



City of Phoenix
PLANNING AND DEVELOPMENT DEPARTMENT

**Staff Report Z-43-20-4
(McDowell Hotel PUD)
June 1, 2021**

Encanto Village Planning Committee Meeting Date: June 7, 2021

Planning Commission Hearing Date: August 5, 2021

Request From: C-2 CNSPD (Intermediate Commercial, Coronado Neighborhood Special Planning District) (1.13 acres) and P-1 CNSPD (Parking, Coronado Neighborhood Special Planning District) (0.46 acres)

Request To: PUD CNSPD (Planned Unit Development, Coronado Neighborhood Special Planning District) (1.59 acres)

Proposed Use: Planned Unit Development to allow a hotel and other commercial uses.

Location: Northwest corner of 12th Street and McDowell Road

Owner: 1144 McDowell Land, LLC

Applicant/ Representative: Larry Lazarus, Lazarus & Silvyn P.C.

Staff Recommendation: Approval, subject to stipulations

General Plan Conformity			
<u>General Plan Land Use Map Designation</u>		Commercial	
<u>Street Map Classification</u>	McDowell Road	Arterial	Varies, 33 to 35.5 foot north half street
	12th Street	Minor Collector	Varies, 16 to 20 foot west half street
	Almeria Road	Local	25 foot south half street

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

The proposed development preserves an existing four-story building through an adaptive reuse conversion to a hotel use near Banner University Medical Center and destinations such as the Coronado Neighborhood and Downtown Phoenix.

CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; HEALTHY NEIGHBORHOODS; DESIGN PRINCIPLE: Establish design standards and guidelines for parking lots and structures, setback and build-to 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 proposed development includes shade trees, detached sidewalks, and parking setbacks to provide a pedestrian-oriented building design and encourage pedestrian activity. Additionally, the proposal will include publicly accessible benches, a bicycle repair station, and a lounge space.

CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; HEALTHY NEIGHBORHOODS; LAND USE PRINCIPLE: Encourage the provision of art in all new development for both public and private.

The proposal will preserve a 35-foot-tall art installation in the atrium of the development. While little is known of the artist, the art dates back at least to the construction of the original building. The preservation of the art is an added benefit to the adaptive reuse proposal which will continue to pay homage to the history of the structure and the Miracle Mile on McDowell.

CONNECT PEOPLE AND PLACES CORE VALUE; OPPORTUNITY SITES; LAND USE PRINCIPLE: Promote and encourage compatible development and redevelopment with a mix of housing types in neighborhoods close to employment centers, commercial areas, and where transit or transportation alternatives exist.

The proposal will adaptively reuse an underused office building into a hotel to provide a complementary use located near downtown and Banner University Medical Center. The proposal is consistent with the Coronado Neighborhood Special Planning District.

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.

The proposal provides trees and shade on McDowell Road, 12th Street, and Almeria Road to reduce the urban heat island effect while also improving thermal comfort to site users and the surrounding neighborhood. Additionally, the landscape treatment of Almeria Road includes a butterfly garden and enhanced tree plantings to serve as a transition between the development and the adjacent residential neighborhood.

Applicable Plan, Overlays, and Initiatives

[Coronado Neighborhood Special Planning District](#) – See Background Item No 3.

[Transit Oriented Development Strategic Policy Framework](#) – See Background Item No. 15.

[Comprehensive Bicycle Master Plan](#) – See Background Item No. 16.

[Complete Streets Guiding Principles](#) – See Background Item No. 17.

[Tree and Shade Master Plan](#) – See Background Item No. 18.

[Zero Waste Phoenix](#) – See Background Item No. 19.

Background/Issues/Analysis

SUBJECT SITE

1. This request is to rezone 1.59 gross acres at the northwest corner of 12th Street and McDowell Road from C-2 CNSPD (Intermediate Commercial, Coronado Neighborhood Special Planning District) and P-1 CNSPD (Parking, Coronado Neighborhood Special Planning District) to PUD CNSPD (Planned Unit Development, Coronado Neighborhood Special Planning District) to allow a hotel and other commercial uses.

2. The subject site has a General Plan Land Use Map designation of Commercial which is consistent with the proposed uses on the site including the primary use of a hotel.

Additionally, the site is located within the Coronado Neighborhood Special Planning District which provides policy guidance for how residential and commercial developments should interact.

General Plan Land Use Map, Source: Planning and Development Department



3. **Coronado Neighborhood Special Planning District**

The City Council approved the Coronado Conservation Plan for the Coronado Neighborhood in 1986. The planning area extends from McDowell Road on the south to Virginia Avenue on the north and from 7th Street on the west to 16th Street on the east. A primary focus of the plan is preserving the architectural and use character of the residential areas of the neighborhoods and it therefore prescribes standards to promote compatibility with commercial development at the periphery.

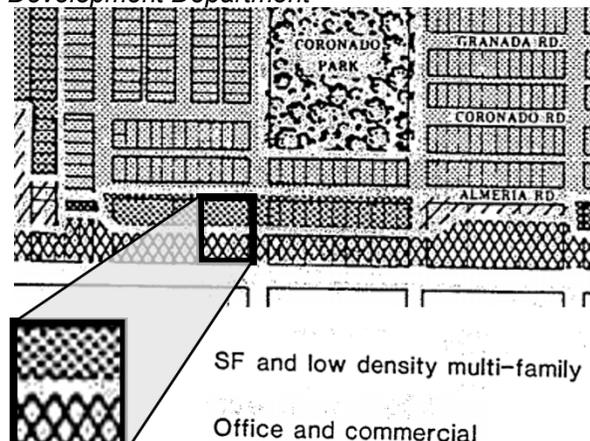
Limited Consideration of Rezoning: “Rezoning will be considered... and on the south side of Almeria between 10th and 14th Streets... There are areas that could benefit from compatible redevelopment as well as areas that should be preserved as single-family homes.”

Encourage [Architectural] Compatibility: Rehabilitation and additions should be encouraged to be architecturally compatible with the character of the neighborhood.

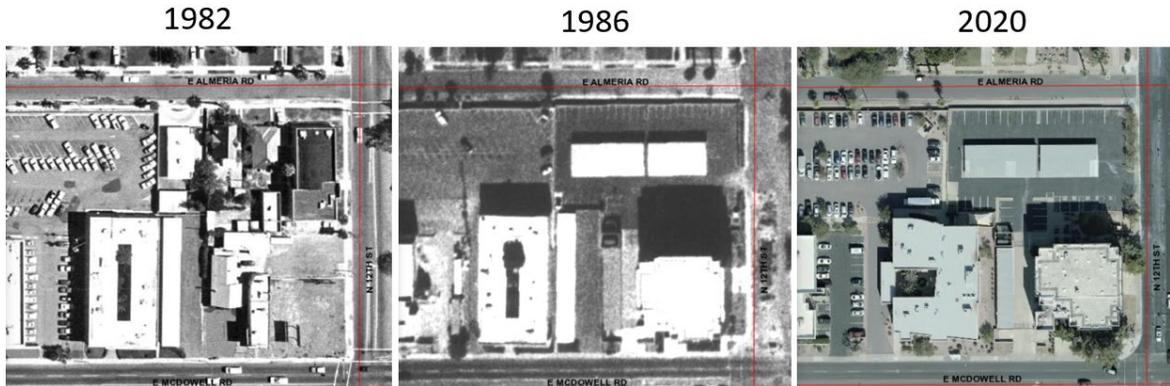
Height and Setbacks in Revitalization Area [Regulatory]: The “Revitalization Area” described in this section does not apply to the subject site and governs only the section of the planning area located between 15th and 16th Street and between Hubbell Street and Virginia. The plan applies a stepback formula between single-family homes and buildings of different heights, up to requiring a 30-foot setback for a 48 foot tall building, but the plan notes that intervening alleys may be included in the setback. While the provision does not apply to this site, the development complies with the standard.

