



City of Phoenix
PLANNING AND DEVELOPMENT DEPARTMENT

Staff Report Z-59-20-6
December 24, 2020

[Camelback East Village Planning Committee Meeting Date](#) January 5, 2021
[Planning Commission Hearing Date](#) February 4, 2021

Request From: [PSC](#) (Planned Shopping Center) (8.80 acres)
Request To: [C-2](#) (Intermediate Commercial District) (8.80 acres)

Proposed Use Commercial uses
Location Approximately 130 feet west of the southwest corner of 16th Street and Bethany Home Road

Owner James Shough, 16 Bethany Station, LLC
Applicant/Representative Bill Allison, Withey Morris, PLC
Staff Recommendation Approval, subject to stipulations

General Plan Conformity			
<u>General Plan Land Use Map Designation</u>		Commercial	
<u>Street Map Classification</u>	Bethany Home Road	Arterial Street	40-foot south half street
	16th Street	Arterial Street	40-foot west half street
	15th Street	Local Street	25-foot east half street

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 proposed rezoning will increase the intensity of uses permitted on site but will not involve any physical redevelopment of the existing shopping center. This will minimize impacts to the surrounding community while providing a wider array of services and amenities to the community.

CONNECT PEOPLE & PLACES CORE VALUE; BICYCLE; DESIGN PRINCIPLE:
Development should include convenient bicycle parking.

As stipulated, the proposed rezoning will provide enhanced standards for bicycle parking on the site.

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

Although the proposal does not include plans for any redevelopment of the site, as stipulated, the existing landscape planters on the site will be updated to C-2 landscaping standards.

Applicable Plan, Overlays, and Initiatives

[Tree and Shade Master Plan](#) – See Background Item No. 5.

[Comprehensive Bicycle Master Plan](#) – See Background Item No. 6.

[Complete Streets Guiding Principles](#) – See Background Item No. 7.

[Reimagine Phoenix](#) – See Background Item No. 8.

Surrounding Land Uses/Zoning

	<u>Land Use</u>	<u>Zoning</u>
On Site	Retail shopping center	PSC
North (Across Bethany Home Road)	Office, retail shopping center	C-O, C-2
South	Single-family residential subdivision	R1-6
East (Across 16th Street)	Single-family residential subdivision, retail shopping center	R1-6, C-2
West (Across 15th Street)	Single-family residential subdivision	R1-6

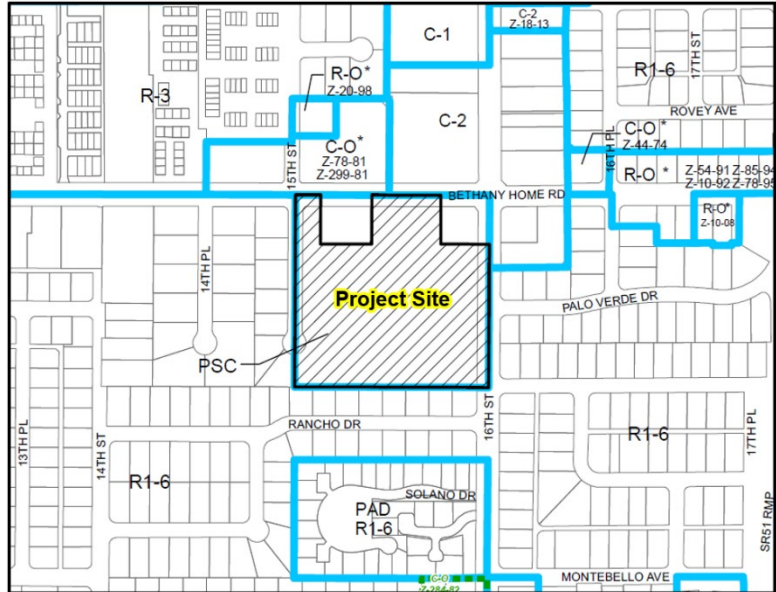
C-2 (Intermediate Commercial) Proposed Site Plan		
<u>Standards</u>	<u>Requirements of C-2 District</u>	<u>Existing site conditions</u>
<i>Building Setbacks</i>		
North (Bethany Home Road)	Minimum 20 feet, Average 25 feet	Approximately 175 feet (Met)
East (16th Street)	Minimum 20 feet, Average 25 feet	49 feet (Met)
West (Adjacent to R1-6)	50 feet minimum	Approximately 49 feet (Not met)
West (15th Street)	20 feet minimum, 25 feet average	Approximately 49 feet (Met)
South (Adjacent to R1-6)	50 feet	Approximately 75 feet (Met)
<i>Landscaped Setbacks</i>		
North (Bethany Home Road)	Minimum 20 feet, Average 25 feet	5 feet (Not met)*
East (16th Street)	Minimum 20 feet, Average 25 feet	5 feet (Not met)*
West (Adjacent to R1-6)	Minimum 10 feet	Approximately 18 feet (Met)
West (15th Street)	20 feet minimum, 25 feet average	Approximately 19 feet 4 inches (Not met)*
South (Adjacent to R1-6)	Minimum 10 feet	None (Not met)*
<i>Lot Coverage</i>	Not to exceed 50%	Approximately 26% (Met)
<i>Building Height</i>	Maximum 2 stories, 30 feet	1 story, 22 feet (Met)

*Variances will not be required for the existing conditions. Future development would need to meet the C-2 zoning district standards.

