

REZONING APPLICATION
CASE Z-____-____-____
4705 & 4735 N 75th Avenue
(South of the Southeast Corner of 75th Avenue and Camelback Road)



THE MARQ

Submitted to the City of Phoenix
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Revision:



PRINCIPALS & DEVELOPMENT TEAM

DEVELOPER/OWNER:

The Commonwealth Companies
PO Box 1658
Fond du Lac, WI 54936
Contact: Daryn Murphy
Contact: Ted Goltzman
Email: d.murphy@commonwealthco.net
Email: t.goltzman@commonwealthco.net
Phone: 503.956.2970
Phone: 612.991.9931

APPLICANT/LAND USE ATTORNEY:

Earl & Curley
3101 N Central Ave, Ste 1000
Phoenix, AZ 85012
Attorney: Rod Jarvis
Planner: Michelle Santoro
Email: rjarvis@earlcurley.com
Email: msantoro@earlcurley.com
P: 602.265.0094

ARCHITECTS & DESIGN TEAM:

M + A Design
24 S Brooke St
Fond du Lac, WI 54936
Contact: Ben Marshall
Email: b.marshall@madesigninc.net
Phone: 608.225.6805

COMPATABILITY TO SURROUNDING PROPERTIES

This site is located in a diverse part of Phoenix, mostly developed in the 1970's-1980's, that now accommodates a variety of uses, including commercial office, retail, dining, and single-family housing. A mix of such uses currently exist adjacent to the project site. The table below outlines the current use and zoning of each property adjacent to the project site.

Table 1 – Existing Conditions

Direction	General Plan Designation	Zoning	Current Use
Site	Commercial	R1-6	Vacant Land
North	Residential	C-2	Commercial
South	Residential	R1-6	Single Family Residences
East	Residential	R-3 SP*	Canal & Vacant Land
West	Residential	R1-6	Single Family Residences



This area of the west valley was historically farmland, stemming from the development of William Bartlett's 640+ acre fruit farm and the construction of the canals, providing irrigation water to the area. Much of the housing in the area was for the migrant workers that worked the farmland. In recent years, there has been a lot of development in the area, including Luke Air Force Base, multiple spring training facilities and the Arizona Cardinals State Farm stadium, along with the entertainment and retail districts associated with these facilities. The Marq will continue the tradition and provide workforce housing for the area's entertainment facilities and attractions.

Although surrounded by single family detached R1-6 subdivisions on the southern boundary and western boundary (across 75th Avenue) the proposed development will be a good transition from the existing commercial uses to the north to these single-family neighborhoods. Adjacent parcels to the northwest and northeast are vacant but

are zoned C-2 and R-3SP* (as shown below) for more intense development, again, allowing this project to be a good buffer to the single-family neighborhoods.



Within a 1-mile, radius only one other multifamily development exists, with two others just on the periphery, making this a perfect location to bring in more density and much needed housing. With Phoenix having the fourth worst affordable housing shortage in the country for households with extremely low incomes, (according to the National Low Income Housing Coalition's (NLIHC) Gap report, released in March 2021), this housing is overdue.

GENERAL PLAN LAND USE CONFORMANCE

The site is designated on the City's Land Use Map as Commercial, which allows for office, retail, service and multi-family developments. The proposed development conforms to the General Plan and the General Plan Land Use map designation. No amendment is necessary or sought. The General Plan seeks to promote comprehensive direction for the growth, conservation and development of all physical aspects of the City. The proposed rezone meets or exceed the following goals outlined in the General Plan:

Core Value: CONNECT PEOPLE TO PLACES

Infill Goal:

Vacant and underdeveloped land in older parts of the city should be developed or redeveloped in a manner that is compatible with viable existing development and the long-term character and goals for the area.

Land Use Principle:

Promote and encourage compatible infill development with a mix of housing types in neighborhoods close to employment centers, commercial areas, and where transit or transportation alternatives exist.

This development will not only develop a vacant parcel that is subject to undesirable activity, but will also provide much needed workforce housing in the area.

Opportunity Site Goal:

To promote development of vacant parcels or redevelopment or 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.

Land Use Principle:

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

The development of this parcel will provide a buffer between the more intense commercial use corner and the less intense single-family residential neighborhoods.

Core Value: CELEBRATE OUR DIVERSE COMMUNITIES & NEIGHBORHOODS

Diverse Neighborhoods Goal:

Provide an array of housing types and lifestyle options to meet the needs of an array of residents.

Land Use Principle:

Include a mix of housing types and densities where appropriate within each village that support a broad range of lifestyles.

This area has historically always had a great deal of single-family residential to choose from. And although multifamily development has become more common in the area, the demand is nowhere close to being met. Thus, we are proposing needed multifamily for the area.

HOUSING PHOENIX PLAN

The Marq is responding to the newly released “Housing Phoenix” plan (the “Plan”), which calls for the creation of 50,000 homes by 2030 and to increase the overall supply of affordable housing. With the cost of housing rising faster than income, a concentration on affordable housing development is mandatory.

According to the Plan, an affordable housing gap analysis was performed which indicated an immediate need for 163,067 units, of which 61% should be affordable/subsidized. Currently, there are only 21 available and affordable units for every 100 households.

All units in The Marq are anticipated to be affordable to households earning 60% and below of area median income. This project is intended to assist the City of Phoenix in meeting its housing goals, which highlight a gap of nearly 100,000 affordable units for individuals and families at this income level.



Source: American Community Survey, U.S. Census Bureau (2018)

Number of Units Needed

163,067



Source: U.S. Census 2018 and Apartment Insights Data 2019, Third Quarter

ZONING COMPATIBILITY & DESCRIPTION OF PROPOSAL

Proposed Zoning

This rezoning request is to change from R1-6 to R-3A to allow for the much-needed multifamily housing in the area. As stated earlier, the proposed zoning is compatible with the existing surrounding zoning, as it creates a buffer between the more intense zoning along Camelback and the less intense single-family zoned neighborhoods to the south.

Proposed Development

The site has been carefully laid out to provide a great setback from the existing residential to the south. There is a large loop drive that will provide resident parking along the north and south property lines and landscape setbacks. The parking will create a buffer between the existing residential and the building itself. Along the eastern property line, the Grand Canal, two buildings are designed to front the canal, providing both physical and visual connection to the canal. There is a large open space amenity area in the center of the project, which will potentially include a playground and large splash pad, as well as a one-story welcome center and clubhouse.

The new residential buildings are proposed at 3 stories and will contain 24 units. Each of the five buildings will have (12) two-bedroom units and (12) three-bedroom units. Each unit will have 50 SF of private patio/ open space and generous landscaping will be provided throughout The Marq.

The goal of this development is to integrate into the design fabric of the surrounding area while celebrating the vibrancy of the city. A variety of colors and textures will be used to create definition and interesting shadow play. The color palette consists of warm desert tones, used in modern ways to provide Southwest identity while still bringing forth current design applications. The exterior materials will consist of stucco in different colors and texture finishes, along with metal accents.

CONCLUSION

The proposed development is consistent with the intent of the General Plan and the Housing Phoenix Plan as the City is in need of additional housing. The cost of housing continues to rise, and this is in large part due to a shortage of housing availability. What we are proposing to do here balances the interests in the best way possible. It brings much needed workforce housing to the area. But it also develops in a way that is compatible with the surrounding single-family community. We truly believe what we are bringing here hits all the right notes.