



**City of Phoenix**  
PLANNING AND DEVELOPMENT DEPARTMENT

**Staff Report: Z-SP-12-16-1**  
December 2, 2016

**Deer Valley Village Planning Committee Meeting Date** December 15, 2016  
**Planning Commission Hearing Date** January 5, 2017  
**Request From** A-1 DVAO, 3.76 Acres, and S-1 DVAO (Approved C-2 DVAO) 1.16 Acres; Pending C-2 DVAO 4.92 Acres  
**Request To** C-2 SP DVAO, 4.92 Acres  
**Proposed Use** Self-storage facility and all underlying non-residential C-2 uses  
**Location** Northeast corner of 23rd Avenue and Whispering Wind Drive  
**Owner** Palm Desert Associates, LP  
**Applicant/Representative** Stephen C. Earl of Earl, Curley & Lagarde  
**Staff Recommendation** Approval, subject to stipulations

<b>General Plan Conformity</b>			
<b>General Plan Land Use Designation</b>		Industrial	
<b>Street Map Classification</b>	23rd Avenue	Collector	55-foot east half right-of-way
	22nd Avenue	Local	30-foot west half right-of-way
	Whispering Wind Drive	Minor Collector	30-foot north half right-of-way
<b><u>CONNECT PEOPLE AND PLACES CORE VALUE</u></b>			
<b><i>CORE, CENTERS AND CORRIDORS; LAND USE PRINCIPLE: Plan cores, centers and corridors to include a variety of land uses: office, retail shopping, entertainment and cultural, housing, hotel and resort, and where appropriate, some types of industry.</i></b>			
The subject site is in close proximity to a commercial corridor along Happy Valley Road and the proposal allows a use that is compatible with uses in the corridor, and offers a service to both residential and commercial uses in the area.			

**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.***

The proposed rezoning will allow the opportunity for a new self-storage facility to develop. The use also provides an appropriate transition from industrial uses to commercial uses.

***AIRPORTS; LAND USE PRINCIPLE: Encourage the development of city-owned and non-city-owned parcels near the airport to airport-compatible land uses surrounding the city's airports.***

***AIRPORTS; LAND USE PRINCIPLE: Continue to carefully monitor and evaluate all future land uses around the airports, protecting the airport from incompatible development that could pose a safety hazard to aircraft passengers, or to individuals living or residing in those areas.***

The subject site is in close proximity to the Phoenix Deer Valley Airport and the proposed use is compatible with airport operations. The proposed Special Permit and limitation to only the underlying non-residential C-2 uses, allows for the proposed use without the risk of potential residential development in the future which would not be compatible in the area.

**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.***

Rezoning the site will allow the opportunity for a new, compatible land use to develop on a vacant site and will reduce the opportunity for blight in the area.

**BUILD THE SUSTAINABLE DESERT CITY CORE VALUE**

***TREES AND SHADE; DESIGN PRINCIPLE: Plant drought tolerant vegetation and preserve existing mature trees in new development and redevelopment.***

The proposed site, as stipulated, will provide drought tolerant vegetation that will complement the existing landscaping in the area.

Surrounding Land Uses/Zoning		
	Land Use	Zoning
<b>On Site</b>	Vacant	A-1 DVAO, and S-1 DVAO (Approved C-2 DVAO)
<b>North</b>	Vacant, child care center, dental office, and restaurant	S-1 (Approved C-2) DVAO, A-1 (Approved C-2) DVAO, and A-1 DVAO
<b>South</b>	Vacant and offices	A-1 DVAO
<b>East</b>	Vacant and bank	CP/BP DVAO
<b>West</b>	Shopping Center	C-2 DVAO

C-2 (Intermediate Commercial)		
<u>Standards</u>	<u>Requirements</u>	<u>Proposed</u>
<b><i>Building Setbacks</i></b>		
Streets <u>23rd Ave</u> <u>22nd Ave</u> <u>Whispering Wind Dr</u>	Minimum 20 feet, Average 25 feet	Met – 25 feet Met – 25 feet Met – 25 feet
Interior side <u>North</u>	0 feet	Met – 2 inches
<b><i>Landscape Setbacks</i></b>		
Street <u>23rd Ave</u> <u>22nd Ave</u> <u>Whispering Wind Dr</u>	Minimum 20 feet, Average 25 feet	Met – 25 feet Met – 25 feet Met – 25 feet
Interior side <u>North</u>	0 feet	Met – 0 feet
Lot Coverage	Maximum 50%	Met – 48%
Building Height	Maximum 30 feet	Met – 30 feet (office), 23 feet (storage)
Parking	Minimum 1 space for each 35 storage units and 2 spaces for manager's apartment (23 spaces)	Met – 25 spaces

