



City of Phoenix

PLANNING AND DEVELOPMENT DEPARTMENT

Staff Report Z-36-A-19-6 (44 Camelback PUD Amendment A) September 28, 2020

Camelback East Village Planning Committee Meeting Date	October 6, 2020
Planning Commission Hearing Date	November 5, 2020
Proposed Use	Planned Unit Development to allow commercial, multifamily and single-family residential development
Location	Northwest corner of 44th Street and Camelback Road
Acreage	17.72 acres
Owner	Camel Square, LLC and Sun Legacy Property
Applicant/Representative	Ed Bull, Burch & Cracchiolo, P.A.
Staff Recommendation	Approval, subject to stipulations

<u>General Plan Conformity</u>			
<u>General Plan Land Use Map Designation</u>		Commercial and Residential 2 to 3.5 dwelling units per acre	
<u>Street Map Classification</u>	44th Street	Major Arterial	50-foot west half street
	Camelback Road	Arterial	40 to 55-foot north half street
	Medlock Drive	Local	25-foot east half street
<i>CONNECT PEOPLE AND PLACES CORE VALUE; OPPORTUNITY SITES; LAND USE PRINCIPLE: Support reasonable levels of increased intensity, respectful of local conditions and surrounding neighborhoods.</i>			
<p>The PUD amendment proposes to add 75 multifamily residential units within Land Use Area E, which will support the growth of the city’s housing stock while still being respectful of the surrounding neighborhood due to the centralized location of these units on the site. Further, the amendment includes additional design provisions for the south elevations of buildings facing Camelback Road within Land Use Area H, which will ensure that new development is compatible with and enhances the streetscape.</p>			

STRENGTHEN OUR LOCAL ECONOMY CORE VALUE; EMPLOYERS (JOB CREATION); LAND USE PRINCIPLE: Support General Plan Land Use Map and zoning changes that will facilitate the location of employment generating uses in each of the designated employment centers

The subject site is located within an identified Employment Corridor with nearby access to an executive and professional workforce. The proposal will generate jobs, subject to the development of new office buildings. The additional multifamily residential that this amendment proposes will provide housing for this workforce and provide an opportunity for employees to live, work, and play in this area.

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.

The proposed PUD amendment will add multifamily residential uses to the project, which will diversify the list of permitted uses on the site and add to the housing stock in the Camelback East Village, thus also addressing a city-side housing shortage.

Area Plans, Overlay Districts, and Initiatives

[Camelback Corridor Major Employment Center](#) – See Background Item No. 4.

[44th Street Corridor Specific Plan](#) – See Background Item No. 7.

[Tree and Shade Master Plan](#) – See Background Item No. 8.

[Complete Streets Guiding Principles](#) – See Background Item No. 9.

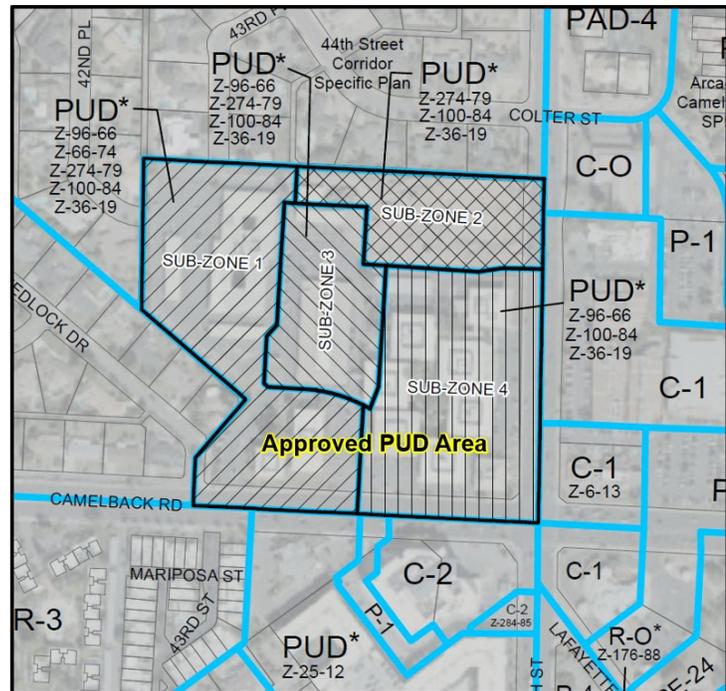
[Reimagine Phoenix](#) – See Background Item No. 10.

