



City of Phoenix
PLANNING AND DEVELOPMENT DEPARTMENT

***REVISED**
Staff Report
Zoning Ordinance Text Amendment
Z-TA-10-23-7
May 13, 2024

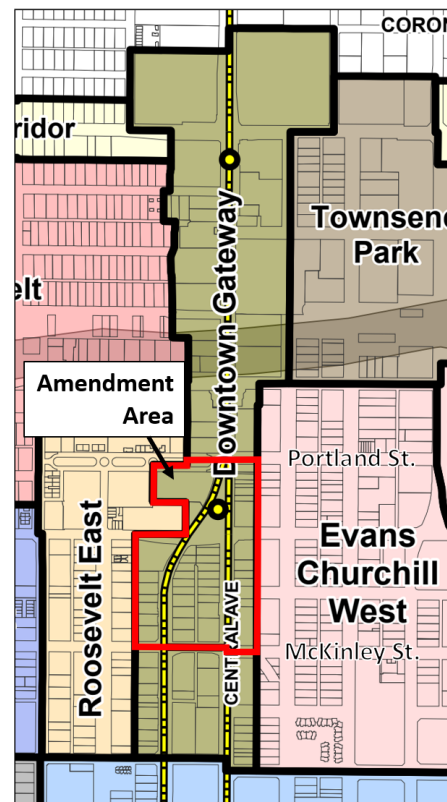
Application No. Z-TA-10-23-7: Amend Section 1212.B (Downtown Gateway, Development Standards) of the Phoenix Zoning Ordinance to allow for a height bonus up to 30 percent within the Downtown Gateway Character Area between McKinley Street and Portland Street.

Staff Recommendation: Staff recommends approval of Z-TA-10-23-7 as shown in the recommended text in Exhibit A.

Background

This request is to amend the Downtown Gateway Character Area standards in the Downtown Code to allow a height bonus up to 30 percent between McKinley Street and Portland Street. The Downtown Gateway Character Area is intended to be a high-density, vibrant corridor with a mix of residential and commercial development designed for transit riders. Restaurants with outdoor dining, and commercial and retail uses should be placed along the street to invite pedestrian exploration. Streetscape improvements throughout the area should be encouraged to make light rail accessible and vibrant.

The area affected by the proposed text amendment is generally bounded by Portland Street to the north, McKinley Street to the south, the alley between Central Avenue and 1st Street to the east, and the alley between 1st Avenue and 2nd Avenue to the west. The area generally contains a mix of land uses, including mid-rise to high-rise multifamily residential buildings, retail uses, offices, vacant land, and surface parking. The light rail runs through the area along Central



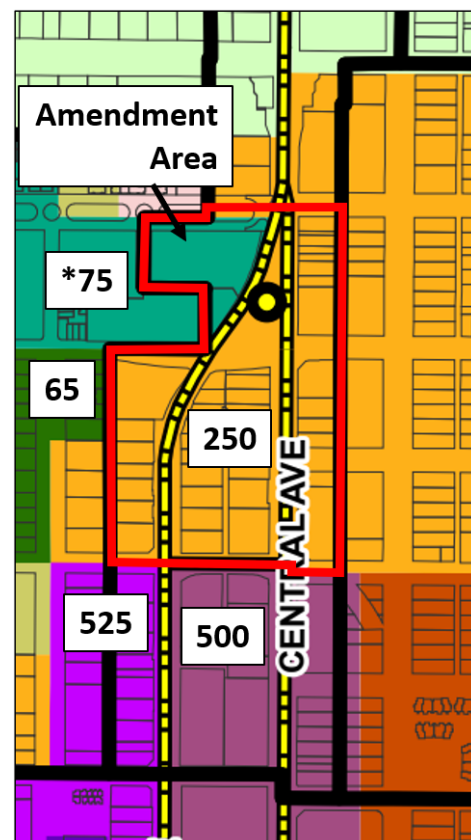
Downtown Code Character Areas Map, Source: Planning and Development Department

Avenue and 1st Avenue with a station between Roosevelt Street and Portland Street.

