Staff
Summary
Report

To: Mayor & City Council
Through: City Manager

Agenda Item Number _26__
Meeting Date: 03/18/99
Doc. Name: 031899devsrh11
Supporting Documents: Yes

SUBJECT: **CITY OF TEMPE #GEP-99.13**

APPROVED BY: Randall Hurlburt, Development Services Director
Grace Kelly, Planner II

BRIEF: This is the second public hearing for City of Tempe for a change to the **General Plan 2020** Projected Land Use Map from Commercial: Retail to Mixed Use at 937 – 1229 East 8th Street.

COMMENTS: **PLANNED DEVELOPMENT (0406) RESOLUTION NO. 99.04** Hold the second public hearing for **CITY OF TEMPE** (City of Tempe, Applicant) to change the **General Plan 2020** Projected Land Use Map designation from Commercial: Retail to Mixed Use at 937 - 1229 East 8th Street. As part of the City's redevelopment plans for Apache Boulevard, the following approval is requested from the City of Tempe:

a. **(#GEP-99.13) General Plan 2020** Amendment to change the designation of the Projected Land Use Map from Commercial: Retail to Mixed Use at 937 -1229 East 8th Street.

SUMMARY: With prior direction from Commission and Council, staff is bringing back an amendment to **General Plan 2020** to change the designation of this area from Commercial:Retail to Mixed Use on the Projected Land Use Map. This amendment would bring **General Plan 2020** in conformance with the Apache Boulevard Specific Area Redevelopment Plan which currently reflects "Mixed Use" on these properties. Staff believes that "Mixed Use" is consistent with the goals and objectives of the Land Use Element and the Neighborhoods/Specific Area Planning Element of **General Plan 2020**, therefore, staff supports the request. Planning Commission held public hearings on February 9, and February 23, 1999. There were no public comments and the proposal was approved on the consent agenda.
NOTE: Council held a first public hearing on March 11, 1999.

	Recommendation	Comments
Staff	Approval	See report
Public	No comments	
Planning Commission	Approval	4-0 vote,consent agenda
Apache Blvd. Project Area Committee (APAC)	Approval	See report

HISTORY & FACTS:

1989	City Council adopted General Plan 2000 which encouraged the development of diminishing vacant land through the Mixed Use and Growth Node Land use designations.
February 2, 1995.	As Tempe approached 90% build-out in 1996, the City Council concluded there was a need for a new General Plan that would focus on Re-development, land re-use, intensification of land use through re-use, and the need for increased maintenance and management practices. The Council gave direction to start work on General Plan 2020. The Council, through its Community and Economic Development Committee, sought out extensive public input for this updated General Plan. Through a focus group process, consisting of citizens, developers and business people were brought together to discuss the character and direction of General Plan 2020 through revisions of several draft documents. Additional community comment was sought through mailings to neighborhood representatives and announcements published in the local newspaper.
May 9, 1996	Council established a "Study Area" for Apache Boulevard with the intent of creating a Redevelopment District. In the summer of 1996, a request was made for volunteers to serve on a Project Area Committee. As a result, 23 representatives were selected to serve on the Apache Boulevard Project Area Committee (APAC). They worked with City staff through a "visioning" process to create a list of factors which are important for improving the area. (**NOTE:** A mission statement was written and adopted in early 1997. Survey work and mapping took place in 1996-1997.)
January 14, 1997	Planning Commission reviewed General Plan 2020 and took public input. Residents in the Maple/Ash neighborhood debated whether the area should be classified as "more than 8 units per acre" or "less than 8 units per acre".
January 28, 1997	Planning Commission approved General Plan 2020. Key element that came out of Commission's recommendation was to retain the "11-15 units per acre, Residential" in the Maple/Ash area.
April 10, 1997	General Plan 2020 was approved by Council (NOTE: The Resolution was adopted December 18, 1997.)
July 25, 1997	A design charrette was held by APAC (Apache Boulevard Project Area Committee) and staff for the purpose of establishing design guidelines for the Apache Boulevard Redevelopment Plan.
November 10, 1997	Planning Commission approved the Apache Boulevard Specific Area Redevelopment plan and recommended that the following areas move forward in the process as General Plan Amendments:

1) Along the south side of 8th Street, East of Rural Road. General Plan 2020 shows the projected land use as Retail and the Apache Boulevard Plan indicates Mixed Use.
2) Area south of Spence Avenue, from Rural to Kenneth Place is shown as Multi-family Residential zoning (R-4) on zoning map. However, General Plan 2020 shows Industrial, Multi-family and Single-family zoning. The Apache Boulevard Plan calls for a mix of Residential uses that would be best classified as over 8 units per acre residential.
3) Along the south side of Apache Blvd., just west of Martin Lane (1/2/ mile east of McClintock) there is Industrial land use shown on General Plan 2020. However, the zoning map indicates Commercial and Residential uses for this area. A Mixed Use classification would best serve this area.
4) East of Price Road, approximately 500 feet south of Apache Blvd., there is a strip of land which is shown as Industrial on both the zoning map and General Plan 2020. Residential Use is proposed in this area in the Apache Boulevard Plan.

