

Staff Report: Z-107-25-3 October 15, 2025

Deer Valley Village Planning October 21, 2025

Committee Meeting Date:

Planning Commission Hearing Date: November 6, 2025

Request From: C-O/G-O (Commercial Office District,

General Office Option)

(5.13 acres)

Request To: C-2 (Intermediate Commercial)

(5.13 acres)

Proposal: Gas station, convenience store, and drive

through restaurant/coffee shop

Location: Northwest corner of 7th Avenue and Bell

Road

Owner: 710 West Bell Road, LLC

Applicant: George Willett, LASCO Development

Corporation

Representative: Adam Baugh, Withey Morris Baugh, PLC

Staff Recommendation: Approval, subject to stipulations

General Plan Conformity				
General Plan Land Use Designation		Commercial		
Street Map Classification	7th Avenue	Arterial	55-foot west half street	
	Bell Road	Major Arterial	75-foot north half street	

CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; CLEAN NEIGHBORHOODS; LAND USE PRINCIPLE: Facilitate the acquisition of vacant, underutilized and blighted parcels for appropriate redevelopment, compatible with the adjacent neighborhood character and adopted area plans.

The proposal seeks to redevelop an underutilized site and will provide opportunities for commercial/retail uses.

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BUILD THE SUSTAINABLE DESERT CITY CORE VALUE; TREE AND SHADE; DESIGN PRINCIPLE: Integrate trees and shade into the design of new development and redevelopment projects throughout Phoenix.

The proposal, as stipulated, provides enhanced shading and planting standards for building setbacks, pedestrian pathways, and bicycle parking areas.

BUILD THE SUSTAINABLE DESERT CITY CORE VALUE; WATER INFRASTRUCTURE (SUPPLY); DESIGN PRINCIPLE: Maximize the use of drought-tolerant vegetation in landscaped areas throughout the city and promote the use of Xeriscape techniques.

As stipulated, the proposal will utilize drought-tolerant plant species and will include limitations on the use of natural turf.

Applicable Plan, Overlays, and Initiatives

Comprehensive Bicycle Master Plan: Background Item No. 7.

Shade Phoenix Plan: Background Item No. 8.

<u>Transportation Electrification Action Plan</u>: Background Item No. 9.

Conservation Measures for New Development: Background Item No. 10.

Phoenix Climate Action Plan: Background Item No. 11.

Complete Streets Guiding Principles: Background Item No. 12.

Surrounding Land Uses/Zoning				
	Land Use	Zoning		
On Site	Commercial offices	C-O/G-O		
North	Single-family residential	R1-6		
South (across Bell Road)	Automobile dealership	C-2 SP		
East (across 7th Avenue)	Retail center	C-2		
West	Wash, trail	R1-8		

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C-2 Intermediate Commercial District					
<u>Standards</u>	Requirements	Site Plan Provisions			
Maximum Building Height	2 stories, 30 feet	24 feet – 8 inches (Met)			
Minimum Building Setba	acks				
Adjacent to Street (Bell Road)	Average 25 feet, minimum 20 feet permitted for up to 50% of the structure	140 feet - 7 inches (Met)			
West Side (adjacent to R1-8 zoning)	25 feet for 1 story, 50 feet for 2-story	89-98 feet (Met)			
Adjacent to Street (7th Avenue)	Average 25 feet, minimum 20 feet permitted for up to 50% of the structure	125-154 feet (Met)			
North Side (adjacent to R1-6 zoning)	25 feet for 1 story, 50 feet for 2-story	25 feet (Met)			
Minimum Landscape Se	etbacks				
Adjacent to Street (Bell Road)	Average 25 feet, minimum 20 feet permitted for up to 50% of the frontage	30 feet (Met)			
West Side (adjacent to R1-8 zoning)	10 feet	10-39 feet (Met)			
Adjacent to Street (7th Avenue)	Average 25 feet, minimum 20 feet permitted for up to 50% of the frontage	39-42 feet (Met)			
North Side (adjacent to R1-6 zoning)	10 feet	Approximately 80 feet (Met)			
Minimum Parking Stand	lards				
Retail	1 space per 300 square feet of floor area	37 spaces (Met)			
Restaurants	1 space per 50 square feet of floor area (including outdoor dining but exclusive of kitchen, restrooms, storage areas, etc.)	23 spaces (Uncertain)			
Queuing for drive- through restaurants	150 feet per pick-up window	350 feet (Met)			

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Background/Issues/Analysis

SUBJECT SITE

1. This request is to rezone 5.13 acres located at the northwest corner of 7th Avenue and Bell Road from C-O/G-O (Commercial Office District, General Office Option) to C-2 (Intermediate Commercial) to allow a gas station, convenience store, and drive through restaurant/coffee shop. The site is currently developed with a vacant commercial building.