Background/Issues/Analysis

SUBJECT SITE

1. This request is to rezone an 8.80-acre site located approximately 130 feet west of the southwest corner of 16th Street and Bethany Home Road from PSC (Planned Shopping Center) to C-2 (Intermediate Commercial District) to allow commercial uses.



Source: City of Phoenix Planning and Development Department

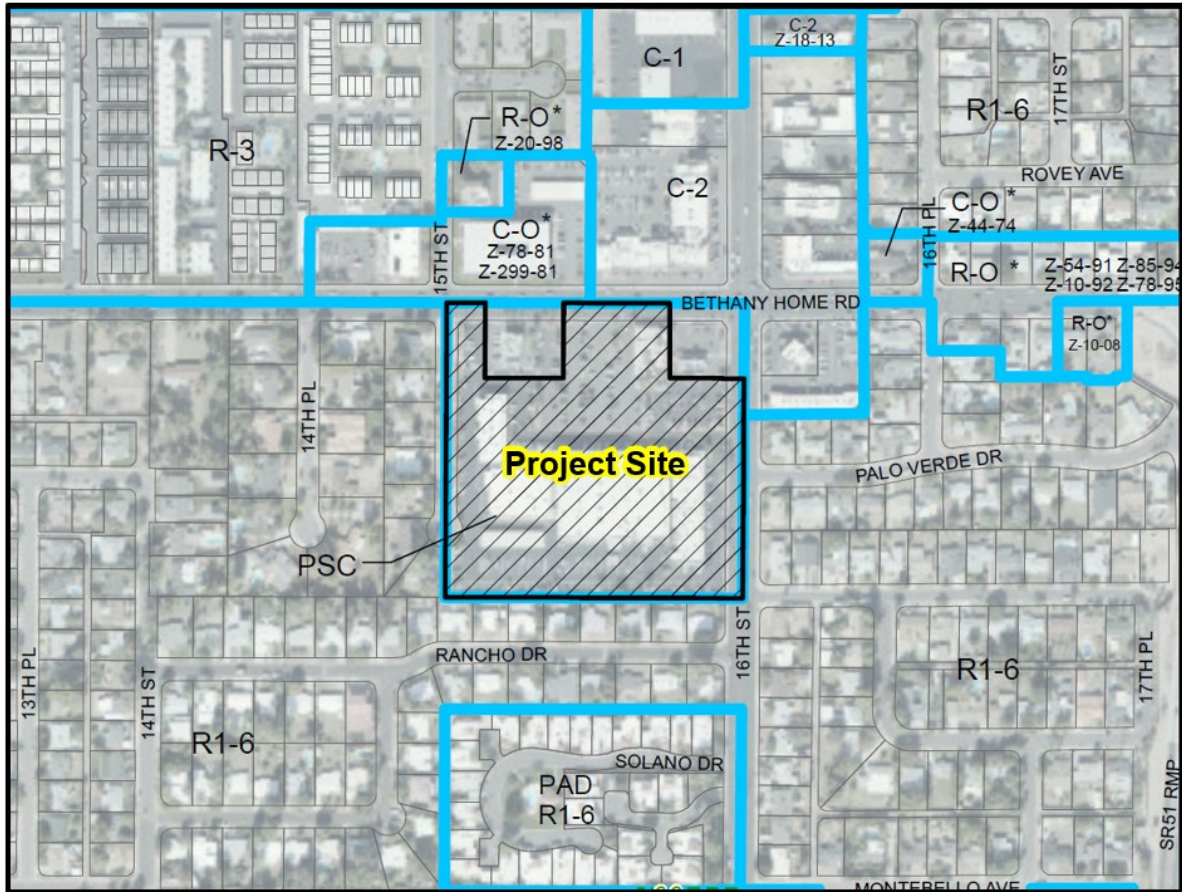
2. The project site has a General Plan Land Use Map designation of Commercial. This designation also covers all four immediate corners of the intersection between 16th Street and Bethany Home Road. To the west, south, and east of the subject site, the designation is Residential 3.5 to 5 dwelling units per acre. To the north and northeast of the site, the General Plan Land Use Map designation is Commercial. The proposal is consistent with the Commercial General Plan Land Use Map designation.



Source: City of Phoenix Planning and Development Department

EXISTING CONDITIONS & SURROUNDING ZONING

3. The project subject site is currently occupied by a retail shopping center which is zoned PSC (Planned Shopping Center). The surrounding zoning and land uses are as follows:



Source: City of Phoenix Planning and Development Department

NORTH

To the north, across Bethany Home Road, are a retail shopping center and offices zones C-2 (Intermediate Commercial District) and C-O (Commercial Office – Restricted Commercial District), respectively.

SOUTH AND WEST

South and west of the subject site is a single-family residential subdivision zoned R1-6 (Single-Family Residence District)

