



**City of Phoenix**  
PLANNING AND DEVELOPMENT DEPARTMENT

**Staff Report: Z-39-24-2**  
April 26, 2024

**Paradise Valley Village Planning Committee Meeting Date:** May 6, 2024  
**Planning Commission Hearing Date:** June 6, 2024

**Request From:** C-2 (Intermediate Commercial) (2.48 acres)

**Request To:** C-2 HGT/WVR (Intermediate Commercial, Height Waiver) (2.48 acres)

**Proposal:** Commercial use with a height waiver

**Location:** Northwest corner of 34th Street and Phelps Road

**Owner:** Marni Retail Partners, LLC c/o Stewart Ferber

**Applicant:** Michael Buschbacher II, Earl & Curley, P.C.

**Representative:** Taylor C. Earl, Earl & Curley, P.C.

**Staff Recommendation:** Approval, subject to stipulations

<u><a href="#">General Plan Conformity</a></u>			
<u><a href="#">General Plan Land Use Map Designation</a></u>		Commercial	
<u><a href="#">Street Classification Map Designation</a></u>	34th Street	Local	25-foot west half street
	Phelps Road	Local	25-foot north half street
<p><b><i>CONNET PEOPLE &amp; PLACES CORE VALUE; OPPORTUNITY SITES; LAND USE PRINCIPLE: Support reasonable levels of increased intensity, respectful of local conditions and surrounding neighborhoods.</i></b></p> <p>As stipulated, the maximum building height will not exceed 38 feet, which is a reasonable level of increased intensity from 30 feet in building height that all single-family residence zoning districts allow. Additionally, the proposal will be respectful of local conditions by preserving the mature pine trees along the street frontages which will help to screen the building from nearby single-family residences to the south.</p>			
<p><b><i>CONNECT PEOPLE &amp; PLACES CORE VALUE; BICYCLES; DESIGN PRINCIPLE: Development should include convenient bicycle parking.</i></b></p> <p>As stipulated, the proposal will provide secured bicycle parking. This bicycle parking will provide employees and guests with an alternative mode of transportation to the site.</p>			

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

The proposal, as stipulated, will revegetate existing landscape areas with trees and will provide landscaping in new parking areas with trees to provide sufficient shade.

#### **Applicable Plan, Overlays, and Initiatives**

[Piestewa Peak Freeway Specific Plan](#): See Background Item No. 6.

[North 32nd Street Policy Plan](#): See Background Item No. 7.

[Tree and Shade Master Plan](#): See Background Item No. 8.

[Comprehensive Bicycle Master Plan](#): See Background Item No. 9.

[Transportation Electrification Action Plan](#): See Background Item No. 10.

[Phoenix Climate Action Plan](#): See Background Item No. 11.

[Conservation Measures for New Development](#): See Background Item No. 12.

#### **Surrounding Land Uses/Zoning**

	<b><u>Land Use</u></b>	<b><u>Zoning</u></b>
<b>On Site</b>	Surface parking lot	C-2
<b>North</b>	Retail sales	C-2
<b>South (across Phelps Road)</b>	Single-family residential	R1-6
<b>East (across 34th Street)</b>	Bank	C-O
<b>West</b>	Commercial center	C-2

<b>C-2 HGT/WVR (Intermediate Commercial, Height Waiver)</b>		
<b><u>Standards</u></b>	<b><u>Requirements</u></b>	<b><u>Proposed</u></b>
Gross Acreage	-	2.48 acres
Maximum Lot Coverage	50%, exclusive of the first six feet of roof overhang, open carports, covered patios or covered walkways	39.58% (Met)
Maximum Building Height	4 stories and 56 feet	3 stories and 36 feet (Met)
<b><i>Minimum Building Setbacks</i></b>		
Adjacent to Streets (For Structures Exceeding Two Stories or 30 Feet)	Average 30 feet; Minimum 20 feet permitted for up to 50% of structure, including projections	South (Phelps Road): 30 feet, 3 inches (Met) East (34th Street): 31 feet (Met)
Not Adjacent to Streets (When Adjacent Zoning is C-2)	0 feet	North: Approx. 50 feet (Met)
		West: 82 feet, 4 inches (Met)
<b><i>Minimum Landscape Setbacks</i></b>		
Streetscape (For Structures Exceeding Two Stories or 30 Feet)	Average 30 feet; Minimum 20 feet permitted for up to 50% of the frontage	South (Phelps Road): 30 feet (Met)
		East (34th Street): 30 feet (Met)
Property Lines Not Adjacent to a Street, but Adjacent to C-2	0 feet	North: 0 feet (Met)
		West: 0 feet – approx. 10 feet (Met)
Minimum Parking Lot Area Landscaping	10% of interior surface area (exclusive of perimeter landscaping and all required setbacks)	12.5% (Met)
Minimum Parking	26 spaces required 1 space per 35 storage units 2 spaces for manager's apartment 840 units proposed	35 spaces (Met)

## **Background/Issues/Analysis**

### **SUBJECT SITE**

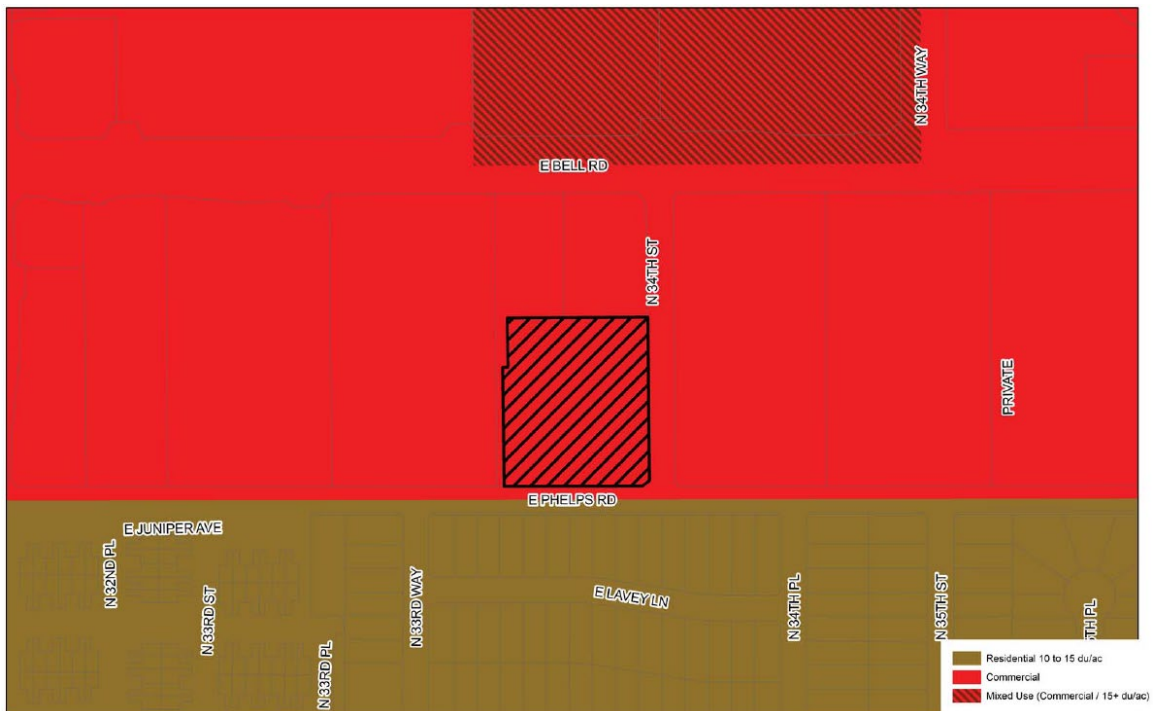
1. This request is to rezone 2.48 acres located on the northwest corner of 34th Street and Phelps Road from C-2 (Intermediate Commercial) to C-2 HGT/WVR (Intermediate Commercial, Height Waiver) for a commercial use with a height waiver. The subject site is currently a surface parking lot zoned C-2.

