

Project Information Form

1. Complete the following table related to General Plan conformity.

General Plan Conformity	
General Plan Land Use Designation Provide designation and, if residential, the category (e.g. 3.5 – 5 du/ac traditional lot)	3.5 - 5 du/acre – Traditional Lot
Community Benefits: How does the request address the community’s unique opportunities and challenges related to prosperity, health and environment	
<u>Prosperity Statement / Goal</u> Providing for a robust and healthy climate for both large and small businesses, enhancing the skills of our workforce, and ensuring that the costs associated with building and maintaining our great city do not place an economic burden on our residents, are just some of the challenges we face in becoming a more prosperous city. Phoenix has made strategic investments in transportation and education over the last decade that have already begun to provide for more job growth and educational opportunities for its residents. Continuing to build on these investments provides for a more prosperous future for the city.	<p>The proposed development will provide needed high quality housing opportunities in general proximity to employment uses and provide an opportunity to further build on the city’s investments in transit, streets, sewer/water etc. The development of housing on the property in combination with the employment, commercial and entertainment uses being developed in the Laveen Village will also provide an opportunity to live, work, learn and play (i.e. enjoy entertainment and recreational amenities) in one area.</p> <p>A prosperous city is one where its residents have access to services and housing opportunities. Pursuant to the Housing Phoenix Plan adopted by the City Council on June 16, 2020, Phoenix lacks more than 163,000 housing units with a goal of creating or preserving 50,000 housing units by 2030 and increasing the overall supply of housing opportunities. This proposal will promote the prosperity of the city by providing 110 housing units to help address the substantial need for additional high quality housing opportunities.</p>
<u>Health Statement / Goal</u> Phoenix’s beautiful desert setting provides tremendous amenities that allow residents to live an active and healthy lifestyle. Few cities in the world can have the combination of climate and open space that Phoenix enjoys.	The project includes open-air (e.g. pool, event lawn, barbeque and turf play areas) and indoor amenity (e.g. fitness center) areas for recreation and bicycle parking for resident and guest use. In addition, the project will

<p>Protecting and enhancing Phoenix’s natural elements will not only provide recreational opportunities but improve residents’ health with cleaner air, soil and water. Phoenix also serves as the medical epicenter for the state of Arizona. Its hospital and health care education infrastructure contribute to helping make the city healthier.</p>	<p>further promote an active and healthy lifestyle by locating residents within walking and/or biking distance of existing and planned services, amenities (e.g. Cesar Chavez Park and Laveen Conveyance Channel recreational path), and businesses within existing commercial centers at the intersections of 35th and Southern Avenues and 35th Avenue and Baseline Road. The provision of new sidewalks along the subject property’s Vineyard Road and 39th Avenue frontages will enhance pedestrian connections with adjoining developments and the surrounding area. The project also features a substantial amount of landscape improvements that will shade walkways and amenity spaces and encourage pedestrian movement.</p>
<p><u>Environment Statement / Goal</u> Creating a thriving city in the desert has taken centuries of ingenuity and innovation by generations of Phoenix residents. We will need to continue to call upon this ingenuity and innovation if we are to address the challenges we face regarding our natural resources. Phoenix has long been a leader in the environmental movement. From its commitment to having new facilities meet or exceed Leadership in Energy and Environmental Design (LEED) standards, to its ongoing efforts to acquire and preserve thousands of acres of desert and mountain areas. By continuing to celebrate and harness its natural assets, Phoenix will continue to build a sustainable future.</p>	<p>The approval of the rezoning request will accommodate the development of a high-quality residential community that will strongly encourage the incorporation of green/sustainable building techniques and practices, including:</p> <ul style="list-style-type: none"> • Use of low-flow water fixtures to reduce water usage; • Use of LED and energy efficient lighting technology; • Provision of secure bike parking; • Provision of a sustainable recycling program; • Shading of pedestrian pathways; • Shading of surface parking spaces with vegetation and low-sloped structural shading; • Building designs that respond to the southwest climate by incorporating materials and design methods suitable for the region; • Building orientations and fenestration design that maximize solar benefits while minimizing the negative impacts of heat gain;