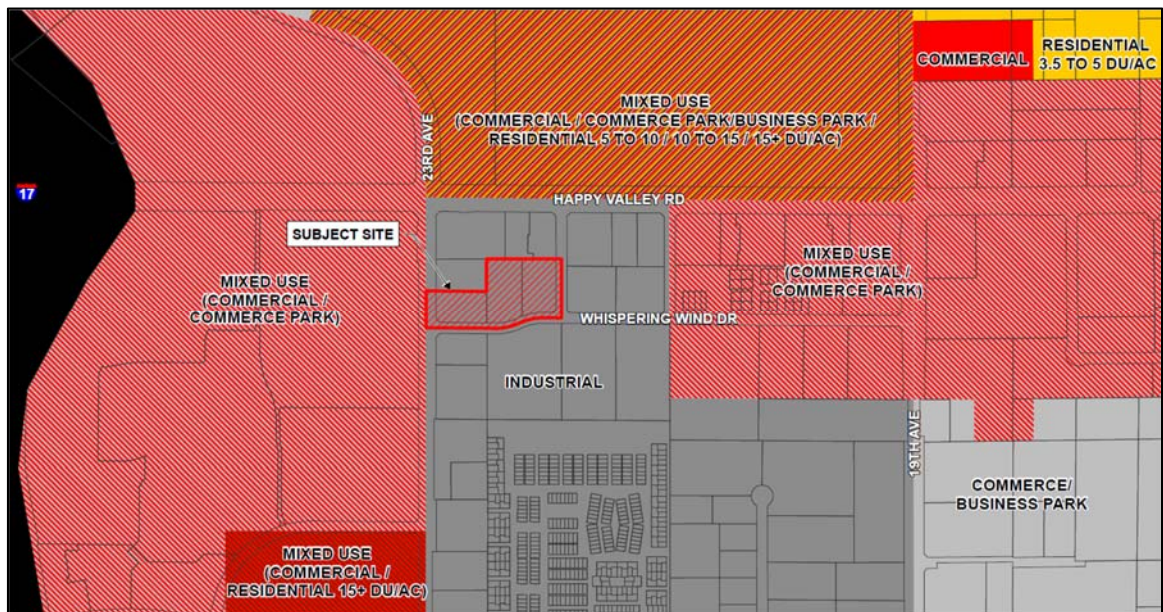
**Background/Issues/Analysis**

1. This request is to rezone a 4.92-acre site from A-1 DVAO (Industrial, Deer Valley Airport Overlay), S-1 (Ranch or Farm Residence) DVAO (Approved C-2 (Intermediate Commercial) DVAO); pending C-2 DVAO per Rezoning Case No. Z-76-16-1 to C-2 DVAO to allow a Special Permit for a self-storage facility and all underlying non-residential C-2 uses.

The Aviation Department has concerns with residential uses in this particular area, due to the large volume of overflight that occurs. Therefore, the applicant has

agreed to limit C-2 uses with the Special Permit to only allow the proposed self-storage facility and underlying non-residential C-2 uses.

2. The General Plan Land Use Map designation for the subject site is Industrial. The proposed rezoning is not consistent with the General Plan Land Use Map designation. However, a general plan amendment is not required because the rezoning request is for less than 10 acres.



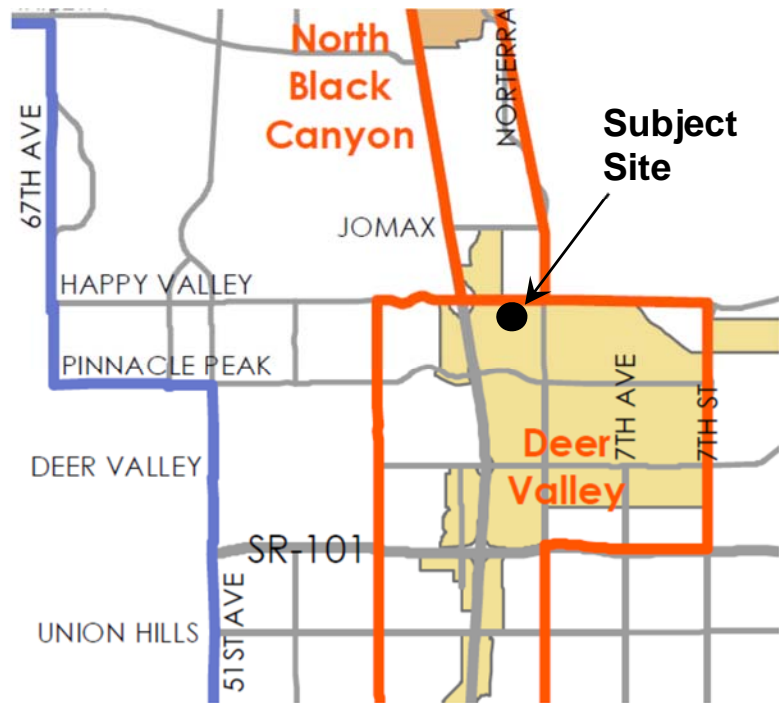
The areas to the north and east of the site are designated Industrial as well, however there are existing commercial uses within these areas. A general plan amendment may be considered for this area in the future to provide a transition from the industrial uses to the south and the commercial and commerce park uses along Happy Valley Road.