Proposed Land Use Map: On the Coronado Neighborhood Proposed Land Use Map, the site is depicted with “office and commercial” on the southern half of the site and single-family or low-density multifamily on the north half of the site. An examination of historic aerial photographs reveals that in 1982 there were single-family homes on the north half of the site but that by 1986 (when the plan was adopted), the site was entirely developed by the current office complex.

Proposed Land Use Map, the Coronado Neighborhood Conservation Plan: Planning and Development Department



Aerial Photos Depicting Transition from Residential to Commercial, Source: Planning and Development Department



4. The subject site also fronts on McDowell Road which is a finalist for the foundational network of the City's Bus Rapid Transit (BRT) system. Bus Rapid Transit is a high capacity service that focuses on improved speed, reliability and convenience. The below graphic depicts the finalists for the foundational network which will likely include two east-west routes and two north-south routes.

Additionally, while the site is not located adjacent to light rail, guidance on transit adjacent development standards can be derived from the Walkable Urban Code, the ReinventPHX Plans, and the Transit Oriented Development Strategic Policy Framework; see Background Item No. 15.

Potential Bus Rapid Transit Corridors, Source: Public Transit Department



SURROUNDING LAND USE AND ZONING

5. The subject site is occupied by a four-story office building constructed in the mid-1980s with the remainder of the site as surface parking with several shade canopies. The existing structure is approximately 56 feet in height. The subject site is zoned C-2 CNSPD (Intermediate Commercial, Coronado Neighborhood Special Planning District) and P-1 CNSPD (Parking, Coronado Neighborhood Special Planning District).

West (adjacent): Immediately adjacent to the subject site on the south half of the block is two-story building with office type uses. This parcel is zoned C-2 CNSPD (Intermediate Commercial, Coronado Neighborhood Special Planning District). Immediately adjacent to the subject site on the north half of the block is surface parking lot zoned R-3 CNSPD (Multifamily Residence District, Coronado Neighborhood Special Planning District).

North (across Almeria Road): Across Almeria Road from the subject site are a series of single-family homes zoned R1-6 CNSPD (Single-Family Residence District, Coronado Neighborhood Special Planning District).

East (across 12th Street): Across Almeria Road from the subject site and south of the alley is a small commercial building and parking lot zoned C-2 CNSPD (Intermediate Commercial, Coronado Neighborhood Special Planning District). Across Almeria Road from the subject site and north of the alley is a single-family home zoned R-3 CNSPD (Multifamily Residence District, Coronado Neighborhood Special Planning District).

South (across McDowell Road): Across McDowell Road is the Banner University Medical Center Phoenix Campus which is zoned PUD (Planned Unit Development).

PROPOSAL

6. The proposal utilizes the PUD zoning designation which 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 proposes standards and guidelines that are tailored to the context of the specific site. Where the PUD Development Narrative is silent on a requirement, the applicable Zoning Ordinance provisions are applied.
7. The conceptual site plan depicts a 100-room hotel that adapts the existing office structure and expands it to the north. The plan depicts publicly accessible open spaces along McDowell Road, a guest swimming pool along McDowell Road, and two public points of ingress/egress with one from McDowell Road and one from 12th Street. The conceptual building elevations depict a four-story building that does not exceed the height of the existing building. The elevations include four-

sided architecture, multiple materials, and an active street frontage oriented to McDowell Road.

8. Whereas the plans are provided for illustrative purposes only, the proposed requirements of the Planned Unit Development exist in the body of the Development Narrative. Below is a summary of the regulatory elements of the Development Narrative date stamped May 18, 2021.

9. ***Land Use***

The narrative broadly utilizes the provisions of the Walkable Urban Code Transect 4:3 (WU Code T4:3) regarding permitted uses. With regard to the proposed hotel use, the development narrative utilizes the definition and conditions contained in Chapter 618 (R-5) of the Phoenix Zoning Ordinance which prescribes legal accessory uses and their respective design considerations. Under the umbrella of a hotel as a principal use, the following accessory uses are permitted when accessible only from within the hotel and when not visible from public streets: a gift shop; cocktail lounge; restaurant; private meeting space; news stand; child care facility for guests only; and auto rental with a maximum of three vehicles.

10. ***Development Standards***

The development narrative utilizes most development standards contained in the Walkable Urban Code Transect 4:3 with few modifications to accommodate the adaptive reuse, tailor standards to the proposed user, and/or to create an enhanced condition.

Enhancements of special note include an expanded setback along Almeria Road from the 8-foot maximum setback required in WU T4:3 to a 17-foot minimum to promote compatibility with the neighborhood, shaded and detached sidewalks along all public streets through the utilization of the Midtown Transit Character Area Streetscape Standards, and the provision of publicly accessible open space.

The development narrative does not modify the following sections of the Walkable Urban Code as is applies to Transect 4:3 and they will therefore apply in their entirety.

- 1304 General Site Development Standards
- 1308 Signage Standards
- 1309 Landscape Standards
- 1310 Open Space Improvements
- 1308 Signage Standards
- 1311 Design Development Considerations
- 1313 Design and Standards Alternatives

The development narrative modifies the following sections of the Walkable Urban Code as it applies to Transect 4:3.

1303 Transect Lot Standards

- For Hotel Use:
 - Minimum Main Building Setbacks:
 - 20 feet from McDowell, 12 feet from 12th Street, 17 feet from Almeria Road, and 0 feet from the west property line.
 - Minimum Parking Setbacks:
 - 30 feet from McDowell Road, 10 feet from 12th Street, 2 feet from Almeria Road, and 2 feet from the west property line.
 - Maximum Building Height: 54 feet (40 feet is the standard in T4:3)
- For Non-Hotel Use:
 - Minimum Main Building Setbacks: 17 feet from Almeria Road

1305 Frontage Standards (for Hotel Use)

- Frontage types not required
- Fence standards.
 - All perimeter walls and fences oriented to a public street shall be limited to 40 inches opaque with the exception of a wall adjacent to the swimming pool described below.
 - A 96 inch opaque wall shall be permitted adjacent to the swimming pool near the intersection of 12th Street and McDowell Road, subject to enhancement requirements.

1306 Land Use Matrix

- For Hotel Use: Hotel use permitted, all other primary uses prohibited.
- For Non-Hotel Use: Maximum of 120 dwelling units

1307 Parking Standards (for Hotel Use)

- 0.67 parking spaces per room

1312 Character Areas

- McDowell Road: 5-foot landscape detachment and a 5-foot sidewalk

11. ***Design Guidelines***

The PUD contains 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 high-quality design. Guidelines require

four-sided architecture, architectural embellishments, enhanced building materials, and no dwelling unit windows oriented to the north.

12. **Signage**

The development narrative utilizes Section 1308 of the City of Phoenix Zoning Ordinance.

