



# City of Phoenix

PLANNING AND DEVELOPMENT DEPARTMENT

## Staff Report Z-104-I-75-3 (Northgate PCD) December 6, 2019

**Deer Valley [Village Planning Committee Meeting Date](#)** December 19, 2019

**[Planning Commission Hearing Date](#)** January 9, 2020

**Request From:** [PCD \(Approved C-2 PCD\) \(22.42 Acres\)](#), [PCD \(Approved Ind. Pk. PCD\) \(63.95 Acres\)](#), [PCD \(Approved A-1 PCD\) \(9.20 Acres\)](#)

**Request To:** [C-2 PCD \(9.97 Acres\)](#), [A-1 PCD \(58.02 Acres\)](#), [CP/GCP PCD \(27.58 Acres\)](#)

**Proposed Use** Major Amendment to the Northgate PCD to allow commercial, commerce park, and industrial uses.

**Location** Northwest corner of 19th Avenue and Grandview Road

**Owner** Sunbelt Land Holdings, LP

**Applicant/Representative** Jeff Blilie, Beus Gilbert, PLLC

**Staff Recommendation** Approval, subject to stipulations

<a href="#">General Plan Conformity</a>			
<a href="#">General Plan Land Use Map Designation</a>		Mixed Use (Commercial/Industrial)	
<a href="#">Street Map Classification</a>	Bell Road	Major Arterial	33-foot south half street
	19th Avenue	Major Arterial	33-foot west half street
	21st Avenue	Local	67.16-foot full street and 33.58-foot east half street
	20th Avenue	Local	57.16-foot full street
	23rd Avenue	Collector	28.58-foot east half street
	Phelps Road	Local	57.16-foot full street and 28.58-foot south half street
	Grandview Road	Collector	33.58-foot north half street

**CONNECT PEOPLE AND PLACES CORE VALUE; CORE, CENTERS AND CORRIDORS; CODES TOOL: Support healthy urban villages, with a balanced mix of housing, employment opportunities and services as a principal means to reduce vehicle trip length and associated emissions.**

The site is located within the North I-17 Major employment center. The request to amend the Planned Community District to add additional employment-generating uses adds to a balanced mix of employment and commerce in the Deer Valley Village.

**CONNECT PEOPLE AND PLACES CORE VALUE; OPPORTUNITY SITES; LAND USE PRINCIPLE: Support reasonable levels of increased intensity, respectful of local conditions and surrounding neighborhoods.**

The subject site is located just south of the Deer Valley Village Core, which is a major employment center and just east of the Interstate I-17 corridor, a major regional transportation corridor. This strategic location is appropriate for regional service area land uses such as commercial, industrial, general commerce park uses, retail, and offices.

**CERTAINTY AND CHARACTER CORE VALUE; HEALTHY NEIGHBORHOODS; DESIGN PRINCIPLE: Encourage bicycle and pedestrian amenities in new major development projects in high-density, mixed-use, areas or near transit stations or employment centers.**

The proposal, as stipulated, will promote use of bicycles and offer enhances pedestrian amenities through the introduction of bicycle parking and detached sidewalks.

**CERTAINTY AND CHARACTER CORE VALUE; HEALTHY NEIGHBORHOODS; DESIGN PRINCIPLE: Create new development or redevelopment that is sensitive to the scale and character of the surrounding neighborhoods and incorporates adequate development standards to prevent negative impact(s) on the residential properties.**

The development will provide heightened landscape standards to provide an appropriate buffer from the existing residential to the south of the site.

**BUILD THE SUSTAINABLE DESERT CITY; TREE AND SHADE; DESIGN PRINCIPLE: DESIGN: Integrate trees and shade into the design of new development and redevelopment projects throughout Phoenix.**

The proposal, as stipulated, will provide shade trees throughout the development to help reduce the urban heat island effect, to provide thermal comfort for pedestrians and to reduce energy consumption of buildings.

<b>Applicable Plans, Overlays and Initiatives</b>
<a href="#"><u>Tree and Shade Master Plan</u></a> – see background item No. 7 below.
<a href="#"><u>Comprehensive Bicycle Master Plan</u></a> – see background item No. 8 below.
<a href="#"><u>Complete Streets Guiding Principles</u></a> – see background item No. 9 below.
<a href="#"><u>Reimagine Phoenix Initiative</u></a> – see background item No. 21 below.

<b>Surrounding Land Uses/Zoning</b>		
	<b>Land Use</b>	<b>Zoning</b>
<b>On Site</b>	Vacant	PCD (Approved C-2 PCD), PCD (Approved Ind. Pk. PCD), PCD (Approved A-1 PCD)
<b>North</b>	Commercial / Industrial	A-1 PCD, C-2 PCD, C-2 SP PCD, (Approved A-1 PCD) C-2 SP, C-2
<b>South</b>	Residential	R-2 PCD
<b>East</b>	Commercial / Horse Track	C-2, C-2 SP, S-1 SP
<b>West</b>	Commercial	C-2 SP PCD