The area to the south is also designated Industrial on the General Plan Land Use Map and the area to the west is designated Mixed Use (Commercial / Commerce Park).

3. The subject site is located within the Deer Valley Major Employment Center. This is an area in the city where more employment generating uses that are compatible in close proximity to the Deer Valley Airport are promoted.

**MAJOR  
EMPLOYMENT  
CENTERS**

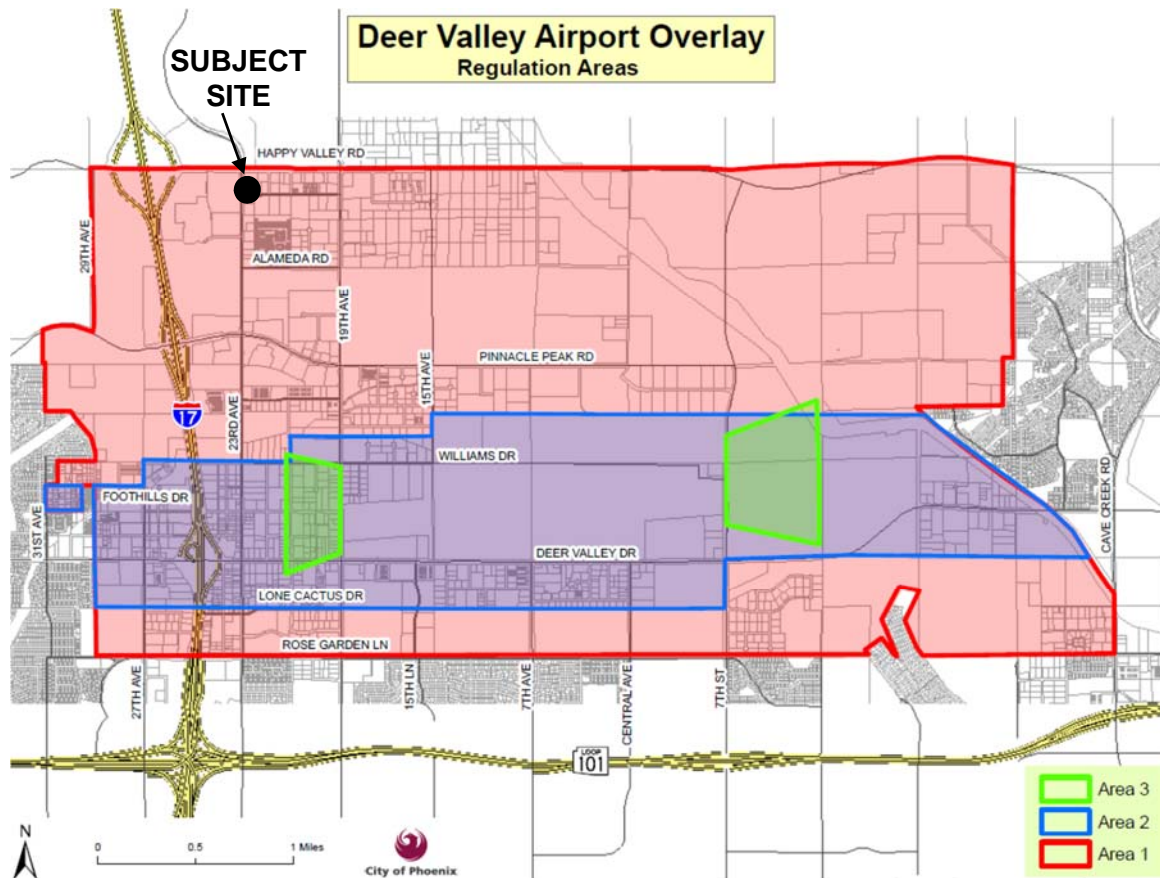
 Phoenix Designated Employment Centers



4. The subject site, as well portions of the areas to the north, south, and east are vacant. The vacant property to the north is zoned S-1 (Approved C-2), to the south is zoned A-1, and to the east is zoned CP/BP (Commerce Park/Business Park option).

