

Staff Report: Z-SP-13-16-2 January 20, 2017

Desert View Village Planning

Committee Hearing Date

Planning Commission Hearing Date March 2, 2017

Request From: C-2 DNS/WVR DRSP (0.10 acres) **Request To:** C-2 DNS/WVR DRSP SP (0.10 acres)

Proposed Use Massage establishment and all

underlying C-2 uses

February 7, 2017

Location Northwest corner of Tatum Boulevard

and Rose Garden Lane

Owner Jerry Simms

Applicant's Representative Tim Rasnake - Archicon, AIA, LC

Staff Recommendation Approval

General Plan Conformity						
General Plan Land Use Designation		Commercial – Primary Core				
Street Map Classification	Tatum Boulevard		Major Arterial	70-foot west half street		
	Rose Garden Lane		Minor Collector	50-foot north half street		

CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; CERTAINTY AND CHARACTER; LAND USE PRINCIPLE: New development and expansion or redevelopment of existing development in or near residential areas should be compatible with existing uses and consistent with adopted plans.

The proposed massage establishment will add to the diversity of employment opportunities in the area and is consistent with existing uses and adopted plans.

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CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; CERTAINTY AND CHARACTER; DESIGN 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 use would occupy approximately 5,000 square feet of the existing first floor commercial space. The building is within the existing Shade at Desert Ridge shopping center. Traffic to the facility would not be excessive and the use would provide a service to the surrounding community.

Area Plan

The Desert Ridge Specific Plan (DRSP) area is an approximately 5,700-acre master planned community located in northeast Phoenix generally bounded by the Central Arizona Canal, Pinnacle Peak Road, 32nd Street, and 64th Street. At its inception, the planning area consisted entirely of undeveloped land held in trust by the Arizona State Land Department. The DRSP was approved by the Phoenix City Council in July 1990. The DRSP is the governing land use document of the city of Phoenix for Desert Ridge. Desert Ridge is divided into Superblocks, each with their own individual land uses and regulations. For further analysis see item #3.

Surrounding Land Uses/Zoning				
	Land Use	<u>Zoning</u>		
On Site	Commercial and Retail	C-2 DNS/WVR DRSP		
North	Residential	C-2 DNS/WVR DRSP		
South	Commercial and Retail	C-2 DRSP		
East (across Tatum Desert Ridge Marketplace		C-2 DRSP		
West	Residential surface parking	C-2 DNS/WVR DRSP		

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Background/Issues/Analysis

This is a request to rezone 0.10 acres located at the northwest corner of Tatum Boulevard and Rose Garden Lane. The request would rezone the subject parcel from C-2 (Intermediate Commercial) DNS/WVR (Density Waiver) DRSP (Desert Ridge Specific Plan) to C-2 DNS/WVR (Density Waiver) DRSP (Desert Ridge Specific Plan) SP (Special Permit) to allow a massage establishment and all underlying C-2 uses.



- 2. The General Plan Land Use Map designation for the subject site is Commercial and is located in the Primary Core of the Desert View Village. The proposal is consistent with the General Plan designation and the land uses in the area.
- 3. The subject site is located in the Desert Ridge Specific Plan Superblock 5.C. This area is zoned "Intermediate Commercial" (C-2) effective as of the date of approval of the Specific Plan (July 1990). The request is consistent with the zoning identified in the Desert Ridge Specific Plan.
- 4. In 2002, the subject property was part of a larger request to rezone 16 acres at the southwest corner of Deer Valley Drive and Tatum Boulevard from S-1 (approved C-2) to C-2 with a Density Waiver for R-3A to allow multifamily residential and commercial. The request, which was approved by the City Council, established the C-2 zoning with a density waiver for the R-3A density standards. Today there are a variety of uses within the existing neighborhood commercial center such as retail, service and office uses. The Special Permit is required to allow the massage establishment.
- 5. There are no proposed changes to the existing site plan and/or elevations with the request for C-2 DNS/WVR DRSP SP zoning.
- 6. The request is for approximately 5,000 square feet within an existing building that has a nail salon to be vacated and a Starbucks to remain on the first floor. The building is located at the northeast corner of the shopping center.
- 7. The subject site is in close proximity to multi-family residential on the north. The existing shopping center is ideally located because there is no direct vehicular access to the residential to the north. There is buffer space between the uses in the form of existing landscaping and a drive through drive aisle.
- 8. The city of Phoenix requires licensing for the massage practitioner, the massage establishment and anyone with 20% or more interest in the establishment.

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9. Development and use of the site is 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 designation of commercial.
- 2. The proposal will provide a specialized commercial service that caters to the diverse needs of the community within an existing shopping center.
- 3. The proposal is consistent with the land use pattern in the area.

Stipulations

None

Writer

Joél Carrasco January 20, 2017

Team Leader

Joshua Bednarek

Attachments

Zoning sketch
Aerial
Context plan dated October 17, 2005