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

Background/Issues/Analysis

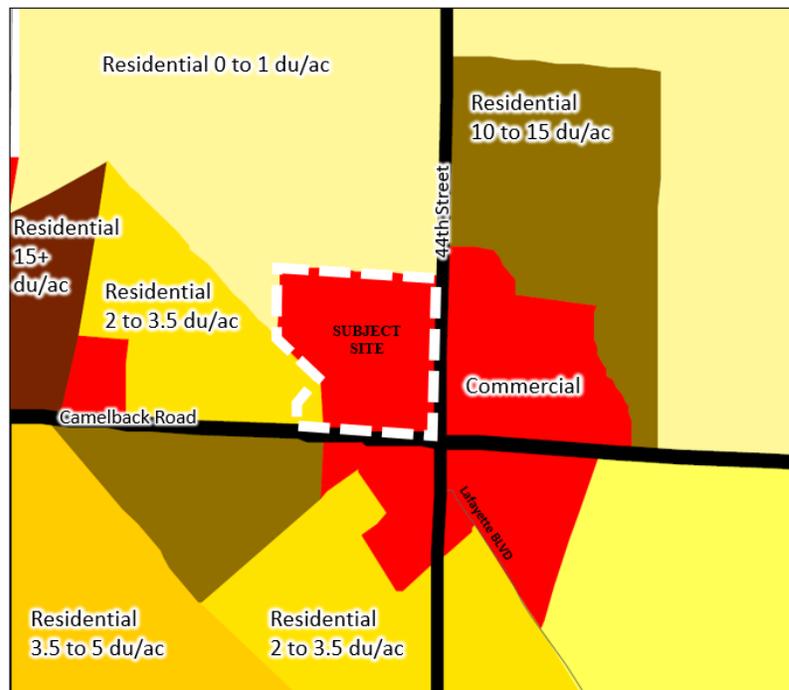
SUBJECT SITE

1. The 44 Camelback PUD was approved by the Phoenix City Council on November 20, 2019 for an approximately 17.72-acre mixed-use development located on the northwest corner of 44th Street and Camelback Road. This request is to amend the approved PUD to allow multifamily residential uses in an additional portion of the development, increase the permitted density for a portion of the development, and to include conceptual elevations for the south side of the development within Land Use Area H.



Source: City of Phoenix Planning and Development Department

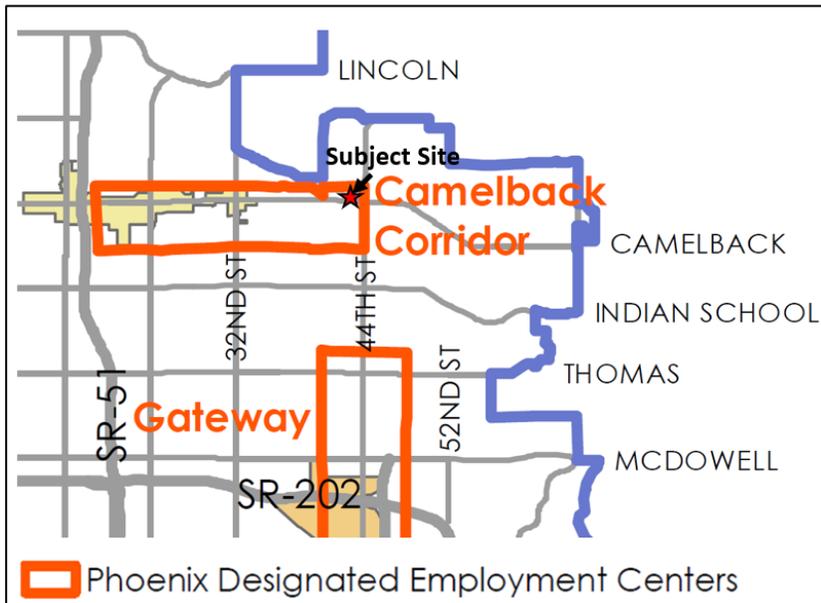
2. The General Plan Land Use Map designation for the majority of the subject site is Commercial and a small portion in the southwest corner of the site is designated as Residential 2 to 3.5 dwelling units per acre. The area within which the proposed multifamily residential uses will be permitted falls entirely within the Commercial designation and is consistent with this designation.



