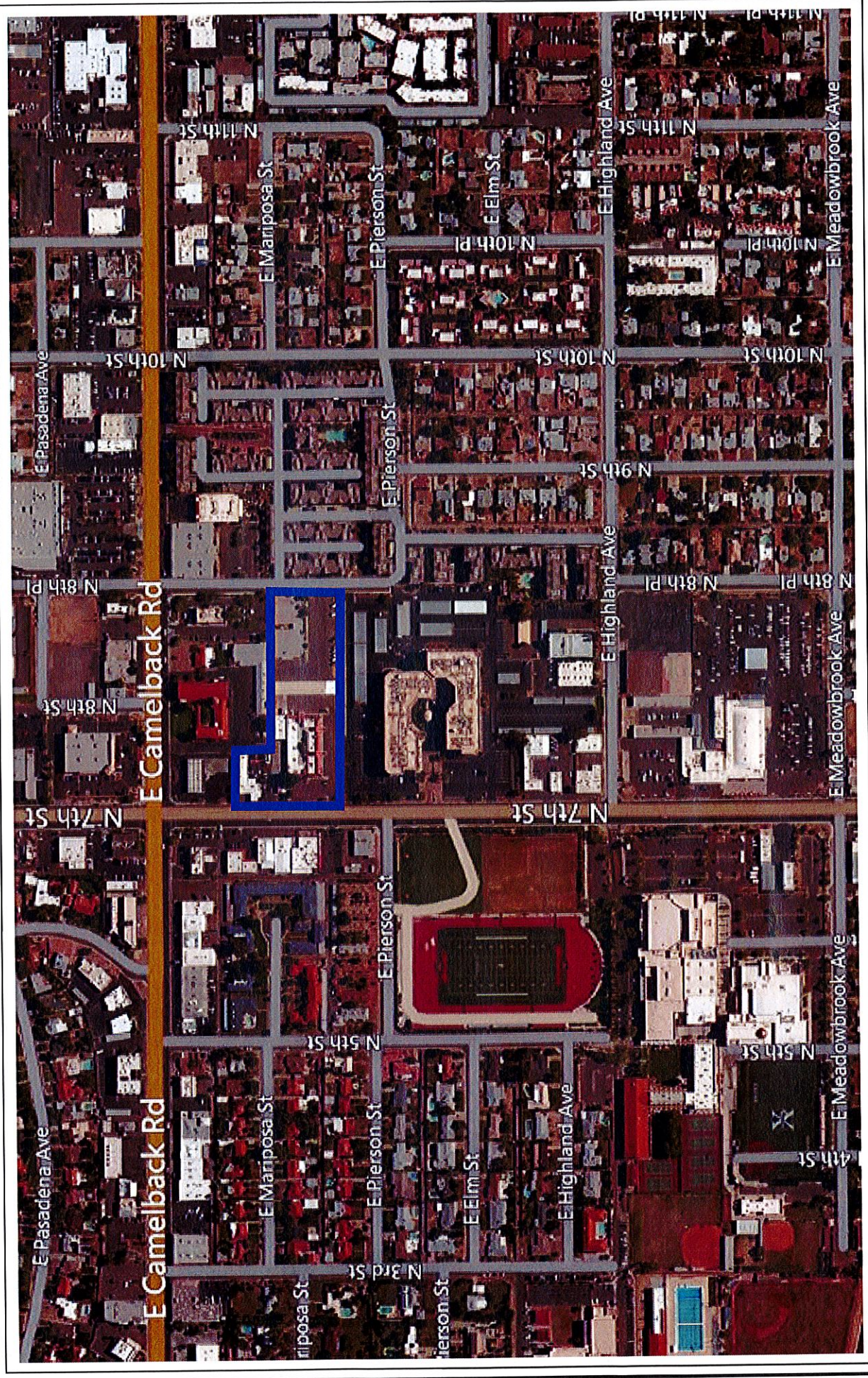
500 250 0 500 Feet

CITY OF PHOENIX PLANNING DEPARTMENT
CAMELBACK EAST VILLAGE
 CITY COUNCIL DISTRICT: 4



APPLICANT'S NAME: Stephen C. Earl		REQUESTED CHANGE: FROM: C-2 (3.46 a.c.) TO: PUD (3.46 a.c.)	
APPLICATION NO. Z-39-15	DATE: 7/28/15	REVISION DATES:	
GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX. 3.46 Acres	AERIAL PHOTO & QUARTER SEC. NO. QS 18-29	ZONING MAP H-8	
MULTIPLES PERMITTED C-2 PUD	CONVENTIONAL OPTION 50 259		* UNITS P.R.D. OPTION 60 259

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



Planning and Development

The information provided on this map is based on record drawings submitted by others. Users of this information are cautioned that independent verification of actual conditions may be necessary.