13. **Sustainability**

The development narrative proposes a series of sustainability features such as cool roof designs, Energy Star Appliances, and, most significantly, the adaptive reuse of the existing structure.

14. The proposal includes several elements designed to create a compatible and complementary relationship with the neighborhood. The proposal adheres to all regulatory provisions of the Special Planning District and aligns with its policies most notably, the importance of creating a strong transition to the single-family district. The transition between the neighborhood and the proposed development includes a 17-foot building setback from its north property line (67 feet from the single-family parcels across Almeria Road), a public butterfly garden at the corner of 12th Street and Almeria Road, and sidewalks detached from the back of curb by a 5 foot deep landscape area that will be planted with two and three inch caliper shade trees and ground cover shrubs.

Almeria Road, Existing (Top) and Proposed Conditions (Bottom), Source: GoogleEarth (Top), Werk | Urban Design and Engineering (Bottom)





STUDIES AND POLICIES

15. [Transit Oriented Development Strategic Policy Framework](#)

The Transit Oriented Development Strategic Policy Framework, originally adopted in 2013, and later amended in 2016 and 2018, identifies policies and place types that are designed to shape walkable and mixed-use environments and focus redevelopment within a quarter mile of high capacity transit stations. While the subject site is not currently near high capacity transit, it is along a potential bus rapid transit route and incorporates many pedestrian-oriented design features to contribute to a walkable and mixed-use environment along McDowell Road. The utilization of the Walkable Urban Code of the framework for the PUD is consistent with the policies of the TOD Strategic Policy Framework.

16. [Comprehensive Bicycle Master Plan](#)

The City of Phoenix adopted the Comprehensive Bicycle Master Plan in 2014 to guide the development of its Bikeway System and supportive infrastructure. The Comprehensive Bicycle Master Plan supports options for both short- and long-term bicycle parking as a means of promoting bicyclist traffic to a variety of destinations. The proposal incorporates standards for bicycle parking and includes a publicly accessible bicycle repair station (fix-it station) to complement the 12th Street bike lanes.

17. [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 enhanced shaded

sidewalks on its street frontages and a publicly accessible bicycle repair station (fix-it station).

18. **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 shaded and detached sidewalks along its public street frontage by utilizing the Transit Midtown Character Area Streetscape Standards with a small modification for the McDowell Road frontage which reduces the sidewalk width from 6 feet to 5 feet.

19. **Zero Waste Phoenix**

The City of Phoenix is committed to its waste diversion efforts and has set a goal to become a zero waste city, as part of the city's overall 2050 Environmental Sustainability Goals. One of the ways Phoenix can achieve this is to improve and expand its recycling and other waste diversion programs. Section 716 of the Phoenix Zoning Ordinance establishes standards to encourage the provision of recycling containers for multifamily, commercial and mixed-use developments meeting certain criteria. The provision of recycling containers was not addressed in the applicant's submittal, however, the adaptive reuse of the existing structure diverts a significant amount of waste from entering the landfill which is well aligned with the policy intent of Zero Waste Phoenix.

COMMUNITY INPUT SUMMARY

20. At the time this staff report was written, staff has received five letters of support and three letters of opposition. The support letters discuss the compatibility of the proposed use and the project as activating the underutilized site. The opposition letters express concern related to lack of conformance with existing policy plans, parking and setbacks along 12th Street and Almeria Road, architectural design, the scale from Almeria Road, and the street level interface of the development.

INTERDEPARTMENTAL COMMENTS

21. The Street Transportation Department provided a series of comments requesting detached and shaded sidewalks on all public street frontages, enhanced shade, and internal pedestrian pathways. The department also provided a series of stipulations requesting a dedication of additional right of way along McDowell Road, a dedication of a sidewalk easement along McDowell Road, three-quarter access to/from McDowell Road and their standard comment to require all street improvements comply with ADA standards. These are addressed within the development narrative and in Stipulation Nos. 3 through 6

22. The Public Transit Department requested a robust system of shaded and connected internal pedestrian pathways. The department also provided a stipulation for the dedication of right-of-way and construction of a bus stop pad along McDowell Road.
23. The Public Works Department's Floodplain Management Division determined that this parcel is not in a Special Flood Hazard Area (SFHA), but located in a Shaded Zone X, on panel 2210 L of the Flood Insurance Rate Maps (FIRM) dated October 16, 2013.
24. The Fire Department commented that they do not anticipate any problems serving the site but noted that the site must comply with the Phoenix Fire Code. They further commented that the water supply to the site (gpm and psi) has not been determined and that additional water supply may be needed to meet the required fire flow per the Phoenix Fire Code.
25. The Water Services Department commented that the site has existing water and sewer mains that can serve the development. The department added their standard comment that capacity is a dynamic condition that can change over time due to a variety of factors. It is the City's intent to provide water and sewer service. However, the requirements and assurances for water and sewer service are determined during the site plan application review. For any given property, water and sewer requirements may vary over time.

OTHER

26. The Aviation Department requires that the property owner record a Notice to Prospective Purchasers of Proximity to Airport in order to disclose the existence, and operational characteristics of City of Phoenix Sky Harbor International Airport (PHX) to future owners or tenants of the property. The Aviation Department also requires that the project receive a No Hazard Determination from the FAA and that the property owner grant and record an aviation easement. These are addressed in Stipulation Nos. 7 through 9.
27. 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 through 12.

28. 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 PUD will redevelop an underutilized property and provide a high-quality hotel development which will help activate the Miracle Mile Corridor.
2. This proposal provides a hotel use that will be complementary to Banner-University Medical Center Phoenix Campus and the emerging retail and service district in the Miracle Mile Corridor.
3. The proposal includes development standards and design guidelines that exceed conventional zoning standards and the proposal further aligns with the Coronado Neighborhood Conservation Plan with regard to compatibility and the transition to single-family homes.

Stipulations

1. An updated Development Narrative for McDowell Hotel 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 May 18, 2021, as modified by the following stipulations:
 - a. Front cover: Revise the date information on the cover page to add the following:
 - Hearing Draft: May 18, 2021
 - City Council Adopted: TBD [Add Adoption Date]
 - b. Page 14: Change “1303 General Site Development Standards” to “1304 General Site Development Standards”.
 - c. Page 20; Site; 1st Paragraph: Add the following language “proposals for non-standard material in the public right-of-way shall require approval from the Street Transportation Department”
2. The developer shall dedicate right-of-way and construct a bus stop pad along westbound McDowell Road west of 12th Street. The bus stop pad shall be

compliant with City of Phoenix Standard Detail P1260 with a minimum depth of 10 feet. The bus bay shall be spaced from the intersection of McDowell Road and 12th Street according to City of Phoenix Standard Detail P1258.

3. The developer shall dedicate 35-feet of right-of-way for the north side of McDowell Road, as approved by the Planning and Development Department.
4. The developer shall dedicate a 10-foot sidewalk easement for the north half of McDowell Road, as approved by the Planning and Development Department.
5. The driveway along McDowell Road shall be restricted to three quarter access per City of Phoenix standard detail, as approved by the Street Transportation Department.
6. 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.
7. The developer shall provide a No Hazard Determination for the proposed development from the FAA pursuant to the FAA's Form-7460 obstruction analysis review process, prior to construction permit approval, as per plans approved by the Planning and Development Department.
8. The property owner shall record documents that disclose the existence, and operational characteristics of Phoenix Sky Harbor Airport to future owners or tenants of the property. The form and content of such documents shall be according to the templates and instructions provided which have been reviewed and approved by the City Attorney.
9. The developer shall grant and record an avigation easement to the City of Phoenix for the site, per the content and form prescribed by the City Attorney prior to final site plan approval.
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.