EAST

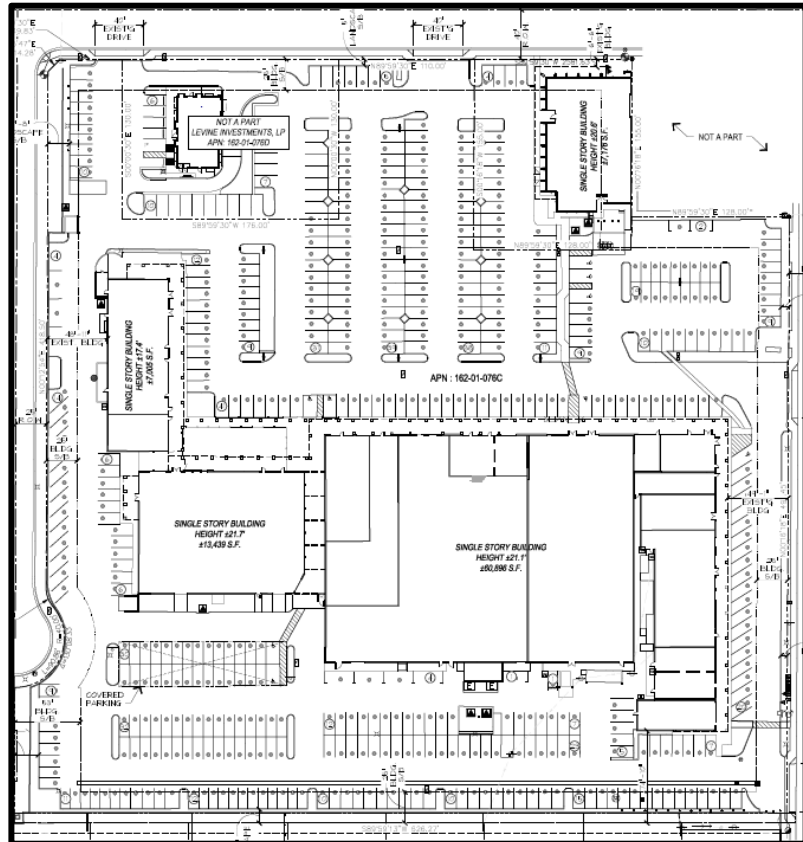
East of the site, across 16th Street, are a retail shopping center and a single-family residential subdivision zoned C-2 (Intermediate Commercial District) and R1-6 (Single-Family Residence District), respectively.

The proposal is consistent with the existing C-2 zoning on the other three corners of this intersection, and is an appropriate designation at this location, at the intersection of two arterial streets.

PROPOSAL

- The proposed site plan does not show any changes to the existing site conditions, and no new development is being proposed as part of the rezoning. The intent of the request is to expand the list of permitted uses on the site and to be more consistent with the zoning designations on neighboring commercial shopping centers.

As stipulated, the development will replenish the existing landscape planters on the site to C-2 standards. This will apply to both the landscape planters along the street frontages on 16th Street and Bethany Home Road, as well as to the parking lot landscape islands. This is addressed in Stipulation Nos. 1 and 2.



Source: Reigle and Associates

AREA PLANS, OVERLAY DISTRICTS, AND INITIATIVES

- 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. By investing in trees and the urban forest, the city can reduce its carbon footprint, decrease energy costs, reduce storm water runoff, increase biodiversity, address the urban heat island effect, clean the air, and increase property values. In addition, trees can help to create walkable streets and vibrant pedestrian places. As stipulated, this proposal will replenish all existing landscape planters on the site to C-2 landscaping standards, which will result in more shade for a larger area of the site. This is addressed in Stipulation Nos. 1 and 2. Further, staff is recommending that all pedestrian pathways be 75 percent

shaded at full tree maturity, and that the existing bus stop pad on southbound 16th Street be 50 percent shaded at maturity. These recommendations are addressed in Stipulation Nos. 4 and 7.

6. **Bicycle Master Plan**

The City of Phoenix adopted the Comprehensive Bicycle Master Plan in 2014 to guide the development, growth and connectivity of bicycle facilities in Phoenix. A comprehensive and connected bicycle network will promote a healthier community and healthy transportation alternative for residents and visitors. This network and innovations such as bike share programs can greatly expand the number of bicyclists while helping to eliminate the demand for vehicle travel. To support the goals in this plan, staff is recommending that the developer provide bicycle parking on site, which may be inverted U-bicycle style racks, artistic racks, or outdoor/covered facilities for guests and employees. This is addressed in Stipulation No. 3.

7. **Complete Streets Guiding Principles**

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. To support these principles related to pedestrian connectivity and safety, staff is recommending that pedestrian pathways on the site connect all site elements (building entrances and exits, sidewalks, and bus stop), and that they be 75 percent shaded at noon of the summer solstice. Further, where these pedestrian paths cross drive aisles, they shall be enhanced in a way so that they contrast with the adjacent parking and drive aisle surfaces. Where they do not already exist on site, these enhancements will be implemented when a new site plan or site plan amendment is submitted to the Planning and Development Department. These recommendations are addressed in Stipulation Nos. 5, 6, and 7.

8. **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 and mixed-use developments meeting certain criteria. The site currently offers, and will continue to offer, recycling for its tenants as part of its solid waste collection.

COMMUNITY INPUT SUMMARY

9. At the time this staff report was written, staff received one letter from a neighbor requesting further information regarding the request.

INTERDEPARTMENTAL COMMENTS

10. The Phoenix Fire Department has noted that they do not anticipate any potential

problems with this case and that the site and/or buildings shall comply with the Phoenix Fire Code.

11. The Water Services Department has noted that the property has existing water and sewer mains to serve this development.
12. The Floodplain Management division of the Public Works Department has determined that this parcel is not in a Special Flood Hazard Area (SFHA), but is located in a Shaded Zone X, on panel 1745 L of the Flood Insurance Rate Maps (FIRM) dated April 7, 2017.
13. The Public Transit Department has required that the developer retain the right-of-way and bus stop pad on southbound 16th Street, south of Bethany Home Road, in its current condition. This bus stop and all associated furniture are of an artistic nature and any removal or modification must be approved by the Public Transit Department. Further, this department has required that the developer provide clearly defined, accessible pathways, constructed of materials that visually contrast with drive aisles, and that connect all elements of the development. The requests are addressed in Stipulation Nos. 4, 5, and 6.
14. The Street Transportation Department has requested that the developer dedicate 10-foot-wide sidewalk easements along both 16th Street and Bethany Home Road if any future development occurs on the site, and that all streets within and adjacent to the development be constructed and comply with ADA accessibility standards. These are addressed in Stipulation Nos. 8, 9, and 10.

