



**City of Phoenix**  
PLANNING & DEVELOPMENT DEPARTMENT

**Staff Report: Z-48-20-2**  
**November 24, 2020**

**Paradise Valley [Village Planning Committee Meeting Date](#)** December 7, 2020  
**[Planning Commission Hearing Date](#)** January 7, 2021

**Request From:** [R1-14](#) (One-Family Residence) (5.00 acres)  
**Request To:** [C-O/G-O HGT/WVR](#) (Commercial Office/General Office, Height Waiver) (5.00 acres)

**Proposed Use** Commercial office with a height waiver up to 38 feet  
**Location** Southeast corner of 32nd Street and Paradise Lane  
**Owner** First Southern Baptist Church of PV  
**Applicant** Dennis Newcombe, Beus Gilbert McGroder PLLC  
**Representative** Paul Gilbert, Beus Gilbert McGroder PLLC  
**Staff Recommendation** Approval, subject to stipulations

<a href="#">General Plan Conformity</a>			
<a href="#">General Plan Land Use Map Designation</a>		Residential 3.5 to 5 dwelling units per acre	
<a href="#">Street Map Classification</a>	32nd Street	Arterial	50-foot east half street
	Paradise Lane	Minor Collector	30-foot south half street
<p><b><i>CONNECT PEOPLE AND PLACES CORE VALUE; OPPORTUNITY SITES; LAND USE PRINCIPLE: Support reasonable levels of increased intensity, respectful of local conditions and surrounding neighborhoods.</i></b></p> <p>The subject site is located along 32nd Street where a variety of intermediate and general commercial uses are available. An increase in height is proposed, which is consistent with the surrounding area. The commercial property to the northwest of the subject site, recently approved through Rezoning Case No. Z-36-20, allowed similar heights to those proposed for the commercial office.</p>			

**STRENGTHEN OUR LOCAL ECONOMY CORE VALUE; ENTREPRENEURS EMERGING ENTERPRISES; LAND USE PRINCIPLE: Encourage land uses that promote the growth of entrepreneurs or new businesses in Phoenix in appropriate locations.**

Phase 1 of the subject site is currently vacant. Phase 2 of the subject site is currently used as a church and will redevelop at a later date. The proposed rezoning will allow for growth and offer greater opportunities for commercial office uses.

**CELEBRATE OUR DIVERSE COMMUNITIES & NEIGHBORHOODS CORE VALUE; CERTAINTY AND CHARACTER; 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.**

As stipulated, the proposal contains enhanced landscaping along 32nd Street and along the south and east property lines to buffer the commercial use from the surrounding residential properties.

**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 development, as stipulated, will integrate trees and shade into both the public and private environment contributing to an attractive and comfortable public realm and reduction in the urban heat island effect.

#### Applicable Plans, Overlays, and Initiatives

[North 32nd Street Policy Plan](#): See Background Item No. 4.

[Tree and Shade Master Plan](#): See Background Item No. 6.

[Complete Street Guidelines](#): See Background Item No. 7.

[Comprehensive Bicycle Master Plan](#): See Background Item No. 8.

[Reimagine Phoenix](#): See Background Item No. 9.

<b>Surrounding Land Uses/Zoning</b>		
	<b>Land Use</b>	<b>Zoning</b>
<b>On Site</b>	Vacant (Phase 1), Church (Phase 2)	R1-14
<b>North (across Paradise Lane)</b>	Mobile home park	PAD R1-8
<b>South</b>	Mobile home park	R1-14
<b>East</b>	Mobile home park	R1-14
<b>West (across 32nd Street)</b>	Commercial office	C-2

<b>C-O / G-O HGT/WVR (Commercial Office / General Office with Height Waiver)</b>			
<b>Standards</b>	<b>Requirements</b>	<b>Met or Not Met Phase 1</b>	<b>Met or Not Met Phase 2</b>
<i>Building Setbacks</i>			
Street (32nd Street)	Phase 2: 20 feet	NA	Met (20 feet)
Street (Paradise Lane)	Phase 1: 20 feet Phase 2: 10 feet	Met (25 feet)	Met (10 feet)
South	Phase 1: 25 feet Phase 2: 10 feet	Met (25 feet)	Met (10 feet)
West	Phase 1: 10 feet Phase 2: 10 feet	Met (10 feet)	NA
East	10 feet minimum	Met (10 feet)	Met (25 feet)
Lot Coverage	40% maximum	Met (14%)	Not shown
<i>Building Height</i>	25-foot maximum Requests to exceed the above height limit may be granted up to three stories not to exceed 42-feet.	Met (38 feet) height waiver requested	Not shown

*\*Variance may be required.*

**Background/Issues/Analysis**

**SUBJECT SITE**

1. This request is to rezone a 5.00-acre site, located on the southeast corner of 32nd Street and Paradise Lane, from R1-14 (One-Family Residence) to C-O/G-O HGT/WVR (Commercial Office/General Office, Height Waiver) to allow commercial office uses with a height waiver up to 38 feet.