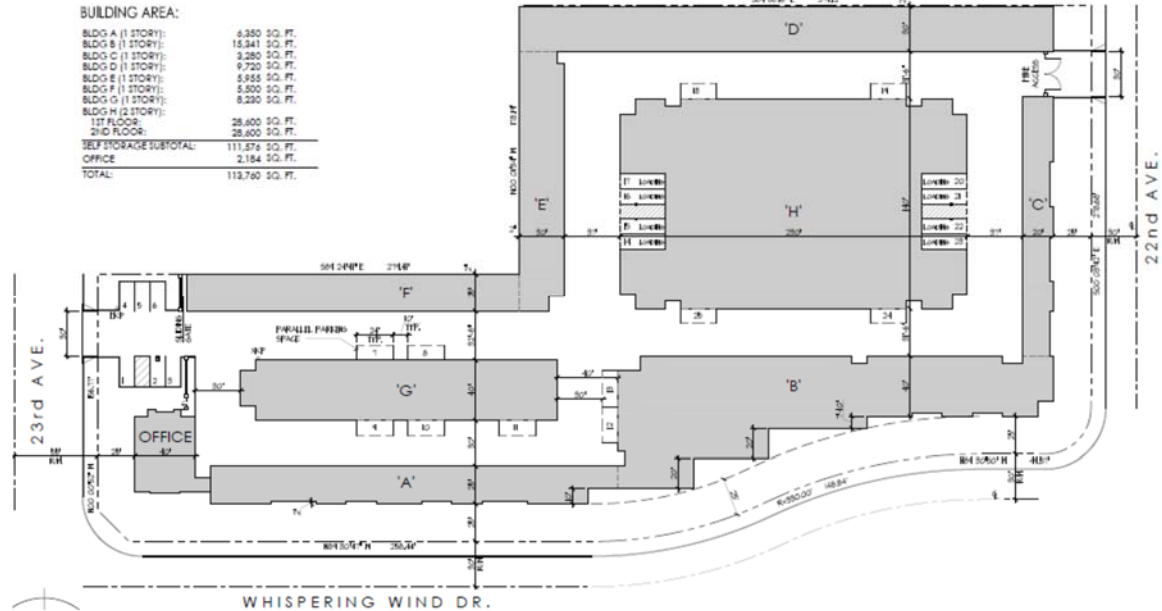


There is a child care center developed to the north of the site which is zoned S-1 and A-1 (Approved C-2) and a dental office and restaurant, both zoned A-1. There is a bank northeast of the site which is zoned CP/BP and an office complex to the south of the site zoned A-1. Additionally, there is a large shopping center to the west zoned C-2 which includes a variety of uses including retail, restaurants, bank, fuel station, and other services.



All properties in the vicinity are also within the Deer Valley Airport Overlay District (DVAO), Area 1. The purpose of the zoning overlay is to ensure land use compatibility with airport operations, protect navigable airspace from physical encroachment, and require permanent notice of flight operations to property owners. The proposed development is compatible with the DVAO.

5. The site plan depicts seven single story storage buildings ranging from 3,280 to 15,341 square feet, a two-story storage building at 57,200 square feet, and an office building at 2,184 square feet. Parking is provided near the office building and throughout the site. The primary entrance to the facility is along 23rd Avenue. There is also emergency/fire access proposed on 22nd Avenue. The site plan features 25-foot minimum building and landscape setbacks along the perimeter street sides of the site. The minimum required is 20 feet, with an average of 25 feet. Staff is recommending that the site develop in general conformance to the proposed site plan.



- The proposed elevations depict earth-toned stucco and concrete block buildings accented with stone veneer. The perimeter buildings incorporate metal vine trellises and have a varied height ranging from 14 to 18 feet to add visual interest.



The maximum allowable building height for a self-storage building is 24 feet. The two-story storage building is proposed at 23 feet high. Staff is also recommending that the site develop in general conformance to the proposed elevations.

- A stipulation is recommended to require that the development adhere to the plant list within the *Sonoran Boulevard Development Standards for Happy Valley Road*. This is a typical stipulation for sites within close proximity to Happy Valley Road to encourage a cohesive drought tolerant landscape palette in the area.
- Archaeology Office  
 No archaeological work is necessary for this project. However, if any archaeological materials are encountered during construction, all ground-disturbing activities must

cease within 10 meters of the discovery and the City of Phoenix Archaeology Office must be notified immediately and allowed time to properly assess the materials.

9. Aviation Department

The Aviation Department is not supportive of C-2 zoning at the subject site due to the ability to develop residential uses. However, this rezoning request is located in an area that should transition into commercial or commerce park uses and the request for the Special Permit to allow a self-storage facility also includes a limitation to only allow all underlying non-residential C-2 uses.

10. Fire Department

The water supply is not known for the site. Additional water supply may be required to meet the required fire flow per the Phoenix Fire Code.

11. Floodplain Management

It has been determined that this parcel is not in a Special Flood Hazard Area (SFHA), but is located in Shaded Zone X, on panel 1280 L of the Flood Insurance Rate Maps (FIRM) dated October 16, 2013.

12. Street Transportation Department

The Street Transportation Department staff is requesting that the developer update all existing off-site street improvements (sidewalks, curb ramps and driveways) to current ADA guidelines.

13. Water Services Department

The subject site has existing water and sewer mains that may potentially serve the development.

14. Development and use of the site is subject to all applicable codes and ordinances. Zoning approval does not negate other ordinance requirements. Zoning adjustments, abandonments, or other formal actions may also be required.

**Findings**

1. The proposed development does not conform to the General Plan Land Use Map designation of Industrial, however a general plan amendment is not required because the rezoning request is for less than 10 acres.
2. The proposed zoning is consistent with several goals and policies of the General Plan and Deer Valley Airport Overlay.
3. The proposed zoning allows for an appropriate transitional land use between an area planned for industrial uses and the existing commercial uses surrounding the site. The proposal will also provide storage options for the residents and businesses in the immediate area.



