



**City of Phoenix**  
 PLANNING AND DEVELOPMENT DEPARTMENT

**Staff Report Z-12-20-7  
 (Laveen Spectrum PUD)  
 September 2, 2020**

**Laveen Village Planning Committee Meeting Date** September 14, 2020

**Planning Commission Hearing Date** October 1, 2020

**Request From:** R1-8 (Single-Family Residence District) (0.57 acres), R-2 (Multifamily Residence District) (0.41 acres), R-3A (Multifamily Residence District) (18.72 acres), C-1 (Neighborhood Commercial District) (3.12 acres) and C-2 HGT/WVR (Intermediate Commercial District, Height Waiver) (48.93 acres)

**Request To:** PUD (Planned Unit Development) (71.75 acres)

**Proposed Use** Planned Unit Development to allow commercial, multifamily and single-family residential development

**Location** Northwest corner of 59th Avenue and Baseline Road

**Owner** Lines Brothers Farms, LLC

**Representative** Barclay Group

**Applicant** Susan E Demmitt, Gammage and Burnham

**Staff Recommendation** Approval, subject to stipulations

General Plan Conformity			
<b>General Plan Land Use Designation</b>		Residential 0 to 1 dwelling units per acre, Residential 3.5 to 5 dwelling units per acre, Residential 10 to 15 dwelling units per acre, Residential 15+ dwelling units per acre, Commercial	
<b>Street Map Classification</b>	Baseline Road	Major Arterial Scenic Drive	Varies, 33- to 77-foot north half street
	59th Avenue	Arterial Street	0-foot west half street

**CONNECT PEOPLE AND PLACES; CORES, CENTERS & CORRIDORS; LAND USE PRINCIPLE: Locate land uses with the greatest height and most intense uses within village cores, centers and corridors based on village character, land use needs, and transportation system capacity.**

The proposal promotes the expansion of multifamily residential land uses in an area that will also include commercial development within close proximity to the Loop 202 freeway. Further, the proposed development is consistent with the scale, design, and density which has been approved in the surrounding area. The Laveen Village Character Plan also specified more intense uses to be located along the Loop 202 freeway.

**CONNECT PEOPLE & PLACES CORE VALUE; COMPLETE STREETS; DESIGN PRINCIPLE: In order to balance a more sustainable transportation system, development should be designed to include increased amenities for transit, pedestrian and bicyclists such as shade, water, seating, bus shelters, wider sidewalks, bike racks, pedestrian scale lighting and way-finding.**

The development proposes two main pedestrian spines along Baseline Road and 59th Avenue which shall be robustly landscaped to provide a pleasant pedestrian environment. The pedestrian pathway along 59th Avenue shall be 10 feet wide, with trees on both sides, and shall be furnished with amenities such as shade structures and enhanced paving materials at varying intervals. All bus bays shall be landscaped to provide a minimum of 50 percent shade at maturity. Pedestrian-scale lighting, bike racks, bike lanes, a multi-use trail and hitching posts are also proposed within this PUD and will serve to provide an enhanced multi-modal street environment.

**CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; DIVERSE NEIGHBORHOODS; LAND USE PRINCIPLE: Communities should consist of a mix of land uses to provide housing, shopping, dining and recreational options for residents.**

This PUD proposes a variety of land uses that will serve the diverse community of Laveen. Commercial land uses shall be located in close proximity to Baseline Road to provide dining, services, and entertainment options for residents. The development will also provide an opportunity for an influx of new multifamily housing to serve the growing population in the area, as well as the potential for new assisted living facilities for the aging portion of the population.

**CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; HEALTHY NEIGHBORHOODS; DESIGN PRINCIPLE: Establish design standards and guidelines for parking lots and structures, setback and buildto lines, blank wall space, shade, and other elements affecting pedestrians, to encourage pedestrian activity and identify options for providing pedestrian-oriented design in different types of development.**

The PUD contains numerous design guidelines that provide enhanced architectural style including four-sided architecture, multiple building materials and colors as well as provisions for outdoor amenities. Further, the PUD contains standards that require enhanced planting along all project perimeters, and design standards for commercial outdoor and drive-through uses to buffer them from the residential portions of the development.

***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.***

This PUD sets forth enhanced landscaping and shade standards along Baseline Road and 59th Avenue, which serve as the main pedestrian spines in the development. All detached pedestrian pathways shall be shaded to 75 percent at maturity, and all attached pedestrian pathways and open space areas throughout the development shall be shaded to 50 percent at maturity.

**Applicable Plan, Overlays, and Initiatives**

[Laveen Southwest Growth Study](#) – See Background Item No. 4.

[Food Action Plan](#) – See Background Item No. 7.

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

[Tree and Shade Master Plan](#) – See Background Item No. 9.

[Complete Streets Guiding Principles](#) – See Background Item No. 10.

[Reimagine Phoenix](#) – See Background Item No. 11.

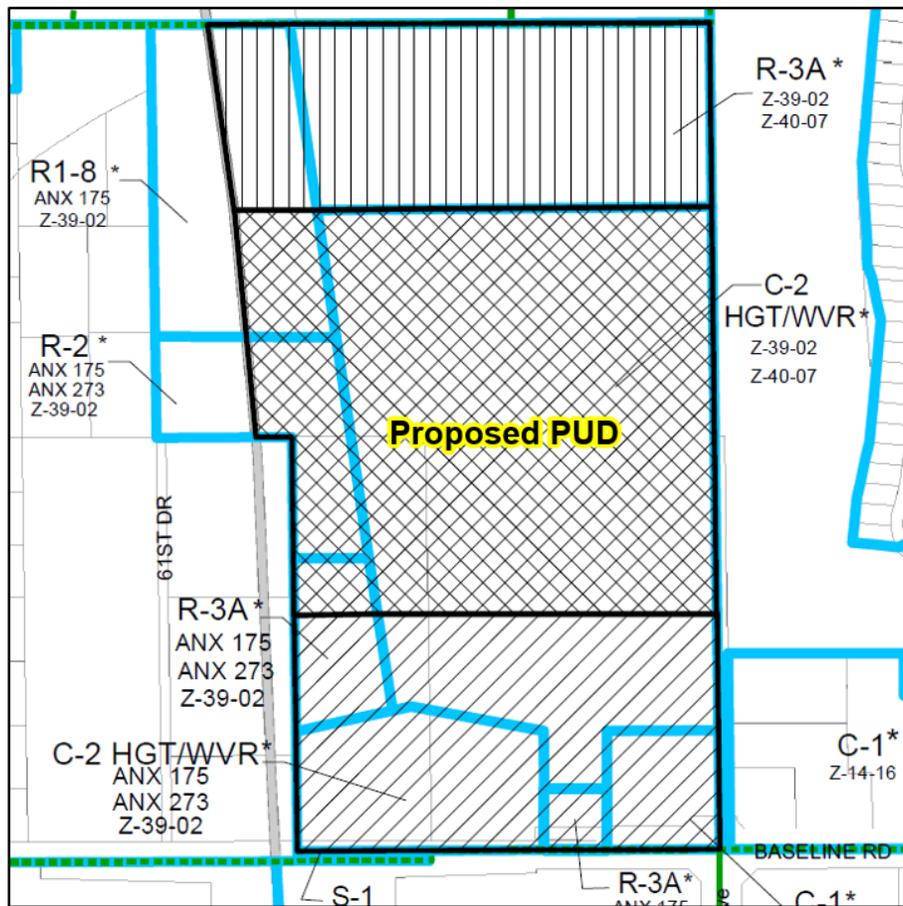
**Surrounding Land Uses/Zoning**

	<b><u>Land Use</u></b>	<b><u>Zoning</u></b>
<b>On Site</b>	Farmland	R1-8, R-2, R-3A, C-1, and C-2 HGT/WVR
<b>North</b>	Farmland	S-1 (Approved R1-8 and R-3A)
<b>South</b>	Commercial shopping center	S-1 (Approved C-2)
<b>East</b>	Golf course and vacant land	C-1 and GC
<b>West</b>	Freeway and county land	Maricopa County C-2 and RU-43 zoning

