

*REZONING APPLICATION  
CASE Z-\_\_\_-\_\_\_-\_\_\_  
(South and West of the Southwest Corner  
of 19<sup>th</sup> Avenue and Southern Avenue)*

Submitted to the City of Phoenix  
Submitted: December 7, 2021



**PRINCIPALS & DEVELOPMENT TEAM**

**APPLICANT/LAND USE ATTORNEY:**

Earl & Curley  
3101 N Central Ave, Ste 1000  
Phoenix, AZ 85012  
Attorney: Taylor Earl  
Planner: Michelle Santoro  
Email: [tearl@earlcurley.com](mailto:tearl@earlcurley.com)  
Email: [msantoro@earlcurley.com](mailto:msantoro@earlcurley.com)  
P: 602.265.0094



**DEVELOPER:**

Shawn Valk  
Platinum Construction  
1450 TL Townsend De, Ste 100  
Rockwell, TX 75032  
Email: [shawn@platinumtx.com](mailto:shawn@platinumtx.com)

**ARCHITECT:**

Neil Feaser  
RKAA Architects, Inc.  
2233 E Thomas Road  
Phoenix, AZ 85016  
Email: [nfeaser@rkaa.com](mailto:nfeaser@rkaa.com)  
P: 602-955-3900 XT 112



**PROPERTY OWNER:**

Shops at South Mountain  
16105 Comet Way  
Canyon Country, CA 91387

## INTRODUCTION & PURPOSE OF REQUEST

The purpose of this request is to rezone an underutilized +/-5.2-acre site south and west of the southwest corner of 19<sup>th</sup> Avenue and Southern Avenue Road from R1-6 (Approved C-1\*) to C-2 SP (Special Permit) to allow for the development of a self-storage facility. The property consists of two (2) parcels (APNs: 105-86-969A and 969B; the "Property"). The site is currently vacant and undeveloped. There is an existing QuikTrip on the hard corner of which the subject Property wraps around in an L Shape. See Aerial to the right.



The developer of the proposed self-storage is the Platinum Construction, which has developed, operates and/or owns more than 30 storage facility sites in 8 states. Platinum Construction will own this facility. A survey of self-storage operations around the valley reveals that such operations come in varying degrees of quality and design. But Platinum Storage seeks to be at the top end of the self-storage market in this area by developing a class-A facility. In a time when retail and office developments are struggling to fill vacancies, a new commercial development along this corridor is welcomed.

The proposed facility will consist of an approximate 86,200 square-foot two-story, climate-controlled, interior self-storage building and approximately 39,200 square feet in one-story drive-up, exterior storage, separated between five buildings. The site will also include approximately 30 RV covered parking spaces, exterior parking, a loading/unloading area, and an office space, as well as required landscaping.

This facility will not be a 24-hour facility, and access will be controlled via security code. This Platinum Storage facility will have an on-site manager available 7 days a week, during normal business hours, to assist new customers with the renting of available storage units and all of the services described above. Existing customers can access the facility with their *unique* security code from 6am to 10pm, daily. This unique security code, along with our system of high-resolution security cameras, will allow us to track who entered the facility, when they entered, and when they exited.

Office hours, which are staffed by the manager, will be approximately as follows:

Monday - Friday: 9:00am to 6:00pm

Saturday: 8:00am to 5:00pm

Sunday: 11:00am to 3:00pm

These hours may shift by 30 minutes.

Additionally, a manager walks the facility at the beginning and end of every day - with an eye for safety issues, security concerns, and any activity that does not conform to the lease agreement. The site's cleaning is a daily activity and provides for a clean, safe environment for tenants and guests. Furthermore, external security cameras will be installed at key locations to ensure property security.