## SURROUNDING USES AND ZONING

2. **North** of the subject site, across Paradise Lane, is a trailer park community zoned PAD R1-8 (Planned Area Development, Single-Family Residence District).

**South** of the site is a trailer park community zoned R1-14 (One-Family Residence).

**West** of the site, across 32nd Street, is a commercial office building zoned C-2 (Intermediate Commercial).

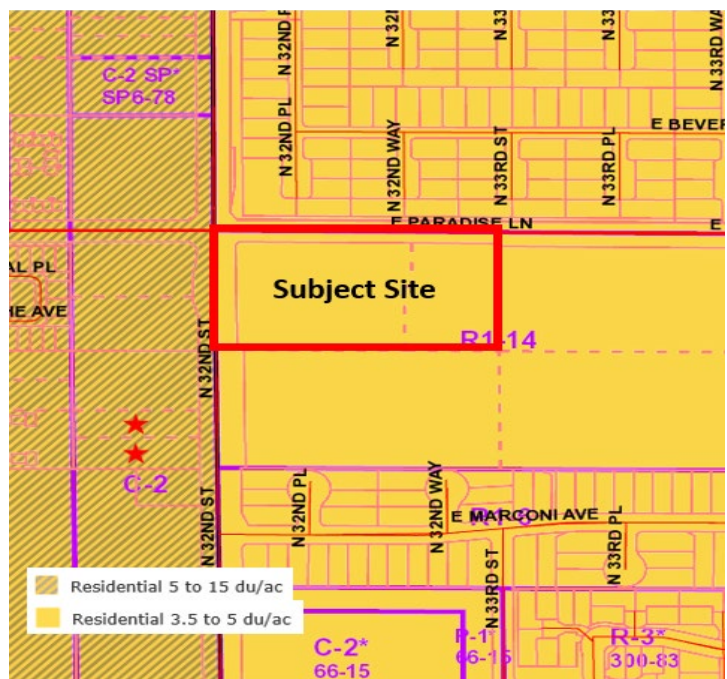
**East** of the subject site is a trailer park community zoned R1-14 (One-Family Residence).



Source: City of Phoenix Planning and Development Department

3. The subject site has a General Plan Land Use Map designation of Residential 3.5 to 5 dwelling units per acre as depicted on the map to the right. This designation is not consistent with the request to rezone to C-O/G-O HGT/WR, however, the proposed use creates a transition from abutting residential toward 32nd Street and is less than 10 acres so a General Plan Amendment is not needed.

The General Plan Land Use designations also 3.5 to 5 dwelling units per acre to the north, south and east of the subject site. The land



Source: City of Phoenix Planning and Development Department

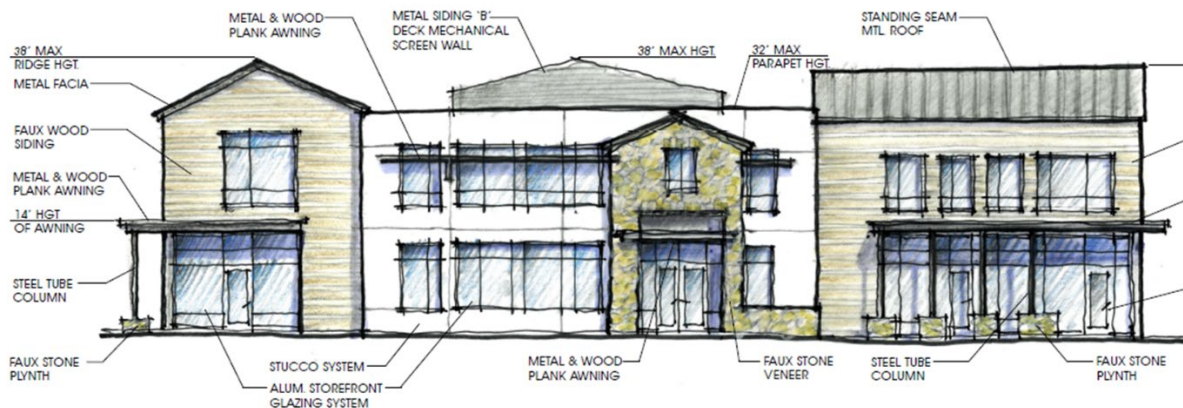


Access to the Phase 1 portion of the site is exclusively provided on Paradise Lane. Phase 2 of the site is currently occupied by a church comprised of one main structure and four outbuildings. At the time of construction of Phase 2 the developer shall consolidate parking lot access and provide access to 32nd Street to direct traffic away from the residential area. This is addressed in Stipulation No. 10.

To provide screening and additional buffering for the residential properties to the east and south, staff is recommending a stipulation to require large caliper shade trees within these setbacks. This request is addressed in Stipulation No. 2.