*The regulating maps of the Downtown Code permit a maximum height of 250 feet for most of the amendment area and a maximum height of 75 feet for a portion in the northwest corner of the area. The permitted density is 218 dwelling units per acre for most of the area and no maximum for a portion of the area. Density may be increased by up to 50 percent with sustainability bonus points. The character area permits 100 percent lot coverage. Currently, the character area does not permit an increase in height using sustainability bonus points. The proposed text amendment would not change the height regulating map, shown below, but would permit a 30 percent increase in height using sustainability bonus points between Portland Street and McKinley Street.



Aerial Map, Source: Planning and Development Department



Downtown Code Permitted Heights Map, Source: Planning and Development Department

The applicant's proposed development is located at the northeast corner of Central Avenue and Garfield Street in the Downtown Gateway Character Area of the Downtown Code. The conceptual site plan, attached as an exhibit, shows a 30-story, 325-foot tall, mixed-use building with 273 multifamily residential units and approximately 8,000 square feet of ground floor commercial space. The applicant proposes to use sustainability bonus points to increase the allowed density from 218 to 297 dwelling units per acre, reduce the parking from 281 spaces to 142 spaces, and increase the allowed height from 250 feet to 325 feet. The proposed density and parking may be achieved through a sustainability bonus. This text amendment is proposed to facilitate the 30 percent increase in height through a sustainability bonus.



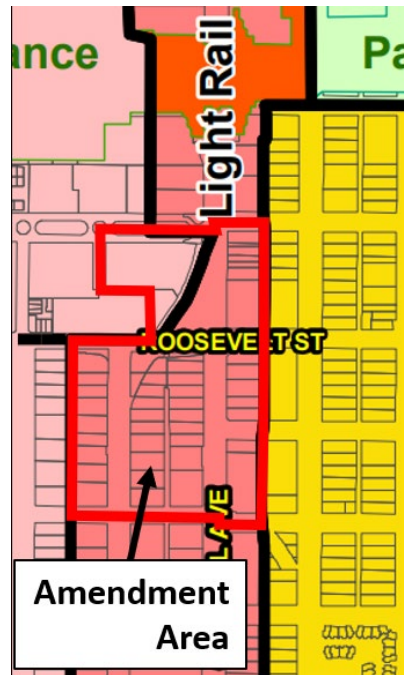
Aerial Map, Source: Planning and Development Department

The sustainability bonus system is an element of the Downtown Code designed to provide projects that exhibit environmentally friendly design and performance elements with additional entitlements. The sustainability bonus system is defined in [Section 1223](#) of the Zoning Ordinance with credits defined for each sustainability feature and a method to translate credits into modifications to the allowed height, density, lot coverage, or parking of a project. This system is only applicable to projects that are located in Character Areas that allow such bonuses.

Background: Urban Form Project and the Downtown Code

The Downtown Urban Form Project was initiated in 2006. The Downtown Phoenix Plan is a product of the Downtown Phoenix Urban Form Project and was prepared to provide direction for implementation of the community vision for an active, pedestrian-oriented and sustainable Downtown. The Downtown Phoenix Plan was adopted by City Council in 2008 and served as a precursor to the Downtown Code, adopted in 2010, which is now Chapter 12 of the Phoenix Zoning Ordinance.

The area affected by the proposed text amendment is mostly within the Light Rail Corridor Character Area in the Downtown Phoenix Plan while a portion in the northwest corner is within the Roosevelt Character Area. The Light Rail Corridor Character Area was renamed to Downtown Gateway when the Downtown Code was adopted, and the boundaries were adjusted to include the entire area affected by the proposed text amendment. The Downtown Phoenix Plan states that the Light Rail Corridor will be a high-density corridor that is a vibrant mix of residential and commercial development catering to a pedestrian and transit-oriented population (pg. 3-12).



Downtown Phoenix Plan Character Area Map, Source: Planning and Development Department

The Downtown Phoenix Plan lists two policies related to height in the Light Rail Corridor Character Area.