	<ul style="list-style-type: none"> • Designs that reduce energy loads by addressing passive and active design elements; and, • Landscape and storm-water management that retains storm runoff where appropriate and allows for the provision of water for landscaping and improving groundwater conditions.
<p>Identify two or more Core Values that the request represents:</p> <ol style="list-style-type: none"> 1) Indicate how the request contributes to the goals of the Core Value. 2) Describe how one or more land use and design principles of the Core Value are expressed in the request. 	<p>See below for discussion of goals and principles that the approval of the rezoning request will further.</p>
<p><u>Core Value: Connect People and Places</u></p> <p><u>Cores, Centers & Corridors</u> Phoenix residents should have an abundance of places to connect with services, resources and each other.</p> <p><u>Opportunity Sites Goal</u> To promote development of vacant parcels or redevelopment of underutilized parcels within the developed area of the city that are consistent with the character of the area or with the area’s transitional objectives.</p>	<p>The General Plan recognizes that every community should have a place where citizens may gather to interact in a variety of ways. The project will provide outdoor (e.g. pool, event lawn and barbeque and turf play areas) and indoor amenity areas (e.g. fitness center) that will draw people together and keep them engaged.</p> <p>The subject property, which is currently unimproved, is underutilized in consideration of the property’s location along Vineyard Road and the alignment for 39th Avenue (both designated as minor collector streets). The proposed development will enhance the subject property and surrounding area through an appropriate site and architectural design, the use of high quality and complementary building materials, the provision of an enhanced pedestrian linkage to surrounding uses via new sidewalks along Vineyard Road and 39th Avenue and the provision of significant landscape enhancements along the streetscape and throughout the property.</p>

Opportunity Sites Design Principle

Support reasonable levels of increased intensity, respectful of local conditions and surrounding neighborhoods.

The underutilized and infill property's location within the Laveen Village along two designated minor collector streets make it a significant development opportunity site. Significant opportunities exist to capitalize on the economic opportunities being created by the Congressman Ed Pastor / Loop 202 freeway corridor located approximately 2.5 miles to the west with residential uses that complement employment and commercial uses envisioned for the Village.

The proposed residential development and associated development standards are compatible with the surrounding area. As reflected by the enclosed area vicinity map, the area surrounding the property accommodates a mix of residential, commercial, educational and recreational uses, including:

- The Hacienda at Vineyard residential community adjoining the subject property to the north;
- The Amber Ridge Heights residential community adjoining the subject property to the east;
- The Cameron Creek residential community located south of the subject property across Vineyard Road;
- The Arlington Estates residential community located southwest of the subject property across Vineyard Road and 39th Avenue;
- Two single-family residences located west of the subject property across the 39th Avenue alignment;
- The Laveen Village Center commercial center, including Walmart, Angry Crab Shack and Starbucks, at the southwest corner of 35th and Southern Avenues;

	<ul style="list-style-type: none"> • The Laveen Commons commercial center, including Big Lots and Black Bear Diner, at the northwest corner of 35th Avenue and Baseline Road; • The South Mountain Crossing commercial center, including Planet Fitness and Sky Zone, at the northwest corner of 35th and Southern Avenues; • The Laveen Pavilions commercial center, including Walgreens and Hibachi City Buffet, at the northeast corner of 35th and Southern Avenues; • Cesar Chavez Park and Phoenix Public Library (Cesar Chavez Branch) at the southwest corner of 35th Avenue and Baseline Road; • The Laveen Conveyance Channel and shared use / recreational path located approximately 2,700 feet northwest of the subject property; and, • Cesar Chavez High School located at the southeast corner of 41st Avenue and Baseline Road.
<p><u>Core Value – Strengthen Our Local Economy</u></p> <p><u>Job Creation (Employers) Goal</u> Facilitate job creation in targeted high-growth / high-wage industry sectors and targeted trade industry sectors.</p> <p><u>Job Creation (Employers) Principle</u> Support zoning changes that will facilitate the location of employment generating uses in each of the designated employment centers</p>	<p>The requested zoning will accommodate the development of high quality and appropriately scaled multifamily housing opportunities (hybrid single-family for rent at one and two stories) needed to support the high wage professional trades long envisioned for the Congressman Ed Pastor / Loop 202 freeway commercial, employment and mixed-use development corridor located approximately 2.5 miles west of the subject property.</p>

