



City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

Staff Report Z-3-B-15-1
Norterra PUD (Amendment B)
July 11, 2022

Deer Valley [Village Planning Committee](#) Meeting Date: July 14, 2022

[Planning Commission](#) Hearing Date: August 4, 2022

Request From: [PUD](#) (405.40 acres)

Request To: [PUD](#) (405.40 acres)

Proposed Use: Major Amendment to the Norterra PUD to allow an increase in dwelling units and hotel rooms, and to modify parking and sign standards

Location: Northwest corner of 19th Avenue and Happy Valley Road

Owner: USAA Real Estate Company, et al.

Applicant: USAA Real Estate Company

Representative: Withey Morris PLC, William F. Allison

Staff Recommendation: Approval, subject to stipulations

General Plan Conformity			
General Plan Land Use Map Designation		Commerce / Business Park and Mixed Use (Commercial, Commerce/Business Park, Residential 5 to 10, 10 to 15, and 15 + dwelling units per acre)	
Street Map Classification	Norterra Drive	Private Street	Width varies from 26 feet to 78 feet
	Norterra Parkway	Collector Street	West Side: 55 to 56.5-foot half-street width East Side: 77-foot half-street width
	19th Avenue	Major Arterial Street	80-foot west half street

	Happy Valley Road	Major Arterial Street	75-foot north half street
	Jomax Road	Arterial Street	60 to 70-foot south half street

CONNECT PEOPLE AND PLACES CORE VALUE; OPPORTUNITY SITES; LAND USE PRINCIPLE: Promote and encourage compatible development and redevelopment with a mix of housing types in neighborhoods close to employment centers, commercial areas, and where transit or transportation alternatives exist.

This Major Amendment to Norterra Planned Unit Development (PUD) proposes an increase in the number of dwelling units and hotel rooms at a scale that is compatible with the scale and intensity of the Norterra community. The development is in a mixed-use corridor where nearby properties are single-family, multifamily or commercial. The project site is also within a designated employment center, thus the concentration of residential uses in this area will promote new and existing businesses. The requested PUD will facilitate ongoing investment and development of this part of the Deer Valley Village where transit alternatives exist.

CELEBRATE OUR DIVERSE COMMUNITIES & NEIGHBORHOODS CORE VALUE; DIVERSE NEIGHBORHOODS; LAND USE PRINCIPLE: Communities should consist of a mix of land uses to provide housing, shopping, dining and recreational options for residents.

The Norterra PUD currently allows a variety of land uses such as commercial, office, single-family and multifamily residential. This proposed major amendment would allow for additional dwelling units in Zone 6 of the PUD, where office uses were previously envisioned; thus allowing for additional housing options in the area within proximity to shopping options.

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

The Norterra PUD incorporates a variety of landscaping standards within public right-of-way and perimeter areas, plus parking lots. Shaded detached sidewalks throughout adjacent and select internal streets will provide thermal comfort for pedestrians.

Applicable Plans, Overlays, and Initiatives

[Maricopa Association of Governments \(MAG\) designated Deer Valley Employment Center and City designated North Black Canyon Employment Center](#) – See background item No. 4

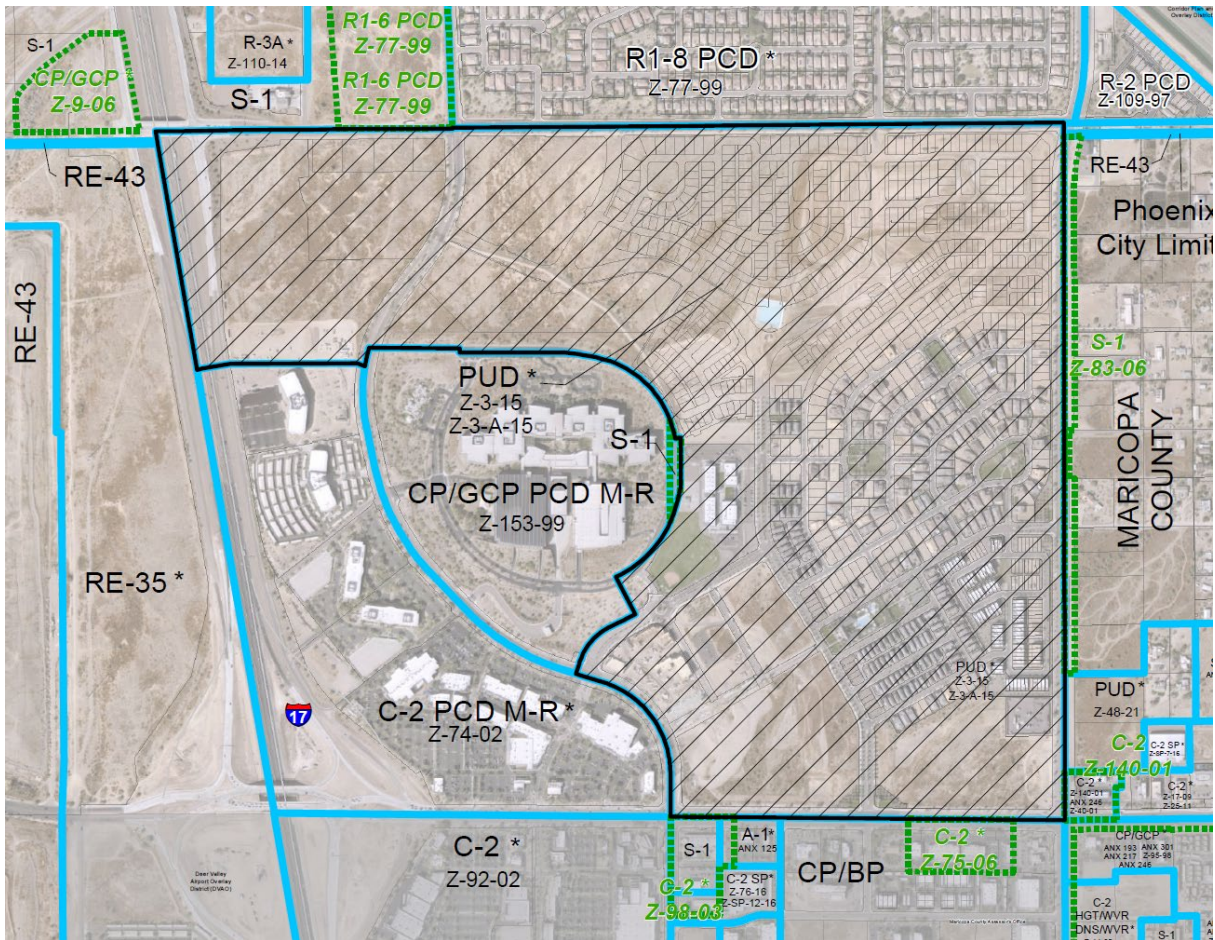
Tree and Shade Master Plan – See background item No. 6
Complete Streets Guiding Principles – See background item No. 7
Comprehensive Bicycle Master Plan – See background item No. 8
Housing Phoenix Plan – See background item No. 9
Zero Waste PHX – See background item No. 10