**Background/Issues/Analysis**

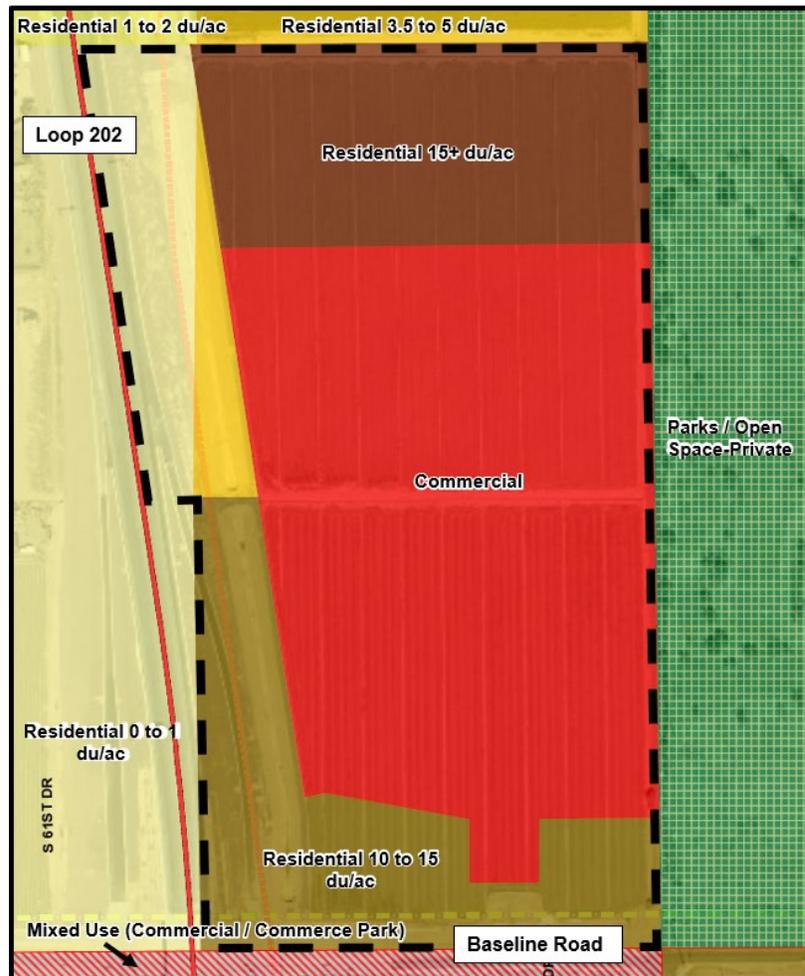
**SUBJECT SITE**

1. This request is to rezone a 71.75-acre site located at the northwest corner of 59th Avenue and Baseline Road from R1-8 (Single-Family Residence District) (0.57 acres), R-2 (Multifamily Residence District) (0.41 acres), R-3A (Multifamily Residence District) (18.72 acres), C-1 (Neighborhood Commercial District) (3.12 acres) and C-2 HGT/WVR (Intermediate Commercial District, Height Waiver) (48.93 acres) to PUD (Planned Unit Development) (71.75 acres) to allow commercial, multifamily and single-family uses.



**Source: City of Phoenix Planning and Development Department**

2. The site has several General Plan Land Use Map designations. The southern portion of the site along Baseline Road is designated Residential 10 to 15 dwelling units per acre. The majority of the site is designated Commercial. The northernmost portion of the site is designated Residential 15+ dwelling units per acre. The site also includes some land designated Residential 0 to 1 dwelling units per acre and Residential 3.5 to 5 dwelling units per acre along the western property line where the site is bisected by the Loop 202 freeway.



Source: City of Phoenix Planning and Development Department

The PUD is consistent with the above General Plan Land Use Map designations, with multifamily uses proposed in the northernmost portion of the site, commercial and multifamily in the bulk middle portion, and commercial uses along Baseline Road. The surrounding General Plan Land Use Map designations are as follows:

**NORTH**

Residential 3.5 to 5 dwelling units per acre and Residential 1 to 2 dwelling units per acre

**SOUTH**

Mixed Use (Commercial / Commerce Park)

**EAST**

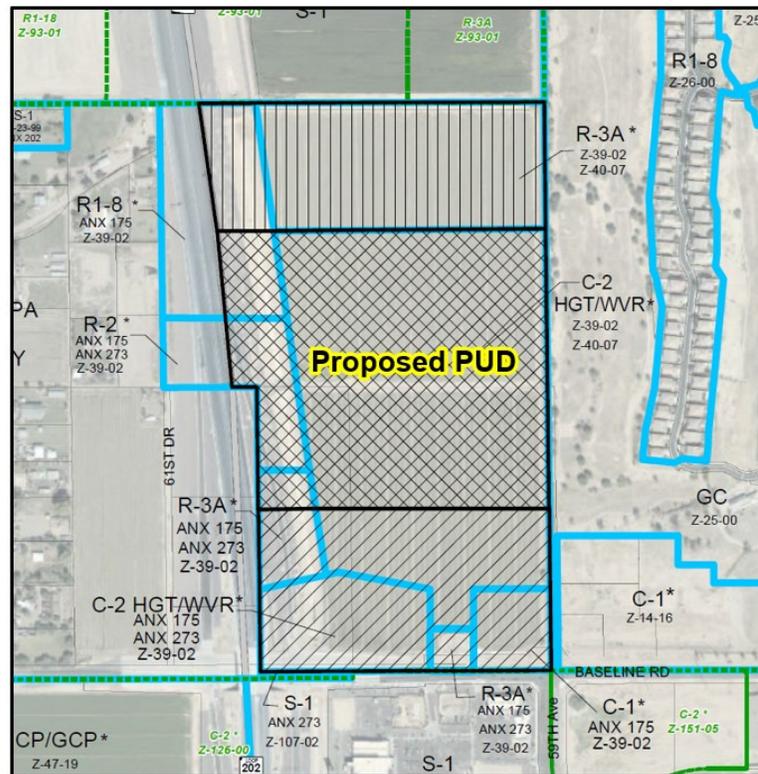
Parks / Open Space – Private

**WEST**

Residential 0 to 1 dwelling units per acre

### EXISTING CONDITIONS & SURROUNDING ZONING

3. The subject site is currently used for farming, although it consists of several zoning districts that were approved over the years to allow for a variety of uses. The northernmost portion of the site is zoned R-3A (Multifamily Residence District). The middle portion of the site, which constitutes its majority, and a portion along the south, is zoned C-2 HGT/WVR (Intermediate Commercial District, Height Waiver). The portion of the property along its western edge, which is mostly taken up by the newly built Loop 202 freeway, is zoned R1-8 (Single-Family Residence District), R-2 (Multifamily Residence District) and R-3A (Multifamily Residence District). The immediate corner of 59th Avenue and Baseline Road is zoned C-1 (Neighborhood Commercial District) and R-3A (Multifamily Residence District) along the south.



Source: City of Phoenix Planning and Development Department

#### **NORTH**

North of the subject site is farmland that is currently zoned S-1 (Ranch or Farm Residence District), with approved R1-8 (Single-Family Residence District) and R-3A (Multifamily Residence District) zoning. The parcel to the north is owned by Maricopa County Community Colleges.

#### **SOUTH**

South of the subject site, across Baseline Road, is a commercial development currently zoned S-1 (Ranch or Farm Residence District), with approved C-2 (Intermediate Commercial District) zoning.

**EAST**

East of the subject site is a golf course zoned GC (Golf Course District), which is a part of a single-family residential subdivision zoned R1-8 (Single-Family Residence District).

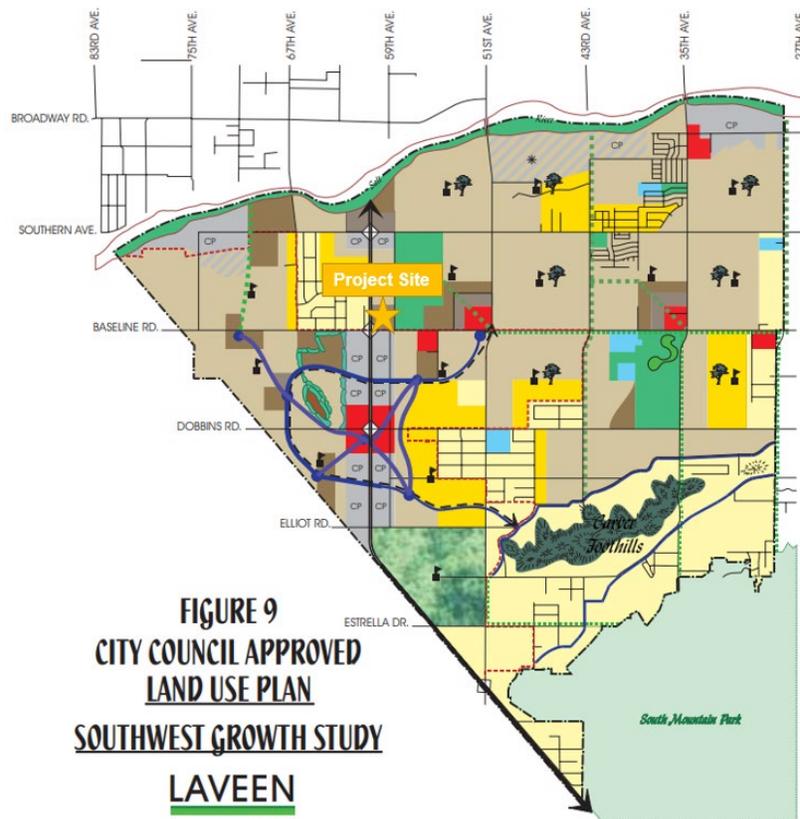
**WEST**

West of the subject site, across the Loop 202 freeway, is unincorporated Maricopa County land that is zoned County C-2 (Intermediate Commercial) and RU-43 (One Acre Per Dwelling Unit). This area is developed with large residential lots and farmland.

**LAVEEN SOUTHWEST GROWTH STUDY**

4. The site is located within the boundaries of the Laveen Southwest Growth Study, which was developed in 1997 to analyze the existing conditions of the Laveen Village. It provides a land use and design planning framework to help shape the growth in Laveen, while accounting for newly annexed farmland as well as the future development of the South Mountain Freeway Loop, which has since been completed.