Rezoning Case No. Z-SP-1-24-2 is a subsequent companion request that seeks to permit a self-service storage warehouse use and all underlying C-2 uses by granting a Special Permit.

### **GENERAL PLAN LAND USE MAP DESIGNATION**

2. The General Plan Land Use Map designation for the subject site is Commercial. The proposal is consistent with the existing General Plan Land Use Map designation.

The proposal is compatible with General Plan Land Use Map designations adjacent to the site, which is designated as Commercial to the west, north, and east. To the south of the subject site, across Phelps Road, is designated as Residential 10 to 15 dwelling units per acre.

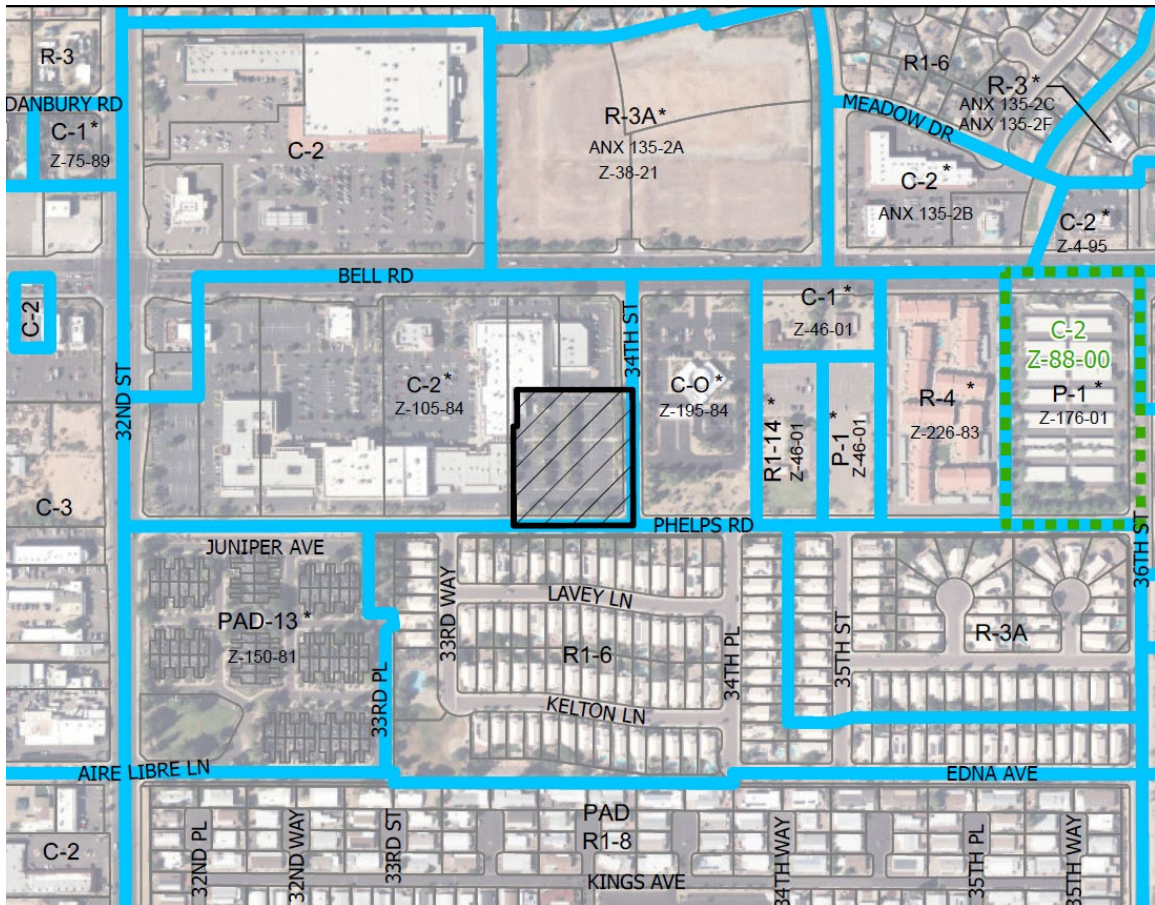


General Plan Land Use Map

Source: Planning and Development Department

### SURROUNDING LAND USES AND ZONING

- To the north and west of the subject site is a commercial center zoned C-2 (Intermediate Commercial). To the east of the subject site, across 34th Street, is a bank zoned C-O (Restricted Commercial). To the south of the subject site, across Phelps Road, is a single-family residential subdivision zoned R1-6 (Single-Family Residence District).



Zoning Sketch Map

Source: Planning and Development Department

### PROPOSAL

#### 4. Site Plan

The site plan, attached as an exhibit, proposes a new self-service storage warehouse with a building footprint of 41,913 square feet and 840 storage units. The Special Permit for the self-service storage warehouse use is being sought under the companion Rezoning Case No. Z-SP-1-24-2. Vehicular access is provided along Phelps Road and 34th Street, and a driveway connects the subject site across the site to the north to Bell Road. A total of 35 parking spaces are proposed for the self-service storage warehouse use, including five accessible parking spaces. There are existing refuse bins within enclosures located on the north side of the site. The south side of the building proposes to

have a driveway underneath the upper levels for a loading area. Pedestrian pathways are proposed along the north and west sides of the building to connect to 34th Street and Phelps Road, and the existing pedestrian connection to the commercial center to the west is proposed to be preserved.

The proposed site plan meets or exceeds minimum Phoenix Zoning Ordinance requirements; therefore, staff recommends general conformance to the site plan date stamped April 16, 2024. This is addressed in Stipulation No. 1.

To enhance surface parking lot area shading, staff recommends that all uncovered surface parking lot areas be landscaped with minimum two-inch caliper shade trees to achieve 25 percent shade. This is addressed in Stipulation No. 4.

To enhance pedestrian safety and visibility, staff recommends that where pedestrian walkways cross a vehicular path, the pathway be constructed of an alternative material or pavement treatment that visually contrasts parking and drive aisle surfaces. This is addressed in Stipulation No. 5.

To enhance bicyclist and pedestrian comfort, staff recommends that all bicycle parking spaces and pedestrian pathways on site be shaded a minimum of 75 percent. This is addressed in Stipulation No. 6.

To promote bicycling instead of driving for employees, staff recommends a minimum of four bicycle parking spaces be provided. This is addressed in Stipulation No. 7.

5. **Elevations**

The building elevations and renderings, attached as an exhibit, propose a variation of colors and materials, glazing, four-sided architecture, and an architecturally enhanced corner design with windows. Given the enhanced elevations proposed, staff recommends general conformance to the elevations date stamped March 29, 2024. This is addressed in Stipulation No. 2.