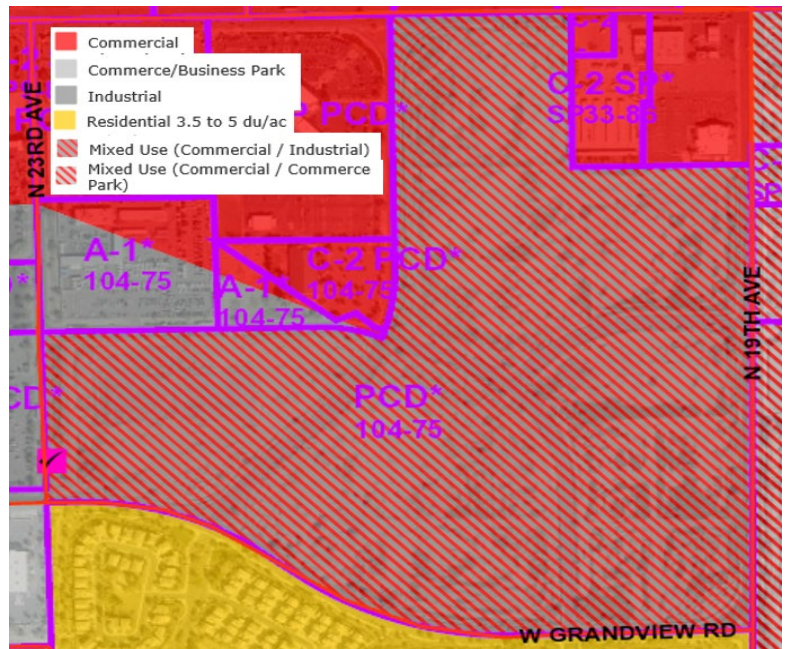
**Background/Issues/Analysis**

SUBJECT SITE

1. This is a request to rezone a 95.57-acre site located on the northwest corner of 19th Avenue and Grandview Road **from** Planned Community District (PCD) (Approved C-2 PCD), PCD (Approved Ind. Pk. PCD), PCD (Approved A-1 PCD) **to** C-2 PCD, A-1 PCD, CP/GCP PCD. The subject request is a Major Amendment to the Northgate PCD to allow commercial, commerce park and industrial uses.

The proposed amendment for the Northgate PCD, is for the area generally bounded by Grandview Road on the south; 19th Avenue to the east; Bell Road and Phelps Road on the north; and 21st Avenue and 23rd Avenue on the west. The PCD is mostly developed to the west and northwest with commercial, commerce park and industrial; and to the south with single-family residential.

- 2. The General Plan Land Use Map designation for the subject site is Mixed Use (Commercial / Industrial). The proposed major amendment to the PCD is consistent with the General Plan Land Use Map designation as it supports a land use mix of commercial, industrial and commerce park uses.

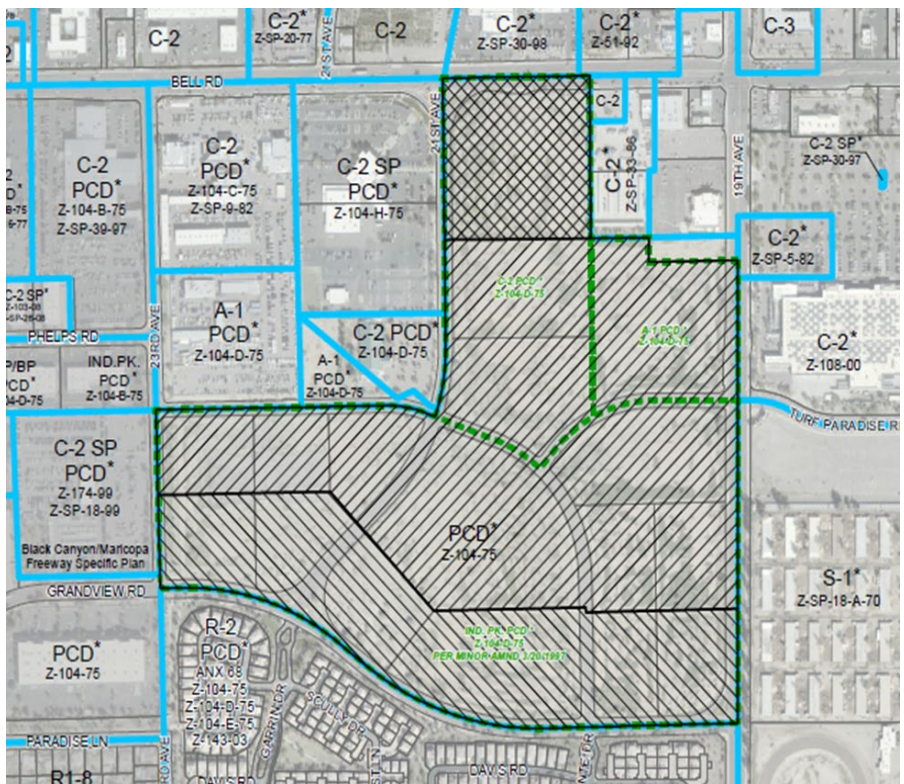


Source: City of Phoenix Planning and Development Department

- 3. The subject site is vacant and bounded by Bell Road and Phelps Road the north; 19th Avenue on the east; Grandview Road to the south and 21st Avenue and 23rd Avenue to the west. The surrounding land uses are as follows:

**Northwest:** The properties to the northwest of the subject site across 21st Avenue and Phelps Road are zoned C-2 SP PCD, C-2 PCD, and A-1 PCD; and are developed with an auto dealership and church.

**North:** The properties to the north of the subject site across Bell Road are zoned C-2 SP and C-2 and include an auto dealership and department store.



Source: City of Phoenix Planning and Development Services

**Northeast:** The properties to the northeast of the subject site are zoned C-2 SP and C-2, which are not a part of the greater PCD area; and PCD (Approved A-1 PCD). The uses on the northeast consist of a vacant lot, retail sporting goods store, gas station, pawn shop and self-storage facility.