## **COMPATIBILITY TO SURROUNDING PROPERTIES**

A mix of uses exist in the immediate vicinity:

**Table 1 – Existing Conditions**

<b>Direction</b>	<b>General Plan Designation</b>	<b>Zoning</b>	<b>Current Use</b>
<b>Site</b>	Residential 2-3.5 DU/A	R1-6	Vacant Land
<b>North</b>	Commercial	C-2 & PSC	Vacant Land & Circle K
<b>South</b>	Residential 2-3.5 DU/A	R1-6	Single Family Residential
<b>East</b>	Residential 3.5-5 DU/A & Commercial	R1-6 & C-2	Single Family Residential & Commercial
<b>West</b>	Residential 3.5-5 DU/A	R1-6	Single Family Residential

## **GENERAL PLAN LAND USE CONFORMANCE**

The site is designated on the City's General Plan Land Use Map as Residential 2-3.5 DU/A. Although the proposed development does not conform to the General Plan Land Use map designation, it is consistent with the commercial development along Southern Avenue. Due to the size of the Property no General Plan 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**

#### **Opportunity Sites Goal:**

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.

***Land Use Principle:***

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

*The Property is prime for redevelopment into a neighborhood-scale commercial use with low traffic generation. The commercial nature is compatible with the adjacent commercial uses along the Southern Avenue frontage and is also a buffer to the residential to the south.*

**Core Value: CONNECT PEOPLE TO PLACES**

**Local & Small Business Goal:**

Phoenix residents should have an abundance of places to connect with services, resources and each other.

***Land Use Principle:***

Plan cores, centers and corridors to include a variety of land uses: office, retail shopping entertainment and cultural, housing, hotel and resort, and where appropriate, some types of industry.

*At this location, this project will not only bring development to a vacant infill, but it will expand the area's broad range of services and assist the village's goal of balanced land uses. This use will also assist other uses in the area because self-storage is a support use to office, single-family, and multi-family uses, among others, which rely on storage facilities.*

**Core Value: CELEBRATE OUR DIVERSE COMMUNITIES & NEIGHBORHOODS**

**Certainty & Character Goal:**

Ensure that development, redevelopment and infrastructure support and reinforces the character and identity of each unique community and neighborhood.

***Land Use Principle:***

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.

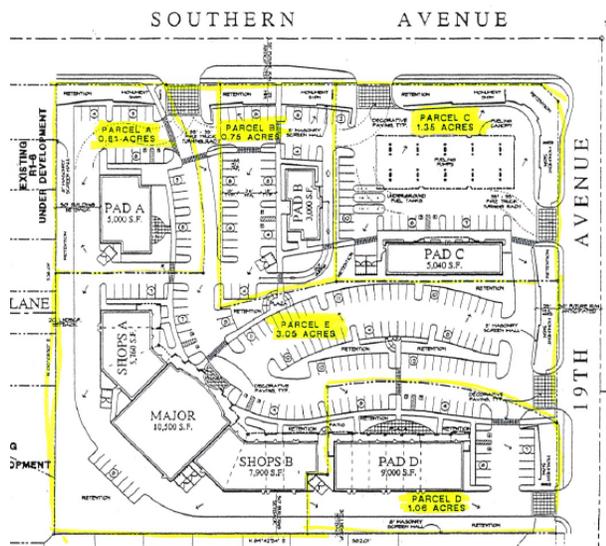
*The proposed development fits into the character of the existing and proposed commercial corner at this prominent intersection. Improvements to the site, such as attractive architecture, landscaping and sidewalks, will have a positive impact on the surrounding residential properties. A vacant, deteriorating site will be transformed into a neighborhood service for the local residents.*

Careful consideration has been made during site planning to protect and buffer the existing residential. There is a proposed 25' landscape setback buffer along the property lines that abut residential. Additionally, single-story drive-up units, with a proposed height of 13'-7" are located along this landscape setback to further buffer the residential. The taller 2-story building is placed further into the property, approximately 77-feet from the property lines. Additionally, this facility will be high-end and secure and will generate a low number of vehicular trips.

## ZONING COMPATIBILITY & DESCRIPTION OF PROPOSAL

### Proposed Zoning

This +/-5.2 gross acre site is zoned R1-6 with approved zoning for C-1, as shown to the right. The approved C-1 was related to a proposed retail development. See exhibit below. But the current owner of the subject site marketed it for a retail development for many years and nothing ever moved forward.