<p><u>Core Value – Celebrate Our Diverse Communities & Neighborhoods</u></p> <p><u>Safe Neighborhoods – Traffic Design Principle</u> Provide access by major streets, with internal circulation handled by a local street system that discourages through-traffic and provides safe pedestrian travel.</p> <p><u>Diverse Neighborhoods Land Use Goal:</u> Include a mix of housing types and densities where appropriate within each village that support a broad range of lifestyles.</p>	<p>The subject property fronts onto both Vineyard Road and the alignment for 39th Avenue, which are both classified as minor collector streets by the City’s street classification map. As reflected by the site plan included as part of the application submittal package, primary and secondary vehicle access to the property will respectively occur along Vineyard Road and 39th Avenue and an appropriate amount of vehicle parking will be provided. As a result, it is not anticipated that the approval of the rezoning request will generate either cut-through traffic or parking impacts on adjoining areas.</p> <p>The approval of the rezoning request will accommodate the development of a high quality multifamily (hybrid single-family for rent) residential housing product that will provide needed housing opportunities and choices for working professionals and families. The proposed housing product and associated building height (one and two-stories) and density (9.9 du/acre) standards are appropriate in consideration of the property’s location at the intersection of two minor collector streets.</p>
<p><u>Core Value – Build the Sustainable Desert City</u></p> <p><u>Green Building Goal</u> Establish Phoenix as a leader in green/sustainable building through the use of green/sustainable building techniques in private and public development.</p>	<p>As addressed above, the approval of the rezoning request will accommodate the development of a high quality multifamily (hybrid single-family for rent) residential community that will incorporate green/sustainable building techniques and practices, including:</p>

<p><u>Trees & Shade Design Principles</u> Integrate trees and shade into the design of new development and redevelopment projects throughout Phoenix.</p>	<ul style="list-style-type: none"> • Use of low-flow water fixtures to reduce water usage; • Use of LED and energy efficient lighting technology; • Provision of secure bike parking; • Provision of a sustainable recycling program; • Shading of pedestrian pathways; • Shading of surface parking spaces with vegetation, and/or low-sloped structural shading; • Building designs that respond to the southwest climate by incorporating materials and design methods suitable for the region; • Building orientations and fenestration design that maximize solar benefits while minimizing the negative impacts of heat gain; • Designs that reduce energy loads by addressing passive and active design elements; and, • Landscape and storm-water management that retains storm runoff where appropriate and allows for the provision of water for landscaping and improving groundwater conditions. <p>As reflected by the landscape plan included in the application package, the proposed development will provide substantial landscape enhancements along the property's streetscapes and perimeters, as well as interior areas. The enhanced landscaping will provide a substantial amount of shade throughout the development, as well as significantly enhance the aesthetics and pedestrian utility of the property's streetscape environment along both Vineyard Road and 39th Avenue.</p>
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<p>Indicate whether the proposal utilizes any of the Tools identified for use in achieving the Core Value</p>	<p>The following are tools for the achieving the identified Core Value that the proposal utilizes and/or is consistent with:</p> <p><u>Core Value: Connect People and Places</u></p> <ul style="list-style-type: none"> - Support healthy urban villages, with a balance <u>mix of housing</u>, employment opportunities and services as a principal means to reduce vehicle trip length and associated emissions. - Develop policies and recommendations to encourage <u>compatible development of opportunity sites for</u> single-family detached and attached housing, <u>multiple family housing</u>, live/work housing, neighborhood retail, and office and industrial uses. - <u>Develop the pedestrian linkage system as a joint responsibility of the private and public sectors, as new development and infill development occurs.</u> As appropriate, the city should enhance the pedestrian linkage system through the development of new parks. <p><u>Core Value – Celebrate Our Diverse Communities & Neighborhoods</u></p> <ul style="list-style-type: none"> - Utilize Zoning Ordinance design review standards and any adopted plans or guidelines for <u>planning compatible new development in existing neighborhoods.</u> - <u>There should be safe, direct, pleasant paths for pedestrians,</u> bikers and riders on horseback to use. Alleys should be safe and well maintained. Traffic and overflow parking from adjacent businesses should not impact neighborhoods by disrupting or altering quality of life.
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	<ul style="list-style-type: none"> - <u>Protect neighborhoods from overflow parking</u> and adjacent businesses by implementing traffic mitigation strategies and devices. - Ensure that <u>connectivity and circulation are maintained/enhanced for all modes of transportation</u> for any and all city related applications. - Promote <u>safe, shaded and pedestrian friendly walking paths, sidewalks,</u> and trails <u>to allow for mobility and comfort of residents.</u> - Provide basic infrastructure (<u>paved streets,</u> street lights, trails, community gardens, <u>sidewalks,</u> etc.) needs to all neighborhoods so that they can be healthy. - Facilitate the acquisition of <u>vacant,</u> underutilized and blighted <u>parcels for appropriate redevelopment,</u> <u>compatible with the adjacent neighborhood character</u> and adopted area plans. <p><u>Core Value – Build the Sustainable Desert City</u></p> <ul style="list-style-type: none"> - Develop land parcels in impact fee areas consistent with infrastructure availability and needs as specified in water system master plans. - Maximize use of existing infrastructure and carrying capacity by encouraging redevelopment and infill. - Maximize the use of drought-tolerant vegetation in landscaped areas throughout the city and promote the use of Xeriscape techniques.
<p>Street Classification Map Provide name(s) of street(s), classification of street(s), and right-of-way widths</p>	<p>W. Vineyard Road (south perimeter) – minor collector street – 30 feet of right-of-way to be dedicated for north half</p>