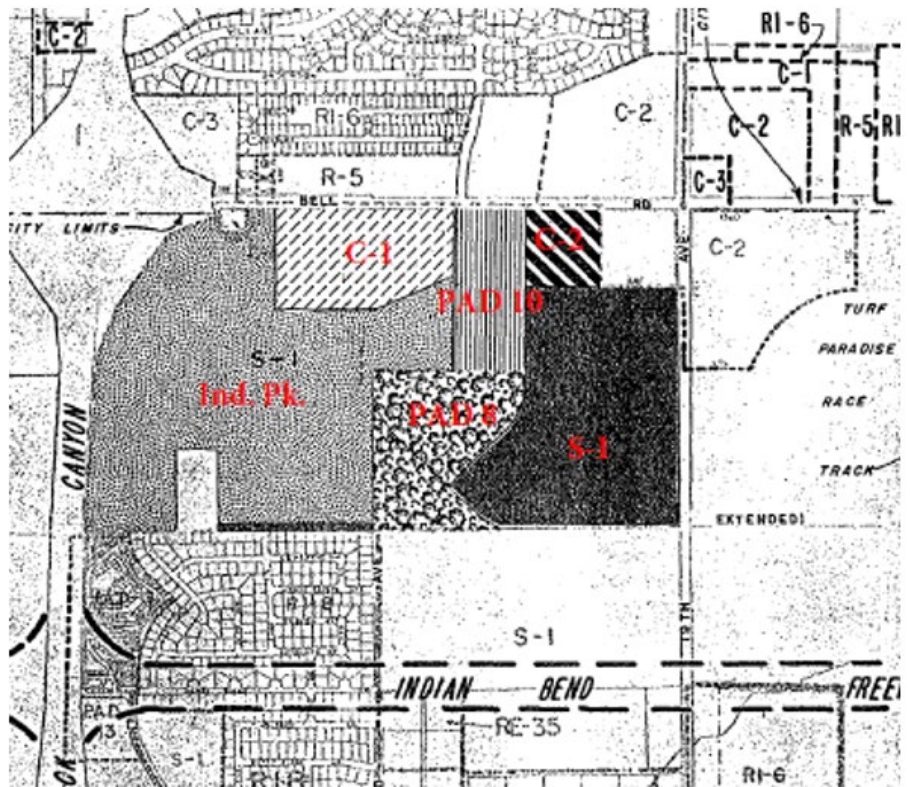
**East:** The properties to the east of the site are zoned C-2, C-2 SP and S-1 SP, which contain a commercial shopping center and a horse racing track.

**South:** The properties to the south of the site are zoned R-2 PCD and are developed with single-family homes.

**West:** The property to the west of the site is zones C-2 SP PCD and contains vehicle storage for car dealerships along Bell Road.

#### APPROVAL AND AMENDMENT HISTORY

- The subject site is the only vacant land left in the Northgate Planned Community District (PCD), an approximately 300-acre master planned community, initially approved by City Council on January 11, 1975 via Rezoning Case No. Z-104-75. The PCD originally covered a land area of 261.8 acres from the I-17 Interstate to 19th Avenue and Bell Road to the Paradise Lane alignment. Several PCD amendments have been completed over the years which increased the total land area of the PCD.



Original Approval

*Original Northgate PCD area, Source: City of Phoenix Planning and Development Department*

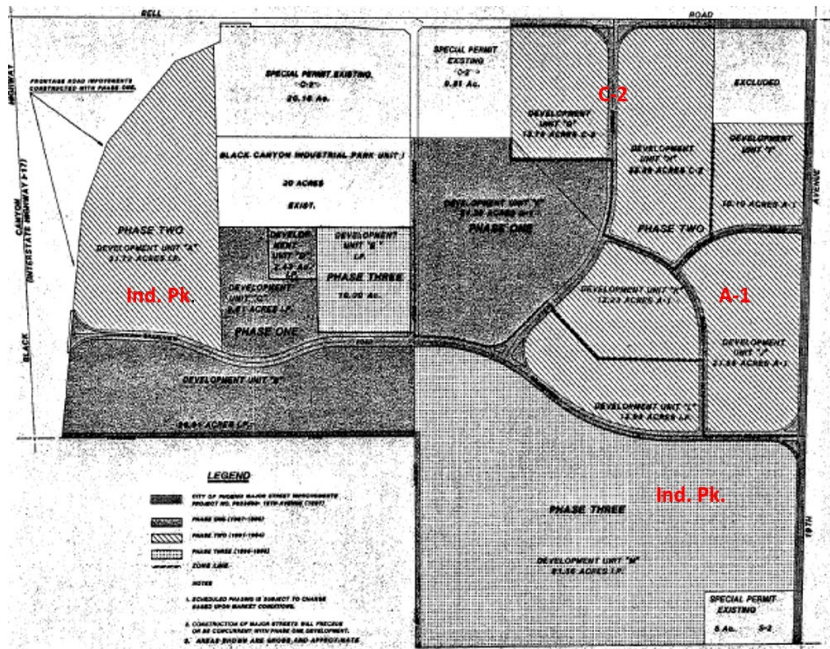
- 5. There have been several amendments to the PCD over time. Amendment D of the PCD, approved in September of 1983, rezoned portions of the existing PCD as shown on the Amendment D figure to the right. The amendment rezoned an irregular shaped parcel from S-1 and PCD to PCD.