OTHER

15. 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. 11.
16. 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 proposal will increase the intensity of permitted uses at a site which is appropriately located at the intersection of two arterial streets and will be compatible with the commercial sites on the other corners of this intersection.
2. As stipulated, the proposal will include replenishing the tree canopy on the site to

provide more shade for pedestrians and help reduce the urban heat island effect.

3. The proposal is consistent with the General Plan Land Use Map designation and with the surrounding land uses.

Stipulations

1. Prior to the issuance of permits for tenant improvements, the existing landscape planters along the 16th Street and Bethany Home Road frontages shall be replenished to provide landscaping in accordance with the C-2 zoning district standards for planting type, size and quantity. Trees along the street frontages shall be planted adjacent to the sidewalk to provide shade/thermal comfort for pedestrians, as approved by the Planning and Development Department.
2. Prior to the issuance of permits for tenant improvements, existing parking lot planters shall be replenished to meet Zoning Ordinance commercial standards per Section 623.E of the Zoning Ordinance, as approved by the Planning and Development Department.
3. Bicycle parking at a rate of one bicycle space per 25 vehicle parking spaces, with a maximum of 25 spaces shall be provided on site. These may be inverted U-bicycle racks, artistic style racks (in adherence to the City of Phoenix Preferred Designs in Appendix K or the Comprehensive Bicycle Master Plan) or "Outdoor/Covered Facilities" for guests and employees. These facilities shall be located near building entrances, installed per the requirements of Section 1307.H of the Zoning Ordinance, and approved by the Planning and Development Department.
4. The bus stop pad, shelter, furniture, and refuse container along southbound 16th Street, south of Bethany Home Road, shall be retained in its current condition. Trees shall be placed near the bus stop pad to provide 50 percent shade coverage at maturity. Any relocation of the bus stop pad or associated structures shall be as approved by the Public Transit Department.
5. Clearly defined, accessible 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.
6. Where pedestrian pathways cross drive aisles, they shall be constructed of decorative pavers, stamped or colored concrete, or other pavement treatments that visually contrast with the adjacent parking and drive aisle surfaces, as approved by the Planning and Development Department.

7. All pedestrian pathways shall be shaded by trees or shade structures to provide a minimum of 75 percent shade at maturity.
8. The developer shall dedicate a 10-foot-wide sidewalk easement for the south side of Bethany Home Road, prior to final site plan approval for any future development on the site.
9. The developer shall dedicate a 10-foot-wide sidewalk easement for the west side of 16th Street, prior to final site plan approval for any future development on the site.
10. 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.
11. 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