	S. 39 th Avenue (west perimeter) – minor collector street - 30 feet of right-of-way to be dedicated for east half
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2. Is the property located in a special designation area (Specific Plan, Special Planning District, Redevelopment Area, Historic District, Special Study Area, Planned Community District or are there special design guidelines applicable to the area?) If so, state how the proposed project conforms to the area plan, its goals and any applicable development standards.

Laveen Village Character Plan

In order to connect the General Plan’s framework for growth and development with the village planning model, Village Planners and Village Planning Committees developed Village Character Plans. The Character Plans celebrate the unique assets of each village and highlight policies and principles from the General Plan. The Laveen Village Planning Committee helped to identify land use and design policies to better equip all stakeholders with the ability to preserve and protect the Village’s character while encouraging growth and investment. The proposed development’s conformance with applicable land use and design policies identified within the Laveen Village Character Plan is addressed below.

Laveen Village Character Plan Land Use Policies

Protect residential areas from concentrations of incompatible land uses that could change their character or destabilize land values. (Dobbins Point Neighborhood)

The requested rezoning will accommodate a high quality multifamily (hybrid single-family for rent) community of an appropriate scale that will enhance the subject property and surrounding residential area through an appropriate site and architectural design, the use of high quality and complementary building materials, the provision of an enhanced pedestrian linkage to surrounding uses via new sidewalks along Vineyard Road and 39th Avenue and the provision of significant landscape enhancements along the streetscape and throughout the property. At the same time, the project will provide housing opportunities and choices needed within the Laveen Village.

Encourage development of the taller and larger buildings in Areas of Change away from single-family and low-rise, multifamily housing. (South Mountain Freeway Corridor)

The project’s homes have been limited to one and two stories in height to respect the context of the residential neighborhoods surrounding the subject property.

Support the growth of land uses that contribute to a healthy and sustainable food system, like grocery stores, community gardens, urban farms and other urban agricultural elements. (La Salvia Dairy)

The project features a substantial amount of open space (common and private). The developer is evaluating opportunities for providing a community garden within the project's common open space for resident use, as well as the provision of edible plants within common and/or private open space areas.

Laveen Village Character Plan Design Policies

Protect and enhance the character of each neighborhood and its various housing lifestyles through new development that is compatible in scale, design and appearance. (Sierra Madre Neighborhood)

Create new development or redevelopment that is sensitive to the scale and character of the surrounding neighborhoods and incorporates adequate development standards to prevent negative impact(s) on the residential properties. (Dobbins Point Neighborhood)

As discussed above, the project has been designed to be sensitive to and compatible with the character of the surrounding neighborhood. Specific design and development features that have taken into consideration the scale and character of the area include:

- Seventy-eight percent of the project's homes being limited to one-story in height;
- All homes located along perimeter property lines adjoining residential communities to the east and north being limited to one-story in height;
- The project's maximum height being restricted to two-stories;
- The provision of substantial perimeter building and landscape setbacks (40 feet along Vineyard Road and 39th Avenue, 25 feet along the east property line and 20 feet along all other property lines) that will provide an appropriate, attractive, and softened project edge consistent with the Laveen Village's character; and,
- The project's provision of approximately 5.3 acres of open space.

