



City of Phoenix
PLANNING AND DEVELOPMENT DEPARTMENT

Staff Report
Zoning Ordinance Text Amendment
Z-TA-6-24-7
November 27, 2024

Application No. Z-TA-6-24-7: Amend Section 1202.C. (Downtown Code, Regulating Maps, Height Map) of the Phoenix Zoning Ordinance to amend the Downtown Code Height Map from a maximum height of 30 feet to a maximum height of 250 feet and amend Section 1202.D. (Downtown Code, Regulating Maps, Density Map) of the Phoenix Zoning Ordinance to amend the Downtown Code Density Map from 14.5 maximum dwelling units per acre to 218 maximum dwelling units per acre, for an area bounded by Adams Street to the north, 7th Avenue to east, Jefferson Street to the south, and 8th Avenue to the west.

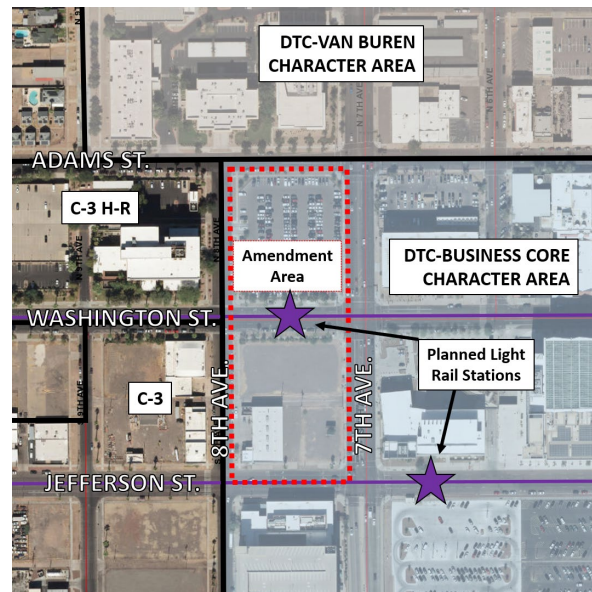
Staff Recommendation: Staff recommends approval of Z-TA-6-24-7 as shown in the recommended text in Exhibit A.

Background

This request is to amend the regulating maps in the Downtown Code in the portion of the Business Core Character Area bounded by Adams Street to the north, 7th Avenue to east, Jefferson Street to the south, and 8th Avenue to the west as follows:

- Amend the maximum height from 30 feet to 250 feet.
- Amend the maximum density from 14.5 dwelling units per acre to 218 dwelling units per acre.

The Business Core Character Area is intended to function as a strong regional center for employment, entertainment, conventions, tourism, and cultural institutions, drawing visitors from around the country and attracting residents from throughout the region. The greatest development intensity within the region should be located within this Character Area. New development should be innovative and



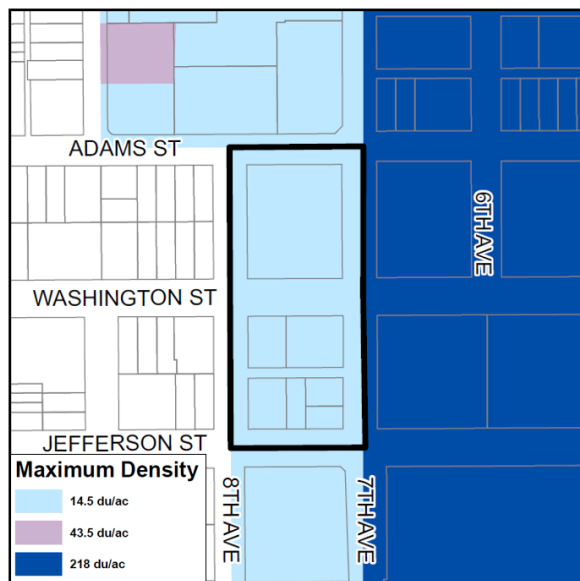
*Downtown Code Character Areas Map,
Source: Planning and Development
Department*