All other major amendments were not applicable to the subject site. A Minor Amendment was approved in 1997 which exchanged acreage zoned A-1 on the east side of the PCD (19th Avenue frontage), with a similar acreage of Industrial Park on the west side of the PCD (I-17 Freeway frontage) as shown on the Minor Amendment figure below. No subsequent amendments to the PCD have affected the subject site.



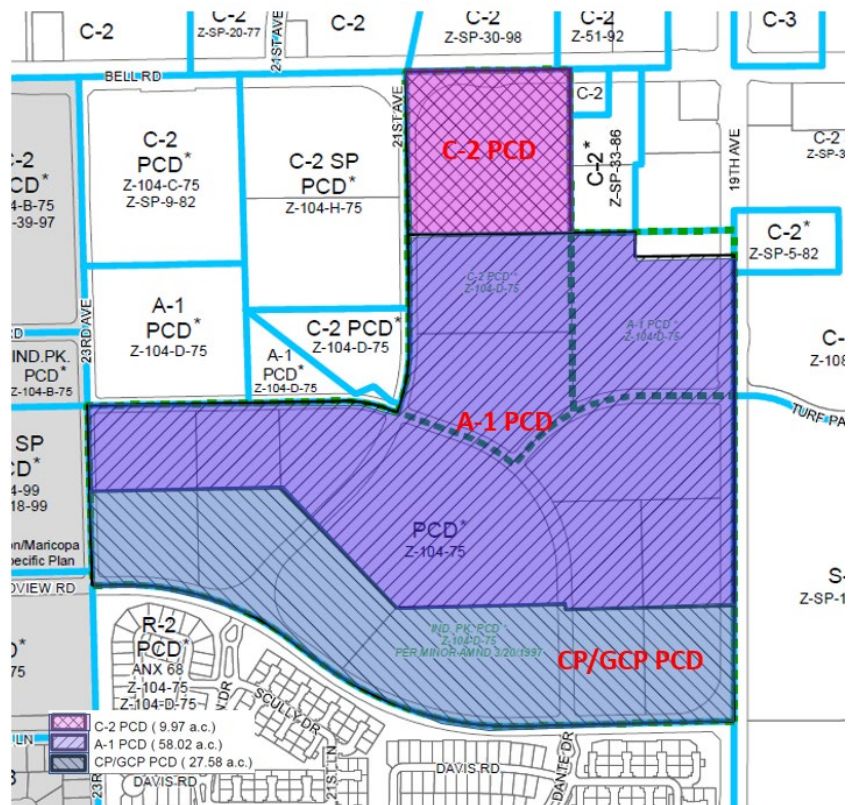
Amendment D

Amendment D Area, Source: City of Phoenix Planning and Development



Minor Amendment, Source: City of Phoenix Planning and Development

- The requested three zoning districts (CP/GCP PCD, A-1 PCD and C-2 PCD) are arranged to ensure that Bell Road continues to develop as a commercial corridor and that uses along Grandview Road are comparable with the existing Industrial Park zoning. The graphic to the right depicts the proposed zoning layout for the site.



Source: City of Phoenix Planning and Development

- The development on the subject site is proposed for a mix of commercial, industrial and commerce park uses that is to be built in phases. No conceptual site plans or elevations were submitted with the application. All future development will comply with required development standards moving forward specifically in regard to enhanced landscaping and on-site lighting. Additional landscape enhancements have been stipulated to ensure there is an adequate buffer between the single-family residential subdivision to the south of the site. An average 25-foot landscape setback shall be provided along Bell Road and 19th Avenue as these are major arterials.

A minimum 30-foot building and landscape setback shall be required along Grandview Road with minimum three-inch caliper trees planted 20 feet on center or in equivalent groupings along both sides of the sidewalk. This enhancement will provide a buffer between the proposed uses and the existing neighborhood on the south side of Grandview Road. A minimum of 300 square feet of landscaping shall be provided at all entry points into the development and public sidewalks shall be detached, except along the 23rd Avenue frontage. A minimum five-foot wide landscaped strip located between the sidewalk and back of curb will be required and shall include drought tolerant shade trees planted a minimum of 20 feet on center or in equivalent groupings. All on-site lighting shall be shielded to prevent direct visibility of the light source. These are addressed in Stipulation Nos. 1, 2, 3, 4 and 6.

8. The Tree and Shade Master Plan has a goal of treating the urban forest as infrastructure to ensure that trees are an integral part of the city's planning and development process. In addition, a vision in the master plan is to raise awareness by leading by example. The proposal includes greater planting standards than otherwise required by the Zoning Ordinance. In addition, the proposal requires that the majority of the public sidewalks be detached with a minimum five-foot landscaped area located between the sidewalk and back of curb and shall include drought tolerant shade trees planted a minimum of 20 feet on center or in equivalent groupings. This is addressed in Stipulation No. 3.

9. The Comprehensive Bicycle Master Plan supports options for both short-and long-term bicycle parking as a means of promoting bicyclist traffic to a variety of destinations. It is recommended that one bicycle space be provided per 25 required vehicle spaces for guests and/or employees. The bicycle racks should be an inverted-u design where both ends of the "U" are affixed to the ground and installed per the requirements of Walkable Urban Code. This provision is addressed in Stipulation No. 5.



*Inverted-U bicycle rack,  
where both ends of the "U"  
reach the ground.*

10. In 2014, the City of Phoenix City Council adopted the Complete Streets Guiding Principles. The principles are intended to promote improvements that provide an accessible, safe, connected transportation system to include all modes, such as bicycles, pedestrians, transit, and vehicles. The Street Transportation Department has requested that the sidewalks adjacent to the site be detached and upgraded to meet ADA requirements. This is addressed in Stipulation No. 7.

