

# 10<sup>th</sup> Avenue Hotel



Formula Blue Design

## Case: Z-63-16-7

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A Planned Unit Development (“PUD”) is intended to be a stand-alone document of zoning regulations for a particular project. Provisions not specifically regulated by the PUD are governed by the zoning ordinance. A PUD may include substantial background information to help illustrate the intent of the development. The purpose and intent statements are not requirements that will be enforced by the City. The PUD only modifies zoning ordinance regulations and does not modify other City Codes or requirements. Additional public hearings may be necessary, such as, but not limited to, right-of-way abandonments.

This PUD provides the regulatory zoning provision designed to guide the implementation of the overall development plan through the City of Phoenix development review and permit process. The provisions provided within this PUD shall apply to all property within the PUD project boundary. The zoning and development standards provided herein amend various provisions provided by the City of Phoenix Zoning Ordinance (as adopted and periodically amended). In the event of a conflict between a use, a development standard, or a described development procedure between the City of Phoenix Zoning Ordinance and the PUD, the PUD shall prevail.

# Principals and Development Team

## Developer

David Ahir, Vijay Ahir, Dharmesh Ahir, Rakesh Ahir and Nitun Ahir  
Grand Capitol, LLC  
4340 East Indian School Road, #21-256  
Phoenix, AZ 85018

## Co-Developer

Reid Butler, Owner/President  
Butler Housing Company, Inc.  
42 West Mariposa Street  
Phoenix, AZ 85013

## Land Use Attorney

Nick Wood, Esq.  
Snell & Wilmer LLP  
One Arizona Center, 19<sup>th</sup> Floor  
Phoenix, AZ 85004  
(602) 382-6000

Snell & Wilmer

## Architect

Vispi Karanjia  
Orcutt Winslow  
3003 North Central Ave , Sixteenth Floor  
Phoenix, AZ 85012  
(602) 257-1764

orcutt|winslow  
ARCHITECTURE PLANNING INTERIOR DESIGN

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# A. Purpose and Intent

## 1. Project Overview and Goals.

The Holiday Inn and Express Suites (or similar type brand of hospitality use) (the "Project") is envisioned as a 120-room hotel development with an adjoining quick service/fast casual restaurant pad (the "Coffee Shop") to be located at the northeast corner of Van Buren Street and 10<sup>th</sup> Avenue (the "Site").

The goal of the Project is to develop a quality hotel development that offers close proximity to Downtown employment, dining and entertainment, the Capitol Mall, and proximity to future light rail, providing guests with access to the larger Valley.

## 2. Overall Design Concept.

The overall Project design is a typical "brand" required hotel design with additional "Arizona" customization, as permitted by the final hotel chain franchisor. The local customization provides an opportunity to add pedestrian friendly features such as landscaping and shade appropriate to the desert climate; however due to the standardization requirements of most hotel chains, designs are limited to fit the design theming of the hotel "flag" (brand). The Site, with 627 feet of frontage, is quite long, so the site plan includes a north/south pedestrian spine linking the Coffee Shop with the hotel as well as on through to Polk Street.

Due to the proximity to the State Capitol, as well as the directly adjacent University Park, the Site is also an excellent location for a "daytime" café, coffee or sandwich concept to service government employees, park visitors as well as the surrounding community. It will likely include outdoor patio space and the use of shade to create a new gathering point for those in the Capitol Mall community.

This synergy provides well-matched land uses as well as activity at the intersection that is appropriate for the Site.

## B. Land Use Plan

### 1. Proposed Land Uses.

The Project will include (i) a hotel and (ii) a quick service/fast casual restaurant (Coffee Shop).

