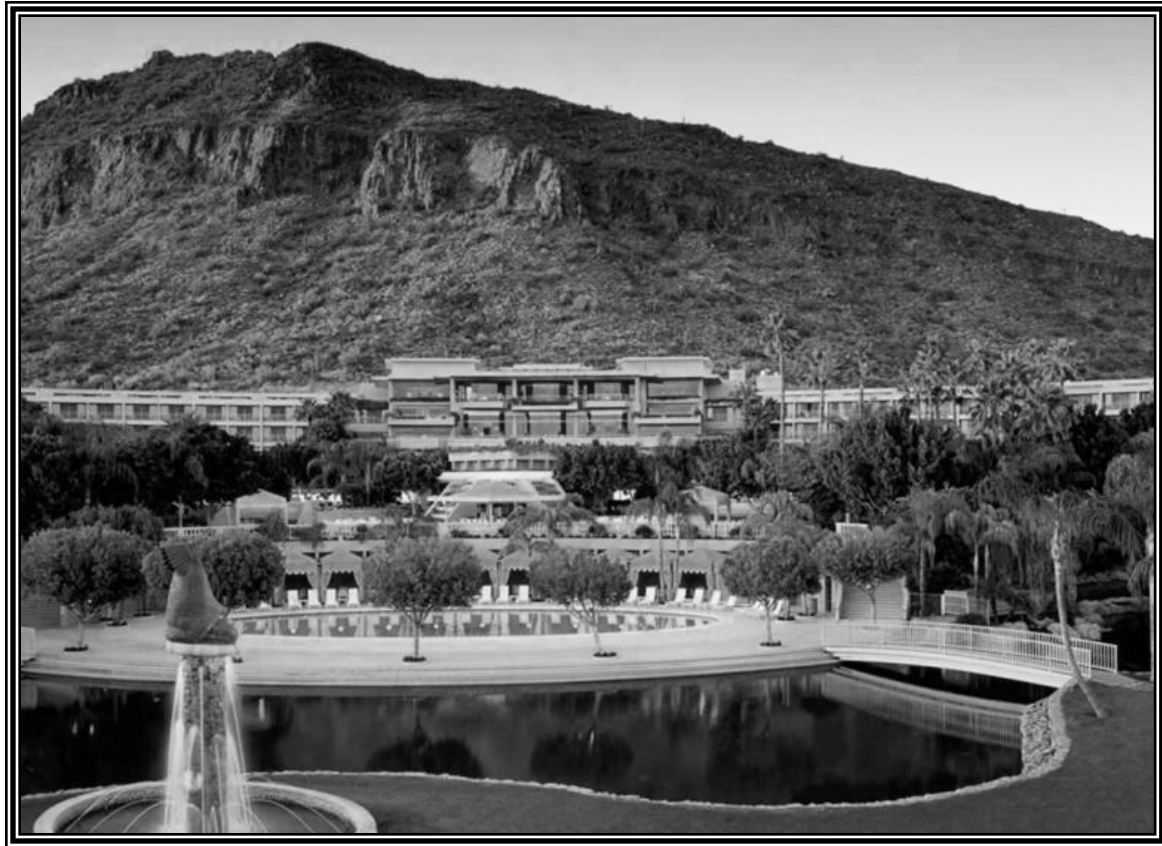


PHOENICIAN

MINOR GENERAL PLAN AMENDMENT



Submitted: November 10, 2016

Resubmitted: _____

Resubmitted: _____

Working Hearing Draft Submitted: _____

Case: GPA-____-16-6

Final City Council Approval: _____

Applicant Analysis Questions & Responses

1) *Does the proposed amendment encourage concentration of development intensity in cores?*

Response: This property is not located within a village core. But it will not create a substantial increase in development intensity that would disrupt the existing character of the area surrounding it. In fact, the companion PUD to this request proposes to build only an increase of 61 units in addition to those already entitled by the current zoning. The property is located such that development will take advantage of existing infrastructure and utilities already in place.

The proposed amendment will facilitate the redevelopment of underutilized property within an already developed area of the city that maintains consistent character and transitions.