This plan designates the project as Residential 10 to 15 dwelling units per acre, similar to the General Plan Land Use Map designations on the northern and southern portions of the property. Although the Laveen Southwest Growth Study does not designate this site as Commercial, the proposed commercial uses within the PUD are consistent with



**FIGURE 9**  
**CITY COUNCIL APPROVED**  
**LAND USE PLAN**  
**SOUTHWEST GROWTH STUDY**

**LAVEEN**  
January, 1998

**LEGEND**

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<span style="display:inline-block; width:15px; height:10px; background-color:orange; border:1px solid black;"></span> 0-2 DU/ACRE	<span style="display:inline-block; width:15px; height:10px; background-color:darkgreen; border:1px solid black;"></span> CONSERVATION COMMUNITY
<span style="display:inline-block; width:15px; height:10px; background-color:lightgrey; border:1px solid black;"></span> 2-5 DU/ACRE	<span style="display:inline-block; width:15px; height:10px; background-color:blue; border:1px solid black;"></span> SCHOOL
<span style="display:inline-block; width:15px; height:10px; background-color:darkgrey; border:1px solid black;"></span> 5-10 DU/ACRE	<span style="display:inline-block; width:15px; height:10px; background-color:purple; border:1px solid black;"></span> WATER COURSE/MULTI-USE TRAIL
<span style="display:inline-block; width:15px; height:10px; background-color:lightblue; border:1px solid black;"></span> 10-15 DU/ACRE	<span style="display:inline-block; width:15px; height:10px; border-top:1px dashed black;"></span> PARKWAY
<span style="display:inline-block; width:15px; height:10px; background-color:red; border:1px solid black;"></span> COMMERCIAL	<span style="display:inline-block; width:15px; height:10px; border-top:1px dotted black;"></span> PLANNED COMMUNITY
<span style="display:inline-block; width:15px; height:10px; background-color:lightblue; border:1px solid black;"></span> COMMERCE PARK	<span style="display:inline-block; width:15px; height:10px; border-top:1px dashed black;"></span> MULTI-USE TRAIL
<span style="display:inline-block; width:15px; height:10px; background-color:lightblue; border:1px solid black;"></span> PUBLIC/ QUASI-PUBLIC	<span style="display:inline-block; width:15px; height:10px; background-color:yellow; border:1px solid black;"></span> Existing Sand & Gravel to transition to Residential
<span style="display:inline-block; width:15px; height:10px; background-color:darkgreen; border:1px solid black;"></span> HILLSIDE	<span style="display:inline-block; width:15px; height:10px; background-color:yellow; border:1px solid black;"></span> OPEN SPACE FEATURE

**Source: City of Phoenix Planning and Development Department**

the intent of the plan, which outlines the South Mountain Loop freeway (Loop 202) as an employment and commerce corridor as described in the “Vision for the Future – Land Use and Design” (Page 12) section of the plan.

The Laveen Southwest Growth Study outlines specific design policies and standards for various types of developments that will enhance Laveen’s built environment while remaining respectful of its agricultural heritage. The study encourages all new developments to use durable, high-quality building materials and to provide enhanced building design that will contribute to the character of the area. The Laveen Spectrum PUD proposes design standards that exceed those required by the Phoenix Zoning Ordinance, which are outlined in Background Item No. 6g.

## PROPOSAL

5. The proposal was developed utilizing the PUD zoning designation. The Planned Unit Development (PUD) is intended to create a built environment that is superior to that produced by conventional zoning districts and design guidelines. Using a collaborative and comprehensive approach, an applicant authors and proposes standards and guidelines that are tailored to the context of a site on a case by case basis. Where the PUD Development Narrative is silent on a requirement, the applicable Zoning Ordinance provisions will be applied.
6. Below is a summary of the proposed standards for the subject site as described in the attached PUD Development Narrative date stamped August 21, 2020. The PUD would allow commercial, multifamily, and single-family residential uses on the site. The comparative zoning districts utilized in this staff report are C-2 HGT/WVR (Intermediate Commercial District, Height Waiver) and R-3A (Multifamily Residence District). These districts were used because this PUD proposes to generally adhere to the zoning districts already present on the site, with the exception of the Single-Family Residence Districts and the Neighborhood Commercial District.
  - a. **Development Plan**

The PUD proposes a Development Plan which consists of Development Sub-Areas 1 through 3. These Development Sub-Areas were designed to roughly align with the zoning district boundaries currently on the site. The main change in the layout of the districts is along Baseline Road, where all residential uses have been removed and only commercial land uses are permitted. The intent of the Development Sub-Areas is to locate commercial uses in close proximity to Baseline Road and transition to high density multifamily residential as the project moves north.



**Conceptual Development Plan**  
**Source: RVI Planning & Landscape Architecture**

**b. Land Use Plan**

This PUD is divided into three Development Sub-Areas which closely follow the entitlements already present on the project site. In all three Development Sub-Areas, staff has requested the addition of uses permitted by right that would support urban agriculture and the food system in Phoenix.

Development Sub-Area 1 is the main commercial portion of the site and is intended to follow the standards set forth in the C-2 (Intermediate Commercial) district. Outdoor uses and drive-through facilities as accessory uses to a restaurant are permitted, subject to design and distance requirements outlined in the PUD narrative. Residential uses have been prohibited in this Development Sub-Area to ensure that this stretch of Baseline Road is utilized solely for commercial uses.

Development Sub-Area 2 is intended to be a transitional portion of the project, allowing a variety of both commercial and residential uses including all those permitted in the C-2 (Intermediate Commercial) and R-3A (Multifamily Residence)

districts, as well as self-storage and park and ride facilities, subject to the regulations outlined in the PUD narrative.

Development Sub-Area 3 proposes no changes to the land use entitlements already present on this portion of the property and permits all uses in R-3A (Multifamily Residence District), with the addition of assisted living facilities.

**c. Development Standards**

Building Height

The PUD proposes to maintain the maximum building height entitlements already present on the site. The commercial portions of the site, which include Development Sub-Areas 1 and 2, shall be limited to 56 feet in height. This is consistent with the Height Waiver already granted on the site. Residential developments in Development Sub-Areas 2 and 3 shall have a maximum height of 48 feet, which is permitted in R-3A (Multifamily Residence District).

Density

The permitted densities within this PUD shall be in conformance with Sections 616 (R-3A, Multifamily Residence District) and 623 (C-2, Intermediate Commercial District) of the Phoenix Zoning Ordinance.

Building Setbacks

**Commercial Uses, Development Sub-Area 1**

*Development Sub-Area 1 does not permit residential uses, so residential standards have not been included.*

The C-2 zoning district requires a 30-foot average building setback for structures exceeding two stories or 30 feet adjacent to any street, with a minimum of 20 feet permitted for up to 50 percent of the structure. The proposed building setback along Baseline Road is a minimum of 50 feet, which greatly exceeds the Zoning Ordinance standards and is consistent with the established setback along this stretch of Baseline Road. The proposed building setback along 59th Avenue is a minimum of 30 feet, which is consistent and slightly more restrictive than what is required by the Zoning Ordinance.

The proposed building setback adjacent to the freeway frontage is a minimum of 15 feet. This is less restrictive than Zoning Ordinance standards, which treats this as a street frontage due to the freeway, and requires an average 25-foot building setback, with minimum 20 feet permitted for up to 50 percent of the structure.

The proposed building setback not adjacent to a public street is a minimum of 10 feet. The C-2 zoning district does not have a minimum setback requirement when adjacent to other commercial or industrial zoning districts. When adjacent to the

R-3A zoning district, buildings that have a height of 4 stories or 56 feet must be set back a minimum of 45 feet. Development Sub-Area 1 does not permit residential uses, so the proposed building setback within this area is consistent with Zoning Ordinance requirements. Where adjacent to potential residential uses in Development Sub-Area 2, the proposed setback of 10 feet is less restrictive than Zoning Ordinance standards.

### **Commercial Uses, Development Sub-Area 2**

The proposed building setback along 59th Avenue is a minimum of 30 feet. The C-2 zoning district requires a 30-foot average building setback for structures exceeding two stories or 30 feet adjacent to any street, with a minimum of 20 feet permitted for up to 50 percent of the structure. The proposed setback along 59th Avenue is consistent with Zoning Ordinance requirements, and slightly more restrictive as it does not allow this encroachment.

The proposed building setback adjacent to the freeway frontage is a minimum of 15 feet. This is less restrictive than Zoning Ordinance standards, which treats this as a street frontage due to freeway, and requires an average 25-foot building setback, with minimum 20 feet permitted for up to 50 percent of the structure.

The proposed building setback not adjacent to a public street is a minimum of 10 feet. The C-2 zoning district does not have a minimum setback requirement when adjacent to other commercial or industrial zoning districts. When adjacent to the R-3A zoning district, buildings that have a height of 4 stories or 56 feet must be set back a minimum of 45 feet. In this PUD, if commercial uses are placed next to each other, the proposed setback is consistent with the Zoning Ordinance requirements. However, Development Sub-Area 2 permits both commercial and residential uses. Should a residential use be located adjacent to a commercial use within this Sub-Area, or along the boundary of Development Sub-Areas 1 and 2, the proposed building setback is well below the Zoning Ordinance requirement.