December 11, 1997 — Council approved the Apache Boulevard Specific Area Redevelopment Plan and adopted Resolution #97.75 to establish the Redevelopment Area.

December 18, 1997 — Council adopted Resolution # 97.84 to adopt the General Plan 2020.

February 9,1999 — Planning Commission held a hearing to gather input for the proposed General Plan 2020 Amendment. There were no public comments.

February 23,1999 — Planning Commission held a second hearing for the proposed General Plan 2020 Amendment. There were no public comments and the proposal was approved by the Commission, by a 4-0 vote, on the consent agenda.

March 11, 1999 — Council held a first public hearing to take public input.

DESCRIPTION: Applicant - City of Tempe
Request - General Plan 2020 Amendment from Commercial: Retail to Mixed Use.
Site area - see attached map

COMMENTS: This request is for a **General Plan 2020** Amendment from Commercial: Retail to Mixed Use.

With prior direction from Commission and Council, staff is bringing back an amendment to **General Plan 2020** to change the designation of this area from Commercial:Retail to Mixed Use on the Projected Land Use Map. Existing uses include a nightclub and apartments (currently under construction.) Staff believes that both residential and commercial development will be more compatible with the surroundings. Potential commercial uses would mutually benefit from residents who would utilize those businesses, along with the existing residential areas to the south.

The Apache Boulevard Specific Area Redevelopment Plan was approved by the Planning Commission on November 10, 1997. In it, the 8th Street area is identified as "Mixed Use". When the Apache Boulevard plan was approved, Planning Commission recommended that the **General Plan 2020** be amended to reflect "Mixed Use".

Staff is following through, at this time, with this request. Redevelopment Staff Gary Meyer has worked closely with the Apache Boulevard Planning Area Committee (APAC) during the last few years to develop the Specific Area Redevelopment Plan. He has submitted a narrative (attached) to explain the purpose and intent of the amendment for this area.

Planning Commission held two public hearings on February 9, and February 25, 1999 on this proposal. There were no public comments and the proposal was approved by a 4-0 vote on the consent agenda.

In review of the goals and objectives of **General Plan 2020**, the Mission of **General Plan 2020** (p.2), and the overall goal of the Land Use Element (p.17), and, is "to guide land use decisions as Tempe transitions from a growing, development-oriented City to a mature built-out City oriented towards re-development, land re-use as well as maintenance and management". One objective of the Neighborhoods/ Specific Area Planning Element of **General Plan 2020** (p.49) is to "encourage reinvestment, infill, land re-use, and redevelopment that maintains the viability of neighborhoods and specific areas". Based on these goals and objectives, staff believes "mixed use" is an appropriate land use classification for this area. We feel there are several potential land uses that would be appropriate in this area to promote reinvestment in a transitional area. The proposed "mixed use" category would encourage commercial, office, retail and residential uses to the area to revitalize 8th Street and stimulate redevelopment. This area is currently designated as "Mixed Use" in the Apache Boulevard Specific Area Development Plan and staff believes "mixed use" is in accordance with the goals and objectives of **General Plan 2020.**

RECOMMENDATION: Approval.

REASONS FOR APPROVAL:

1. Under the direction of Planning Commission and City Council, staff is bringing these changes forward so that **General Plan 2020** and the Apache Boulevard Specific Area Redevelopment Plan are consistent.