### 2. Conceptual Site Plan Overview.

#### Ground Level:

The site is organized around a north/south pedestrian spine, which acts as a link between the hotel, the Coffee Shop as well as to the neighborhood north on Polk Street. The hotel will provide a brand-required porte cochere that will be unique in its projection out to the property line, out to the edge of the sidewalk<sup>1</sup>. This is intended to act as a shaded pedestrian link between the on-street parking along 10<sup>th</sup> Avenue and the hotel lobby. The hotel's primary meeting spaces, fitness center, business services and amenity deck/pool are all provided on the first floor. Rooms begin on this level on the north half of the floor plan. The Coffee Shop portion of the Site is designed to incorporate a drive-thru (required by most major operators) while providing shaded pedestrian links to Van Buren Street and 10<sup>th</sup> Avenue. Outdoor patio space will be provided, protected from the noise of Van Buren Street by locating it on the northern façade of the building.

#### Level 2-4:

Levels 2, 3, and 4 contain hotel rooms for guests. The building housing the Coffee Shop may include a second floor for a small office opportunity.

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<sup>1</sup> See Section G.1.d footnote regarding shading elements and setback applicability

# C. Site Conditions and Location

## 1. Acreeage.

The Site is a total gross area of 1.88 acres (81,910 square feet).

## 2. Location.

The Project is located at the western gateway to Downtown Phoenix on the northeast corner of Van Buren Street and 10<sup>th</sup> Avenue within the Capitol Mall Overlay District and the Governmental Mall Redevelopment Area. Due north are single-family dwellings in the Oakland Historic District. To the east of the Site is a warehouse, parking lots and a commercial (restaurant) use. To the south of the Site across Van Buren Street is a generous parkway frontage and multi-family dwellings in the Woodland Historic District. Due west is the historic University Park, a City-owned public park featuring basketball courts, a swimming pool, a baseball field, a volleyball court, a playground, picnic areas, and a multi-purpose field.

The form of the neighborhood is a typical grid street network, featuring ample on-street parking opportunities, and is just over one-half mile distance from the heart of Downtown.

**Figure 1** illustrates the immediate area and the Site's relationship with the surrounding properties.





Access to the Site via all modes of transportation is excellent, with east and west access available via Van Buren Street, an arterial roadway leading to Downtown. Grand Avenue is easily accessible and Interstate 10 and Interstate 17 are mere minutes away.

Pedestrian access to Downtown and key governmental buildings is available on all streets, with City Hall, Wesley Bolin Park and many State agency offices within a half-mile radius of the Site. Bus service is also available at 10<sup>th</sup> Avenue along Van Buren Street. A GRID bike rack is located at 10<sup>th</sup> Avenue and Grand Avenue, about a five (5) minute walk from the Site.