2) *How many potential jobs would be created or lost by approving and implementing the proposed amendment?*

Response: The proposed land use changes do not add or remove any employment land use designations and would not be expected to create a significant change in jobs on-site as the land proposed to be redeveloped is either vacant or an existing golf course. The resort land uses will continue to provide jobs associated with the hotel, amenities, and services. The requested residential, accessory to the resort, will add residents to the immediate area, increasing the demand for these amenities and services, such as restaurants, which will increase employment opportunities.

The proposed redevelopment would add jobs that construct and maintain the new proposed residential units and facilities on the property. In addition, new residents would presumably have employment in the area. New property taxes and local spending from these residents will generate additional revenue, and economic benefit for Phoenix.

3) *How many potential housing units would be created or lost by approving and implementing the proposed amendment?*

Response: There are 382 new units included in the companion PUD request. It should be noted that the property is entitled with approximately 321 units that have not yet been constructed; therefore, the net increase is an additional 61 units of single-family residential, townhome, condominium, and resort casita units. Most of the land to be redeveloped is existing golf course or vacant land. The overall land use changes proposed rearrange existing land use areas designations to appropriate locations consistent with updating the resort property and correctly reflecting uses that are currently built or entitled on the property.

4) *Is there a need for the proposed use(s) or density (ies) in the requested location? Explain.*

Response: The proposed residential units in this location contribute to the continued success of the resort and surrounding community that complements the existing synergy in the area. The resort uses will remain as the central focus with supporting residential uses.

Furthermore, the density is appropriately distributed throughout the property, taking into consideration neighboring land use character and golf course or mountain views. This proposal will redevelop vacant land or golf course turf and add residential situated to better utilize the existing infrastructure. In turn, this reduces resource consumption, best utilizes the land, and further provides Phoenix residents with desirable amenities and recreational opportunities.

5) *What impact would the proposed amendment have on adjacent or nearby land?*

a. *Impact on developed land*

Response: The proposed land use plan adds complementary land uses that are appropriately located within the overall community to continue similar character and uses that follow a balanced approach of providing gradual transitions to neighboring developed property. Low density residential land uses are located adjacent to single family residential. Higher density development is located near the major roadways or in an appropriate internal location near the resort core.

In the companion PUD, careful planning and consideration of neighboring property has been included through development standards that provide buffers to the edges of the existing developed land. Neighboring views and setbacks have all been taken into consideration as to preserve the existing character by the best means possible. The boundary of the Phoenician provides appropriate transitions in land use and development standards that integrate with adjacent development and are designed to protect existing neighborhoods.

b. *Impact on vacant land*

Response: The only adjacent vacant land is the Camelback Mountain preserve surrounding the site. This amendment continues to protect the Preserve and the lower slopes of Camelback Mountain with approximately 100 acres of protected private open space.

6) *How will the proposed amendment affect traffic generation and the transportation system?*

Response: A traffic study has been completed with the companion PUD. The traffic study's findings indicate that the development does not detrimentally affect the levels of service at key intersections surrounding the property. The existing entries and major roadways along the perimeter of the property (Camelback and 64th Street) are capable of accommodating the minor increase in traffic generated from this request.

In addition, traffic in the overall vicinity will not increase significantly in light of the approximately 321 previously approved units. In fact, the study indicates the 61 new units traffic impact will be minimal.

- 7) *Will the proposed amendment create additional need for recreation and open space facilities? If so, how will the additional need be met?*

Response: There are substantial recreational and open space facilities and opportunities within walking distance of and also within this property. A variety of passive and active open space is provided by the golf course, Camelback Mountain Preserve, and substantial preservation of natural area open space (approximately 100 acres) included with this request. There will be a variety of recreational amenities on the property once redeveloped including: private parks, open spaces, 18 holes of golf, basketball or tennis courts, swimming pools, and miles of nearby scenic hiking trails.

The regional network of recreational and opens spaces are easily accessible by the adjacent street network which includes wide sidewalks and on-street bicycle lanes providing walkability and promoting alternative modes of transportation.

