



City of Phoenix

To: CAMELBACK EAST VILLAGE PLANNING COMMITTEE

Date: November 25, 2008

From: Katherine J. Coles
Camelback East Village Planner

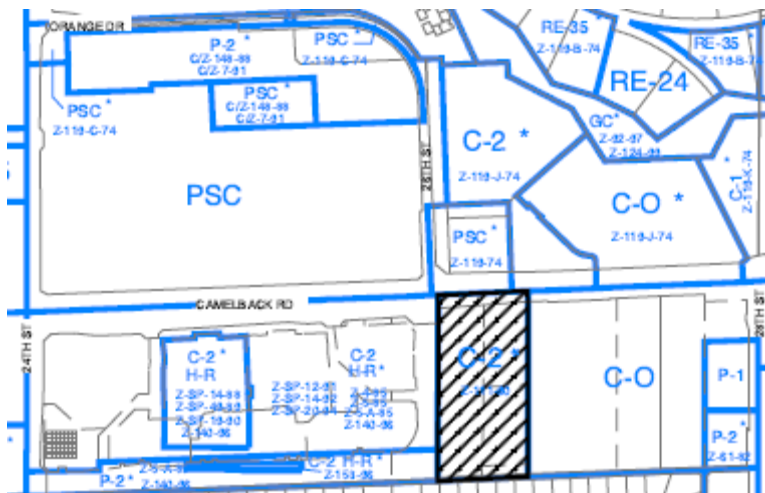
Subject: TWO-YEAR IMPLEMENTATION REVIEW
CAMELBACK EAST PRIMARY CORE SPECIFIC PLAN

A provision of the Camelback East Primary Core Specific Plan calls for a Progress Report be initiated every two years. The recent update of the Core Plan was adopted by City Council in September, 2006. This report reviews the implementation of the items specified under Sections 5.5.2 through 5.5.8 of the Plan. Upon completion of the review, the Planning Department will submit a report on the findings and recommendations to the Planning Commission and City Council for appropriate action.

5.5.2 Zoning Approval

The policies of the Specific Plan provide a set of guidelines which can be used to evaluate rezoning requests. Rezoning requests are to be primarily evaluated against the elements of this Specific Plan (Chapter 4) and the goals and policies contained within the General Plan. The approval of additional height and FARs should be conditioned on the list of incentives in Section 5.2, Development Incentives Program. The regulations in this Specific Plan also limit the building height which can be granted through the development approval process. Section 5.4.3, Use and Organization of the Design Guidelines, outlines the zoning review process.

	Date	Action
Z-50-06-6	7/5/2006	Southeast corner of 26th Street and Camelback Road



Request from C-2 to C-2 HR for 4.7 acres on the property commonly referred to the “Trump” or “Hard Rock Café” site. Council approved the request with 17 stipulations, including: height limitations of 56 feet unless a hotel is included in which case the height can be 75 feet 3 inches subject to step back requirements. Maximum residential density allowed is 96.8 dwellings per gross acre.

Status

There have been no requests for modifications of stipulations.

There has been a Development Services Department (DSD) pre-application review. Pre-app comments expired in December 2006.

Permits were issued to allow a sales office in an existing structure.

Z-80-06-6 11/1/06

West of the southwest corner of 28th Street and Camelback Road



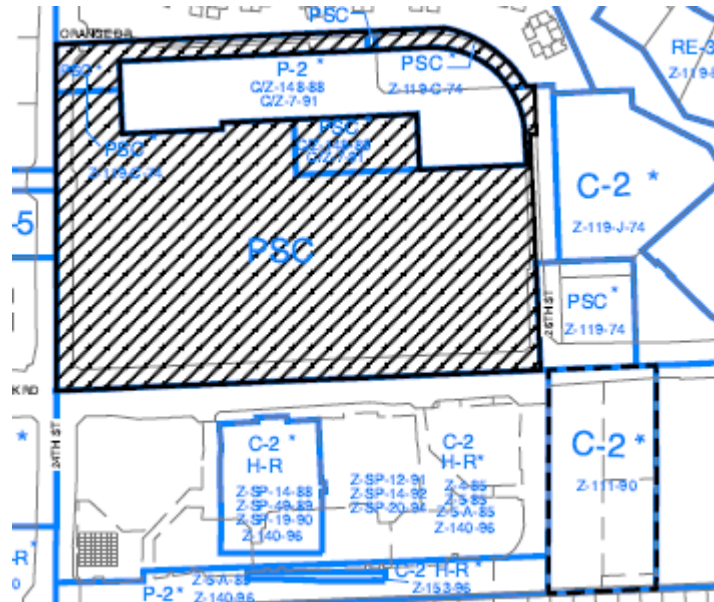
Request from C-O to C-2 MR with a density waiver, but approved for R-5 MR, for 4.8 acres on the property commonly referred to the “Shea Commercial” or “Fox Animation Studio” site. Council denied as filed and approved R-5 MR with 11 stipulations, including: height limitation of 56 feet subject to step back requirements. Maximum residential density allowed is 52.2 dwellings per gross acre.