Writer

Nick Klimek

June 1, 2021

Team Leader

Samantha Keating

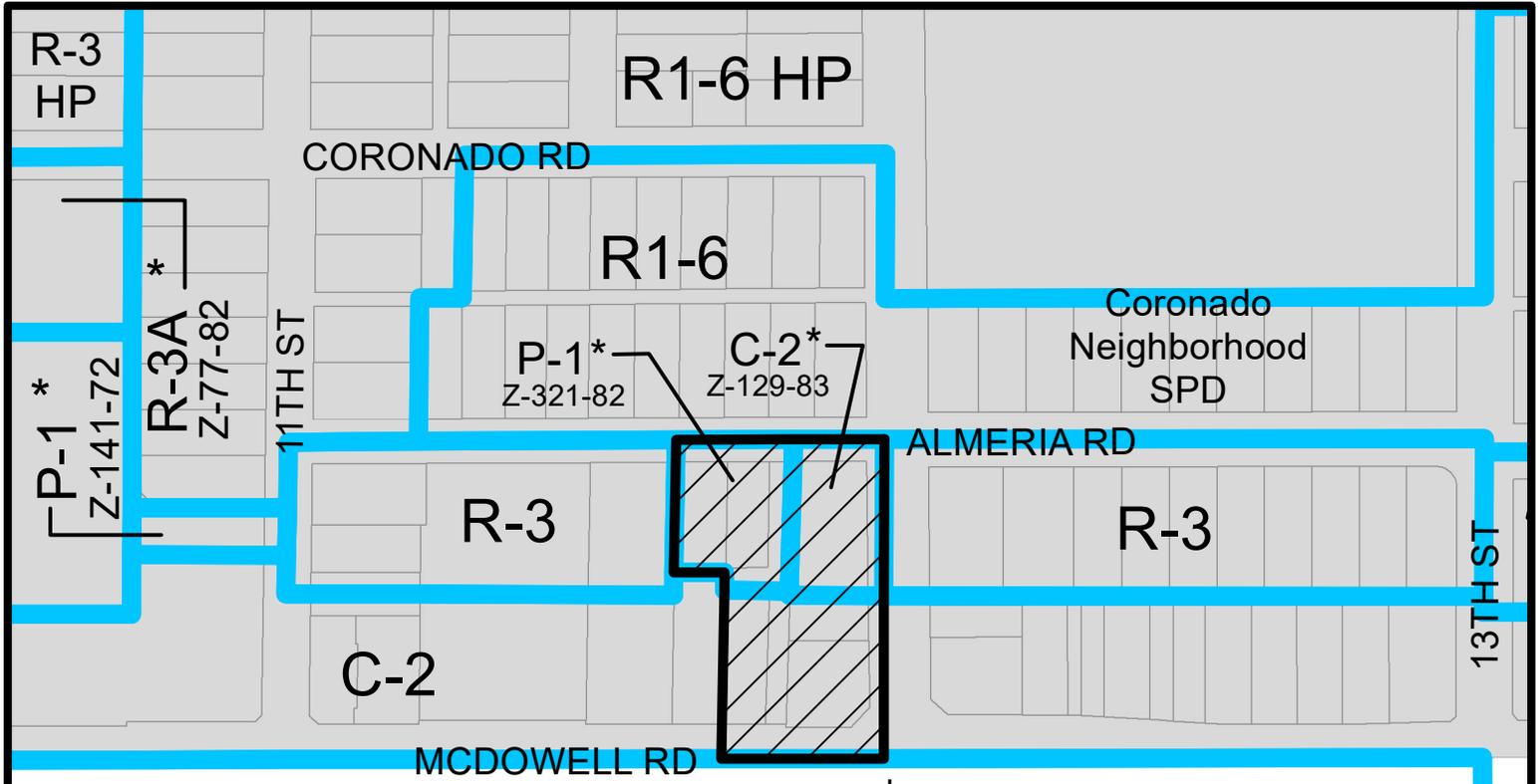
Exhibits

Sketch Map

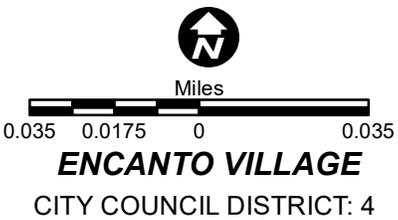
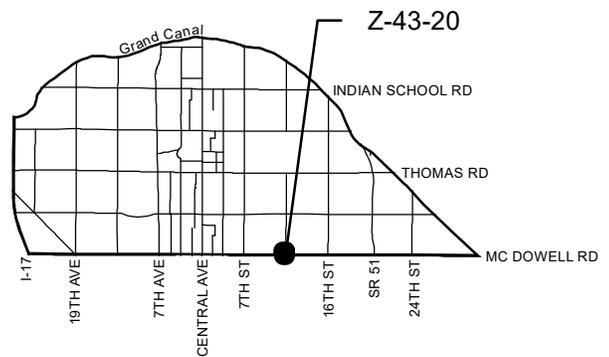
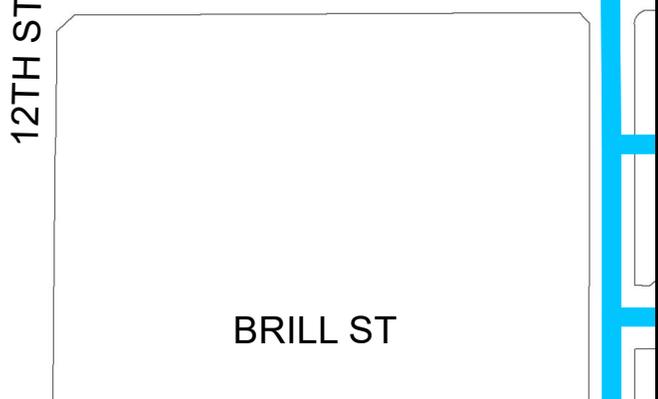
Aerial Map

Community Correspondence (14 pages)