- 8) *How will the proposed amendment affect the character and image of the adjacent area, neighborhood, and village?*

Response: The proposed amendment will continue the character of this landmark resort and surrounding area, neighborhood, and the Camelback East Village. The primary use will continue to be the Phoenician resort which attracts countless visitors each year. Accordingly, careful thought and consideration was taken into account in planning for new residential units that continue the single family residential character of the surrounding area. Transitions between adjacent uses and neighboring single family homes are appropriately buffered from the proposed plan land uses. Higher density development is located either adjacent to a major roadway or adjacent to the core of the resort and away from single family residential homes and buffered by passive and/or active open spaces.

- 9) *Additional comments as appropriate.*

This proposal is supported by multiple criteria, goals, and plans related to and including the Arcadia Camelback Special Planning District, Camelback East Village Plan, and the Phoenix General Plan.

Compliance with Arcadia Camelback Special Planning District Resort Policies:

There are three major areas of the Arcadia Camelback Special Planning District Plan, one of which is the existing Resort Uses in the Special District, which includes the Phoenician along with the Royal Palms Resort to the west along Camelback Road.

The principal thrust of the Resort Uses section of the Special District Plan is to ensure that compatibility be maintained and to avoid future negative impacts including setting defined resort boundaries and instituting seven policies.

The proposal meets the seven (7) resort policies as outlined below:

- 1) *Present boundaries designating the resort land use areas are mapped in the plan.*

RESPONSE: The existing and proposed Phoenician resort is contained within the boundary designated within the Plan. There are approximately 5.06 acres of land within the proposed PUD that is outside of the resort designation; however these lands will be utilized as single-family residential and not resort land uses.

- 2) *Structures to facilitate the use of the golf course shall be designed to minimize their visual impacts.*

RESPONSE: There are currently a maintenance yard and a landscape yard located within the Resort. The landscape yard is proposed to be removed and replaced with the single family custom home site and the existing maintenance yard will not be expanded. There are development standards and use language within this PUD requiring all uses within a maintenance facility be screened from view.

- 3) *Access to activities within the resort should be from an internal street system. Existing entrances at Camelback Road and at 64th Street are to continue to be the main point public access points.*

RESPONSE: Existing entrances will continue to remain in place and will support all the Resort uses as well as a majority of the accessory residential. Existing public and private roads will serve the proposed custom home sites and other residential will have access points directly off of Camelback Road.

- 4) *Recognition is made that development entitlements remain within the current master planned resort zoning approvals. If any new plans are proposed relating to the property within this area, they should include standards to ensure compatibility with the surrounding area.*

RESPONSE: The language within this PUD promulgates the high standards of the Phoenician as well as the greater Arcadia area and does ensure compatibility.

- 5) *If any new plans are proposed for the resort property, they should go through the required public hearing process.*

RESPONSE: This proposed General Plan Amendment and PUD are following the required public hearing process and the Development Team is conducting substantial neighborhood outreach. In addition, The Companion PUD is currently drafted requiring any minor amendments to be sent to the Arcadia Camelback Mountain Neighborhood Association prior any approval by the City.

- 6) *Any new development will continue the earlier standards established by the resort including underground utilities, shielding light and noise, traffic impacts, and property maintenance.*

RESPONSE: This proposed PUD will continue and expand on high quality development standards.

- 7) *All perimeter fencing and landscaping should be acceptable to the neighborhood.*

RESPONSE: Perimeter fencing will not change. The amount of and quality of buffer landscaping should be acceptable to our neighbors.

Compliance with Camelback East Village Goals & Policies:

While located within the Camelback East Village boundary, no specific goals or policies are outlined for this Village. Though, there is a vision and distinct character that define this Village that this proposal will continue to build upon. The Camelback East Village brochure states that the Village has been defined by: “three (3) five-star resorts that provide the ambiance of housing and resort living in planned community settings while offering extensive recreation opportunities.”

This plan will allow continued success of the Phoenician Resort and provide housing opportunities and resort living within this well planned and distinctive property.

