



**City of Phoenix**  
PLANNING & DEVELOPMENT DEPARTMENT

**Staff Report Z-58-16-3**  
**(Life Storage – 32<sup>nd</sup> Street PUD)**  
December 27, 2016

**Paradise Valley Village Planning Committee Meeting Date:** January 9, 2017

**Planning Commission Hearing Date:** February 2, 2017

**Request From:** C-O/G-O HGT/WVR (2.40 acres)

**Request To:** PUD (2.40 acres)

**Proposed Use:** Planned Unit Development to allow a mix of uses including a self-storage facility

**Location:** Southeast corner of 32<sup>nd</sup> Street and Cheryl Drive

**Owner/Applicant/ Representative:** Jason Morris, Withey Morris PLC

**Staff Recommendation:** Approval, subject to stipulations

General Plan Conformity			
<b>General Plan Land Use Designation</b>		Residential 3.5 to 5 du/acre	
<b>Street Map Classification</b>	32 <sup>nd</sup> Street	Arterial	40-foot north half street
<p><b><i>CELEBRATE OUR DIVERSE COMMUNITIES &amp; NEIGHBORHOODS CORE VALUE; CERTAINTY &amp; CHARACTER; LAND USE PRINCIPLE: New development and expansion or redevelopment of existing development in or near residential areas should be compatible with existing uses and consistent with adopted plans.</i></b></p> <p>The proposed development is sensitive to surrounding residential and commercial development, thereby warranting the reasonable levels of increased intensity required for the project.</p> <p><b><i>CELEBRATE OUR DIVERSE COMMUNITIES &amp; NEIGHBORHOODS CORE VALUE; SAFE NEIGHBORHOODS, CLEAN NEIGHBORHOODS PRINCIPLE: Facilitate the acquisition of vacant, underutilized and blighted parcels for appropriate redevelopment, compatible with the adjacent neighborhood character and adopted area plans.</i></b></p> <p>The subject site is an irregular shape and is currently vacant. The proposed development of this parcel will greatly improve site conditions and open a new business in the area.</p>			

<b>Area plans</b>
<p><b><u>SQUAW PEAK FREEWAY SPECIFIC PLAN</u></b> See Item No. 5 in the Background/Issues/Analysis Section.</p> <p><b><u>NORTH 32ND POLICY PLAN</u></b> See Item No. 6 in the Background/Issues/Analysis Section.</p>

<b>Surrounding Land Uses/Zoning</b>		
	<b>Land Use</b>	<b>Zoning</b>
<b>On Site</b>	Vacant	C-O/G-O HGT/WVR
<b>North</b>	Dreamy Draw Park and Ride Facility	C-2
<b>South</b>	State Route 51 and ADOT office	C-2
<b>West</b>	Church	R1-10
<b>East</b>	State Route 51 and Single-family Residential	R1-10