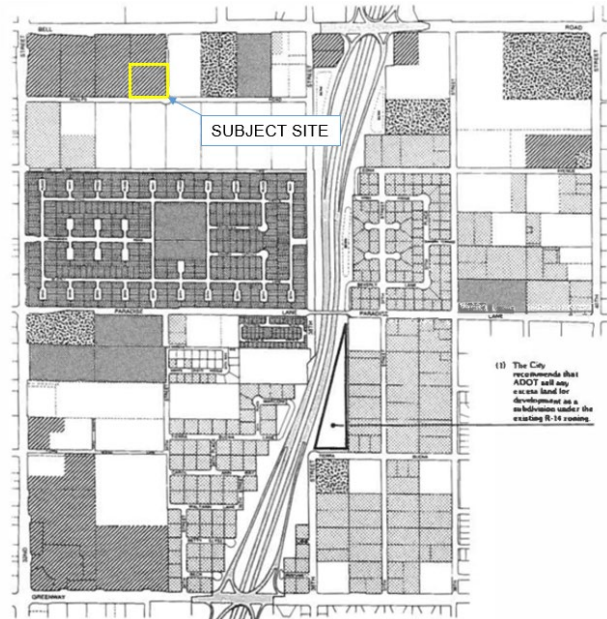
To ensure the proposal remains in character with the surrounding area, including the single-family residential subdivision to the south, staff recommends that the maximum building height be three stories and 38 feet. This is addressed in Stipulation No. 3.

PLANS, OVERLAYS, AND INITIATIVES

6. **[Piestewa Peak Freeway Specific Plan](#)**

The subject site is located within the Piestewa Peak Freeway Specific Plan corridor, Segment 7. This segment contains a variety of land uses including commercial development, churches, multifamily residential, vacant land, single-family residential, offices, mobile home parks, and other public/quasi-public uses.

No circulation mitigation measures were proposed for Segment 7. No bike paths or trails were proposed adjacent to the site in the Recreational Trails and Bicycle Paths Element for Segment 7. No landscape enhancement measures were proposed for the subject site. No noise walls or berms were proposed for Segment 7. The Neighborhood Stabilization Element consists of programs and policies which promote the conservation and stabilization of residential neighborhoods. The Public Art Element identified opportunities for the development of public art projects along the Piestewa Peak Freeway and actions to implement public art along the freeway. The Neighborhood Safety Element identified existing police and fire service areas that may have to be reexamined. No specific improvements are recommended for the subject site considering its proximity to the freeway.



PIESTEWA PEAK FREEWAY FIGURE 15  
EXISTING AND PROPOSED LAND USE  
SEGMENT 7 Gateway Road to Bell Road

LEGEND	
[Pattern]	SINGLE FAMILY
[Pattern]	MULTI FAMILY
[Pattern]	COMMERCIAL
[Pattern]	PUBLIC/QUASI-PUBLIC
[Pattern]	PARKS
[Pattern]	VACANT

*Piestewa Peak Freeway Specific Plan Land Use Map*  
Source: Planning and Development Department

7. **North 32nd Street Policy Plan**

The subject site falls within the boundaries of the North 32nd Policy Plan (“Policy Plan”) area, which is approximately bounded by the Phoenix Mountain Preserve to the south, Loop 101 to the north, 28th Street to the west, and 36th Street and State Route 51 to the east. Starting in early 2012, through more than 40 meetings, City staff worked closely with concerned property owners and business owners (known as the North 32nd Working Group) to develop the Policy Plan. The primary purpose of the Policy Plan is to provide guidance on appropriate locations for development and redevelopment within the North 32nd



*North 32nd Street Policy Plan Mapping Exercise*  
Source: Planning and Development Department

Street corridor. The Policy Plan includes the results of mapping exercises for all the major intersections within the corridor.

The subject site was identified as a Repurpose/Retrofit on the Policy Plan. Repurpose/Retrofit would include improvements such as additional landscaping within the right-of-way or parking lot, adaptive reuse of structures, or adding new buildings to vacant properties or parking lots at the same scale as surrounding neighborhoods. The proposed development helps to implement the goal of revitalizing the corridor by providing sensitively-designed, new development that is compatible within the context of the surrounding area. The proposal will significantly improve a site along the North 32nd Street corridor in close proximity to a major intersection.

8. **Tree and Shade Master Plan**

The Tree and Shade Master 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 is recommending robust tree planting standards, including surface parking lot areas to be planted with minimum two-inch caliper shade trees to achieve 25 percent shade and bicycle parking spaces and pedestrian pathways on site to be shaded a minimum of 75 percent. This is addressed in Stipulation Nos. 4 and 6.

9. **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. As stipulated, the project will provide a minimum of four bicycle parking spaces located near the rental office and installed per the requirements in the City's Walkable Urban (WU) Code. This is addressed in Stipulation No. 7.

10. **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. The 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 recommends a standard stipulation for rezoning cases to provide EV charging infrastructure. To enforce the goals of the Plan, staff recommends a minimum of one of the required bicycle parking spaces include electrical receptacles for electric bicycle charging capabilities, and that a minimum of 15 percent of the required vehicle parking spaces include EV Capable infrastructure. This is addressed in Stipulation Nos. 8 and 9.

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 emissions 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 Metro 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 in this development.

12. **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. 11 through 15, which addresses the following:

- Only landscape materials listed in the Phoenix Active Management Area Low-Water-Use/Drought-Tolerant Plant List to be utilized.
- Landscaping to be maintained by permanent and automatic/water efficient WaterSense labeled irrigation controllers (or similar smart controller) to minimize maintenance and irrigation water consumption for all on and offsite landscape irrigation.
- Natural turf to only be utilized in required retention areas (at the bottom of the basin, and only allowed on slopes if required for slope stabilization) and functional turf areas.

- Pressure regulating sprinkler heads and drip lines to be utilized in any turf areas to reduce water waste.
- A landscape irrigation plan to be provided that includes zoned to establish the amount of irrigation to apply based on maturity and type of landscaping. Irrigation to be applied efficiently based on the maturity and need for the vegetation.

#### COMMUNITY INPUT SUMMARY

13. At the time this staff report was written, staff received one letter of opposition and five letters of support. Concerns shared included property values and a nearby self-service storage warehouse that is mostly vacant.

#### INTERDEPARTMENTAL COMMENTS

14. **Street Transportation Department**

The Street Transportation Department requested the following:

- That unused driveways be replaced with sidewalk, curb and gutter.
- That any broken or out-of-grade curb, gutter, sidewalk, and curb ramps on all streets be replaced.
- That all off-site improvements be upgraded to be in compliance with current ADA guidelines.
- That all streets be constructed with all required elements and to ADA requirements.

These are addressed in Stipulation Nos. 16 and 17.

#### OTHER

15. 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 City of Phoenix Archaeology Office must be notified immediately and allowed time to properly assess the materials. This is addressed in Stipulation No. 18.
16. 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. 19.
17. 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 Map designation.
2. The proposal is compatible with adjacent land uses and zoning.
3. As stipulated, the proposal supports efforts from various plans, policies, and initiatives, including the North 32nd Street Policy Plan, the Tree and Shade Master Plan, the Comprehensive Bicycle Master Plan, the Transportation Electrification Action Plan, the Phoenix Climate Action Plan, and Conservation Measures for New Development.

## **Stipulations**

1. The development shall be in general conformance with the site plan date stamped April 16, 2024, as modified by the following stipulations, as approved by the Planning and Development Department.
2. The development shall be in general conformance with the elevations date stamped March 29, 2024, as approved by the Planning and Development Department.
3. The maximum building height shall be three stories and 38 feet.
4. All uncovered surface parking lot areas shall be landscaped with minimum 2-inch caliper, large canopy, drought-tolerant, shade trees. Landscaping shall be dispersed throughout the parking area and achieve 25% shade, as approved by Planning and Development Department.
5. 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 contrasts parking and drive aisle surfaces, as approved by the Planning and Development Department.
6. All bicycle parking spaces and pedestrian pathways on site shall be shaded by a structure, landscaping, or a combination of the two to provide a minimum of 75% shade, as approved by the Planning and Development Department.
7. A minimum of four bicycle parking spaces shall be provided. Bicycle parking shall be provided through Inverted U and/or artistic racks located near the entrance of the office, or in a secured location inside the building, and installed per the requirements of Section 1307.H. of the Phoenix Zoning Ordinance. Artistic racks shall adhere to the City of Phoenix Preferred Designs in Appendix K of the Comprehensive Bicycle Master Plan.