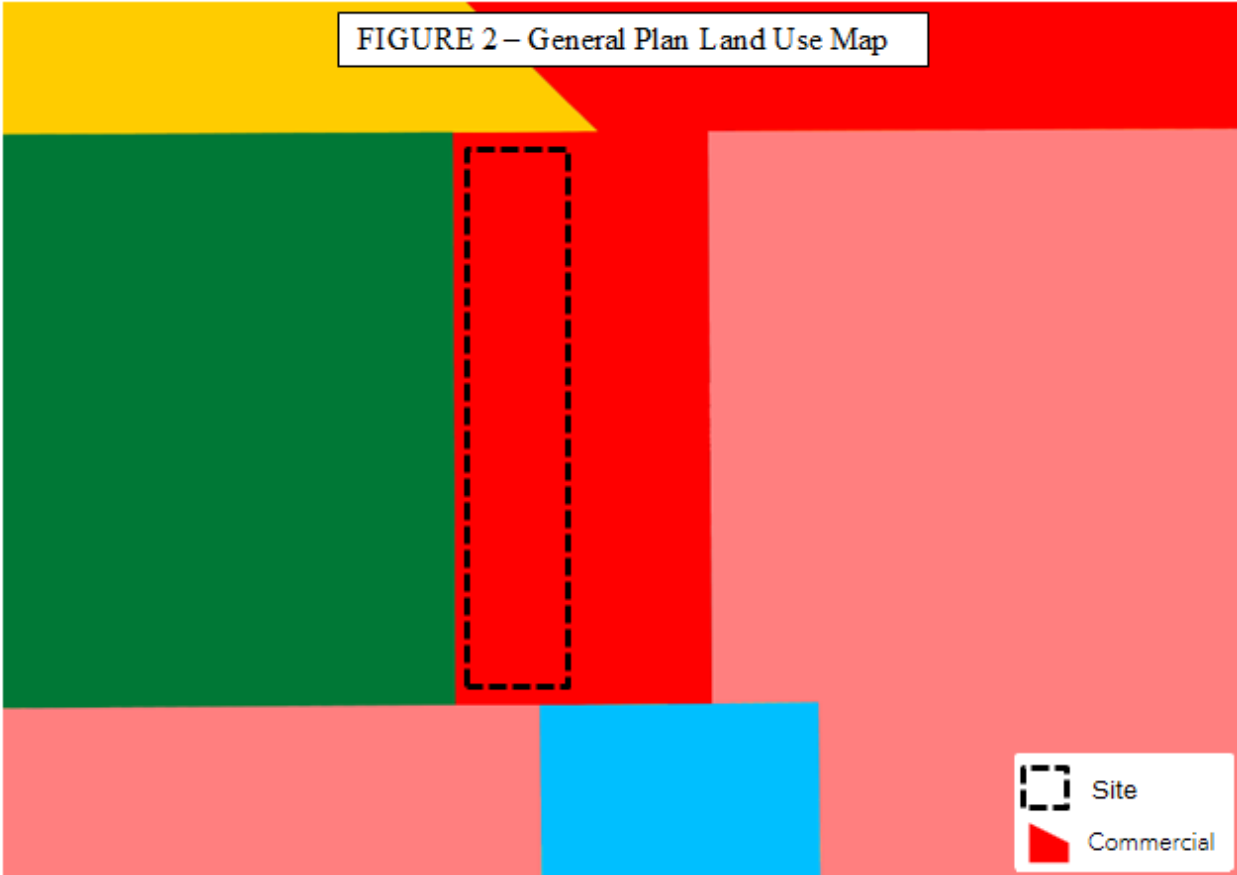
### 3. Topography and Natural Features.

The Site is vacant and is generally flat. It was previously developed with the “Desert Inn” motel which was demolished down to the foundations. The Site does not have any natural features of interest.



# D. General Plan Conformance

The Site is identified as "Commercial" on the General Plan Land Use Map ([Figure 2](#)):



Because this is a "Commercial" proposal, the Project is consistent with the vision of the General Plan Land Use Map.

The Project provides for the achievement of a number of specific goals of the General Plan, as discussed on the following pages.

### Opportunity Sites Goal:

*"To **promote development of vacant parcels** or redevelopment of underutilized parcels within the developed area of the city that are consistent with the character of the area or with the area's transitional objectives" (Pg. 66) (emphasis added).*

The Site has been vacant for a number of years. The surrounding area has not seen much new development. By approving this PUD, the Project can proceed, providing for the development of the Site, which achieves this Goal. Furthermore, this particular proposal will re-introduce a hospitality use to the Site, bringing the Site "back to the future" with a modern hotel and adding a complementary service use.

### Clean Neighborhoods Goal:

*"The preservation, maintenance and improvement of property conditions **should be promoted** to mitigate or eliminate deterioration or blight conditions and to help encourage new development and **reinvestment** within our communities" (Pg. 124) (emphasis added).*

The Project will remove vacant land from the neighborhood and introduce additional "eyes on the street" from hotel guests, staff and the customers of the restaurant/coffee shop business. The area has experienced challenges with urban camping; reactivation of the Site will reduce available area for such activities. By improving the Site and investing significant funds into the Project, this Goal is met by this PUD.

