



City of Phoenix
PLANNING AND DEVELOPMENT DEPARTMENT

Staff Report: Z-SP-2-15-3
June 30, 2015

Deer Valley Village Planning Committee Hearing Date July 16, 2015
Planning Commission Hearing Date August 11, 2015
Request From: C-2 (0.79 acres)
Request To: C-2 SP (0.79 acres)
Proposed Use Massage establishment and all underlying C-2 uses
Location Approximately 475 feet north of the northwest corner of 7th Street and Bell Road
Owner Whitestone Fountain Square, LLC
Applicant's Representative Rodney Q. Jarvis, Gallagher & Kennedy
Staff Recommendation Approval with a stipulation

General Plan Conformity			
General Plan Land Use Designation		Commercial	
Street Map Classification	7th Street	Arterial	55-foot half street
<p>LAND USE ELEMENT, GOAL 2: EMPLOYMENT AND POPULATION BALANCE: DEVELOPMENT OF EACH VILLAGE'S POTENTIAL SHOULD BE ENCOURAGED BY DISTRIBUTING A DIVERSITY OF EMPLOYMENT AND HOUSING IN A WAY THAT ACHIEVES A BALANCED CITYWIDE PLAN AND THAT IS CONSISTENT WITH COMMUTE TRAVEL PATTERNS AND THE CURRENT CHARACTER OF EACH DEVELOPED VILLAGE.</p> <p>The proposed massage establishment will add to the diversity of employment opportunities in the area and is consistent with surrounding uses.</p>			
<p>NEIGHBORHOOD ELEMENT, GOAL 2, POLICY 3: CREATE NEW DEVELOPMENT 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.</p>			

The proposed use would occupy a suite in an existing bank building consisting of approximately 2,383 square feet with a potential in the future to expand to the entire building at approximately 6,782 square feet. The building is within an existing shopping center. Traffic to the facility would not be excessive and the use would provide a service to the surrounding community.

Surrounding Land Uses/Zoning		
	<u>Land Use</u>	<u>Zoning</u>
On Site	Bank and Vacant Suite	C-2
North	Single-Family Residential	R-2
South	Restaurant	C-2
East	Multi-Family Residential / Coffee Shop / Bank / Office	R-4A / C-2
West	Retail / Restaurant / Fitness / Other Services	C-2

Background/Issues/Analysis

1. This is a request to rezone 0.79 acres from C-2 (Intermediate Commercial) to C-2 SP (Intermediate Commercial, Special Permit) to allow a massage establishment and all underlying C-2 uses.
2. The General Plan land use designation for the subject site is Commercial. The proposal is consistent with the General Plan designation and the land uses in the area.
3. The request is for a single suite within an existing building that is shared with a bank and part of a major shopping center with several major tenants. The proposed massage establishment will be an Elements Massage. The building is located at the northeast corner of the shopping center.
4. The subject site is in close proximity to single-family residential, however the existing shopping center is ideally located because there is no direct vehicular access and there is buffer space between the uses in the form of an open space tract and a street.
5. The City of Phoenix requires licensing for the massage practitioner, the massage establishment and anyone with 20% or more interest in the establishment.
6. The subject site is located in proximity to the Deer Valley Airport. As such the Aviation Department has proposed a stipulation requiring property owners to disclose the existence and operational characteristics of the Deer Valley Airport to future owners or tenants of the property. The requested Notice to

Prospective Purchasers follows policy set regarding the properties in the City of Phoenix underlying the flight patterns of the Phoenix Deer Valley Airport.

7. 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 1290 L of the Flood Insurance Rate Maps (FIRM) dated October 16, 2013.
8. 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 proposal is consistent with the Commercial General Plan Land Use designation.
2. The proposal will provide a specialized commercial service that caters to the diverse needs of the community within an existing shopping center.
3. Traffic to the facility would not be excessive and the use would provide a service to the surrounding community.