8. A minimum of one of the required bicycle parking spaces shall include standard electrical receptacles for electric bicycle charging capabilities, as approved by the Planning and Development Department.
9. A minimum of 15% of the required parking spaces shall include Electric Vehicle (EV) Capable Infrastructure, as approved by the Planning and Development Department.
10. A minimum of two green infrastructure (GI) techniques for stormwater management shall be implemented per the Greater Phoenix Metro Green Infrastructure and Low Impact Development Details for Alternative Stormwater Management, as approved or modified by the Planning and Development Department.
11. Only landscape materials listed in the Phoenix Active Management Area Low-Water-Use/Drought-Tolerant Plant List shall be utilized, except for existing or salvaged mature trees to remain on site, as approved or modified by the Planning and Development Department.
12. Landscaping shall be maintained by permanent and automatic/water efficient WaterSense labeled irrigation controllers (or similar smart controller) to minimize maintenance and irrigation water consumption for all onsite and offsite landscape irrigation.
13. Natural turf shall only be utilized in required retention areas (bottom of basin, and only allowed on slopes if required for slope stabilization) and functional turf areas, as approved by the Planning and Development Department.
14. Pressure regulating sprinkler heads and drip lines shall be utilized in any turf areas to reduce water waste.
15. Provide a landscape irrigation plan that includes zones to establish the amount of irrigation to apply based on maturity and type of the landscaping. Irrigation should be applied efficiently based on the maturity and need for the vegetation.
16. Unused driveways shall be replaced with sidewalk, curb and gutter. Also, any broken or out-of-grade curb, gutter, sidewalk, and curb ramps on all streets shall be replaced and all off-site improvements shall be upgraded to be in compliance with current ADA guidelines.
17. 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.

18. 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.
19. 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.

**Writer**

Adrian Zambrano

April 26, 2024

**Team Leader**

Racelle Escolar

**Exhibits**

Zoning Sketch Map

Aerial Sketch Map

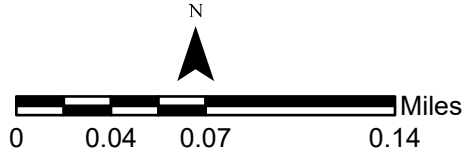
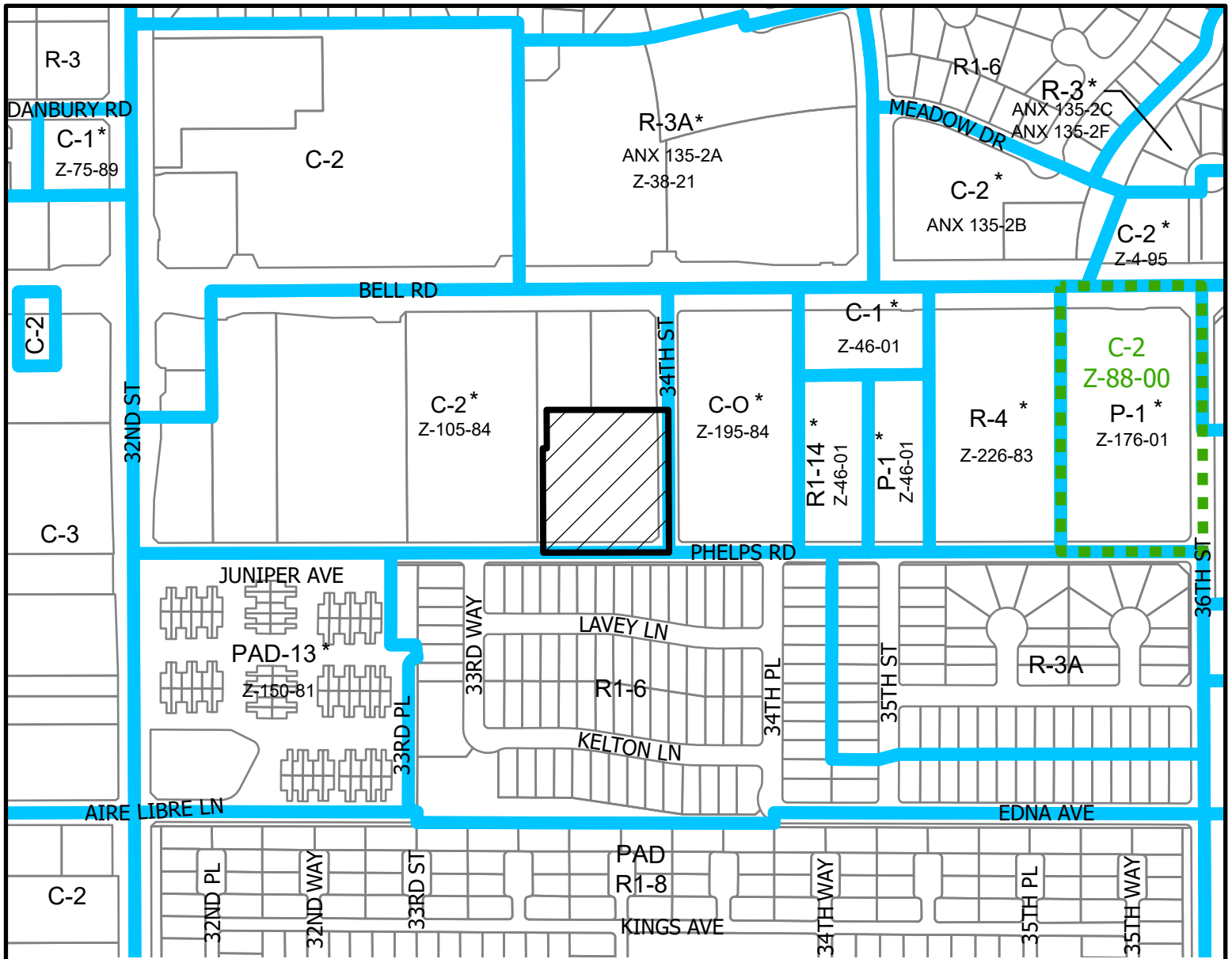
Site Plan date stamped April 16, 2024

Landscape Plan date stamped April 16, 2024 (2 pages)

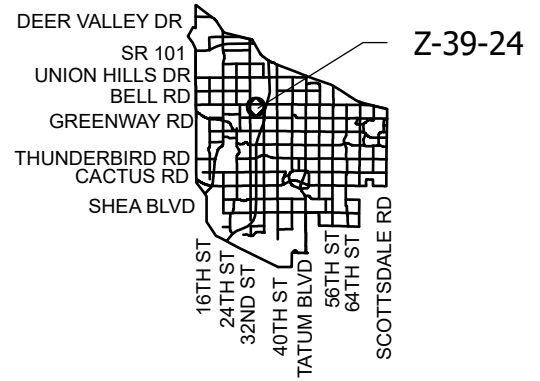
Elevations date stamped March 29, 2024

Rendering date stamped March 1, 2024

Correspondence (6 pages)