The Property is vacant land and has never been developed, even as its surroundings were developed in the early 2000's. The subject site has two street frontages, 19<sup>th</sup> Avenue and Southern Avenue and is general bounded by a QuikTrip to the north and east and single-family residential to the south and west. This facility will assist other uses in the area, as self-storage is a support to office, single-family, and multi-family uses, among others, which rely in storage facilities.

### Proposed Site Plan

The proposed project will consist of one larger 2-story building, approximately 86,590 square feet in size, with all interior, enclosed storage. The loading area will be located in the interior "elbow" of the building, which is interior to the site and not visible from the street or surrounding properties.

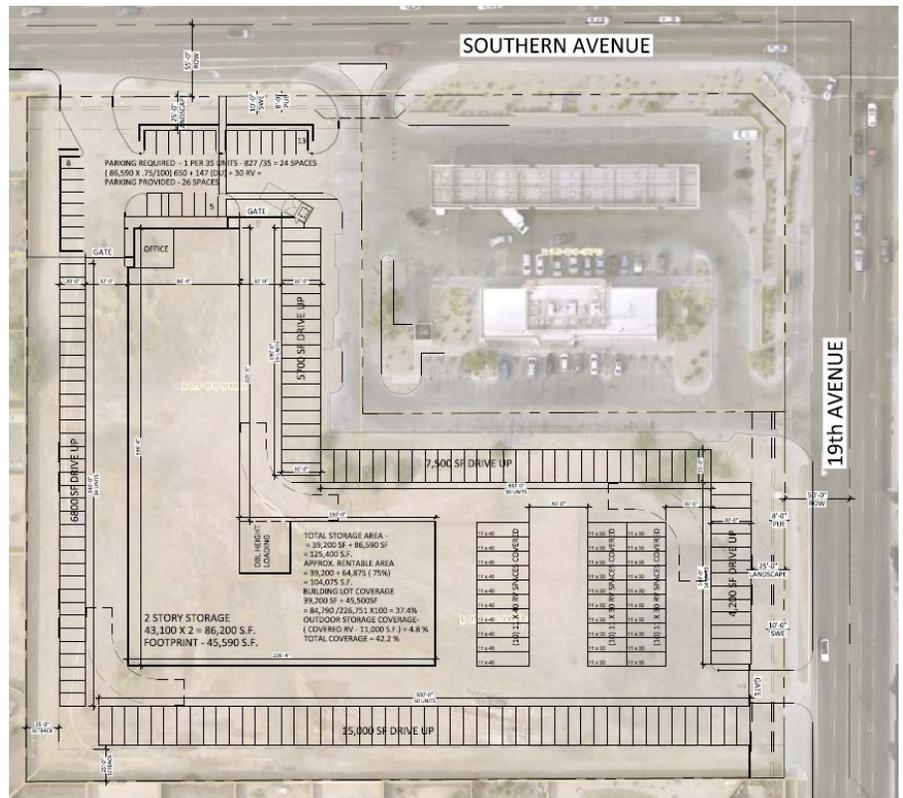
The proposed architecture is modern with clean lines and contrasting materials, as shown below in the conceptual rendering (note this rendering is from another, existing site, but the same architectural style would be followed here. The elevation shown here would be the north elevation on the subject site).



Around the perimeter of the Property, single-story exterior drive-up units are proposed, in five separate buildings totaling approximately 39,200 square feet. Along the two street frontages and adjacent to the existing residential there are large landscape buffers that will be heavily planted with trees and shrubs.

The main entrance with full access is located at the northwest corner of the project, along Southern Avenue. An additional, right-in/right-out access point will be located on the northeast, through a shared drive with QT. There will also be an exit only on the southeast perimeter of the site, onto 19<sup>th</sup> Avenue.

There is proposed visitor parking along the frontage adjacent to the main office for the complex. The site will then be gated moving south into the storage areas. Additionally, in the southern eastern portion of the site, 30 covered RV parking spaces are proposed.



As an industry, self-storage has had an interesting transition over the past several years. These facilities previously consisted of only drive-up units. Then, the pendulum swung dramatically the other way and virtually all new facilities are fully internal, in multi-story structures. The internal storage does provide some major advantages, such as a climate-controlled environment. Its disadvantage is having to navigate through hallways to reach the unit.