Source: City of Phoenix Planning and Development Department

CAMELBACK CORRIDOR MAJOR EMPLOYMENT CENTER

3. The subject site falls within the boundaries of the Camelback Corridor Employment Center identified by City of Phoenix. The Camelback Biltmore profile provided by the Community and Economic Development Department states that the Biltmore area hosts a dynamic mix of premier office, high-end retail and hotel developments that serve as the focal



Source: City of Phoenix Planning and Development Department

point for business and entertainment activity. In addition, the area has access to a large executive and professional workforce. The proposal for a mixed-use development, which includes a hotel and Class A office space will support and add to the nearby professional workforce. The additional multifamily residential that this amendment proposes will provide housing for this workforce and provide an opportunity for employees to live, work, and play in this area.

4. The proposed PUD amendment is limited to Land Use Areas D, E and H, which are approximately 1 and 2.7 acres in size, respectively, and are located in the center and the southeast corner of the overall development.



Overall Proposed Land Use Area (LUA) Site Plan

Source: SmithGroup

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 amended standards for the subject site as described in the attached PUD Development Narrative date stamped September 25, 2019. The majority of the development standards from the original PUD will remain, with additional provisions to account for the proposed multifamily residential uses.

a. Permitted Land Uses

The PUD limits the permitted land uses within specified Land Use Areas (LUAs). The identified uses permitted within each LUA are identified in the land use matrix. This request proposes the addition of multifamily residential uses within LUA E, which are limited to a maximum of 75 dwelling units. The proposed amendment also includes a note that occupancy of multifamily residential units may not be short term and must be a minimum of 6 months. This was added in response to community input and cannot be legally enforced by the City of Phoenix.

b. Development Standards

Building Height

The PUD proposes maximum building heights within each LUA. This amendment proposes additional restrictions to the building height in LUA E from 56 feet maximum to the following:

LUA E: 56 feet maximum; use of the rooftop is prohibited and is limited to mechanical equipment, elevator bulkheads, service stairs and the like as provided in Phoenix Zoning Ordinance Section 701.B. Unless prohibited by the building code, rooftop mechanical screening shall be a maximum of four feet above maximum building height and shall be setback a minimum of four feet from the perimeter of the building roof. The proposed provision for an additional four feet in height for mechanical equipment is consistent with the standards in the Phoenix Zoning Ordinance.

Additionally, amenities for the multifamily units in LUA E are permitted to encroach into the adjacent LUA D for no more than 25,000 square feet. Balconies of the multifamily units may project into LUA D for a maximum of six feet.

Density

This PUD amendment proposes 75 dwelling units within LUA E, where previously none were permitted. The approved PUD also permits 20 multifamily dwelling units within LUA F, which must be integrated with the hotel use.

Amenities

The proposed amendment includes examples of amenities that shall be provided for any multifamily development within the PUD, including indoor/outdoor resident lounge space, fitness center, yoga lawn, among others. These amenities shall be a minimum of 10,000 square feet and a maximum of 25,000 square feet or both indoor and outdoor spaces, provided in both LUA D and E.