### **Residential Uses, Development Sub-Areas 2 and 3**

The proposed building setback along 59th Avenue is a minimum of 20 feet. This is consistent with the setback requirement in the R-3A zoning district, under the Planned Residential Development (PRD) option, which requires 20 feet adjacent to a public street.

The proposed building setback adjacent to the freeway frontage is a minimum of 20 feet. The proposed building setback not adjacent to a public street is a minimum of 20 feet. These setbacks are more restrictive than the setback requirement in the R-3A zoning district, under the Planned Residential Development (PRD) option, which requires 15 feet adjacent to property lines.

### Lot Coverage

The maximum permitted lot coverage within this PUD shall be in conformance with Sections 615 (R-3A, Multifamily Residence District) and 623 (C-2, Intermediate Commercial District) of the Phoenix Zoning Ordinance.

### Perimeter Landscape Standards

#### **Commercial Uses, Development Sub-Area 1**

The proposed landscape setback along Baseline Road is an average of 50 feet, with a minimum of 30 feet. This greatly exceeds the standards of the C-2 zoning district, which requires an average 30-foot landscape setback (with minimum 20 feet for up to 50 percent of the structure) for buildings exceeding two stories or 30 feet.

#### **All Development Sub-Areas**

The proposed landscape setback along 59th Avenue is a minimum of 20 feet. This is less restrictive than the standards in the C-2 zoning district, which requires an average 25-foot landscape setback (with minimum 20 feet for up to 50 percent of the structure) for structures not exceeding two stories or 30 feet, and a 30-foot landscape setback (with minimum 20 feet for up to 50 percent of the structure) for buildings exceeding two stories or 30 feet. However, it is consistent with the R-3A landscape setbacks along the street.

The proposed landscape setback adjacent to freeway frontage is 15 feet. This is less restrictive than Zoning Ordinance standards, which treats this as a street frontage due to the freeway, and requires an average 25-foot landscaped setback for structures not exceeding two stories or 30 feet, with minimum 20 feet permitted for up to 50 percent of the frontage. For structures exceeding two stories or 30 feet, an average 30-foot landscaped setback with minimum 20 feet for up to 50 percent of the frontage is required.

The proposed landscape setback not adjacent to a public street is 10 feet. The C-2 zoning district requires that landscape setbacks along property lines not adjacent to streets be a minimum of 10 feet and, where adjacent to commercial or industrial zoning districts, no landscape setback is required. As such, the proposed landscape setback is consistent with the Zoning Ordinance requirements, and more restrictive where commercial uses abut one another. The proposed landscape setback of 10 feet is more restrictive than the setback requirement for the R-3A district, which requires 5 feet adjacent to other properties.

### Open Space

This PUD proposes a minimum of 10 percent open space of net area within each Development Sub-Area. To ensure the equal distribution of this open space, it also added the provision that a minimum of 7 percent of each development parcel be reserved for open space. This exceeds the standards in both the C-2 and the R-3A

zoning districts, as C-2 does not have a minimum open space requirement, and the R-3A district requires a minimum of 5 percent of the gross area for open space.

#### Fences/Walls

The PUD proposes conformance with Section 703 of the Phoenix Zoning Ordinance with additional design guidelines addressing decorative materials, articulation, view fencing and screening of mechanical equipment and parking areas.

#### Lighting

The PUD proposes conformance with Section 507.Tab A of the Phoenix Zoning Ordinance with additional provisions that address pedestrian-scale lighting, lighting to enhance architectural features, and ambiance mood lighting.

#### Shading

The PUD includes a requirement that a minimum of 50 percent of attached sidewalks and common amenity areas shall be shaded by landscaping, architectural features or projections, or other stand-alone structural shading devices. In addition, the PUD requires 75 percent shaded detached pedestrian pathways and sidewalks.

#### Parking

Parking standards shall be in adherence to the Phoenix Zoning Ordinance standards.

### **d. Landscape Development Standards**

This PUD proposes robust landscape planting standards throughout the site, with a specific emphasis on the streetscape along Baseline Road and 59th Avenue, where the main pedestrian thoroughfares are located. It also includes multiple public amenities to create a thermally comfortable pedestrian environment.

#### Streetscape Planting Standards (Baseline Road and 59th Avenue)

This PUD proposes the following streetscape planting standards:

- Minimum two-inch caliper trees planted 20 feet on center or in equivalent groupings on both sides of detached pedestrian pathways and on one side of attached pedestrian pathways.
- Minimum of five, five-gallon shrubs per tree
- Minimum one-gallon ground cover to provide minimum 75 percent live coverage

The proposed planting standards are less restrictive than the requirements outlined in the C-2 zoning district, so staff is adding a stipulation that the tree planting sizes in the streetscape areas be updated to reflect the requirements in the Zoning Ordinance. This is addressed in Stipulation No. 1.b.

### Shade

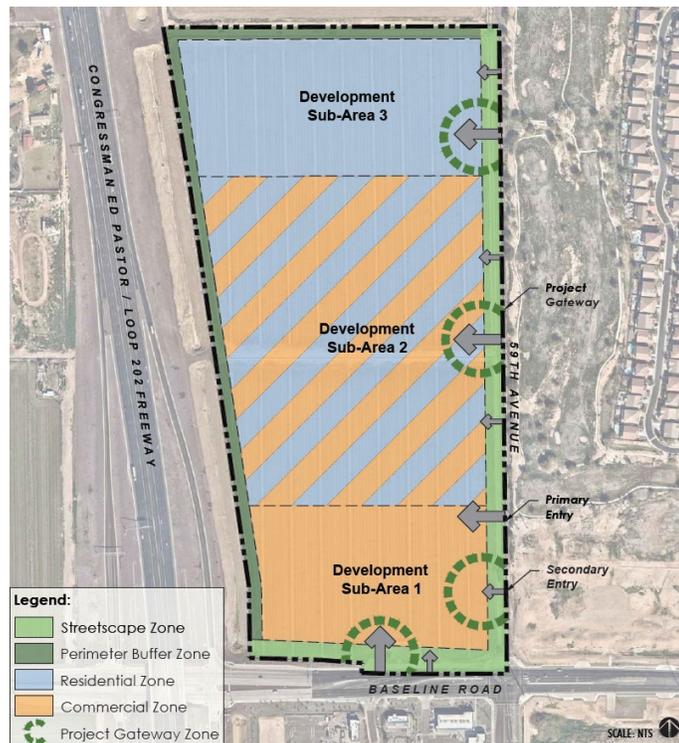
This PUD proposes that public detached sidewalks and trails be 75 percent shaded at maturity and attached sidewalks along Baseline Road to be 50 percent shaded at maturity. The attached sidewalk on Baseline Road was recently completed by the Phoenix Street Transportation Department and will not be reconstructed by this project to be detached, so 75 percent shade is not achievable, hence why 50 percent is being required along this stretch. The bus stop pads on Baseline Road and 59th Avenue shall be shaded to 50 percent at maturity.

### Pedestrian Amenities

This PUD proposes pedestrian amenity nodes along Baseline Road and 59th Avenue at a minimum interval of one per Development Sub-Area. At minimum, these amenities shall include one fixed shade structure, 20 linear feet of enhanced surface such as stamped or colored concrete, and one waste receptacle.

### Project Gateways

This PUD proposes a minimum of one project gateway for each Development Sub-Area at major site entrances. These gateways shall include a minimum of 500 square feet of open space area at both corners of the entry roads and shall include enhanced planting standards and other elements such as signage, lighting, and art elements to emphasize entry features. The exhibit below illustrates the proposed locations of project gateways.



**Landscape Zones Plan**

**Source: RVI Planning & Landscape Architecture**

Perimeter Buffer Zones (North and West Property Lines)

The landscape setback areas along the north and west property lines shall be landscaped with minimum 25 percent 1-inch caliper trees and 75 percent 2-inch caliper trees at a rate of one tree per 20 linear feet, or in equivalent groupings. Each tree shall have a minimum of 5, 5-gallon size shrubs, and there shall be a minimum 50 percent of live ground cover.

Interior Landscaping (Residential and Commercial)

This PUD proposes that interior landscaping standards for both commercial and residential portions of the development be in adherence to the Phoenix Zoning Ordinance requirements, with the addition that all pedestrian walkways be shaded to 50 percent at maturity.

**e. Circulation**

The circulation standards proposed within this PUD aim to provide direct and comfortable pedestrian access between all site elements, and to promote multi-modal transportation with the use of bike lanes, multi-use path, and bus bays with enhanced shading. Where pedestrian paths cross vehicular drive aisles, enhanced paving materials shall be provided to ensure high pedestrian visibility and safety from oncoming vehicles.

Pedestrian Pathways

The existing attached public sidewalk along Baseline Road shall remain in place. A detached, 10-foot-wide pedestrian shared use path shall be provided along 59th Avenue and will be the main pedestrian spine of the project. This pathway includes a minimum six-foot-wide landscape strip between the back of curb and the path, which shall be planted with minimum two-inch caliper trees at a rate of one tree per twenty linear feet. This pathway shall be shaded at 75 percent at maturity.