Surrounding Land Uses/Zoning		
	Land Use	Zoning
On Site	Residential, school, and vacant	PUD
North (across Jomax Road)	Single-family residential, fire station and vacant	S-1, S-1 (Approved R1-6), and R1-8
South (across Happy Valley Road)	Various commercial uses	S-1 (Approved C-2), CP/BP, CP/BP (Approved C-2), and A-1
East (across 19th Avenue)	Church, commercial, rural, residential, and vacant	S-1, RE-43, PUD, C-2, and RU-43 (Maricopa County)
West (including across Norterra Parkway)	Freeway, commercial and vacant	S-1, RE-43, RE-35, C-2 M-R PCD, and CP/GCP M-R PCD

Background/Issues/Analysis

SUBJECT SITE

1. This request is a major amendment to the Norterra PUD, a 405.40-acre site located on the northwest corner of 19th Avenue and Happy Valley Road. This major amendment proposes an increase in the number of dwelling units from 2,200 to 3,600 dwelling units, and an increase in the number of hotel rooms from 150 to 275 rooms. In addition, this major amendment also proposes a further reduction to the number of required parking spaces within Zones 1, 2, and 3 from 10-percent to 25-percent as required by the Zoning Ordinance. These three zones are located at the southern edge of the Norterra community, at the northeast corner of Happy Valley Road and Norterra Parkway. Lastly, this major amendment to the Norterra PUD also modifies the sign standards to allow blade type signage.

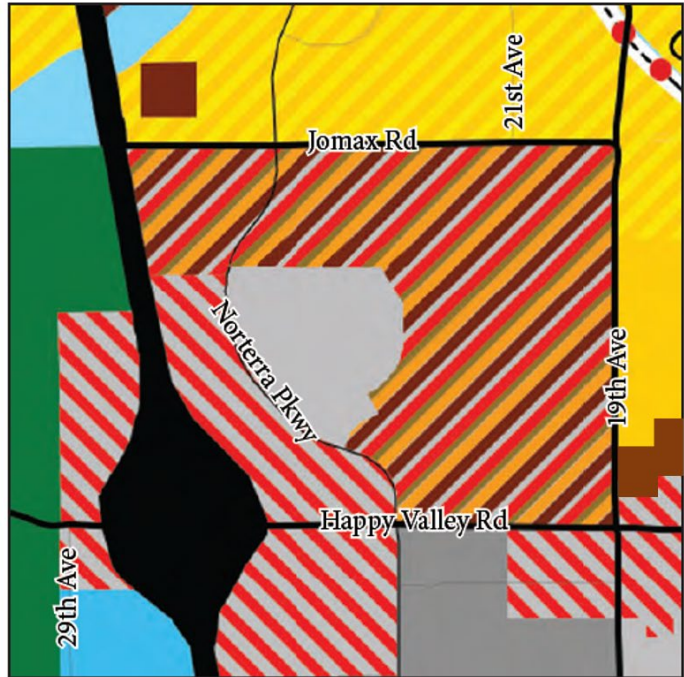


Aerial Zoning Map, Source: Planning and Development Department

2. The Norterra PUD was initially approved by the Phoenix City Council on July 1, 2015. A Major Amendment to the PUD was approved in 2020 under case Z-3-A-15-1 which increased the size of the PUD by approximately 10 acres. Rezoning case Z-3-B-15-1 proposes a second Major Amendment to the Norterra PUD as described in background item 1. Lastly, several minor amendments to the Norterra PUD have been approved over the years administratively.
3. The General Plan Land Use Map designation for the subject site is Commerce / Business Park and Mixed Use (Commercial, Commerce/Business Park, Residential 5 to 10, 10 to 15, and 15 + dwelling units per acre), thus the proposal is consistent with this General Plan Land Use Map designation.

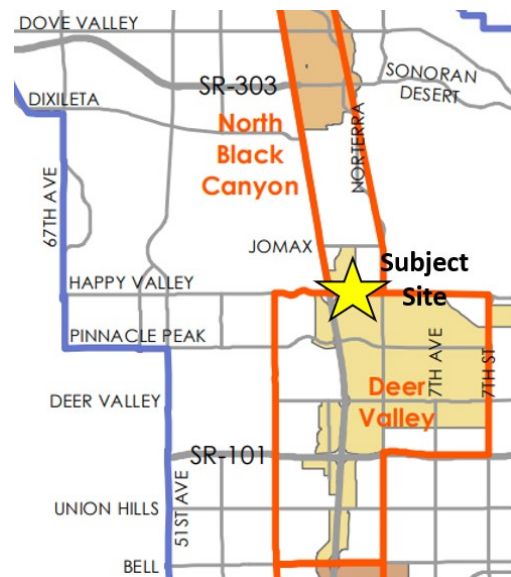
The General Plan Land Use Map designation to the north of the site, across Jomax Road, is Residential 2 to 5 dwelling units per acre. To the south, across Happy Valley Road, properties are designated Industrial and Mixed Use (Commercial/Commerce/Business Park). East of the site, across 19th Avenue, the General Plan Land Use Map designations are Residential 2 to 5, 3.5 to 5 dwelling

units per acre, Residential 15+ dwelling units per acre, and Mixed Use (Commercial/Commerce/Business Park). West of the site, properties are designated Commerce/Business Park, Parks/Open Space-Publicly Owned, Mixed Use (Commercial/Commerce/Business Park) and Transportation.



General Plan Land Use Map, Source: Withey Morris PLC

- The subject site is located within the boundaries of the Maricopa Association of Governments (MAG) designated North Black Canyon Employment Center and partially within the City designated Deer Valley Employment Center. Furthermore, the Norterra PUD is located within close proximity to existing commercial areas along Happy Valley Road where transit service and bicycle lanes exists. Bicycle lanes and a multi-use trail also exist along Jomax Road. Lastly, Interstate 17 also provides connectivity from the site to other parts of the city and larger region.



Employment Centers Map, Source: City of Phoenix Planning and Development Department

Providing additional residential options in close proximity to the nearby commercial uses will promote businesses in the established employment center, with a wide range of transportation options.