GENERAL PLAN LAND USE MAP DESIGNATION

2. The subject site, as well as areas to the north, east, and south, are designated as Commercial on the General Plan Land Use Map, while the area to the west of the site is designated as Parks/Open Space - Publicly Owned. The proposal for C-2 zoning on the subject site is consistent with the General Plan Land Use Map designation.



General Plan Land Use Map; Source: City of Phoenix GIS with annotations by staff.

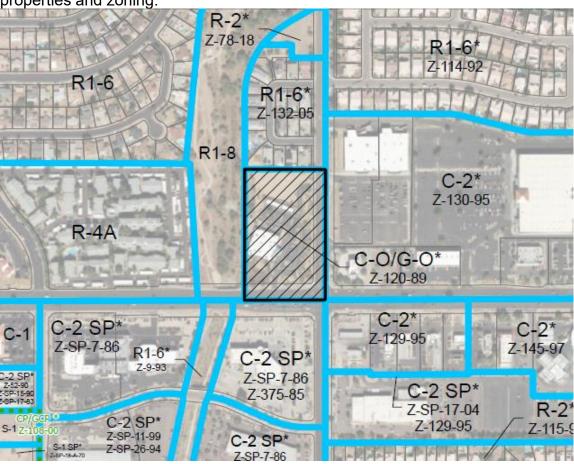
SURROUNDING LAND USES AND ZONING

3. The property to the north is developed as a single-family residential subdivision, zoned R1-6 (Single-Family Residence District). The property to the east of the site, across 7th Avenue, is developed as a retail shopping center and is zoned C-2, while the property to the south of the site, across Bell Road, is developed as an automobile dealership and is zoned C-2 SP (Intermediate Commercial, Special Permit). The property to the west of the site is a wash corridor and is zoned R1-8 (Single-Family Residence District).

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4. The following image illustrates the subject site and its proximity to the adjacent

properties and zoning.



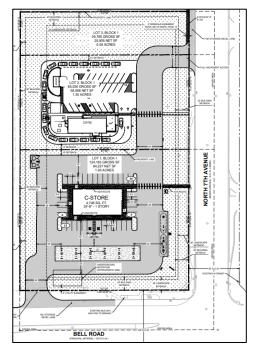
Source: City of Phoenix GIS

PROPOSAL

5. Site Plan

The conceptual site plan, attached as an exhibit, depicts three development parcels. The southernmost parcel (Lot 1) is shown as having a proposed 4,746-square foot, 25-foot high, single-story convenience store building together with a 9,226-square foot fuel canopy, and associated parking. Lot 2, located towards the center of the site, is shown as a proposed coffee shop with an associated drive-through queuing lane and parking. The northernmost parcel (Lot 3) is shown as being undeveloped; however, the conceptual landscape plan, also included as an exhibit, shows this area as being landscaped, thereby providing a buffer between the drive-through restaurant and the residential subdivision to the north of the site. In order to memorialize the landscape buffer along the north, staff recommends Stipulation No. 2, which requires a 90-foot landscape buffer adjacent to the northern boundary of the site.

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Conceptual Landscape Plan Source: Collaborative V Design Studio

Restaurants are permitted as a primary use in the C-2 zoning district, subject to use-specific standards that include a provision which requires use permit approval for outdoor dining within 500 feet of a residential district, and a provision that requires use permit approval for drive-through lanes within 300 feet of a residential district.

Primary access to the site will be from 7th Avenue towards the north end of the site and from Bell Road near the southwest corner of the site. Parking for the convenience store will consist of 37 vehicular spaces, while the drive-through restaurant will be served by 23 parking spaces. The drive-through restaurant will also provide queueing for 18 vehicles.

6. Elevations

The applicant has provided a set of elevations for the convenience store, which are attached as an exhibit. These elevations depict a single-story building consisting of a variety of textures and finishes. Elevations for the drive-through restaurant have not been provided. Stipulation No. 1 requires that the elevations include architectural embellishments and detailing, as approved by the Planning and Development Department.

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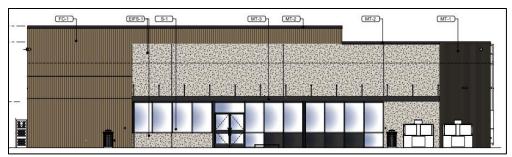


Image Source: The Dimension Group

ADOPTED AREA PLANS, STUDIES, AND POLICIES

7. Comprehensive Bicycle Master Plan:

The City of Phoenix adopted the Comprehensive Bicycle Master Plan in 2014 to guide the development of its Bikeway System and supportive infrastructure. The Comprehensive Bicycle Master Plan supports options for both short- and long-term bicycle parking as a means of promoting bicyclist traffic to a variety of destinations. Stipulation No.14 requires four bicycle parking to be installed per the requirements in the city's Walkable Urban (WU) Code for each building, while Stipulation No. 15 requires a bicycle fix-it station.