### Infill Goal:

*"Vacant and underdeveloped land in the older parts of the city **should be** developed or redeveloped in a manner that is **compatible** with viable existing development and the **longer term character** and goals for the area" (Pg. 64) (emphasis added).*

In addition to activating vacant land in the neighborhood, the Project should act as a catalyst to encourage additional development and investment on nearby properties and neighborhoods. Presuming success, the hotel and restaurant will “prove” the local market which should encourage others to bring other projects forward. A hospitality use, the historic use of the Site, will be very compatible with the neighborhood to the north as it will provide a buffer from the commercial nature of Van Buren Street and it is a “quiet” use (as it operates in a similar nature to a dwelling). This Goal is met by this PUD as the Site will be redeveloped, the development will be a compatible land use and the character of the neighborhood enhanced with quality design and elevations.

### Tourism Facilities Goal:

“Phoenix will continue to be one of the country’s leading tourist destinations”

*Measure for Success:*

“**Increase** the number of employees in the **tourism and hospitality** industry **by 5%** by 2020.”

Tourism from in and out of state is significant for Phoenix. The Project seeks to provide new accommodations within walking distance to the downtown and the governmental mall, for tourists, business travelers, convention attendees, sports teams and more. The Project will create jobs in the hospitality industry in a key location between Downtown Phoenix and Capitol Mall. Additionally, because the Project is adjacent to University Park, great opportunity exists for mutual benefit for the users of the park utilizing the retail and for those in for park events to stay at the hotel.

Place Type:

## WEST EXTENSION

\*Station locations still under study

STATION NUMBER	STATION LOCATION	PLACE TYPE	PLACE TYPE ICON
10	7th Ave / Washington 7th Ave / Jefferson	Medium Urban Center	

The Project is located within an approximately 1/3<sup>rd</sup> of a mile from the proposed future light rail station at 7<sup>th</sup> Avenue and Washington & Jefferson Streets. The “Place Type” proposed in the current (2016) version of the ReInventPHX Transit Oriented Development Strategic Policy Framework (the “TOD Policy”) is “Medium Urban Center”. This Place Type supports heights of 3 to 6 stories, with a mix of commercial and residential uses in the area. Development of a new four (4) story hotel (providing overnight accommodations to support local business and governmental agencies) and the associated coffee shop (or similar “gathering” spot type use) is a combination of land uses that is generally consistent with the TOD Policy and vision for future development of the area after establishment of light rail access.

Policy F.3:

*Limit auto-oriented land uses and excessive parking, support shared and paid parking and encourage bike and car share programs in order to manage vehicular traffic.*

The Project is sited to take advantage of the Site’s walking distance proximity to key governmental centers (State, County and City). A hotel use in proximity to downtown will likely result in less automotive use (as many guest use taxi services). Furthermore, the parking is minimized to the extent possible to allow for shared parking between

the hotel (a night use) and the retail space (expected to be a daytime use) reducing the land utilized for parking spaces. Finally, a shuttle service to bring guests to/from the hotel is anticipated, supporting “carless” travelers as prompted by this Policy.

**Policy F.5:**

*Support mixed income neighborhoods to help ensure TOD benefits are attainable for all residents.*

The Project may provide a coffee shop/breakfast restaurant opportunity that will provide a much needed “third space” for the community (a place to gather). This Project does not displace any existing residents or buildings; with development of the Site, the negative neighborhood impacts caused by the lack of daily oversight of the parcel will be removed.

# E. Zoning and Land Use Compatibility

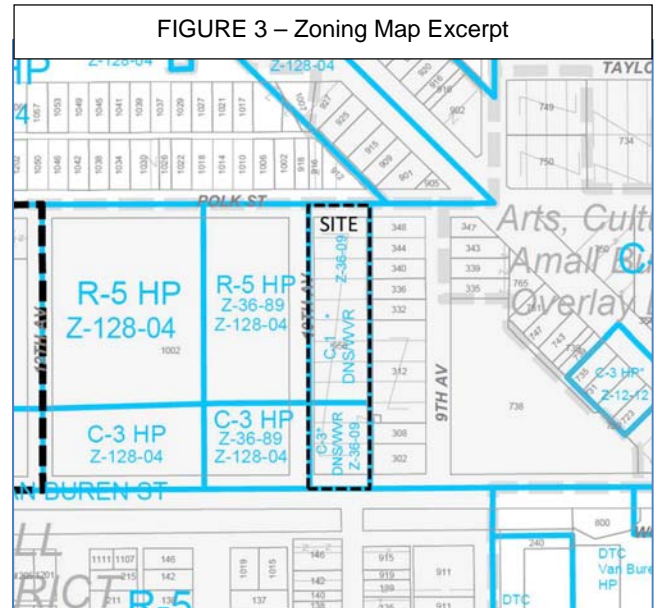
## 1. Existing and Adjacent Zoning.