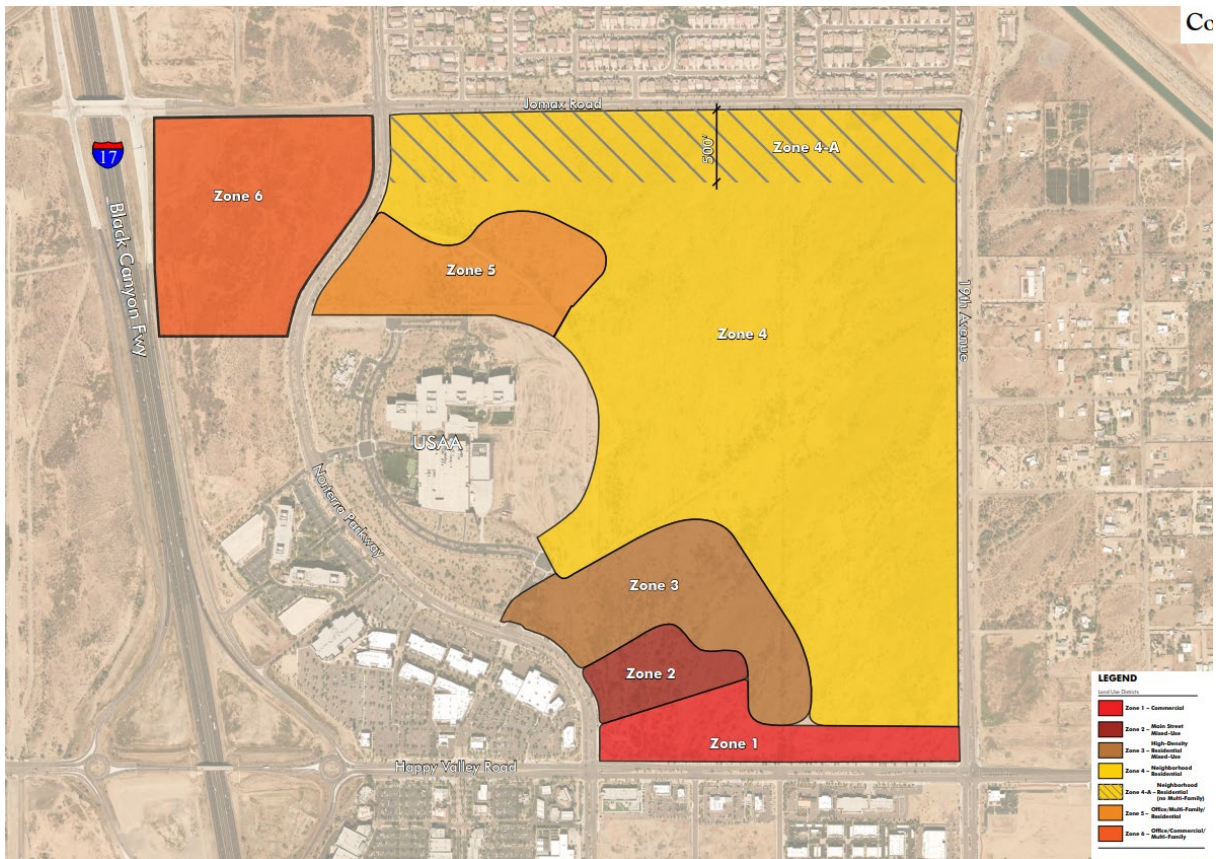
PROPOSAL

5. The proposal was developed utilizing the PUD zoning district. The PUD is intended to create a built environment that is superior to that produced by conventional zoning districts and design guidelines. Using a collaborative and comprehensive approach, an applicant writes a document proposing standards and guidelines that are tailored to the context of a site on a case by case basis.

Where the Norterra PUD Development Narrative is silent on a requirement, the applicable Zoning Ordinance provisions shall be applied.

List of Uses

The Development Narrative does not amend the list of permitted uses previously approved in the original Norterra PUD, with the exception of Zone 6 where multifamily uses are now proposed. Zone 6 is the portion of the site located along the Interstate 17 freeway.



Land Use District Map, Source: LRK

Development Standards

The PUD development narrative maintains most of the development standards approved in the original Norterra PUD case, except within Zone 6 where multifamily uses are now permitted. A maximum building height of 73.5 feet and density of 120 dwelling units per acre is now proposed within Zone 6 for multifamily uses. This is consistent with previously approved standards in other Zones within the Norterra PUD.

Density Standards

The PUD development narrative proposes to increase the permitted density in Zone 6 from 50 to 120 dwelling units per acre. This is consistent with previously approved standards in other Zones of the Norterra PUD. The proposed change results in an overall density increase within the Norterra PUD from 2,200 units to 3,600 dwelling units total. Although hotel rooms are not considered dwelling units, this proposal also seeks to increase the number of hotel rooms from 150 to 275.

Landscape Standards

The PUD development narrative does not propose any changes to the landscape standards approved in the original Norterra PUD.

Design Guidelines and Standards

The PUD development narrative does not propose any changes to the design guidelines and standards approved in the original Norterra PUD.

Parking Standards

The PUD development narrative proposes a 25 percent parking reduction from the number of parking stalls required by the Zoning Ordinance. The existing Norterra PUD currently allows a 10 percent parking reduction from Zoning Ordinance requirements.

Staff recommends limiting the requested 25 percent parking reduction exclusively to Zones 1, 2, and 3 where a mix of uses are proposed to be located within a short distance from each other. This is addressed in Stipulation No. 1.b. Furthermore, staff recommends Stipulation No. 2 to require that a pedestrian circulation master plan be developed to ensure that adequate pedestrian circulation is provided throughout the development, including within Zones 1, 2, and 3.

Fences/Walls

The PUD development narrative does not propose any changes to the fencing/wall standards approved in the original Norterra PUD.

Shade

The PUD development narrative does not propose any changes to the shade standards approved in the original Norterra PUD. The shade standards originally

approved required that a minimum of 50 percent of public sidewalks in Zones 1 and 2 be shaded.

Lighting Plan

The PUD development narrative does not propose any changes to the lighting standards approved in the original Norterra PUD.

Signage

The PUD development narrative maintains most of the sign standards approved in the original Norterra PUD case, except that blade signs are now proposed to be permitted. The intent of this is to promote the character of Zones 1 and 2 where a “town center” is envisioned with businesses located along a main street. Blade signs will promote the character that is envisioned within these areas of the community.

Sustainability

The Development Narrative does not propose any changes to the sustainability standards approved in the original Norterra PUD.

Phasing

Since the original approval of the Norterra PUD, the project has developed in phases. Most of the land within the Norterra PUD has been developed or is under development.

Infrastructure

The development shall comply with City of Phoenix standards pertaining to infrastructure.

Comparative Zoning Standards

The R-5 zoning district standards are consistent with proposed uses and standards in the development Narrative.

