



**City of Phoenix**  
PLANNING AND DEVELOPMENT DEPARTMENT

**Staff Report: Z-SP-7-17-3**  
August 31, 2017

**North Mountain Village Planning Committee Hearing Date:** September 20, 2017  
**Planning Commission Hearing Date** October 3, 2017

**Request From:** C-2 (0.02 acres)  
**Request To:** C-2 SP (0.02 acres)  
**Proposed Use** Massage establishment and all underlying C-2 uses

**Location** Southeast corner of 19th Avenue and Greenway Road

**Owner** Revesco USA Properties of Greenway LLP  
**Applicant’s Representative** David Wallace, Massage Escapes, Inc  
**Staff Recommendation** Approval

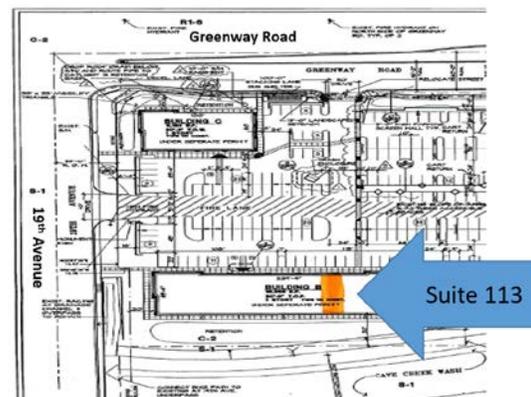
General Plan Conformity			
<b>General Plan Land Use Designation</b>		Commercial	
<b>Street Map Classification</b>	Greenway Road	Arterial	60-foot to 78.69-foot south half street
	19th Avenue	Major Arterial	55-foot to 65-foot east half street
<p><b><i>STRENGTHEN OUR LOCAL ECONOMY CORE VALUE; ENTREPRENEURS AND EMERGING ENTERPRISES; LAND USE PRINCIPLE: Encourage land uses that promote the growth of entrepreneurs or new businesses in Phoenix in appropriate locations.</i></b></p> <p>The proposed massage establishment will add to the diversity of employment and user opportunities and is consistent with the surrounding uses.</p>			
<p><b><i>CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; DIVERSE NEIGHBORHOODS; LAND USE PRINCIPLE: COMMUNITIES SHOULD CONSIST OF A MIX OF LAND USES TO PROVIDE HOUSING, SHOPPING, DINING AND RECREATIONAL OPTIONS FOR RESIDENTS.</i></b></p> <p>The massage establishment will serve to increase the range of services available to nearby residents in an already established shopping center.</p>			

Area Plan
N/A

Surrounding Land Uses/Zoning		
	<u>Land Use</u>	<u>Zoning</u>
<b>On Site</b>	Commercial / Retail/ Restaurants	C-2
<b>North</b>	Turf Mobile Manor, mobile home park	R1-6 and R1-6 SP
<b>South</b>	Wash	C-2
<b>East</b>	Commercial/ Retail/ Restaurants	C-2
<b>West</b>	Golf course	S-1 SP

**Background/Issues/Analysis**

1. This is a request to rezone a 0.02-acre site from C-2 (Intermediate Commercial) to C-2 SP (Intermediate Commercial, Special Permit) to allow for a massage establishment and all underlying C-2 uses at the southeast corner of 19th Avenue and Greenway Road.
2. The General Plan Land Use Map designation for the site is Commercial. The proposal is consistent with the General Plan designation and the land uses in the area.
3. The subject site was rezoned to C-2 in 1982 via Rezoning Case No. Z-212-82. A subsequent stipulation modification was completed in 2015 to allow 2-story 30-foot structures. The current shopping center provides the surrounding community with various amenities and a mix of retailers.
4. The property is located at the intersection of a major arterial street along Greenway Road and an arterial street along 19th Avenue. There is a mobile home park on the north, commercial center to the east, a wash to the south with single-family residential abutting the wash and a golf course to the west of the shopping center. The proposed massage establishment will offer an additional service to area residents.
5. The applicant intends to utilize one suite (#113), totaling approximately 1,200 square feet within the retail center. The business will be a licensed massage establishment named “Massage Escapes”. To ensure that the requested use does not expand undesirably throughout the center, this Special Permit request is specifically proposed for one suite. There are no proposed changes to the approved site plan or elevations with the Special Permit request.