8. **Shade Phoenix Plan**:

The Shade Phoenix Plan has a goal of treating the urban forest as infrastructure to ensure that trees are an integral part of the city's planning and development process. By investing in trees and the urban forest, the city can reduce its carbon footprint, decrease energy costs, reduce storm water runoff, increase biodiversity, address the urban heat island effect, clean the air, and increase property values. In addition, trees can help to create walkable streets and vibrant pedestrian places. Staff recommends robust tree planting standards including:

- A minimum 90-foot landscape setback adjacent to north property line (Stipulation No. 2);
- Surface parking to have 25 percent shade (Stipulation No. 13);
- The use of shade structures, trees, or landscaping to achieve 75 percent shade at bicycle parking areas and pedestrian pathways (Stipulation No. 12).

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9. Transportation Electrification Action Plan:

In June 2022, the Phoenix City Council approved the Transportation Electrification Action Plan. The current market desire for the electrification of transportation is both a national and global phenomenon, fueled by a desire for better air quality, a reduction in carbon emissions, and a reduction in vehicle operating and maintenance costs. Businesses, governments and the public are signaling strong future demand for electric vehicles (EVs), and many automobile manufacturers have declared plans for a transition to fully electric offerings within the coming decade. This Plan contains policy initiatives to prepare the City for a future filled with more EVs, charging infrastructure and e-mobility equity, and outlines a roadmap for a five-step plan to prepare for the EV infrastructure needs of 280,000 EVs in Phoenix by 2030. One goal of the Plan, to accelerate public adoption of electric vehicles through workplace, business, and multifamily charging infrastructure, is to recommend standard stipulations for rezoning cases to provide EV charging infrastructure. This is addressed in Stipulations No. 16 and 17.

10. Conservation Measures for New Development:

In June 2023, the Phoenix City Council adopted the Conservation Measures for New Development policy as part of a resolution addressing the future water consumption of new development (Resolution 22129). This resolution addresses the future water consumption of new development to support one of the City's Five Core Values in the General Plan which calls for Phoenix to - *Build the Sustainable Desert City*. The Conservation Measures for New Development policy includes direction to develop standards for consideration as stipulations for all rezoning cases that will address best practices related to water usage in nine specific categories. This is addressed in Stipulation Nos. 9 through 11.

11. Phoenix Climate Action Plan:

In October 2021, the Phoenix City Council approved the Climate Action Plan. The Climate Action Plan will serve as a long-term plan to achieve greenhouse gas emission reductions and resiliency goals from local operations and community activities as well as prepare for the impacts of climate change. This plan contains policy and initiatives regarding stationary energy, transportation, waste management, air quality, local food systems, heat, and water. Goal W2 (Water), Action W2.4, pertains to the implementation of the Greater Phoenix Green Infrastructure (GI) and Low Impact Development Details for Alternative Stormwater Management to benefit the environment, promote water conservation, reduce urban heat, improve the public health, and create additional green spaces. This goal is addressed in Stipulation No. 10, which requires a minimum of two GI techniques for stormwater management to be implemented.

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12. <u>Complete Streets Guiding Principles</u>:

In 2014, the City of Phoenix City Council adopted the Complete Streets Guiding Principles. The principles are intended to promote improvements that provide an accessible, safe, connected transportation system to include all modes, such as bicycles, pedestrians, transit, and vehicles. Stipulation No. 4 requires pavement treatments that visually contrast parking and drive aisles where pedestrian walkways cross a vehicular path to enhance pedestrian safety. Additionally, all streets will be improved with all required elements and comply with ADA accessibility standards, as required by Stipulation No. 8.

COMMUNITY INPUT SUMMARY

13. As of the writing of this report, staff has received one item in opposition to the request citing concerns regarding traffic, health and environmental risks, property values, and neighborhood character.

INTERDEPARTMENTAL COMMENTS

- 14. The Public Transportation Department requires that the existing bus facility located on Bell Road adjacent to the site be retained. This is addressed in Stipulation No. 3.
- 15. The Street Transportation Department has the following requirements:
 - Improvements per the accepted Traffic Impact Analysis dated June 2025 (Stipulation No. 5).
 - Undergrounding of existing electrical utilities within the public right-of-way (Stipulation No. 6).
 - Replacement of unused driveways with sidewalk, curb and gutter, along with the replacement of any broken or out-of-grade curb, gutter, sidewalk, and curb ramps (Stipulation No. 7).
 - Right-of-way improvements to include curb, gutter, detached sidewalk, landscaping, etc. (Stipulation No. 8).
- 16. The Floodplain Management Division issued a letter stating that the site is site is located within a Special Flood Hazard Area, specifically in Zone AE (Floodway), as depicted on FEMA Flood Insurance Rate Map (FIRM) panels 04013C 1290M with an effective date of 9/18/2020. Stipulation No. 18 addresses potential issues relating to the floodplain.

OTHER

17. The site has not been identified as being archaeologically sensitive. However, in the event archaeological materials are encountered during construction, all ground disturbing activities must cease within 33-feet of the discovery, and the

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City of Phoenix Archaeology Office must be notified immediately and allowed time to properly assess the materials. This is addressed in Stipulation No. 19.