located within this Character Area. New development should be innovative and

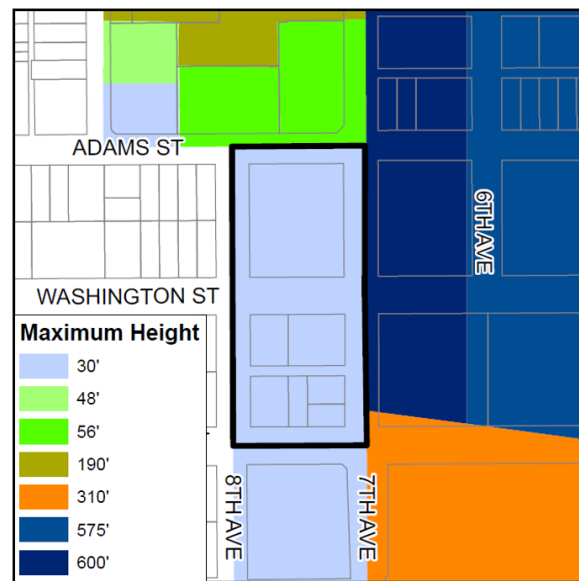
incorporate small public spaces that promote pedestrian movement and comfort. The Business Core should have vibrant pedestrian activity and be served frequently by multiple modes of high quality public transit.

The area affected by the proposed text amendment contains surface parking lots, vacant land, and a one-story building used by an auto repair business. The majority of the amendment area is owned by the City of Phoenix. The Planning Commission initiated this text amendment at the request of the Community and Economic Development Department to increase the height and density allowed within the area in order to prepare the sites for future development. There is no specific proposal at this time.

The regulating maps of the Downtown Code currently permit a maximum height of 30 feet and a maximum density of 14.5 dwelling units per acre within the amendment area, matching the allowance of the C-3 zoning that was on the site prior to the adoption of the Downtown Code. The maps below indicate the permitted height and density within the amendment area and the surrounding portions of the Downtown Code. West of the amendment area is property zoned C-3 and C-3 H-R allowing a maximum density of 14.5 dwelling units per acre and a maximum height of 30 feet and 250 feet respectively.



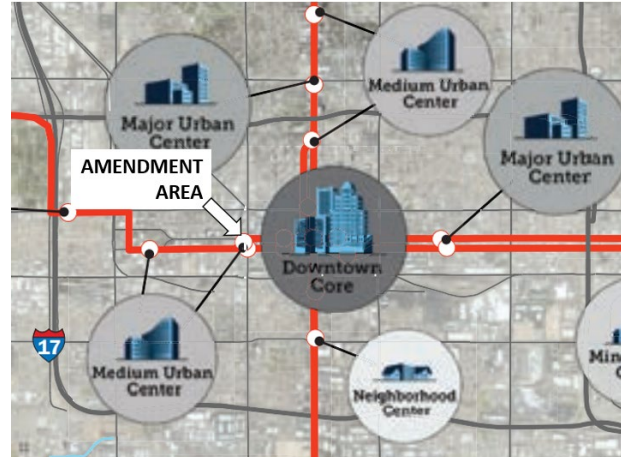
Downtown Code Maximum Density Map,
Source: City of Phoenix



Downtown Code Maximum Height Map,
Source: City of Phoenix

Background: Reinvent Phoenix Transit Oriented Development Strategic Policy Framework

The amendment area is located directly adjacent to the planned light rail stations at 7th Avenue / Washington Street / Jefferson Street. The station area is identified as a Medium Urban Center Place Type in the Reinvent Phoenix Transit Oriented Development Strategic Policy Framework. Companion case GPA-CC-2-24-7 proposes to modify the station area to a Downtown Core Place Type.

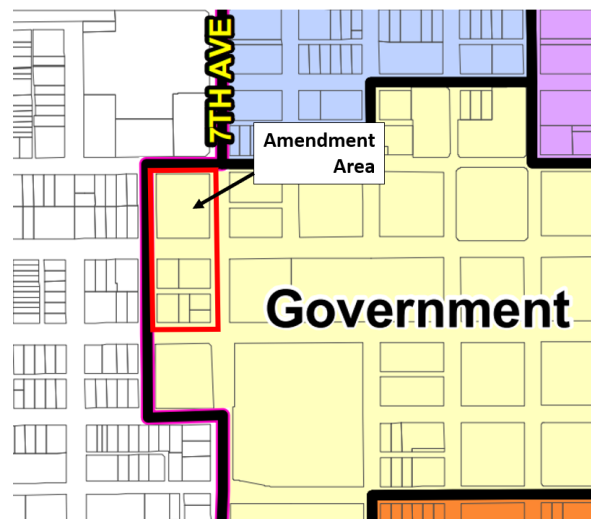


TOD Strategic Policy Framework Placetypes, Source: City of Phoenix

Background: Urban Form Project and the Downtown Code

The Downtown Urban Form Project was initiated in 2006. The Downtown Phoenix Plan is a product of the Downtown Phoenix Urban Form Project and was prepared to provide direction for implementation of the community vision for an active, pedestrian-oriented and sustainable Downtown. The Downtown Phoenix Plan was adopted by City Council in 2008 and served as a precursor to the Downtown Code, adopted in 2010, which is now Chapter 12 of the Phoenix Zoning Ordinance.