In addition and as detailed by the renderings and building elevations included in the application submittal package, the project will feature several architectural elements (e.g. pitched roofs and subdued colors and tones) and building materials consistent with the area's character and encouraged by the Laveen / Southwest Growth Study.

Promote neighborhood identity through planning that reinforces the existing landscaping and character of the area. Each new development should contribute to the character identified for the village. (Commercial development at southwest corner of 51st Avenue and Southern Avenue)

As detailed by the renderings, elevations and landscape plan included in the application submittal package, the subject property's Vineyard Road and 39th Avenue frontages will feature a streetscape treatment that will create a recognizable identity and that will convey a more agrarian feel. In order to emphasize and tie into the Laveen Village's agrarian character, the project will feature the use of landscape and hardscape materials with an agrarian vernacular linear in form and green planting elements.

Laveen / Southwest Growth Study

The property is located within the boundaries of the Laveen / Southwest Growth Study. The intent of the Laveen / Southwest Growth Study, which was prepared to help guide development in Laveen after the area was annexed into the city in the 1990s, is to guide growth in a manner that respects the spirit of the Laveen Village. Laveen is well known throughout the region for its' rural heritage and character. The study includes policies intended to preserve and build upon the unique character of the area, including policies pertaining to the design and aesthetic appearance of buildings. The design policies promote native materials and colors and discourage vinyl siding, high contrast colors and monolithic building mass.

The project will conform with the following principles related to residential development and selected design policies and standards from the Laveen / Southwest Growth Study:

Residential Development Design

- Residential areas will use screen walls to separate parking from the street; and,
- Residential developments should have usable common open spaces provided in central locations to serve residents.

Selected Design Policies & Standards

The project will conform with the following design policies and standards from the Laveen / Southwest Growth Study:

- The use of durable, permanent, high quality materials;
- Natural and subdued colors and tones; and,
- Trims and accent colors that complement the main building.

3. Complete the following table(s) related to specific project information.

Multiple Family

Standards	Requirements for the District/Land Use (R-2 PRD Development Option)	Provisions detailed on proposed site plan included in submittal package
Gross Acreage		+/- 11.1 acres
Total Number of Units	116 units (133 units with bonus)	110 units
Density	10.5 units per gross acre 12 units per gross acre w/ bonus	9.9 units per gross acre
Lot Coverage	45%	30%
Building Height/Stories	2 stories or 30'-0" for first 150'-0"; 1'-0" increase for each additional 5'-0" setback to 48'-0" high 4-stories 15'-0" max. height within 10'-0" of single-family zoning district; 1'-0" increase for each additional 1'-0" setback to maximum permitted height	2 stories (26'-0") maximum
Building Setbacks	20'-0" min. adjacent to a public street 10'-0" min. adjacent to property line	W. Vineyard Road – 40'-0" min. S. 39 th Avenue – 40'-0" min. East property line – 25'-0" min. All other property lines – 20'-0" min.
Landscape Setbacks	Consistent with perimeter standards listed above	Consistent with perimeter standards listed above
Common Areas / Open Space	Min. 5% of gross area	Min. 16.9% of gross area
Amenities		Open-air (e.g. pool, event lawn, barbeque and turf play areas) and indoor amenity (e.g. fitness center) areas
Vehicle Parking	177 spaces required	248 spaces provided

4. Area there any unusual physical characteristics of the site that may restrict or affect development? If so, explain. What improvements and uses currently exist on the property?

The Site, which is currently unimproved, is relatively flat and is not known to have any physical characteristics that may restrict or affect development.