Compliance with General Plan Specific Core Values & Adopted Land Use Policies:

The proposal continues and furthers various core values, goals, and design principles of the Phoenix General Plan:

CORE VALUE - CONNECT PEOPLE AND PLACES

PARKS

“The Phoenix Parks and Recreation system **offers a unique experience for Phoenix residents**, and visitors through a varied and extensive collection of recreational facilities. The system is home to a range of facilities from small pocket parks and neighborhood community centers, to large regional parks and sports facilities. During the community outreach portion of this project, Phoenix community members responded that **parks are the number one asset they treasure in Phoenix**. It is important to build off past successes and improve and expand the system for generations to come.”

Goal:

“Provide a **world class park system** where every resident has a high level of access to a variety of recreational options that support a healthy lifestyle.”

RESPONSE: *This request continues to support the Camelback Mountain Preserve by maintaining land on the mountainside that abuts the Preserve as natural area open space, with no development.*

CANALS & TRAILS

“Canals and trails are an important, historic part of our regional infrastructure. They can provide a safe, **dedicated system for pedestrians and bicycles to travel throughout the city** and region, and an oasis from the desert conditions found naturally in our community. Water is in high demand in Arizona, but the canals have become one of our most underutilized assets. Canalscape, the creation of activity centers with a dynamic interaction with **our city’s prized canals**, can change this.”

Goal:

“Create a functional network of **shared urban trails** which are accessible, convenient and connected to parks, centers, and major open spaces **such as the Sonoran Preserve**, connecting the entire city.”

Land Use and Design Principles:

Design: “Plan, design, and develop pedestrian linkages between parks, open spaces, village cores, neighborhood shopping centers, neighborhood schools, and neighboring municipalities.”

Design: “Provide multi-use trail connections where appropriate.”

RESPONSE: *This request includes and maintains continued use of a trail easement across the property for the existing Cholla Trail serving the Camelback Mountain Preserve.*

CORE VALUE – STRENGTHEN OUR LOCAL ECONOMY

TOURISM FACILITIES

“Tourism has long been a driving force in Arizona’s economy and growth. For years, visitors have flocked to Arizona for its warm winters and natural beauty. As the capital city, Phoenix should be a leader in tourism,

embracing and supporting the industry. The city has many tourist attractions from natural features like South Mountain Park, to man-made destinations such as our museums, sporting facilities and other cultural institutions.”

Goal:

“Phoenix will continue to be one of the country’s **leading tourist destinations.**”

Land Use and Design Principles:

Land Use: “Encourage tourism related activities within specified tourism districts.”

***RESPONSE:** This area of the southeastern slope of Camelback Mountain has long been utilized for tourism, starting with the Jokake Inn in the 1930s. The proposed PUD will allow for the continued operation and enhancement of the Phoenician Resort for years to come, bringing countless visitors to the Phoenix area. In addition, concurrent with the PUD, the Resort is undergoing a comprehensive multi-year renovation program involving all major areas of the Resort. The renovation is a significant investment of time and resources, which will enhance guest experience as well as continue to engage the local community.*

CORE VALUE – CELEBRATE OUR DIVERSE COMMUNITIES & NEIGHBORHOODS

CERTAINTY & CHARACTER

“What makes a city a great place to live are its robust vibrant neighborhoods. There is a level of certainty one expects to have and quality of life one expects to maintain while living in a great city. The goals and policies that are outlined in the General Plan were created so residents have a reasonable expectation and level of certainty while living in our great city; certainty in regards to quality of life and compatibility. The success, stability and certainty our neighborhoods can provide only strengthen our city and region’s vitality and prosperity.

A city’s identity is not only created by unique places and spaces, but by the residents who live within its borders. The cultural diversity, rich architectural style and truly unique neighborhoods (from large lot rural communities to suburban and urban neighborhoods) help define its character.”

Goal:

“Every neighborhood and community should have a level of **certainty.** Ensure that development, redevelopment and

infrastructure supports and reinforces the character and identity of each unique community and neighborhood.”

Land Use & Design Principles:

Land Use: “Locate land uses with the greatest height and most intense uses within limits based on village character, land use needs, infrastructure and transportation system capacity.”

Land Use: “Protect residential areas from concentrations of incompatible land uses that could change their character or destabilize land values.”

Land Use: “New development and expansion or redevelopment of existing development in or near residential areas should be compatible with existing uses and consistent with adopted plans.”

Design: “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.”