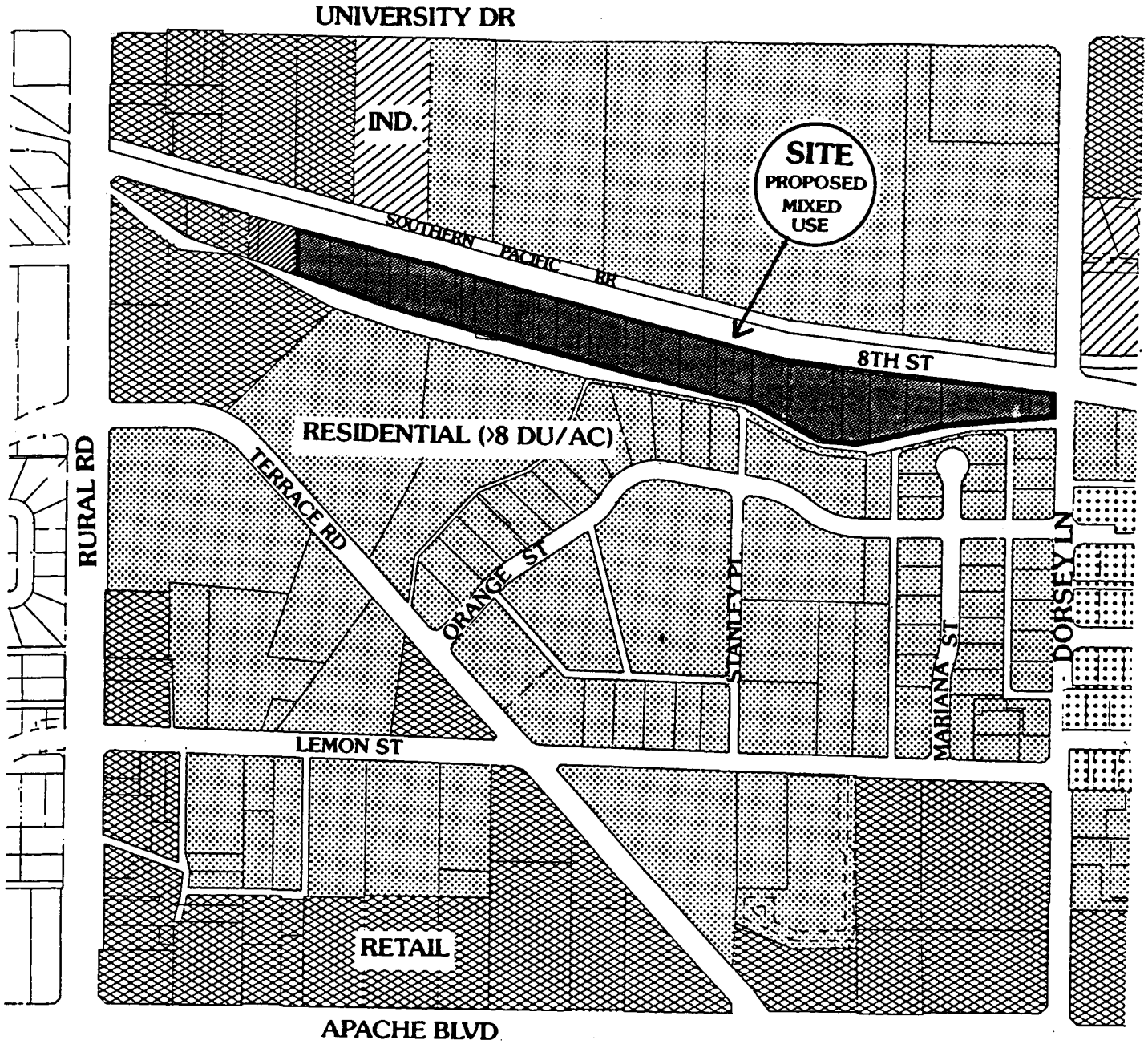
2. The proposed amendment reflects the goals and objectives of the Land Use Element and the Neighborhoods/Specific Area Planning Element of the **General Plan 2020**.

ATTACHMENTS:

1. Location Map
2. Map of Proposed General Plan 2020 Classification'
3. Letter of Explanation and Justification - 1/6/99
4. Resolution No. 99.04
5. Planning Commission Minutes - 2/23/99

APACHE BOULEVARD REDEVELOPMENT

GEP-99.13



Request

City of Tempe
132 East Sixth Street, #101
Tempe, AZ 85281
602-350-8028

Tempe

Development Services Department
Redevelopment Division

January 6, 1999

Planning & Zoning Commission
City of Tempe

RE: General Plan Amendments for Apache Blvd. Area

Dear Commissioners:

The attached application covers three geographic areas within the Apache Blvd. Redevelopment Area. In these areas, staff is requesting that the General Plan be modified to "Mixed Use" zones to allow for future development of a variety of uses. The areas can be described as follows:

1. Eighth Street, east of Rural Road: This area is shown as "Retail" on the GP 2020. City of Tempe staff envisions a mixture of residential and commercial uses in this area. Existing uses include a nightclub and apartments (currently under construction). The proposal is that this area be changed to "Mixed-Use" designation on the General Plan. Staff believes that a mixture of residential and commercial development will be more compatible with the surroundings. In fact, the Creamery Road Apartments are now under construction in this area. There should not be a negative impact on adjacent uses by the change from Retail to Mixed-Use. Allowing residential uses will be more compatible with the residential areas to the south.