Parking

The PUD amendment will conform with existing Zoning Ordinance parking standards of Section 702 for multifamily residential uses, except that additional guest parking spaces will not be required.

c. Design Guidelines

The proposed PUD amendment includes additional design standards for the south elevations of Building H, within LUA H. This elevation shall be in general conformance to the exhibit, "Building H Character Perspective/Rendering," and shall incorporate a minimum of the following features: minimum two feet of horizontal and/or vertical architectural articulation, and a blend of architecturally appropriate building materials such as glass, metal, stone, brick, or composite.

AREA PLANS, OVERLAY DISTRICTS, AND INITIATIVES

7. 44th Street Corridor Specific Plan

The property is located within the boundaries of the 44th Street Corridor Specific Plan which was adopted in 1991. The Specific Plan is a non-regulatory policy document for approximately one quarter mile on each side of the 44th Street corridor extending from just north of Camelback Road, south to the Phoenix Sky Harbor Airport. The plan is vague about recommended future land uses for the corridor, stating, "In general, the land uses reflect existing conditions and previously approved development projects." The plan designates this site as Office. The PUD, in turn, offers a mixed-use development that includes office uses. The addition of multifamily residential uses will not impact the possibility of office development on this site.

8. 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. The PUD includes enhanced landscape planting standards along 44th Street and Camelback Road. Trees help to reduce the urban heat island effect and will provide thermal comfort for residents and guests.

9. **Complete Streets Guiding Principles**

In 2014, the 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. The PUD includes enhanced landscape planting standards along both street frontages and minimum 75 percent shade along public sidewalks.

10. **Reimagine Phoenix**

As part of the Reimagine Phoenix Initiative, the City of Phoenix is committed to increasing the waste diversion rate to 40 percent by 2020 and to better manage its solid waste resources. Section 716 of the Phoenix Zoning Ordinance establishes standards to encourage the provision of recycling containers for multifamily, commercial and mixed-use developments meeting certain criteria. The PUD includes provisions to provide recycling services on site.

11. **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 amendment to the PUD 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.

COMMUNITY INPUT SUMMARY

12. At the time this staff report was written, staff has not received any letters regarding the proposed amendment to the PUD.

MISCELLANEOUS

13. The site has not been identified as being archaeologically sensitive. However, in the event archaeological materials are encountered during construction, all ground disturbing activities must cease within 33-feet of the discovery and the City of Phoenix Archaeology Office must be notified immediately and allowed time to properly assess the materials. This is addressed in Stipulation No. 8.
14. 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.

15. Stipulations from the original approved case that are still applicable to this amendment shall remain. These are Stipulations 2 through 10.

Findings

1. The proposed amendment will provide additional housing options for the area and help to reduce the housing shortage in the city.
2. The proposal will not affect any of the land use or development standards of Land Use Areas outside of LUAs D, E and H.
3. The proposal will diversify the list of permitted land uses within the development.

Stipulations

1. An updated Development Narrative for the 44 Camelback 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 September 25, 2019, as modified by the following stipulations:
 - a. Front cover: Revise the submittal date information on the bottom to add the following: Major Amendment City Council Adopted: November 18, 2020.
 - b. Page 21, Footnote No. 12: Add language that explains that the City cannot enforce the prohibition of vacation rentals in multifamily residential development.
2. There shall be no access to 42nd Place and 43rd Place and the developer shall record a 1-foot non-vehicular access easement along all parcel lines adjacent to single-family zoning district or local street, except for an approximately 30-foot wide gated vehicular access and an approximately 6-foot wide gated pedestrian access located approximately 40 feet north of Camelback Road that shall be allowed between the subject property and the Medlock Drive alignment within Arcadia Villa 2, as approved by the Planning and Development Department.
3. Development shall be responsible for the improvements and maintenance of the median islands on Camelback Road between 42nd Street and 44th Street.
4. A sidewalk easement shall be dedicated including the full width of all sidewalks along Camelback Road and 44th Street, as approved by the Planning and Development Department.