Design: “All housing should be developed and constructed in a quality manner.”

Design: “Enhance the compatibility of residential infill projects by carefully designing the edges of the development to be sensitive to adjacent existing housing. Create landscape buffers and other amenities to link new and existing development.”

Design: “Protect the neighborhood’s views of open space, mountains, and man-made or natural landmarks.”

Design: “When making changes and improvements near residential areas, avoid any alteration or destruction of points of reference (such as prominent natural features or historic buildings), focal points, and place names important to the area’s identity.”

Design: “Require appropriate transitions/buffers between neighborhoods and adjacent uses.”

RESPONSE: *Updating the Resort and allowing for the addition of residential uses previously approved but not yet constructed, will maintain similar compatibility, development patterns, and character with the surrounding uses while utilizing adequate existing infrastructure. The proposed plan continues the large-lot single family residential character adjacent to the Resort. Smaller lot single family as well as condominium and townhome units are placed in internal locations or near major roadways, and buffered from single-family residential by the open space of the existing golf course or large-lot single family. The proposed housing will maintain the expectation of high quality construction found at the Resort itself and the surrounding community.*

The proposed residential uses at the edges of the Resort appropriately add single-family residential in undeveloped areas. Careful planning and design consideration has been taken in adding new homes which include landscape buffers, amenities, and preserving views of nearby Camelback Mountain and golf course buffers that seamlessly blend with existing adjacent residential uses. Adding these residential uses in undeveloped areas creates a more sustainable neighborhood without disrupting the single-family character of adjacent neighborhoods.

The historical elements and recognizable features of the area, such as the Jokake Inn will remain. The main entry into the Resort will remain in place providing for the views and enjoyment of the surrounding natural features and focal points within the Resort that over time have become a part of the area’s identity.

DIVERSE NEIGHBORHOODS

“Diverse neighborhoods have a array of housing types and lifestyle options to meet the needs of an array of residents. Phoenix’s population is aging. Existing neighborhoods need to be retrofitted and new communities need to be planned and designed to allow for all residents (regardless of age, ethnicity, income) to live and age in place.”

Goal:

“Encourage communities and neighborhoods to be a mix of ages, incomes and ethnicities and provide housing **suitable to residents** with special needs. A **diverse range of housing** choices, densities, and prices in each village **should be encouraged.**”

Land Use & Design Principles:

Land Use: “Communities should consist of a mix of land uses to provide housing, shopping, dining and recreational options for residents.”

Land Use: “Include a mix of housing types and densities where appropriate within each village that support a broad range of lifestyles.”

Land Use: “Within each village, designate residential land use in at least four of the seven residential categories and designate at least one of those categories to be for 10 to 15 or 15+ dwelling units per acre.”

***RESPONSE:** The proposed Land Use Plan and Conceptual Site Plan for this PUD encompasses a diversified resort community that offers a variety of housing choices to residents ranging from large-lot custom home sites to multi-story condominiums. Within the boundaries of the PUD, there are parcels within five of the City’s seven residential density categories including 10 to 15 dwelling units per acre.*

On-site offerings for future residents and the hotel guests include a mix of dining and recreation options.

CORE VALUE – BUILD THE SUSTAINABLE DESERT CITY

DESERT LANDSCAPE

“The Open Space element describes the city’s mountain and desert preserves and trail systems within our parks, along washes, canals and utility corridors and in the Rio Salado (Salt River). These areas provide space for recreation, environmental preservation and natural hydrological systems. It also includes analysis of need; policies for management; and designated access points, protection, and acquisition strategies. This element is also consistent with the Sonoran Preserve Master Plan (1998) and the Maricopa Association of Governments Desert Spaces Plan (1996), both of which established preserve design principles based on ecological theory, context and regional framework for an integrated open space system.”

Goal:

“Protect and celebrate our unique desert landscape.”

Land Use & Design Principles:

Land Use: “Promote land uses that preserve Phoenix’s natural open spaces.”

Design: “Preserve the interface between private development and parks, preserves and natural areas (edge treatment).”

RESPONSE: *The proposed PUD continues to preserve the upper slopes of Camelback Mountain and maintains approximately 100 acres as natural area open space.*