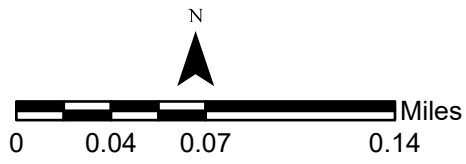
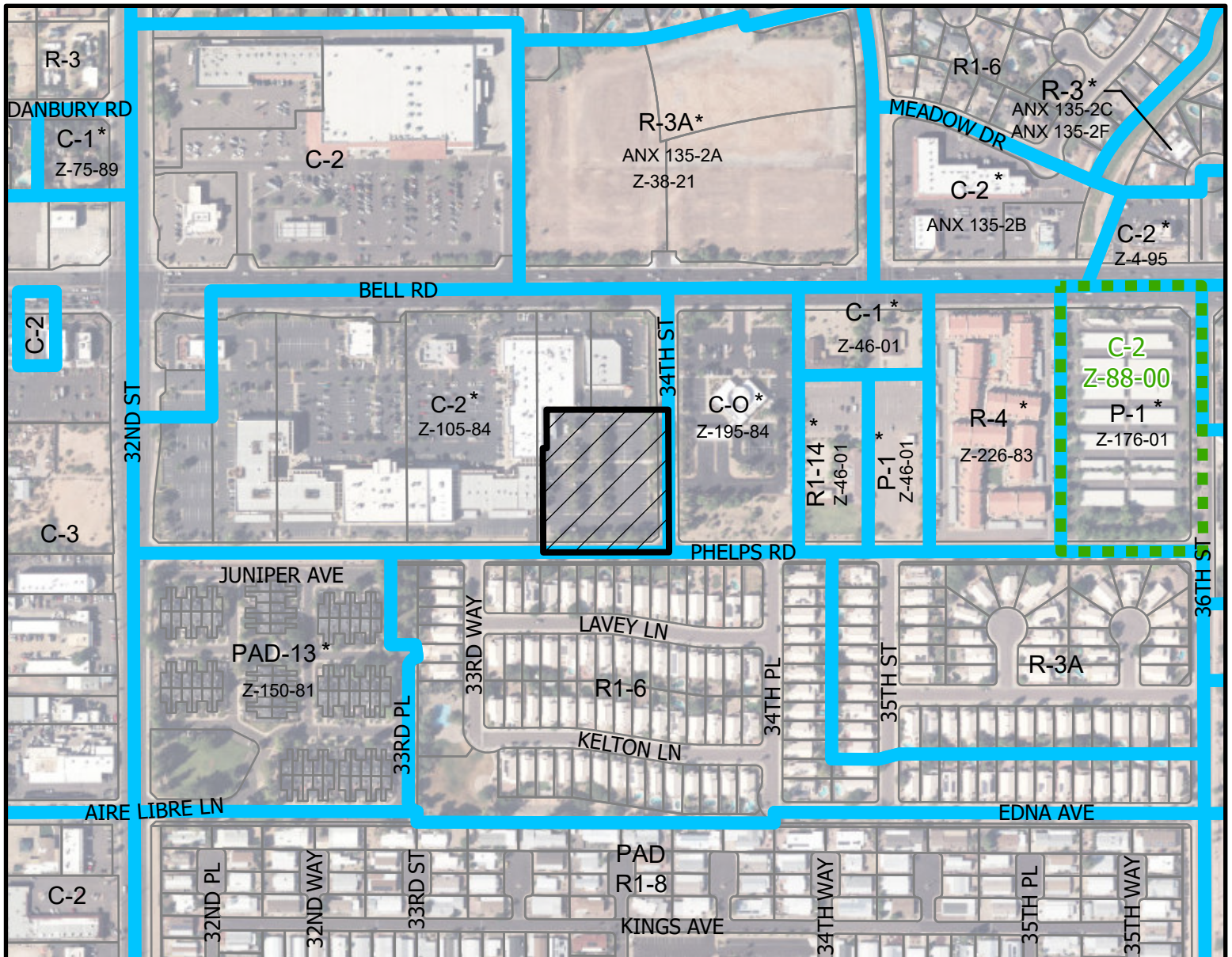


**PARADISE VALLEY VILLAGE**  
COUNCIL DISTRICT: 2

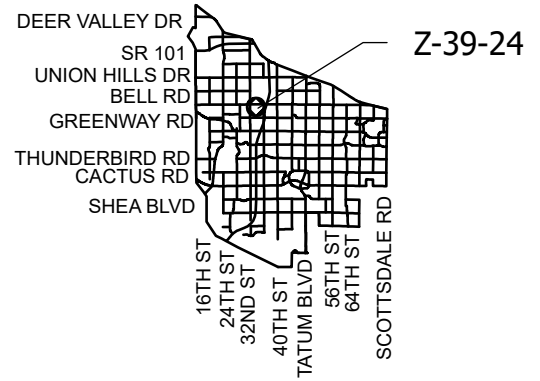


APPLICANT'S NAME: <b>Earl, Curley &amp; Lagarde, P.C.</b>		REQUESTED CHANGE:	
APPLICATION NO: <b>Z-39-24</b>		FROM: <b>C-2 ( 2.48 a.c.)</b>	
DATE: <b>4/15/2024</b>		TO: <b>C-2 HGT/WVR ( 2.48 a.c.)</b>	
REVISION DATES:			
GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX. <b>2.48 Acres</b>		AERIAL PHOTO & QUARTER SEC. NO. <b>QS 36-35</b>	ZONING MAP <b>M-10</b>
MULTIPLES PERMITTED <b>C-2</b>		CONVENTIONAL OPTION <b>36</b>	
<b>C-2 HGT/WVR</b>		<b>36</b>	
		* UNITS P.R.D OPTION <b>43</b>	
		<b>43</b>	

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



**PARADISE VALLEY VILLAGE**  
COUNCIL DISTRICT: 2



APPLICANT'S NAME: <b>Earl, Curley &amp; Lagarde, P.C.</b>		REQUESTED CHANGE:	
APPLICATION NO: <b>Z-39-24</b>	DATE: <b>4/15/2024</b>	FROM: <b>C-2 ( 2.48 a.c.)</b>	
GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX.  <b>2.48 Acres</b>	REVISION DATES:		TO: <b>C-2 HGT/WVR ( 2.48 a.c.)</b>
	AERIAL PHOTO & QUARTER SEC. NO. <b>QS 36-35</b>	ZONING MAP <b>M-10</b>	
MULTIPLES PERMITTED	CONVENTIONAL OPTION		* UNITS P.R.D OPTION
<b>C-2</b>	<b>36</b>		<b>43</b>
<b>C-2 HGT/WVR</b>	<b>36</b>		<b>43</b>

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

**PROJECT DIRECTORY**

ARCHITECT:  
 RKA&A ARCHITECTS, INC.  
 2233 EAST THOMAS ROAD  
 PHOENIX, ARIZONA 85016  
 CONTACT: NEIL FEASER  
 PHONE: (602) 955-3900  
 FAX: (602) 955-0496  
 E-MAIL: nfeaser@rkaa.com

**SITE DATA**

PARCEL NUMBER: 214-32-005A  
 EXISTING ZONING: PHOENIX C-2  
 (USE PERMIT &/OR HEIGHT /3 STORY APPROVAL MAY BE REQUIRED)  
 SITE AREA - PERMICA 3.019 ACRES (131,513 S.F.)  
 PROPOSED USE: RETAIL / STORAGE

