



**City of Phoenix**  
PLANNING & DEVELOPMENT DEPARTMENT

**Staff Report: Z-88-18-8**  
**February 1, 2019**

Central City [Village Planning Committee Meeting Date](#) February 11, 2019  
[Planning Commission Hearing Date](#) March 7, 2019

**Request From:** [C-1 HP TOD-1](#) (Neighborhood Retail, Historic Preservation, Interim Transit-Oriented Zoning Overlay District One) (0.42 acres)

**Request To:** [WU Code T5:2 EG HP](#) (Walkable Urban Code Transect T5:2 District, Transit Eastlake-Garfield Character Area, Historic Preservation) (0.42 acres)

**Proposed Use** Restaurant/Bar

**Location** Approximately 120 feet east of the northeast corner of 11th Street and Washington Street

**Owner** Laara Van Loben Sels

**Applicant/Representative** Jennifer Herbert

**Staff Recommendation** Approval, subject to stipulations

<a href="#">General Plan Conformity</a>			
<a href="#">General Plan Land Use Map Designation</a>		Commercial	
<a href="#">Street Map Classification</a>	Washington Street	Arterial/ Light Rail	50-foot north half right-of-way

**CONNECT PEOPLE AND PLACES CORE VALUE; CORES, CENTERS & CORRIDORS, DESIGN PRINCIPLE: Promote development in compact areas, centers and corridors that are connected by roads and transit, and are designed to encourage walking and bicycling.**

The site is located in an area along the westbound line of the light rail corridor on Washington Street. This corridor connects to the rest of the city through light rail, bike lanes, sidewalks and local streets. 11th Street is an identified bicycle and pedestrian route to the north.

**STRENGTHEN OUR LOCAL ECONOMY CORE VALUE; LOCAL AND SMALL BUSINESS; LAND USE PRINCIPLE: Facilitate adaptive reuse of older, underutilized properties to create mechanisms for new local and small businesses to operate, thrive and grow.**

The proposal transforms an underutilized property near a light rail station and provides an opportunity for an existing business to grow and expand its operations.

**CELEBRATE OUR DIVERSE COMMUNITIES & NEIGHBORHOODS CORE VALUE; HISTORIC DISTRICTS: Promote land use that encourages continued use of historic resources through rehabilitation and adaptive reuse.**

The proposal is to adaptively reuse the existing historically designated building for the restaurant/bar use.

**Applicable Plans, Overlays, and Initiatives**

[Transit Oriented Development Strategic Policy Framework](#)

See background Item No. 5.

[Eastlake-Garfield Transit Oriented Development Policy Plan](#)

See background Item Nos. 7.

[Tree and Shade Master Plan](#)

See background Item No. 8.

[Comprehensive Bicycle Master Plan](#)

See background Item No. 9.

[Reimagine Phoenix](#)

See background Item No. 10.

**Surrounding Land Uses/Zoning**

	<b><u>Land Use</u></b>	<b><u>Zoning</u></b>
<b>On Site</b>	Vacant commercial building	C-1 HP TOD-1
<b>North</b>	Multifamily residences	R-4A TOD-1
<b>South (across Washington Street)</b>	Parking lot	WU T5:7 EG
<b>East</b>	Medical building	C-1 TOD-1
<b>West</b>	Office building	C-3 TOD-1

<b>Walkable Urban Code T5:2</b>		<i>*if variance or use permit required</i>
<b><u>Standards</u></b>	<b><u>Requirements</u></b>	<b><u>Provisions on the Proposed Site Plan</u></b>
Gross Acreage	N/A	0.42 acres
Building Height	30 feet maximum	Met – 21 feet
Parking	1 space per 100 square feet 38 spaces	*Not Met – 13 spaces
Bicycle Parking (1307.H.6.d.)	1 bicycle parking space for every 25 vehicle parking spaces	Not shown
<b>Streetscape Standards (Section 1312.B.1.)</b>		
Arterial Street	Minimum sidewalk width of 8 feet	Met – approx. 11 feet
<b>Section 1303.2 TRANSECT T5</b>		
<i>Main Building Setbacks</i>		
Primary Frontage (Washington Street)	12-foot maximum	Met – 0 feet
Side	0-foot minimum	Met – approx. 6 feet
<i>Parking Setbacks</i>		
Primary Frontage	30-foot minimum or behind building	Met – approx. 105 feet
<i>Lot Requirements</i>		
Lot Coverage	80% maximum	Met – 29%
Primary Building Frontage	70% minimum	Met – approx. 89%
<i>Frontage Types Allowed</i>		
Primary Frontage	All frontages or alternative frontages	To Be Determined

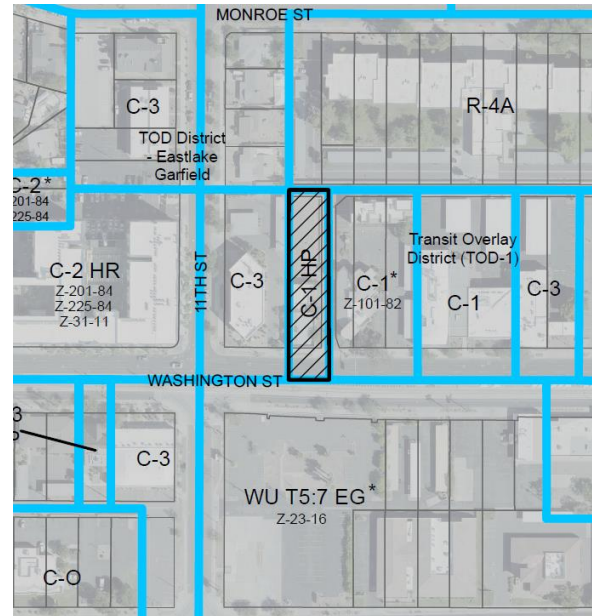
### **Background/Issues/Analysis**

#### SUBJECT SITE

1. This request is to rezone a 0.42-acre site, located at approximately 120 feet east of the northeast corner of 11th Street and Washington Street from C-1 HP TOD-1 (Neighborhood Retail District, Historic Preservation District, Interim Transit-Oriented Zoning District One) to WU Code T5:2 EG HP (Walkable Urban Code District Transect T5:2 District, Transit Eastlake-Garfield Character Area, Historic Preservation District) to allow a restaurant/bar use.