- 18. Staff has not received a completed form for the Waiver of Claims for Diminution in Value of Property under Proposition 207 (A.R.S. 12-1131 et seq.), as required by the rezoning application process. Therefore, a stipulation has been added to require the form be completed and submitted prior to final site plan approval. This is addressed in Stipulation No. 20.
- 19. Development and use of the site are subject to all applicable codes and ordinances. Zoning approval does not negate other ordinance requirements. Other formal actions such as, but not limited to, zoning adjustments and abandonments may be required.

Findings

- 1. The proposal is consistent with the General Plan Land Use Map designation.
- 2. As stipulated, the proposal advances the goals and policies of adopted plans and policies.
- 3. As stipulated, the proposal is appropriate at this location and is compatible with surrounding land uses.

Stipulations

- 1. All building elevations shall contain architectural embellishments and detailing such as textural changes, pilasters, offsets, recesses, variation in window size and location, and/or overhang canopies, as approved by the Planning and Development Department.
- 2. A minimum 90-foot landscape setback shall be provided adjacent to the north property line of the rezoning site.
- 3. The existing bus pad on westbound Bell Road, west of 7th Avenue, shall be retained.
- 4. Where pedestrian walkways cross a vehicular path, the pathway shall be constructed of decorative pavers, stamped or colored concrete, or other pavement treatments that visually contrast parking and drive aisle surfaces, as approved by the Planning and Development Department.
- 5. All mitigation improvements shall be constructed and/or funded as identified in the accepted Traffic Impact Analysis dated June 2025.

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- All existing electrical utilities within the public right-of-way shall be undergrounded, adjacent to the development. The developer shall coordinate with the affected utility companies for their review and permitting.
- 7. Replace unused driveways with sidewalk, curb, and gutter. Also, replace any broken or out-of-grade curb, gutter, sidewalk, and curb ramps on all streets and upgrade all off-site improvements to be in compliance with current ADA guidelines.
- 8. All streets within and adjacent to the development shall be constructed with paving, curb, gutter, sidewalk, curb ramps, streetlights, median islands, landscaping and other incidentals, as per plans approved by the Planning and Development Department. All improvements shall comply with all ADA accessibility standards.
- Natural turf shall only be utilized for required retention areas (at the bottom of the basin, and only allowed on slopes if required for slope stabilization), and functional turf areas, as approved by the Planning and Development Department.
- 10. A minimum of two green stormwater infrastructure (GSI) elements for stormwater management shall be implemented, as approved or modified by the Planning and Development and/or Street Transportation departments. This includes but is not limited to stormwater harvesting basins, bioswales, permeable pavement, etc., per the Greater Phoenix Metro Green Infrastructure and Low Impact Development Details for Alternative Stormwater Management.
- 11. Prior to final site plan approval, documentation shall be provided that demonstrates a commitment to participate in the Phoenix Water Efficiency Checkup Program for a minimum of 10 years, or as approved by the Planning and Development Department.
- 12. All pedestrian pathways, including internal walkways and public sidewalks adjacent to the site, shall be shaded by a structure or landscaping, or a combination of the two to achieve a minimum of 75% shade, as approved by the Planning and Development Department.
- 13. A minimum of 25% of the surface parking areas shall be shaded, as approved by the Planning and Development Department. Shade may be achieved by structures or by minimum 2-inch caliper, drought tolerant, shade trees, or a combination thereof.

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- 14. A minimum of four bicycle parking spaces shall be provided for each building through Inverted U and/or artistic racks located near the building entrance and installed per the requirements of Section 1307.H of the Phoenix Zoning Ordinance, as approved by the Planning and Development Department. Artistic racks shall adhere to the City of Phoenix Preferred Designs in Appendix K of the Comprehensive Bicycle Master Plan.
- 15. A bicycle repair station ("fix it station") shall be provided on the site. The station shall include but not be limited to: standard repair tools affixed to the station; a tire gauge and pump; and a bicycle repair stand which allows pedals and wheels to spin freely while making adjustments to the bike, as approved by the Planning and Development Department.
- 16. Standard electrical receptacles shall be installed for a minimum of 10% of the required bicycle parking spaces for electric bicycle charging capabilities.
- 17. A minimum of 5% of the required parking spaces shall be EV Ready.
- 18. This parcel is in a Special Flood Hazard Area (SFHA) called Zone AE-Floodway, on panels 04013C 1290M of Flood Insurance Rate Maps (FIRM) with an effective date of September 18, 2020. The following requirements shall apply, as approved by the Planning and Development Department.
 - a. The project engineer is required to delineate the floodplain boundary on the Grading and Drainage Plan and ensure that potential impacts to the proposed facilities are adequately addressed, in compliance with the National Flood Insurance Program (NFIP) regulations (44 CFR Paragraph 60.3). This includes adhering to the provisions outlined in the latest version of the Floodplain Ordinance of the Phoenix City Code.
 - b. The Grading and Drainage Plan must be submitted to the Floodplain Management section of the Office of the City Engineer for review and approval of floodplain requirements.
 - c. A FEMA-approved CLOMR must be obtained before the issuance of a Grading and Drainage permit.
 - d. A Letter of Map Revision (LOMR) application must also be submitted to Floodplain Management prior to the issuance of any vertical construction permits.
 - e. A FEMA approved LOMR must be submitted to Floodplain Management prior to issuance of certificate of occupancy.