**Stipulations**

1. The development shall be in general conformance with the site plan and elevations date stamped November 18, 2016, as approved by the Planning and Development Department.
2. The applicant shall adhere to the Plant List provided in the *Sonoran Boulevard Development Standards for Happy Valley Road* adopted by City Council on December 18, 1996, as approved by the Planning and Development Department.
3. The developer shall construct all streets within and adjacent to the development 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.
4. The property owner shall record a Notice to Prospective Purchasers of Proximity to Airport in order to disclose the existence, and operational characteristics of Phoenix Deer Valley Airport to future owners or tenants of the property. The form and content of such documents shall be according to the templates and instructions provided which have been reviewed and approved by the City Attorney.

**Writer**

Racelle Escolar

November 28, 2016

**Team Leader**

Joshua Bednarek

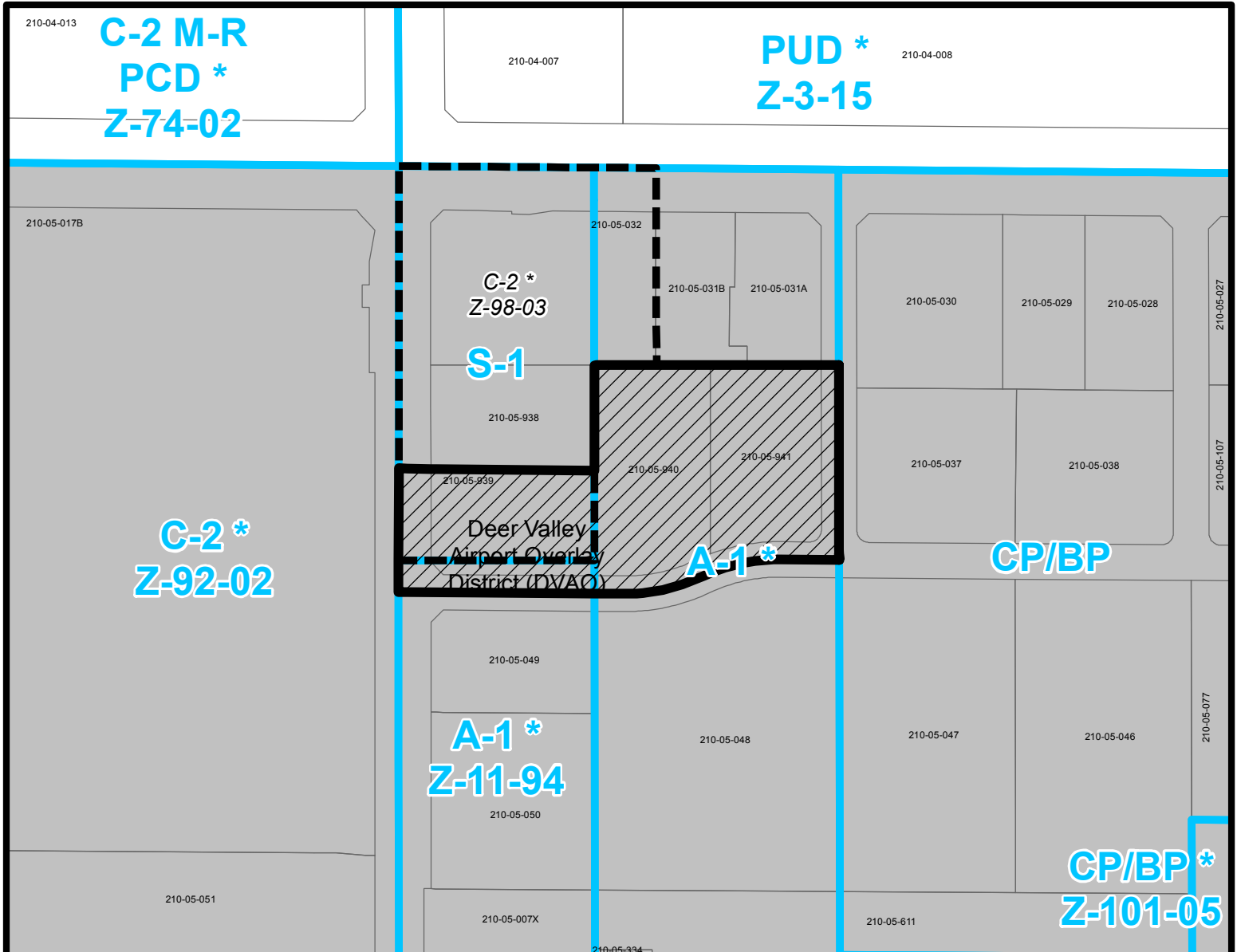
**Attachments**

Zoning Sketch Map

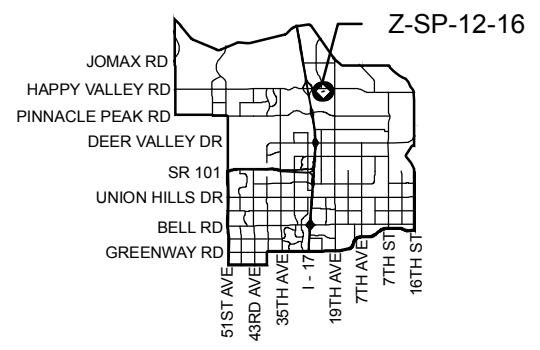
Aerial Photo Map

Site Plan date stamped November 18, 2016

Building Elevations date stamped November 18, 2016 (2 pages)