- Policy 3-5: Develop urban design standards that will encourage high density development that maximizes commercial and residential activity around transit stations.
- Policy 3-7: Develop height transition and design standards that encourage new development while enhancing the livability of established neighborhoods.

Staff Analysis

*The request does not increase the height allowed in the Downtown Gateway Character Area by right, rather it creates the opportunity for projects to achieve more height by providing community benefits through sustainability bonus points. In the majority of the amendment area, height could be increased from the base 250 feet of height to a maximum of 325 feet of height with bonus points. In the portion of the amendment area that allows 75 feet in height, the maximum height achievable through bonus points is 97 feet. The proposal to increase the allowable height by a sustainability bonus provision is consistent with the Downtown Phoenix Plan policies, provides for a public benefit, and is sensitive to the surrounding area.

The request is consistent with Policy 3-5, as it creates a standard that encourages high density development directly adjacent to the Central Avenue / Roosevelt Avenue light

rail station. This will create more commercial and residential opportunities around the transit station.

The request is consistent with Policy 3-7, as it creates a height transition along the Central Avenue corridor. The allowed heights immediately south of the amended area are 500 and 525 feet and north of the amended area is 250 feet. Allowing developments within the amended area to achieve 325 feet of height through sustainability bonus points provides for an appropriate transition in height along the corridor.

Conclusion

Staff recommends approval of Z-TA-10-23-7 to amend the Downtown Gateway Character Area text shown in Exhibit A of the staff report. The proposal to allow additional height through sustainability bonus points in the area defined in the text is appropriate, given the immediate proximity to transit and the transition to greater heights directly to the south, and offers community benefits through a sustainability bonus in exchange for the option for additional height.

Writer

Anthony Grande

May 13, 2024

Team Leader

Racelle Escolar

Exhibits

Exhibit A: Proposed Language

Exhibit B: Applicant Narrative, Site Plan, and Elevations (5 pages)

Exhibit A

Z-TA-10-23-7: Height Bonus in Downtown Gateway Character Area

Proposed Language:

Amend Section 1212.B (Downtown Gateway, Development Standards) of the Phoenix Zoning Ordinance to allow for a height bonus up to 30 percent within the Downtown Gateway Character Area between McKinley Street and Portland Street as follows:

B. Development Standards.

1. Maximum height.

a. *Main building:* governed by the height map, Section 1202.C.

(1) *Height bonus:* None, **EXCEPT NORTH OF MCKINLEY STREET AND SOUTH OF PORTLAND STREET: 30% MAXIMUM**

* * *

Rezoning Narrative

Client: Mainstreet Capital Arch Project #: 5333.00
Project: 901 N Central
Date: August 1st, 2023

Zoning District: DTC Downtown Gateway
 Arts and Culture Small Business Overlay
Height (1202.C): 250' allowed, 320' proposed – need 28% increase (no bonus allowed)

Density (1202.D): 218 units/acre allowed, 297 units acre proposed – need 36.5% increase (40% increase bonus allowed)

Lot Coverage: 100% allowed
Setbacks: Side: 0' min
 Rear: 0' min
 Front: Per Streetscape Standards (Below)

Parking (1206) 1 space per dwelling unit min/ 2 spaces per dwelling unit max, 273 min required (10% of required parking can be compact), 344* Provided (204 Standard + 133 Compact + 7 ADA – Min. 245 standard stalls required). 1 space per 1,000 sf non res min/ 4 spaces per 1,000 sf non res max, 8 min req'd, 8 provided Loading: 1 bay (10' wide x 30' long) for residential over 160,000sf
 Loading: not required for commercial under 40,000 sf
 *Seeking a 50% parking reduction (1212.B.5) to meet parking requirements for standard stalls.

Streetscape Standards (1212.D)

Garfield to Alley Min Building setback: 0'
 Max Building Setback: 5'
 Building Frontage: Min 50%
 Allowed Frontage: All
 Min Sidewalk Width: 8'*
 Min Streetscape Zone Width: 8'*

*Currently the existing buildings and property along Garfield do not allow for these widths, we are proposing extending the curb line out in order to meet these requirements

Central: Min Building setback: 0'
 Max Building Setback: 5'
 Building Frontage: Min 75%
 Allowed Frontage: Stoop/Door Well (SD), Storefront (S), Gallery/Arcade (GA)
 Min Sidewalk Width: 8'**
 Min Streetscape Zone Width: 8」**

**Currently the existing buildings and property along Central do not allow for these widths. Variance will be required per development pre-application comments.