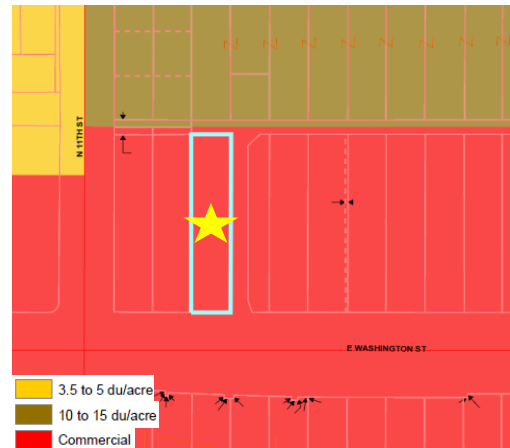
## SURROUNDING USES AND ZONING

2. The subject site houses an underutilized building. North of the subject site, is an established apartment complex zoned R-4A TOD-1 (Multifamily Residence District, Interim Transit-Oriented Zoning District One). West of the subject site is an office building which is zoned both C-3 TOD-1 (General Commercial District, Interim Transit-Oriented Zoning District One). East of the subject site is a medical building zoned C-1 TOD-1 (Neighborhood Retail, Interim Transit-Oriented Zoning District One). South of the subject site, across Washington Street, is a parking lot zoned WU T5:7 EG (Walkable Urban Code District Transect T5:7 District, Transit Eastlake-Garfield Character Area).



Source: City of Phoenix Planning and Development Department

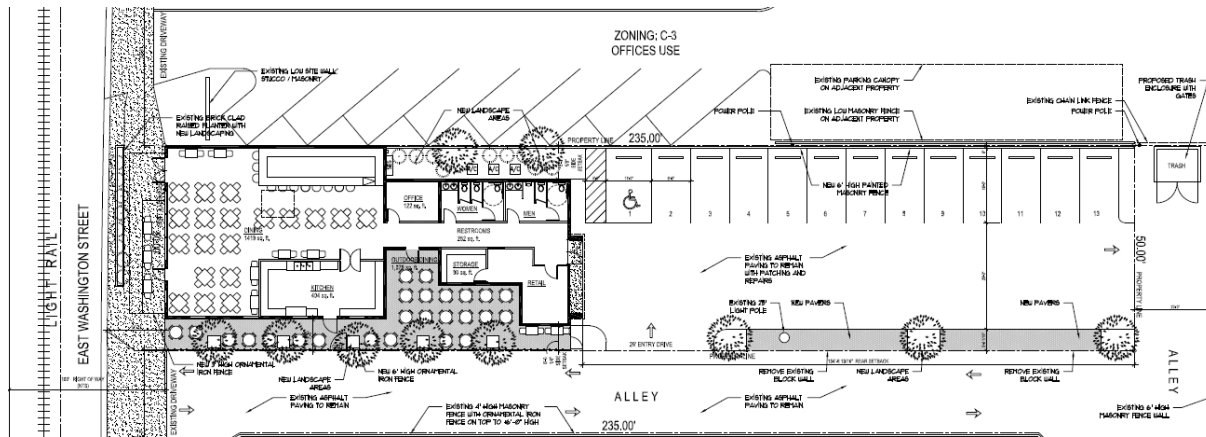
3. The General Plan Land Use Map designation for the site is Commercial. The proposal is consistent with this land use designation.



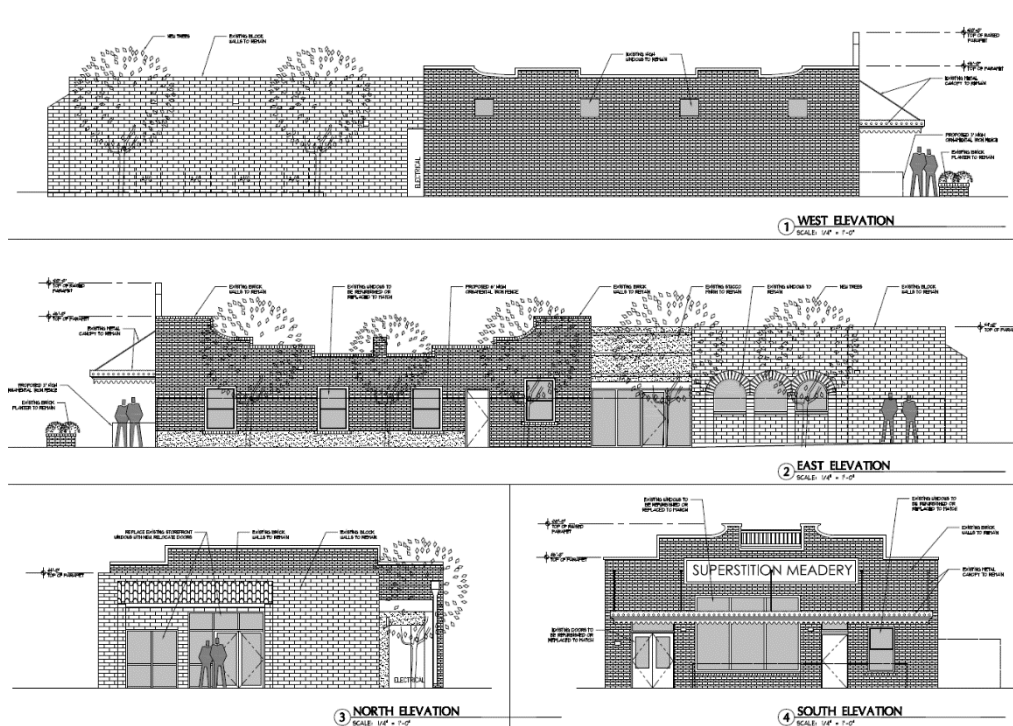
Source: City of Phoenix Planning and Development Department

#### 4. SITE PLAN AND ELEVATIONS

The proposed site plan depicts the existing building with improvements such as outdoor dining areas, landscaping and landscaping planters, and a restriped parking lot in the rear. Elevations submitted depict the existing brick building which will remain.




Source: Stroh Architecture, Inc.



Source: Stroh Architecture, Inc.