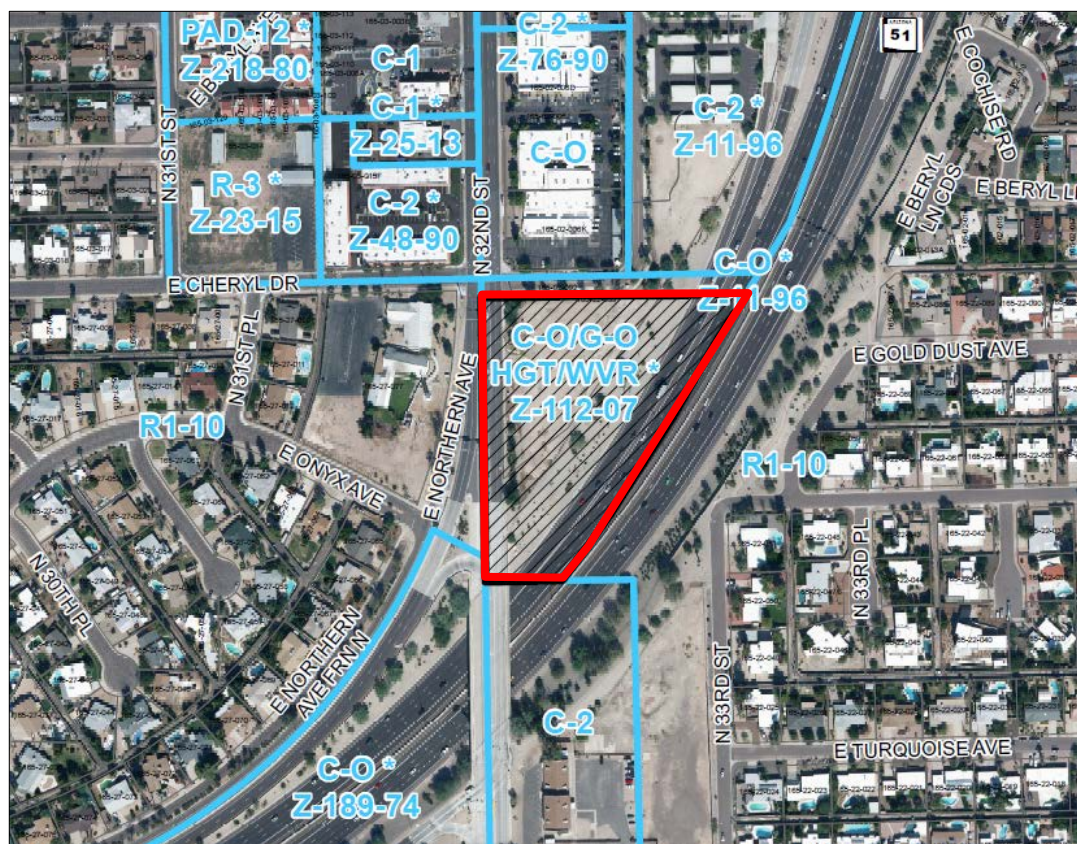
**Background/Issues/Analysis**

**SUBJECT SITE**

1. This is a request to rezone a 2.40 acre site located at the southeast corner of 32<sup>nd</sup> Street and Cheryl Drive. The request is to rezone from C-O/G-O HGT/WVR to PUD to allow a mix of uses, including a self-service storage facility.
2. The proposed PUD site is currently vacant. In a previous 2007 rezoning case (Z-112-07-3), the subject site was rezoned from C-O to C-O/G-O HGT/WVR. The request was for a three-story office building, yet no development occurred on the subject site and it has remained vacant.

**SURROUNDING USES, GENERAL PLAN & ZONING**

3. The subject site is currently zoned C-O/G-O HGT/WVR. The Dreamy Draw park and ride facility is located north of the site and zoned C-2. Across State Route 51 there is an ADOT office that is zoned C-2 and single-family residences zoned R1-10. To the west, across 32<sup>nd</sup> Street, there is a church that is zoned R1-10.



4. The proposal is not consistent with the General Plan Land Use Map designation of Residential 3.5 to 5 du/acre. However, the subject site is less than 10 acres and therefore a General Plan Amendment is not required.

#### SQUAW PEAK FREEWAY SPECIFIC PLAN

5. The subject site falls within the boundaries of the Squaw Peak Freeway Specific Plan. This is a policy plan which addresses the impacts of the freeway on adjacent residential neighborhoods and proposes ways to maximize compatibility of the freeway with adjacent and nearby land uses. The primary purpose of the plan is to provide recommendations for freeway mitigation. The Specific Plan was adopted by the Phoenix City Council July 3, 1991.

The proposed development is of an appropriate use, scale and character adjacent to the freeway and is in keeping with the specific plan. The development introduces a use that is stable and workable in the presence of the freeway; will aid in retaining the village core as the commercial/office center of the village by discouraging inappropriate increases in land use intensity along the freeway corridor; and encourages economic development opportunities which are consistent with the neighborhood compatibility and the General Plan.

The land use element of the Specific Plan makes recommendations for land use

changes. The Specific Plan recommends that any subsequent rezoning or development adjacent to the freeway should be designed to mitigate effects of the freeway. The proposed development has little impact on nearby single-family residential because it is directly adjacent to commercial uses, the freeway, and generates little traffic.