5. Right-of-way totaling 55 feet shall be dedicated for the north half of Camelback Road, as approved by the Planning and Development Department.
7. 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.
8. 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.
9. The developer shall dedicate right-of-way and construct a bus bay and bus stop pad along westbound Camelback Road west of 44th Street. The bus bay shall be constructed according to City of Phoenix Standard Detail P1256 and the bus stop pad shall be constructed according to City of Phoenix Standard Detail P1261 with a minimum depth of 10 feet. The bus bay and pad shall be spaced from the intersection of 44th Street and Camelback Road according to City of Phoenix Standard Detail P1258, as modified and approved by the Public Transit, Street Transportation and Planning and Development departments.
10. Prior to preliminary site plan approval, the developer shall submit a signal warrant analysis to the City of Phoenix Street Transportation Department for a location on 44th Street approximately 600 feet north of Camelback Road, as part of the Traffic Impact Study. As determined by the Street Transportation Department, if the proposed traffic signal is permitted, all associated costs for design and construction will be the responsibility of the developer.

Writer

Sofia Mastikhina

September 28, 2020

Team Leader

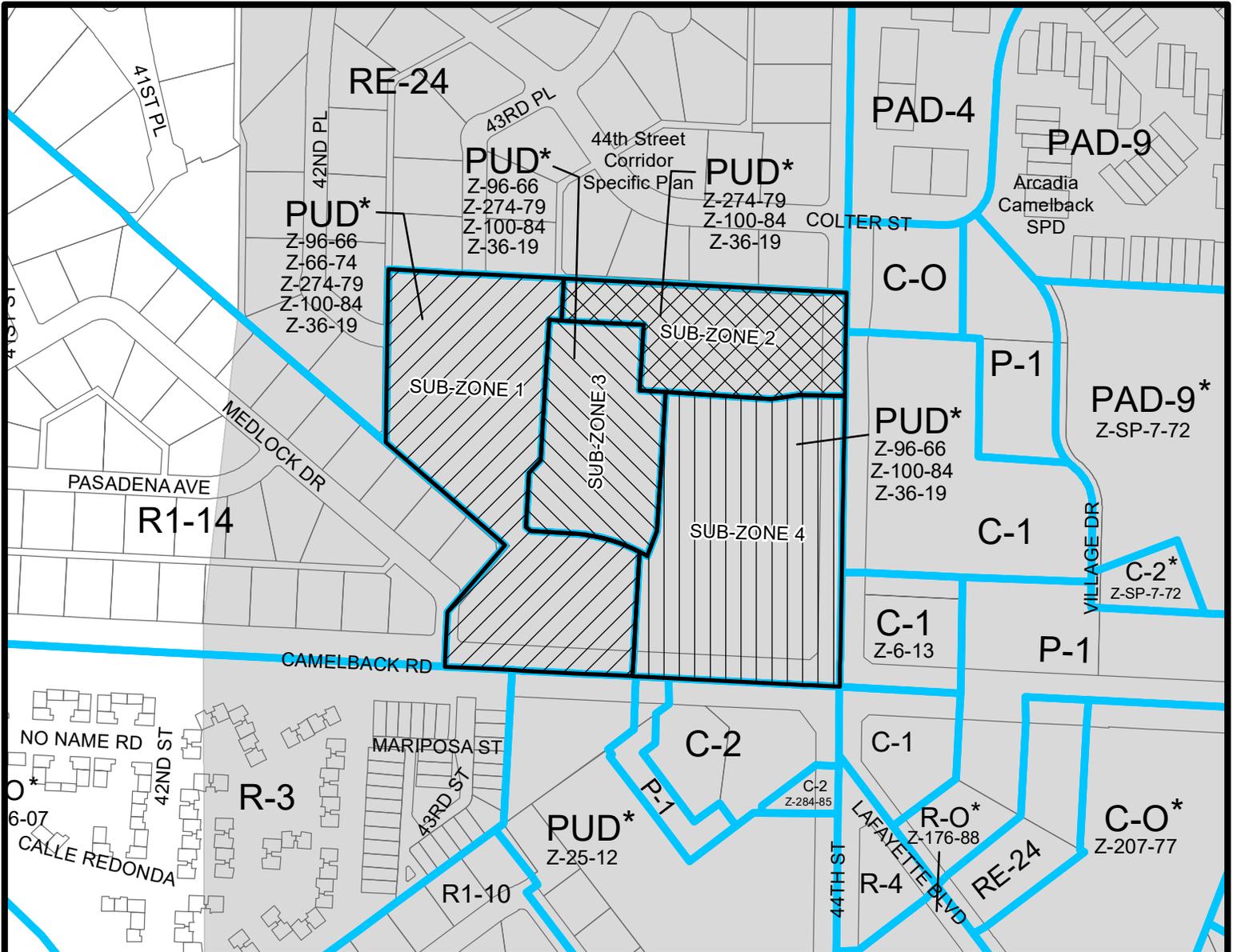
Samantha Keating

Exhibits

Sketch Map

Aerial

[44 Camelback PUD](#) date stamped September 25, 2019



Miles

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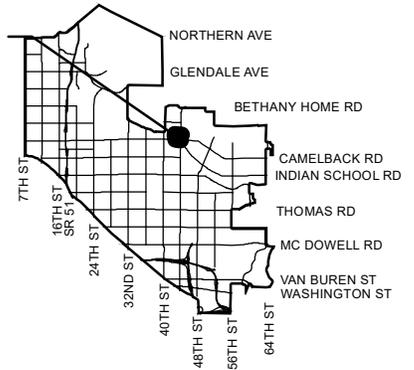
CAMELBACK EAST VILLAGE

CITY COUNCIL DISTRICT: 6



City of Phoenix
PLANNING AND DEVELOPMENT DEPARTMENT

Z-36-A-19



APPLICANT'S NAME: **Ed Bull, Burch & Cracchiola, P.A.**

APPLICATION NO. **Z-36-A-19**

DATE: **9/09/2020**
REVISION DATES:

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

17.72 Acres

AERIAL PHOTO & QUARTER SEC. NO.

QS 19-37

ZONING MAP

H-10

REQUESTED CHANGE:

- FROM:
- PUD (6.37 a.c.) Sub-Zone 1
 - PUD (2.72 a.c.) Sub-Zone 2
 - PUD (2.69 a.c.) Sub-Zone 3
 - PUD (5.94 a.c.) Sub-Zone 4

- TO:
- PUD (6.37 a.c.) Sub-Zone 1
 - PUD (2.72 a.c.) Sub-Zone 2
 - PUD (2.69 a.c.) Sub-Zone 3
 - PUD (5.94 a.c.) Sub-Zone 4

MULTIPLES PERMITTED

PUD Sub-Zone 1, PUD Sub-Zone 2,
PUD Sub-Zone 3, PUD Sub-Zone 4
PUD Sub-Zone 1, PUD Sub-Zone 2,
PUD Sub-Zone 3, PUD Sub-Zone 4