The area affected by the proposed text amendment is within the Government Character Area in the Downtown Phoenix Plan. The plan states that the Government Character Area will continue to be an area of compatible agency campuses occupied by Federal, County, and City Governments. One of the challenges noted in the plan is a lack of services and amenities such as coffee shops and restaurants for workers and visitors. Policy 3-33 is to identify amenities and improvements that will help reinforce the civic identity of the Government Character Area (pg. 3-40).



Downtown Phoenix Plan Character Area Map, Source: Planning and Development Department

Staff Analysis

The proposal increases the intensity of future development directly adjacent to the planned light rail stations at 7th Avenue / Washington Street / Jefferson Street while providing a transition to lower intensity development west of downtown. The proposal acknowledges that this location is within the Business Core of downtown, which is envisioned as having the greatest development intensity in the region, and the proposal will help address the challenges identified in the Downtown Phoenix Plan, as well as Policy 3-33, by providing new opportunities for amenities for residents and workers in the area.

Directly to the east of the amendment area is a portion of the Downtown Code that allows 310 and 600 feet in height, and a density 218 dwelling units per acre. Under this proposal, the amendment area would allow 250 feet in height and a density of 218 dwelling units per acre. While the density matches the adjacent properties, the proposed height steps down and forms a transition to the lower height entitlements west of the area.

The proposed height and density are consistent with the proposed station area Place Type of Downtown Core in the Reinvent Phoenix TOD Strategic Policy Framework (Companion Case GPA-CC-2-24-7).

Conclusion

Staff recommends approval of Z-TA-6-24-7 to amend the permitted height and density maps of the Downtown Code, as shown in Exhibit A of the staff report. The proposal will allow an appropriate scale of development within the amendment area, considering the excellent transit access and the location with the Business Core of Downtown Phoenix.