**DEER VALLEY VILLAGE**  
CITY COUNCIL DISTRICT: 1



<b>APPLICANT'S NAME:</b> Stephen C. Earl of Earl Curley & Lagarde		<b>REQUESTED CHANGE:</b>	
<b>APPLICATION NO.</b> Z-SP-12-16		FROM: A-1 DVAO, (3.76 a.c.), S-1 DVAO (Approved C-2 DVAO), (1.16 a.c.), (Pending C-2 DVAO, (4.92 a.c.))	
DATE: 10/31/2016		TO: C-2 SP DVAO, (4.92 a.c.)	
REVISION DATES:			
GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX.  4.92 Acres		AERIAL PHOTO & QUARTER SEC. NO. QS 46-24	
		ZONING MAP O-7	
<b>MULTIPLES PERMITTED</b> A-1 DVAO, S-1 DVAO(Approved C-2 DVAO), (Pending C-2 DVAO)  C-2 SP DVAO		<b>CONVENTIONAL OPTION</b> N/A, 1(16), (69)  69	
		<b>* UNITS P.R.D. OPTION</b> N/A, 1(20), (85)  85	
<b>* Maximum Units Allowed with P.R.D. Bonus</b>			

# Z-76-16-1 & Z-SP-12-16-1 AERIAL MAP



**SUBJECT SITE**

**23RD AVE**

**HAPPY VALLEY RD**

**WHISPERING WIND DR**

RE 11/23/2016 Aerial Date: 2016



0 400 800 Feet



**PROJECT DATA:**

SITE AREA: 172,421 SQ.FT  
 LOT COVERAGE: 82,976 SQ.FT (48%)  
 F.A.R.: .66  
 MAX BUILDING HEIGHT: 30'-0" (OFFICE)  
 23'-0" (STORAGE)  
 MAX STORIES: 2 STORIES

