

# DEVELOPMENT MASTER PLAN APPLICATION

1600 EAST BUTLER AVENUE

Submitted: August 4, 2020

Resubmitted: September 3, 2020

Resubmitted: October 15, 2020

*Introduction.* Reich Brothers, LLC ("Reich Bros.") requests approval of this Development Master Plan application ("DMP") to redevelop the approximate 12.70 acres of property located at 1600 East Butler Avenue, also known as Coconino County Assessor Parcel Numbers 104-07-001C and -005M. See [Aerial Map](#). The Property is zoned Light Industrial (LI) and is not subject to any zoning overlays. Existing improvements on the Property include the former SCA tissue manufacturing facility, which closed in June 2017. The Property has remained vacant since.



This DMP represents the first level of preliminary master site planning for the redevelopment of the Property, as well as establishes the overall project vision. Additionally, the DMP is intended to establish the location and acreage of land use types (commercial, industrial); the general building location and size; the general circulation pattern, parking, and access; the general layout of water, sewer, and storm drainage; the general pedestrian and bicyclist circulation system concept; and the proposed phasing and anticipated time frame for such development. Final building footprints, sizes, and floor plans, uses and users/tenants, architecture, colors, and materials, hardscape and landscaping, lighting, civic space, amenities,

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building and monument signage, and other similar site improvements will be determined during Concept Plan Review and Site Plan Review.

Reich Bros. is proposing to redevelop the Property as two development units that will be cohesively developed through this DMP. Specifically, Reich Bros. is proposing a master-planned commercial shopping center on the south approximate 7.71 acres adjacent to Butler Avenue and future industrial/business park on the north 4.99 acres adjacent to the BNSF rail line and spur.

**Context.** The Property is an infill parcel surrounded by existing development on all sides. To the north is the BNSF rail line; to the east is City owned and operated recycling facility zoned LI; to the south across Butler Avenue is a hardware store zoned LI-Open, and automotive repair shops, offices, and veterinary clinic, all zoned LI; to the west is GO AZ Motorcycles dealership zoned LI. Additionally, two BNSF rail spurs terminate on the Property—one near the northwest corner of the Property; the other near the southeast corner. Moving further outward, notable uses include Hensley Beverage Company to the east, Sam's Club to the southeast, and Central Arizona Supply, a plumbing showroom and warehouse, to the west.

**Development Master Plan / Site Plan.** The site plan has been designed such that it creates a unique sense of place and identity and provides opportunities for pedestrian activity and social interaction all within an integrated development plan. The DMP is planned to include approximately 77,000 square-feet of commercial/retail, employment, restaurant, and/or service space and approximately 50,000 square-feet of future industrial and/or business park space. See Site Plan.

**Commercial/Retail, Employment, Restaurant, Service.** The south approximate 7.71 acres are planned to accommodate a variety of commercial/retail, employment, restaurant, and/or services uses. Specifically, an approximately 58,100 square-foot anchor building is planned at the southeast corner of the Property. This building is intended to accommodate Kohl's, which intends on relocating from its current location at 500 Forest Meadows. A freestanding, approximately 18,240 square-foot multi-tenant building is planned at the southwest corner of the Property capable of supporting a wide variety of commercial/retail, restaurant, and/or service uses. Importantly, both the anchor and multi-tenant buildings are strategically pushed up against the Butler Avenue frontage to activate the streetscape and provide for strong pedestrian and visual connections between the buildings, surrounding street frontage, and public civic and pedestrian-oriented spaces on the site. Additionally, the southernmost suite within the multi-tenant building provides an opportunity for a restaurant or coffee shop, with the potential for

outdoor dining or similar opportunity, further activating the Butler Avenue streetscape. Associated site improvements, such as landscaping, parking, lighting, and infrastructure, will also be provided.

Buildings will have a clear architectural relationship with each other, employing common high-quality building materials and architectural elements, while at the same time creating diversity and interest. Additionally, consideration will be given to the architectural character and massing of the buildings visible from and adjacent to Butler Avenue to create attractive, visually interesting, and pedestrian-friendly building facades within a well-integrated composition. These facades are planned to include highly visible customer entrances, transparent storefronts and display windows to create visual interest, and/or additional articulation, such as offsets, recesses, and/or projections with enough depth to create shadow lines.

The site plan includes two wide, landscaped pathways that extend from the Butler Avenue sidewalk to the entrances of the anchor and multi-tenant buildings, as well as public civic spaces located at the fronts of both buildings, which are strategically oriented towards each other to create a visual and physical connection between the anchor building and the multi-tenant building. The pathways encourage and facilitate pedestrian and other alternative modes of transportation to the site. The civic spaces will include enhanced hardscape, landscaping, pedestrian scale lighting, and/or streetscape furnishings, such as benches, shade overhangs, or bicycle parking, creating an inviting experience for pedestrians and patrons.