## STUDIES AND POLICIES

5. The Transit Oriented Development Strategic Policy Framework is part of the city's General Plan which identified planning typologies to describe urban environments. The identified environment for the 12th Street light rail station area is Major Urban Center. Major Urban Center is a place type characterized by medium to high intensity, with building heights typically from four to eight stories, with incentive heights of up to fifteen stories. Land uses may include entertainment, retail, mid-rise living and office employment. The proposed restaurant/bar use is a compatible use for this placetype.
6. The site is located within the Eastlake-Garfield TOD (Transit Oriented Development) District, the boundaries for which are Interstate 10 on the east and north, 7th Street on the west, and the Union Pacific Railroad on the south. The Policy Plan adopted for the Eastlake-Garfield TOD District provides a blueprint for fully achieving the transformative potential of light rail in a sustainable manner. Changes advocated in the plan can lower transportation costs for residents, create new business opportunities, encourage active, healthy lifestyles, ensure Phoenix increases its competitive advantage in the global marketplace, and improve prosperity by growing the economy in locations with existing infrastructure and public services. In order to realize the implementation of the Vision and Master Plan for the Eastlake-Garfield TOD District, one key recommendation is the implementation of the Walkable Urban Code, a form-based zoning code. This site was not mapped for Walkable Urban Code as it has Historic Preservation zoning and the structure has historic significance. The request to rezone to Walkable Urban Code is appropriate because the proposal will maintain the Historic Preservation zoning, and therefore preserve the existing structure.
7. The Eastlake-Garfield TOD Policy Plan, in the Land Use Element, mapped areas to stabilize, retrofit and redevelop. The subject site is illustrated to be stabilized. The proposal is to utilize the existing historic building on-site for a restaurant/bar use is consistent with the policy plan.
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. Toward that end, development of this site will contribute to the urban forest infrastructure through the provision of trees along the rights-of-way. Trees should be planted near the sidewalks to provide maximum shade and thermal comfort for pedestrians.
9. Bicycle parking is a requirement of the Walkable Urban Code and is supported by the City of Phoenix Comprehensive Bicycle Master Plan. New development

should be designed to support walking and bicycling. Census data indicates about half of the households in this general area do not have access to an automobile. It is likely that many residents will utilize bicycles as a form of transportation. The site is adjacent to a bicycle lane on Washington Street and located in close proximity to proposed bicycle lanes and bike priority intersections. The development will be required to meet the bicycle parking requirements outlined in Section 1307.H of the Zoning Ordinance.

10. 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 the applicant's submittals.

#### COMMUNITY INPUT SUMMARY

11. From the time the case was filed to the time the staff report was written, no correspondence by the public was received by staff.

#### INTERDEPARTMENTAL COMMENTS

12. The Water Services Department commented that the property has existing water and sewer mains that could potentially serve the development.
13. The Floodplain Management division of the Public Works Department indicated that the parcel is not located in a Special Flood Hazard Area (SFHA), but located in a Shaded Zone X, on panel 2210 L of the Flood Insurance Rate Maps (FIRM) dated October 16, 2013.
14. The Fire Department does not anticipate any problems with this case. They noted that the site and/or buildings shall comply with the Phoenix Fire Code.
15. The Aviation Department requires that the property owner record a Notice to Prospective Purchasers of Proximity to Airport in order to disclose the existence, and operational characteristics of City of Phoenix Sky Harbor International Airport (PHX) to future owners or tenants of the property. This is addressed in Stipulation No. 1.
16. The site is located in a larger area identified as being archaeologically sensitive. If further review by the City of Phoenix Archaeology Office determines the site and immediate area to be archaeologically sensitive, and if no previous archaeological projects have been conducted within this project area, it is recommended that archaeological Phase I data testing of this area be conducted. Phase II

archaeological data recovery excavations may be necessary based upon the results of the testing. A qualified archaeologist must make this determination in consultation with the City of Phoenix Archaeologist. In the event archaeological materials are encountered during construction, all ground disturbing activities must cease within a 33-foot radius 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 Nos. 2 through 4.

17. Public Transit, Parks and Recreation, and the Street Transportation Departments did not have comments regarding this request.

#### OTHER

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 proposal is consistent with the General Plan Land Use Map designation of Commercial.
2. The proposed development is within the Eastlake-Garfield TOD District, is near the light rail corridor, and is compatible for the vision of this parcel and area.
3. The proposal to adaptively reuse the existing historically designated building for the restaurant/bar use is consistent with the Land Use Section of the Eastlake-Garfield TOD District Policy Plan.

#### **Stipulations**

1. The developer shall record a Notice to Prospective Purchasers of Proximity to Airport in order to disclose the existence and operational characteristics of Phoenix Sky Harbor International Airport (PHX) to future owners or tenants of the property.
2. If determined necessary by the Phoenix Archaeology Office, the applicant shall conduct Phase I data testing and submit an archaeological survey report of the development area for review and approval by the City Archaeologist prior to clearing and grubbing, landscape salvage, and/or grading approval.
3. If Phase I data testing is required, and if, upon review of the results from the Phase I data testing, the City Archaeologist, in consultation with a qualified



archaeologist, determines such data recovery excavations are necessary, the applicant shall conduct Phase II archaeological data recovery excavations.