*Suite location*

6. The City of Phoenix requires licensing for the massage practitioner, the massage establishment and anyone with a 20% or more interest in the establishment.

#### FLOODPLAIN

7. The City of Phoenix Floodplain Management division of the Street Transportation Department has determined that this parcel is not is a Specific Flood Hazard Area (SFHA), but is located in a Shaded Zone X, on panel 1290/1730 L of the Flood Insurance Rate Maps (FIRM) dated October 16, 2013.

#### WATER

8. The City of Phoenix Water Services Department has noted the property has existing water and sewer mains that can potentially serve the proposed development, however there is potential need to up size existing water and sewer infrastructure mains so that any remodels or new buildings will be able to meet domestic and fire code requirements.

#### FIRE

9. No fire code issues are anticipated with this case and the site and/or buildings shall comply with the Phoenix Fire Code.

#### OTHER

10. 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 abandonment may be required.

### **Findings**

1. The use will be appropriately located in an established retail center with access from a major arterial street.
2. The proposal is consistent with the surrounding commercial land uses.
3. The proposal will increase the range of services accessible to area residents.

### **Stipulations**

None

### **Writer**

Maja Brkovic

8/30/2017

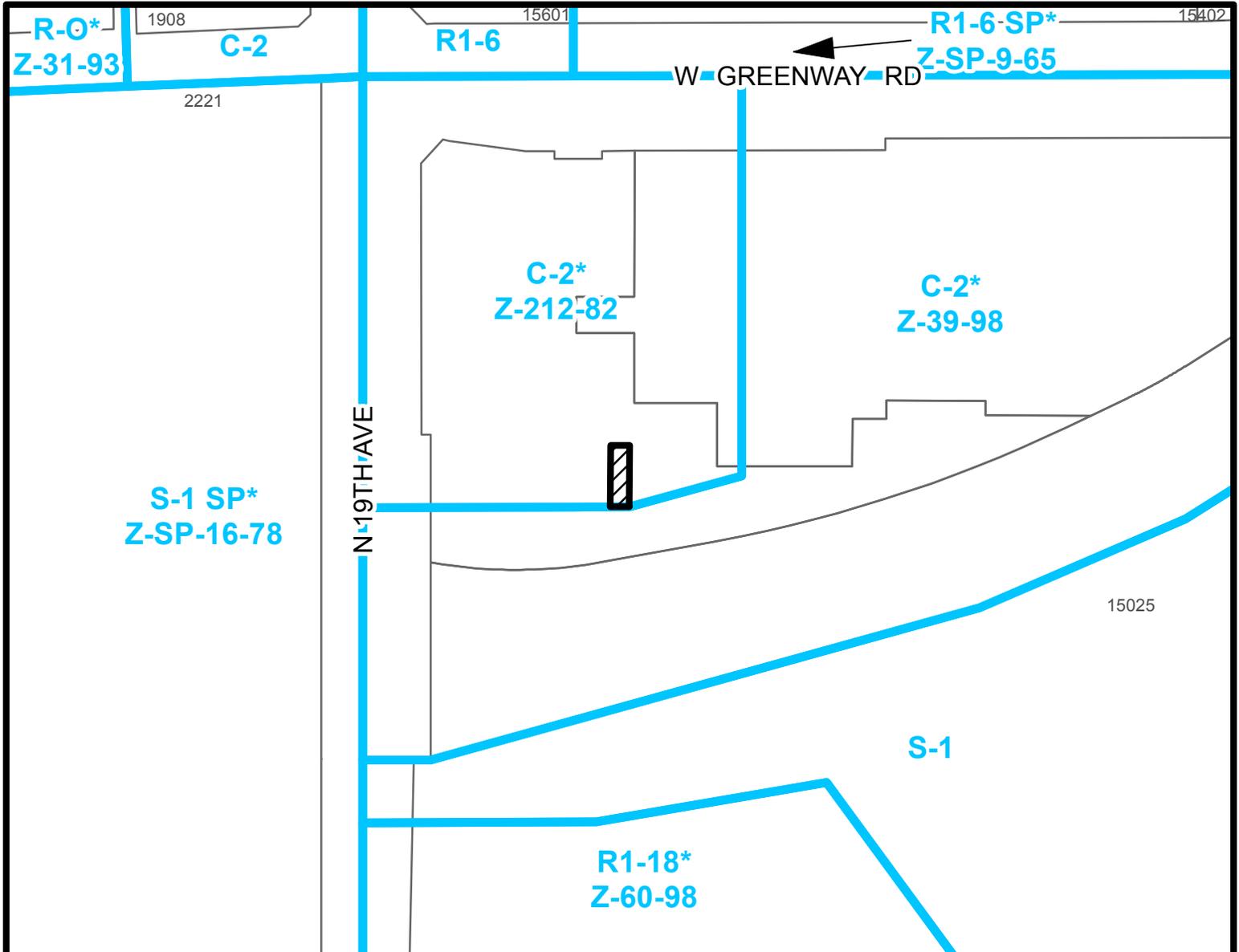
**Team Leader**

Joshua Bednarek

**Attachments**

Sketch Map

Aerial Map

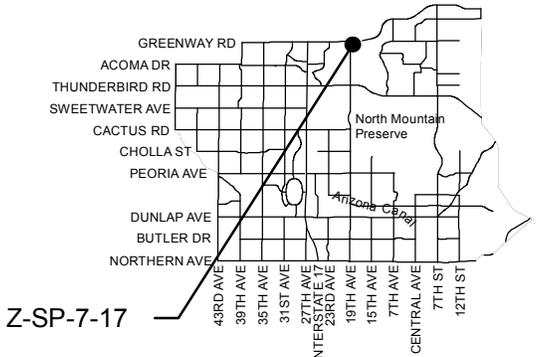


Feet

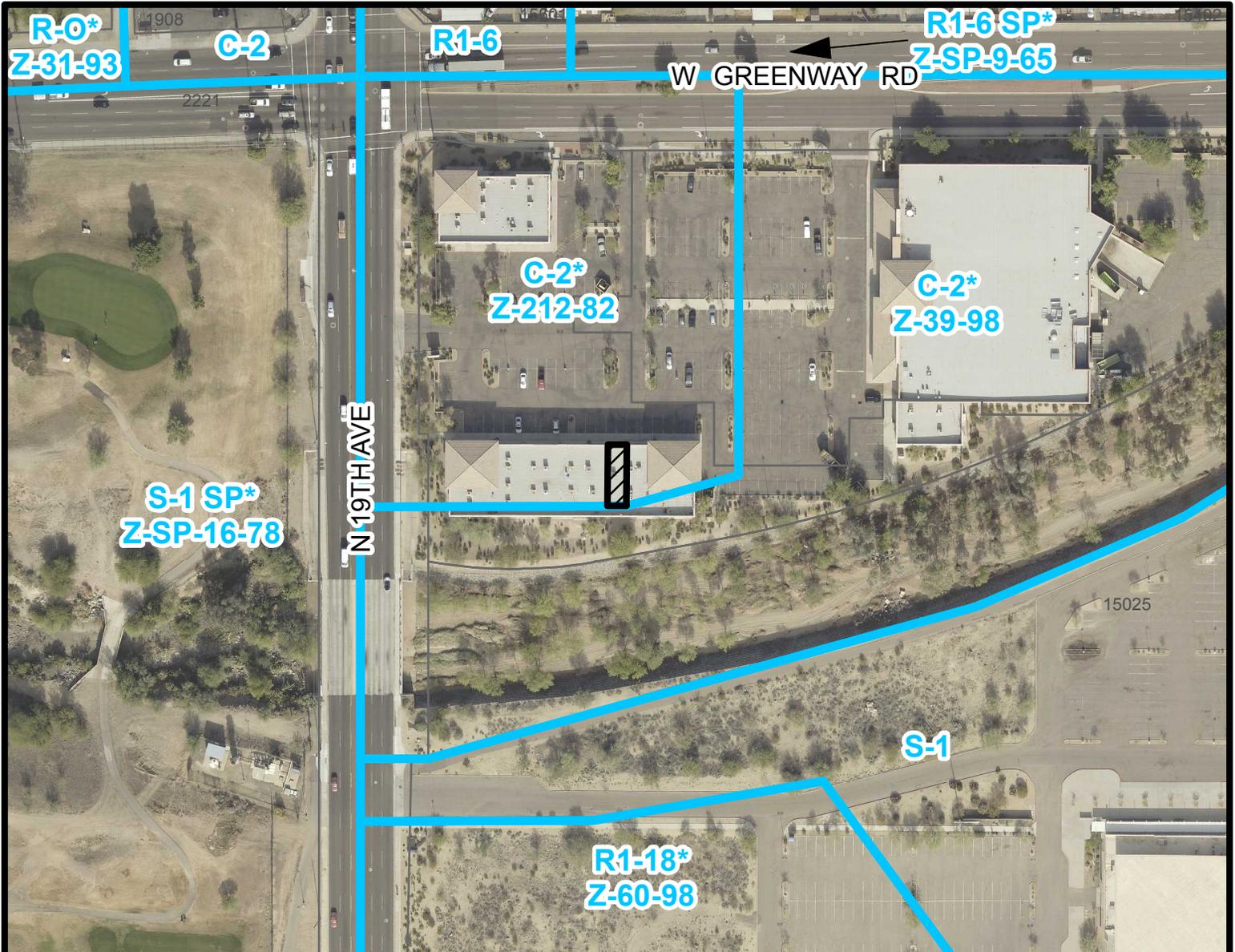


**NORTH MOUNTAIN VILLAGE**

CITY COUNCIL DISTRICT: 3