Many people like the convenience of being able to drive right up to their unit and load/unload rather than having to navigate through a hallway (even a climate-controlled hallway). What we are proposing here is a hybrid model that features the best of both worlds. We will feature fully internal, climate-controlled units as well as drive-up units. Now, we have options for both types of clients—those who want a climate-controlled environment for their goods and those who want the convenience of being able to drive up right next to their unit for convenient access.

***Are 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?***

This subject site is relatively small at approximately 5.2 gross acres. It's zoned R1-6 with approved C-1 zoning. The subject site consists of two vacant properties and includes two shortened street frontages. The parcel is also a slightly odd shape of an "L", wrapping around an existing commercial use.

The site also suffers from a shortened window of visibility from both arterial roads. This makes traditional C-2 development difficult here. Most C-2 business want to have visibility on arterial roadways and for their customers to have easy access. But that is not as much of a problem for our use. First, as stated above, the height allows it to be seen by motorists. Second, self-storage is not the type of use that requires easy access because the trips to and from are so infrequent.

***What impact will the proposed project have on current or future surrounding land use and zoning patterns?***

This request will undoubtedly have a positive impact on current and future surrounding land use and zoning patterns. Some traditional C-2 uses would not be compatible on this property, given the surrounding residential uses and limited street frontage. This quiet, class-A self-storage facility will ensure a compatible development occurs at this location that supports and is compatible with the rest of the area.

Over the past decade, few self-storage developments have been built within the trade radius. A number of single-family and high-density projects exist throughout this area of the City that offer the type of smaller units that historically need off-site storage. Accordingly, more and more residential tenants, as well as business owners, have increased the underlying demand factor for a high quality, secure self-storage. Such self-storage facilities are an important element in attaining the proper balance of land uses within each village and the City in general.

We also think the RV storage will be a welcomed amenity for the community, who may not have RV storage opportunities on their residential lots.

The hard corner property is zoned C-1, with the other portions of the corner also being zoned C-1, C-2 and PSC therefore we seek only to add C-2 SP this small subject site to be developed as a self-storage facility. This entire corner was envisioned to be commercial uses. This request will fit seamlessly into the area and emerging development pattern.

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

From the outside looking in, what business and commercial neighbors will see is an occasional vehicle driving up to a well-design building, going into a loading area, and a short time later, that vehicle leaving. This is about as low impact of a use as one could possibly hope for here.

The building design for the proposed project incorporates architecture that is more similar to an office building than it is to a self-storage facility. The building has been designed with substantial architectural enhancements that vary the buildings' façades, to avoid long spans of flat walls. Furthermore, the perimeter facades (especially along all three street frontages) include architectural decorative elements that engage views both from the street and at the pedestrian-scale. When this elevated design is combined with the low trip generation, it's clear to us that this project will be a great neighbor.

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

The subject Property is at the intersection of two major arterials in the City of Phoenix. It is anticipated that the corner will develop with commercial uses. The northeast and southeast corners have already developed into commercial centers, with the northwest corner zoned for Planned Shopping Center. It is not reasonable to develop single-family homes at this busy corner (under R1-6) nor has the market been willing to accept a commercial shopping center over the many years of marketing it for such use (under the C-1).

The intent of the proposal is to create a project that helps provide a balance of land uses, complements the area, upholds City planning principles, and supports the economic needs of the Village. The vacant lot will be transformed into an attractive, high-quality, secure and convenient self-storage development with a newly enhanced streetscape appearance and architecturally enhanced building design. We believe the rezoning case and subsequent development of this property will be a big win for the adjacent existing land uses.

***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.?***

A lot combination or subdivision plat will be required to tie these lots together.

## **CONCLUSION**

The proposed redevelopment is consistent with the existing and planned commercial corner. The development of the site including elevated architecture, sidewalks and landscaping will be a positive impact on the community, not to mention a great use that will be enjoyed by the residential neighborhood.

This is an ideal location for neighborhood storage facility that is fully consistent with the area. This request provides a needed facility to this area and infills a property that is not only vacant now but could sit vacant for many years given the state of retail.