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- 19. In the event archaeological materials are encountered during construction, the developer shall immediately cease all ground-disturbing activities within a 33-foot radius of the discovery, notify the City Archaeologist, and allow time for the Archaeology Office to properly assess the materials.
- 20. Prior to final site plan approval, the landowner shall execute a Proposition 207 waiver of claims form. The waiver shall be recorded with the Maricopa County Recorder's Office and delivered to the City to be included in the rezoning application file for record. This stipulation shall not be applicable if the property is owned by the City of Phoenix.

Writer

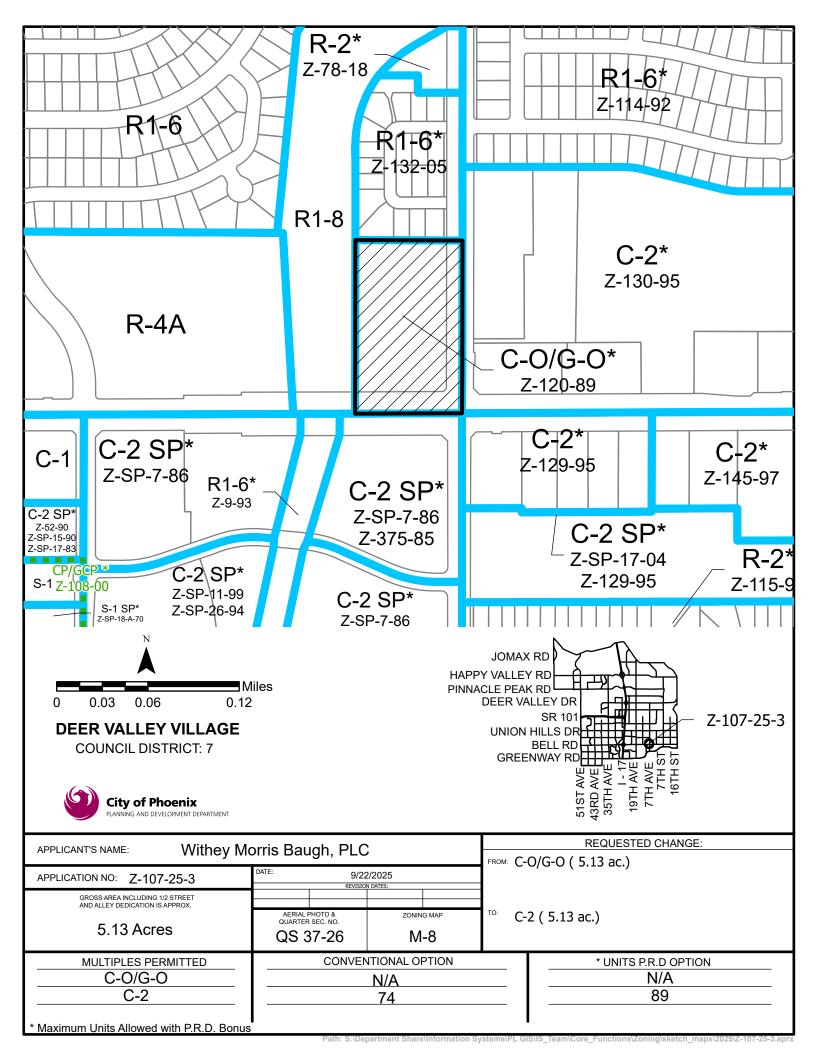
Robert Kuhfuss October 15, 2025

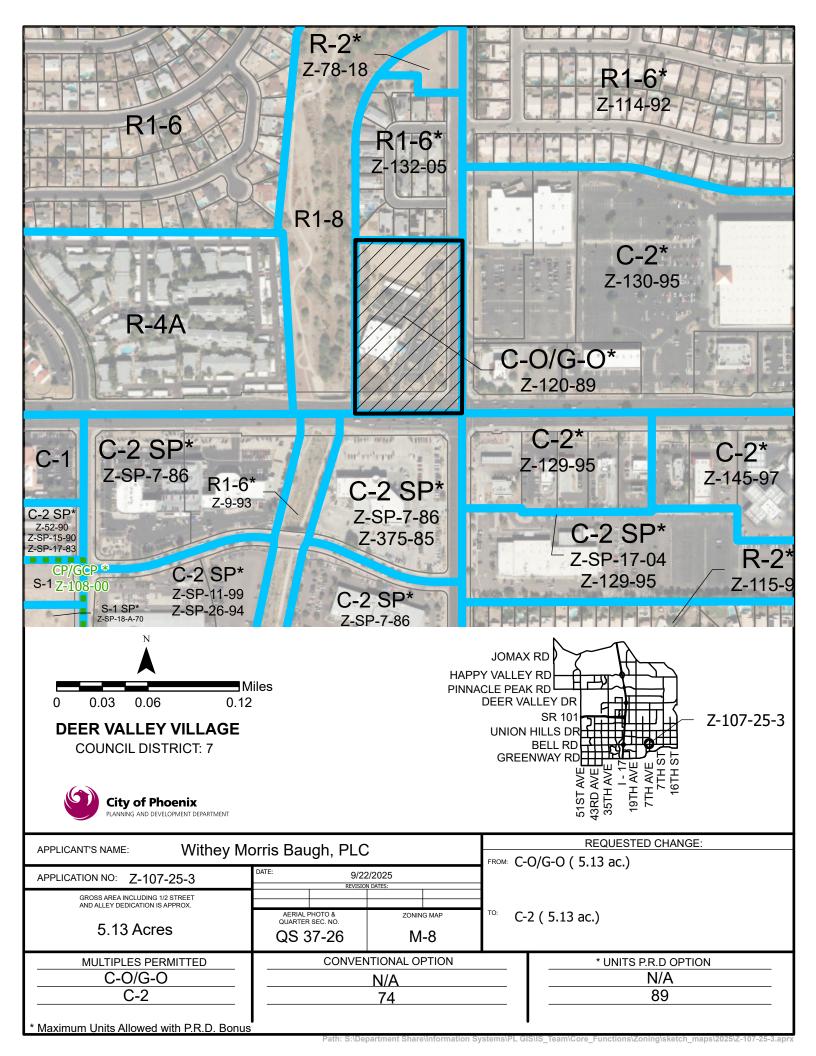
Team Leader

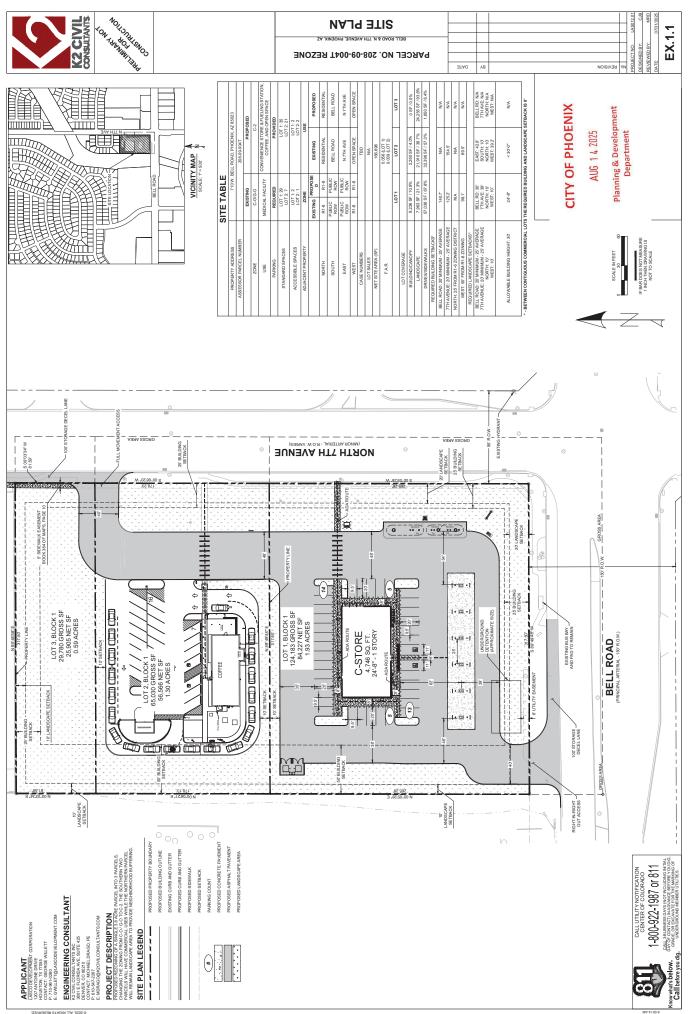
Racelle Escolar

Exhibits

Sketch Map
Aerial Sketch Map
Conceptual Site Plan date stamped August 14, 2025
Conceptual Landscape Plan date stamped August 14, 2025
Conceptual Elevations date stamped August 14, 2025 (2 pages)
Correspondence (2 pages)