[McDowell Hotel PUD](#) date stamped May 18, 2021

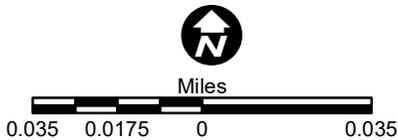
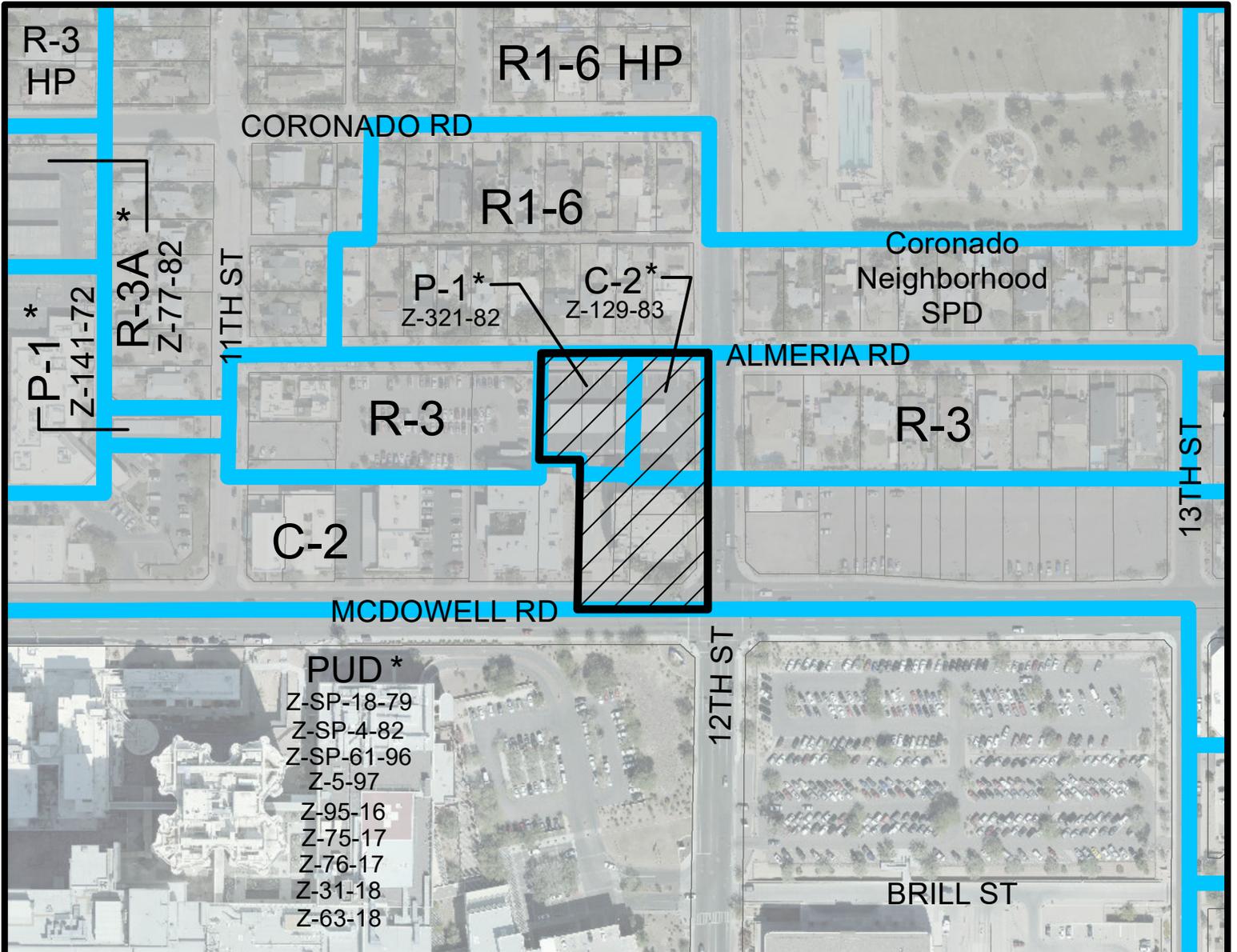


- PUD ***
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 Z-SP-4-82
 Z-SP-61-96
 Z-5-97
 Z-95-16
 Z-75-17
 Z-76-17
 Z-31-18
 Z-63-18

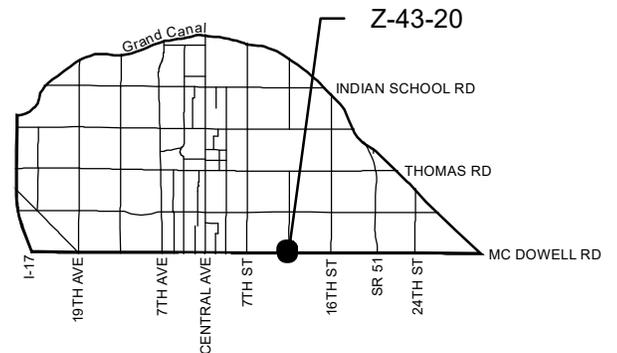


APPLICANT'S NAME: Larry Lazarus, Lazarus & Silvyn P.C.		REQUESTED CHANGE: FROM: C-2 CNSPD (1.13 a.c.) P-1 CNSPD (0.46 a.c.)	
APPLICATION NO. Z-43-20	DATE: 5/21/2021 REVISION DATES:	TO: PUD CNSPD (1.59 a.c.)	
<small>GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX.</small> 1.59 Acres	<small>AERIAL PHOTO & QUARTER SEC. NO.</small> QS 13-29 <small>ZONING MAP</small> G-8		
MULTIPLES PERMITTED C-2 CNSPD, P-1 CNSPD PUD CNSPD	CONVENTIONAL OPTION 16, N/A 120	* UNITS P.R.D. OPTION 19, N/A N/A	

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



ENCANTO VILLAGE
CITY COUNCIL DISTRICT: 4



APPLICANT'S NAME: Larry Lazarus, Lazarus & Silvyn P.C.		REQUESTED CHANGE:	
APPLICATION NO. Z-43-20	DATE: 5/21/2021 REVISION DATES:	FROM: C-2 CNSPD (1.13 a.c.) P-1 CNSPD (0.46 a.c.)	
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MULTIPLES PERMITTED C-2 CNSPD, P-1 CNSPD PUD CNSPD	CONVENTIONAL OPTION 16, N/A 120		* UNITS P.R.D. OPTION 19, N/A N/A

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

From: [Karen Voyer-Caravona](#)
To: [Nick Klimek](#)
Cc: [Matteo Moric](#); Pradeep.Tiwarie@phoenix.gov; [Mayor Gallego](#); [Council District 4](#)
Subject: 1144 E McDowell pre-application question
Date: Wednesday, July 8, 2020 9:58:14 AM

Mr. Klimek:

My home is at 1144 E Almeria Rd, directly behind 1144 E McDowell ((2008640, Kiva Project # 20-590) address, which is planned for redevelopment as a hotel. I would like to know the current status of this application and to request notification on any public meetings pertaining to the development.

The outreach provided by the applicant's neighborhood representative was not forthcoming, which I can only assume was due to the knowledge that my husband, an AICP with over 25 years experience in both the public and private sector, would object strongly to pre-application currently on file. We do not object to the redevelopment itself but the numerous exemptions they are seeking related to setback, height, parking, etc. The impact on traffic and the fact that the current plans do not align with the Neighborhood Conservation Plan for the Coronado Neighborhood are of great concern. Although the applicant was invited to attend the July meeting of the Coronado Neighborhood General Meeting to present, it was reported that the applicant declined until the August meeting, seeking to integrate feedback received from effected residents in Coronado neighborhood. However, I am concerned decisions will be made at the City of Phoenix before sufficient notification and input from neighborhood residents, who are understandably less able to participate in the public process due to pandemic conditions.

We have not received any written notification from the applicant. The informal outreach by the applicant's liaison was not forthcoming with any project details despite the fact that a presentation had already been made before the McDowell merchants group and, the pre-application was on file with the city. It is worth noting that the copy of the presentation given to the Coronado Neighborhood Association for distribution was not only limited to pretty elevation drawings but that all the data in the margins was completely obscured. The set back information, an issue of special concern to all residents of Coronado's perimeter streets, was not provided. No staff comments were included, nor was any information provided about how to contact City planning staff to give feedback or ask questions.