<b>APPLICANT'S NAME:</b> R. David Wallace		<b>REQUESTED CHANGE:</b> FROM: C-2 (0.02 a.c.)  TO: C-2 SP (0.02 a.c.)	
<b>APPLICATION NO.</b> Z-SP-7-17	<b>DATE:</b> 07/10/2017 REVISION DATES:		
GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX.  0.02 Acres	AERIAL PHOTO & QUARTER SEC. NO. QS 34-25	ZONING MAP L-7	
<b>MULTIPLES PERMITTED</b> C-2 C-2 SP	<b>CONVENTIONAL OPTION</b> 0 0		<b>* UNITS P.R.D. OPTION</b> 0 0
* Maximum Units Allowed with P.R.D. Bonus			

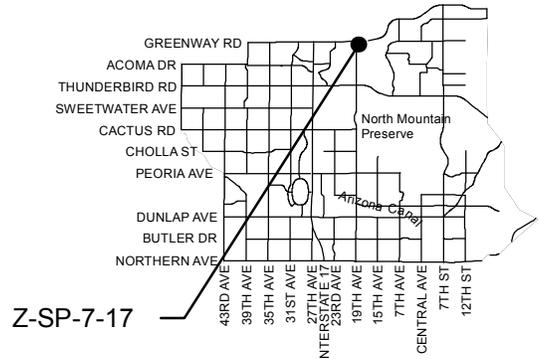


Feet

150 75 0 150

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0.02 Acres

AERIAL PHOTO & QUARTER SEC. NO. QS 34-25  
ZONING MAP L-7

TO: C-2 SP (0.02 a.c.)

**MULTIPLES PERMITTED**

C-2  
C-2 SP

**CONVENTIONAL OPTION**

0  
0

**\* UNITS P.R.D. OPTION**

0  
0

\* Maximum Units Allowed with P.R.D. Bonus