The Project site is currently zoned C-1 DNS/WVR/CMOD and C-3 DNS/WVR/CMOD via cases Z-36-09 and Z-128-04. The land to the north, west and south is all covered by historic preservation overlays. Surrounding underlying zoning is a mix of R-5/CMOD, R-1/HP/CMOD and C-3/HP/CMOD. The area is subject to the provisions of the Capitol Mall Overlay District (“CMOD”) (see [Figure 3](#)).

	Zoning	Current Use
Site	C-1/C-3 w/DW CMOD	Vacant Site
North	R-5 RI HP CMOD	Single-Family Dwellings
East	C-3 CMOD	Commercial Retail
South	R-5 RI HP CMOD	Single and Multi-Family Dwellings
West	R-5 HP & C-3 HP CMOD	City Park – “University Park”

## 2. Existing and Adjacent Land Uses.

The surrounding land uses are a bit of a mix. To the west is University Park, which features ball fields and a swimming pool. To the north are vacant lots and residences. To the east are facilities owned by Rainbo Baking as well as a restaurant on Van Buren Street. South, across Van Buren Street, is a linear park (currently closed) and a residential neighborhood.



### 3. Existing and Adjacent Character.

The surrounding neighborhood is a mix of character, with an activity center (University Park), employment (Rainbo Bakery), services (the restaurant) as well as single-family and multi-family dwellings.

Van Buren Street is a busy east-west travel corridor with a narrow sidewalk on the north side (no sidewalks on the south side). Both University Park and the restaurant to the east feature full fencing around their sites at the edge of right-of-way. This Project provides an opportunity to establish a new character for the corner by adding pedestrian connections and providing a more open, welcoming site.



## F. List of Uses

### 1. Permitted Uses.

Those land uses permitted by the City of Phoenix Zoning Ordinance Commercial C-2 Intermediate Commercial Zoning District (Section 623).

### 2. Temporary Uses.

All temporary uses shall comply with Section 708 of the Phoenix Zoning Ordinance.

### 3. Accessory Uses

Those land uses permitted by the City of Phoenix Zoning Ordinance Commercial C-2 Intermediate Commercial Zoning District (Section 623).

### 4. Capitol Mall Overlay District.

All land use limitations of Section 646, Capitol Mall Overlay District ("CMOD") apply to the Site.

# G. Development Standards

## 1. Development Standards Table.

The Project will be developed in consistency with the provisions of Section 623, except for:

- a. 623.E.1: Density – No Maximum
  
- b. 623.E.4.a: Building Height – Four (4) Stories, up to a 56-Foot Maximum
  
- d. 623.E.4.d: Minimum Building Setbacks<sup>2</sup>
  - Van Buren Street: 10 Feet
  - 10<sup>th</sup> Avenue: 10 Feet
  - Polk Street: 75 Feet<sup>3</sup>
  - Alleyway/Eastern Property Line: Zero Feet
  - Internal Property Lines, If Any: Zero Feet
  
- e. 623.E.4.f : Not Applicable.
  
- g. 623.E.4.h: Lot Coverage 75% Maximum
  
- h. Trash Dumpsters: Trash Dumpsters and Associated Enclosures Shall Not Be Located Within 75 Feet of Polk Street.

## 2. Landscape Standards<sup>4</sup>.

In lieu of Section 623.E.4.e, landscaping for the Project shall comply the following:

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<sup>2</sup> Building Setbacks to not apply to structures or portions thereof intended for shading purposes, such as Port Cochere, Trellis Cover and/or other Shading Device for use with a pedestrian pathway and/or seating area. Any encroachment beyond the property line requires approval of the City of Phoenix.