CONVENTIONAL OPTION

N/A, N/A, N/A, 20

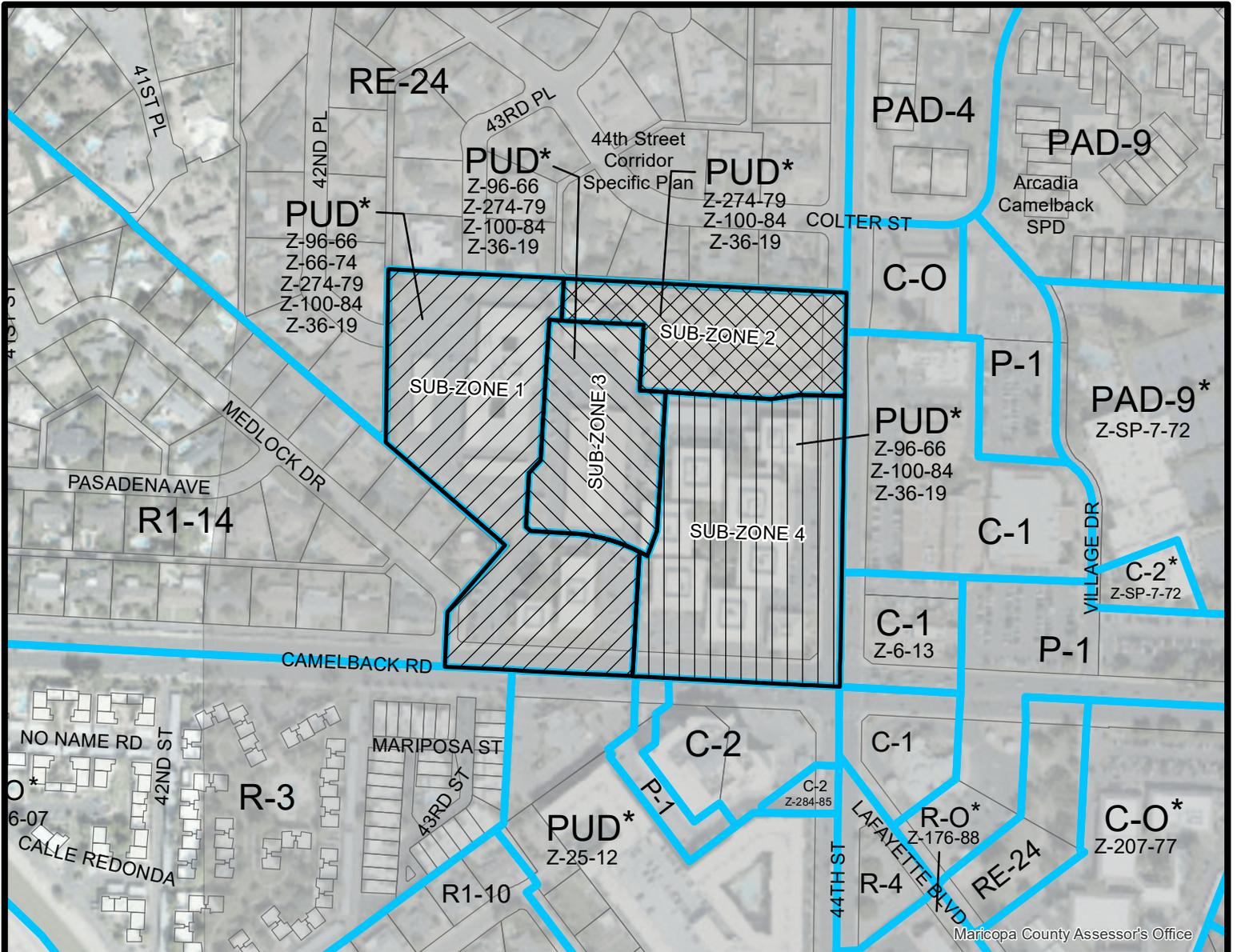
N/A, N/A, N/A, 20

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

N/A, N/A, N/A, N/A

N/A, N/A, N/A, N/A

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



Miles

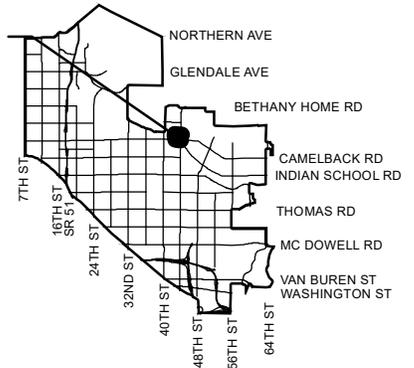


CAMELBACK EAST VILLAGE

CITY COUNCIL DISTRICT: 6



Z-36-A-19



APPLICANT'S NAME: Ed Bull, Burch & Cracchiola, P.A.

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MULTIPLES PERMITTED

PUD Sub-Zone 1, PUD Sub-Zone 2,
PUD Sub-Zone 3, PUD Sub-Zone 4
PUD Sub-Zone 1, PUD Sub-Zone 2,
PUD Sub-Zone 3, PUD Sub-Zone 4

CONVENTIONAL OPTION

N/A, N/A, N/A, 20
N/A, N/A, N/A, 20

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

N/A, N/A, N/A, N/A
N/A, N/A, N/A, N/A

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