## COMMUNITY INPUT

11. At the time the staff report was written, staff had received one letter of opposition in regard to the applicant's lack of prospective drawings and proposed site plans at the neighborhood meeting as well as concerns with industrial uses on the site.

## INTERDEPARTMENTAL COMMENTS

12. The Aviation Department provided comments that the developer shall record a Notice to Prospective Purchasers of Proximity to Airport in order to disclose the existence and operational characteristics of Deer Valley Municipal Airport (DVT) to future owners or tenants of the property. This request is addressed in Stipulation No. 11.
13. The Fire Prevention division of the Fire Department commented that they do not anticipate any problems with this case, but the site or/and building(s) shall comply with the Phoenix Fire Code. Additional water supply may be required to meet the required fire flow per the Phoenix Fire Code.
14. The Floodplain Management division of the Public Works Department has determined



that this parcel is not in a Special Flood Hazard Area (SFHA), but located in a Shaded Zone X, on panel 1290 L of the Flood Insurance Rate Maps (FIRM) dated June 02, 2017.

15. The Street Transportation Department Pedestrian Safety Division has requested that the developer maintain and enhance detached sidewalks and provide shade along both sides of the sidewalk with single-trunk trees, and alternate single trunk trees with other thick vegetation within the landscape strip along 19th Avenue and Bell Road without blocking visibility triangles. In the past five years there has been one death and one serious injury due to pedestrians crossing 19th Avenue mid-block to reach the commercial use to the east. Special attention should be given to the corner of 19th Avenue and Phelps Road to ensure that the design of this development guides pedestrians to the existing traffic light at this intersection. This is addressed in Stipulation Nos. 3 and 14.
16. The Street Transportation Department has requested that the developer replace all unused driveways with sidewalk and curb and gutter, as well as replace any broken or out-of-grade curb, gutter, sidewalk, and ramps on all streets, in compliance with current ADA guidelines. Additionally, the Department has requested that the developer submit a Traffic Impact Study (TIS) to the City that addressed the anticipated land uses and the developer will be responsible for off-site improvements as indicated with the TIS. The developer shall redesign the intersections of 21st Avenue and Bell Road and 21st Avenue and Grandview Avenue to standard radius intersections. These comments are addressed in Stipulation Nos. 7, 8, 9 and 10.
17. The Public Transit Department is requiring the following:
  - Removal of the bus bay and slip lane at 21st Avenue and Bell Road.
  - Construction of a bus stop pad along eastbound Bell Road east of 21st Avenue.
  - Dedication of right-of-way and construction of a bus stop pad along southbound 19th Avenue south of Phelps Road.These requirements are addressed in Stipulation Nos. 12 and 13.
18. The City of Phoenix Water Services Department has noted the property has existing water and sewer mains that can potentially serve the proposed development. However, there is potential need to up size existing water and sewer infrastructure mains so that any remodels or new buildings will be able to meet domestic and fire code requirements.

#### OTHER

19. As a condition of the site's original Northgate PCD zoning approval in 1975 and subsequent amendments, all remaining PCD zoning stipulations and conditions will still apply and be carried forward with this approval and an updated General Development Plan for the Northgate PCD reflecting any changes approved through this request shall be submitted to the Planning and Development Department within 90 days of City Council approval of this request. This is addressed in Stipulation No. 16.
20. The site has not been identified as being archaeologically sensitive. However, in the

event archaeological materials are encountered during construction, all ground disturbing activities must cease within 33-feet of the discovery and the City of Phoenix Archaeology Office must be notified immediately and allowed time to properly assess the materials. This is addressed in Stipulation No. 15.

21. Development and use of the site is subject to all applicable codes and ordinances. Zoning approval does not negate other ordinance requirements. Zoning adjustments, abandonments or other formal actions may also be required.
22. As part of the Reimagine Phoenix Initiative, the City of Phoenix is committed to increasing the waste diversion rate to 40 percent by 2020 and to better manage its solid waste resources. Section 716 of the Phoenix Zoning Ordinance establishes standards to encourage the provision of recycling containers for multifamily, commercial and mixed-use developments meeting certain criteria. The provision of recycling containers was not addressed in this development.

### **Findings**

1. The request is consistent with the General Plan Land Use Map designation of Mixed Use (Commercial / Industrial) and supports multiple General Plan goals and policies.
2. The proposed development will provide increased employment opportunities in the area and is located within the North I-17 Employment Center.
3. The proposed development will improve and enhance a long vacant and underutilized site, which will contribute to enhancing the area.
4. As stipulated, the proposal is consistent with the Tree and Shade Master plan due to the tree lined detached sidewalks and additional shade required on the site.

### **Stipulations**

1. An average 25-foot landscape setback be provided along Bell Road and 19th Avenue, as approved by the Planning and Development Department.
2. An enhanced landscaped entry shall be provided at all entryways into the development with a minimum 300 square feet of landscaped area. The landscaped entries shall be planted and maintained with a variety of at least three different plant materials, as approved by the Planning and Development Department.
3. All sidewalks shall be detached, except along 23rd Avenue, with a minimum five-foot-wide landscaped area located between the sidewalk and back of curb and shall include drought tolerant, single trunk, large canopy shade trees planted a minimum of 20 feet on center or in equivalent groupings and minimum five-gallon shrubs with a maximum mature height of two feet providing 75 percent

live cover, as approved by the Planning and Development Department.