Stipulation

1. The property owner shall record documents that disclose the existence and operational characteristics of the 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

6/30/2015

Team Leader

Joshua Bednarek

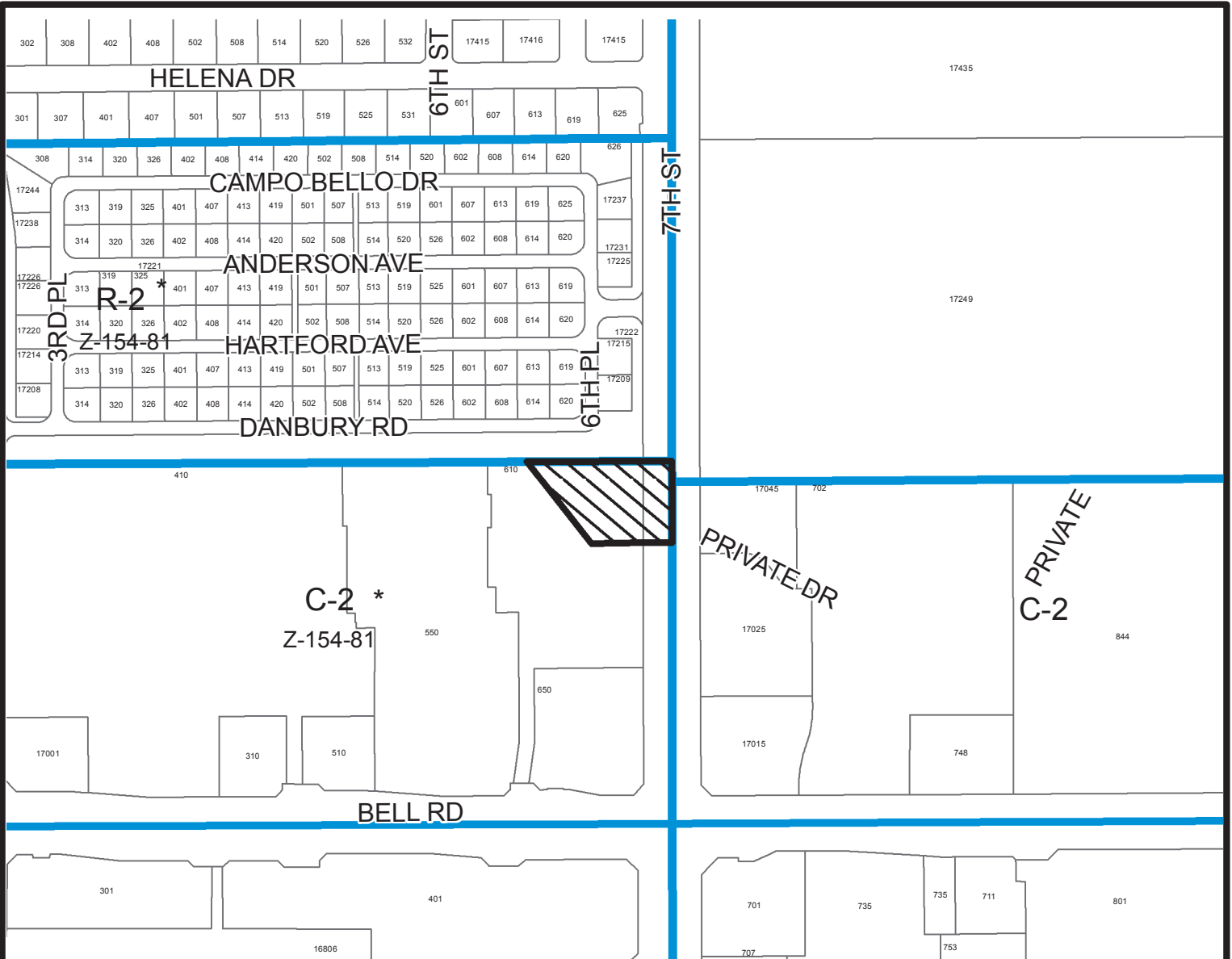
Attachments

Attachment A: Sketch Map

Attachment B: Aerial

Attachment C: Site Plan

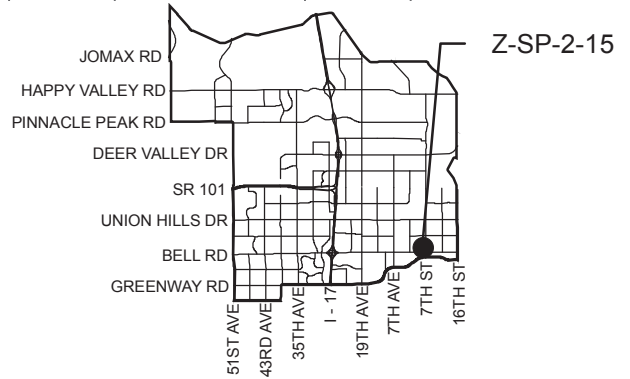
ATTACHMENT A



CITY OF PHOENIX PLANNING DEPARTMENT

DEER VALLEY VILLAGE

CITY COUNCIL DISTRICT: 3



APPLICANT'S NAME: **Tim Rasnake**

REQUESTED CHANGE:

FROM: C-2, (.79 a.c)

TO: C-2 SP, (.79 a.c.)