BUILDING AREA:  
 EXISTING RETAIL: 1 STORY 10,127 S.F.  
 PROPOSED STORAGE: 3-STORY 34,945.78 S.F.  
 STORAGE: 1ST FLOOR 34,945.78 S.F.  
 STORAGE: 2ND FLOOR 41,913.34 S.F.  
 STORAGE: 3RD FLOOR 111,804.90 S.F.  
 TOTAL STORAGE AREA: 187,664.02 S.F.  
 1ST FLOOR LOADING AREA: 6,967.56 S.F.  
 TOTAL PROPOSED BUILDING AREA: 118,772.46 S.F.  
 PROPOSED LOT COVERAGE: TOTAL 52,041 S.F.  
 (PROP. 41,913.34 + EXIST 10,127 = 52,040.34 S.F.)  
 MAX. LOT COVERAGE PERMITTED: 39.58 %  
 50 %

PARKING PROVIDED: PROPOSED STORAGE  
 EXISTING: 18 SPACES  
 PROPOSED: 15 SPACES  
 TOTAL PARKING PROVIDED: 33 SPACES

ACCESSIBLE SPACES REQUIRED: 02 SPACES  
 ACCESSIBLE SPACES PROVIDED: 03 SPACES

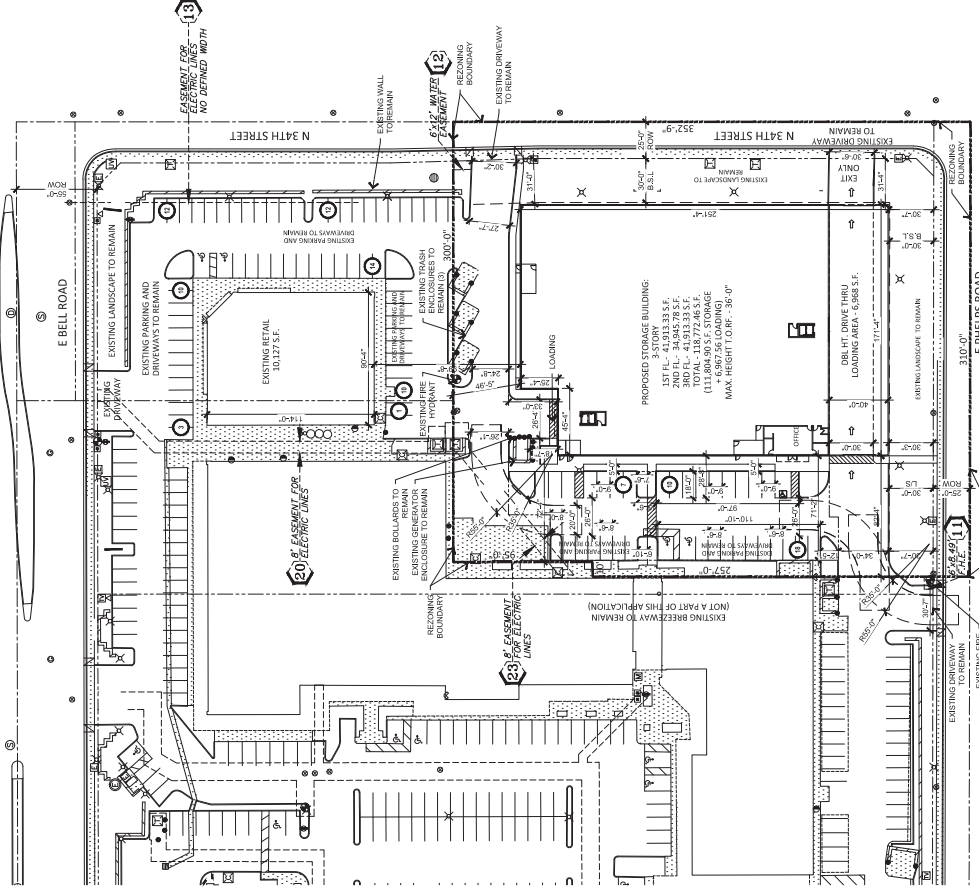
PARKING LOT AREA: 9,818 S.F.  
 PARKING LOT LANDSCAPE REQUIRED: 10%  
 PARKING LOT LANDSCAPE PROVIDED: 12.5%

KVA: 01-19296  
 SDEV: 010725  
 REZONING # Z-105-84  
 ZONING MAP: M10  
 COUNCIL DIST.: 2  
 VILLAGE: PARADISE VALLEY  
 OS: Q36-36  
 CENSUS TRACT: 1033.03

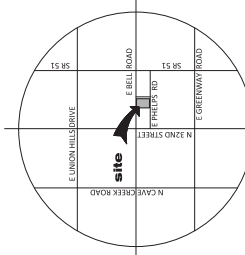
PAPP: 2306046 MEETING DATE: 10/31/2023

**SITE PLAN**

SCALE: 1" = 40'-0"



THIS SITE PLAN HAS BEEN PREPARED WITHOUT THE AID OF A SURVEY. ALL PROPERTY BOUNDARIES ARE ROUGH APPROXIMATIONS. THIS DRAWING IS TO BE USED FOR BINDING DOCUMENTATION.



**VICINITY MAP**

SCALE: N.T.S.



**CITY OF PHOENIX**  
**Planning & Development Department**  
**APR 16 2024**

PROJECT: 24001.50  
 DATE: 04-16-2024



PRELIMINARY SITE PLAN

1	7/2018 Application for
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SEC OF BELL ROAD AND 34TH STREET  
 3355 BELL ROAD  
 PHOENIX, ARIZONA 85032

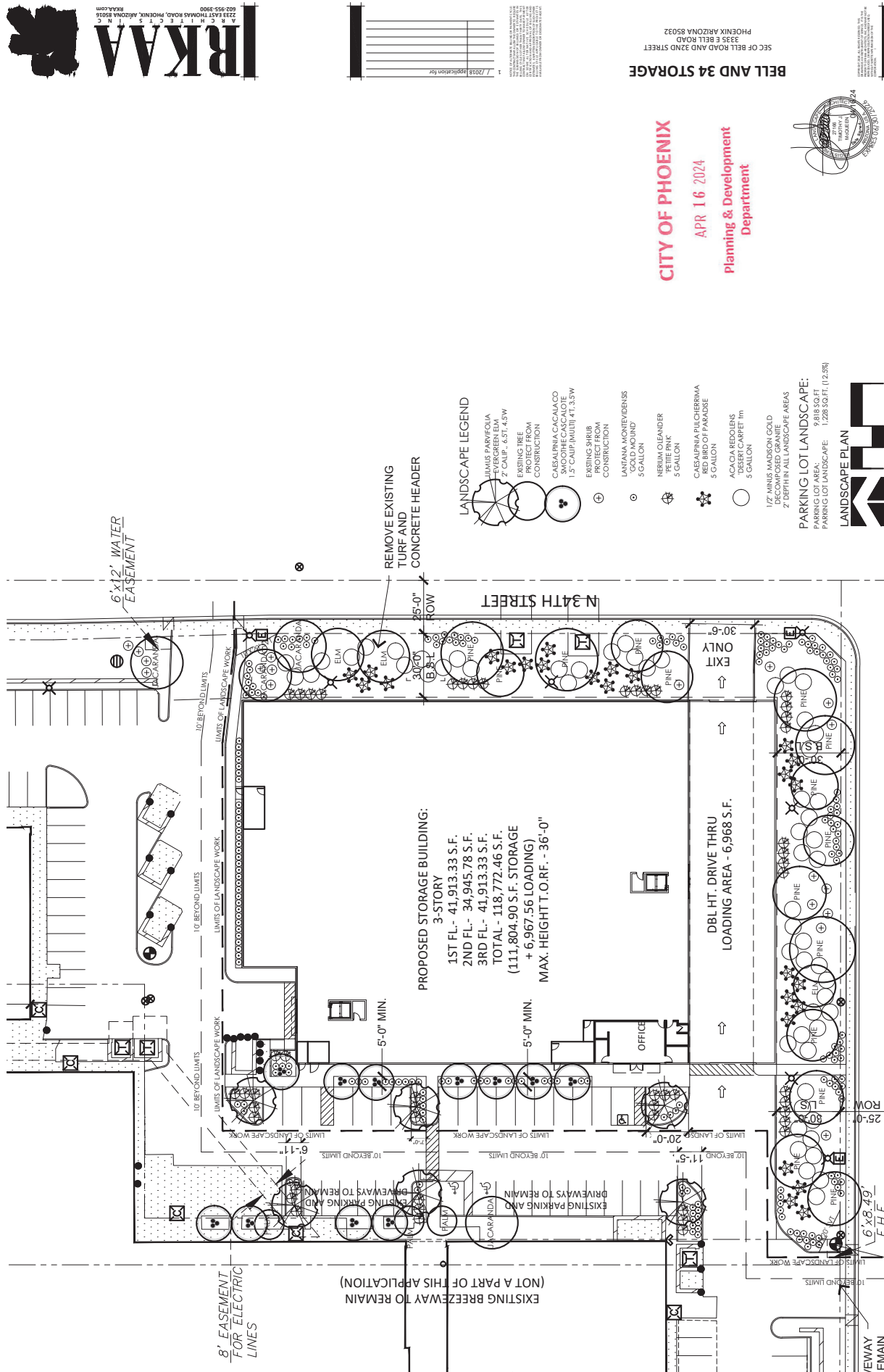
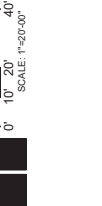
design by: [blank]  
 drawn by: [blank]  
 checked by: [blank]