   The Apache Boulevard Redevelopment area is already overburdened with commercially zoned land, as evidenced by the large amount of vacant or under-utilized land in the area. The impact of this change in the General Plan is that there will be greater flexibility in allowing future residential use in addition to commercial uses along 8th Street. At the same time, we are not adding to the burden of commercial land that is currently in over-abundance in the Apache Boulevard Redevelopment Area. In an effort to upgrade this area, a Mixed-Use designation will provide the needed flexibility to accommodate a variety of land uses here.

2. The south side of Apache Boulevard, west of Martin Lane: This area is shown as "Industrial" on GP 2020. We are requesting that the area be designated "Mixed Use" so that it is compatible with the rest of Apache Blvd. (most areas along Apache are currently shown as "mixed use"). Current uses of the land include a tire sales facility; automotive repair shop; a mini-storage facility; two residences; and a relatively new Howard Johnson's Express motel.

   The character of this area is mixed. Current uses include a tire sales store, automotive repair shop, motel and residences. It is anticipated that future development in this area will include commercial and/or multi-family residential uses. Industrial land uses in this area do not add value to Apache Boulevard and do not fit in with adjacent uses. The proposed change to Mixed Use will bring this area in line with the wishes of the Apache Boulevard Project Area Committee (APAC). Also, it will provide conformity with the overall designation of Mixed Use along Apache Boulevard.

   This proposed change to Mixed-Use should not have a negative effect on adjacent areas. It will be more representative of existing and proposed uses for the area.

3. The east side of Price Freeway, from 1/8th to 1/4th mile south of Apache Boulevard: This area is just north of the Union Pacific Railroad line. The General Plan shows "Industrial" designation at this time. It is being used by ADOT for bus storage and the construction office for the 101 freeway. A "Mixed Use" designation would be compatible with the frontage on Apache Blvd. Immediately east of this site is the new Trammell Crow apartment project.

   Currently, this land is owned by the Arizona Department of Transportation (ADOT) and is being used a construction yard and bus storage. When the latest General Plan amendment was processed, the future use of this land was uncertain. Therefore, the Industrial Use designation was carried over. More recently, the adjacent land in this area is transitioning to residential and mixed use. Directly east of this property, the proposed Trammell Crow residential project will have a partial commercial frontage in the form of Watson's Flower Shop. The ADOT land has been an under-utilized site for many years. Future Mixed-Use development of this site will be a positive factor in the redevelopment of the area. This is consistent with the wishes of the community, as expressed through the APAC. The APAC envisions residential use here and a Mixed-Use designation is consistent with that.

   In response to the Growing Smarter legislation, the General Plan will be revised to address a "Growth Area Element". In this review, there will be discussion of infill and mixed-use development. Therefore, a planned concentration of a variety of uses along Apache Boulevard seems appropriate. Also, the intensification of land use here will provide greater opportunities for multi-modal transportation. This will be

accomplished by attracting greater numbers of permanent residents and a good mixture of uses.

Although these requests are not tied to specific land uses being proposed, they reflect a compatibility with the General Plan and the Apache Blvd. Redevelopment Plan. In general, the Apache Boulevard area is ideally situated for intensification and mixed use development because:

- It is centrally located in the Phoenix metropolitan area.
- Excellent freeway access makes this area a prime location for infill.
- Proximity to ASU and downtown Tempe lends vitality to this area. This can be enhanced through the encouragement of mixed-use development.
- Apache Boulevard is a proposed corridor for light-rail mass transit, making mixed-use infill development more viable.
- A Mixed-Use designation is consistent with the wishes of the community, as expressed through the APAC. It also gives a comfort level to both sides: developers and citizens.
- Land in this area has previously been under-utilized.

I would be glad to answer any questions relating to these requests.

Sincerely,

Gary Meyer, AICP
Senior Planner

RESOLUTION NO. 9904

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF TEMPE, ARIZONA, MODIFYING THE PROJECTED LAND USE MAP OF **GENERAL PLAN 2020** AT 937 – 1229 EAST 8th STREET.