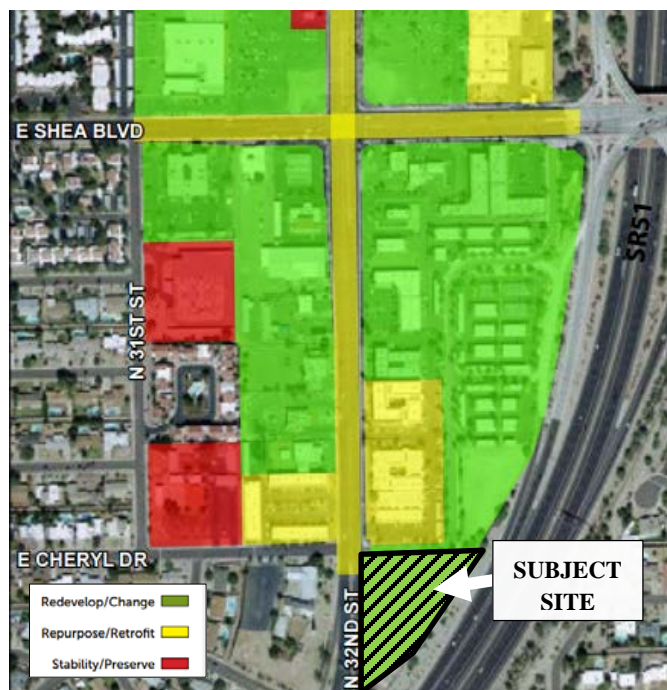
In addition, the subject site is designated commercial in the Specific Plan. The Specific Plan states to “allow the private property bounded by Cheryl Drive alignment to the north, the freeway on the east and south, and 32<sup>nd</sup> Street on the west to transition from a single-family residential to a commercial designation.”

The proposed commercial uses in the PUD are consistent with the recommendations of the Squaw Peak Freeway Specific Plan.

#### NORTH 32<sup>ND</sup> POLICY PLAN

6. The subject site falls within the boundaries of the North 32nd Policy Plan area, which are from the Phoenix Mountain Preserve to the south, Loop 101 to the north, 28<sup>th</sup> Street to the west and 36th Street/State Route 51 to the east. Starting in early 2012 through more than 40 meetings, city staff worked closely with concerned property and business owners (known as the North 32nd Working Group) to develop the North 32nd Policy Plan. The purpose of the North 32nd Policy Plan is to provide direction to future decision makers in regards to where the community may support new development and property entitlement changes (rezoning) within the corridor. The Policy Plan was adopted by the Phoenix City Council on December 3, 2014.

City staff worked closely with the North 32nd Working Group to identify ways to improve the conditions within the corridor and spur revitalization in the area. The Policy Plan includes the results of mapping exercises for all the major intersections within the corridor. To work towards implementing the community’s vision for North 32nd, city staff needed to identify where the community would support stability, retrofitting and redevelopment or change. Stability areas should stay as they currently exist, such as single-family residential neighborhoods with an established density or restoration of existing buildings. Retrofitting would include additional landscaping within the right-of-way or parking lot, adaptive reuse of structures or adding new buildings to vacant properties or parking lots at the same scale as surrounding neighborhoods. Redevelop or change supports a significant



new development that would completely redevelop the site by changing the scale and increasing the density or daily traffic.

The North 32<sup>nd</sup> Policy Plan designates this subject site as an area to redevelop/change. The proposed development is consistent with the policy plan.

## PROPOSAL

7. The proposal was developed using 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 a site rezoned with standards crafted specifically for the site.  
The Life Storage – 32<sup>nd</sup> Street PUD provides a framework for development within the PUD area. However, specific development projects will be required to go through the Planning and Development Department review process.
8. Below is a summary of the proposed standards for the subject site as described in the attached PUD Development Narrative date stamped December 8, 2016 (attached).

### **List of Uses**

The Development Narrative proposes that self-service storage facilities be permitted in addition to uses allowed in Section 622 (C-1 Neighborhood Retail Zoning District) of the Phoenix Zoning Ordinance. In addition, the PUD notes that temporary uses shall be subject to Section 708 of the Phoenix Zoning Ordinance and accessory uses shall be subject to Section 622 of the Phoenix Zoning Ordinance.