PARKING REQUIRED:  
 (1 SPACE PER 35 UNITS): 23 STALLS  
 PARKING PROVIDED: 25 STALLS

**PROJECT DESCRIPTION:**

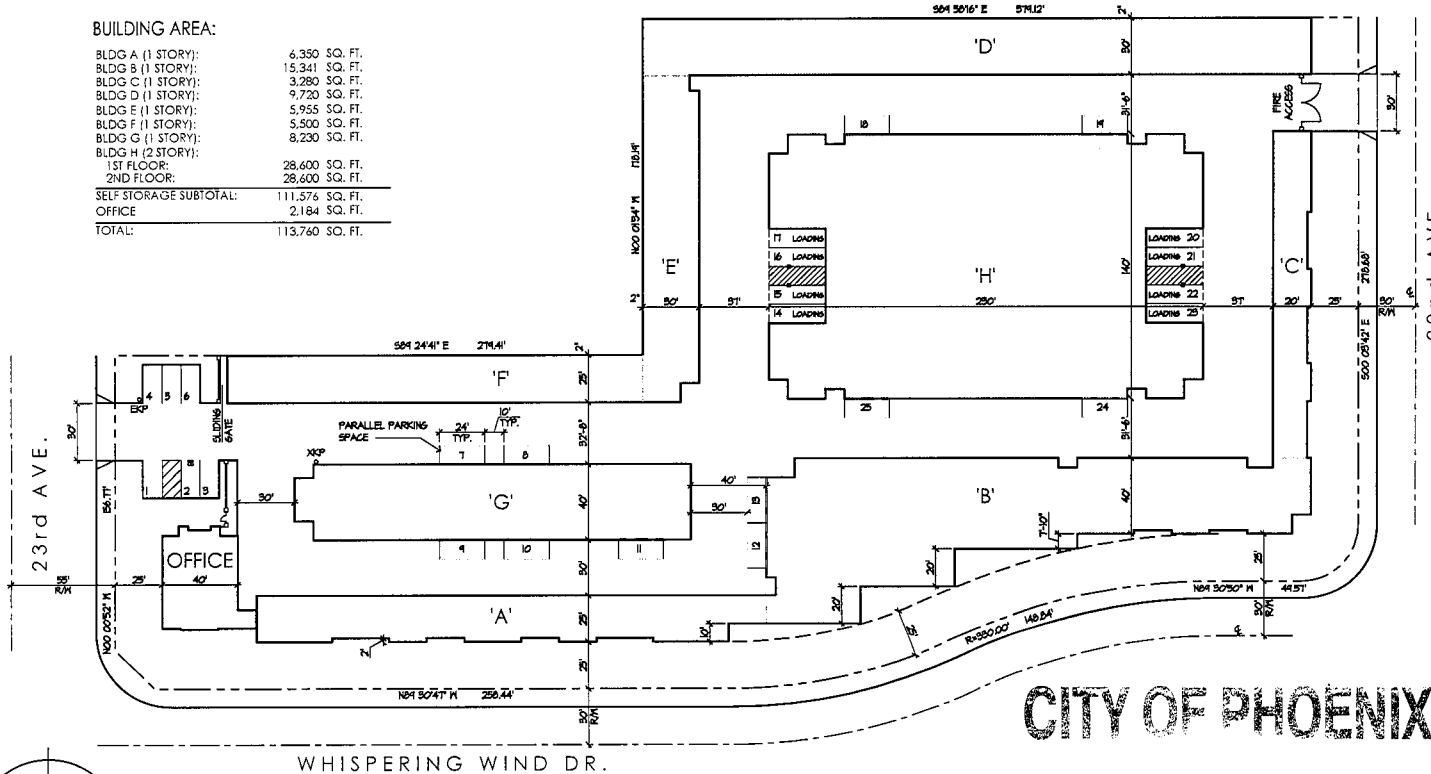
NEW CONSTRUCTION:  
 A SELF STORAGE PROJECT WITH  
 MANAGEMENT OFFICE

**LEGAL DESCRIPTION:**

LOTS 2, 3, & 4 WHISPERING WIND  
 BUSINESS PARK NO. 2, ACCORDING  
 TO BOOK 956 OF MAPS, PAGE 15  
 RECORDS OF MARICOPA COUNTY, AZ

**BUILDING AREA:**

BLDG A (1 STORY):	6,350 SQ. FT.
BLDG B (1 STORY):	15,341 SQ. FT.
BLDG C (1 STORY):	3,280 SQ. FT.
BLDG D (1 STORY):	9,720 SQ. FT.
BLDG E (1 STORY):	5,955 SQ. FT.
BLDG F (1 STORY):	5,500 SQ. FT.
BLDG G (1 STORY):	8,230 SQ. FT.
BLDG H (2 STORY):	
1ST FLOOR:	28,600 SQ. FT.
2ND FLOOR:	28,600 SQ. FT.
SELF STORAGE SUBTOTAL:	111,576 SQ. FT.
OFFICE:	2,184 SQ. FT.
TOTAL:	113,760 SQ. FT.



**OWNER/DEVELOPER:**

JACK THOMSON  
 STADIUM PROPERTIES, LLC  
 3151 AIRWAY AVENUE - SUITE H-3  
 COSTA MESA, CA 92626  
 PHONE: 714-444-4908  
 E-MAIL: jack@dollarstorage.com

**LAND USE CONSULTANT:**

STEPHEN EARL  
 EARL, CURLY & LAGARDE, PC  
 3101 NORTH CENTRAL AVENUE, SUITE 1000  
 PHOENIX, AZ 85012  
 PHONE: 602-265-0094  
 E-MAIL: searl@ecllaw.com

**ARCHITECT:**

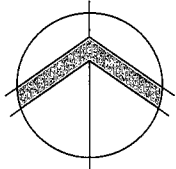
ARIEL L. VALLI, ARCHITECT  
 924 COYOTE GULCH COURT, SUITE D  
 IVINS, UT 84738  
 PHONE: 949-813-4191  
 E-MAIL: ariel@valliarch.com

**CIVIL ENGINEER:**

SCOTT KROUS  
 HILGART WILSON LLC.  
 2141 E. HIGHLAND AVE, STE 250  
 PHOENIX, AZ 85016  
 PHONE: 602-490-0535  
 E-MAIL: dgeorge@hilgartwilson.com

**LANDSCAPE ARCHITECT:**

TIMOTHY MCGOUGH  
 THE MCGOUGH GROUP  
 11110 N. TATUM BLVD, SUITE 110  
 PHOENIX, AZ 85028  
 PHONE: 602-997-9093  
 E-MAIL: timm@rmg-az.com



**DOLLAR SELF STORAGE- HAPPY VALLEY**

PHOENIX, AZ

**CITY OF PHOENIX**

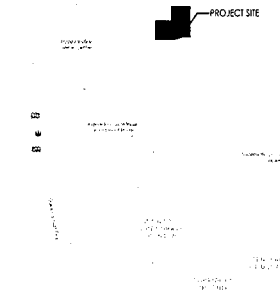
NOV 18 2016

**Planning & Development  
 Department**

**SITE PLAN**

SCALE: 1" = 30'-0"

