



October 18, 2016

Re: 3320 North 7th Avenue, Phoenix (SWC of Osborn Road and 7th Avenue)

Dear Property Owner or Neighborhood Association President:

Our office represents Trammell Crow Company with regard to the roughly 6.9 acre site located at the southwest corner of Osborn Road and 7th Avenue in Phoenix, APN's 110-29-067B and 110-29-064, (the "Property") as shown on the attached aerial map. The purpose of this letter is to introduce ourselves and to let you know we have recently filed a rezoning request (Z-69-16-4) with the City to change the zoning from Intermediate Commercial (C-2) and Automobile Parking (P-1) to Planned Unit Development (PUD) to allow for the development of a new, mixed use project to include multi-family residential and retail uses.

As you probably know, the Property is currently occupied with an older Bashas' grocery store which, when built, was designed in the "new" large-format layout that featured a big-box building surrounded by a "sea of parking." Various additions and modifications have been made throughout the years including the addition of an Osco Drug building. Over the years, several factors have led to the steady decline in the Property. The attached restaurants have closed, the Osco Drugs has been shuttered and the majority of the site remains surface parking with little or no landscaping or connection to the surrounding right-of-way.

The purpose of our application is to reinvigorate the site with a mix of uses and high-quality design that will bring activity back to the site and help make the Property a point of pride for the surrounding community. Attached is a copy of the cover page of our application along with a conceptual rendering showing one potential concept for the site. Please note this is only conceptual. A copy of the entire PUD Development Narrative containing the complete details of this request is on file with the City of Phoenix Planning and Development Departments and available on-line at <https://www.phoenix.gov/pdd/pz/pzservices/pud-cases>. This link is subject to change, but can generally be found through the City of Phoenix Planning Department website at <https://www.phoenix.gov/pdd>. The following briefly describes our request:

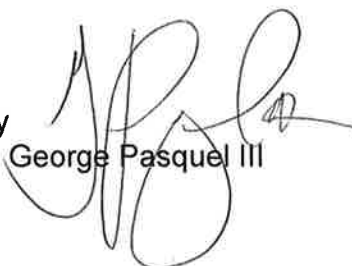
Proposed Change: A mix of commercial uses including multifamily residential and retail. Any residential component of the project will be limited to a maximum of 60 feet in height and a maximum of 305 units (43.5 du/acre). A minimum of 40% of the residential parking spaces must be covered or located within a garage. Any retail/commercial component of the project will be limited to 30 feet in height. The overall development is limited to a maximum of 60% lot coverage. Varying building and landscape setback standards are proposed along the property perimeter and a minimum of 50% of the adjacent public sidewalk must be shaded for pedestrian comfort.

Existing Use: The site is zoned C-2, P-1 and has a General Plan designation of Commercial. The majority of the site is currently surface parking. A grocer occupies the center of the existing building and is bookended on either side by attached buildings which are vacant and/or unoccupied.

In the coming months, meetings and hearings before the Encanto Village Planning Committee and the Planning Commission will be scheduled to review this case. Specific dates have not yet been set. You should receive a subsequent mailing identifying the date and location of the meeting/hearing when they have been scheduled. In order to discuss this application and any questions you may have, we have scheduled an open house as follows: **Wednesday, November 2, 2016, from 5:30-6:30pm at Phoenix College, Osborn Campus, 3310 North 10th Ave, OSW Building Room 105, Phoenix, AZ 85013.** Feel free to stop by at any time between 5:30 and 6:30 pm. If this date and time are not convenient, we would be happy to speak with you individually. **Please feel free to contact me at 602.230.0600 or George@WitheyMorris.com.** You can also reach the City of Phoenix Village Planner assigned to this case, Katherine J. Coles at 602.256.5648 or Katherine.Coles@Phoenix.gov. You may also make your feelings known on this case by writing to the City of Phoenix Planning and Development Department, 200 West Washington Street, 2nd Floor, Phoenix, Arizona 85003 and referencing the case number. Your letter will be make part of the case file.

Again, I would be happy to answer any questions you may have regarding this application. You may reach me at 602.230.0600 or George@WitheyMorris.com. Thank you for your courtesy and consideration.

Sincerely,
Withey Morris P.L.C.

By 
George Pasquel III

Enclosure: Aerial, application, conceptual rendering

Aerial Map



SWC Osborn & 7th Avenue





City of Phoenix

PLANNING AND DEVELOPMENT DEPARTMENT

APPLICATION TO AMEND ZONING ORDINANCE

APPLICATION NO: Z-69-16

PROPERTY LOCATION: SWC of Osborn Road and 7th Avenue

TO BE CHANGED:

FROM: C-1,P-1

TO: PUD

PROPOSED USE: Multi-Family/Retail

LEGAL DESCRIPTION: See Attached

Ordinance #:

Ordinance Date:

Supplemental Map #:

CASE TYPE: PUD
GROSS ACREAGE: 7.25
CENSUS TRACT: 1104
DATE FILED: 9/27/2016

DSD #: 16-2089
VILLAGE: Encanto
Q.S. MAP: 15-26
TAZ:

CASE STATUS: Pending
ZONING MAP: G-8
COUNCIL DISTRICT: 4
FILING STAFF: 066840

OWNER: G.B Investment Company / Bashas' Inc
ADDRESS: PO Box 488 Chandler AZ 85244
OWNER EMAIL ADDRESS: ptuchin@trammellcrow.com

PHONE NO.: (480) 895-9350

APPLICANT: Withey Morris, PLC-George Pasquel III
ADDRESS: 2525 East Arizona Biltmore Crl, Ste A212 Phoenix AZ 85016
APPLICANT EMAIL ADDRESS: george@witheymorris.com

PHONE NO.: (602) 230-0600

REPRESENTATIVE: Withey Morris, PLC-George Pasquel III
ADDRESS: 2525 East Arizona Biltmore Crl, Ste A212 Phoenix AZ 85016
REPRESENTATIVE EMAIL ADDRESS: george@witheymorris.com

PHONE NO.: (602) 230-0600
FAX NO.:

An applicant may receive a clarification from the city of its interpretation or application of a statute, ordinance, code or authorized substantive policy statement. To request clarification or to obtain further information on the application process and applicable review time frames, please call 602-262-7131 (option 6), email zoning.mailbox@phoenix.gov or visit our website at <http://phoenix.gov/pdd/licensetimes.html>.

I declare that all information submitted is true and correct to the best of my knowledge and belief. I acknowledge that any error in my application may be cause for changing its normal scheduling.

SIGNATURE: _____

DATE: _____

POST APPLICATION MEETING DATE:

Zoning Hearing Officer

Planning Commission

City Council

FEE	FEE WAIVED	FEE DATE	RECEIPT	PURPOSE
\$4,760.00	\$0.00	9/27/2016		Original Filing Fee

(Additional Properties Attached)



CONCEPTUAL

PUD SUBMITTAL

Southwest Corner of Osborn Rd and 7th Ave
09.23.16 - NOTE: ALL EXHIBITS CONCEPTUAL

**PRELIMINARY DESIGN CONCEPT
PERSPECTIVE VIEW**

Trammell Crow Company

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