Status

There have been no requests for modifications of stipulations.

There have been two separate Development Services Department (DSD) pre-application reviews. The most recent pre-app comments expired July 2008.

Z-86-08-6 11/1/06 **Northeast corner of 24th Street and Camelback Road**



Request from PSC to C-2 HR for 27.3 acres on the property commonly referred to the “Biltmore Fashion Park”. Council approved with 10 stipulations, including: height limitation of 165 feet subject to requirements of a height exhibit. Maximum residential density allowed is 96.8 dwellings per gross acre.

Status

There have been no requests for modifications of stipulations.

The existing site and buildings have been re-faced and the landscaping has been changed and enhanced. A pedestrian connection to the pedestrian underpass was completed.

5.5.3 Development Approval

The Development Services Department will evaluate development permits with respect to the design guidelines in which the guidelines are to be administered. Section 5.4.3, Use and Organization of the Design Guidelines, outlines the development review procedures.

Date	Action
12/07	US Bank / Town & Country: the Application Review Committee (ARC) reviewed and commented on the site plan and compliance with design guidelines for a bank pad along 20th Street on the Town & Country site.
5/08	COMERICA Bank @ Colonnade: the ARC reviewed and commented on the site plan and compliance with design guidelines for a bank pad at the SWC of 20th St. & Campbell Ave. Village Planner met with DSD staff to discuss existence of the ARC and procedures for ARC review. Village Planner established a web page as a resource for applicants who need to follow the ARC process during site plan review. http://phoenix.gov/PLANNING/arcindex.html

5.5.4 Transportation Study

As the level of service (LOS) on Camelback Road declines, the need for alternative access routes to the Core will become critical. A detailed transportation study, of access alternatives, needs to be completed. This study should be a joint public/private effort in terms of development and funding. Any transportation management techniques that require adoption by ordinance should be included in any future amendments to this plan.

Action

There has been no action.

5.5.5 Streetscape Design Study

This Specific Plan provides a set of design guidelines which, when implemented, will begin to achieve the goal of providing a unified and unique core. However, many of the guidelines are dependent upon the completion of a detailed streetscape design study which will provide such details as specific light standards and paving patterns.

The Camelback East Primary Core Design Guidelines provide a solid foundation and design direction for such a plan. This task should be assigned to a consultant working to provide greater detail within the spirit of the guidelines and contained in Section 5.4.4.

Since the creation of a distinctive Camelback East Core streetscape is such an important element of the Specific Plan, **a specific streetscape design for the Core should be prepared immediately.**

Action

Per an escrow agreement a Streetscape Design Committee was formed.

Interested Parties:

- Westcor (Colonnade & Biltmore Fashion Park)
- Bayrock
- Town & Country
- Ellman & Co. (Formally owned by Saxa and Shea)
- Neighborhood Representative – Peter Drake (alt. Jeff Fine)
- Neighborhood Representative – Paul Barnes (alt.)

The purpose of the committee is to deliver a streetscape design plan and construction drawings for improvements in the Camelback East Primary Village Core. The streetscape design plan and construction drawings will delineate the final boundaries of the street improvement areas; include landscape and architectural design concepts and themes for elements such as signage, walkway surface patterns and materials, street crossing refuges, street furniture; and prepare 30% engineering (schematic design) drawings for theming, landscaping, street hardscape needing to meet city standards, and other related improvements.

The committee has met over 15 times since August of 2006. During that time Greey|Picket, a local architect and engineering firm, has established a scope of work to develop survey data and a contextual initial design theme based upon a timeless Biltmore style.