4. 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**

Elyse DiMartino

February 1, 2019

**Team Leader**

Samantha Keating

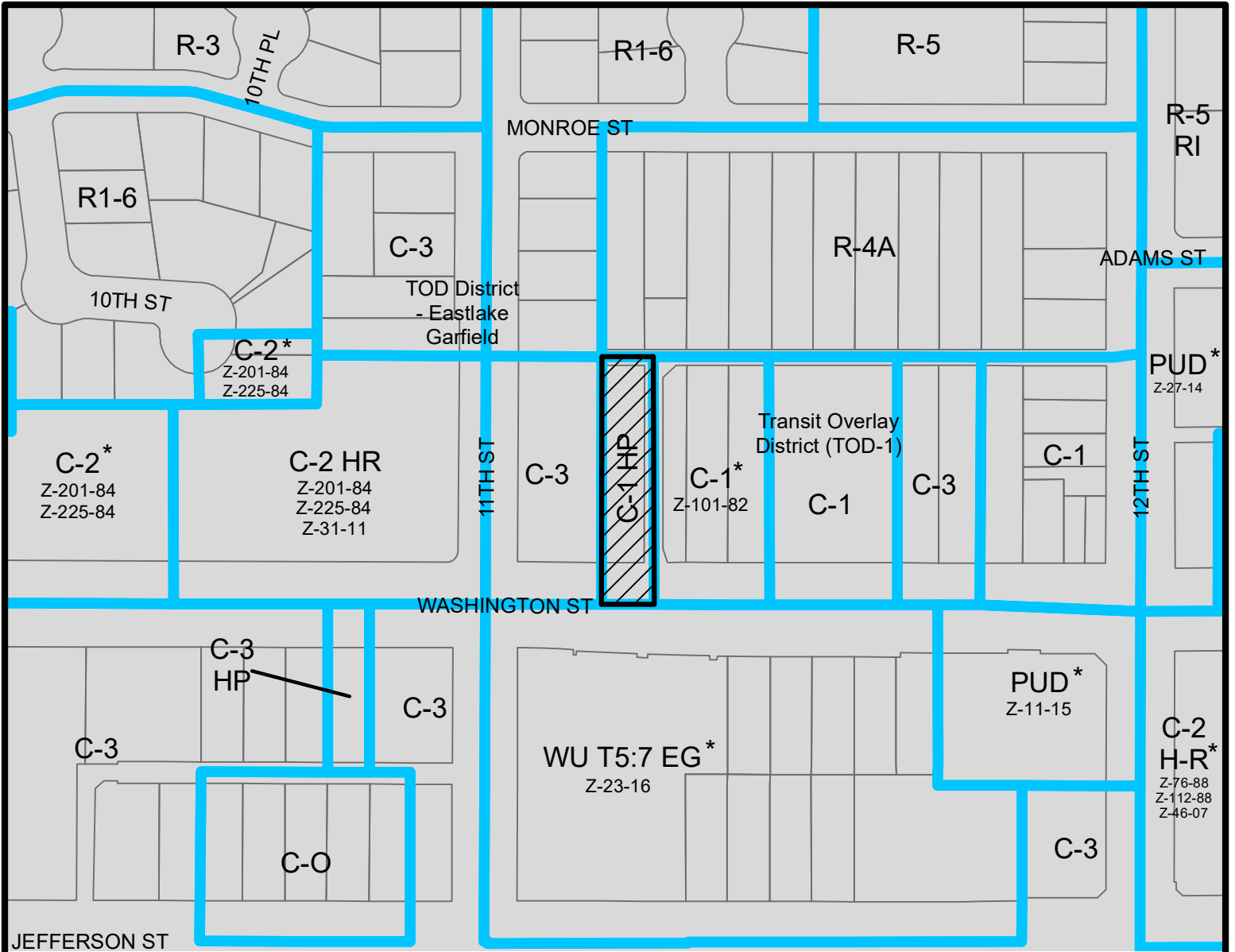
**Exhibits**

Sketch Map

Aerial Map

Site Plan Date Stamped November 21, 2018

Elevations Date Stamped November 21, 2018



Miles

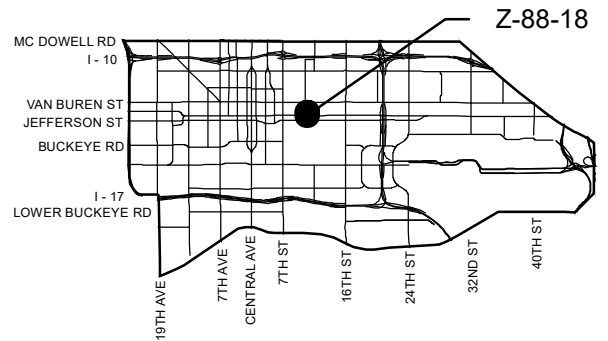


**CENTRAL CITY VILLAGE**

CITY COUNCIL DISTRICT: 8

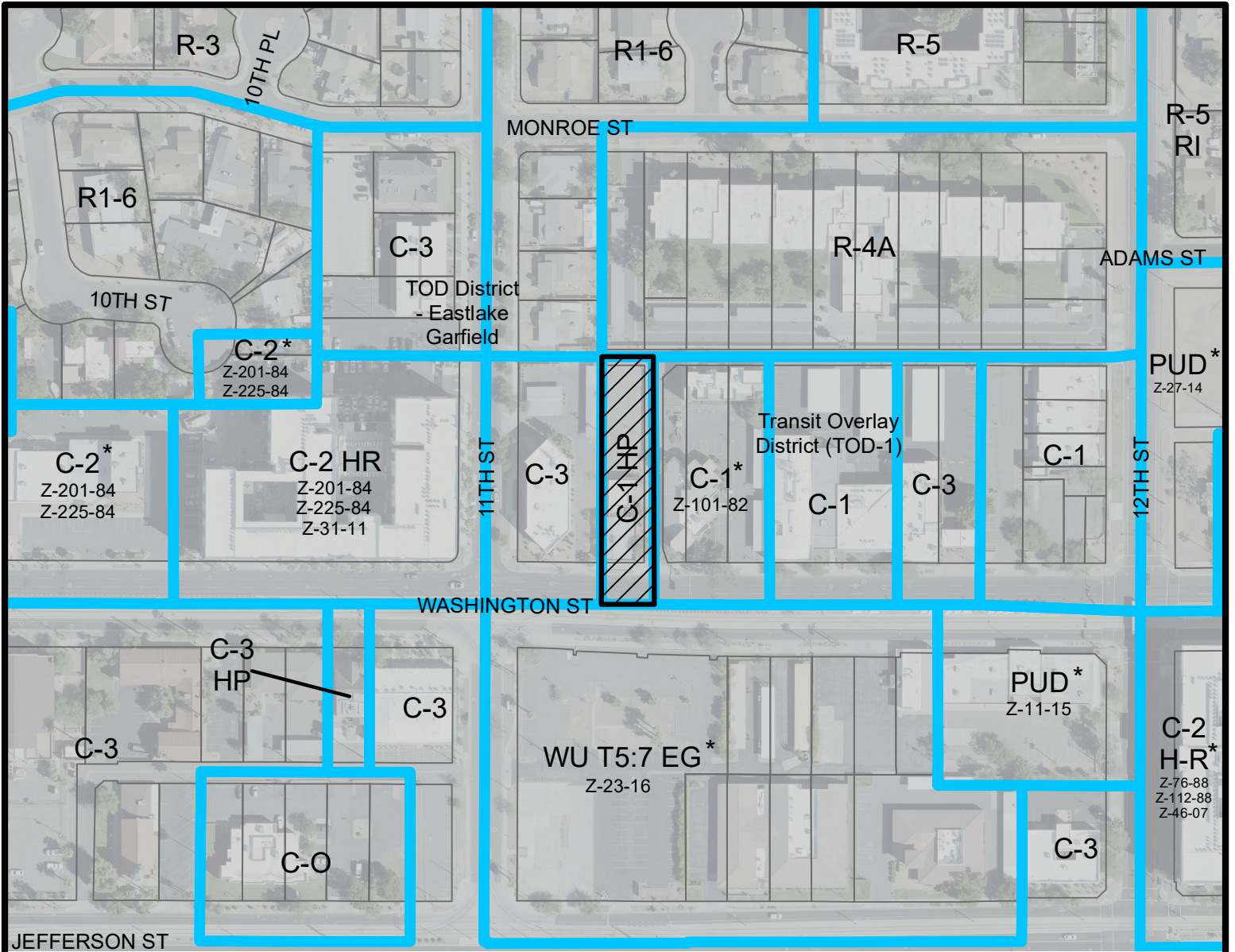


**City of Phoenix**  
PLANNING AND DEVELOPMENT DEPARTMENT



<b>APPLICANT'S NAME:</b> Jennifer Herbert		<b>REQUESTED CHANGE:</b>	
<b>APPLICATION NO.</b> Z-88-18		<b>FROM:</b> C-1 HP TOD-1 ( 0.42 a.c.)	