### **Elevations**

The conceptual elevations for Phase 1, below, depict a two-story building measuring 38 feet in height. The maximum height proposed is 38 feet, as requested through a height waiver. The proposed elevations for Phase 1 depict visual interest utilizing a variety of materials. To ensure enhanced visual interest is implemented, staff has requested a stipulation that all elevations contain various architectural embellishments, and that perimeter walls incorporate stone veneer, stonework or other design features. These are addressed in Stipulation Nos. 1, 4 and 7.



*Elevations, Source: Cawley Architects*

## STUDIES AND POLICIES

### 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. To accomplish the vision and goal of the policy document staff is recommending that shade trees be planted along the south and east property lines and adjacent to the sidewalks. Additionally, staff is recommending temperature regulation and seasonal shade be provided at the corner of 32nd Street and Paradise Lane to allow pedestrians to wait comfortably for the signal to change.

Staff is also stipulating that shade trees be planted in the parking lot to provide thermal comfort to users and reduce the urban heat island effect. These are addressed in Stipulation Nos. 2, 3, 5 and 6.

7. **Complete Street Guidelines**

The City's complete streets policy further advances its goal to create a more sustainable transportation system that is safe and accessible for everyone. Complete streets provide infrastructure that encourages active transportation such as walking, bicycling, transportation choices and increased connectivity. Through this policy, the primary focus of street design will no longer be solely on the speed and efficiency of automobile travel, but on the safety and comfort of all users. This development will help to pedestrianize the immediate street frontage by shading the adjacent sidewalks, where possible, along 32nd Street and Paradise Lane. Furthermore, bicycle parking will be provided in Phase 1 and Phase 2, encouraging the use of alternative transportation modes. This is addressed in Stipulation Nos. 5 and 8.

8. **Comprehensive Bicycle Master Plan**

The City of Phoenix adopted the Comprehensive Bicycle Master Plan in 2014 to guide the development of its Bikeway System and supportive infrastructure. Bicycle lanes have been designed within the 32nd Street and Paradise Lane corridors. Staff is recommending a stipulation to require bicycle parking on the site, given there are existing bicycle lanes along 32nd Street and Paradise Lane. Upon the construction of Phase 2 the developer shall install at bicycle repair fix it station, accessible by the public, along 32nd Street. This is addressed in Stipulation No. 9.

9. **Reimagine Phoenix**

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, industrial, and mixed-use developments meeting certain criteria.

## COMMUNITY INPUT SUMMARY

10. From the time the case was filed to the time the staff report was written, one letter of support from the public was received by staff.

## INTERDEPARTMENTAL COMMENTS

11. The Water Services Department commented that the property has existing water and sewer mains that can potentially serve the development. However, capacity is a dynamic condition that can change over time due to a variety of factors.

12. The Floodplain Management division of the Public Works Department has indicated that the parcel is not located in a Special Flood Hazard Area (SFHA), but located in a Shaded Zone X, on panel 1295 L of the Flood Insurance Rate Maps (FIRM) dated October 16, 2013.
13. The Fire Department commented that they do not anticipate any problems with this case. However, they noted that the site and/or buildings shall comply with the Phoenix Fire Code.
14. The Public Transit Department requested that clearly defined, accessible pathways constructed of decorative pavers, stamped or colored concrete or other pavement treatments that visually contrast with the adjacent parking and drive aisle surfaces be provided and connect all building entrances and exits and all public sidewalks utilizing the shortest distance and most direct route. These are addressed in Stipulation Nos. 12 and 13. The Public Transit Department also requested shading of public sidewalks on the subject site at a minimum of 75 percent via shade trees. This is addressed in Stipulation No. 5.
15. The Street Transportation Department has requested that the developer consolidate parking lot access and provide access to the site off of 32nd Street at the time of Phase 2 construction. They also requested that all streets be constructed with all required elements including detached sidewalks along both street frontages. These requirements are addressed in Stipulation Nos. 5, 10 and 11.
16. The Street Transportation Department's Pedestrian Safety Coordinator commented on the importance of traffic calming measures at site access points and pedestrian pathways constructed of alternative paving materials connecting all building entrances to public accessible areas. These are addressed in Stipulation Nos. 12, 13 and 14.

#### OTHER

17. 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 requirement is addressed in Stipulation No. 15.
18. Development and use of the site is subject to all applicable codes and ordinances. Zoning approval does not negate other ordinance requirements such as obtaining a use permit to conduct the proposed outdoor use in this zoning district. Other formal actions such as, but not limited to, zoning adjustments and abandonments, may be required.



## **Findings**

1. The proposed development advances the purpose and intent of the North 32nd Street Policy Plan by adding commercial uses along the 32nd Street corridor.
2. The proposed development will provide enhanced standards that will result in a more walkable, shaded and pedestrian-friendly environment.
3. The proposal, as stipulated, is compatible with the existing land use pattern in the area and is designed to enhance multimodal transportation along Paradise Lane and 32nd Street and is compatible and sensitive to the surrounding development.