Sofia Mastikhina

December 24, 2020

Team Leader

Samantha Keating

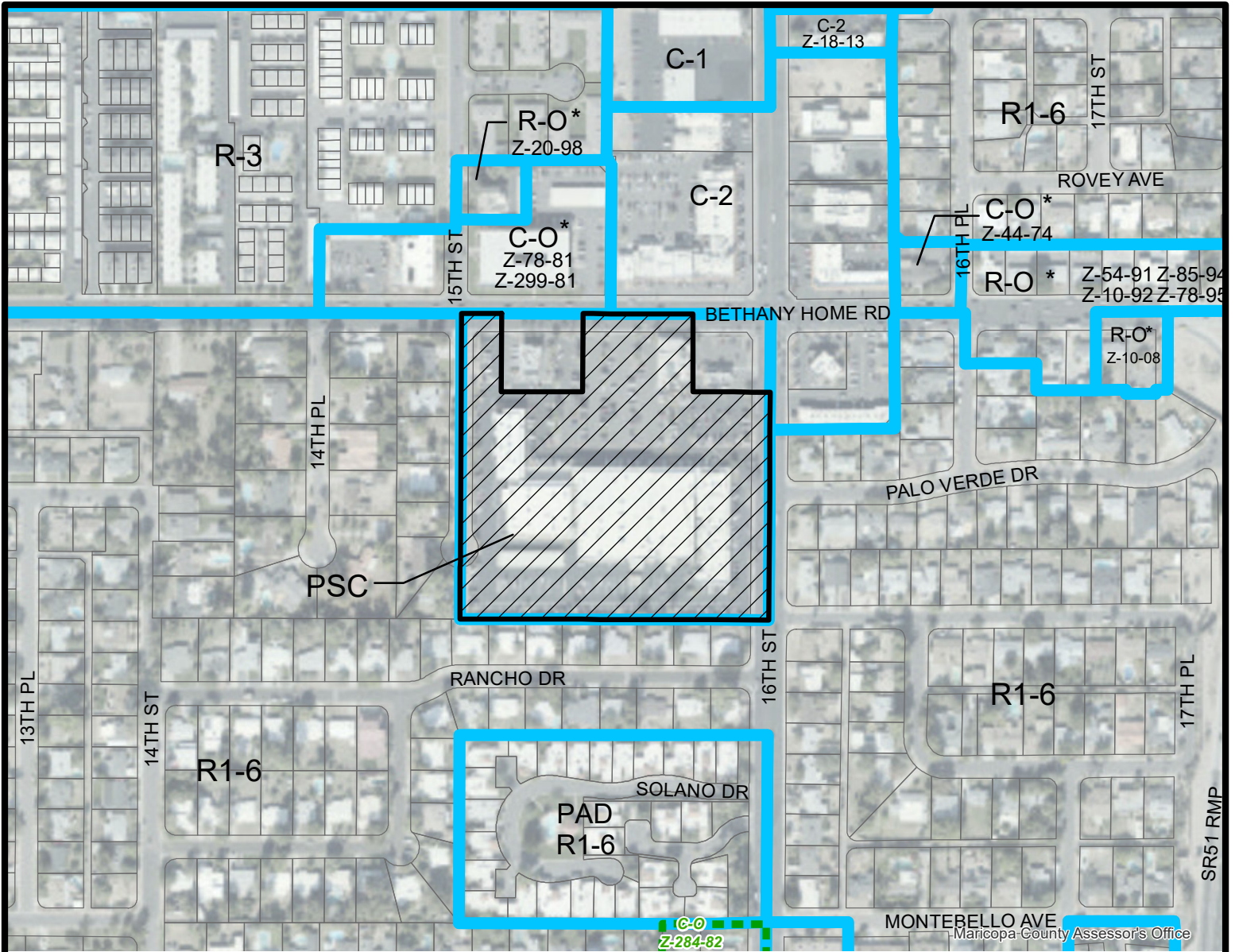
Exhibits

Sketch Map

Aerial

Community Correspondence (2 pages)

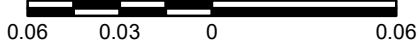
Site plan date stamped October 30, 2020



Maricopa County Assessor's Office



Miles



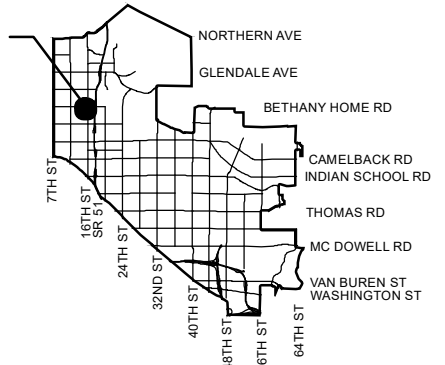
CAMELBACK EAST VILLAGE

CITY COUNCIL DISTRICT: 6



City of Phoenix
PLANNING AND DEVELOPMENT DEPARTMENT

Z-59-20



APPLICANT'S NAME: **Withey Morris PLC/Bill Allison**

REQUESTED CHANGE:

FROM: **PSC (8.80 a.c.)**

APPLICATION NO. **Z-59-20**

DATE: **11/05/2020**
REVISION DATES:

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

8.80 Acres

AERIAL PHOTO & QUARTER SEC. NO.
QS 30-20

ZONING MAP
I-9

TO: **C-2 (8.80 a.c.)**

MULTIPLES PERMITTED

PSC

C-2

CONVENTIONAL OPTION

N/A

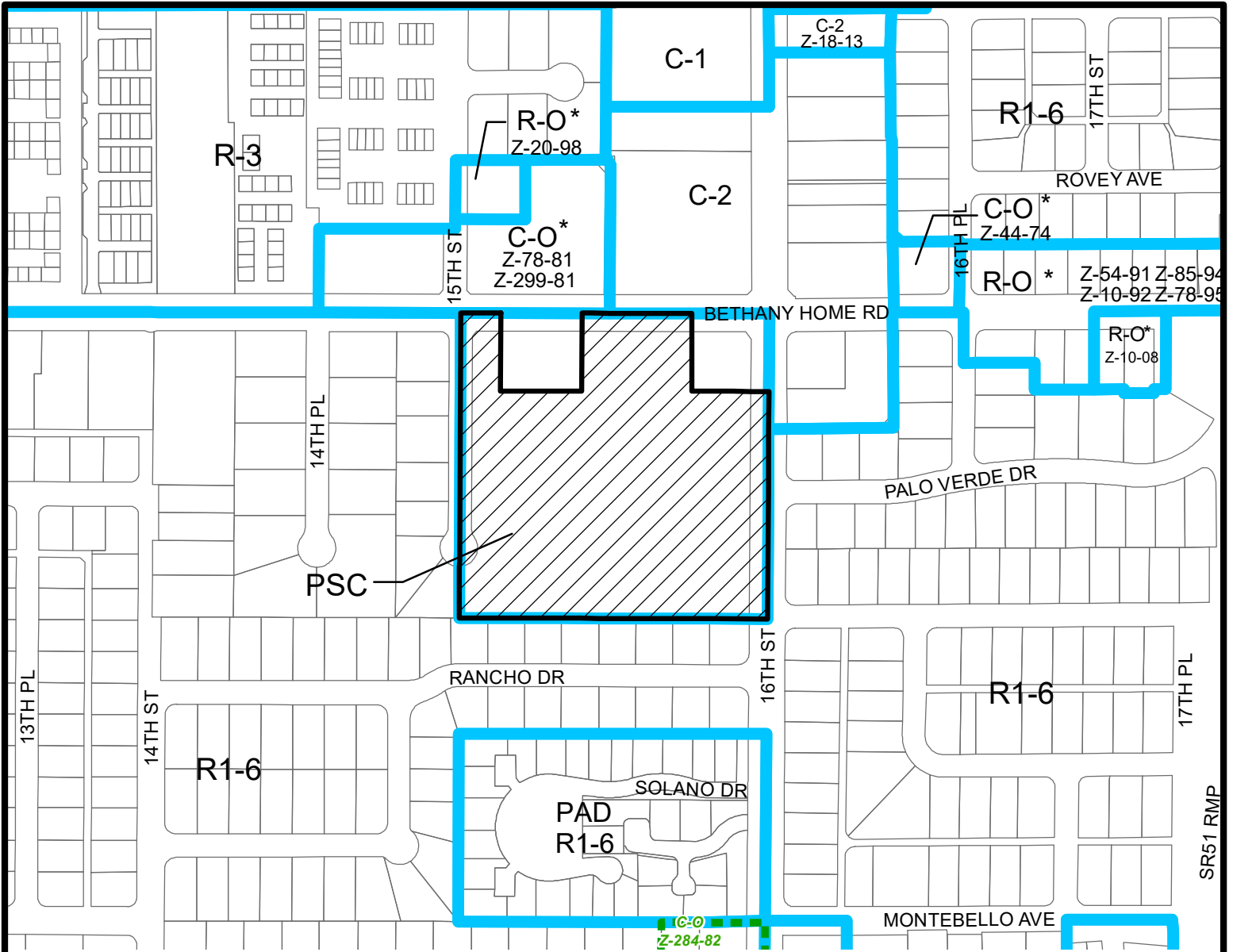
127

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

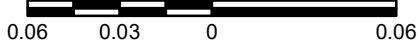
N/A

153

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



Miles



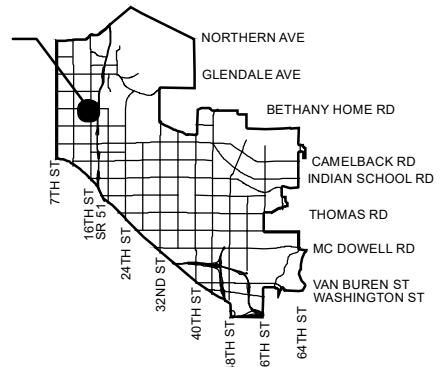
CAMELBACK EAST VILLAGE

CITY COUNCIL DISTRICT: 6



City of Phoenix
PLANNING AND DEVELOPMENT DEPARTMENT

Z-59-20



APPLICANT'S NAME: Withey Morris PLC/Bill Allison		REQUESTED CHANGE:	
APPLICATION NO. Z-59-20		FROM: PSC (8.80 a.c.)	
<small>GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX.</small> 8.80 Acres		<small>DATE:</small> 11/05/2020 <small>REVISION DATES:</small>	
<small>AERIAL PHOTO & QUARTER SEC. NO.</small> QS 30-20		<small>ZONING MAP</small> I-9	
MULTIPLES PERMITTED		* UNITS P.R.D. OPTION	
PSC		N/A	
C-2		127	
		153	

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

SITE PLAN NOTES

- A. DEVELOPMENT AND USE OF THIS SITE WILL CONFORM WITH ALL APPLICABLE CODES AND ORDINANCES.
B. THIS PROJECT IS LOCATED IN THE CITY OF PHOENIX WATER SERVICES AREA AND HAS BEEN DESIGNATED AS HAVING AN ASSURED WATER SUPPLY.
C. ALL NEW OR RELOCATED UTILITIES WILL BE PLACED UNDERGROUND.
D. ALL SIGNAGE REQUIRES SEPARATE APPROVALS AND PERMITS.
E. ANY LIGHTING WILL BE PLACED SO AS TO DIRECT LIGHT AWAY FROM THE ADJACENT RESIDENTIAL DISTRICTS AND WILL NOT EXCEED ONE FOOT CANDLE AT THE PROPERTY LINE. NO NOISE, ODOR OR VIBRATION WILL BE EMITTED SO THAT IT EXCEEDS THE GENERAL LEVEL OF NOISE, ODOR OR VIBRATION EMITTED BY USES OUTSIDE OF THE SITE.
F. OWNERS OF PROPERTY ADJACENT TO PUBLIC RIGHT-OF-WAY WILL HAVE THE RESPONSIBILITY FOR MAINTAINING ALL LANDSCAPING WITHIN THE TIGHTS-OF-WAY IN ACCORDANCE WITH APPROVED PLANS.