Multi-Use Trail

A 10-foot-wide multi-use trail within a 30-foot multi-use trail easement shall be provided along Baseline Road and will be 75 percent shaded at maturity. A minimum of one hitching post shall be provided along this trail in close proximity to the Baseline Road project gateway.

Bicycle Infrastructure

Baseline Road has an existing bike lane, and this PUD proposes a new bike lane along 59th Avenue to provide multi-modal access to the different Development Sub-Areas.

Artistic style bike racks or outdoor covered facilities near building entrances shall be encouraged and bicycle parking shall be provided throughout the site per Section 1307.H (Walkable Urban Code) of the Phoenix Zoning Ordinance. The Walkable Urban Code (WU Code) is a zoning designation in the City of Phoenix that aims to

implement the vision and policies of Transit Oriented Development Policy Plans, encourage an appropriate mixture and density of activity around transit stations, increase transit ridership in general, and promote multiple modes of transportation.

**f. Residential Amenities**

This PUD proposes a minimum of 10 percent open space of net area within each Development Sub-Area. To ensure the equal distribution of this open space, it also added the provision that a minimum of 7 percent of each development parcel be reserved for open space. This exceeds the standards in the R-3A zoning district, which requires a minimum of 5 percent of the gross area for open space.

The residential portions of this PUD shall provide amenity areas at a rate of one primary and one secondary amenity areas for the first 300 residential units in each development. For every additional 300 residential units, an additional secondary amenity area shall be provided.

Primary amenity areas shall include active features such as a community center, fitness facility, pool and/or spa, yard games, sport courts, fire pits, shaded picnic areas, outdoor kitchens and grills, community gardens, tot lots, and similar active amenity features. These active amenity areas shall have a minimum of one ramada or shade structure and a minimum of two trash or recycling receptacles.

Secondary amenity areas shall include passive features such as fire pits, dog park, seating area, picnic area and community gardens. These passive amenity areas shall have a minimum of one trash or recycling receptacle, seating for a minimum of four individuals and minimum 50 percent shade for seating area.

All amenity areas shall provide appropriate lighting to ensure visibility and safety after dark.

**g. Design Guidelines**

The PUD contains a variety of design guidelines addressing building facades, which are intended to enhance the visual interest of the structures, mitigate the impact of building massing and height, and provide a high-quality design. Guidelines include a requirement for four-sided architecture, the use of innovative textures, materials and colors, the use of building offsets, reveals, recesses, projections and other architectural treatments at a minimum depth of three feet, and distinct entry features. Architectural embellishments are particularly emphasized for buildings fronting Baseline Road and 59th Avenue.

The proposed design guidelines within this PUD are consistent with many of those outlined in the Laveen Southwest Growth Study. The following elements from the Study have been incorporated into the design guidelines of this PUD: the use of durable, permanent, high quality materials; building materials of textured brick,

wood (when shaded by deep recesses), slump block, ceramic tile, concrete tile, stucco, and exposed aggregate concrete; natural and subdued desert colors and tones; trim and accent colors that complement the main building; and scuppers and downspouts that are integrated into the building design. In commercial portions of the development, pad buildings are to be designed such that they complement the architectural character of major buildings, and the use of arcades, overhangs, trellises, and patios shall be employed to break up building mass and provide shade. In residential developments, enhanced fencing materials such as concrete block, stucco, decorative concrete, wrought iron, wood, split rail, metal corral or split fencing are encouraged. Further, gated entries are to be set back from the street with landscaped edges and a landscaped median to soften its appearance.

This PUD proposes additional design standards for the Baseline Road and 59th Avenue building frontages and are outlined in detail in the Laveen Spectrum Perimeter Design Corridor Supplement to the PUD Narrative. The standards listed therein apply to buildings with perimeter-facing facades and landscape areas located within 100-feet of the adjacent arterial roadways. Along these perimeters, character walls that promote the overall thematic design of the development shall be required, as well as pedestrian-scale lighting along all pedestrian routes. Several design elements that serve to enhance these arterial frontages are listed, including provisions to address shading along buildings, emphasis of building entries, enhanced exterior finishes, reduction of building massing, materials and design conducive to the Modern-Rural theme of the Laveen area, and building orientation.

**h. Signage**

The PUD proposes conformance with the Section 705 of the Phoenix Zoning Ordinance with the addition of two Multi-Occupant Freeway Signs with a maximum height of 65 feet and maximum sign area of 662 feet, which is consistent with the signage approved at the commercial development across the street, on the south side of Baseline Road.

**AREA PLANS, OVERLAY DISTRICTS, AND INITIATIVES**

**7. Phoenix Food Action Plan**

In 2016, Phoenix City Council adopted the 2050 Environmental Sustainability Goals, including a Local Food System Goal to maintain a healthy, sustainable, equitable, and thriving local food system. To support this effort, the City has created its first 2025 Food Action Plan to outline actions and policies, develop and enhance partnerships, to support people most impacted by food insecurity and hunger, and to achieve the goals of access to healthy food for everyone in Phoenix. Per staff's recommendation, this PUD has included permitted land uses in all Development Sub-Areas that promote the growth and cultivation of food locally.

**8. Housing Phoenix Plan**

In June 2020, the Phoenix City Council approved the Housing Phoenix Plan. This Plan contains policy initiatives for the development and preservation of housing with

a vision of creating a stronger and more vibrant Phoenix through increased housing options for residents at all income levels and family sizes. Phoenix's rapid population growth and housing underproduction has led to a need for over 163,000 new housing units. Current shortages of housing supply relative to demand are a primary reason why housing costs are increasing. The proposed development supports the Plan's goal of preserving or creating 50,000 housing units by 2030 by contributing to a variety housing types that will address the supply shortage at a more rapid pace while using vacant land in a more sustainable fashion by providing opportunities for high density residential development.

9. **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. The proposal includes enhanced landscape planting standards along Baseline Road and 59th Avenue to provide 50 and 75 percent shade at maturity along pedestrian pathways, respectively.

10. **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, the development proposes two main pedestrian spines along Baseline Road and 59th Avenue which shall be robustly landscaped to provide a pleasant pedestrian environment. The pedestrian pathway along 59th Avenue shall be 10 feet wide, with trees on both sides, and shall be furnished with amenities such as shade structures and enhanced paving materials at varying intervals. All bus bays shall be landscaped to provide a minimum of 50 percent shade at maturity. Pedestrian-scale lighting, bike racks, bike lanes, a multi-use trail and hitching posts are also proposed within this PUD and will serve to provide an enhanced multi-modal street environment.

11. **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. This PUD includes a provision to include either waste or recycling receptacles in all pedestrian amenity areas, as well as the provision of a sustainable recycling program for multifamily residential development.

#### COMMUNITY INPUT SUMMARY

12. At the time this staff report was written, staff received one letter with concerns regarding the proposed self-storage use.

#### INTERDEPARTMENTAL COMMENTS

13. The Phoenix Fire Department has noted that they do not anticipate any problems with this case and that the site and/or buildings shall comply with the Phoenix Fire Code.
14. The City of Phoenix 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 2190 M / 2195 L of the Flood Insurance Rate Maps (FIRM) dated February 10, 2017.
15. The Phoenix Public Transit Department has required that the developer dedicate right-of-way and construct bus stop pads along westbound Baseline Road west of the 59th Avenue alignment, along southbound 59th Avenue south of the Carson Road alignment, and along southbound 59th Avenue south of the Vineyard Road alignment. These shall be constructed according to City of Phoenix Standard Detail P1262 with a minimum depth of 10 feet. Stipulation Nos. 2, 3, and 4.
16. The Phoenix Street Transportation Department has required that the developer dedicate 80-feet of right-of-way on the west half of 59th Avenue as it is an offset roadway. Further, the developer shall be fully responsible for any traffic signal modifications at the intersection of 59th Avenue and Baseline Road, shall submit a Traffic Impact Study prior to preliminary approval of plans, and all streets shall be updated to meet current ADA guidelines. Additionally, existing irrigation facilities along any proposed right-of-way are to be undergrounded and/or relocated outside of the city right-of-way. These are addressed in Stipulation Nos. 5, 6, 7, 8 and 9.

#### MISCELLANEOUS

17. 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. 10, 11, and 12.

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 proposed land use intensity is appropriate at this location in close proximity to the Loop 202 freeway corridor.
2. The proposal includes several development standards and design guidelines that exceed conventional Zoning Ordinance standards.
3. The proposal includes enhanced landscaping standards as well as an enhanced pedestrian and bicycle environment along Baseline Road and 59th Avenue.