### **Development Standards**

The proposed development standards are outlined in the table below.

Development Standards	Proposed
Minimum Building Setback – Northern Property Line	7 feet
Minimum Building Setback – Western Property Line	20 feet
Minimum Building Setback – Eastern Property Line	3 feet
Maximum Building Height	24-feet
Maximum Lot Coverage	45%
Outdoor Storage	No outdoor storage is allowed.

**Parking Standards**

The development of the site shall comply with the parking standards below.

Standard	Proposed
Minimum parking standards for self-storage use	1 space for every 45 storage units
Minimum parking standards for other permitted uses	Subject to Section 702 of the Phoenix Zoning Ordinance

**Landscape Standards**

The PUD proposes landscape standards outlined in the table below.

Landscape Standards	Proposed
Minimum Landscape Setbacks along 32 <sup>nd</sup> Street	13 feet
Minimum Landscape Setback along Cheryl Drive	7 feet
Minimum Landscape Setback along SR-51	3 feet
Perimeter Streetscape Planting Standards (along 32 <sup>nd</sup> Street and Cheryl Drive)	Trees: 1 per 20 feet on center or in equivalent groupings  50% 2-inch caliper 25% 3-inch caliper 25% 4-inch caliper  Shrubs: Minimum 5 per tree required 5-gallon size
Parking Lot Area Planting Standards	Minimum 10% (Interior parking surface area (exclusive of perimeter landscaping and all required setbacks)  Trees: 1 per 20 feet on center or in equivalent groupings  40% 1-inch caliper 60% 2-inch caliper  Shrubs: Minimum 5 per tree required 5-gallon size minimum

### **Lighting**

Exterior lighting shall comply with the "Environmental Performance Standards" Section 704 of the Phoenix Zoning Ordinance and Section 23-100 of the Phoenix City Code.

### **Design Guidelines and Standards**

The Life Storage - 32nd Street PUD shall conform to Section 507 Tab A of the Phoenix Zoning Ordinance with additional standards as indicated in the PUD development narrative.

The design guidelines in the PUD will create a visually appeal building form and shall include elements such as building wall articulations, variations in the roof line and form, change in use of materials or colors to create visual interest, windows, prominent entries. In addition, the design of the development shall include the use of building materials such as glass, polished and rusted metals, steel canopies, masonry and stucco, and metal panel or trim projections.

All of the design guidelines can be found in the PUD Development Narrative.

### **Signs**

All signage shall comply with the Commercial/Industrial standards of Section 705 signage regulations.

### **Sustainability**

City enforceable standards:

- This Project shall adopt the latest energy and building codes that encourage the use of construction, roofing materials and paving surfaces with solar reflectance values as shown in the Phoenix Green Construction Code or higher and which minimize heat island effects.
- Native desert vegetation shall be planted with decomposed granite in order to conserve water consumption.
- The project shall preserve existing mature trees to the extent the tree is deemed salvageable by the landscape consultant.
- Public building entries, loading areas and delineated pedestrian pathways shall be shaded with the use of building/architectural overhang elements and/or landscaping techniques.
- The Project shall reduce the heat island effect by using light colored roofs to provide a minimum roof SRI (Solar Reflectance Index).
- Low flow fixtures shall be used to reduce water consumption.

Practices incorporated by the developer:

- Architectural building elements stimulate the flow of air around pedestrian areas.
- Low 'e' double pane glazing.
- Provide a safe, reliable, and efficient stormwater management system that protects both human health and the environment.
- Interior lighting is controlled by motion sensors to reduce energy consumption, and provide a secure and safe path of travel for tenants.