The conservation plan, which was approved by the Phoenix City Council on May 21, 1986, repeatedly refers to the potential for Banner Hospital to encroach upon Coronado's residential character. It is my understanding that Banner is pushing for the approval of this plan and that one of the applicant's representatives is a member of Banner's Board of Directors. The developer purchased this property before the successful completion of the entitlement process, which I understand to be risky and somewhat unusual. For this reason, some residents speculate that the project in its current form is a done deal. I hope this is not the case.

Karen Voyer-Caravona
1144 E Almeria Rd
928.814.8497

Background

The developer submitted for a Preapplication (2008640, Kiva Project # 20-590) and received staff comments on 3/17/2020. Preapplication meetings are useful to inform the developer of relevant codes and regulations to the proposed project. After receiving the Pre-application comments, the developer undertakes studies, performs outreach and revises plans as necessary responding to staff comments in preparation to submit the formal application for rezoning and design entitlements. The attached files were provided by the developer's liaison and are also available through public record requests. A follow-up phone call to Matteo Moric, Planner II, occurred on June 1, 2020 to receive application status and processing information. A PUD application has not been submitted. The Village Planner who coordinates with applicants on Zoning Applications in this area of the City is Nick Klimek and he can be reached at nick.klimek@phoenix.gov or 602-534-7696. An application to combine lots with Project Number 00-2913 has a Plan Review Status as Open.

In addition to the zoning code, the subject site is must conform to the Coronado Neighborhood Conservation Plan. https://www.phoenix.gov/pddsite/Documents/PZ/pdd_pz_pdf_00300.pdf

Neighborhood Conservation Plan for the Coronado Neighborhood:
https://www.phoenix.gov/villagessite/Documents/pdd_pz_pdf_00094.pdf

Here you will find additional goals, policies and land use information.

A Powerpoint presentation "1144 E. McDowell Road, Hotel, PUD application, May 21, 2020" was provided that contained two slides of building elevations and a Site Plan. Due to the blurred condition of the Site Plan, and reduced image extent that eliminated the required and proposed development standards and parking requirements, it cannot be determine if the developer responded to any of the preapplication staff comments. To be fair to the developer's representative, the blurred depiction may be an issue of copying and pasting an image into the Powerpoint. However, this is easily overcome by inserting and common practice to insert a .pdf image file directly into the Powerpoint presentation. The availability of complete, clear, decipherable plans, project information and nature of request relevant to current zoning and proposed entitlements should not be glossed-over. If the Developer is genuinely engaging a Neighborhood Association and community to incorporate meaningful feedback and buy-in, at a minimum clear documentation should be provided. Second, the proposal is a complicated PUD application with stipulated requests to reduce development standards and parking requirements. The provided presentation does not outline the detail of the request nor discusses the rational that the proposed development should be granted. With the stipulated reduction in development standards, is the community receiving a better design or does the resulting development place the developer's burdend upon the community? For example, through a reduction of required parking on-site, where does the overflow of parking get displaced? Third, it would be respectful of the Developer to provide the Neighborhood Association Board complete plans and documentation in advance of the presentation such the Neighborhood Association Board has ample time to review, analyze and prepare concerns and meaningful questions, rather than merely having the Board respond to pretty pictures from an abbreviated presentation.

After receiving the Board's comments, what is the public participation plan to receive feedback from the Board and community? What is the notification procedure? Where can plans be reviewed? Will there be a public presentation?

Initial Concerns

1. Parking shortage.

105 spaces are required and only 64 spaces are provided. This leaves a shortfall of 41 spaces. This burden then becomes the neighborhood's as the shortfall in parking spaces have to be located elsewhere such as on neighboring streets. In other words, the Hotel operator strives to have full booking of 103 rooms. When this occurs, the operator has only 64 spaces. 41 spaces need to be made-up elsewhere.

Based upon a 41 parking space shortfall with curbside parking spaces at 23' in length, 943 feet of curbside parking would need to be found somewhere in the neighborhood. Almeria's block length between 11th and 12th Streets is approximately 635'. There are code provisions for shared parking but it is believed the proposed development meets the criteria. Code requirements <https://phoenix.municipal.codes/ZO/702>

Other concern is whether parking code requires spaces for the bar and conference facilities. Typically, hotels rent conference space for clients who are not guests (business meetings, wedding receptions, etc.) The developer should provide a Parking Management Plan addressing these shortfalls and/other studies if Shared Parking is being requested.

2. Request reduction in setbacks, parking and landscaping yards

The decreased setback will create an urban curtain along 12th and Almeria which, in turn, changes the neighborhood characteristic along 12th and Almeria. The precedent will be set - likely allowing future development to build to this reduced setback. If the developer desires to build to the setbacks of the C-2 district, it is their right. A PUD application would change these minimum requirements to the developer's request..

This is important because these required setback and landscape yards buffer commercial uses from residential. The required North property line setback is 30'. The developer proposes providing a 4' average and 2'.2 ft. minimum. The setback along the east property line is required to have 30ft. The developer proposes 13ft. These setbacks and landscape areas are not adequate. The building plans (walls) are imposed upon street and adjacent residential neighborhood residences without adequate landscaping to soften the transition and provide human scale. Plant material cannot grow within a 2' area. Again, the proposal displaces the burden of landscaping into the public realm (ie. public right-of-way) rather than include the required landscaping on the privately owned lot.

You may find the Development Standards required and provided setbacks/parking on sheet A0.4. The development setback information was missing in the presentation. The developer's representation should have these readily available and able to address the impacts, rationale and justification behind the setback and yard reduction.

3. Public Participation Plan

What is the Public Participation Plan to receive property owner comments within the notification distance and broader neighborhood comments?



Thomas
DEVELOPMENT CO.
THE LEADER IN SUSTAINABLE REAL ESTATE DEVELOPMENT

413. W. Idaho Street, Suite 200
Boise, Idaho 83702
(208) 343-8877
FAX (208) 343-8900

E-Mail: tdc@thomasdevelopment.com

September 9, 2020

Mr. Larry S. Lazarus
Lazarus and Silvyn
206 East Virginia Avenue
Phoenix, Arizona 85004

RE: Rezoning Request East McDowell Road and 12th Street

Dear Mr. Lazarus:

Barbara and Tom Mannschreck, through a family company, own a 10,000 square foot+- office building located on McDowell Road

We made an offer on the building subject to your rezoning request, but it was not accepted. I have spoken with your client who called me relative to this matter and told him we would discuss our position on the rezoning internally and get back to you.

We have done so and support this case and wish you the best.

Please keep us apprised of the status of this case by connecting with:

Ms. Nicole Harper
Asset Manager
Thomas Development Co.
413 West Idaho, Suite 200
Boise, Idaho 83702
nharper@thomasdevelopment.com

Thank you for this proactive outreach.

Sincerely,

THOMAS DEVELOPMENT CO.

By


Thomas C. Mannschreck, President

TCM:sw/bem

cc: Barbara Mannschreck, Thomas Development Co.
Nicole Harper, Thomas Development Co.
Angie Ferguson, Thomas Development Co.