To handle the distribution of funds (\$1.1 Million) outlined in the private development agreement between the community and property developers a non-traditional escrow agreement was established by Snell & Wilmer. The agreement, however, has yet to be signed and executed by Bayrock and Town & Country. As a part of the escrow agreement funds agreed upon are to be distributed in four capital calls (25% each time) that were executed when needed. Westcor and Ellman & Co. have contributed their first capital calls, Bayrock and Town & Country have not. (See Below for Details)

- Total Money Received - \$137,500
- Total Money Spent - \$39,090.85 (Greey|Picket, as of April 25th, 2008)

Owner/ Lessee	Property	Contribution	Allocable Share	25%	25%	25%	25%	Total
				Capital Call #1	Capital Call #2	Capital Call #3	Capital Call #4	
Christine Cunningham	Town & Country	\$250,000	23%	\$62,500	\$62,500	\$62,500	\$62,500	\$250,000
Bayrock	SEC 26th St. & C'back	\$300,000	27%	\$75,000	\$75,000	\$75,000	\$75,000	\$300,000
Ellman	SWC 28th St. & C'back	\$200,000	18%	\$50,000	\$50,000	\$50,000	\$50,000	\$200,000
Westcor	Biltmore Fashion Park	\$175,000	16%	\$43,750	\$43,750	\$43,750	\$43,750	\$175,000
Westcor	Colonnade	\$175,000	16%	\$43,750	\$43,750	\$43,750	\$43,750	\$175,000
	Total	\$1,100,000	100%	\$275,000	\$275,000	\$275,000	\$275,000	\$1,100,000

Recently Greey|Pickett was planning to meet with city staff to discuss policies and guidelines for improvements in the right-of-way and other constraints that might exist. However, in early November those plans were put on hold. It was decided that without a solid commitment by all parties it would be ill-advised to continue to incur expenses without an equitable funding source.

Currently the neighborhood group, led by Paul Barnes, Jeff Fine, and Peter Drake are addressing the agreements entered into by the neighborhood and property developers.

5.5.6 Public and Private Improvements and Facilities

This Plan suggests a range of public and private improvements and facilities that are appropriate for the Camelback East Core.

- a. Park acquisition;
- b. Purchase and/or development of a community commons facility;
- c. Purchase of street right-of-way and adjacent properties for transportation system improvements, gate ways, streetscape and buffers;
- d. Neighborhood improvements including street closures, traffic diverters, landscape buffers, and neighborhood entrance monuments;
- e. Local transit and/or shuttle systems;
- f. Rapid transit corridor location;
- g. Possible street improvements;
- h. Bicycle facilities; and
- i. Streetscape improvements.

A detailed study of the cost and financing mechanisms for these improvements needs to be prepared, and an implementation plan to complete these improvements developed and initiated. The city of Phoenix should be an active funding participant in both studying and implementing the various programs.

Action

a. Park Acquisition – utilizing freeway mitigation bond monies, the city of Phoenix purchased the remaining home at the SWC of 20th St. & Highland Ave. The home has been demolished and park improvements are currently being constructed to complete the Highland Avenue linear park.

Items b., c., d., e., f. and h. have had no action.

- g. Possible street improvements
 - The Camelback Road pedestrian underpass, funded by federal grant money and the city of Phoenix, was completed.
 - Design feasibility study commenced for the undergrounding of the 69kv lines on 20th Street from Highland Ave. to Camelback Rd.
 - Comerica Bank agreed to replace missing trees along 20th Street as a result of ARC comments
- i. Streetscape improvements – see 5.5.5, above.

The list above is silent with regard to infrastructure improvements. The city of Phoenix is working with developer/property owners within the Core to fund and install water service improvements to allow mid and high rise development in the Core. The public open house for this project is scheduled for February 2009 and construction is expected to begin in May 2009.

5.5.7. Modification of Stipulations Regarding Camelback Road Improvements

Improvements needed to widen Camelback Road from 6 to 8 lanes were stipulated as part of the approval of the zoning cases located around Camelback Road and 24th Street. Through these zoning cases, an improvement district was created to finance the required improvements. The Specific Plan calls for the modification of these stipulations to change the intent of the improvement district. Rather than focusing on the widening of Camelback, this district will now focus on the following items:

- a. Improving the pedestrian environment for Camelback from 22nd Street to 26th Street,
- b. Focus on the visual aspects in regard to streetscape and framing mountain views,
- c. Focus on providing an integrated pedestrian system for the whole Core, and
- d. Improving access to the Core via routes other than Camelback Road.

Action

No action has been taken.

5.5.8 Formation of a Traffic Management Organization

A traffic management organization should be formed to lessen the impacts of traffic within the Core area. The formation of the Traffic Management Organization should be initiated by a focus group comprised of representatives of area employers, a representative of the City of Phoenix and the Regional Public Transit Authority. The overall charge to the focus group would be to provide a recommendation to the City Council on an appropriate organizational structure and financing for the Traffic Management Organization.

Action

No action has been taken.