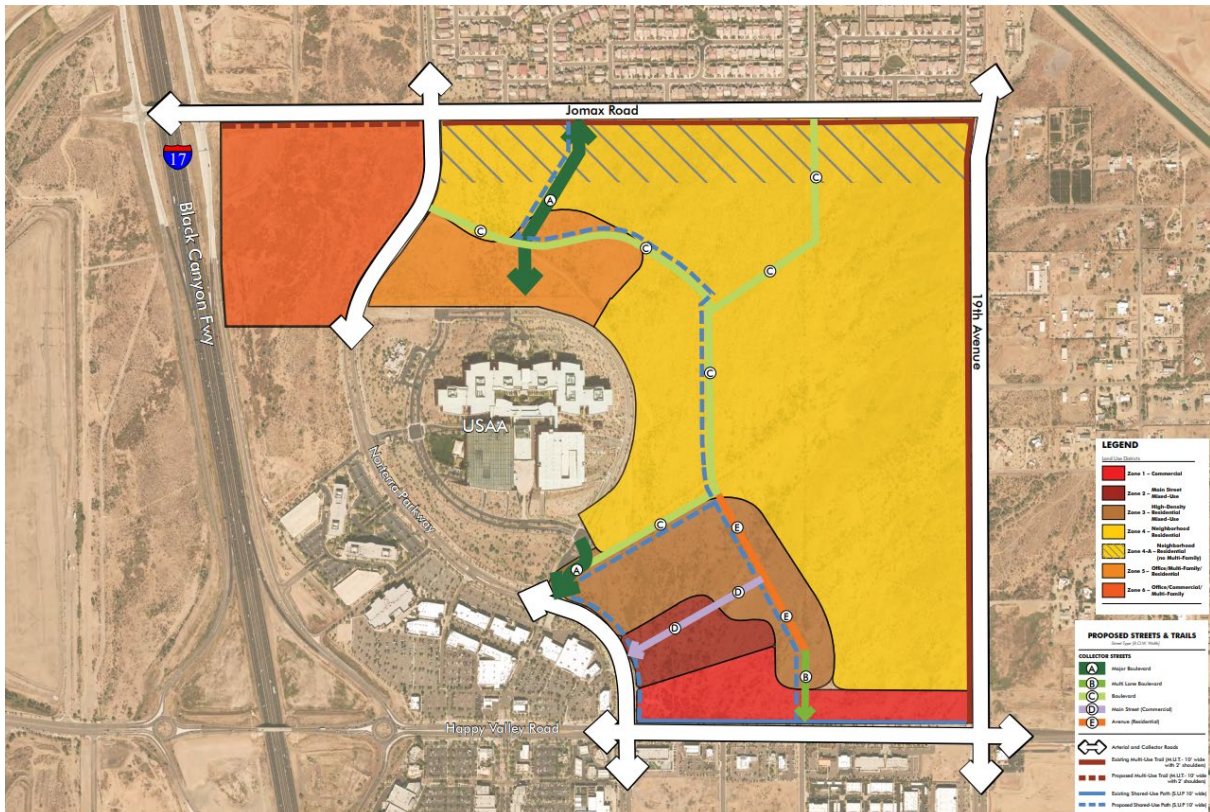
AREA PLANS, OVERLAY DISTRICTS, AND INITIATIVES

6. **Tree and Shade Master Plan**

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 PUD development narrative does not propose any changes to the shade standards approved in the original Norterra PUD. The shade standards originally approved required that a minimum of 50 percent of public sidewalks in Zones 1 and 2 be shaded. Since the approval of the latest amendment (Z-3-A-15-1) the city has updated its landscape standards to require 50 percent shade along all sidewalks and walkways.

7. **Complete Streets Guiding Principles**

In 2014, the Phoenix City Council adopted the Complete Streets Guiding Principles. The principles are intended to promote improvements that provide an accessible, safe, and connected transportation system to include all modes, such as bicycles, pedestrians, transit, and vehicles. The PUD development narrative does not propose any changes to the streetscape standards approved in the original Norterra PUD. The original standards approved in the Norterra PUD require a variety of street types and pedestrian improvements such as shaded detached sidewalks on some streets. However, staff recommends Stipulation No. 2 to require that a Master Pedestrian Circulation Plan be submitted for this development as part of the development review process to ensure that adequate pedestrian circulation is being provided between existing and future phases of the Norterra community. This Master Pedestrian Circulation Plan may be amended as necessary through the development review process with each future phase of development.



Conceptual Circulation Plan (Exhibit 8), Source: LRK

8. **Comprehensive Bicycle Master Plan**

The Comprehensive Bicycle Master Plan also supports options for both short and long-term bicycle parking as a means of promoting bicyclist traffic to a variety of destinations. The proposal requires bicycle parking spaces be provided on the site for live-work, commercial and multifamily residential uses. The PUD development narrative does not propose any changes to the bicycle parking standards approved in the original Norterra PUD.

9. **Housing Phoenix Plan**

In June 2020, the Phoenix City Council approved the Housing Phoenix Plan. This Plan contains policy initiatives for the development and preservation of housing with a vision of creating a stronger and more vibrant Phoenix through increased housing options for residents at all income levels and family sizes. Phoenix's rapid population growth and housing underproduction has led to a need for over 163,000 new housing units. Current shortages of housing supply relative to demand are a primary reason why housing costs are increasing. The proposed development supports the Plan's goal of preserving or creating 50,000 housing units by 2030 by allowing up to 1,400 multifamily residential units and contributing to the variety of housing types in the area.

10. **Zero Waste PHX**

The City of Phoenix is committed to its waste diversion efforts and has set a goal to become a zero-waste city, as part of the city's overall 2050 Environmental Sustainability Goals. One of the ways Phoenix can achieve this is to improve and expand its recycling and other waste diversion programs. Section 716 of the Phoenix Zoning Ordinance establishes standards to encourage the provision of recycling containers for multifamily, commercial, and mixed-use developments. The PUD narrative indicates that residential developments will pursue recycling programs.

COMMUNITY INPUT SUMMARY

11. At the time the staff report was written, staff has received 13 letters of opposition regarding this project. Concerns included the number of units proposed to be added, impacts on student capacity for schools, heat island effect, impacts on existing water supplies, increase strain on infrastructure and public services, increased traffic, increased noise, and increased air pollution.

INTERDEPARTMENTAL COMMENTS

12. The Fire Department commented that no problems are anticipated on this case and that buildings and site shall comply with the Phoenix Fire Code.
13. The Street Transportation Department requires that an updated Trip Generation Statement be submitted to address additional residential and commercial allowances in comparison to the existing approved Traffic Impact Study. This is addressed in Stipulation No. 3.

14. The City of Phoenix Water Services Department has noted the property has existing water and sewer mains that can potentially serve the proposed development. Since the site is over 400 acres, the development will be required to submit a water and wastewater master plan for all projects' development submittals within the Norterra area. The master plan shall be based on the full build out of the projects within the development. Master plans are required to be submitted before any of the preliminary site plan submittals.
15. The City of Phoenix Aviation Department has noted that the site is within close proximity to the Deer Valley Airport. The property owner shall record documents that disclose the existence and operational characteristics of the Phoenix Deer Valley Airport to future owners or tenants of the property. The form and content of such documents shall be according to the templates and instructions provided which have been reviewed and approved by the City Attorney. This requirement is addressed in Stipulation Nos. 4.

OTHER

16. 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. 5.
17. Staff has not received a completed form for the Waiver of Claims for Diminution in Value of Property under Proposition 207 (A.R.S. 12-1131 et seq.), as required by the rezoning application process. Therefore, a stipulation has been added to require the form be completed and submitted prior to preliminary site plan approval. This is addressed in Stipulation No. 6.
18. Development and use of the site is subject to all applicable codes and ordinances. Zoning approval does not negate other ordinance requirements. Other formal actions such as, but not limited to, zoning adjustments and abandonments, may be required.