Sustainability Bonus (1223)

Height Increase: 30% Increase Max (325'-0" Max)

Pts Density Increase: 218 DU/AC Allowed, 297 DU/AC Proposed (36.5% increase) (40% Sustainability Bonus Matrix)

Bonus Points Total: 105

VICINITY MAP



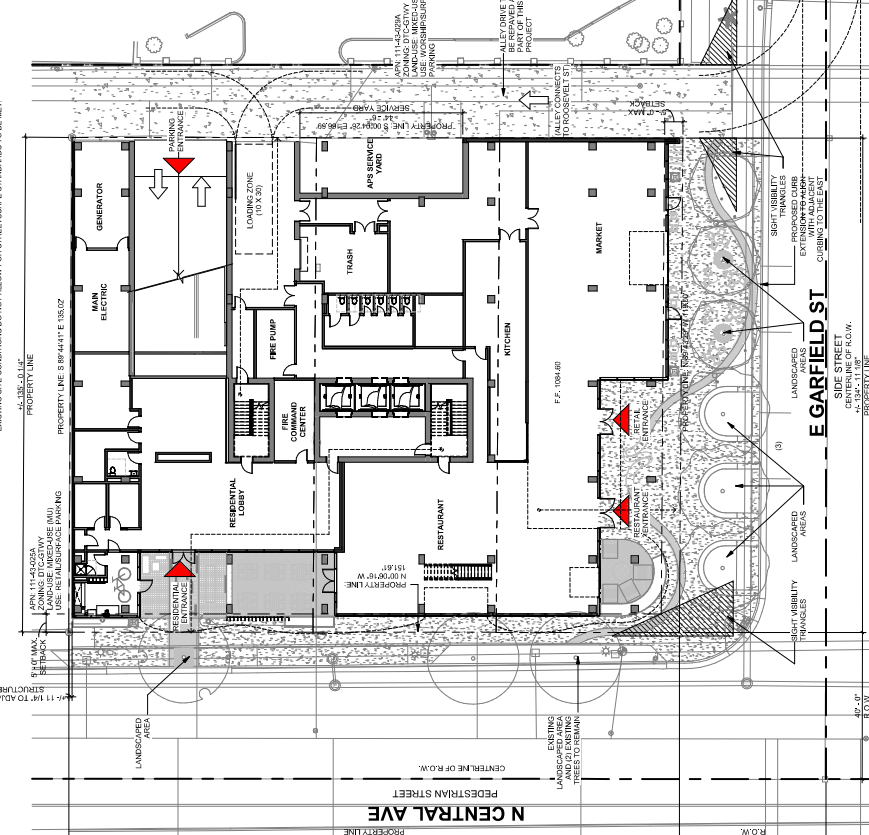
FRONTAGE TYPE

- STOREFRONT
- 75% MIN GLAZING BETWEEN 3 & 8 ABOVE GRADE
- SIDE STREET USE SPACE
- CHANGES TO THE BUILDING PLANE IDENTIFICATIONS, TEXTURES, OR ACCENT MATERIALS
- CONFORMANCE WITH CITY ORDINANCES (SIGNAGE, LOGOS, ETC.)

