

REZONING APPLICATION
CASE Z-____-____-____
(Southwest Corner of 17th Street and Bell Road)



MARTIAL ARTS

Submitted to the City of Phoenix
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Revision:



PRINCIPALS & DEVELOPMENT TEAM

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PROPERTY OWNER:

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INTRODUCTION & PURPOSE OF REQUEST

The purpose of this request is to rezone an underutilized +/-6-acre site at the southwest corner of 17th Street and Bell Road from R-O (Residential Office) to C-1 to allow for a karate studio use within an existing, new building.

The property address is 1675 E Bell Road and consists of one (1) parcel (APN: 214-12-123). The site is currently developed with an existing, never occupied single-story above grade, commercial building (shown below).

The site is located in the Moon Valley/North Phoenix area of Phoenix. This area has seen growth and revitalization of the commercial centers in the recent years. Although all the parcels adjacent to the Property were developed in approximately 1991, the Property remained a vacant lot. Seventeen years later, in approximately 2008, the building was constructed. The building has remained vacant and blighted for over 13 years. Octavian Belostecinic is a Moldovan immigrant who ambitiously followed his American dream and is now a successful businessman, owning a transportation company and is a state champion in Brazilian Jiu-Jitsu. He purchased the property in 2021 to redevelop and rezone the property to allow the use of a karate studio, as well as his personal office. The proposed use is a low traffic generator that will be compatible with the existing commercial centers along Bell Road and the neighborhood. It will be a particularly great development for the community because it will finally mean develop on the blighted lot and because it will serve as a community amenity.



COMPATIBILITY TO SURROUNDING PROPERTIES

A mix of uses exist in the immediate vicinity:

Table 1 – Existing Conditions

Direction	General Plan Designation	Zoning	Current Use
Site	Residential 10-15 DU/A	R-O	Vacant Commercial Building
North	Commercial	C-1	Multi Family & Self Storage
South	Residential 10-15 DU/A	R1-8	Single Family Residential
East	Residential 10-15 DU/A	C-O	Commercial Office
West	Commercial	C-2	Commercial

GENERAL PLAN LAND USE CONFORMANCE

The site is designated on the City's General Plan Land Use Map as Residential - 10-15 DU/A. Although the proposed development does not conform to the General Plan Land Use map designation, it is an existing commercial building, adjacent to other commercial uses along Bell Road frontage. 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 existing commercial building was never occupied and has remained in blight with no landscaping for over a decade. 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 Bell Road frontage and is also a buffer to the residential to the south.

Core Value: STRENGTHEN OUR LOCAL ECONOMY

Local & Small Business Goal:

Promote the growth and prosperity of Phoenix locally owned and small businesses.

Land Use Principle:

Facilitate adaptive reuse of older, underutilized properties to create mechanisms for new local and small businesses to operate, thrive and grow.

This site is being redeveloped by a local, small business. They plan to not only invest in the redevelopment of the office building, but to also house their business within as the only tenant.

Core Value: CELEBRATE OUR DIVERSE COMMUNITIES & NEIGHBORHOODS

Certainty & Character Goal:

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

Land Use Principle:

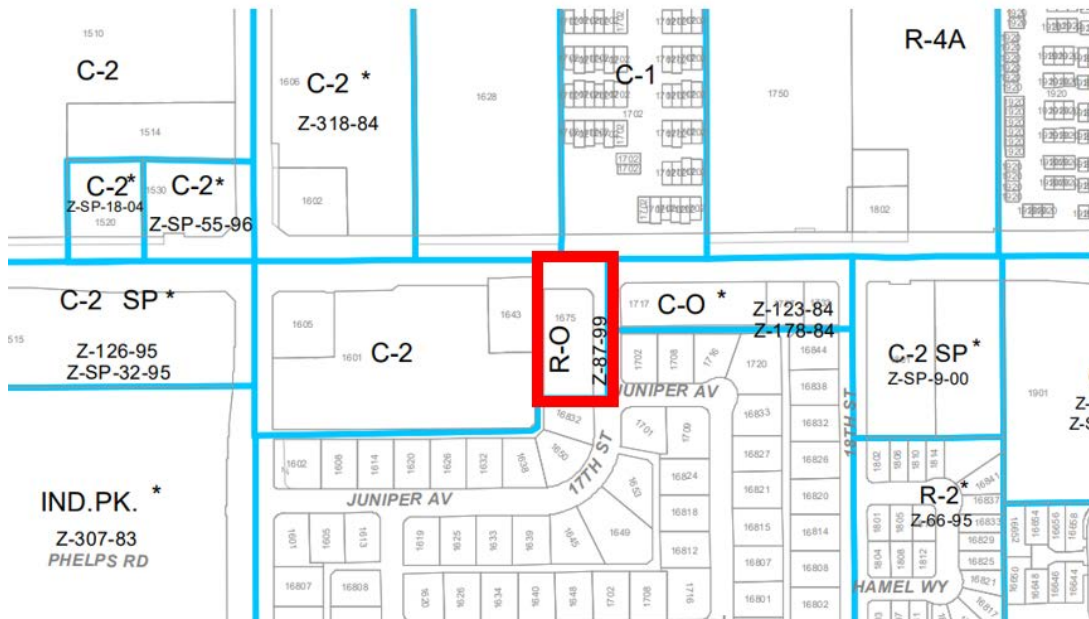
Create new development or redevelopment that is sensitive to the scale and character of the surrounding neighborhoods and incorporates adequate development standards to prevent negative impact(s) on the residential properties.