T.J. McQUEEN & ASSOCIATES, INC.  
 LANDSCAPE ARCHITECTURE  
 10446 N. 74th Street, Suite 150  
 Scottsdale, Arizona 85258  
 (480) 941-7800  
 EMAIL: tmm@tjmcqueen.com  
 WWW: www.tjmcqueen.com



**LANDSCAPE LEGEND**

- ILMIS PARVIFOLIA  
EVERGREEN ELM  
2' CALIP., 051, 4.5W
- EXISTING TREE  
MINIMUM  
CONSTRUCTION
- CAESALPIA CACALCO  
2' CALIP. PAUTII, 4T, 3.5W
- EXISTING SHRUB  
MINIMUM  
CONSTRUCTION
- LAURANIA MONTEVIDENSIS  
2' CALIP. ROUND  
5 GALLON
- NERIUM OLEANDER  
MINIMUM  
5 GALLON
- CAESALPIA PILCHERRIMA  
RED BIRD OF PARADISE  
5 GALLON
- ACACIA REDBUDS  
DEBET/ CARPET TM  
5 GALLON
- 1/2" MINUS MADISON GOLD  
DECOMPOSED GRANITE  
2' DEPTH IN ALL LANDSCAPE AREAS

**LANDSCAPE PLAN**

SCALE: 1" = 20'-0"

0 10' 20' 40'

**PROPOSED STORAGE BUILDING:**  
 3-STORY  
 1ST FL- 41,913.33 S.F.  
 2ND FL- 34,945.78 S.F.  
 3RD FL- 41,913.33 S.F.  
 TOTAL- 118,772.46 S.F.  
 (111,804.90 S.F. STORAGE  
 + 6,967.56 LOADING)  
 MAX. HEIGHT T.O.R.F. - 36'-0"

**PARKING LOT LANDSCAPE:**  
 PARKING LOT AREA - 9,888 SQ. FT.  
 PARKING LOT LANDSCAPE - 1,228 SQ. FT. (12.2%)

REMOVE EXISTING TURF AND CONCRETE HEADER  
 6'x12' WATER EASEMENT  
 6'x8' F.H.E.  
 EXISTING FIRE HYDRANT

8' EASEMENT FOR ELECTRIC LINES  
 EXISTING BREZEWAY TO REMAIN (NOT A PART OF THIS APPLICATION)  
 EXISTING PARKING AND DRIVEWAYS TO REMAIN  
 DRIVESWAYS TO REMAIN  
 DBL HT. DRIVE THRU LOADING AREA - 6,968 S.F.  
 EXIT ONLY  
 N 34TH STREET  
 E PHELPS ROAD

# MATERIAL AND COLORS

- A PAINTED STYLISH:**  
FRONT: SHERWIN WILLIAMS  
MATERIAL FINISH # SW 9109  
COLOR: NATURAL LINEN # SW 9109
- B PAINTED STYLISH:**  
FRONT: SHERWIN WILLIAMS  
MATERIAL FINISH # SW 6131  
COLOR: OLIVER TAN # SW 6131
- C PAINTED STYLISH:**  
FRONT: SHERWIN WILLIAMS  
MATERIAL FINISH # SW 9091  
COLOR: HALF-COFF # SW 9091
- D PAINTED STYLISH:**  
FRONT: SHERWIN WILLIAMS  
MATERIAL FINISH # SW 1656C # CUSTOM  
COLOR: P.S. GRANGE # SW 1656C # CUSTOM
- E BOILER DOORS:**  
FRONT: JAVELIN  
COLOR: P.S. GRANGE
- F METAL TRIM CAP FLASHING (CANOPY):**  
FRONT: DARK BRONZE ANODIZED  
MATERIAL FINISH # SW 7069  
COLOR: IRON ORE # SW 7069
- G STEREFORMT MILLION:**  
FRONT: DARK BRONZE  
COLOR: DARK BRONZE
- H PAINTED AWNING:**  
FRONT: SHERWIN WILLIAMS  
MATERIAL FINISH # SW 1656C # CUSTOM  
COLOR: P.S. GRANGE # SW 1656C # CUSTOM
- I H.M. DOOR FRAME TO MATCH:**  
FRONT: SHERWIN WILLIAMS  
MATERIAL FINISH # SW 9109  
COLOR: NATURAL LINEN # SW 9109
- K H.M. DOOR FRAME TO MATCH:**  
FRONT: SHERWIN WILLIAMS  
MATERIAL FINISH # SW 6131  
COLOR: OLIVER TAN # SW 6131



PRELIMINARY ELEVATIONS

1	7/2018	Application for
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BELL AND 34 STORAGE  
SEC OF BELL ROAD AND 32ND STREET  
3355 S BELL ROAD  
PHOENIX ARIZONA 85032

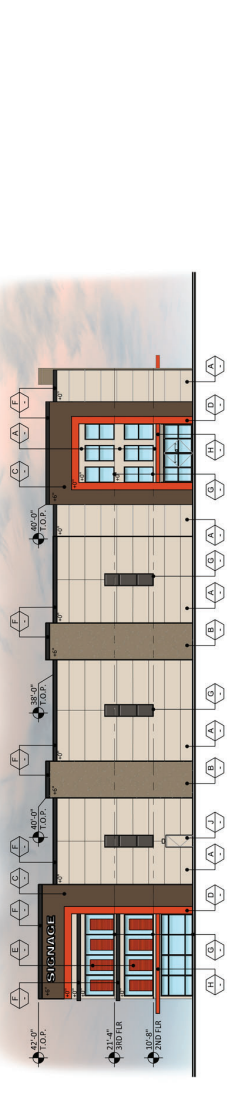
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Drawn by: --  
Checked by: --