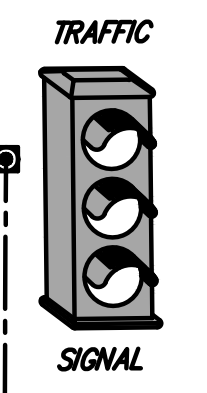
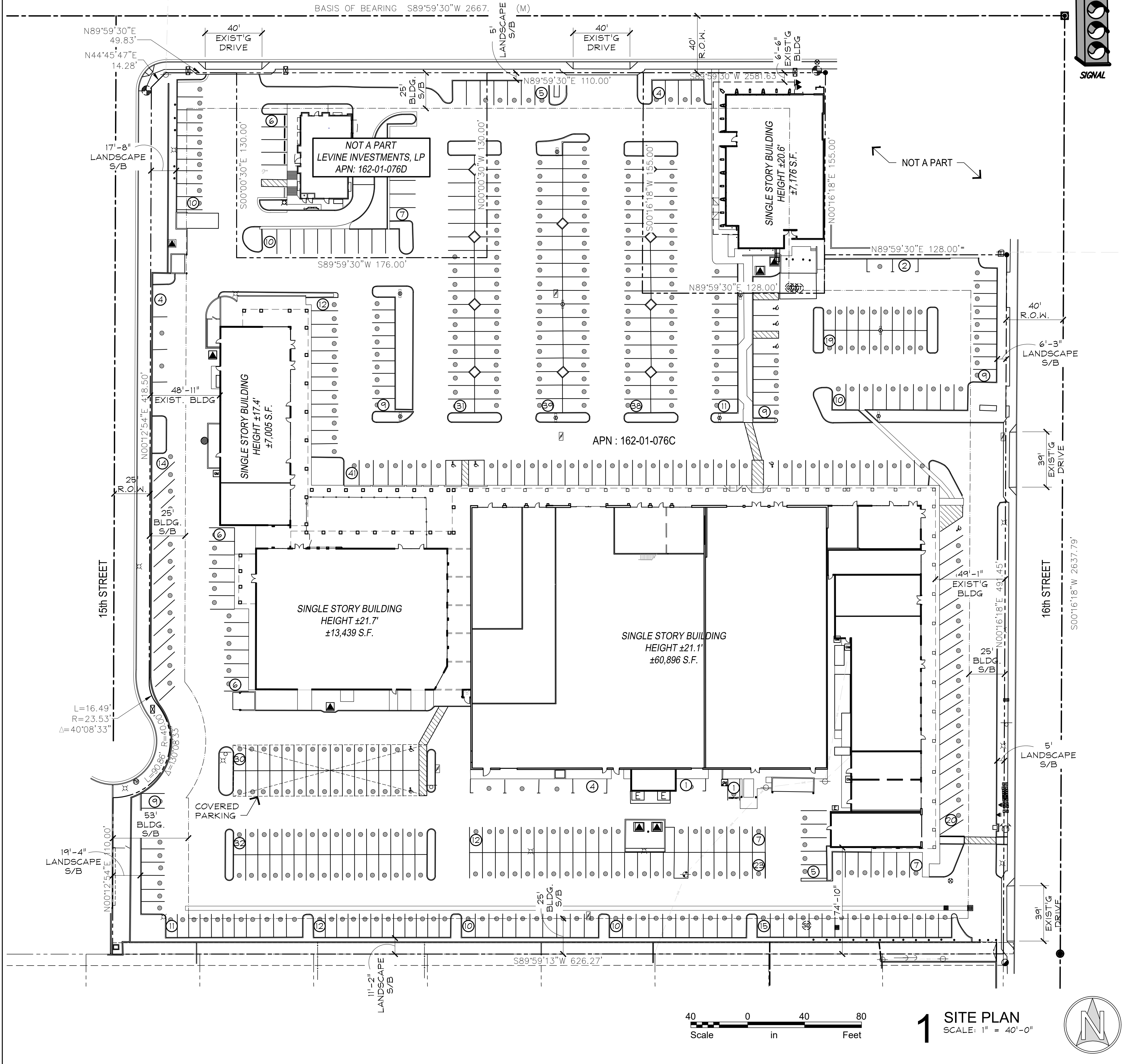
PROJECT DESCRIPTION

THIS SUBMISSION IS TO REZONE THE EXISTING BETHANY EAST SHOPPING CENTER FROM ITS CURRENT PSC ZONING TO A C2 ZONING.

PARKING MATRIX

Spreadsheet Updated 10/22/2020. ZMAP ZONING. TABLE WITH COLUMNS: BLDG #, ADDRESS, TENANT NAME, USE, TOTAL SQ FT, SQ FT OF OFFICE, SQ FT OF RESTAURANT, SQ FT OF OUTDOOR DINING AREA, SQ FT OF FITNESS CENTER, SQ FT OF FLIP/DUNK, SQ FT OF OTHER ASSEMBLY USES, SQ FT OF MEDICAL OFFICE. TOTALS: 93,222 SQ FT TOTAL SQ FT (PSC NOT IN A CORE), 3,666 TOTAL SQ FT NON-MEDICAL OFFICE USE, 19,384 TOTAL SQ FT MEDICAL OFFICE USE.

BETHANY HOME ROAD



CONTACTS

OWNER: 16 BETHANY STATION, LLC 4771 NORTH 20th STREET SUITE B-22 PHOENIX, ARIZONA 85016 PHONE: (602) 710-2122 CONTACT: JIM SHOUGH
ARCHITECT: REIGLE & ASSOCIATES 6501 E. GREENWAY PARKWAY SUITE 103-225 SCOTTSDALE, ARIZONA 85254 PHONE: (602) 559-6262 ARCHITECT: RICHARD REIGLE EMAIL: reiglearch75@gmail.com