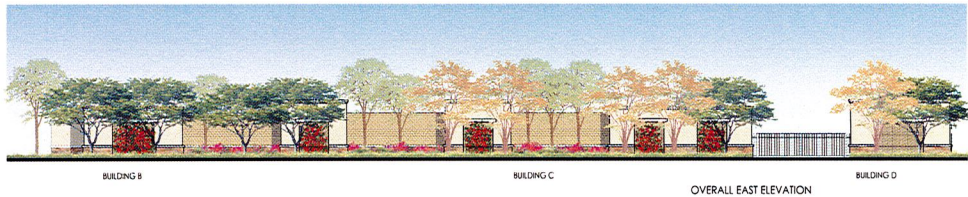
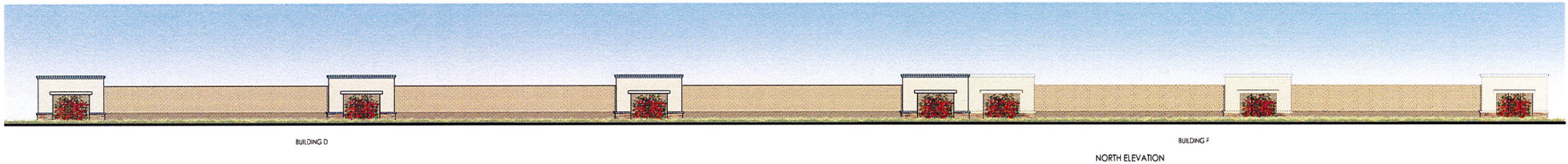
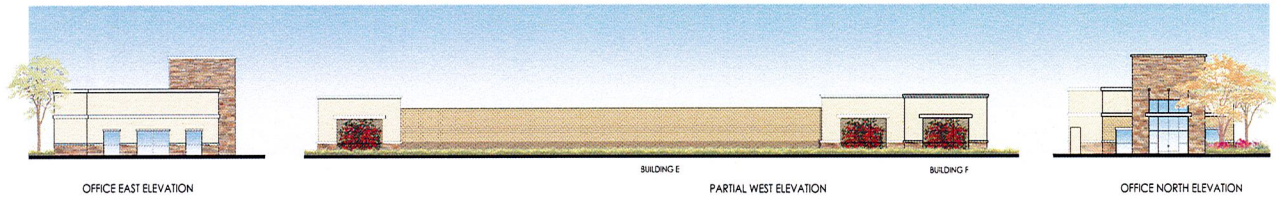
11/17/16



VICINITY MAP



924 COYOTE GULCH COURT, SUITE C, PHOENIX, AZ 85016  
 949-813-4191  
 ariel@valliarch.com



DOLLAR SELF STORAGE- HAPPY VALLEY  
PHOENIX, AZ

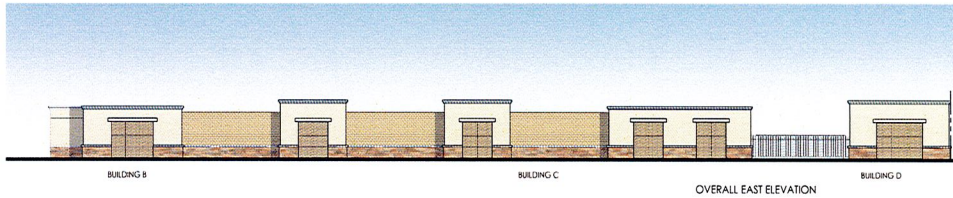
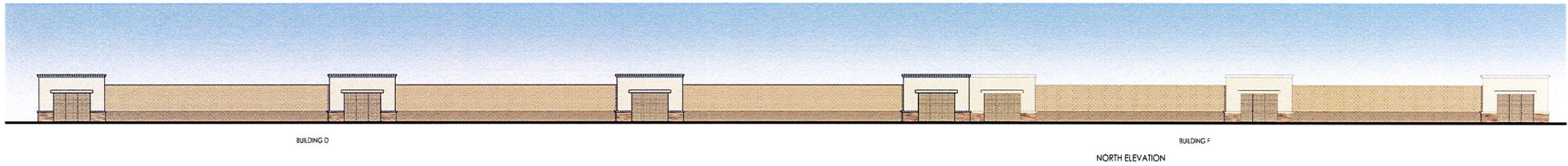
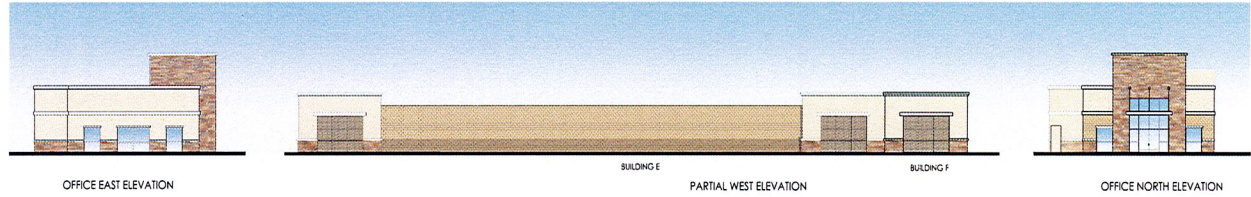
PERIMETER ELEVATIONS



CITY OF PHOENIX

NOV 18 2016

Planning & Development  
Department



DOLLAR SELF STORAGE- HAPPY VALLEY  
PHOENIX, AZ

PERIMETER ELEVATIONS



CITY OF PHOENIX

NOV 18 2016

Planning & Development  
Department