#### MISCELLANEOUS

9. The City of Phoenix Streets Transportation Department is requesting that the developer update the existing off-site street improvements to current ADA guidelines and complete a cross access agreement to allow the driveway access onto Cheryl Drive. These issues are addressed in stipulations #2 and #3.
10. No fire code issues are anticipated with this case and the site and/or buildings shall comply with the Phoenix Fire Code.
11. It has been determined that this parcel is not in a Special Flood Hazard Area (SFHA), but is located in a Shaded Zone X, on panel 1735 L of the Flood Insurance Rate Maps (FIRM) dated October 16, 2013.
12. The City of Phoenix Water Services Department has noted that there are no water or sewer infrastructure concerns.
13. The City of Phoenix Archaeology Office noted that no archaeological work is necessary for this project. However, if any archaeological materials are encountered during construction, all ground-disturbing activities must cease within 10 meters of the discovery and the City of Phoenix Archaeology Office must be notified immediately and allowed time to properly assess the materials.
14. 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 proposal is consistent with the North 32nd Street Policy Plan and the Squaw Peak Freeway Specific Plan.
2. The proposal is compatible with the existing commercial developments in the surrounding area.



3. The proposal would develop an irregularly shaped vacant parcel located adjacent to the freeway.
4. The proposed building location will act as a buffer to mitigate noise impacts of the adjacent freeway on the adjacent developments.

### **Stipulations**

1. An updated Development Narrative for the Life Storage – 32<sup>nd</sup> Street 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 December 8, 2016, as modified by the following stipulations:
  - a. Please delete the extra 'H' in 'heat island' on page 11 within the City Enforceable Standards section.
2. The property owner shall update all existing off-site street improvements (sidewalks, curb ramps, and driveways) to current ADA guidelines.
3. The property owner shall complete a cross access agreement to allow the driveway on Cheryl Drive.

### **Writer**

Hannah Oliver

December 27, 2016

### **Team Leader**

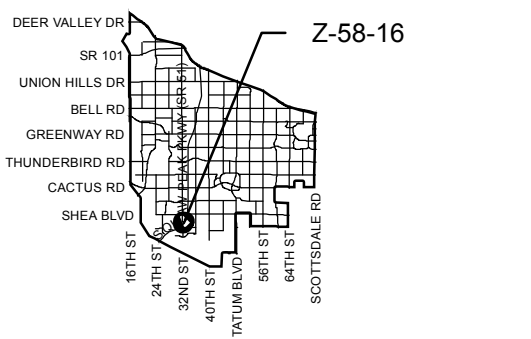
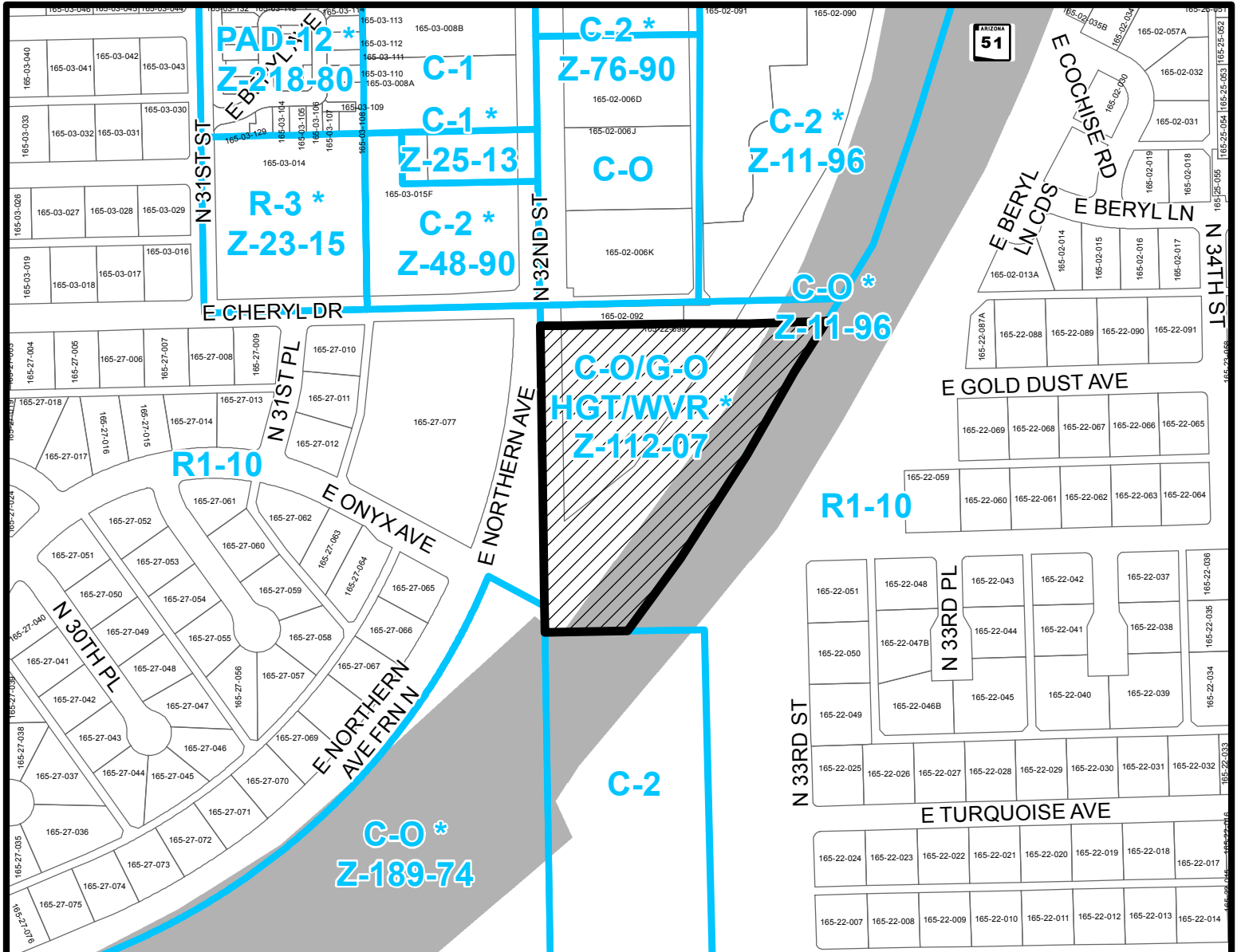
Craig Mavis