The existing commercial building fits in with the scale and character of the Bell Road commercial area. Improvements to the elevation and site, such as landscaping and sidewalks, will have a positive impact on the surrounding residential properties. A vacant, deteriorating site will be transformed into a neighborhood amenity for the local kids.

ZONING COMPATIBILITY & DESCRIPTION OF PROPOSAL

Proposed Zoning

This +/- .6 gross acre site is located at the southwest corner of Bell Road and 17th Street and is relatively flat with an existing single-story, above grade building. There is a second, lower level, below grade. Currently, the Subject Property is zoned R-O, Residential Office, which allows for a limited scope of office uses, but not for a neighborhood karate studio. The proposed rezone to C-1 is the least intense zoning that would allow the karate studio. At present, the proposal is for ingress/egress only from Bell Road—though we are examining this internally and may need to gain access onto 17th Street. We do anticipate children from the neighborhood to walk to the studio, thus reducing traffic flows.



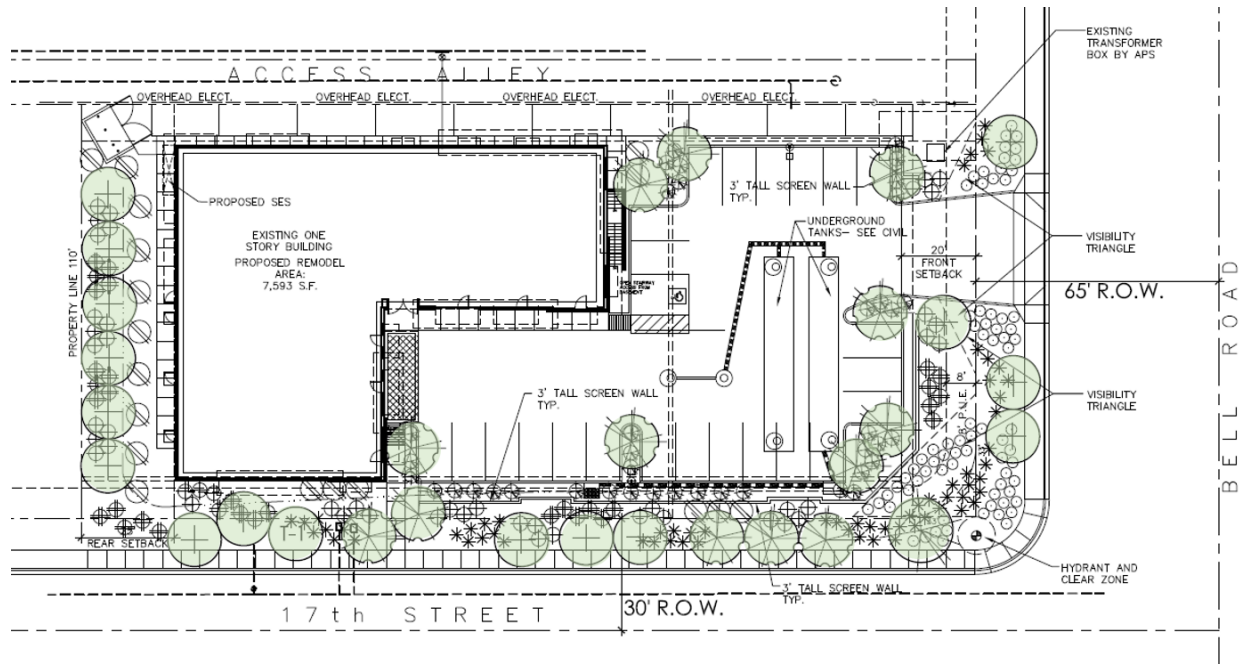
Zoning Map

Existing Building and Site Revisions

Although the building is currently constructed, it is an eyesore. The site has been vacant and vandalized for years. The goal of this redevelopment is to integrate the site into the design fabric of the surrounding area. The design intent is to create a strong frontage that defines the street, while still providing interest.

Although not yet defined, improvements will be made to the elevations of the building. Improvements may include, but are not limited to: added material finishes, paint, awnings and window treatments.

A large landscape screen will be provided along the western property line / alleyway to buffer the adjacent residential homes. Additionally, streetscape trees and lower-level landscaping will be provided along the street rights-of-way, shading the future sidewalk.



Conceptual Landscape Rendering

CONCLUSION

The proposed redevelopment is consistent with the commercial corridor along Bell Road. The revitalization of the site including façade treatments, 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.