## **Stipulations**

1. The maximum building height shall be two stories and 38 feet.
2. Shade trees placed 20 feet on center or in equivalent groupings shall be planted along the south and east property lines. Twenty-five percent of the trees shall be minimum 4-inch caliper and 75 percent of the trees shall be minimum 3-inch caliper, as approved by the Planning and Development Department.
3. A minimum landscape setback of 25 feet shall be required along 32nd Street and a minimum 20 feet shall be required along Paradise Lane, as approved by the Planning and Development Department.
4. All elevations shall contain three of the following architectural embellishments and detailing, such as: textural changes, pilasters, offsets, recesses, variation in window size or location, overhang canopies, stone veneer wainscoting, decorative gable pipe details, decorative wooden shutters, or similar features, as approved by the Planning and Development Department.
5. All public sidewalks shall be detached with a minimum 5-foot-wide landscape area located between the sidewalk and back of curb and planted to the following standards, as approved by the Planning and Development Department. Where utility conflicts exist, the developer shall work with the Planning and Development Department on alternative design solutions with a pedestrian environment.
  - a. Minimum 3-inch caliper large canopy, single-trunk, shade trees placed a minimum of 25 feet on center or in equivalent groupings to provide a minimum of 75 percent shade at maturity on adjacent sidewalks.

- b. Drought tolerant shrubs and vegetative groundcovers with a maximum mature height of 24 inches to provide a minimum of 75 percent live coverage at maturity.
    - c. Provide seasonal shade, sun and temperature regulation through vegetative or structural shade elements at the corner of 32nd Street and Paradise Lane at Phase 2 of the development to allow pedestrians to wait comfortably for the signal to change, as approved by the Planning and development Department.
6. There shall be 25 percent shade in the customer parking lot, as approved by the Planning and Development Department.
7. Perimeter walls shall incorporate stone veneer, stonework, painted or integral color CMU block, decorative block, split face or faux stone, as approved by the Planning and Development Department.
8. The developer shall provide Inverted-U bicycle racks with capacity for a minimum of four bicycles for employees or guests shall located near building entrances for Phase 1 and Phase 2, and installed per the requirements of Section 1306.H. of the Phoenix Zoning Ordinance, as approved by the Planning and Development Department.
9. The developer shall provide a bicycle repair station (fix-it station) in an area of high visibility, convenient pedestrian access, and available from the public sidewalk upon development of Phase 2. The station shall include, but not be limited to, standard repair tools affixed to the station; a tire gauge and pump; and a bicycle repair stand which allows pedals and wheels to spin freely while making adjustments to the bike. The above conditions shall be approved by the Planning and Development Department.
10. At the time of development of Phase 2, the following shall be provided, as approved by the Planning and Development Department:
  - a. The developer shall consolidate parking lot access to a single 30-foot-wide P1255 driveway to Paradise Lane.
  - b. Access to 32nd Street shall be restricted to right-in/right-out maneuvers only.
11. The developer shall construct all streets within and adjacent to the development with paving, curb, gutter, sidewalk, curb ramps, streetlights, landscape 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.

12. Where pedestrian pathways cross drive aisles, the pathways shall be constructed of decorative pavers, stamped or colored concrete, or another material, other than those used to pave parking surfaces and drive aisles, as approved by the Planning and Development Department.
13. Pedestrian pathways shall be provided to connect building entrances, public sidewalks and bus stops, using the most direct route for pedestrians, as approved by the Planning and Development Department.
14. The developer shall provide traffic calming to slow vehicle traffic entering and exiting the property with specific regard to pedestrian safety on the public sidewalk, 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.