### **Attachments**

Zoning Sketch

Aerial Map

PUD Development Narrative date stamped December 8, 2016

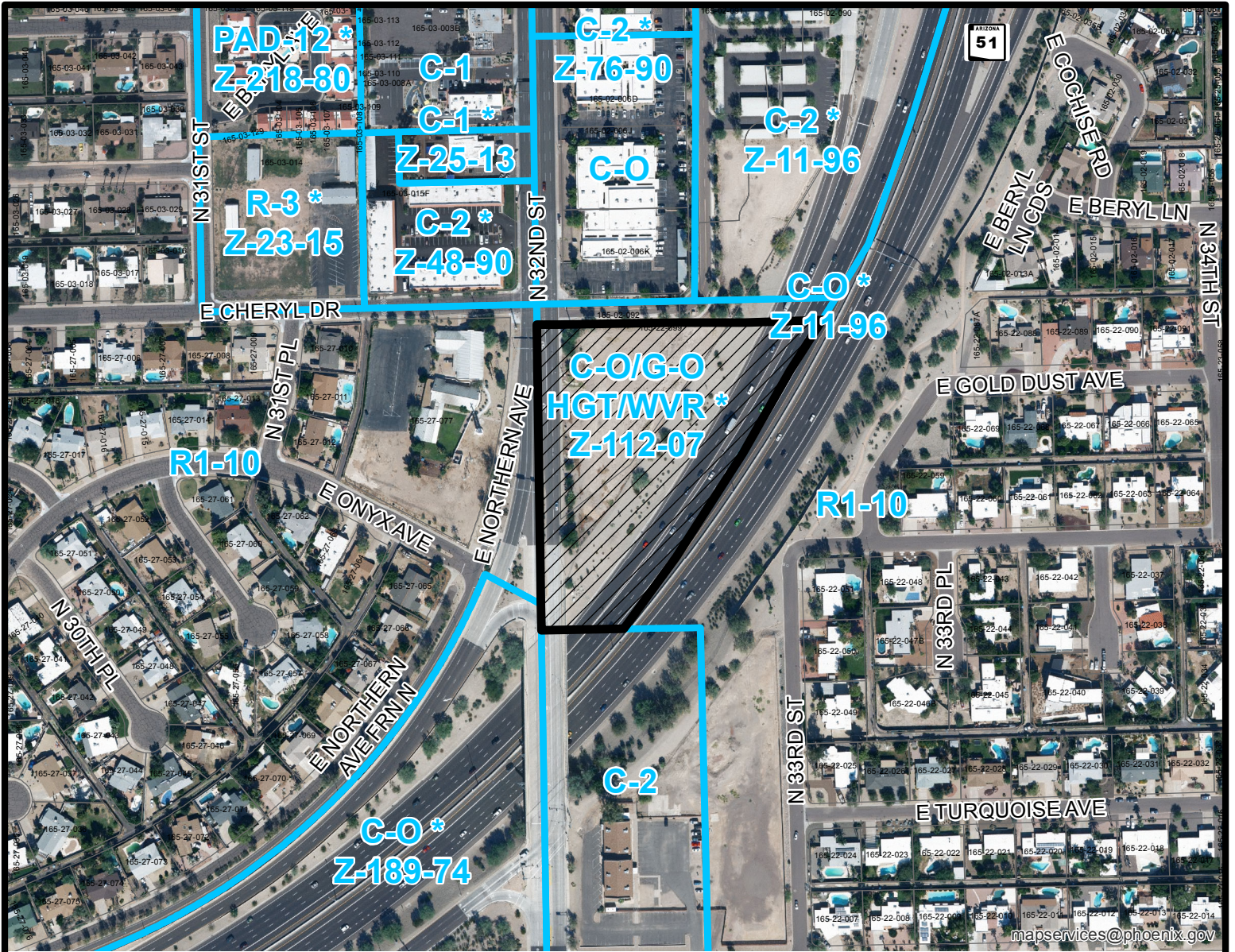


  
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**PARADISE VALLEY VILLAGE**  
 CITY COUNCIL DISTRICT: 3

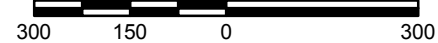


<b>APPLICANT'S NAME:</b> Jason Morris		<b>REQUESTED CHANGE:</b> FROM: C-O/G-O HGT WVR, (2.40 a.c.)  TO: PUD, (2.40 a.c.)	
<b>APPLICATION NO.</b> Z-58-16	<b>DATE:</b> 10/10/2016	<b>REVISION DATES:</b> 12/13/2016	
GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX.  2.40 Acres	<b>AERIAL PHOTO &amp; QUARTER SEC. NO.</b> QS 28-35	<b>ZONING MAP</b> K-10	
<b>MULTIPLES PERMITTED</b> C-O/G-O HGT WVR PUD	<b>CONVENTIONAL OPTION</b> N/A 33	<b>* UNITS P.R.D. OPTION</b> N/A 42	

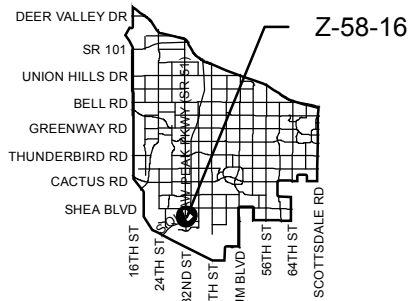
\* Maximum Units Allowed with P.R.D. Bonus



Feet



**PARADISE VALLEY VILLAGE**  
CITY COUNCIL DISTRICT: 3



APPLICANT'S NAME: **Jason Morris**

APPLICATION NO. **Z-58-16**

DATE: **10/10/2016**  
REVISION DATES:

12/13/2016		
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GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX.

**2.40 Acres**

AERIAL PHOTO & QUARTER SEC. NO. **QS 28-35**  
ZONING MAP **K-10**

REQUESTED CHANGE:

FROM: **C-O/G-O HGT WVR, (2.40 a.c.)**

TO: **PUD, (2.40 a.c.)**

**MULTIPLES PERMITTED**

**C-O/G-O HGT WVR**

**PUD**

**CONVENTIONAL OPTION**

**N/A**

**33**

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

**N/A**

**42**

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