5. What impact would the proposed project have on current or future surrounding land use and zoning patterns?

As reflected by the surrounding uses map included in the application submittal package, the area surrounding the subject property accommodates a mix of residential, commercial, educational and recreational uses, including:

- The Hacienda at Vineyard residential community adjoining the subject property to the north;
- The Amber Ridge Heights residential community adjoining the subject property to the east;
- The Cameron Creek residential community located south of the subject property across Vineyard Road;
- The Arlington Estates residential community located southwest of the subject property across Vineyard Road and 39th Avenue;
- Two single-family residences located west of the subject property across the 39th Avenue alignment;
- The Laveen Village Center commercial center, including Walmart, Angry Crab Shack and Starbucks, at the southwest corner of 35th and Southern Avenues;
- The Laveen Commons commercial center, including Big Lots and Black Bear Diner, at the northwest corner of 35th Avenue and Baseline Road;
- The South Mountain Crossing commercial center, including Planet Fitness and Sky Zone, at the northwest corner of 35th and Southern Avenues;
- The Laveen Pavilions commercial center, including Walgreens and Hibachi City Buffet, at the northeast corner of 35th and Southern Avenues;
- Cesar Chavez Park and Phoenix Public Library (Cesar Chavez Branch) at the southwest corner of 35th Avenue and Baseline Road;
- The Laveen Conveyance Channel and shared use / recreational path located approximately 2,700 feet northwest of the subject property; and,
- Cesar Chavez High School located at the southeast corner of 41st Avenue and Baseline Road.

Prestige BeckShar has thoughtfully and carefully designed the development plan to be compatible with the adjoining residential communities to the east and north, the residential communities to the south across Vineyard Road (a 60-foot wide minor collector street), and the larger “fabric” of the area. The proposed development plan provides transitional design features, including significant building and landscape setbacks along street frontages, high quality and complementary building materials,

significant perimeter buffering along project edges, and pedestrian linkages. The provided perimeter buffers and open space exceed city requirements and will ensure the proposed development is compatible with the surrounding uses.

6. Are there unique design considerations proposed, beyond Zoning Ordinance requirements, that reduce development impacts or would further compatibility with adjacent properties? If so, explain.

As stated above, the proposed development plan includes numerous design features (setbacks, enhanced architecture, enhanced perimeter buffering, enhanced open space, pedestrian infrastructure etc.) to reduce development impacts and/or further compatibility with surrounding properties, including adjoining and surrounding single-family residences. Specific design considerations being proposed that will further the project's compatibility with adjacent and surrounding properties include:

- Seventy-eight percent of the project's homes being limited to one-story in height;
- All homes located along perimeter property lines adjoining residential communities to the east and north being limited to one-story in height;
- The project's maximum height being restricted to two-stories;
- The provision of substantial perimeter building and landscape setbacks (40 feet along Vineyard Road and 39th Avenue, 25 feet along the east property line and 20 feet along all other property lines) that will provide an appropriate, attractive and softened project edge consistent with the Laveen Village's character; and,
- The project's provision of approximately 5.3 acres of open space.

The project also features architectural elements (e.g. pitched roofs and subdued colors and tones) and building materials that are consistent with and will complement the character of the surrounding area.

7. Why is the subject property not suitable for development as currently zoned?

Pursuant to rezoning case number Z-79-18, the subject property is currently zoned R1-8. The approved R1-8 zoning allows for up to 61 residential units on the property with bonus points. The requested R-2 zoning is needed to accommodate the project's proposed density of 9.9 units per gross acre. The proposed density is appropriate in consideration of the property's location at the intersection of two roadways (Vineyard Road and 39th Avenue alignment) designated as minor collector streets. Furthermore, the project's total bedroom count of 216 is consistent with the number of bedrooms that would be accommodated by the number of traditional homes that can be built on the subject property under the existing R1-8 zoning classification. As such, the project will result in a similar number of future residents on this property as would be the case if this property were developed with traditional single-family homes under its existing zoning.

The proposed development plan for the subject property presents an opportunity to diversify the Laveen Village's housing stock with needed high-quality multifamily (hybrid single-family for rent) housing opportunities for professionals and families at an appropriate location.

- 8. Other than the development review process, what other approval processes are required to accomplish the development proposed, i.e. abandonments, variances, use permits, state or county licenses or permits, etc.?**

There are not any other approval processes required to accomplish the development of the proposed project (other than the site plan review, abandonment, and subdivision processes).

- 9. 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. Will the proposed development incorporate recycling? If so, how?**

Recycling receptacles will be provided within the project for resident and guest use.