<b>DATE:</b> 1/2/2019 <small>REVISION DATES:</small>		<b>TO:</b> WU Code T5:2 EG HP ( 0.42 a.c.)	
<small>GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX.</small> <b>0.42 Acres</b>		<small>AERIAL PHOTO &amp; QUARTER SEC. NO.</small> <b>QS 10-29</b>	<small>ZONING MAP</small> <b>F-8</b>
<b>MULTIPLES PERMITTED</b> C-1 HP TOD-1 WU Code T5:2 EG HP		<b>CONVENTIONAL OPTION</b> 6 No Maximum	
		<b>* UNITS P.R.D. OPTION</b> 7 N/A	

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



Miles

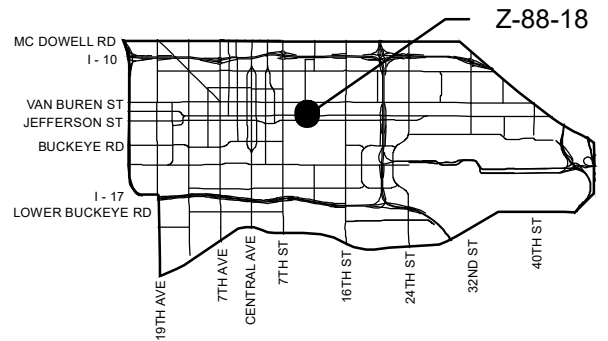


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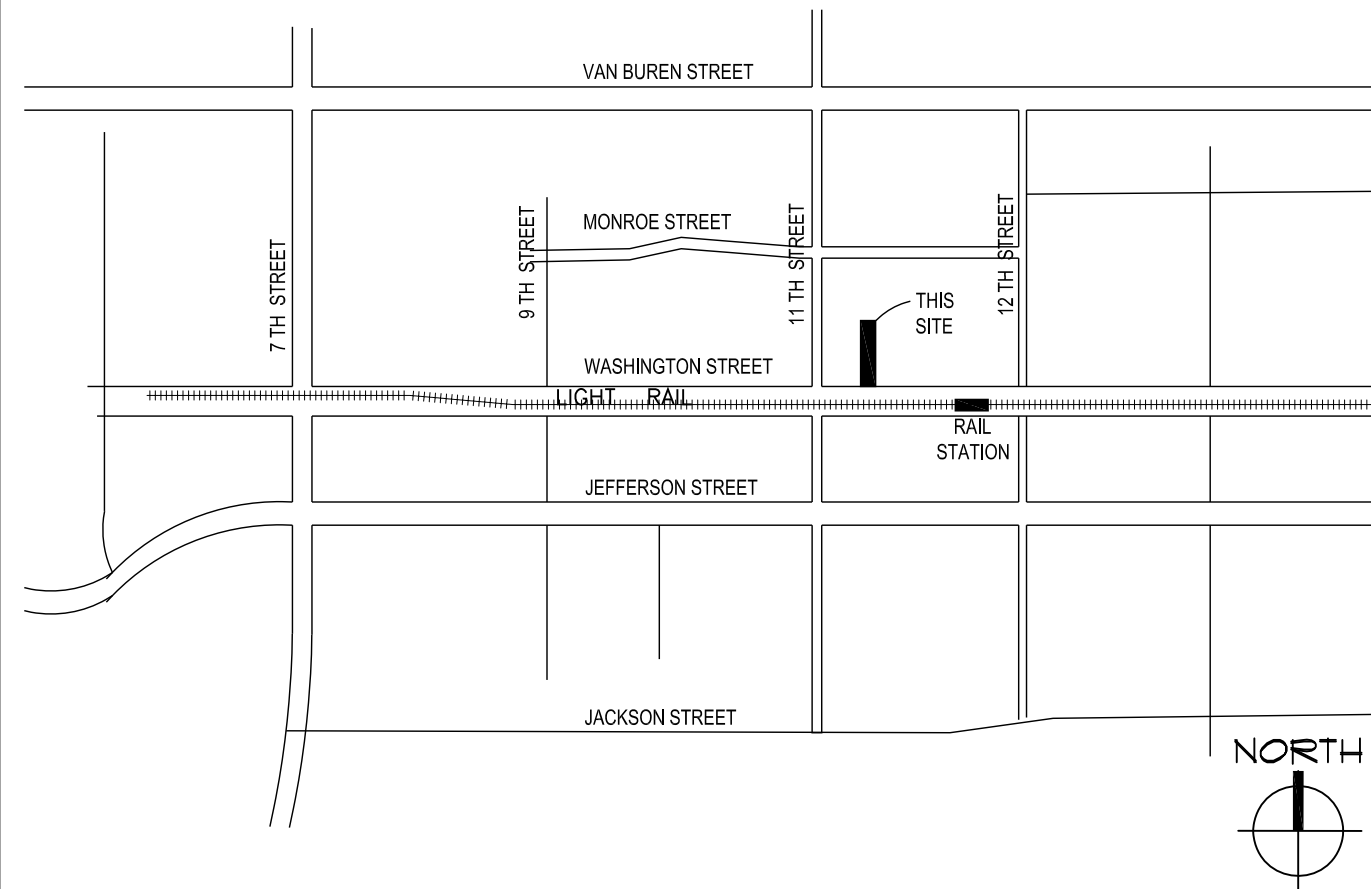
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		<b>* UNITS P.R.D. OPTION</b> 7 N/A	