Findings

1. The proposed development is consistent with the General Plan Land Use Map designation of Commerce / Business Park and Mixed Use (Commercial, Commerce /Business Park, Residential 5 to 10, 10 to 15, and 15+ dwelling units per acre)
2. The proposed development will provide additional housing options close to employers in a designated Major Employment Center.

3. The proposed changes to the Norterra PUD development narrative are consistent with previously approved standards and will allow for the orderly growth of the area.

Stipulations

1. An updated Development Narrative for the Norterra 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 Development Narrative date stamped June 2, 2022.
 - a. Front Cover, add "City Council adopted: [Insert Adoption date]"
 - b. Page 39, Parking Section, modify the first sentence to read: The minimum number of required parking spaces shall be as set forth in Section 702 of the Phoenix Zoning Ordinance, minus 10%, except in Zones 1, 2 and 3 where a 25% parking reduction from Section 702 requirements shall be allowed and as modified by those standards in the sections below.
2. A Master Pedestrian Circulation Plan shall be completed prior to preliminary site plan approval. The Master Pedestrian Circulation Plan shall be generally consistent with the Conceptual Circulation Plan exhibit (Exhibit 8) within the Development Narrative date stamped June 2, 2022, as updated and amended as necessary.
3. The developer shall submit an updated Trip Generation Statement addressing the additional residential and commercial allowance in comparison to the existing approved Traffic Impact Study, prior to preliminary site plan approval. Any substantial changes may require an updated Traffic Impact Study to be approved, prior to preliminary site plan approval. The developer shall be responsible for all cost and construction identified in the study, as approved by the Street Transportation Department.
4. The property owner shall record documents that disclose the existence and operational characteristics of the Phoenix Deer Valley Airport to future owners or tenants of the property. The form and content of such documents shall be according to the templates and instructions provided which have been reviewed and approved by the City Attorney.
5. 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.

6. Prior to preliminary site plan approval, the landowner shall execute a Proposition 207 Waiver of Claims forms. The waiver shall be recorded with the Maricopa County Recorder's Office and delivered to the City to be included in the rezoning application file for record.

Writer

Enrique Bojórquez Gaxiola

July 11, 2022

Team Leader

Racelle Escolar

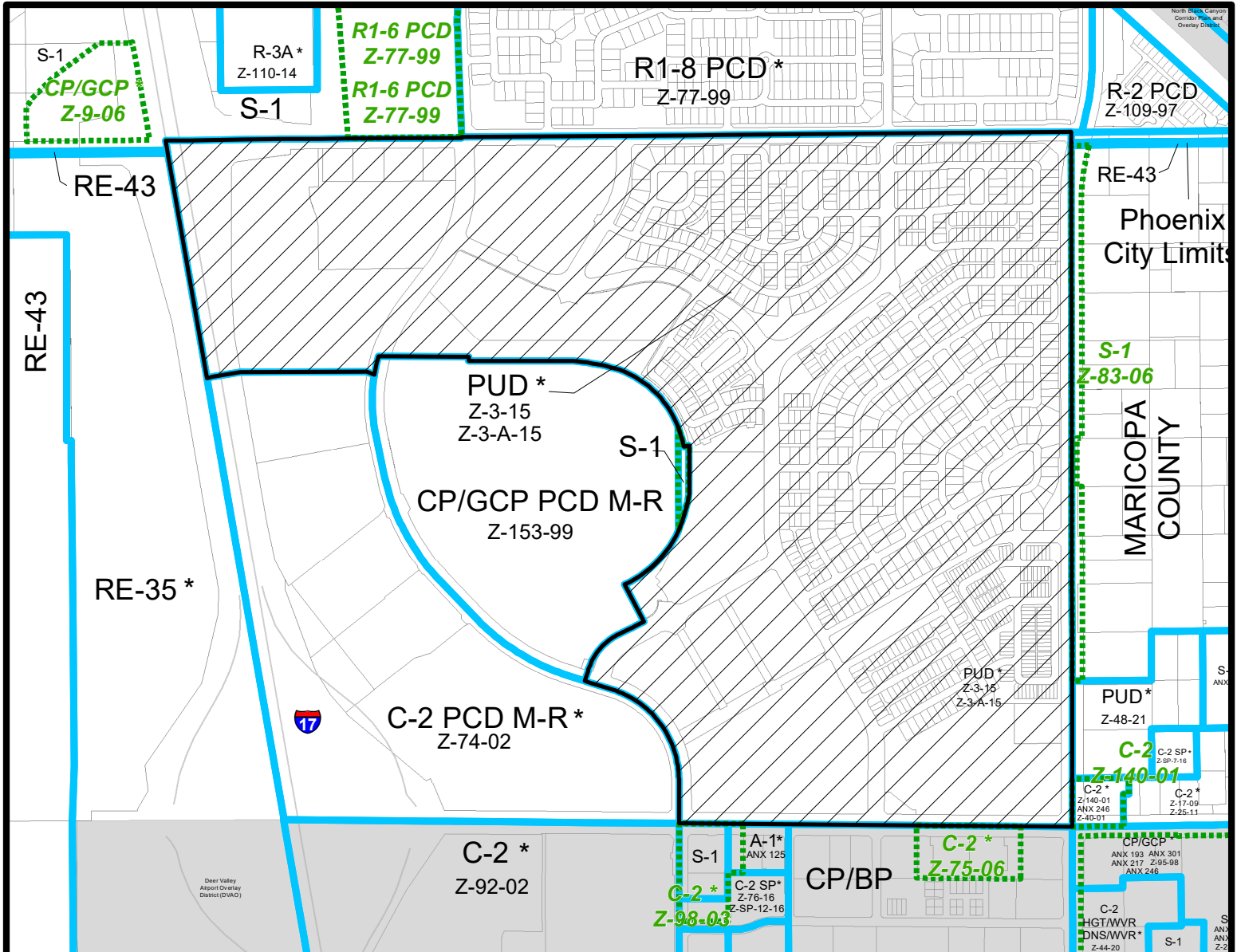
Exhibits

Zoning Sketch Map

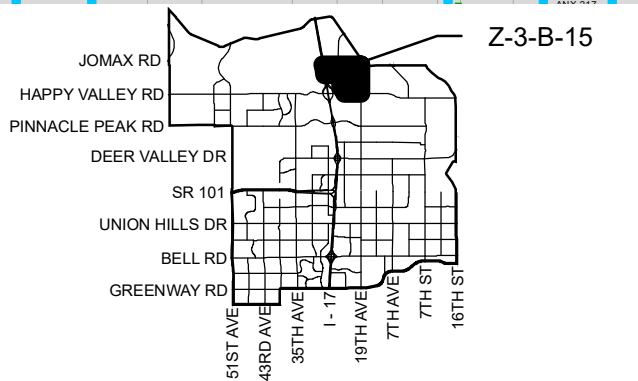
Zoning Aerial Map

Community Correspondence (18 pages)