Writer

Anthony Grande

November 27, 2024

Team Leader

Racelle Escolar

Exhibits

Exhibit A: Proposed Language

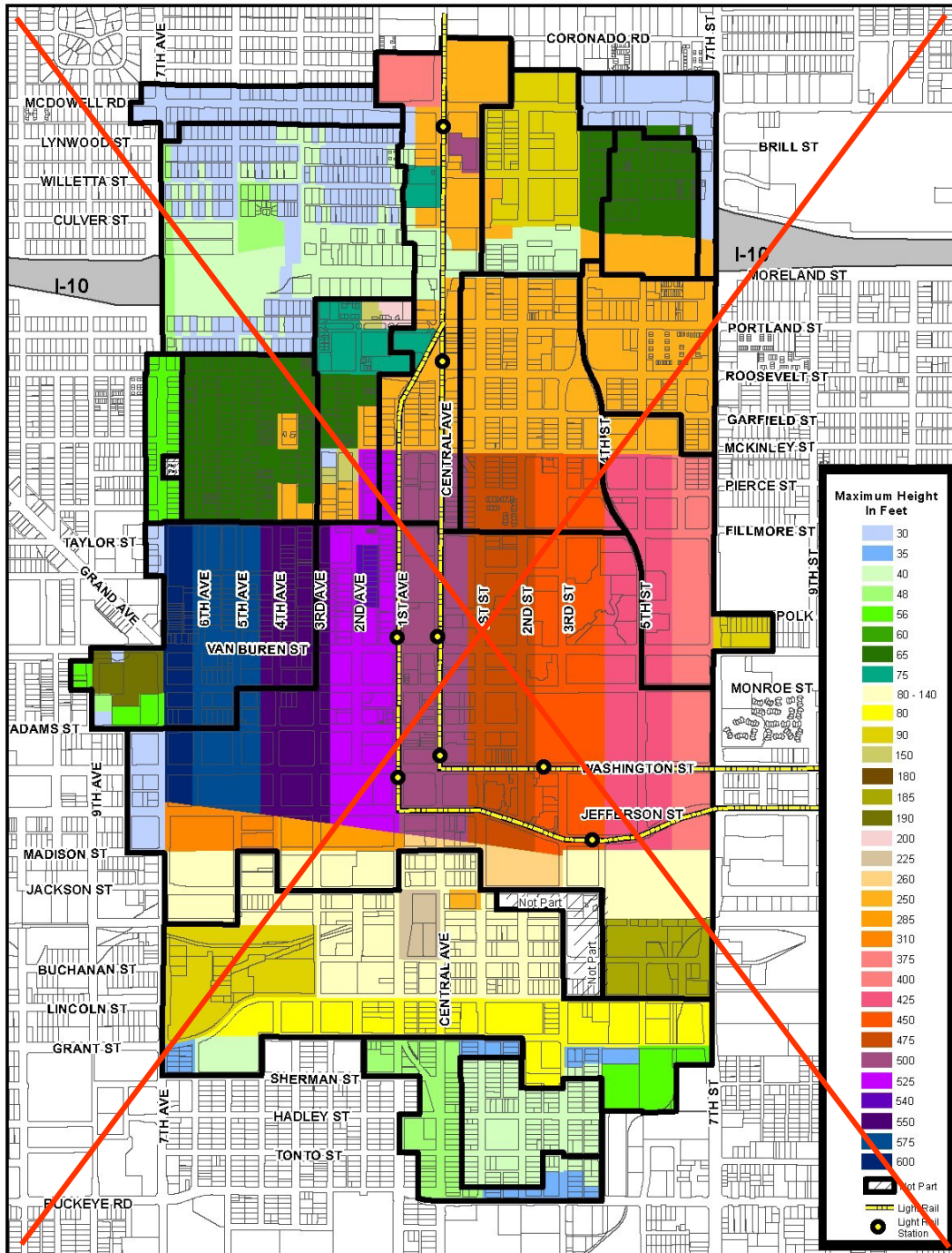
Exhibit B: Sketch Maps

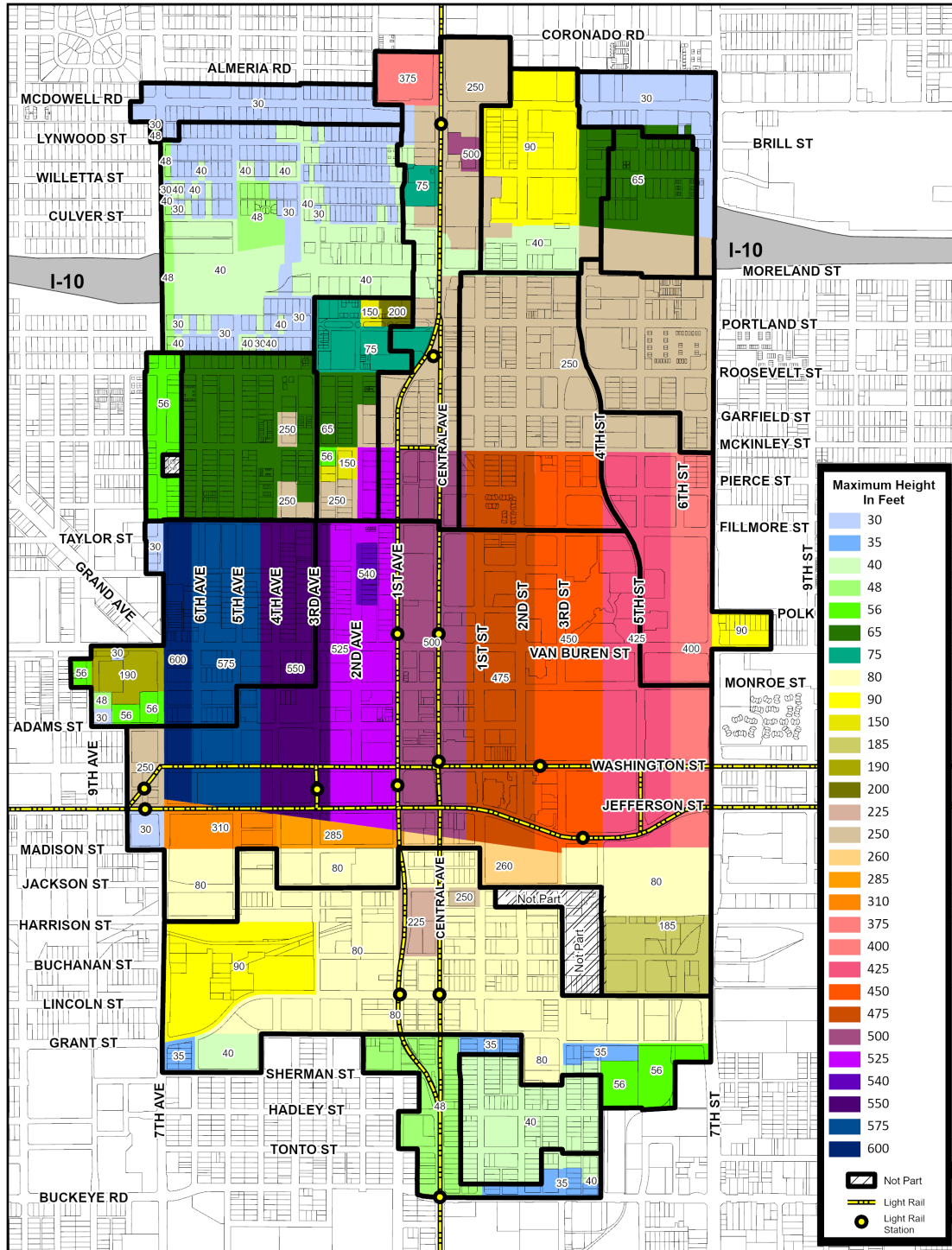