Building entrances are oriented toward a centrally located surface parking lot between the anchor and multi-tenant buildings. This surface parking lot is intentionally setback from Butler Avenue behind the front façade of the buildings and planned to include decorative screen walls, along with an expansive civic space area and landscape buffer, so as not to dominate the Butler Avenue street frontage with parking, rather allowing the anchor and multi-tenant buildings to define and reinforce the streetscape. A wide enhanced pedestrian pathway extending through the central parking field physical and visually connects the anchor and multi-tenant buildings, as well as the public civic spaces. This pathway will be raised (except within drive aisles) and include landscape zones on each side to ensure safety, while creating a comfortable, shaded environment for pedestrians. In addition to providing on-site pedestrian connectivity between the anchor and multi-tenant buildings, the pathway, along with the parking lot landscape islands and end-caps, effectively breaks-up the central parking field into smaller "sub" parking lots to avoid the appearance of a "sea" of surface parking.

Finally, redevelopment will include the removal of the BNSF rail spur near the southeast corner of the Property, as is located where the anchor tenant building is planned.

***Industrial / Business Park.*** The site plan maintains the north approximate 4.99 acres for a variety of light industrial and/or business park uses, which can take advantage of the convenient access to the BNSF rail line and spur along the north property line. Specifically, a backwards “L” shaped, approximately 19,200 square-foot building (Building 1) is planned at the northwest corner of the Property. An “L” shaped, approximately 30,000 square-foot building (Building 2) is planned at the northeast corner of the Property. Both buildings are strategically “L” shaped and oriented around a motor court (within the apex of the “L”) intended to fully screen all truck maneuvering, loading doors and/or bays, etc. from the planned commercial/retail, employment, restaurant, and/or service uses to the south. Building entrances are oriented toward a centrally located surface parking lot between Buildings 1 and 2, which will include landscaping and lighting. Associated site improvements, such as landscaping, parking, lighting, and infrastructure, will also be provided.

The on-site pedestrian network is further improved with pathways extending from the anchor and multi-tenant buildings and public civic spaces to an expansive east-west public civic space and landscape buffer between the development units, which also provides an appropriate land use transition between the development units. It is anticipated this east-west public civic space will be improved with meandering pedestrian pathways and significant landscape enhancements.

***Access.*** Primary access to the Property will be provided via a new driveway located at the approximate mid-point of the Butler Avenue frontage. This driveway will include distinctive landscaping elements to clearly define it as a gateway into the development. The orientation of the buildings’ entrances, enhanced landscaping, and project and/or wayfinding signage will help direct and encourage motorists to use this point of access. A new, second point of access is planned at Babbitt Drive, which is currently used by the City recycling facility to the east. It is anticipated that this new point of access will be improved from one northbound thru lane, one southbound left turn lane, and one southbound thru lane to a signalized one northbound thru lane, two southbound left turn lanes, and one southbound thru lane. The dual southbound left turn lanes are anticipated to provide 100 FT of queueing each. Most vehicles accessing the commercial portion of the project will likely use one of these two driveways on Butler Avenue. A third point of access off of Butler Avenue is provided via an existing driveway

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at the southwest corner of the Property. This point of access is intended for delivery trucks and access to the future industrial/business park uses. Reich Bros. has and will continue to work with City Staff to coordinate shared access with the City recycling facility, including to obtain any necessary easement(s) and/or permit(s).

*Phasing.* The Property will be redeveloped in more than one phase. It is anticipated that Phase One of the development will include the anchor building together with the necessary on- and off-site work (landscaping, parking, infrastructure, etc.) and the portions of the civic space located south of the anchor building and its associated parking. Phase Two of the development may consist of the multi-tenant building together with the necessary on- and off-site work (landscaping, parking, infrastructure, etc.) and the civic space to the south, or may be developed as part of the Phase One or a future phase as market conditions warrant. The 4.99 acres being maintained for future industrial and/or business park uses are intended to be developed as part of Phase Three of the development, or in an earlier phase as market conditions warrant. The footprints, orientation, square-footage, etc. for the buildings shown on the site and phasing plans are preliminary and conceptual and intended to be illustrative of the character and quality of the development, and may be modified at time of Concept and Site Plan Review. Specific plans and construction documents for each phase will be processed for review and approval by the City to ensure proper and orderly development.

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*Conditional Use Permit.* In accordance with Section 10-40.30.050.B of the Flagstaff Zoning Code ("Zoning Code"), general commercial and restaurant/café uses are permitted in the LI zoning district, subject to obtaining a Conditional Use Permit ("CUP"). Reich Bros. will be applying for a CUP to allow for these uses within the south approximate 7.71 acres of the Property—the CUP will not be intended as a "blanket" CUP for the entire Property or to allow for commercial development within the north approximate 4.99 acres being maintained for light industrial and business parking uses.