[Norterra PUD Development Narrative](#) date stamped June 2, 2022

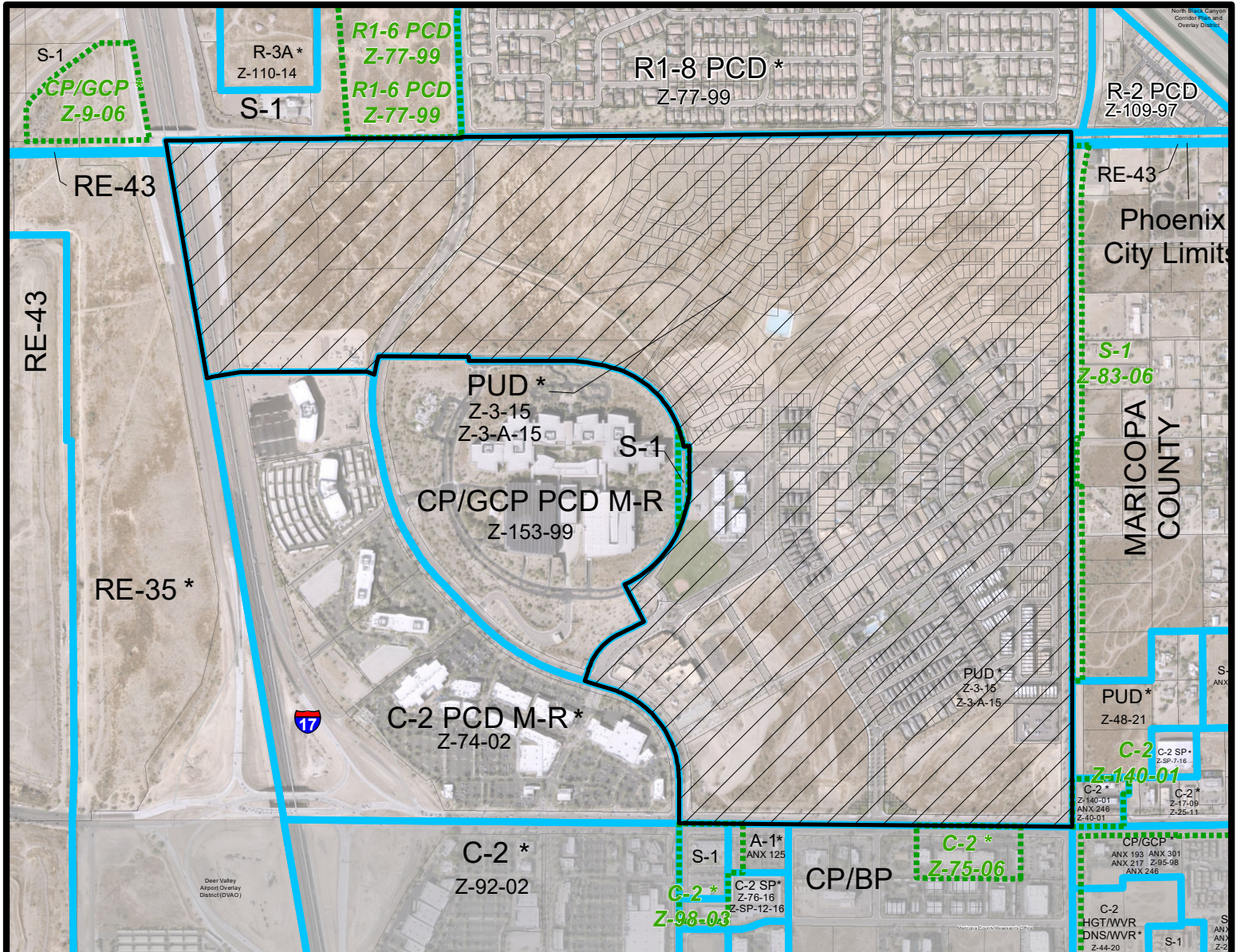


DEER VALLEY VILLAGE
CITY COUNCIL DISTRICT: 1

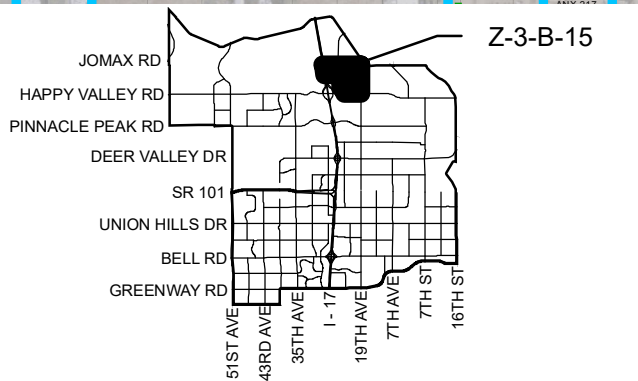


APPLICANT'S NAME: USAA Real Estate Company		REQUESTED CHANGE:	
APPLICATION NO. Z-3-B-15		FROM: PUD (405.40 a.c.)	
DATE: 01/25/2022 <small>REVISION DATES:</small>		TO: PUD (405.40 a.c.)	
<small>GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX.</small> 405.40 Acres			
<small>AERIAL PHOTO & QUARTER SEC. NO.</small> 48-22, 48-23 48-24, 47-23, 47-24		<small>ZONING MAP</small> O-7, P-7	
MULTIPLES PERMITTED		* UNITS P.R.D. OPTION	
PUD		N/A	
PUD		N/A	

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



DEER VALLEY VILLAGE
CITY COUNCIL DISTRICT: 1



APPLICANT'S NAME: USAA Real Estate Company		REQUESTED CHANGE:	
APPLICATION NO. Z-3-B-15		FROM: PUD (405.40 a.c.)	
DATE: 01/25/2022 REVISION DATES:		TO: PUD (405.40 a.c.)	
GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX. 405.40 Acres		AERIAL PHOTO & QUARTER SEC. NO. 48-22, 48-23 48-24, 47-23, 47-24	
ZONING MAP O-7, P-7		* UNITS P.R.D. OPTION	
MULTIPLES PERMITTED PUD PUD		N/A N/A	
CONVENTIONAL OPTION 2200 3600			

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

David O Simmons

From: Ashish Bhujang <ashish.bhujang@gmail.com>
Sent: Saturday, February 12, 2022 2:41 PM
To: David O Simmons
Subject: Case No. Z-3-B-15

Hello

I am a resident of Union Park at Norterra and recently received a letter regarding rezoning in our area. The letter mentioned that more than 1200 new homes will be added to our area. I have serious concerns about this proposal as it will put extreme pressure on the already stressed infrastructure. I would like to reconsider this proposal and advise on how I can formally request that this not be taken forward as proposed.

