



## City of Phoenix

PLANNING AND DEVELOPMENT DEPARTMENT

**To:** City of Phoenix Planning Commission **Date:** May 1, 2025

**From:** Racelle Escolar, AICP  
Principal Planner

**Subject:** ITEM NO. 3 (Z-87-D-03-2) – NORTHEAST CORNER OF 64TH STREET  
AND MAYO BOULEVARD

Rezoning Case No. Z-87-D-03-2 is a request to rezone a 51.37-acre site located at the northeast corner of 64th Street and Mayo Boulevard from S-1 (Approved CP/BP PCD) (Ranch or Farm Residence, Approved Commerce Park District, Business Park Option, Planned Community District), S-1 (Approved R-3A PCD) (Ranch or Farm Residence, Approved Multifamily Residence District, Planned Community District), and S-1 (Ranch or Farm Residence) to PUD PCD (Planned Unit Development, Planned Community District) for a Major Amendment to the Paradise Ridge PCD to allow multifamily and single-family attached residential.

The Desert View Village Planning Committee (VPC) heard this request on April 1, 2025, and recommended approval, per the staff recommendation with modifications. After the VPC, the applicant worked with staff to update the Signs section of the PUD regarding the proposed marquee sign near the entry at the corner of Mayo Boulevard and 66th Street. The applicant has developed acceptable language, including a design exhibit for the proposed sign.

Staff recommends approval, per the modified stipulations in **bold** font below:

1. An updated Development Narrative for the 64th & Mayo 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 the Development Narrative date stamped March 13, 2025, as modified by the following stipulations:
  - a. **Front cover: Revise the submittal date information to add the following: City Council adopted: [Add adoption date].**

- b. Page 22, Section F. Signs: ~~Remove all language, except the first two sentences~~ **REPLACE THE FOLLOWING LANGUAGE AFTER THE FIRST PARAGRAPH AS LISTED BELOW:**

**IN ADDITION TO BASE SIGNAGE, GIVEN (I) THE UNIQUE SITE ACCESS TO THE PROPERTY (WITH MAIN ACCESS TO ALL FOUR DEVELOPMENT QUADRANTS AT 66TH STREET), (II) THE IMPORTANCE OF CLEAR IDENTIFICATION FOR VISITORS AS WELL AS MODERN DELIVERY SERVICES (GOODS, FOOD DELIVER, CAR SHARE, ETC.), AND (III) DUE TO THE SIGNAGE CONTEXT ALONG THE NORTH SIDE OF MAYO BLVD, THE FOLLOWING PROJECT-SPECIFIC MARQUEE MAIN ENTRY SIGN IS PERMITTED. THIS MARQUEE SIGN WILL BE DESIGNED IN A MANNER THAT DOES NOT EXCEED THE STANDARDS OUTLINED BELOW.**

**MARQUEE MAIN ENTRY SIGN**

- **ONE (1) MARQUEE MAIN ENTRY SIGN FOR THE OVERALL PUD SHALL BE PERMITTED AT 66TH AND MAYO BLVD, IN GENERAL CONFORMANCE WITH THE LOCATION SHOWN IN ILLUSTRATION C BELOW.**
- **THE MARQUEE SIGN SHALL BE NO TALLER THAN 18 FEET IN HEIGHT.**
- **THE TOTAL SIGNAGE AREA SHALL BE NO GREATER THAN 100 SQUARE FEET PER SIDE.**
- **THE SIGN SHALL BE GENERALLY CONSISTENT WITH THE DESIGN SHOWN IN EXHIBIT 8, INCLUSIVE OF MATERIALS AND COLORS AS LISTED THEREIN.**