Banner
University Medical Center
Phoenix

Administration
1111 E. McDowell Road
Phoenix, AZ 85006
602.839.4200
bannerhealth.com

April 14, 2021

Ms. Laura Pastor
Councilmember D4
City of Phoenix
200 W. Washington Street, 11th Floor
Phoenix, AZ 85003

Dear Councilwoman Pastor:

My name is Dan Post, and I am the Chief Executive Officer of Banner University Medical Center - Phoenix. As you know, our Banner Campus is 66 acres and located between 7th Street and 13th Street.

We have become aware of a proposal for a 100-room hotel directly across the street from our campus at 12th Street and McDowell Road. We believe this project will be a substantial benefit by adding to our ability to provide quality healthcare for our patients and their families.

We often have patients and their families from all over the state, as well as out of state who visit the Banner University Medical Center – Phoenix and the Banner MD Anderson Cancer Center for treatment. In addition, physicians and other healthcare providers visit the campus regularly. Having a hotel directly across the street and within walking distance would be invaluable.

A nationally branded hotel providing amenities will bring an important use to the area. We appreciate the opportunity to express our opinion to you and hope you will consider it in your decision to allow this hotel in our neighborhood.

Sincerely,

A handwritten signature in black ink that reads "Daniel J. Post".

Daniel J. Post
Chief Executive Officer
BANNER UNIVERSITY MEDICAL CENTER - PHOENIX

Cc: Larry S. Lazarus

From: [81 DK](#)
To: [Nick Klimek](#)
Subject: Vacant Lot at 12th & Mcdowell
Date: Monday, May 17, 2021 12:26:18 PM

Mr. Klimek,

My husband and I are residents in Coronado and fully support the conversion of the vacant medical office building at 12th St/McDowell into a hotel. The development team has spent the last year reaching out to our community for feedback on the proposed plans. It's clear from the plan revisions that they were really listening to our suggestions. This hotel will be a welcome addition to our neighborhood, providing much needed shade, landscaped open space areas, and much less traffic than the previous medical office use. Count us in as supporters.

--Kelvin West

From: [Michael Boysen](#)
To: [Nick Klimek](#)
Cc: MarcZRosenberg@gmail.com
Subject: McDowell Hotel - Z-43-20-4
Date: Monday, May 17, 2021 1:12:33 PM

To whom it may concern,

Just wanted to pass along my support for the McDowell Hotel project. I feel this is good for the area and may help attract other businesses to this part of McDowell. I appreciate the improvements that have been added to the project.

Sincerely,
Michael Boysen
1506 E Granada Ave
Phoenix, AZ 85006

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From: [Cheryl](#)
To: [Nick Klimek](#)
Cc: [Marci Rosenberg](#)
Subject: Support for Z-43-20-4
Date: Monday, May 24, 2021 1:59:20 PM

Mr. Klimek,

I am a resident of the Coronado District and support the development of the proposed hotel located on the northwest of corner [12th Street](#) and McDowell Road. I have been following this project since it's in inception, and it's evident the development team has been receptive to the suggests and recommendations made by the neighborhood. This has been a very hot topic in the neighborhood and the PUD submittal reflects the developer's sensitivity to this matter.

Oft times we are resistant to change, however, I feel the hotel will be an asset to our community by the revitalization of the abandoned property that is there now. Unfortunately unoccupied properties can be breeding grounds for unsavory activity, it will be nice to see new life brought into what could have become blight.

Coronado is known for its strong artistic vibe. One way the new development could embrace that uniqueness is with a mural on the north face of the building by an artist that lives in Coronado. There are a variety of sole proprietorships within Coronado that could be partnered with to provide in-house continental breakfasts. If it affords the opportunity, showcase some of art of the locals. By incorporating these ideas, the hotel could better engrain itself in the neighborhood.

Sincerely,
Cheryl Varosky

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**Z-43-20n - PUD - 12TH AND MCDOWELL
ENCANTO VILLAGE PLANNING APPEAL LETTER**

project: Z-43-20N
date: 2021-05-27
to: Nick Klimek, AICP
Encanto Village Planner
City of Phoenix
Planning and Development Department
200 W. Washington St
Phoenix, AZ 85003
from: Arthur (Artie) Vigil
Coronado 17 year resident,
NCARB Architect, CNU-accredited, LEED AP
2026 N 10th street
Phoenix AZ, 85006

Dear Mr. Nick Klimek and Encanto Village Planning Committee Members,

The existing black box building at 12th and McDowell has been an eyesore since its construction in the early 1980's and represents one of the great errors in planning and architecture. I am in favor of this building being redeveloped. I am in favor of a hotel use at this corner.

However the proposal as designed is not compatible to the Coronado Neighborhood and the 1986 Conservation Plan. This PUD proposes a suburban development pattern, with a national chain and ignores the context of the existing historic neighborhood. Placing the burden of parking on the neighbors. Introducing the low quality building patterns and materials of fast food chains and suburban strip centers this building will set a terrible precedent for future PUD's around the perimeter of the Coronado Neighborhood.

Coronado is a traditional neighborhood known for its eclectic mix of small cottage homes built primarily from the 1920's through 1940's. Residents are fond of its eclectic mix of locally owned shops, restaurants, cafes all of which formally front the street. Streets are enjoyable to walk because the buildings are at human scale, the variety of each home contributes to its charm. Its residents enjoy the many locally owned small businesses and entrepreneurs throughout. This combination of traditional neighborhood form, small scale cottages, eclectic locally owned shops is one of many reasons why Coronado is valued and beloved by its residents. It's with this in mind, a generic chain hotel requesting substantial variances is not a compatible PUD proposal at this site.

I'd like to encourage you to vote against this PUD as designed and have the developer go back to the drawing board with the following suggestions/stipulations.

- 1) Building setback should be 30' along Almeria.**
- 2) McDowell Street frontage should be revised to reflect the goals of the WU code. No Pool, Main Street frontage design standards.**
- 3) Parking should be parked at 1 space per room. (currently 0.67 spaces per room)**
- 4) Architecture should be revised to be compatible with the 1920's - 40's main street architectural character of Coronado and Miracle Mile.**

1) Building Setback:

The Almeria building setback should match the 30' that currently exists for the adjacent homes along the street. Current proposal is at 17' and would negatively affect the existing alignment of homes and buildings on the street.



The current 17' setback along Almeria does not meet the PUD (zoning code requirements) which state that development standards will be established to compliment the dimensions and physical features of a site and the character of the neighborhood.

The current PUD is modeled after the WU Code - T4 district. This form based code for T4 requires that building setbacks match the building height when adjacent to historic districts and R1-6 zoning. The WU code would require the building setback be 56' along Almeria.

The current zoning is C-2 Commercial zoning. The setback along Almeria is 30' for this zoning.

This property is within the 1986 Coronado Conservation plan. The primary objective of the plan is to promote development at a scale, quality and at locations where it will not adversely affect residents and their homes. Regarding building setback, the Coronado Conservation plan states that setbacks should be commensurate with the height of the building and adjacent uses. Further stating that this provision will not reduce any setback required by existing zoning ordinance. Reminder that the Coronado Conservation plan was established in reaction to the building that is being remodeled.

The 2015 General Plan, states that Areas of Preservation are meant to maintain established character and scale of a neighborhood or place. Planning should be employed to ensure those places are protected and enhanced.

On page 65 of the General Plan. Underdeveloped land in older parts of the city should be developed in a manner that is compatible with viable existing development and the long term character and goals for the area.