****

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF TEMPE, ARIZONA, that the Projected Land Use Map of **General Plan 2020** be modified at 937 – 1229 East 8th Street to show Mixed Use rather than Commercial: Retail.

PASSED AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF TEMPE, ARIZONA, this ___ day of _____, 1999.

_____
MAYOR

ATTEST:

_____
CITY CLERK

APPROVED AS TO FORM:

_____
CITY ATTORNEY

MINUTES

Tempe

Planning & Zoning Commission

Pyle Center
655 East Southern
7:00 p.m.

TUESDAY
FEBRUARY 23, 1999

The regular meeting of the Planning and Zoning Commission began at 7:00 p.m., at Pyle Center Card Room, 655 East Southern. Present were Chairman Matheson, Vice-Chairman Mattson (arrived at 7:10 p.m.), Commissioners Leck, Spitler, and DiDomenico. Commissioners Huellmantel and Garth were absent. Also present were Debra Fink, Senior Planner; Grace DelMonte Kelly, Planner II; Renée Hancotte, Secretary Supervisor and 30 citizens.

With five Commissioners present, Chairman Matheson stated that the Chair would entertain a request from the applicants for a continuance. The applicants did not request a continuance.

On a motion by Commissioner Leck, seconded by Commissioner DiDomenico, the Commission and staff member Debra Fink voted 4-0, (Commissioner Matheson abstained) approved the Minutes of 2/23/98 as submitted.

On a motion by Commissioner Spitler, seconded by Commissioner DiDomenico, the Commission with a vote of 4-0, approved the following consent items:

PLANNED DEVELOPMENT (0406) RESOLUTION NO. 99.04 Hold a second public hearing for **CITY OF TEMPE** (City of Tempe, Applicant) to change the General Plan 2020 Projected Land Use Map designation from Commercial: Retail to Mixed Use at 937 - 1229 East 8th Street. As part of the City's redevelopment plans for Apache Boulevard, the following approval is requested from the City of Tempe:

a. **(#GEP-99.13)** General Plan 2020 Amendment to change the designation of the Projected Land Use Map from Commercial: Retail to Mixed Use at 937 -1229 East 8th Street.

PLANNED DEVELOPMENT (0406) RESOLUTION NO. 99.06 Hold a second public hearing for **CITY OF TEMPE** (City of Tempe, Applicant) to change the General Plan 2020 Projected Land Use Map designation from Industrial to Mixed Use at 1421, 1425 & 1437, etc. S. Price Freeway. As part of the City's redevelopment plans for Apache Boulevard, the following approval is requested from the City of Tempe:

a. **(#GEP-99.15)** General Plan 2020 Amendment to change the designation of the Projected Land Use Map from Industrial to Mixed Use at 1421, 1425 & 1437, etc. S. Price Freeway.

PLANNED DEVELOPMENT (0406) Hold a public hearing for **MCCLINTOCK CROSSING** (McClintock Crossing, Walt Brown, Jr., property owner) who wish to construct one-story restaurant/retail shops as part of Parcel 4 at the existing shopping center at the southwest corner of McClintock and University Drive. The following approval is requested from the City of Tempe:

a. **(#SGF-99.19)** An Amended General Plan of Development and a Final Plan of Development for Parcel 4 of University and McClintock Crossing consisting of 2,250 s.f. of restaurant and 19,890 s.f. retail for a total of 22,140 s.f. building area on 2.15 net acres at 1775 E. University.

The approval was subject to the following conditions:

1. a. The Public Works Department shall approve all roadway, alley, and utility easement dedications, driveways, storm water retention, and street drainage plans, water and sewer construction drawings, refuse pickup, and off-site improvements.

   b. Off-site improvements to bring roadways to current standards include:
      (1) Water lines and fire hydrants
      (2) Sewer lines
      (3) Storm drains.
      (4) Roadway improvements including street lights, curb, gutter, bikepath, sidewalk, bus shelter, and related amenities.

   c. Fees to be paid with the development of this project include:
      (1) Water and sewer development fees.
      (2) Water and/or sewer participation charges.
      (3) Inspection and testing fees.

   d. All applicable off-site plans shall be approved prior to recordation of Final Subdivision Plat.

2. a. All street dedications shall be made within six (6) months of Council approval.

   b. Public improvements must be installed prior to the issuance of any occupancy permits. Any phasing shall be approved by the Public Works Department.