**Writer**

David Simmons

November 24, 2020

**Team Leader**

Samantha Keating

**Exhibits**

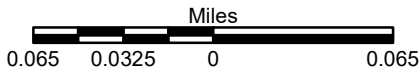
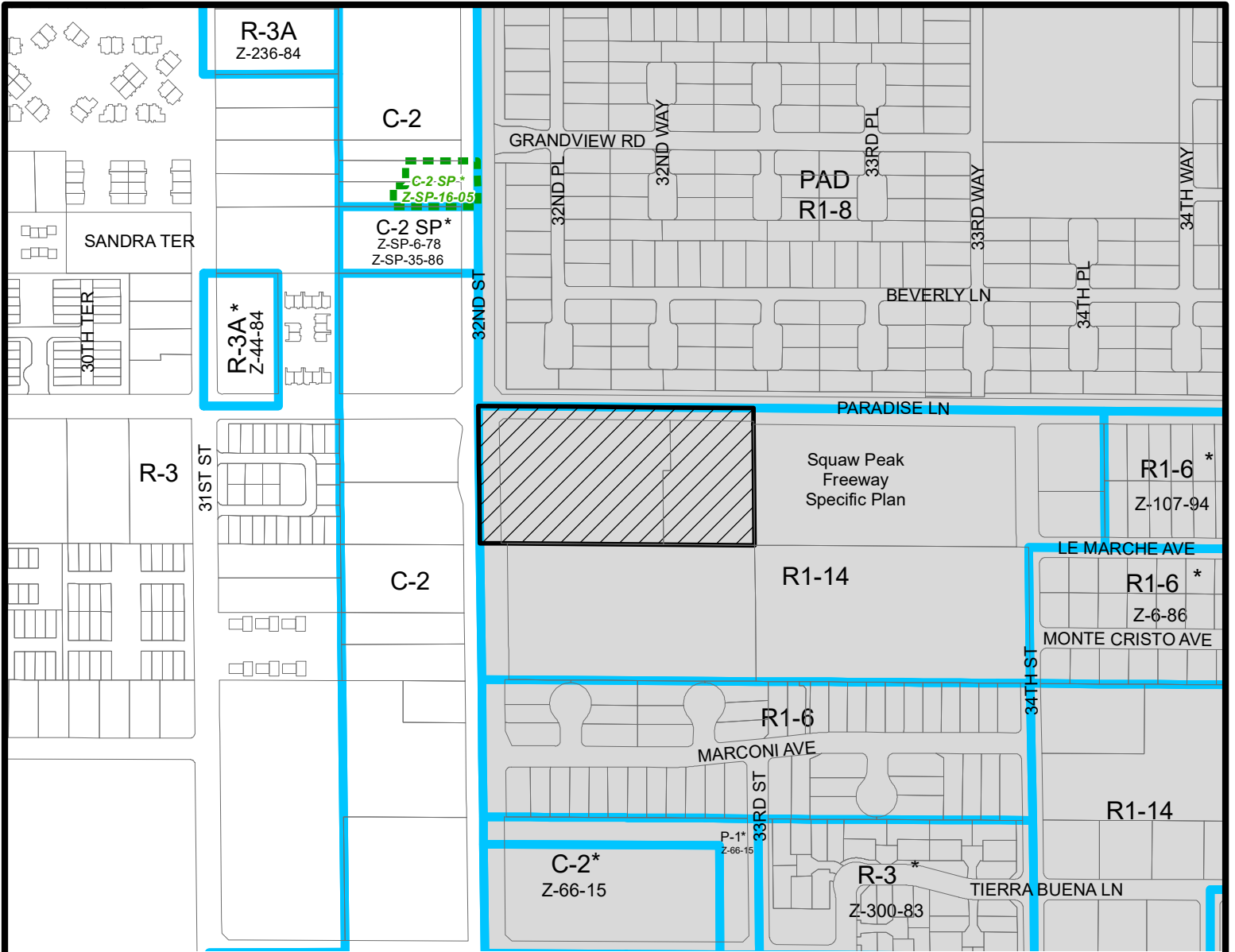
Sketch Map

Aerial Map

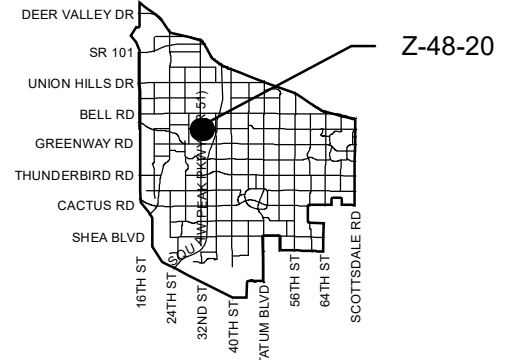
Community Correspondence (1 page)

Conceptual Site Plan Date Stamped September 15, 2020 (2 pages)

Conceptual Elevations Date Stamped September 15, 2020 (4 pages)