### **Stipulations**

1. An updated Development Narrative for the Laveen Spectrum 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 August 21, 2020, as modified by the following stipulations:
  - a. Front cover: Revise the submittal date information on the bottom to add the following: Third submittal: August 21, 2020; City Council adopted: [Add adoption date].
  - b. Page 25, Table 3, Trees: Trees in streetscape landscape areas along Baseline Road shall be minimum 50 percent 2-inch caliper, 25 percent 3-inch caliper, and 25 percent 4-inch caliper.
2. The developer shall dedicate right-of-way and construct one bus stop pad along westbound Baseline Road west of the 59th Avenue alignment. The bus stop pad shall be constructed according to City of Phoenix Standard Detail P1262 with a minimum depth of 10 feet. The bus stop pad shall be spaced from the intersection of 59th Avenue and Baseline Road according to City of Phoenix Standard Detail P1258.
3. The developer shall dedicate right-of-way and construct one bus stop pad along southbound 59th Avenue south of the Carson Road alignment. The bus stop pad shall be constructed according to City of Phoenix Standard Detail P1262 with a minimum depth of 10 feet. The final bus stop pad placement to be approved by the Public Transit Department.

4. The developer shall dedicate right-of-way and construct one bus stop pad along southbound 59th Avenue south of the Vineyard Road alignment. The bus stop pad shall be constructed according to City of Phoenix Standard Detail P1262 with a minimum depth of 10 feet. The final bus stop pad placement to be approved by the Public Transit Department.
5. The developer shall dedicate minimum 80-foot right-of-way for the west half of 59th Avenue tapering to the north, as approved by the Street Transportation Department.
6. The developer is fully responsible for any relocation or modification of the traffic signal at 59th Avenue and Baseline Road.
7. Existing irrigation facilities along any existing or proposed right-of-way are to be undergrounded and/or relocated outside of City right-of-way. Contact SRP to identify existing land rights and establish appropriate process to relocate facility. Relocations that require additional dedications or land transfer require completion prior to obtaining plat and/or civil plan review approval.
8. The applicant shall submit a Traffic Impact Study/Statement to the City for this development. No preliminary approval of plans shall be granted until the study is reviewed and approved by the City.
9. 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.
10. 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.
11. 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.
12. 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.

Staff Report: Z-12-20-7 (Laveen Spectrum PUD)

September 2, 2020

Page 22 of 22

**Writer**

Sofia Mastikhina

September 2, 2020

**Team Leader**

Samantha Keating

**Exhibits**

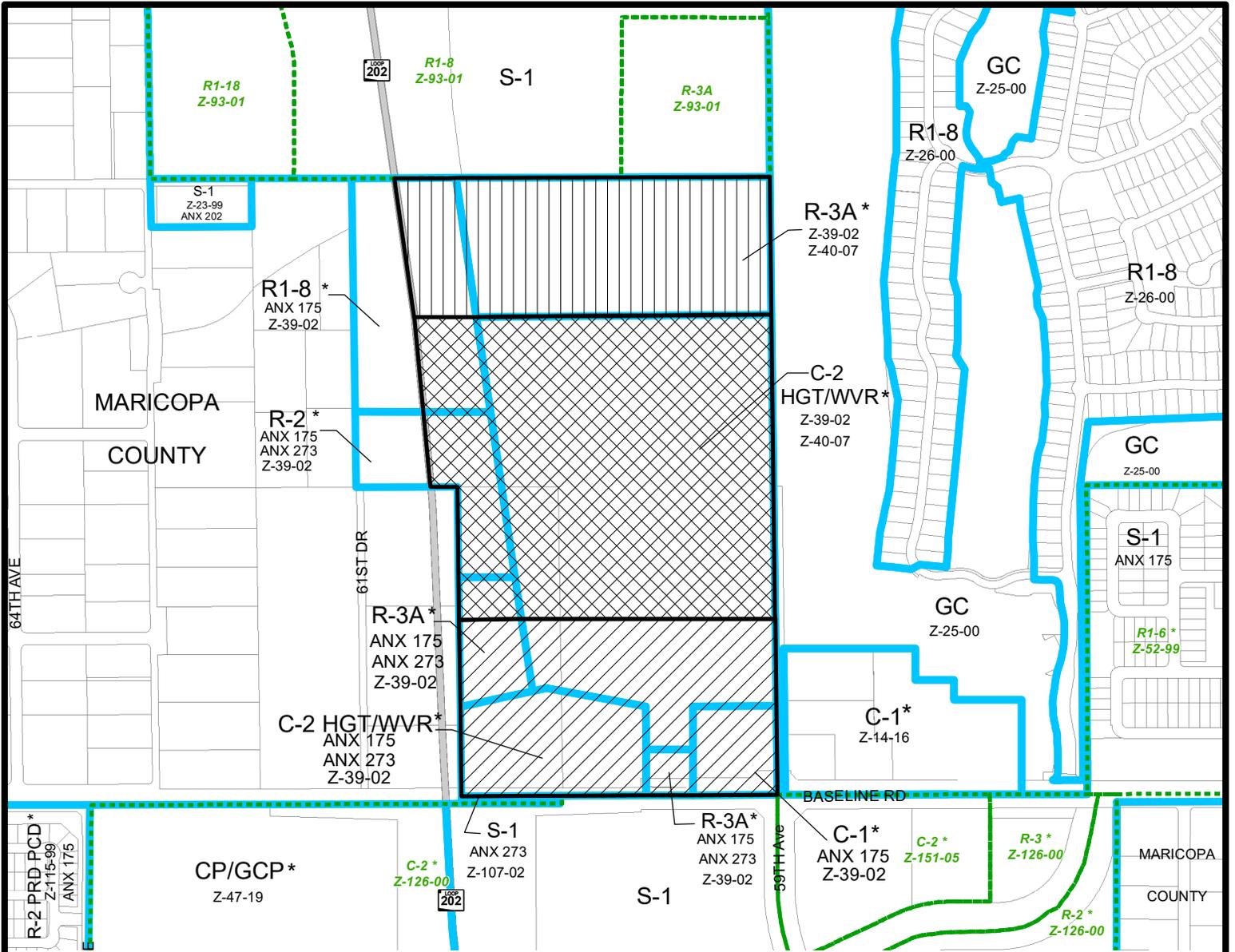
Sketch Map

Aerial

Correspondence

[Laveen Spectrum PUD](#) date stamped August 21, 2020

Laveen Spectrum Perimeter Design Corridor Supplement to the PUD Narrative

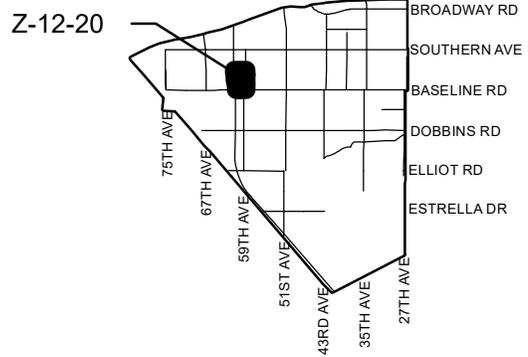
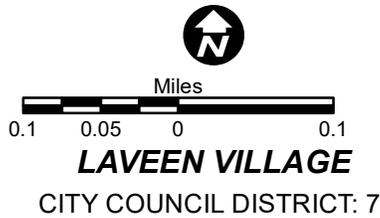
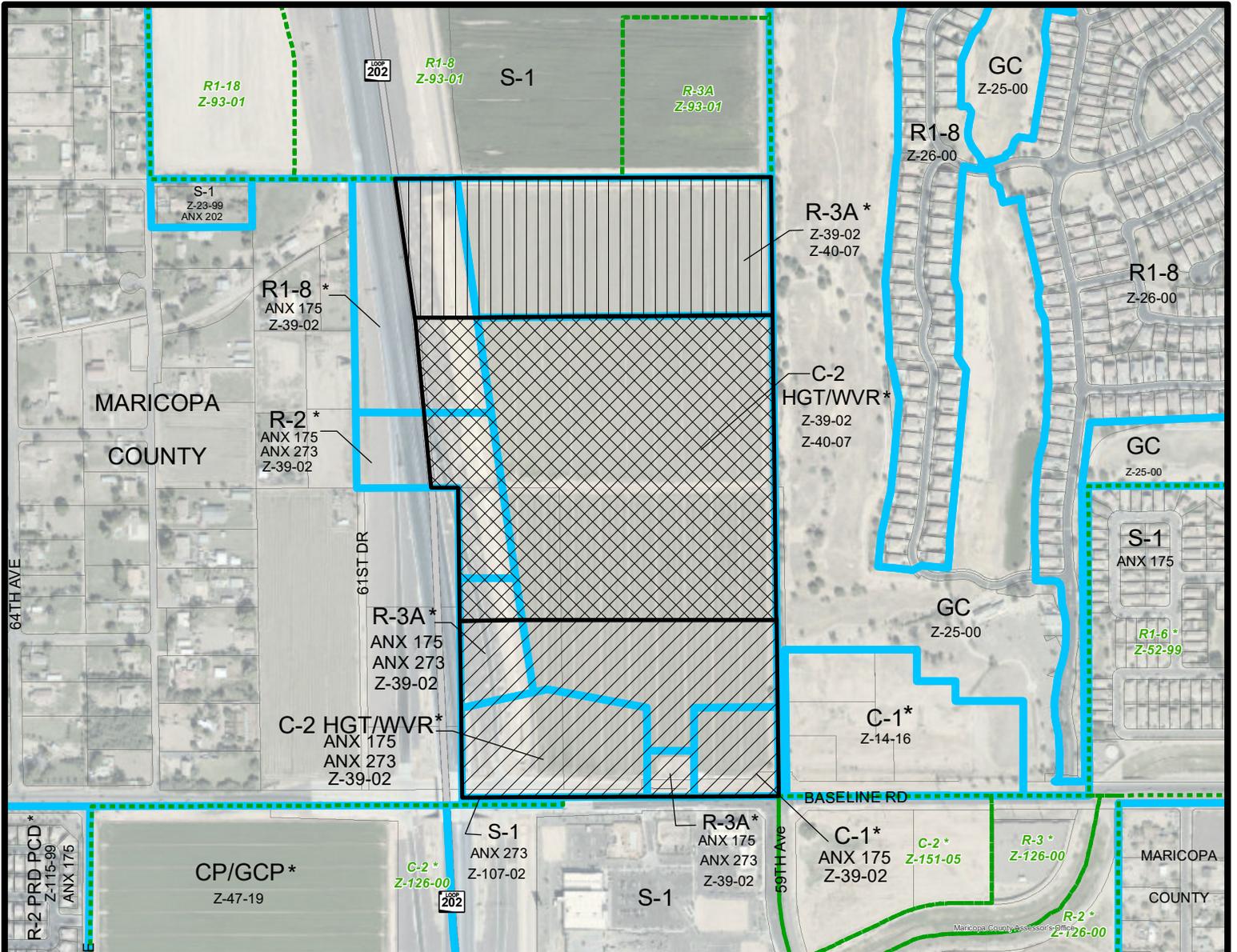