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

VICINITY MAP



PROJECT DATA

PROJECT ADDRESS:	1110 EAST WASHINGTON STREET
ZONING:	C-1 HP
EXISTING ZONING:	WU T5.2 EG HP
PROPOSED ZONING:	
LOT COVERAGE:	29%
F.A.R.:	26%
HEIGHT:	21'-0"
AREA:	
SITE AREA:	11,800 SF
BUILDING AREA:	330 SF
NEW CONSTRUCTION:	00 SF
BASEMENT:	330 SF
REMODEL EXISTING:	3451 SF
TOTAL:	APPROX 3451 SF
WITH BASEMENT:	3781 SF
EXTERIOR DINING:	1,078 SF
SEATING:	
EXTERIOR SEATING:	110
INTERIOR SEATING:	99
TOTAL:	209
PARKING REQUIRED:	38 STALLS
PROVIDED:	
ACCESSIBLE:	= 1
STANDARD STALLS:	= 12
TOTAL:	13

PROJECT TEAM

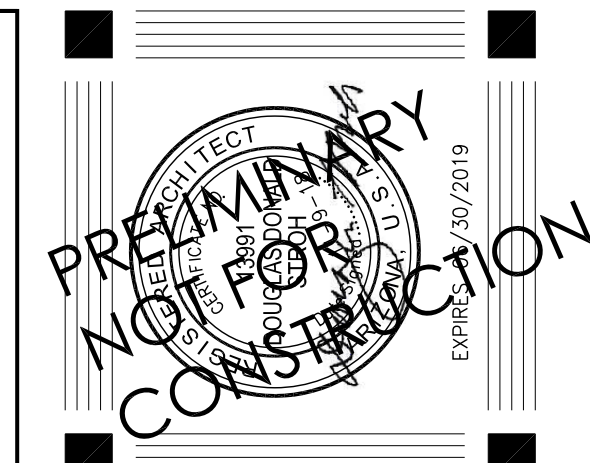
APPLICANT: SUPERSTITION MEADERY, LLC  
1710 ROLLING HILLS DRIVE  
PRESCOTT, AZ 86303  
480-296-4211

APPLICANT PROJECT MANAGER: JENNIFER HERBERT  
1710 ROLLING HILLS DRIVE  
PRESCOTT, AZ 86303  
480-296-4211  
jen@superstitionmeadery.com

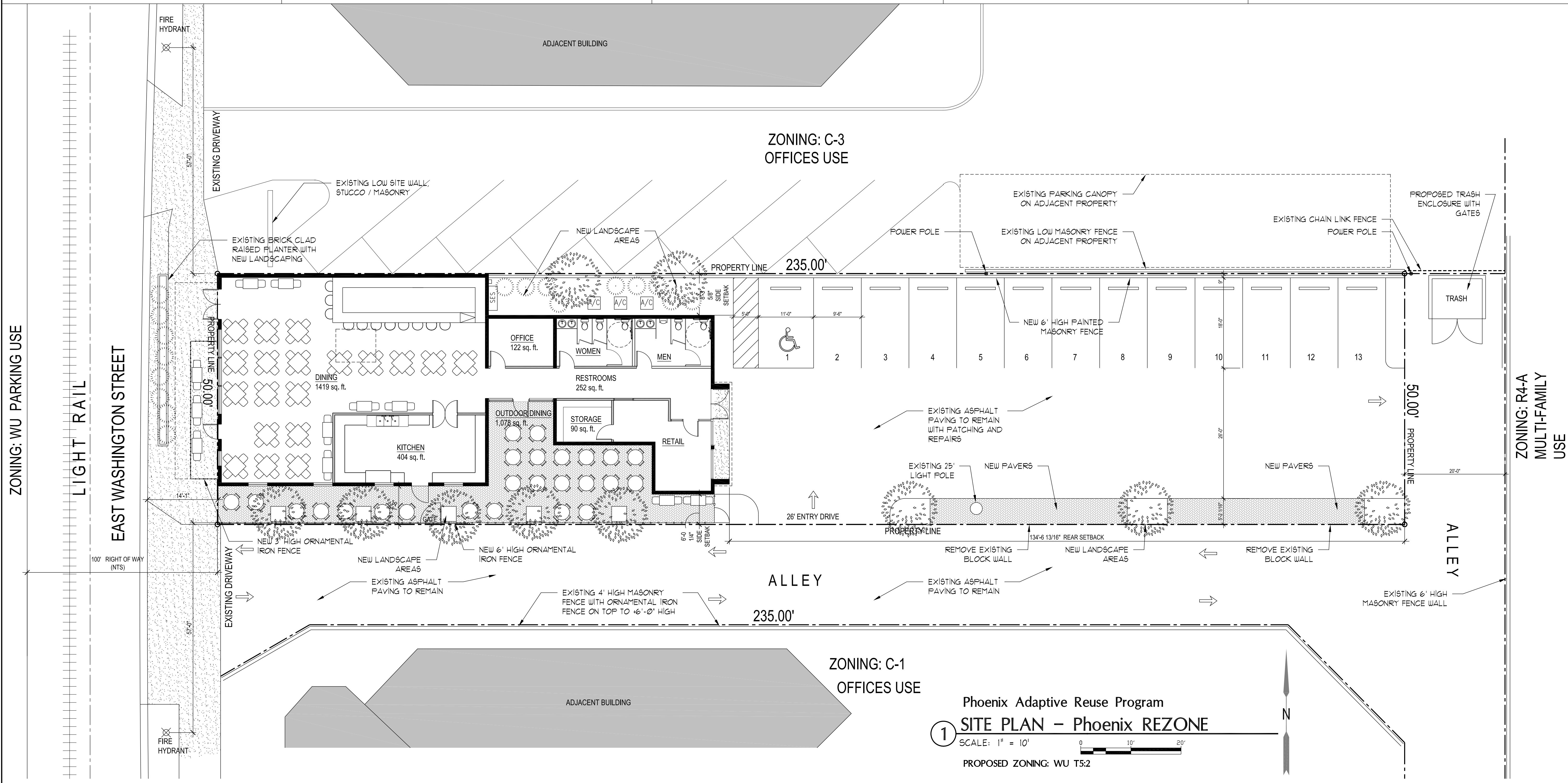
DESIGN PROFESSIONAL: STROH ARCHITECTURE INC  
1577 PLAZA WEST DRIVE SUITE B  
PRESCOTT, ARIZONA 86303  
928.771.0548  
CONTACT: William X Waldrom  
william@stroharchitectureinc.com