4. A minimum 30-foot building and landscape setback shall be required along Grandview Road with minimum 3-inch caliper trees planted 20 feet on center or in equivalent groupings along both sides of the sidewalk, as approved by the Planning and Development Department.
5. The developer shall provide common inverted U-bicycle parking at a minimum of one space per 25 required vehicle parking spaces, installed per Section 1307.H. and as approved by the Planning and Development Department.
6. All on-site lighting shall be shielded to prevent direct visibility of the light source. Lighting shall be shielded with cut-off fixtures and deflectors to direct light downward. Site lighting shall be reflected away from the residential homes to the south, as approved by the Planning and Development Department.
7. 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 by the Planning and Development Department. All improvements shall comply with all ADA accessibility standards.
8. The developer shall submit a Traffic Impact Study (TIS) to the Street Transportation Department and Planning and Development Department that addresses the anticipated land uses prior to preliminary site plan review. No TIS reports will be accepted, unless the developer and/ or its traffic engineer consultant has discussed the TIS requirements with the Street Transportation Department staff prior to its preparation.
9. Additional off-site improvements may be identified during the review of the traffic study. The developer will be responsible for off-site improvements as indicated with the traffic impact study approval, as approved by the Street Transportation Department.
10. The developer shall redesign the intersections of 21st Avenue and Bell Road, and 21st Avenue and Grandview Avenue to standard curb radius intersections as approved by the Street Transportation Department.
11. The developer shall record a Notice to Prospective Purchasers of Proximity to Airport in order to disclose the existence and operational characteristics of Phoenix Deer Valley Airport (DVT) to future owners or tenants of the property.
12. The developer shall remove the bus bay and slip lane at 21st Avenue and Bell Road. The developer shall construct a bus stop pad along eastbound Bell Road east of 21st Avenue, constructed in accordance with City of Phoenix Standard Detail P1260 with a depth of at least 10 feet, as approved by the Planning and Development Department. The bus stop pad shall be spaced from the intersection of 21st Avenue and Bell Road according to City of Phoenix Standard

Detail P1258, as approved by the Planning and Development Department. .

13. Right-of-way shall be dedicated and a transit pad (Detail #P1262) constructed on southbound 19th Avenue south of Phelps Road with a minimum depth of 10 feet. The bus stop pad and bay shall be in accordance with City of Phoenix Standard Detail P1258, as approved by the Planning and Development Department.
14. Clearly defined accessible pedestrian pathways shall connect all buildings, be present at all vehicular entry points and provide access to/from the adjoined bus stops, as approved by the Planning and Development Department.
15. In the event archaeological materials are encountered during construction, the developer shall immediately cease all ground disturbing activities within a 33-foot radius of the discovery, notify the City Archaeologist, and allow time for the Archaeology Office to properly assess the materials.
16. An updated General Development Plan for the Northgate PCD reflecting the changes approved through this request shall be submitted to the Planning and Development Department within 90 days of City Council approval of this request.

**Writer**

David Simmons

December 6, 2019

**Team Leader**

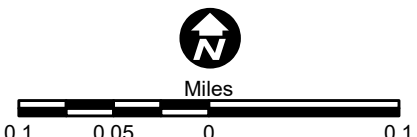
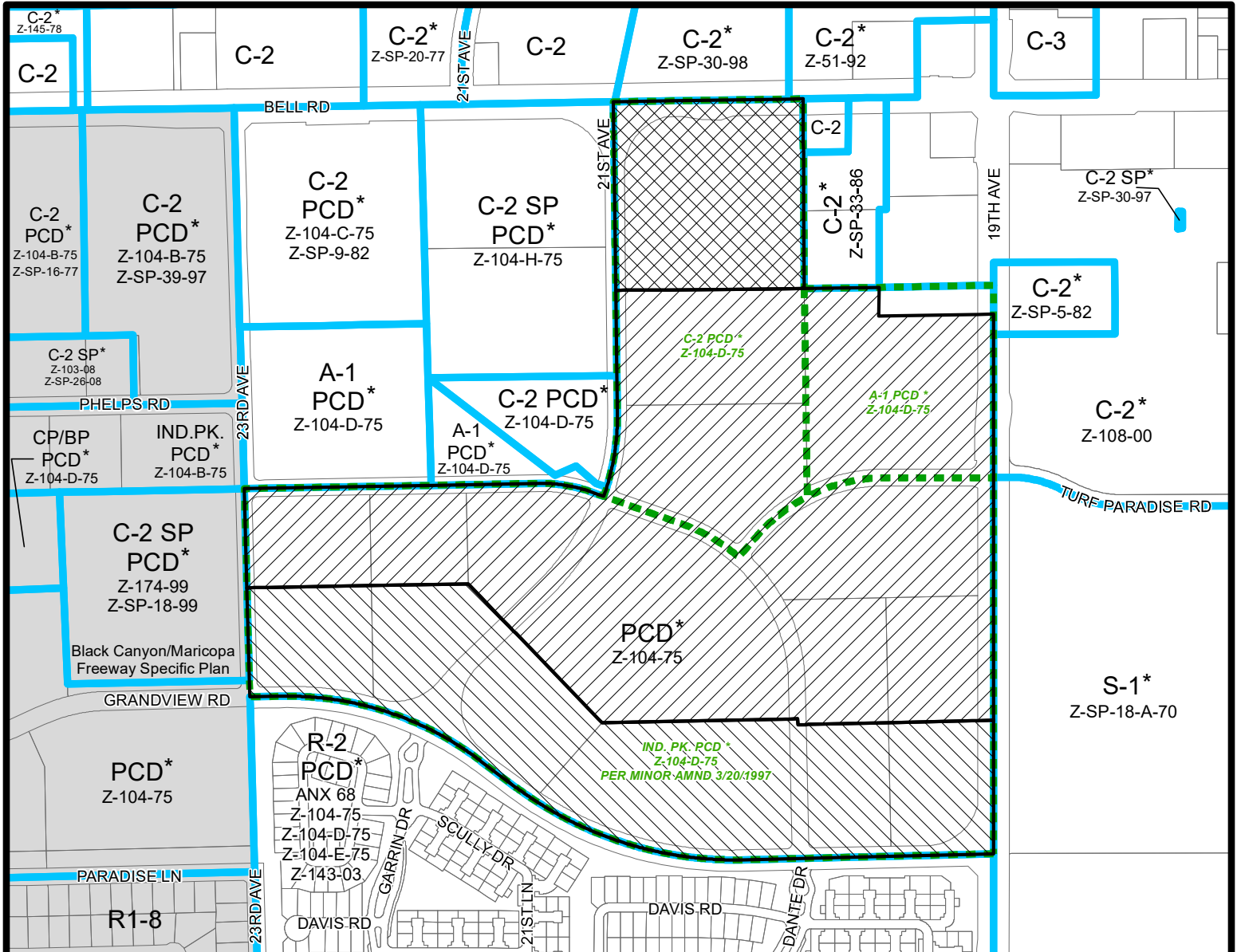
Samantha Keating