**LAVEEN VILLAGE**  
CITY COUNCIL DISTRICT: 7



<b>APPLICANT'S NAME:</b> Barclay Group		<b>REQUESTED CHANGE:</b>		
<b>APPLICATION NO.</b> Z-12-20	<b>DATE:</b> 3/17/2020 <b>REVISION DATES:</b>	<b>FROM:</b> R1-8 ( 0.57 a.c.) R-2 ( 0.41 a.c.) R-3A ( 18.72 a.c.) C-1 ( 3.12 a.c.) C-2 HGT/WVR ( 48.93 a.c.)		
GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX.  <b>71.75 Acres</b>	6/17/2020    8/21/2020			
<b>MULTIPLES PERMITTED</b> R1-8, R-2, R-3A, C-1, C-2 HGT/WVR PUD		<b>AERIAL PHOTO &amp; QUARTER SEC. NO.</b> QS 01-14	<b>ZONING MAP</b> D-5	<b>TO:</b> PUD ( 18.44 a.c.) Sub-Area 1  PUD ( 35.44 a.c.) Sub-Area 2  PUD ( 17.87 a.c.) Sub-Area 3 
<b>CONVENTIONAL OPTION</b> 2, 4, 412, 45, 709 1173		<b>* UNITS P.R.D. OPTION</b> 3, 5, 494, 54, 851 1407		

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



<b>APPLICANT'S NAME:</b> Barclay Group		<b>REQUESTED CHANGE:</b>	
<b>APPLICATION NO.</b> Z-12-20	<b>DATE:</b> 3/17/2020 <small>REVISION DATES:</small>	<b>FROM:</b> R-1-8 (0.57 a.c.) R-2 (0.41 a.c.) R-3A (18.72 a.c.) C-1 (3.12 a.c.) C-2 HGT/WVR (48.93 a.c.)	
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<b>MULTIPLES PERMITTED</b> R1-8, R-2, R-3A, C-1, C-2 HGT/WVR PUD	<b>CONVENTIONAL OPTION</b> 2, 4, 412, 45, 709 1173	<b>* UNITS P.R.D. OPTION</b> 3, 5, 494, 54, 851 1407	

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

# LAVEEN SPECTRUM

## *Perimeter Design Corridor* Supplement to the PUD Narrative

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**August 2020**

**PREPARED FOR:**

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**PREPARED BY:**

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## ***Perimeter Design Corridor Design Guidelines Summary:***

Laveen Spectrum is an approximately 71.9-acre planned mixed use development located at the northwest corner of Baseline Road and 59<sup>th</sup> Avenue. The project is planned to include a mix of commercial and residential development within this growing area of Laveen. While the PUD allows for a degree of development flexibility, it also provides for enhanced design guidelines along the site's arterial perimeters to ensure a high level of design and development continuity as viewed from the project edge. This *Perimeter Design Corridor* design guidelines document is provided as a supplement to the PUD Narrative to provide further assurance of the high level of design planned for the project's arterial-facing frontages. The design guidelines provided within this document are in addition to the design guidelines and development standards already within the PUD Narrative. The PUD Narrative includes standards related to the following:

- Perimeter landscape standards
- Enhanced perimeter shade standards
- Enhanced perimeter pedestrian improvements
- Enhanced project gateway areas
- Conformance with identified Complete Street standards

The following *Perimeter Design Corridor* design guidelines, as outlined below, are intended to provide for elevated architectural and thematic design assurances in addition to the perimeter landscape and pedestrian circulation standards. Below are outlined "Design Requirements" which all development within the *Perimeter Design Corridor* area is required to incorporate as well as "Design Options" of which a minimum of three design elements are required within the *Perimeter Design Corridor* area. Together these *Perimeter Design Corridor* design guidelines will establish a cohesive enhanced design language along the site's key public-facing (arterial) perimeters.

### **Applicability:**

The *Perimeter Design Corridor* requirements apply to closed buildings with perimeter-facing facades and landscape areas located within 100-feet of adjacent arterial roadways (Baseline Road and 59<sup>th</sup> Avenue) as measured from the perimeter property boundary. See **Exhibit 1: Perimeter Design Corridor Map**. The *Perimeter Design Corridor* captures the area most visible from these public edges and establishes an enhanced edge treatment zone to the benefit of the greater Laveen community.

### **Design Requirements (all required):**

*All design elements listed below are to apply to development within the Perimeter Design Corridor area.*

- CHARACTER WALLS:** To promote common thematic design elements within the *Perimeter Design Corridor*, a wall system consisting of screen walls, view fencing and theme walls shall be constructed exhibiting common colors and materials. Wall heights, locations and other restrictions shall be subject to development standards as defined by the PUD Narrative. Wall elevations, by type with specific improvement standards, have been identified in **Exhibit 2:**

**Wall Details.** Specific locations and alignments of character wall improvements shall be determined at time of preliminary site plan submittal for each phase of the site development.

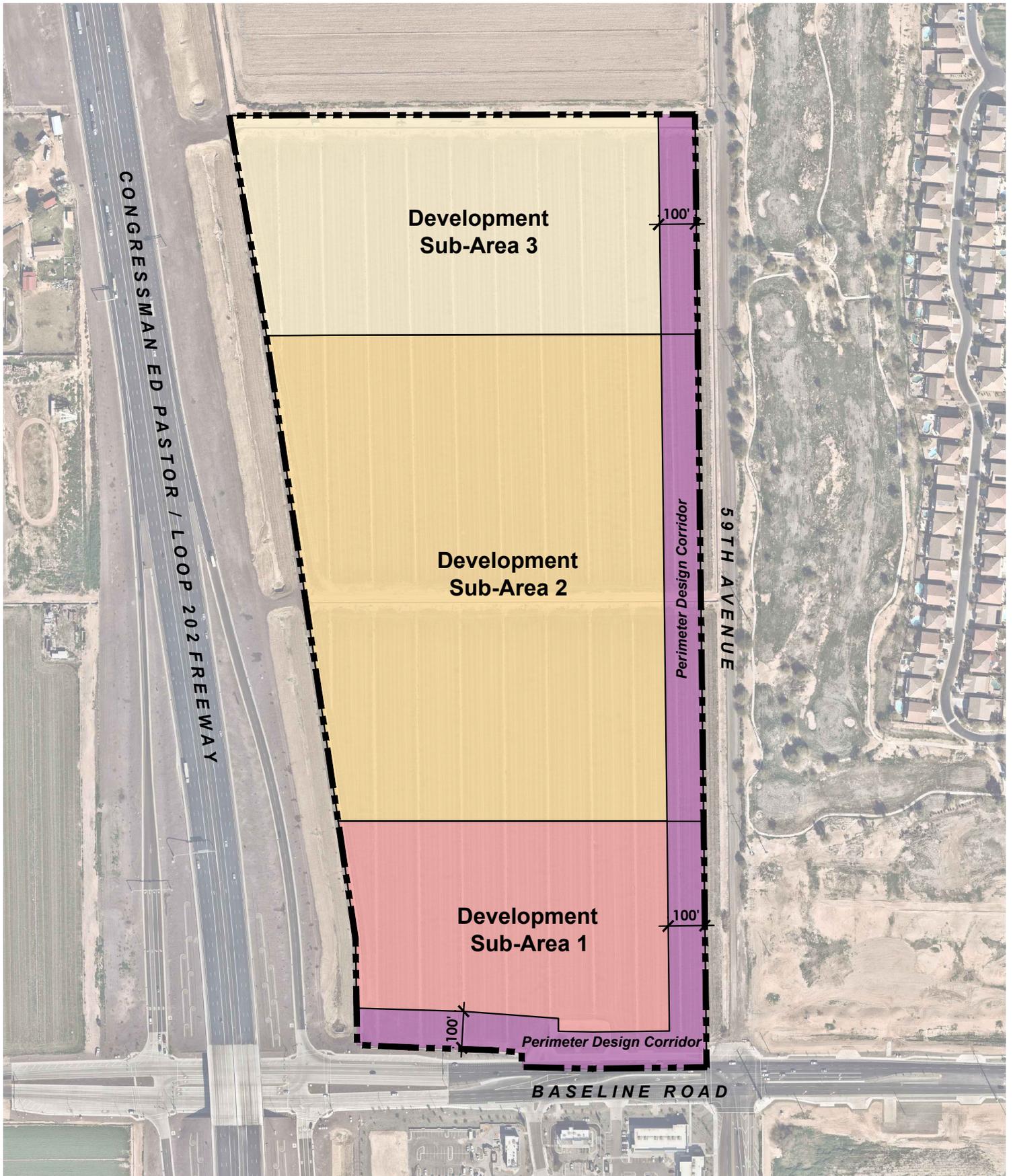
- PEDESTRIAN LIGHTING:** All pedestrian routes within the *Perimeter Design Corridor* shall be required to lit with a common pedestrian-scale lighting fixture type that is consistent throughout the Corridor Area. Lighting elements shall be placed no greater than 30 feet apart and shall be located proximate to the multi-use pathways along the project frontages. Lighting shall be thoughtfully blended with landscape and hardscape improvements.