PROJECT DESCRIPTION

SUPERSTITION MEADERY, LLC IS AN ARIZONA COMPANY THAT PRODUCES AWARD WINNING MEAD (HONEY WINE) AND HARD CIDER. CURRENTLY SUPERSTITION OPERATES A PRODUCTION FACILITY AND A SEPARATE TASTING ROOM AND RESTAURANT IN PRESCOTT, AZ. SUPERSTITION WOULD LIKE TO OPEN A RESTAURANT THAT SERVES ITS MEAD AND CIDER, ALONG WITH A WIDE SELECTION OF TAPAS AND DESSERTS IN THE BUILDING LOCATED AT 1110 E WASHINGTON. WE PLAN TO OFFER FOOD AND BEVERAGE SERVICE DURING PERMITTED HOURS, INCLUDING OUTDOOR DINING. WE BELIEVE THAT OUR VISION OF OFFERING A HIGH END AUTHENTIC ARIZONA EXPERIENCE IN THE HISTORIC BRICK BUILDING WILL BLEND PERFECTLY WITH THE EASTLAKE-GARFIELD TRANSIT OVERLAY DISTRICT POLICY PLAN. OUR GOAL OF ADDING A POSITIVE IMPACT BUSINESS TO THIS AREA COINCIDES WITH THE VISION OF REINVENT PHOENIX BY ADDING A VIBRANT LOCATION TAKING ADVANTAGE OF AND PROMOTING THE USE OF THE VALLEY METRO RAIL SYSTEM.



STROH ARCHITECTURE, INC.  
1577 Plaza West Drive, Suite B  
Prescott, AZ 86303  
(928) 771-0548



Phoenix Adaptive Reuse Program  
1 SITE PLAN - Phoenix REZONE  
SCALE: 1" = 10'  
PROPOSED ZONING: WU T5.2