Thanks
Ashish Bhujang

Sent from my iPhone

David O Simmons

From: David O Simmons
Sent: Wednesday, February 9, 2022 9:19 AM
To: Balaji Ramasamy
Cc: hannah@witheymorris.com; William F. Allison
Subject: RE: Query on NORTERRA PUD MAJOR AMENDMENT Z-3-B-15

Mr. Ramasamy,

Thank you for reaching out in regard to Rezoning Case No. Z-3-B-15. Your comments have been saved to the case file to be included as part of the public record. I have also cc'd the applicants representatives so they are aware of your concerns.

This case has not been scheduled for public hearings for recommendation. Hearing dates will not be provided until staff has an acceptable copy of the applicants development narrative. PUD development narratives typically require 3 review cycles. We are currently working on the 1st review cycle for this request. You may review the applicants development narratives here: <https://www.phoenix.gov/pdd/planning-zoning/pzservices/pud-cases> Cases are filed by case number (Z-3-B-15).

Once hearing dates have been provided and you wish to speak on an item, you may submit a request to speak to myself at least 24 hours prior to the hearing. Please let us know if you have additional comments or concerns.

Respectfully,

David Simmons, MA
Paradise Valley & Deer Valley
Village Planner *II
200 West Washington Street
3rd Floor
Phoenix, AZ 85003
602-262-4072
david.simmons@phoenix.gov



From: Balaji Ramasamy <rknowlive@gmail.com>
Sent: Tuesday, February 8, 2022 2:21 PM
To: David O Simmons <david.simmons@phoenix.gov>
Subject: Query on NORTERRA PUD MAJOR AMENDMENT Z-3-B-15

Hi David,

Hope you are doing well. I received a notice from Whitney Morris PLC that they have applied for a major amendment to the Norterra PUD. I am a current resident at Union Park master planned community and I am alarmed by the scale of

this amendment. Many of my neighbors are concerned about this as well. Can you kindly advise , as residents, if we have any right to voice our concerns and influence the decision to reject this amendment? Can we sign a petition with resident signatures voicing our concerns? Kindly share how we can share our opinion/concern to you.

Looking forward to hearing from you.

Regards,
Balaji.

David O Simmons

From: Nilesh Upadhyay <nilsheetu@gmail.com>
Sent: Tuesday, February 15, 2022 6:38 PM
To: David O Simmons
Subject: Case No : Z-3-B-15

Hello David

Sending you email about Zone Z-3-B-15, Recently we got the letter from you about Initial Notification for Major Amendment to Norterra PUC / Z-3-B-15

My concerned about increasing the number of homes in the area that will impact on population density, Also I am worried about the impact of School as well.

Thank you
Nilesh Upadhyay

David O Simmons

From: Pawan Chhabra <pawanchh@gmail.com>
Sent: Saturday, February 12, 2022 4:29 PM
To: David O Simmons
Subject: Case No. Z-3-B-15

Hi David,

I am a resident of Union Park at Norterra and recently received a letter regarding rezoning in our area. The letter mentioned that more than 1200 new homes will be added to our area. I have serious concerns about this proposal as it will put extreme pressure on the already stressed infrastructure. I would like you to reconsider this proposal and advise on how I can formally request that this not be taken forward as proposed.

Thanks

Regards,
Pawan Chhabra

David O Simmons

From: Ruchita Tayal <ruchita_tayal@yahoo.com>
Sent: Sunday, February 13, 2022 8:39 PM
To: David O Simmons
Subject: Case No. Z-3-B-15

Hi David,

I am a resident of Valley Vista at Norterra and recently received a letter regarding rezoning in our area. The letter mentioned that more than 1200 new homes will be added to our area. I have serious concerns about this proposal as it will put extreme pressure on the already stressed infrastructure. I would like you to reconsider this proposal and advise on how I can formally request that this not be taken forward as proposed.

Thanks
Ruchita Tayal
Sent from my iPhone

David O Simmons

From: Sanjay Dubey <dubeyksanjay@gmail.com>
Sent: Saturday, February 12, 2022 3:41 PM
To: David O Simmons
Subject: Case No. Z-3-B-15

Hi David,

I am a resident of Union Park at Norterra and recently received a letter regarding rezoning in our area. The letter mentioned that more than 1200 new homes will be added to our area. I have serious concerns about this proposal as it will put extreme pressure on the already stressed infrastructure. I would like you to reconsider this proposal and advise on how I can formally request that this not be taken forward as proposed.

Thanks
Sanjay Dubey

Sent from my iPhone

David O Simmons

From: Sheetal Rajyaguru <rajyagurus78@gmail.com>
Sent: Tuesday, February 15, 2022 6:46 PM
To: David O Simmons
Subject: Case no : Z-3-B-15

Hello David

Sending you email about Zone Z-3-B-15, Recently we got the letter from you about Initial Notification for Major Amendment to Norterra PUC / Z-3-B-15

My concerned about increasing the number of homes in the area that will impact on population density, Also I am worried about the impact of School as well.

Thank you
Sheetal Rajyaguru

David O Simmons

From: Sonal Chand <sonal_chand@yahoo.com>
Sent: Sunday, February 13, 2022 8:40 PM
To: David O Simmons
Subject: Case No. Z-3-B-15

Hi David,

I am a resident of Valley Vista at Norterra and recently received a letter regarding rezoning in our area. The letter mentioned that more than 1200 new homes will be added to our area. I have serious concerns about this proposal as it will put extreme pressure on the already stressed infrastructure. I would like you to reconsider this proposal and advise on how I can formally request that this not be taken forward as proposed.

Thanks
Sonal Chand
Sent from my iPhone

David O Simmons

From: Sumeet Shah <sumeet.shah26@gmail.com>
Sent: Monday, February 14, 2022 8:30 AM
To: David O Simmons
Subject: Case No. Z-3-B-15

Hi David,

I am a resident of Union Park at Norterra and recently received a letter regarding rezoning in our area. The letter mentioned that more than 1200 new homes will be added to our area. I have serious concerns about this proposal as it will put extreme pressure on the already stressed infrastructure. I would like you to reconsider this proposal and advise on how I can formally request that this not be taken forward as proposed.

Thanks
Sumeet Shah

Jacque Reiff
2427 W Cavedale Drive
Phoenix, AZ 85085
gjreiff@gmail.com

February 22, 2022

Mr. David Simmons
Phoenix Planning & Development Department
200 West Washington Street, 2nd Floor
Phoenix, AZ 85003

Re: Major Amendment to Norterra PUD / Z-3-B-15

Dear Mr. Simmons:

I am a Phoenix resident whose home is located three streets north of Jomax and one street east of Norterra Parkway. The Major Amendment to Norterra PUD / Z-3-B-15, dated February 4, 2022, describes a plan to more than double the number of multi-family units, the density of dwellings in Zone 6, and nearly double the number of hotel rooms currently approved for the 405 acres by the Phoenix City Council in 2015. This correspondence addresses my concerns about the potential impact of this major amendment and respectfully requests information about how these issues will be addressed. If the issues cannot be resolved, then reconsideration of the proposed expansion of the dwelling units is requested to ensure the safety, peace, comfort, public health, convenience, and overall welfare of the incumbent residents and future residents in the Norterra community.