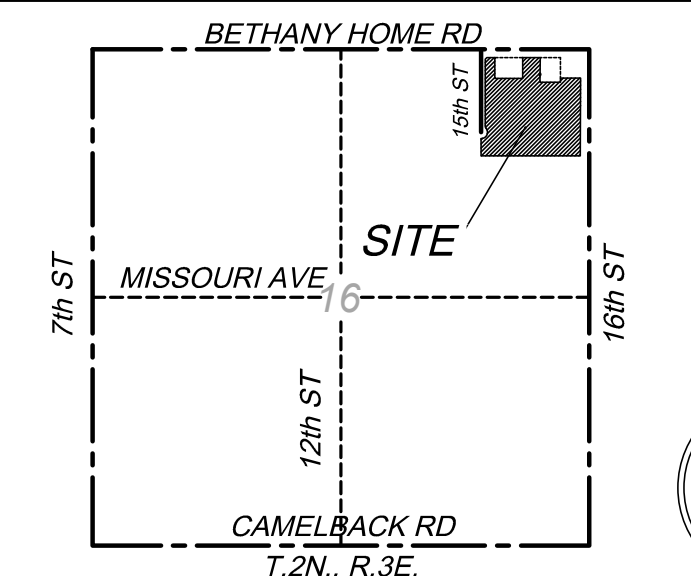
PROJECT DATA

- 1. PROJECT LOCATION: S.W.C. 16th ST. & BETHANY HOME RD. PHOENIX, ARIZONA
2. ZONING: PSC (EXISTING) C2 (PROPOSED)
3. BUILDING AREA: 92,696 SQ. FT. (ALL BUILDINGS EXISTING)
4. GROSS SITE AREA: 381,433 SQ. FT. (8.757 ACRES) NET SITE AREA: 335,482 SQ. FT. (7.70 ACRES)
5. TOTAL BUILDING AREA: 88,516 SQ. FT.
6. LOT COVERAGE ALLOWED: 50%
7. LOT COVERAGE PROVIDED: (88,516 SQ. FT. / 335,482 SQ. FT.) = 26.38%
8. BUILDING HEIGHT ALLOWED: 30 FEET BUILDING HEIGHT PROVIDED: 21.9 FEET
9. CONSTRUCTION CODES: ALL NEW WORK SHALL CONFORM TO ALL APPLICABLE GOVERNING CODES, INCLUDING BUT NOT LIMITED TO THE LATEST EDITIONS OF THE FOLLOWING:
2018 INTERNATIONAL BUILDING CODE
2018 INTERNATIONAL MECHANICAL CODE
2018 INTERNATIONAL FIRE CODE
2018 INTERNATIONAL PLUMBING CODE
2017 NATIONAL ELECTRICAL CODE
2010 A.D.A. GUIDELINES / ICC A117-2009

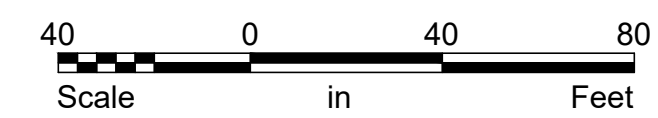
SITE PLAN NOTES

LOCATED IN THE NORTHEAST QUARTER OF SECTION 16, TOWNSHIP 2 NORTH, RANGE 3 EAST, OF THE GILA AND SALT RIVER MERIDIAN, MARICOPA COUNTY, ARIZONA, BEING MORE PARTICULAR DESCRIBED AS FOLLOWS:
COMMENCING AT THE NORTHEAST CORNER OF SAID SECTION 16;
THENCE SOUTH 00 DEGREES 16 MINUTES 18 SECONDS WEST ALONG THE EAST LINE OF SAID NORTHEAST QUARTER, A DISTANCE OF 168.00 FEET TO THE POINT OF BEGINNING;
THENCE CONTINUING SOUTH 00 DEGREES 16 MINUTES 18 SECONDS WEST ALONG SAID EAST LINE, A DISTANCE OF 491.46 FEET;
THENCE DEPARTING SAID EAST LINE, SOUTH 89 DEGREES 59 MINUTES 30 SECONDS WEST, A DISTANCE OF 666.24 FEET;
THENCE NORTH 00 DEGREES 12 MINUTES 54 SECONDS EAST, A DISTANCE OF 659.50 FEET TO THE NORTH LINE OF SAID NORTHEAST QUARTER;
THENCE NORTH 89 DEGREES 59 MINUTES 30 SECONDS EAST ALONG SAID NORTH LINE, A DISTANCE OF 84.64 FEET;
THENCE DEPARTING SAID NORTH LINE, SOUTH 00 DEGREES 00 MINUTES 30 SECONDS EAST, A DISTANCE OF 170.00 FEET;
THENCE NORTH 89 DEGREES 59 MINUTES 30 SECONDS EAST, A DISTANCE OF 176.00 FEET;
THENCE SOUTH 00 DEGREES 00 MINUTES 30 SECONDS WEST, A DISTANCE OF 170.00 FEET TO THE NORTH LINE OF SAID NORTHEAST QUARTER;
THENCE NORTH 89 DEGREES 59 MINUTES 30 SECONDS EAST ALONG SAID NORTH LINE, A DISTANCE OF 238.20 FEET;
THENCE DEPARTING SAID NORTH LINE, SOUTH 00 DEGREES 16 MINUTES 18 SECONDS WEST, A DISTANCE OF 168.00 FEET;
THENCE NORTH 89 DEGREES 59 MINUTES 30 SECONDS EAST, A DISTANCE OF 168.00 FEET TO THE EAST LINE OF SAID NORTHEAST QUARTER ALSO BEING THE POINT OF BEGINNING.
SAID PARCEL CONTAINS 381,433 SQUARE FEET OR 8.757 ACRES, MORE OR LESS.

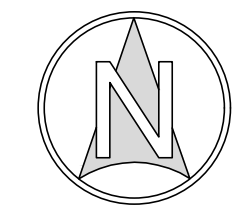
VICINITY MAP



CITY OF PHOENIX
OCT 30 2020
Planning & Development Department



1 SITE PLAN SCALE: 1" = 40'-0"



Vertical sidebar containing: REIGLE & ASSOCIATES ARCHITECTURE PLANNING, LTD logo; REVISIONS table; PROJECT NO. RDS 2024; DRAWN BY: RDS; SCALE: 1" = 40'-0"; CAD SAVED NAME: Version 1; DATE: OCT. 27, 2020; THIS DRAWING IS AN INSTRUMENT OF SERVICE...; A PROPOSED SITE PLAN AMENDMENT FOR: BETHANY EAST SHOPPING CENTER; SHEET TITLE: SITE PLAN AMENDMENT; SHEET NO.: A1.1