PLANT SCHEDULE SYMBOL BOTANICAL NAME COMMON NAME TREES

Standard -Trunk Dense Cannopy Standard -Trunk Dense Cannopy Multi-Trunk Multi-Trunk Standard -Trunk Standard -Trunk Dense Cannopy Standard -Trunk Dense Cannopy	8-10' Height 10 Cane Min. As Per Plan As Per Plan	As Per Plan	As Per Plan As Per Plan As Per Plan
5 2 6 58	101 41 21	27 24 37 37 30 88 88 84 84 84	73
2" Cat min. 2" Cat min. 2" Cat min. 1" Cat min. 1" Cat min.	Bare Root 5 Gal. 5 Gal. 5 Gal.	5 Gal. 5 Gal. 5 Gal. 5 Gal. 5 Gal.	1 681 1681 1981
Chinese Peache 'AZT Seetless Mesquile Southern Live Ook Yelow Bird of Panalise 36)	Ooosilo Brakelighis Red Yucaa Glant Hesperatoe 'Nachwille' grass	Winter Blaze Torch Gow Bougainville a Dwarf Myrfe Baja Ruellia Orange Jublice Yelow Bellis	Outback Sunitse New Gold Lantana Purple Trailing Lantana
Petacia chinansis Umus panvidisa Ourcos viginisara Caesajonia gilesis Essing Tree to Remain (if Possible)	ACCENIS Coupuris splendens Hesperace paivifora 'Perpa' Hesperace knifera Murherberga 'Nashville' SHRUBS	Eremophia glabra Bougammilea Mora Gow Mora commune Mora commune Ruellia permisales Teoma stars Teoma stars GROUND COVERS	Eremophile maculata Lantana x New Gold Lantana montevidensis

CONCEPTUAL GENERAL NOTES

- CONCEPTUAL LANDS GWE PLAN IS SCHEMATIC IN NATURE. AT THE TIME OF LANDSCAPE CONSITUCITON IN PROMISE STATUAL LOCATIONS, QUANTITIES, SCHES, AND SPECIES SHALL BE DETERMINED AND WILL BE PER CITY CODES.
- ALL LANDSCAPE AREAS SHALL RECEIVE AN AUTOMATIC IRRIGATION SYSTEM.
- ALL PLAYT MATERAL SHALL BE INSTALLED PER CITY REQUIREMENTS. PLANT MATERAL INSTALLED WITHIN SIGHT DISSINCE TRANCLES SHALL BE OF SPECIES THAT DOES NOT GROW TO A HEIGHT OF MORE THAN WHO SHALL BE MANTAINED PER CITY REQUIREMENTS.

- FINAL LOT CONFIGURATION MAY VARY AT THE TIME OF FINAL PLAT APPROVAL

ADDITIONAL PLANT MATERIAL MAY BE INTRODUCED AS DIFFERENT VARIETIES BECOME AVAILABLE. LOCAL NURSERIES AND IF THEY ARE CONSISTENT WITH THE OVERALL THEME OF THIS PROJECT.

KIVA: SDEV: PAPP: SPDN: SPDN: LSPL:



Planning & Development Department

VICINITY MAP

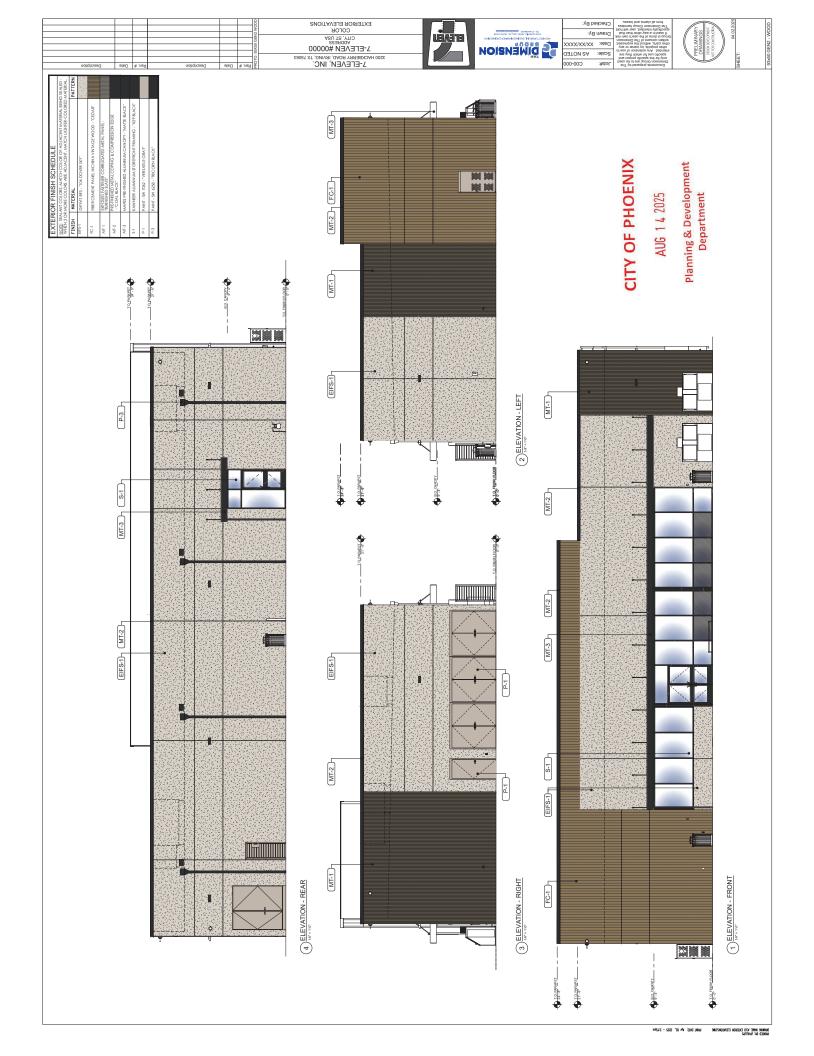
7th Ave and Bell Retail Parcel No. 208-09-004T Re-Zone