**Exhibits**

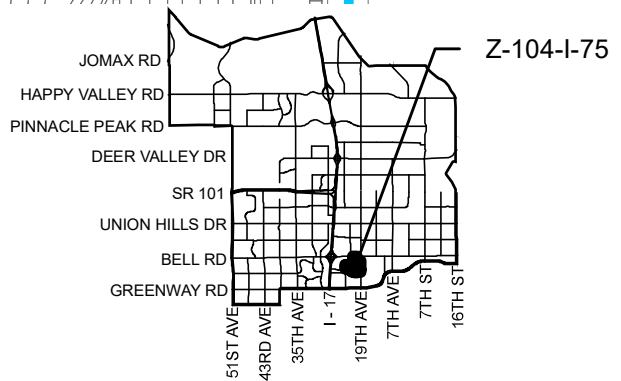
Sketch Map

Aerial Map

Community Correspondence (1 page)

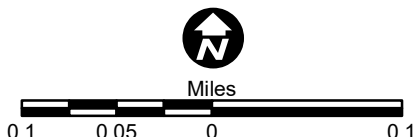
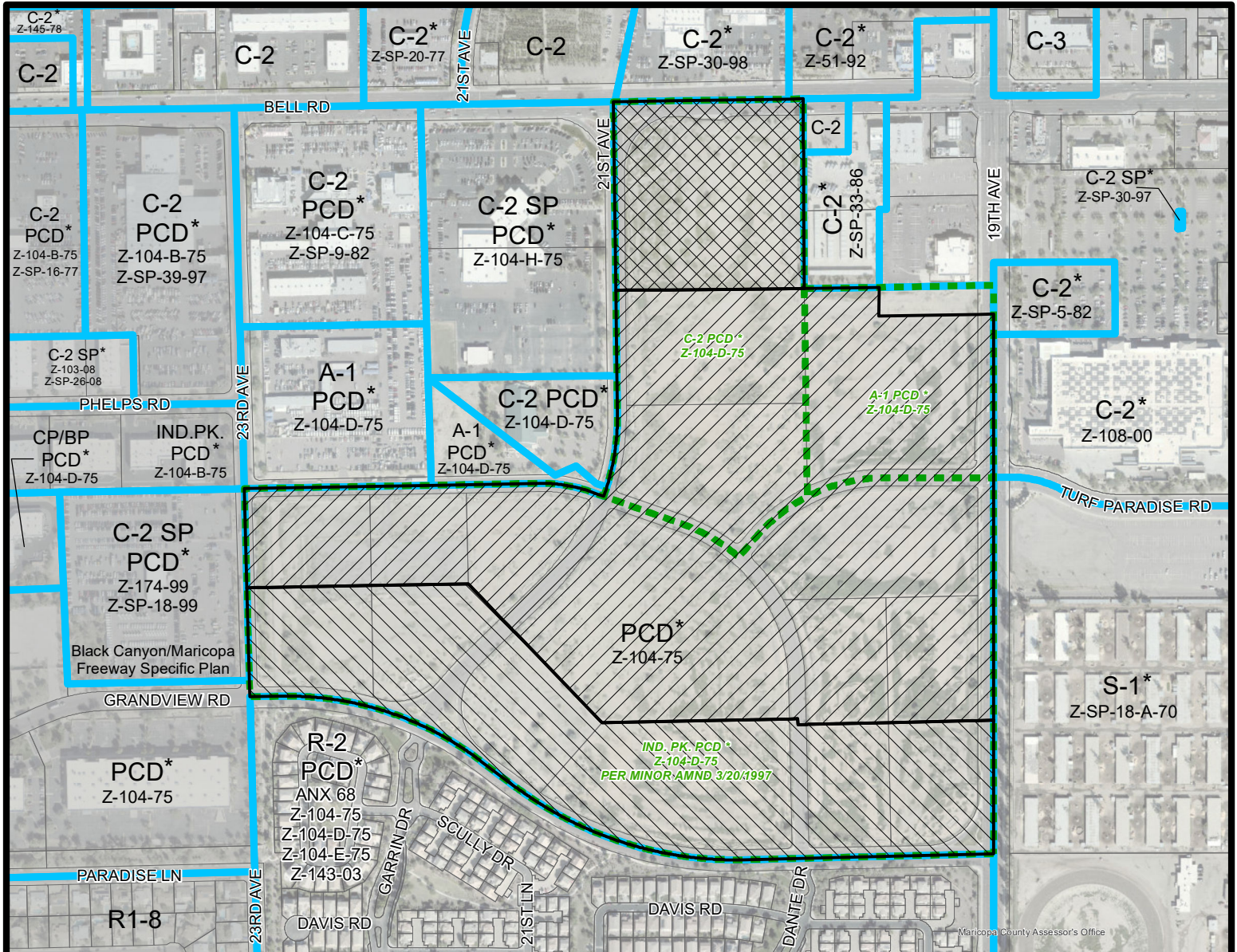