<sup>3</sup> To provide sufficient transition from the hotel to the dwellings directly north, the site plan shall include a large setback along Polk to provide for significant transition and separation between these uses and structures.

<sup>4</sup> Landscape plans are to be reviewed concurrently with the signage plan, per Section I, Signs.

All setback areas not developed with drive aisles, required public infrastructure, and/or signage are to be landscaped.

Adjacent to Van Buren Street, Polk Street and 10<sup>th</sup> Avenue, landscape plans shall include:

<b>A. Trees</b>	
i.	1 Tree per 30 Linear Feet (Exclusive of Driveways)
ii.	50% of Trees 2-inch Caliper Size
iii.	25% of Trees 3-inch Caliper Size
iv.	25% of Trees 4-inch Caliper Size
v.	Tree Species Shall Be "Shade" Providing Trees Compliant with Arizona Dept. of Water Resources "Low Water Use Plant List" or Per Zoning Administrator Approval
<b>B. Shrubs</b>	
i.	Four (4) 5-gallon Shrubs per Tree (May Include Cactus)
<b>C. Parking Lot Islands</b>	
i.	Landscaping Islands Required at:
	a. Every 12 Parking Stalls or
	b. At the End of Parking Stall Groupings (less than 12)
ii.	Landscaping Islands Shall Include 1 Tree (See Note 1)
iii.	60% of Trees 2-inch Caliper Size
iv.	40% of Trees 1-inch Caliper Size
v.	Landscaping Islands Shall Include Five (5) 5-gallon Shrubs per Tree
vi.	Landscaping Islands Shall Be Five (5) Feet Wide (Inside Curb Dimensions)
<b>D. Areas Adjacent to Structures (not otherwise landscaped per the preceding provisions)</b>	
i.	1 Tree per 200 Square Feet of Area, Minimum Five (5) Feet Wide
ii.	Five (5) 5-gallon Shrubs per Tree (May Include Cactus)
iii.	60% of Trees 2-inch Caliper Size
iv.	40% of Trees 1-inch Caliper Size
<b>E. Turf</b>	
i.	May Be Utilized as a Groundcover (Except in Rights-of-Way)

NOTE 1: Unless there is a conflict with utilities, pedestrian pathways or a safety issue, as determined by the Planning and Development Department, in which case alternative vegetation shall be provided.

### 3. Parking.

*Hotel Uses: Minimum .75 Spaces per Hotel Room*

*No Spaces Required for Commercial/Retail Uses Totaling Less Than  
8,000 Square Feet (Exclusive of a Hotel)*

*(in order to apply this parking standard, cross access and shared parking is required for  
the entire Project site)*

Section 623.E.4.i, Site Access, is hereby modified to expressly permit one (1) full access driveway on Van Buren Street and two (2) full access driveways on 10<sup>th</sup> Avenue. No access driveways are permitted on to Polk Street.

For any other development (not a Hotel or Commercial/Retail below 8,000 square feet), Section 702 shall apply to establish minimum parking requirements for developed land uses.

### 4. Shade.

To the extent feasible (and with the clear exception of crossing drive-aisles) internal pedestrian pathways should include shaded portions accomplished via physical or vegetative means to enhance the walkability of the Site, with specific focus on the internal connections between buildings. A minimum of 75% of the internal pedestrian pathways shall be shaded (measured at the summer solstice at 12:00PM).

The detached sidewalk on 10<sup>th</sup> Avenue, exclusive of driveways, shall be shaded via tree canopies that achieve a minimum of 50% of the sidewalk (measured at the summer solstice at 12:00PM).

### 5. Lighting Plan.

All lighting will comply with the standards of Section 704 and 507 TAB A of the Phoenix Zoning Ordinance and the "Dark Sky Ordinance" (City Code 32-100).

# H. Design Guidelines

The provisions of Section 507 TAB A shall apply.