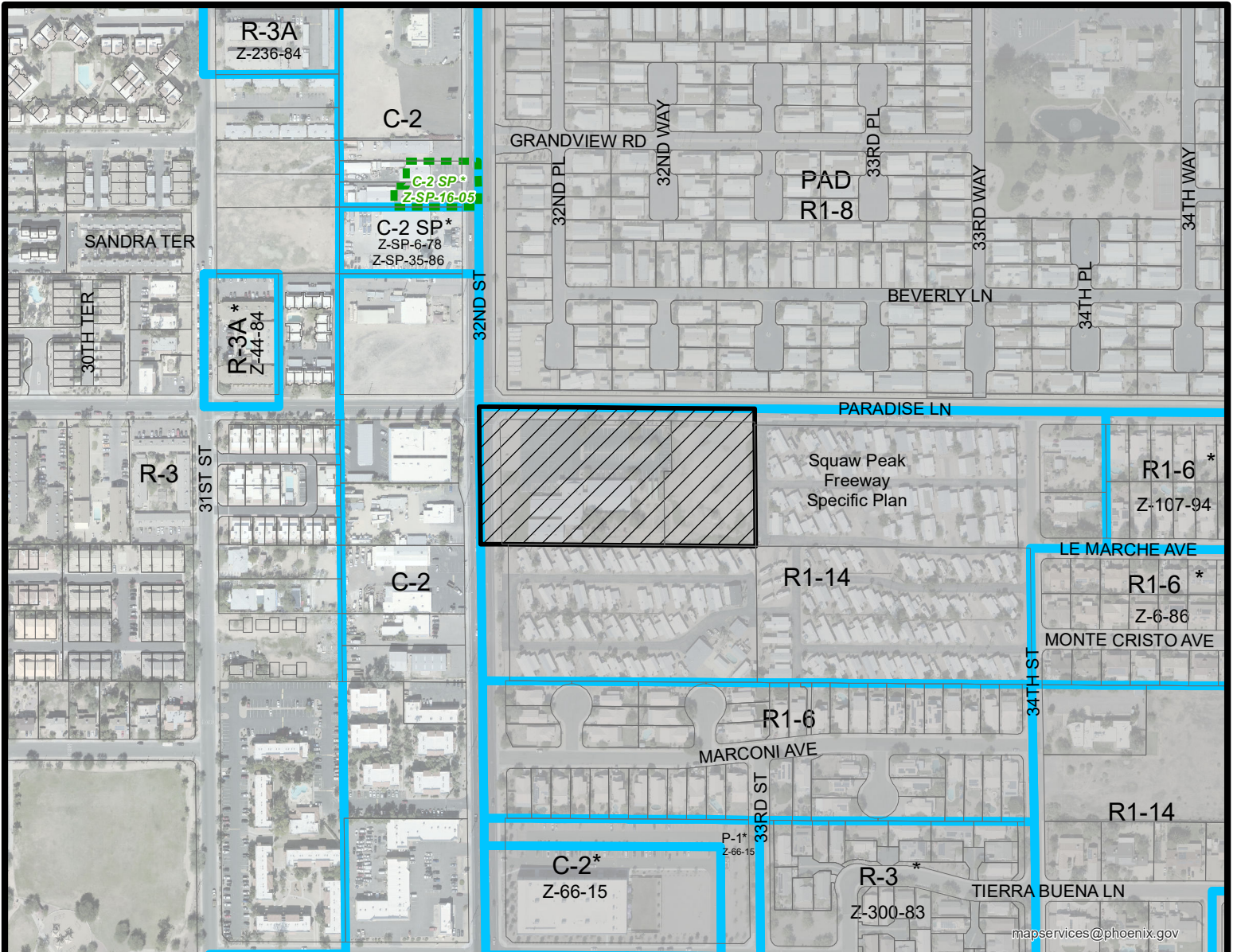


**PARADISE VALLEY VILLAGE**  
CITY COUNCIL DISTRICT: 2



<b>APPLICANT'S NAME:</b> Dennis Newcombe, Beus Gilbert McGroder		<b>REQUESTED CHANGE:</b> FROM: R1-14 ( 5.00 a.c.)	
<b>APPLICATION NO.</b> Z-48-20	<b>DATE:</b> 10/06/2020 <b>REVISION DATES:</b> 11/13/2020	TO: C-O/G-O HGT/WVR ( 5.00 a.c.)	
GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX. <b>5.00 Acres</b>	<b>AERIAL PHOTO &amp; QUARTER SEC. NO.</b> QS 35-35 <b>ZONING MAP</b> L-10		
<b>MULTIPLES PERMITTED</b> R1-14 C-O/G-O HGT/WVR	<b>CONVENTIONAL OPTION</b> 11 N/A	<b>* UNITS P.R.D. OPTION</b> N/A N/A	

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



mapservices@phoenix.gov



Miles

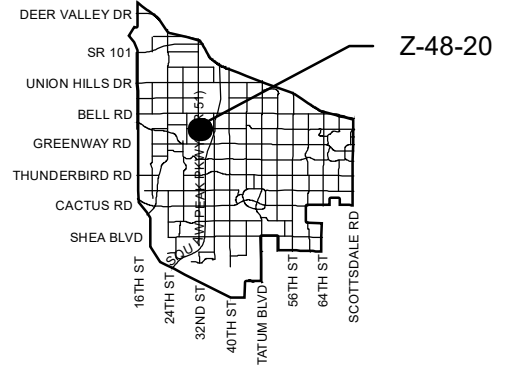
0.065 0.0325 0 0.065

**PARADISE VALLEY VILLAGE**

CITY COUNCIL DISTRICT: 2



**City of Phoenix**  
PLANNING AND DEVELOPMENT DEPARTMENT



APPLICANT'S NAME: **Dennis Newcombe, Beus Gilbert McGroder**

REQUESTED CHANGE:

FROM: **R1-14 ( 5.00 a.c.)**

APPLICATION NO. **Z-48-20**

DATE: **10/06/2020**  
REVISION DATES:

11/13/2020

GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX.