**THIS MARQUEE MAIN ENTRY SIGN IS AN IMPORTANT FEATURE OF THIS PUD AS TO ITS BRANDING DUE TO THERE BEING FOUR DEVELOPMENT UNITS, TWO OF WHICH ARE “HIDDEN” BY THE UNITS ALONG MAYO BLVD. TO ADDRESS THIS, AT THE MAIN ENTRANCE TO THE DEVELOPMENT (NORTHWEST CORNER OF 66TH STREET AND MAYO BOULEVARD), THE MARQUEE MAIN ENTRY SIGN WILL SERVE AS THE PRIMARY MONUMENT SIGN FOR THE ENTIRETY OF THIS MASTER-PLANNED COMMUNITY. THIS SIGN WILL PROVIDE SUFFICIENT SPACE TO DISPLAY THE FOUR (4) DISTINCT MULTIFAMILY DEVELOPMENTS PLANNED FOR THE PROJECT, EACH WITH ITS OWN BRANDING, LOGO AND NAME. THE SCALE AND PLACEMENT OF THE PROPOSED SIGN WILL ENHANCE VISIBILITY OF THE KEY ACCESS POINT TO THE DEVELOPMENT FROM MAYO BOULEVARD, IMPROVING WAYFINDING AND FOSTERING COMMUNITY RECOGNITION, WHILE FOCUSING TRAFFIC TO/FROM THE SITE TO THIS SIGNALIZED INTERSECTION. THE 18-FOOT SIGN IS PROPORTIONATE TO THE PROJECT’S SCALE AND IS CONSISTENT WITH THE COHESIVE DESIGN STANDARDS OF THIS PUD, OFFERING A HIGH-QUALITY VISUAL IDENTITY WHILE**

**ACCOMMODATING INDIVIDUAL BRANDING FOR EACH OF THE FOUR DEVELOPMENT PARCELS. IT IS ALSO OF SIMILAR SIZE AND PLACEMENT TO OTHER SIGNS FOUND ALONG THE NORTH SIDE OF THE MAYO BLVD CORRIDOR, PROVIDING A VISUAL CONNECTION TO THE LARGER NEIGHBORHOOD OF RESIDENTIAL AND COMMERCIAL DEVELOPMENT FROM THE CITY LIMITS TO 64TH STREET.**

**RATHER THAN INSTALLING A NUMBER OF GROUND SIGNS, THE MARQUEE MAIN ENTRY SIGN ACHIEVES A VISUAL ENVIRONMENT SUPERIOR TO THAT WHICH CAN BE ACHIEVED VIA ADHERENCE TO THE BASE SIGN ORDINANCE STANDARDS THROUGH ITS CONTEMPORARY DESIGN WHICH IS COMPLEMENTARY AND CONSISTENT WITH THE MODERN ARCHITECTURAL STYLE AS PROVIDED FOR WITHIN THIS PUD. CRAFTED FROM DURABLE MATERIALS AND INCORPORATING COMPLEMENTARY COLORS, THE SIGN WILL CONVEY A SENSE OF QUALITY AND PERMANENCE. CONSOLIDATING INDIVIDUAL COMMUNITY SIGNS TO A SINGULAR SIGN AT THE PROJECT'S "FRONT DOOR" ENHANCES DESIGN CONSISTENCY AND SUPPORTS THE OVERALL VISION FOR THE COMMUNITY AS ONE COHESIVE WHOLE. STRATEGICALLY POSITIONED AT THE SOUTHEAST CORNER OF THE PROPERTY, THE SIGN'S HEIGHT, SIZE, AND LOCATION IN AN AREA OF ENHANCED LANDSCAPING WILL CREATE A DISTINCT "FRONT DOOR" TO THE COMMUNITY. THE OVERALL DESIGN, LOCATION AND TREATMENT OF THE SIGN WILL CONTRIBUTE TO A SENSE OF PLACE AND GRANDEUR, SERVING NOT ONLY AS AN ENTRY MARKER FOR RESIDENTS AND VISITORS, BUT ALSO AS A DEFINING AND ATTRACTIVE VISUAL FEATURE FOR THOSE TRAVELING THROUGH THE AREA.**

- C. PAGE 22, SECTION F. SIGNS: REPLACE ILLUSTRATION C WITH THE IMAGE ATTACHED AS AN EXHIBIT TO THE PLANNING COMMISSION BACK UP MEMO DATED MAY 1, 2025.**
  - D. PAGE 54, EXHIBIT 8: REPLACE THE EXHIBIT WITH THE IMAGE ATTACHED AS AN EXHIBIT TO THE PLANNING COMMISSION BACKUP MEMO DATED MAY 1, 2025.**
2. A minimum 70 feet of right-of-way shall be dedicated and constructed for the north half of Mayo Boulevard, per the approved Master Street Plan.
  3. A minimum 70 feet of right-of-way shall be dedicated and constructed for the east half of 64th Street, per the approved Master Street Plan.
  4. A minimum 40 feet of right-of-way shall be dedicated and constructed for the west half of 66th Street, per the approved Master Street Plan.