# I. Signs

Signage for the Project shall comply with Section 705, except as otherwise listed herein. For the purposes of applying “land use type” for Section 705, the classification of the land uses permitted in this PUD shall be “Commercial”.

If the Site is developed with a hotel, the permitted signage shall specifically include, at minimum:

1. Shared Monument Sign at the NEC of Van Buren Street and 10<sup>th</sup> Avenue. Sign text may be shared with retail/commercial tenant. Minimum of one (1) sign permitted.

2. Directional Signs. One (1) sign permitted for each driveway.

3. Hotel Monument Sign at the SEC of Polk Street and 10<sup>th</sup> Avenue. Sign text may be shared with retail/commercial tenant. Minimum of one (1) sign permitted.

4. Building Mounted Signage:

a. Hotel – one (1) sign on south façade, one (1) sign on west façade. May be located anywhere on the elevation, but must be at least two (2) feet below the top of the parapet.

b. Retail/Commercial – one (1) sign on south façade.

Sign plans shall be submitted and reviewed concurrent with the landscape plan to facilitate a design which avoids conflicts with vegetation as it matures.



## J. Sustainability

The City of Phoenix Green Construction Code promotes environmentally responsible and sustainable development practices. New development on-the site should consider the City's Green Construction Code to increase the sustainability of the Project.

Reducing energy consumption, water and urban heat island impacts over the Project's anticipated lifespan is a key goal; therefore the developer shall provide the following:

### 1. City Enforced Standards.

These standards are to be documented as part of the standard building permit issuance process and will show compliance with the following features:

- a. Dual glaze windows
- b. Reduced flow water fixtures
- c. Energy Star rated appliances
- d. LED-type light fixtures (or similar best practices technology)
- e. Provide secure bicycle parking for employees

### 2. Developer Enforced Standards.

These standards are not implemented by the City; however the developer commits to provide the following:

- a. Reduce heat island effect with light colored roofing materials
- b. Provide some operable windows (at least 25%) to allow for avoidance of mechanical cooling when/where appropriate
- c. For a Hotel use, provide recycling in guestrooms

# K. Infrastructure

## 1. Circulation.

As an infill location, the surrounding street system is built-out to full public standards and is integrated into the larger Downtown Phoenix transportation system. The Project is accessible from Van Buren Street primarily, with secondary access available on 10<sup>th</sup> Avenue.

It is important to note that 10<sup>th</sup> Avenue is a linkage only and does not go north of Polk Street. As the primary access is from Van Buren Street, no vehicular access should be allowed from Polk Street. The reestablished Hotel use should not impact residents to the north. Furthermore, the low traffic generation of the Project is not anticipated to require any modifications to local streets or intersections.

To improve pedestrian circulation and comfort, the sidewalk on 10<sup>th</sup> Avenue will be modernized by detaching it from the curb to permit tree planting on both sides of the surface and to bring the sidewalk up to current ADA standards and width; as approved by the Street Transportation Department.

## 2. Grading and Drainage.

According to staff comments, the City of Phoenix will permit the Project to utilize a “pre-vs-post” or a “first flush” approach to storm water management. Exact design is to be determined. All storm water management solutions will be as approved by the City of Phoenix and compliant with applicable City Codes and Ordinances.



## L. Phasing Plan

It is anticipated that the Hotel will be constructed first, with the "Coffee Shop" pad being prepared at that time (all site improvements in Phase 1) for Phase II development.

## M. Additional Exhibits

### Legal Description:

#### **950 West Van Buren Street (APN 111-30-014A):**

According to the deed of record in the office of the County Recorder of Maricopa County, Arizona, at 2007-1323953.

Lots Two (2), Four (4), Six (6), Eight (8), Ten (10), Twelve (12), Fourteen (14), Sixteen (16), Eighteen (18), Twenty (20), Twenty-Two (22), and Twenty-Four (24), Block Two (2), HERMOSA ADDITION, according to the plat of record in the office of the County Recorder of Maricopa County, Arizona, recorded in Book 2 of Maps, Page 20.

# N. Development Plans