**5.00 Acres**

AERIAL PHOTO & QUARTER SEC. NO.  
**QS 35-35**

ZONING MAP  
**L-10**

TO: **C-O/G-O HGT/WVR ( 5.00 a.c.)**

**MULTIPLES PERMITTED**

**R1-14**

**C-O/G-O HGT/WVR**

**CONVENTIONAL OPTION**

**11**

**N/A**

**\* UNITS P.R.D. OPTION**

**N/A**

**N/A**

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

## David O Simmons

---

**From:** Nicholas Voss <nickvoss@earthlink.net>  
**Sent:** Monday, October 12, 2020 4:05 PM  
**To:** David O Simmons  
**Cc:** 'Dennis Newcombe '; Brian A Rimsza  
**Subject:** Zoning Case Z-48-20

Dear Mr. Simmons:

Today I've spoken with project manager Dennis Newcome, Beus Gilbert McGroder PLLC, regarding the zoning project at SEC of 32<sup>nd</sup> Street and Paradise Lane.

This project has the full support of Saint John Alliance (block watch). It is an outstanding design and therefore would improve the appearance of the neighborhood; furthermore, the presence of the business in our area will improve security and prosperity for everyone who lives and works here. We have been working our tails off for many years to attract businesses such as this to our area.

I am asking you approve the plan without delay.

Should you need to reach me, my number is 602-616-8250.