EXHIBIT A

Proposed Language:

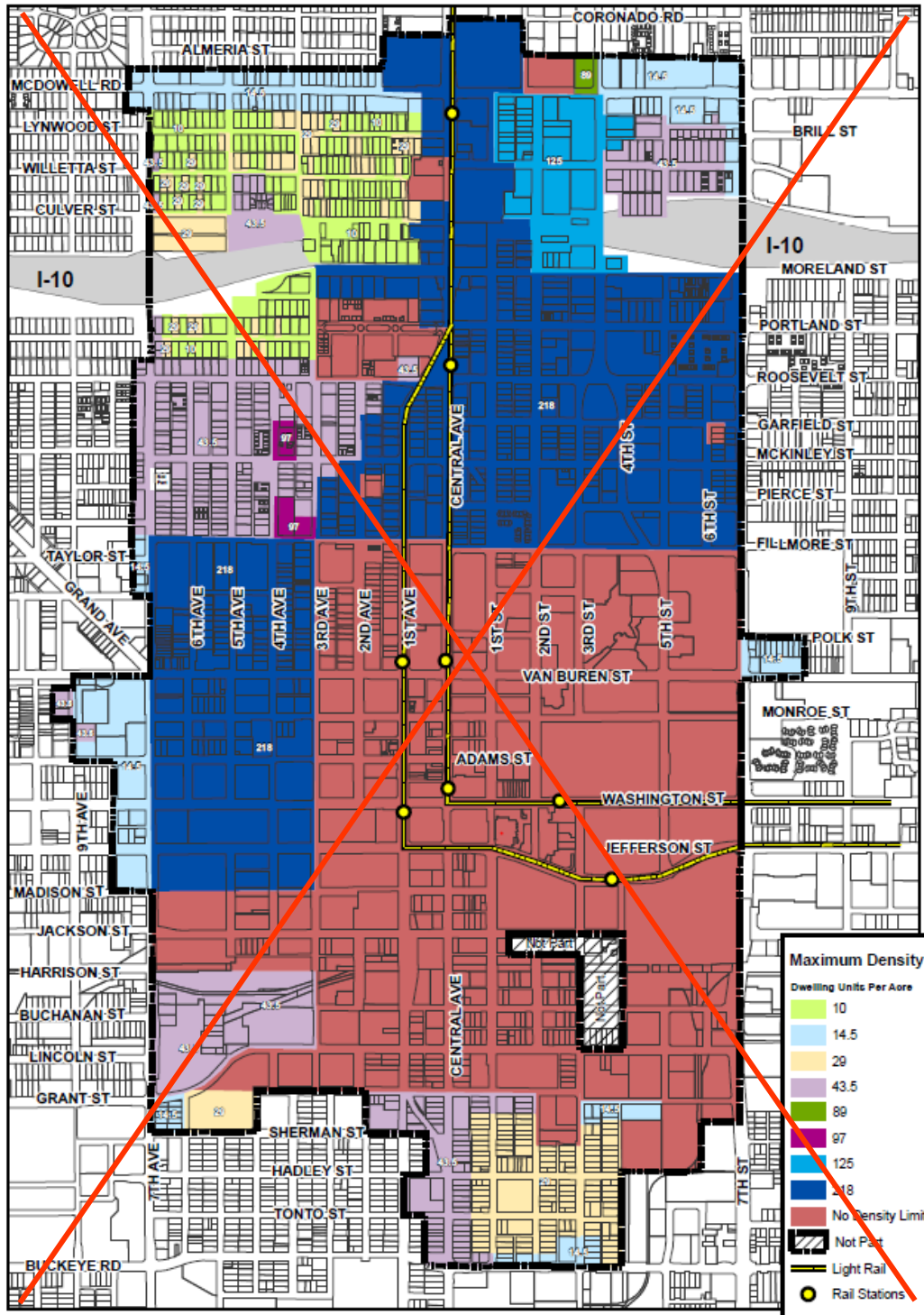
Amend Chapter 12, Section 1202 (Regulating Maps) by removing the old maps, and inserting the new maps as follows:

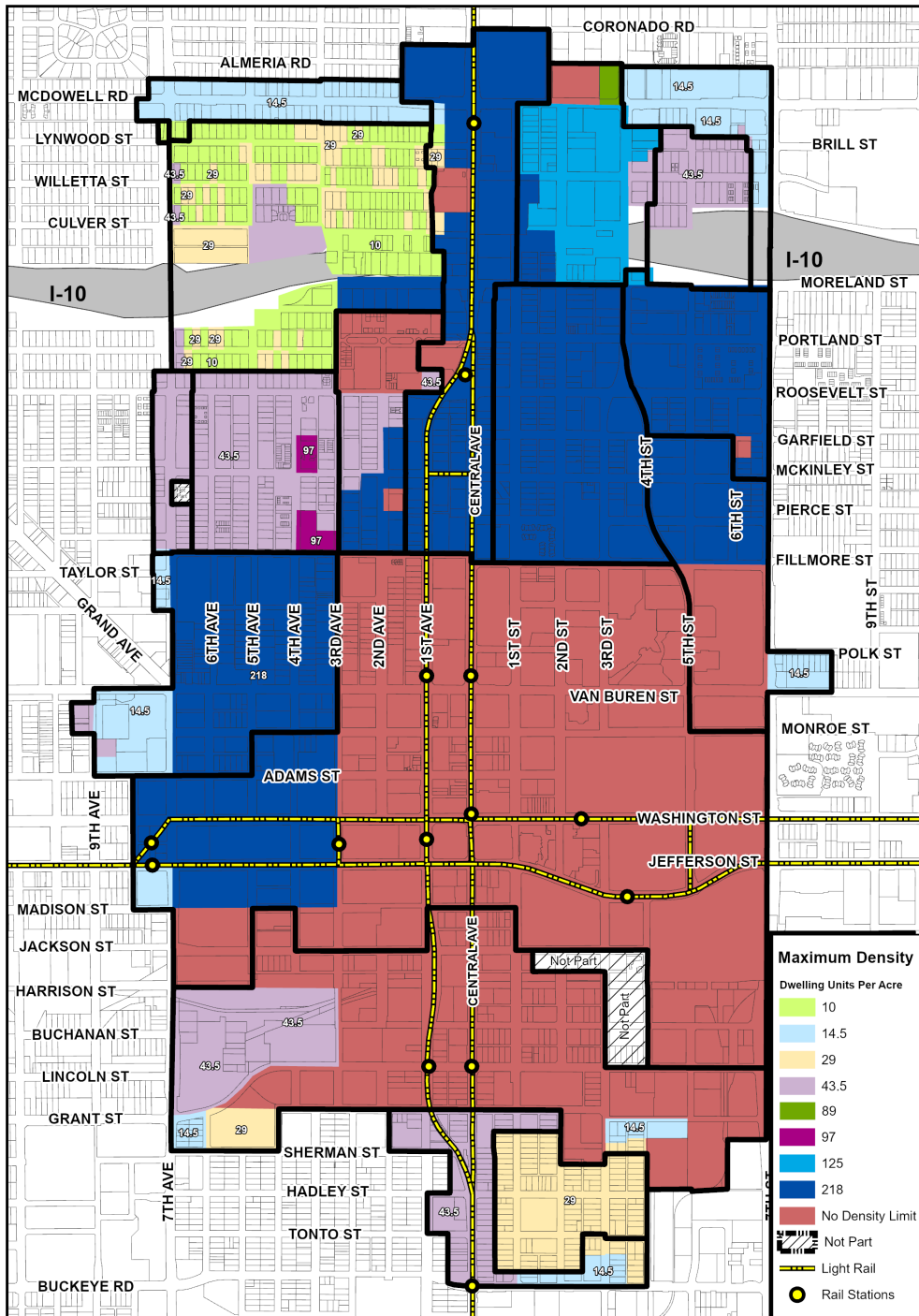
- C. The height for any property in the Downtown Area shall not exceed the following unless a height bonus is allowed by the Character Area and approved by Planning and Development Department staff, or an appeal is approved by the Design Review Committee (DRC). In no event can the height exceed the airport height limit:





- D. The density for any parcel in the Downtown Area shall not exceed the following unless a density bonus is allowed by the Character Area and approved by the Planning and Development Department staff or an appeal is approved by the Design Review Committee (DRC) pursuant to Section 1223 requirements:






TEXT AMENDMENT

CITY OF PHOENIX ♦ PLANNING & DEVELOPMENT DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882








APPLICATION NO: Z-TA-6-24-7	ACRES: 6.47 +/-	REVISION DATE:
VILLAGE: CENTRAL CITY	COUNCIL DISTRICT: 7	
APPLICANT: CITY OF PHOENIX		

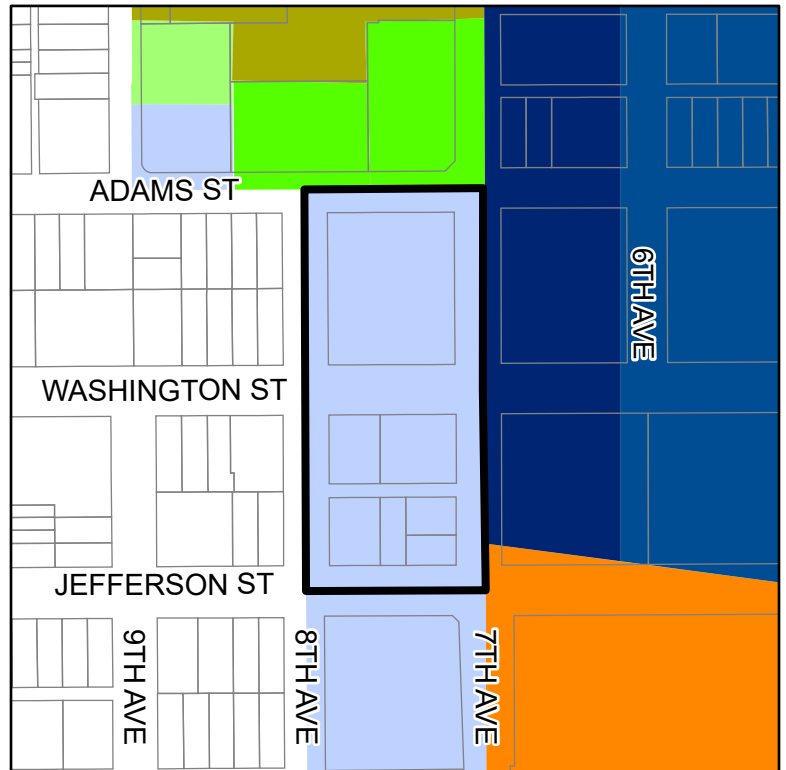
EXISTING:

Maximum Height 30' (6.47 +/- Acres)

 Proposed Change Area

Maximum Height

-  30'
-  48'
-  56'
-  190'
-  310'
-  575'
-  600'