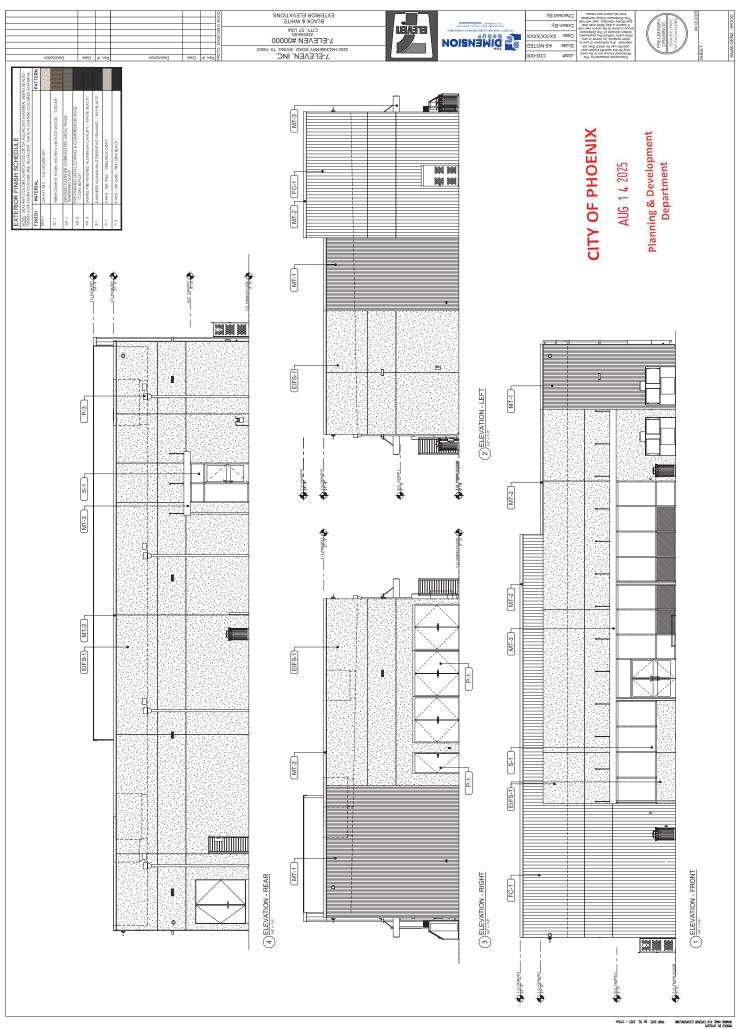
MD/LA MD/LA MD/LA PV

CLS 1



Bell Road & N. 7th Avenue, Phoenix, Az





 From:
 Sarah Ly

 To:
 Robert H Kuhfuss

 Cc:
 Khanh Tran; Sarah Ly

Subject: Application No-Z107-25 Opposition to Proposed Gas Station

Date: Sunday, September 7, 2025 7:59:04 AM

CAUTION: This email originated outside of the City of Phoenix.

Do not click links or open attachments unless you know the sender and were expecting this email.

Report Suspicious

Dear Mr. Robert Khufuss,

Application No-Z107-25

I am writing to express my strong opposition to the proposed gas station development near my home, 715 W Hartford Ave, Phoenix, AZ, 85023. I believe this project would have a serious negative impact on our community and quality of life.

A gas station in this location raises several concerns, including:

- Traffic and Safety: Increased vehicle traffic, congestion, and the potential for accidents near residential streets.
- Health and Environmental Risks: Emissions, noise, and the potential for soil and groundwater contamination could affect the health and safety of nearby families.
- Property Values: Proximity to a gas station often lowers surrounding home values and makes the neighborhood less desirable.
- Neighborhood Character: A gas station is not compatible with the quiet, residential nature of our community.

I kindly ask that you take these concerns into serious consideration and do not move forward with this rezoning/permit. Instead, I urge the city to

consider more suitable locations for such developments that do not place unnecessary burdens on nearby residents.

Could you also provide me with the timeline for this project and details about the steps residents can take to formally oppose it? I am aware there is a neighborhood meeting on Sept 10, but unfortunately I cannot attend.

Thank you for your time and for considering the wellbeing of our community.

Sincerely,

Khanh Tran

715 W Hartford Ave Phoenix, AZ, 85023