BUILDING STANDARDS

STREET SECTION	MIN. WALKWAY WIDTH	MIN. WALKWAY DEPTH	MIN. WALKWAY SETBACK	MIN. WALKWAY WIDTH	MIN. WALKWAY DEPTH
E GARFIELD ST	5'-0"	5'-0"	5'-0"	5'-0"	5'-0"
N CENTRAL AVE	5'-0"	5'-0"	5'-0"	5'-0"	5'-0"

STREET SECTION	MIN. WALKWAY WIDTH	MIN. WALKWAY DEPTH	MIN. WALKWAY SETBACK	MIN. WALKWAY WIDTH	MIN. WALKWAY DEPTH
E GARFIELD ST	5'-0"	5'-0"	5'-0"	5'-0"	5'-0"
N CENTRAL AVE	5'-0"	5'-0"	5'-0"	5'-0"	5'-0"



1 SITE PLAN

SCALE: 1/16" = 1'-0"

PROJECT DATA

PROJECT ADDRESS: 801 W. BROWN AVE, PHOENIX, AZ 85018
LEGAL DESCRIPTION: 0.25 ACRES OF LAND IN THE CITY OF PHOENIX, MARICOPA COUNTY, ARIZONA, BEING THE SOUTHWEST CORNER OF THE SECTION 16, TOWNSHIP 33 NORTH, RANGE 12 WEST, RECORDING BOOK 1 OF MAPS, PAGE 68, RECORD OF MARICOPA COUNTY, ARIZONA, RECORDED IN BOOK 1 OF MAPS, PAGE 68, RECORD OF MARICOPA COUNTY, ARIZONA.
APPLICANT: SHEPHELY BULFINCH
PROJECT NAME: CENTRAL AND GARFIELD
PROJECT TYPE: RESIDENTIAL/COMMERCIAL MIXED-USE
PROJECT LOCATION: 801 W. BROWN AVE, PHOENIX, AZ 85018
PROJECT CONTACT: SHEPHELY BULFINCH, 1400 N. CENTRAL AVE, SUITE 100, PHOENIX, AZ 85004, (602) 944-1111, SHEPHELY@SHEPHELYBULFINCH.COM

PROJECT TEAM

OWNER: MAINSTREET CAPITAL, 1400 N. CENTRAL AVE, SUITE 100, PHOENIX, AZ 85004, (602) 944-1111, MAINSTREET@MAINSTREETCAPITAL.COM
ARCHITECT: SHEPHELY BULFINCH, 1400 N. CENTRAL AVE, SUITE 100, PHOENIX, AZ 85004, (602) 944-1111, SHEPHELY@SHEPHELYBULFINCH.COM
ENGINEER: CHORRICK, 1400 N. CENTRAL AVE, SUITE 100, PHOENIX, AZ 85004, (602) 944-1111, CHORRICK@SHEPHELYBULFINCH.COM

GEN. SITE PLAN NOTES

- THIS PROJECT IS LOCATED IN THE CITY OF PHOENIX, MARICOPA COUNTY, ARIZONA. THE CITY OF PHOENIX WATER DEPARTMENT HAS REVIEWED THIS PROJECT AND HAS ISSUED A PERMIT TO CONSTRUCT. THE PROJECT WILL BE SUBJECT TO THE CITY OF PHOENIX WATER DEPARTMENT'S REQUIREMENTS FOR CONSTRUCTION AND PERMIT TO OCCUPY. THE PROJECT WILL BE SUBJECT TO THE CITY OF PHOENIX WATER DEPARTMENT'S REQUIREMENTS FOR OCCUPANCY. THE PROJECT WILL BE SUBJECT TO THE CITY OF PHOENIX WATER DEPARTMENT'S REQUIREMENTS FOR OCCUPANCY.
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UTILITIES

WATER: CITY OF PHOENIX
SEWER: CITY OF PHOENIX
ELECTRICITY: ARIZONA PUBLIC SERVICE CO.
CABLE: ARIZONA PUBLIC SERVICE CO.
TELEPHONE: ARIZONA PUBLIC SERVICE CO.
FIRE: CITY OF PHOENIX

PARKING DATA

TYPE	REQUIRED	PROVIDED	DEFICIENCY
TOTAL REQUIRED	142 STALLS	142 STALLS	0
TOTAL PROVIDED	142 STALLS	142 STALLS	0
RESIDENTIAL	142 STALLS	142 STALLS	0
COMMERCIAL	0	0	0
BIKE	0	0	0
ACCESSIBLE	0	0	0
STREET	0	0	0
ADJACENT	0	0	0
TOTAL	142 STALLS	142 STALLS	0