Nicholas Voss  
Co-founder of Saint John Alliance

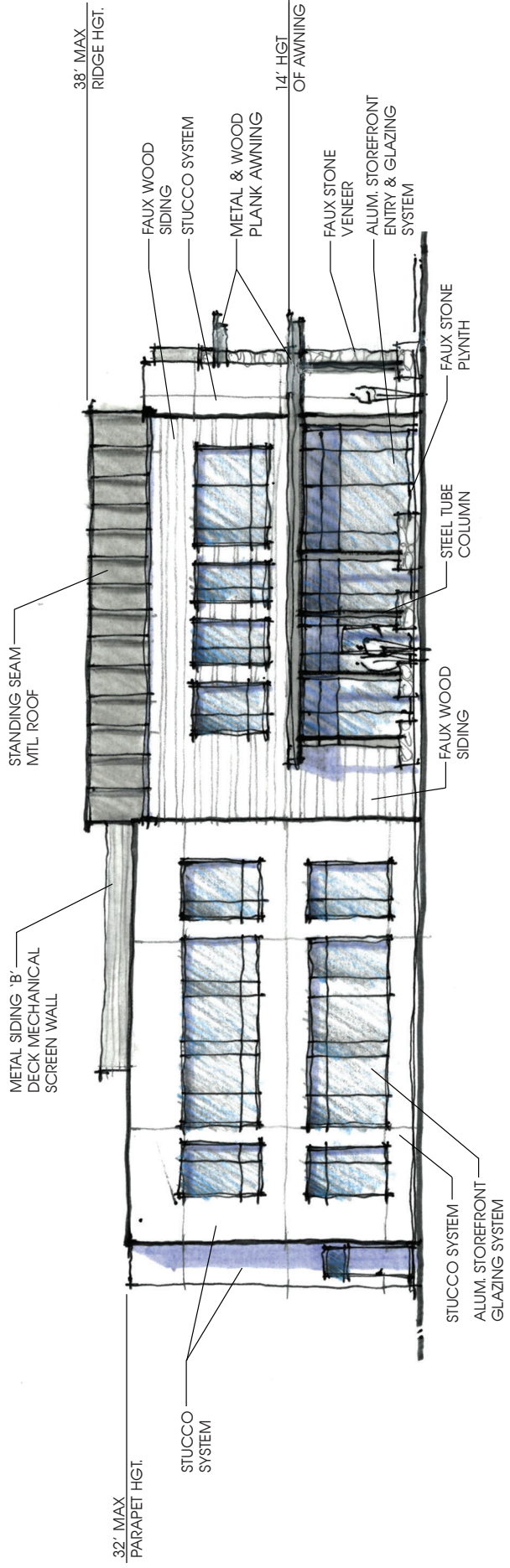






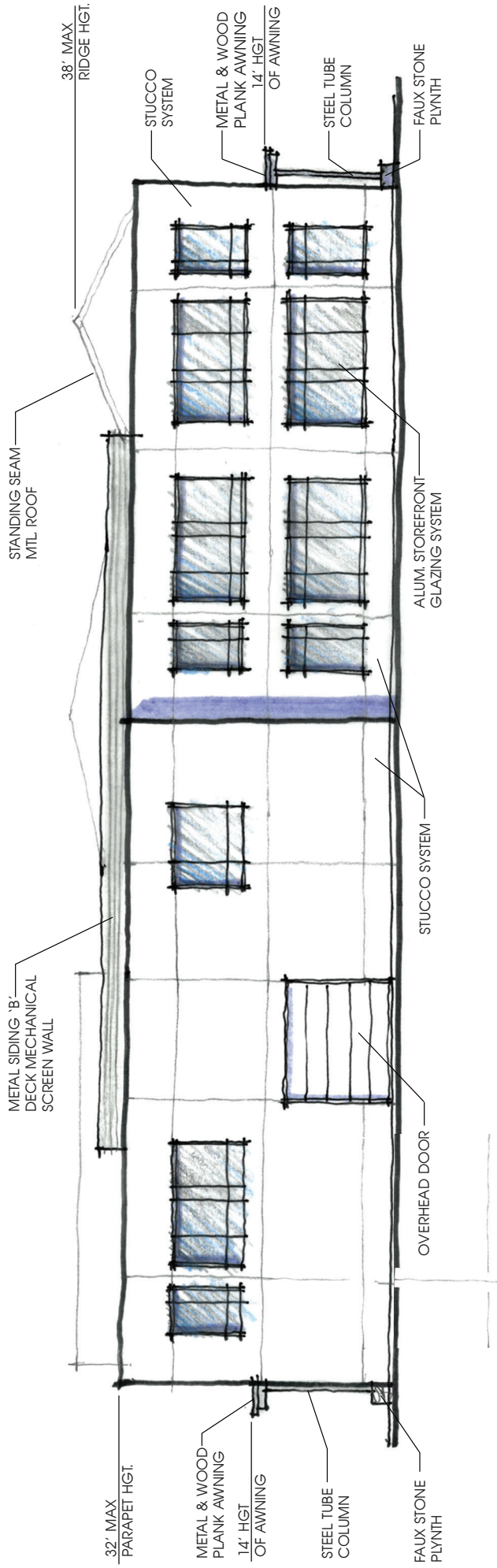






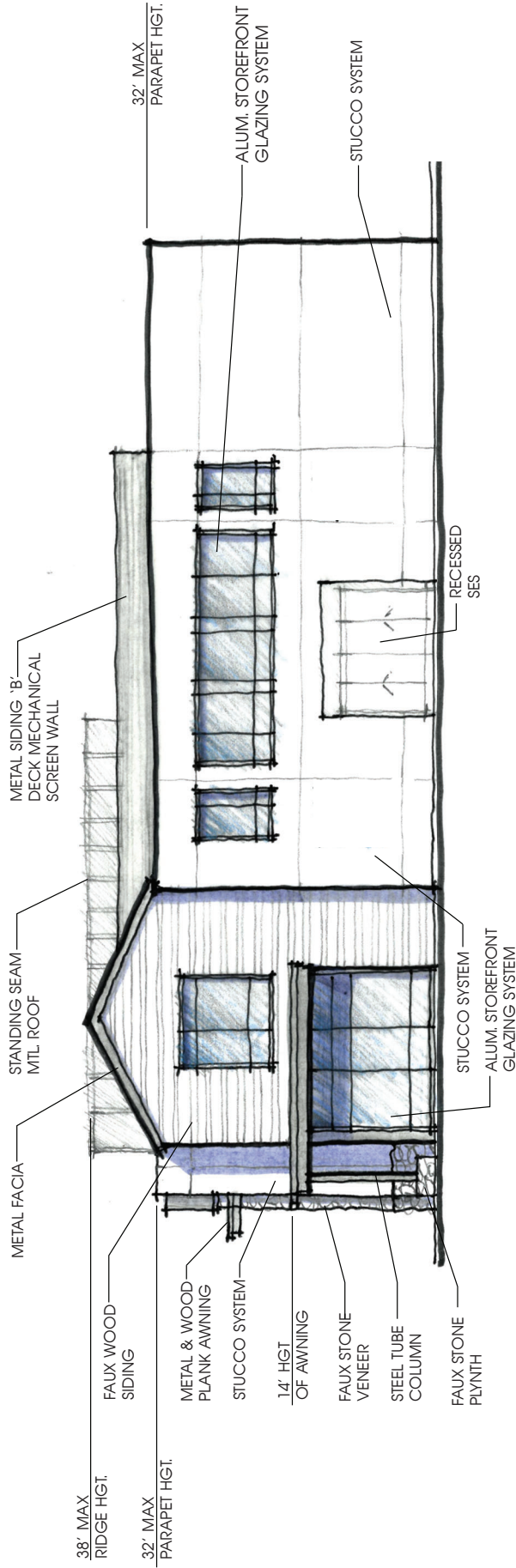
# EAST ELEVATION

SCALE: 3/32" = 1'-0"



## SOUTH ELEVATION

SCALE: 3/32" = 1'-0"



## WEST ELEVATION

SCALE: 3/32" = 1'-0"