EL-1  
Project: 24001.50  
DATE: 03-28-2024

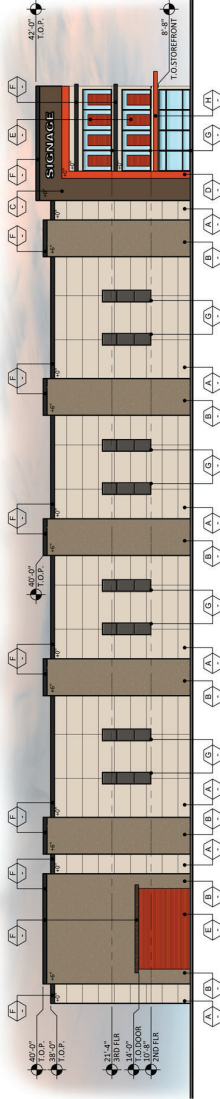


FLOOR PLAN  
SCALE: N.T.S.  
NORTH

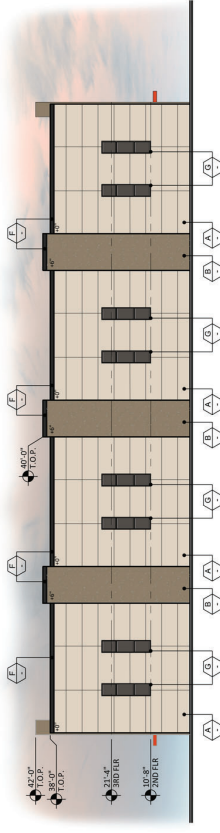
CITY OF PHOENIX  
MAR 29 2024  
Planning & Development  
Department



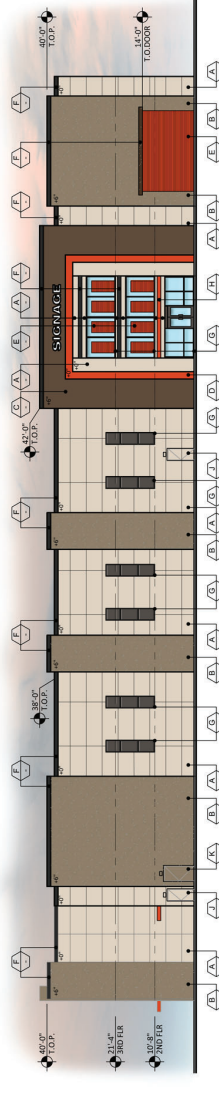
PROPOSED NORTH ELEVATION  
SCALE: 1/16" = 1'-0"



PROPOSED EAST ELEVATION  
SCALE: 1/16" = 1'-0"



PROPOSED SOUTH ELEVATION  
SCALE: 1/16" = 1'-0"

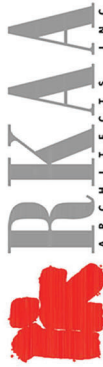


PROPOSED WEST ELEVATION  
SCALE: 1/16" = 1'-0"

**CITY OF PHOENIX**

MAR 01 2024

**Planning & Development  
Department**



**BELL AND 34 STORAGE**  
3335 E BELL ROAD  
PHOENIX ARIZONA 85032  
DATE: 02-26-2024

REGISTERED ARCHITECT  
PHOENIX, ARIZONA  
LICENSE NO. 15000  
PHOENIX, ARIZONA  
LICENSE NO. 15000  
PHOENIX, ARIZONA  
LICENSE NO. 15000

**3D**

RKAA# 24001

**From:** [CIARA COOPER](#)  
**To:** [Adrian G Zambrano](#)  
**Subject:** Storage Unit  
**Date:** Tuesday, April 23, 2024 1:24:06 PM

---

Hello Mr. Zambrano,

I currently live in the Summer Breeze neighborhood and am not in favor of this massive eyesore that Mr. Ferber would like to build in my neighborhood that I have lived in for more than 13 years. In fact no one in our neighborhood is for this project. We all believe that this project, if it goes forward, would bring the value of our homes down. Furthermore, there is a huge storage unit that was just built on 32nd Street that is only 11% full currently. We would like to fight this proposal!

Thank you for taking the time to read my email.

Best Regard,  
Ciara McCarthy

**APR 24 2024**

**Planning & Development  
Department**

STATEMENT OF SUPPORT

Dear Phoenix City Council,

I am an adjacent neighbor, and I support the proposed rezoning on the northwest corner of 34<sup>th</sup> Street and Phelps Road (Case Numbers: **Z-39-23/Z-SP-1-24**) to approve a new internal self-storage facility in the parking lot. Over the last several years, this back corner of the shopping center has become a place for vandalism, trespassing, and vehicles doing "donuts" and burnouts into the evening and late hours of the night.

Mike Buschbacher from Earl & Curley came to my property and met with me. He explained the project to me and answered my questions. The proposed self-storage is well designed and will be a quality development.

This proposal is a good solution for this neglected portion of the shopping center and will lead to improved security for my property. I look forward to seeing this shopping center continue to be improved.

**FOR THESE REASONS I SUPPORT THE PROPOSED SELF-STORAGE ZONING CASE AND ASK THE CITY COUNCIL TO APPROVE IT.**

Brittani Widmann  
Name

3354 E. Lavey Lane  
Address

brittaniwidmann@gmail.com 623-640-0135  
Email Address / Phone Number

4/19/24  
Date

**From:** [Diane Distler](#)  
**To:** [Michael Buschbacher](#)  
**Subject:** Re: Plaza de Campana - Neighborhood meeting follow-up  
**Date:** Thursday, April 18, 2024 5:51:12 PM

---

Thank you for reaching out to us. I am in support of this project. I appreciate the fact that we can email you with questions as well ,

On Thursday, April 18, 2024 at 04:30:51 PM MST, Michael Buschbacher <[mbuschbacher@earlcurley.com](mailto:mbuschbacher@earlcurley.com)> wrote:

Diane,

Thank you for attending our neighborhood meeting for the proposed self-storage at Plaza de Campana Shopping Center on April 3<sup>rd</sup>. I am following up with you to see if you have any further questions to ensure you understand the project.

In addition, if you could let us know if you are supportive, or not opposed to the project we would appreciate your feedback.

Thanks again, we look forward to working with you and the community to help continue to build a strong, safer neighborhood with the addition of this project.

Best regards,

**Michael S. Buschbacher II, AICP**  
Principal Planner  
Earl & Curley

(602) 265-0094  
[3101 N. Central Avenue](#)

[Suite 1000](#)

[Phoenix, Arizona 85012](#)

[www.earlcurley.com](http://www.earlcurley.com) [[earlcurley.com](http://www.earlcurley.com)]



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**APR 24 2024**

**Planning & Development  
Department**

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John Mancinetti  
Name

3358 E Lavey LN. PHX AZ 85032  
Address

jsiananti@aol.com 480-298-0192  
Email Address / Phone Number

26-19-24  
Date



**APR 24 2024**

**Planning & Development  
Department**

STATEMENT OF SUPPORT

Dear Phoenix City Council,

I am an adjacent neighbor, and I support the proposed rezoning on the northwest corner of 34<sup>th</sup> Street and Phelps Road (Case Numbers: **Z-39-23/Z-SP-1-24**) to approve a new internal self-storage facility in the parking lot. Over the last several years, this back corner of the shopping center has become a place for vandalism, trespassing, and vehicles doing "donuts" and burnouts into the evening and late hours of the night.

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Kraig Peterson  
Name  
3346 E. Lavey Lane  
Address  
ebcceb@yahoo.com  
Email Address / Phone Number  
4/19/24  
Date

**APR 24 2024**

**Planning & Development  
Department**

STATEMENT OF SUPPORT

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Terry Shadley  
Name

3342 E Lavey LN - Phoenix  
Address

tshadley99@gmail  
Email Address / Phone Number

4/19/24  
Date