## **Additional Design Options (minimum 3 required):**

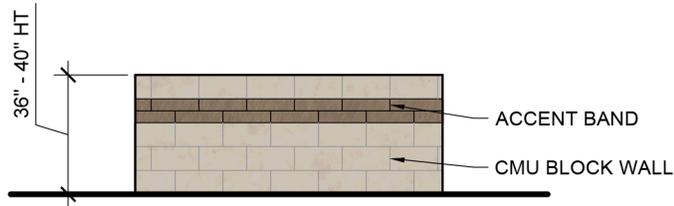
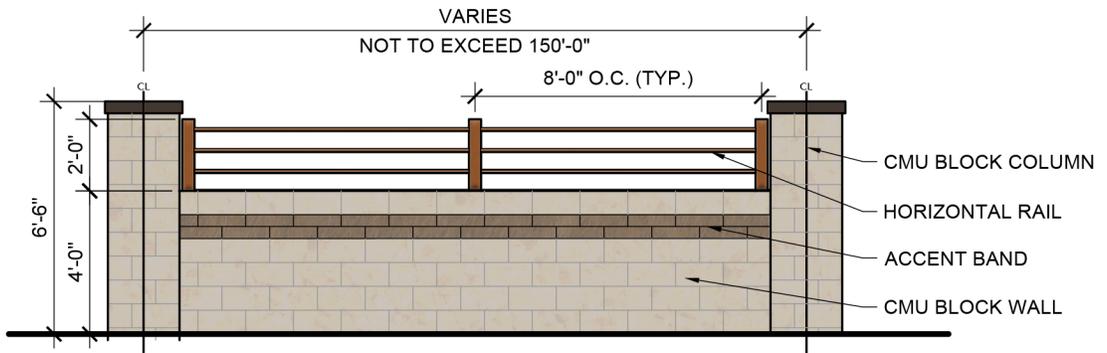
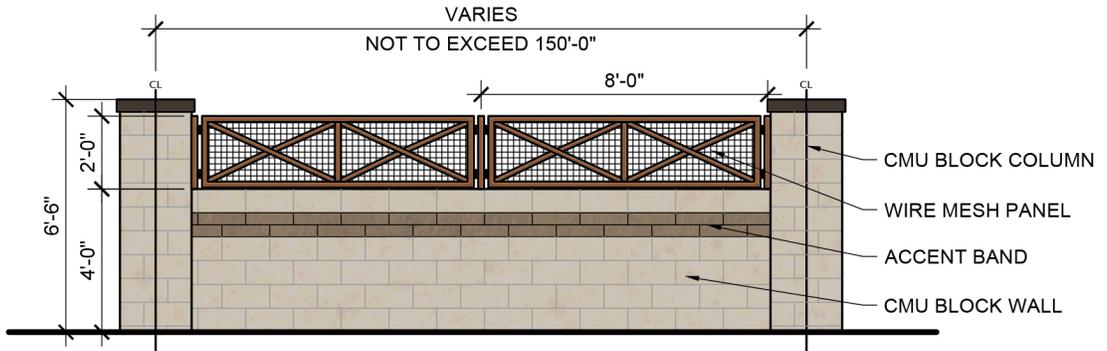
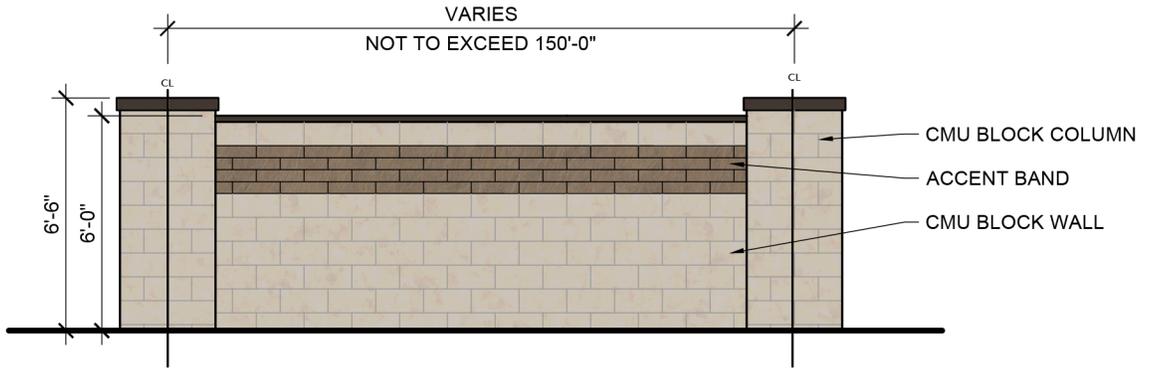
*In addition to the above “Design Requirements”, development within the Perimeter Design Corridor are required to incorporate a minimum of three of the following thematic design elements listed below.*

- SHADING:** Buildings shall demonstrate the application of shading features for no less than 50% of window openings. Shading elements may include the following: suspended canopies, posted canopies, building overhangs, screen walls, window eyebrows, awnings, shade sails, and pergolas.
- BUILDING ENTRIES:** Buildings shall include distinctive entry statements at each primary building entry. Entry statements can be established in multiple ways:
  - Differentiated building massing (vertical elements, building envelopes);
  - Incorporation of fixed shading elements;
  - Use of a special or different façade material;
  - Utilization of accent lighting and/or creative signage,
- EXTERIOR FINISHES:** Perimeter-facing building facades within the *Perimeter Design Corridor* shall be limited to a maximum of 75% stucco coverage. Additionally,
  - Building trim, signage and accent areas shall feature different building materials and different colors than the building field color if compatible with the architectural design;
  - All primary building colors are to have an LRV brightness level of less than 35%. Brighter tones may be utilized in limited areas as accent colors to enhance entries, focal points, signage and other prominent building features.
- BUILDING MASSING:** Within individual developments that include multiple buildings, vary the size massing and height of the building in relation to each other. Building mass should be broken into smaller elements, consistent with the proportions of the architectural style and surrounding uses.
- BUILDING MASSING:** Reduce building mass by using a combination of the following techniques:

- Variation in the roofline and form;
  - Use of ground level arcades and covered areas, protected or recessed building entrances;
  - Vertical elements on or in front of expansive blank walls;
  - Use of pronounced wall plane offsets and projections;
  - Use of focal points and vertical accents;
  - Inclusion of windows on elevations facing streets and pedestrian areas.
- DESIGN ELEMENTS:** Provide human scale within the built environment with the inclusion of items such as ground level plazas, shaded courtyards, entry doorways, etc.
- DESIGN ELEMENTS:** Incorporate the use of materials conducive to the Modern-Rural theme within landscape and building materials to reflect the rural agrarian heritage of the area.
- DESIGN ELEMENTS:** For buildings with facades greater than 100-feet in length, a minimum of two of the following elements shall repeat at appropriate intervals, either horizontally or vertically. These architectural elements may include the following: texture and material changes, offsets, reveals, archways or projecting ribs; wall plane projections or recesses, variations in window systems, vertical landscape features, public art.
- BUILDING ORIENTATION:** Provide a minimum of 60% of ground-floor facades as storefront style windows for retail and office uses to allow for visual observation of the street.
- DESIGN ELEMENTS:** A minimum of 50% of the area of the front ground floor building facade shall be composed of windows, shadow boxes, artwork or comparable architectural features. The area to be counted toward the 50% shall begin no higher than 12 feet above finished floor. This computation will exclude entrances to parking and loading areas
- ROOF SYSTEMS:** for residential projects, incorporate a minimum of two district roofing types to breakup large roofing expanses.



SCALE: NTS 



SCALE: NTS 