**DEER VALLEY VILLAGE**  
CITY COUNCIL DISTRICT: 3

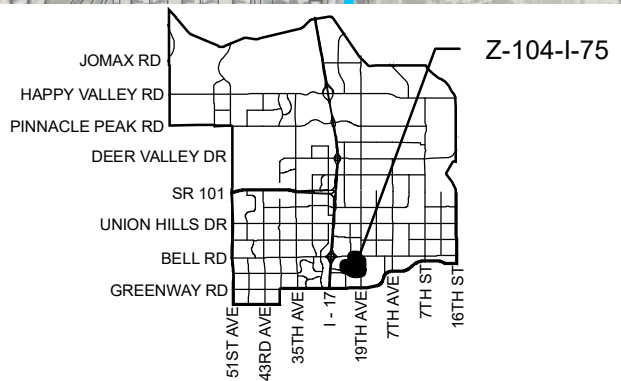


<b>APPLICANT'S NAME:</b> Jeff Blilie/Beus Gilbert PLLC		<b>REQUESTED CHANGE:</b> FROM: PCD (Approved C-2 PCD) ( 22.42 a.c.) PCD (Approved Ind. Pk. PCD) ( 63.95 a.c.) PCD (Approved A-1 PCD) ( 9.20 a.c.)	
<b>APPLICATION NO.</b> Z-104-I-75	<b>DATE:</b> 8/2/2019 <b>REVISION DATES:</b>	<b>TO:</b> C-2 PCD ( 9.97 a.c.) A-1 PCD ( 58.02 a.c.) CP/GCP PCD ( 27.58 a.c.)	
GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX.  <b>95.57 Acres</b>	<b>9/3/2019</b>  <b>AERIAL PHOTO &amp; QUARTER SEC. NO.</b> QS 36-24 <b>ZONING MAP</b> M-7		
<b>MULTIPLES PERMITTED</b> PCD (Approved C-2 PCD), PCD (Approved Ind. Pk. PCD), PCD (Approved A-1 PCD)  C-2 PCD, A-1 PCD, CP/GCP PCD	<b>CONVENTIONAL OPTION</b> N/A (325), N/A (N/A), N/A (N/A)  144, N/A, N/A	<b>* UNITS P.R.D. OPTION</b> N/A (390), N/A (N/A), N/A (N/A)  173, N/A, N/A	

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



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



<b>APPLICANT'S NAME:</b> Jeff Blilie/Beus Gilbert PLLC		<b>REQUESTED CHANGE:</b> FROM: PCD (Approved C-2 PCD) ( 22.42 a.c.) PCD (Approved Ind. Pk. PCD) ( 63.95 a.c.) PCD (Approved A-1 PCD) ( 9.20 a.c.)	
<b>APPLICATION NO.</b> Z-104-I-75	<b>DATE:</b> 8/2/2019 <b>REVISION DATES:</b> 9/3/2019	<b>TO:</b> <ul style="list-style-type: none"> <li> C-2 PCD ( 9.97 a.c.)</li> <li> A-1 PCD ( 58.02 a.c.)</li> <li> CP/GCP PCD ( 27.58 a.c.)</li> </ul>	
GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX.  <b>95.57 Acres</b>	<b>AERIAL PHOTO &amp; QUARTER SEC. NO.</b> QS 36-24	<b>ZONING MAP</b> M-7	<b>* UNITS P.R.D. OPTION</b> N/A (390), N/A (N/A), N/A (N/A) 173, N/A, N/A
<b>MULTIPLES PERMITTED</b> PCD (Approved C-2 PCD), PCD (Approved Ind. Pk. PCD), PCD (Approved A-1 PCD) C-2 PCD, A-1 PCD, CP/GCP PCD	<b>CONVENTIONAL OPTION</b> N/A (325), N/A (N/A), N/A (N/A) 144, N/A, N/A		
<b>* Maximum Units Allowed with P.R.D. Bonus</b>			

## David O Simmons

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**From:** Aaron Smith <aaron2931@gmail.com>  
**Sent:** Monday, July 29, 2019 8:15 PM  
**To:** David O Simmons  
**Subject:** Zoning Case # Z-104-1-75-3

Hi David,

I am a resident at Northgate community, we were invited to the Neighborhood Meeting, here is some feedback i would like to share with you.

- 1) The representatives didn't have a current site plan, they came in with a dated site plan that wasn't in line with their current proposal
- 2) They had no renderings or drawings that represented their proposal.

Many resident are NOT in favor of any kind of Industrial zoning on this property and we would like to have our opinion noted on this file.

Regards,  
Aaron