5. Construction, funding, and phasing of all off-site mitigation improvements shall comply with the approved Master Street Plan and Master Phasing Plan for 64th Street and Mayo Boulevard.
6. Replace unused driveways with sidewalk, curb, and gutter. Also, replace any broken or out-of-grade curb, gutter, sidewalk, and curb ramps on all streets and upgrade all off-site improvements to be in compliance with current ADA guidelines
7. All streets within and adjacent to the development shall be constructed 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.
8. The site is located within a Special Flood Hazard Area (SFHA), ~~called a~~ SPECIFICALLY IN Zone AO, AS SHOWN on ~~p~~Panel 1315L of the Flood Insurance Rate Maps (FIRM), revised ON ~~February 8, 2024~~ OCTOBER 16, 2013. TO ENSURE COMPLIANCE WITH APPLICABLE REGULATIONS, ~~The following requirements shall apply,~~ as approved by the Planning and Development Department AND THE FLOODPLAIN MANAGEMENT SECTION OF THE OFFICE OF THE CITY ENGINEER, THE FOLLOWING REQUIREMENTS MUST BE MET:
  - a. The Architect/Engineer is required to ~~show~~ CLEARLY DELINEATE the floodplain boundary limits on the Grading and Drainage ~~p~~Plan. THE PLAN MUST ALSO DEMONSTRATE ~~and ensure~~ that POTENTIAL impacts to the proposed facilities have been PROPERLY considered, ~~following~~ IN ACCORDANCE WITH the National Flood Insurance Program (NFIP) Regulations (44 CFR Paragraph 60.3) AND THE ~~This includes, but is not limited to,~~ provisions OUTLINED in the ~~latest~~ MOST CURRENT versions of the Floodplain Ordinance of the Phoenix City Code.
  - b. A ~~copy of the~~ PRELIMINARY Grading and Drainage Plan ~~needs to~~ MUST be submitted to the Floodplain Management ~~s~~Section of the Office of the City Engineer for review and approval ~~of~~ TO ENSURE COMPLIANCE WITH ~~F~~floodplain-RELATED requirements BEFORE APPLYING FOR GRADING & DRAINAGE AND BUILDING PERMITS. FLOODPLAIN MANAGEMENT MUST APPROVE THE FINAL GRADING AND DRAINAGE PLANS PRIOR TO THE ISSUANCE OF GRADING & DRAINAGE PERMITS.



13. Prior to final site plan approval, the landowner shall execute a Proposition 207 waiver of claims form. 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.

**PCD Stipulations**

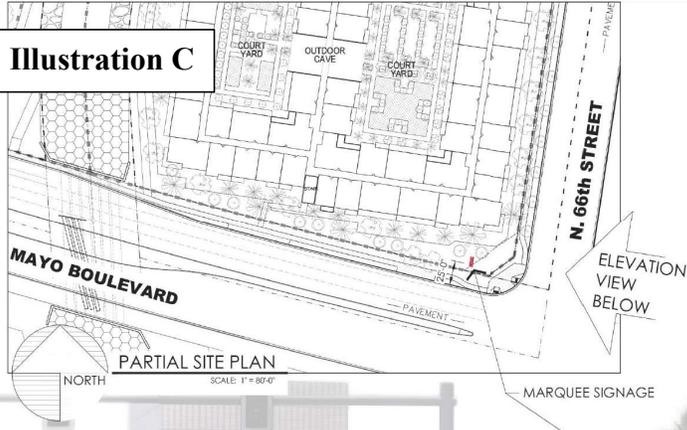
14. Master Plan documents shall be submitted for portions of the Planned Community District as development occurs, per the applicable development agreement.
15. Right-of-way and improvements shall be determined by the final Traffic Impact Study and a Master Street Plan – Development Agreement between the city, Arizona State Land Department, and the City of Scottsdale. Additional right-of-way and/or easements not specifically identified such as bus bays, turn lanes, landscape/sidewalk easements, slope and construction easements, etc., may be required as determined by the Master Street Plan, or when individual development plans are submitted to the Planning and Development Department for approval.
16. Detailed requirements for potable water, wastewater, and reclaimed water onsite and offsite infrastructure needed to service this project and infrastructure phasing schedules shall be determined at the time of review and approval of the PCD potable water, wastewater, and reclaimed water master plans. Off site infrastructure requirements shall be a function of the amount of major master plan water and sewer lines constructed by other development in the area prior to initiation of this project.

**Exhibits:**

Design Exhibit proposed to be incorporated as Illustration C of the PUD Narrative (1 page)

Design Exhibit proposed to be incorporated as Exhibit 8 of the PUD Narrative (1 page)

# Illustration C



ELEVATION VIEW BELOW

MARQUEE SIGNAGE