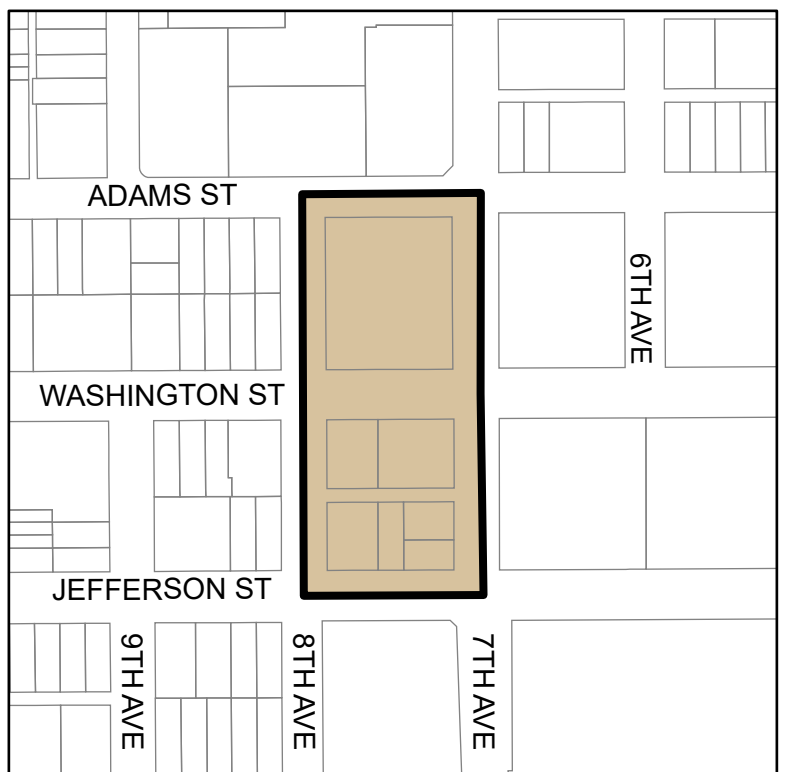


PROPOSED CHANGE:

Maximum Height: 250' (6.47 +/- Acres)

 Proposed Change Area

 250'



TEXT AMENDMENT

CITY OF PHOENIX ♦ PLANNING & DEVELOPMENT DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882




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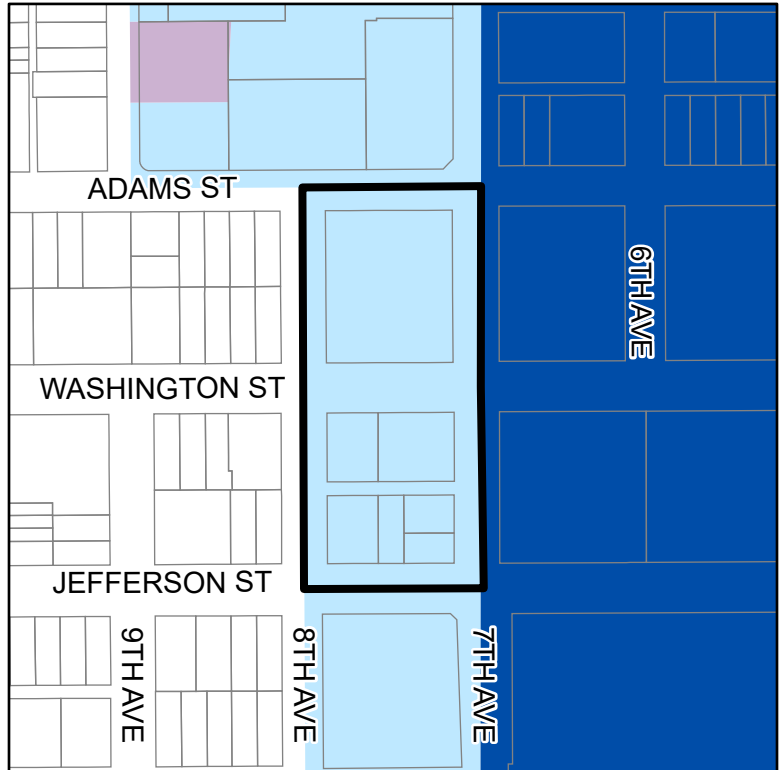
EXISTING:

Maximum Density 14.5 du/ac (6.47 +/- Acres)

 Proposed Change Area

Maximum Density


-  14.5 du/ac
-  43.5 du/ac
-  218 du/ac



PROPOSED CHANGE:

Maximum Density 218 du/ac (6.47 +/- Acres)

 Proposed Change Area

 218 du/ac