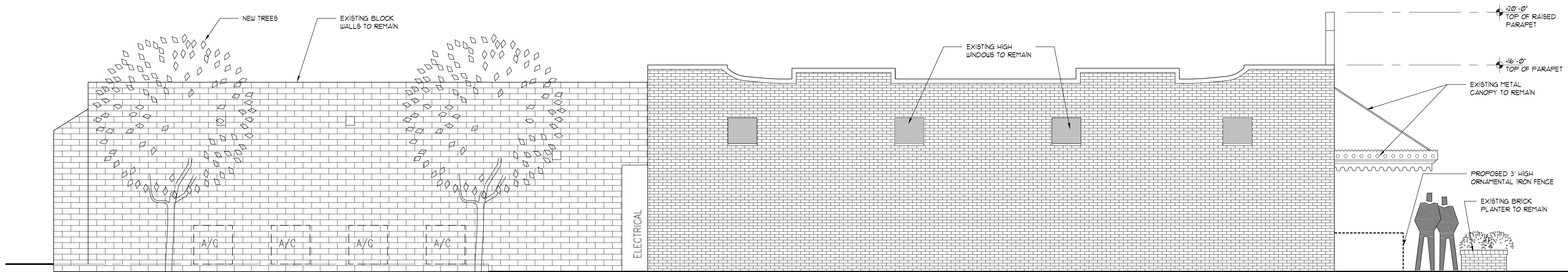
NEW TASTING ROOM FOR  
SUPERSTITION MEADERY  
PHOENIX, ARIZONA

REVISION

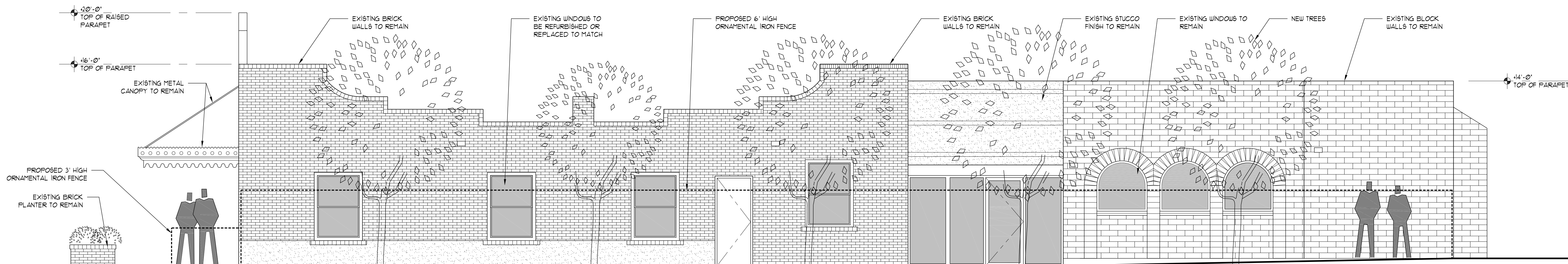
SHEET

SITE PLAN  
**RZ-1**

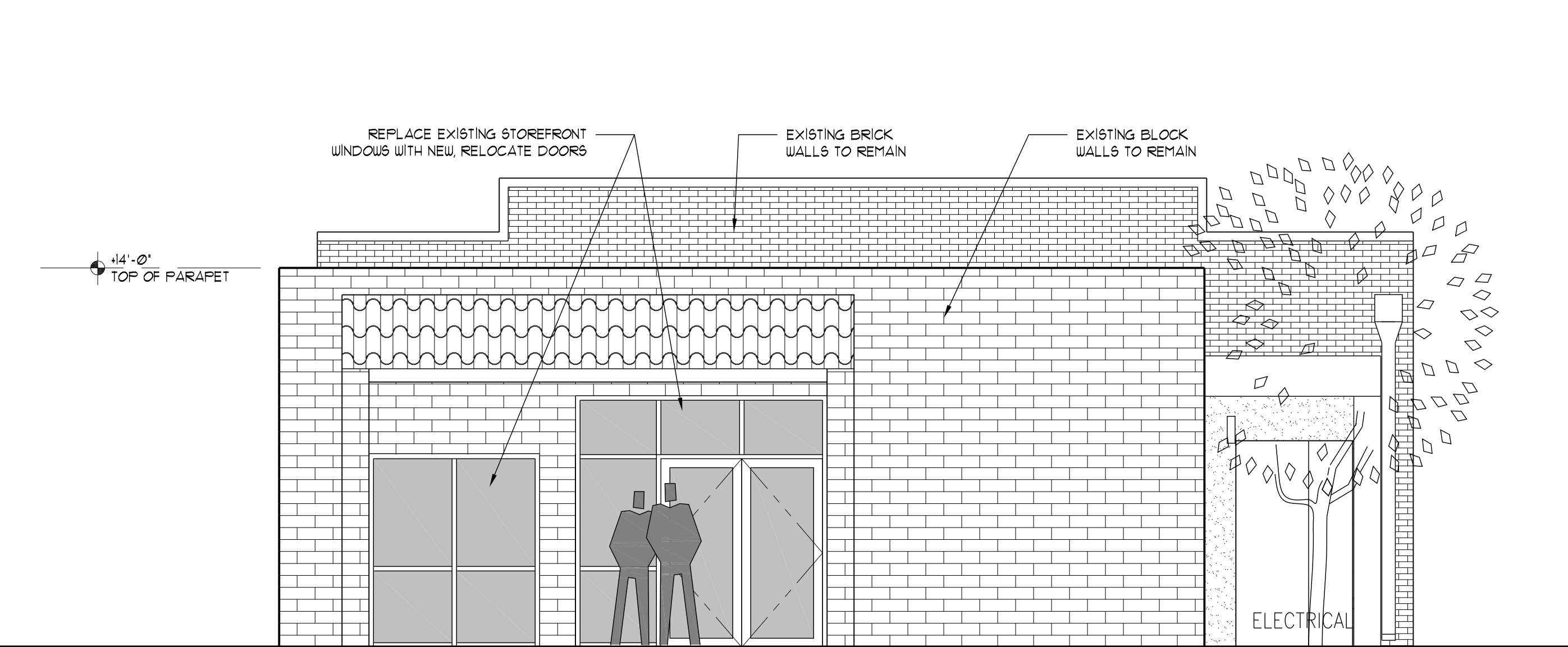
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CHECKED BY: DDS  
DATE: Nov 21, 2018  
JOB NO.: 18013



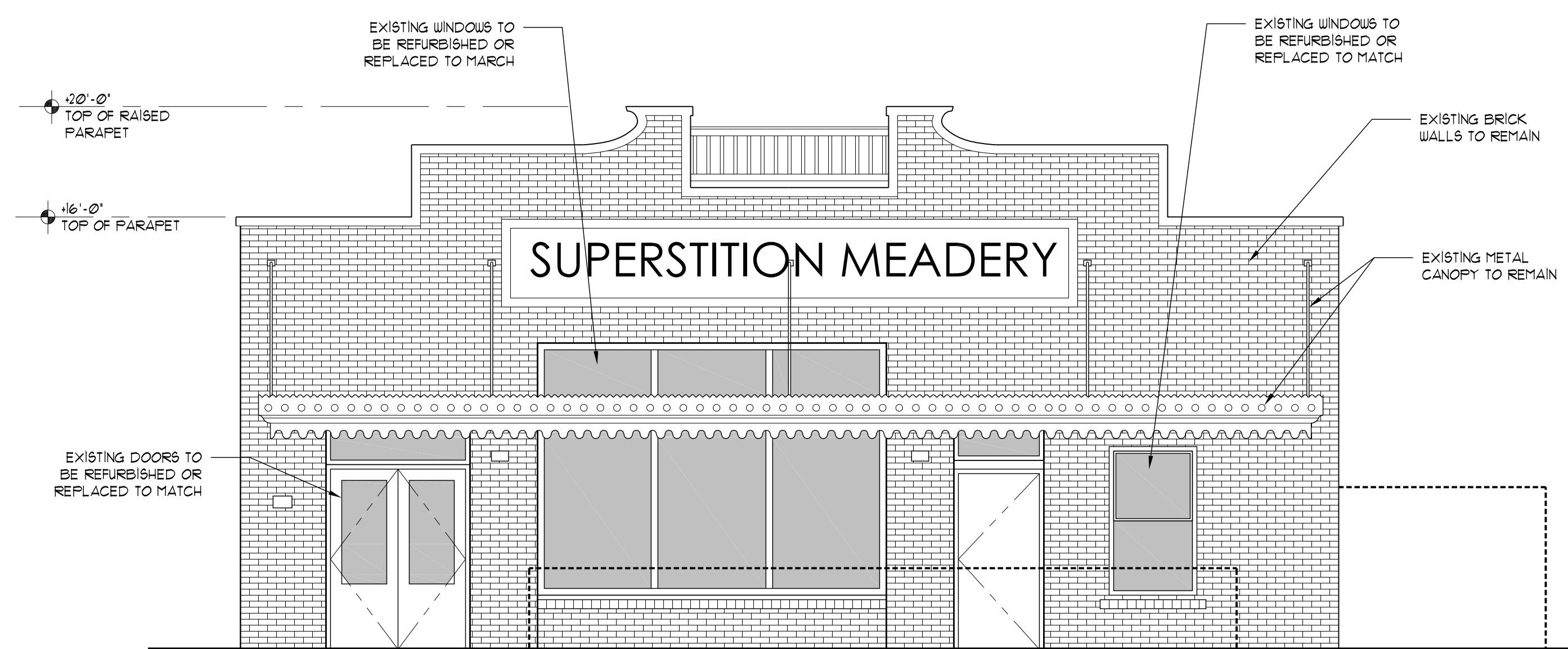
① WEST ELEVATION  
SCALE: 1/4" = 1'-0"



② EAST ELEVATION  
SCALE: 1/4" = 1'-0"



③ NORTH ELEVATION  
SCALE: 1/4" = 1'-0"



④ SOUTH ELEVATION  
SCALE: 1/4" = 1'-0"



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NEW TASTING ROOM FOR  
SUPERSTITION MEADERY  
PHOENIX, ARIZONA

REVISION  
CITY OF PHOENIX  
NOV 21 2018  
Planning & Development  
Department

SHEET  
EXTERIOR  
ELEVATIONS  
**RZ-2**  
DRAWN BY: WXX  
CHECKED BY: DDS  
DATE: Nov 21, 2018  
JOB NO.: 18013