I would appreciate the following concerns being addressed:

- How many acres are in Zone 6? This information is needed to understand the impact of increasing the density from 50 dwelling units per acre to 120 dwelling units per acre.
- Heat island effect is concern with the number of building structures and parking lots. How can this be reduced?
- What are the plans to preserve green, natural, open space?
- Is there an adequate water supply available that adheres to the 1990 Groundwater Management Act to ensure a 100-year water supply? Will this be met through groundwater usage or by participating in the Arizona Groundwater Replenishment District (CAGRDR)?
- Will there be sufficient and sustainable electricity and gas supply for the higher density population? Will solar and other energy saving strategies be used to help offset increased electric grid demand?

- Will the current sanitation services, mail delivery, and street maintenance services be able to support more than doubling the proposed building of dwelling units?
- How will traffic on 19th Avenue traffic, north of Happy Valley Road and south of Jomax be accommodated? Is there a plan to expand to two lanes in both directions? If so, how soon? Heavy traffic with inadequate public roadways will have a negative impact on home values. High traffic volume increases the risk for traffic and pedestrian accidents.
- How will traffic noise be addressed? There has already been a significant increase in traffic volume and noise since I moved into the neighborhood eight years ago. I currently listen to traffic noise every night when I go to bed. The traffic will substantially increase with the commercial building on the corner of Norterra and Jomax and the recent and planned growth of housing and apartment units in the area.
- What is going to be done to minimize the air and noise pollution that will accompany the increased population and traffic? High traffic noise impacts residents' ability to relax, sleep, and spend peaceful time outdoors. Increased pollution has the potential to impact the health of residents with cardio-pulmonary issues. Air and noise pollution is considered an environment and location issue for homeowners and may negatively impact home values.
- What is the target population for the single-family units and the multi-family units? Will there be age restricted communities (i.e. senior living), low-income housing, low-cost multi-family housing, group homes, or other specific demographic groups?
- Public safety is a major concern with increasing the population density, so adequate police service and protection is essential to the safety and well-being of the community. The Norterra area is served by the Black Mountain Police Precinct located at 33355 North Cave Creek Road. The Black Mountain Police Precinct website states that it covers 182 square miles and approximately 224,000 residents to provide the following services:
 - Proactively patrols neighborhood and commercial areas;
 - Responds to incidents;
 - Enforces laws and investigates criminal matters;
 - Provides surveillance and enforcement of criminal activity through the Neighborhood Enforcement Team;
 - Assists with community programs, concerns, and Block Watches through Community Action Officers; and
 - Provides public safety and education.

A news story by KTAR on October 13, 2021, reported that the Phoenix Police Department is dealing with critically low staffing due to hundreds of vacant positions, while the number of emergency calls and homicide rates are rising. This has resulted in longer police response times to incidents. A presentation by Police Chief Jeri Williams discussed ways to potentially use other city departments or civilian employees rather than police response to the following community

issues, according to the 12 News story on December 28, 2021: intrusion alarms, drug overdoses, minor fender benders, noise complaints, standby for civil matters, and more.

How will the Phoenix Police Department support the current expansion in the Norterra neighborhood of new single and multi-family housing developments and increased commercial space? No matter how attractive the dwelling units are, if there are inadequate police services available, the safety, peace, and wellbeing of the community is at risk and property values will decline.

- What benefit will there be to the current Norterra neighborhood residents to increase the population density?

Thank you for taking the time to consider these concerns related to the Major Amendment to Norterra PUD /Z—B-15. I trust that solutions will be identified to meet the demands created by an increased population density or the request will be reduced or denied to ensure that Norterra remains a safe, beautiful, and highly desirable community to live in.

Sincerely,

Jacque Reiff

David O Simmons

From: Kiran Guntupalli <guntupalli@hotmail.com>
Sent: Wednesday, February 23, 2022 5:55 AM
To: hannah@withey-morris.com; David O Simmons; Sasidhar Devarapally; vamsy@gmail.com; City Property Management Company; Council District 2 PCC
Subject: Norterra PUD amendment public meeting

Ms. Hannah,

I have not seen any meeting information on the letter I received. Please email me the meeting information. It is my understanding that these meetings are held electronically to make it easy for residents to attend during the difficult times rather than calling, chatting and then following up with an email. I have a regular job too and this process makes it cumbersome. Hopefully, this will be addressed in future meetings. I'm surprised by the process statement that the application is called an amendment when it doubles the request is to double density of on everything. I have seen no mention of drive-thru in entire packet but have seen boards on site for a Chick-Fila, car wash and one other drive-thru . I feel that it is bad site planning to include driveThru kitty corner to low density housing. Also, one-third of the units in the PUD are sold as single family units. How is it fair to include their land in the application without their signatures? I copied city staff on this email as well to clarify these questions. Also, I respectfully request that this item be presented at neighboring Norterra HOA meeting to garner their input .

Proposed Major Amendment

The major amendment to the Norterra PUD proposes the following changes to the current PUD document:

- Increase the total number of dwelling units to 3,600 from 2,200.
- Increase the total number of multi-family units to 2,200-2,300 from 870-1,000.
- Modify density in Zone 6 to 120 dwelling units per acre from 50 dwelling units per acre.
- Modify building height for Zone 6 to 73.5 feet from 70 feet for multifamily development.
- Increase the total number of hotel rooms to +/- 275 from +/- 150.
- Increase the parking reduction to 25% from 10%, based on shared parking analysis.
- Include blade signs as a permitted sign type

Regards,
Kiran

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David O Simmons

From: Greg and Jacque Reiff <gjreiff@gmail.com>
Sent: Tuesday, February 22, 2022 8:13 PM
To: David O Simmons
Subject: Major Amendment to NorTerra PUD / Z-3-B-15
Attachments: Ltr to Mr Simmons re Major Amendment to Norterra PUD Z-3-B-15.docx

Dear Mr. Simmons,

I plan to attend the virtual neighborhood meeting on February 24, 2022 to hear the presentation about the Major Amendment to NorTerra PUD / Z-3-B-15 project. There are a number of concerns I have about more than doubling the dwelling unit density in 405 acres within my neighborhood. Attached is a letter expressing my concerns and hopes that they will be addressed. I am also mailing this letter to your business address listed on the letter sent out by Withey Morris so my concerns can be added to the case file.

Sincerely,
Jacque Reiff

David O Simmons

From: Manish Madan <manishmadan2000@gmail.com>
Sent: Thursday, February 24, 2022 7:29 PM
To: David O Simmons
Subject: Case No. Z-3-B-15

Hi David,

I am a resident of Valley Vista at Norterra and recently received a letter regarding rezoning in our area. The letter mentioned that more than 1200 new homes will be added to our area. I have serious concerns about this proposal as it will put extreme pressure on the already stressed infrastructure especially 19th Ave between Happy Valley and Jomex. I would like you to reconsider this proposal and advise on how I can formally request that this not be taken forward as proposed.

Thanks

Manish Madan
(M) 802-884-0962