2) Walkable Main Street Frontage

The zoning code for a PUD requests that the development should have standards that will compliment the dimensions and physical features of a site and the character of a neighborhood. The developer would understand the goals of the Miracle Mile in re-establishing Main Street Architecture which defined the street from the 1920' through '40's.

The WU code states that building facades shall be designed to provide a sense of human scale at the ground level by providing a clear architectural distinction between the ground floor and additional stories. This proposal does not meet this objective in the design.

The WU code states that all pedestrian entrances should be defined by their distinctive use of materials an architectural elements. The primary building entry should be located within the primary frontage. Building frontages on arterials should be orientated to the arterial frontage. The preferred arrangement is to front facades directly adjacent to the sidewalk. The current design has the entrance elevated and hidden behind a courtyard and pool area under the building near the porte-cochere which does not promote a safe walk-able frontage.

3) Parking.

The PUD is requesting 0.67 spaces per room, the current zoning is 1 space per room. The PUD makes no mention for how the deficient parking will be accounted for.

Parking Required:

105 guestrooms x 1 space per room = 105 parking spaces

Parking Provided: 64 parking spaces

Deficient: 41 parking spaces.

The existing zoning is C-3 which would require 1 parking space per room.

The WU code which is being used as a reference requires 0.75 spaces per room. The WU code is only limited to within the Reinvent PHX transit orientated district policy areas. This property is not adjacent to transit stations. Therefore the burden of the missing parking would be placed onto the neighborhood when the hotel is booked.

There has been mention of a cross access agreements with the hospital. However the parking must be located within 300', and cannot cross an Arterial or Collector Street. Therefore the only offsite parking that would be available would be to share the parking with the office buildings to the west. This is not clarified in the PUD.

The Coronado Conservation plan on page 28 encourages underground parking for new commercial development.

4) Architecture

The architecture that is proposed is not compatible with the character of Coronado Neighborhood.

The 2015 General Plan under a goal for Certainty and Character on page 106, that Every Neighborhood and Community should have a level of certainty. Ensure that development, redevelopment and infrastructure supports and reinforces the character and identify of each unique community and neighborhood. This PUD design does not speak to the character of Coronado. Its neither referenced or studied.

On page 110, these goals are continued for Historic Districts. This goal states that New Development and Infill should be responsive to the historic surroundings and is compatible in size, scale, massing, proportion and materials.

The Encanto Village plan further states these goals. Page 12. New Development should be compatible in scale, design and appearance. Page 13....Promote neighborhood identity through planning that reinforces the existing landscaping and character area. Page 15...it is important to preserve this historic character to be cohesive with the existing neighborhoods.

The Coronado Conservation plan also states that a USE permit is required for hotel uses. The current PUD is requesting that this use permit requirement is removed.

Conclusion:

The General Plan, Encanto Village Plan, Coronado Conservation Plan, WU code, C3 zoning all guide development that is compatible and in harmony with the neighborhood. This would be the first PUD approved within the Coronado Conservation Plan. Please vote against this PUD or recommend the following stipulations.

- 1) Building setback should be 30' along Almeria.**
- 2) McDowell Street frontage should be revised to reflect the goals of the WU code. No Pool at street frontage, WU code Main Street frontage design standards.**
- 3) Parking should be parked at 1 space per room. (currently 0.67 spaces per room)**
- 4) Architecture should be revised to be compatible with the 1920's - 40's main street architecture of Coronado.**

Thank You!



Artie A. Vigil III, ncarb . leed ap . cnu-a

27 May 2021

Re: **Z-43-20 Hearing Draft**

Members of the Encanto Village:

As the past chair of the Historic Preservation Commission and a former member of the Coronado Neighborhood Association, I urge you to read my concerns regarding this proposed PUD.

With respect to this proposed PUD/hotel project, I find that my opinions have not changed from the previous presentation. While I am not against development, I am AGAINST BAD projects.

I did meet once with the developer/architect since the previous presentation before the village along with Artie Vigil. However, the developer/architect never attempted to address any of my concerns and those of Artie Vigil either by phone, zoom, or email since that meeting. All of these avenues were available to them, but for some reason they chose not to recontact us. And thus, what I have seen in this draft seems to show no small changes let alone major changes.

I wish that I had the ability to make a proper presentation to the group so you could truly see and understand the problems. To put it in a nutshell:

1. The PUD plan does not abide by the Core Values* found in the Phoenix General Plan. Which, by the way, I participated in developing that plan. This always raises the question to me, WHY DO WE HAVE A GENERAL PLAN if we don't abide by its guidelines? *Core values of connecting people & places, land use & design principles, CELEBRATE our Diverse Communities & Neighborhoods and acknowledge, protect, and enhance the character of the neighborhood (Coronado is an excellent example of a diverse community & neighborhood), and ensure this new development is responsive to the historic neighbor in size, scale, massing, proportion, and materials.
2. This PUD plan also does not follow the principles** of the Encanto Village Plan. SO....why does that exist and the Encanto Village Committee exist IF, you make no attempt at having developers & developments, abide by those guidelines? **Design Principles of protecting residential areas from incompatible land uses, sensitivity to adjacent existing housing and character of existing landscaping, protecting and enhancing the character of the adjacent neighborhood.
3. Finally, as a long time resident of Coronado Historic District, there is a Coronado Conservation Plan. A plan that was initially created because of buildings such as the one on the current site and its impact short and long term. Again, this PUD attempts to skirt a number of key points such as scale, setbacks, and preserving the quality of the existing historic neighborhood. I strongly stress that this proposed PUD should not have an adverse effect on residents and their homes.

Finally, I am saddened that the report claims this hotel will be a benefit to the neighborhood. And do we have any recourse if it is not? Of course, we don't! But we would be stuck with a glaring 4-story blank wall (murals are not a way to hide it) along Almeria far closer than it should be.

I commend the Proposed PUD in its response to the Walkable Urban Code. However, it appears to me (and I am an ardent pedestrian) that items are included without any cohesive aspects of a proper Main

Street frontage. The building is setback from McDowell road with a “hidden” entrance and 10’ wall at the corner which blocks the swimming pool. This is NOT a typical walkable Main Street frontage, but more of an off the highway exit type of entrance. The hotel is on the edge of a large traditional neighborhood and should, I believe, reflect models of other hotels in similar situations. Unfortunately, this development will set in motion the suburbanization of the Coronado Historic District which I believe is something the neighborhood will oppose.

This 1983 constructed building (I did my research) and the sculpture “discovered” within are not significant contributors to the neighborhood. Remember, this building is one of the reasons for the creation of the Coronado Conservation Plan because of its encroachment into a Historic District.

As members of the Encanto Village Planning Committee, I do hope that you have actually come out and viewed the neighborhood and the proposed site so you understand why I am concerned. The design exhibits do not adequately show the proposed building in the context of the neighborhood either through an aerial view or at human scale. It’s particularly important to see the project along McDowell and Almeria to appreciate what the height is like now, and what it will be when the project comes to fruition.

Accepting this PUD as it currently stands is sending a message to future developers who are literally waiting in the wings that they can chip away at the character of the Coronado Historic District because the tough questions as I stated above are simply not asked.

Remember, bad development should not be Phoenix’s most important product. Coronado Historic District needs your help in making this a better project.

Sincerely,

Donna Reiner, PhD
2501 N. 8th St.
Phoenix, AZ 85006