APPLICATION NO. **Z-SP-2-15**

DATE: **6/17/15**
REVISION DATES:

GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX.

.79 Acres

AERIAL PHOTO & QUARTER SEC. NO.

QS 37-28

ZONING MAP

M-8

MULTIPLES PERMITTED

C-2

C-2

CONVENTIONAL OPTION

11

11

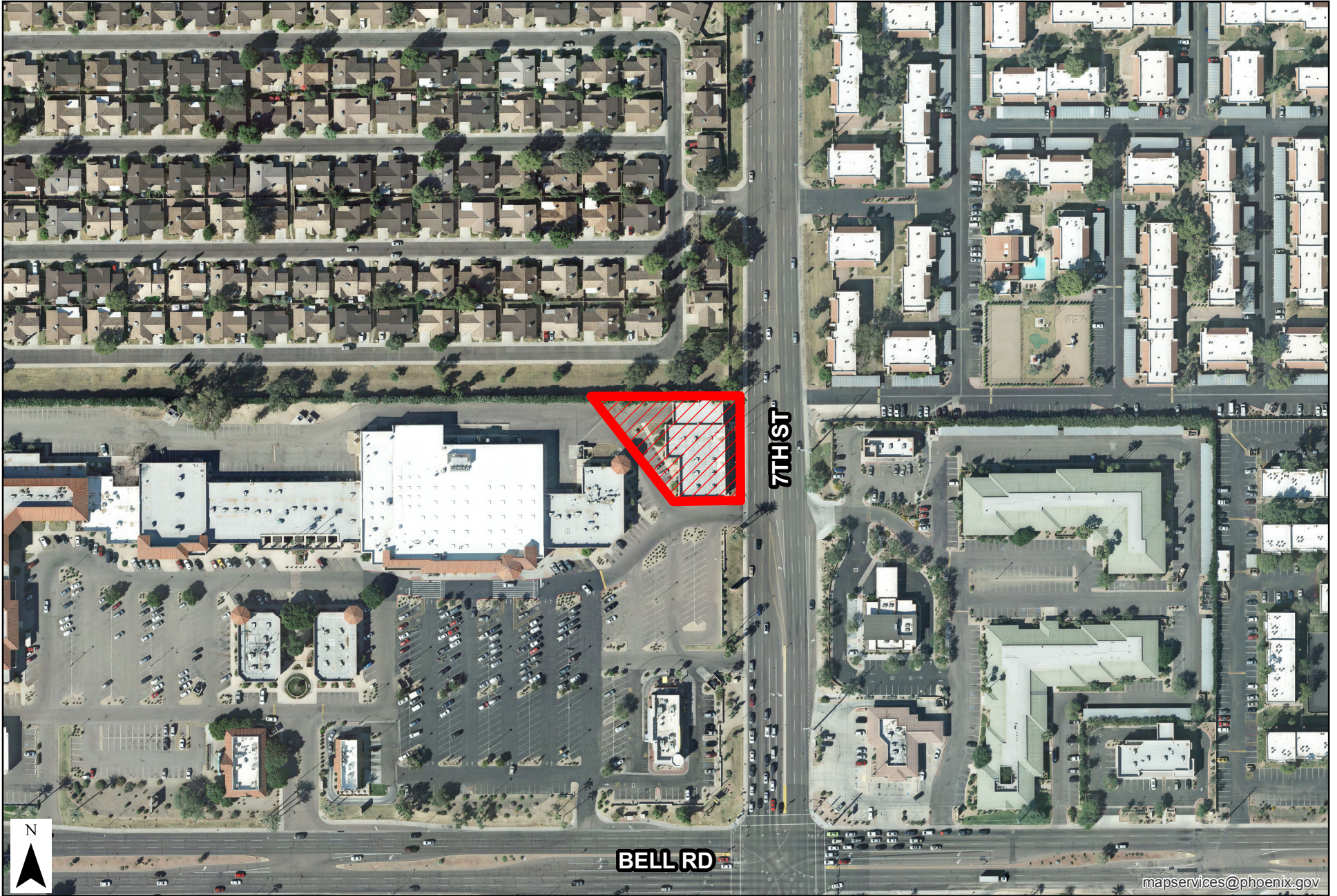
*** UNITS P.R.D. OPTION**

14

14

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

ATTACHMENT B



RE 6/23/2015 Aerial Date: 2012



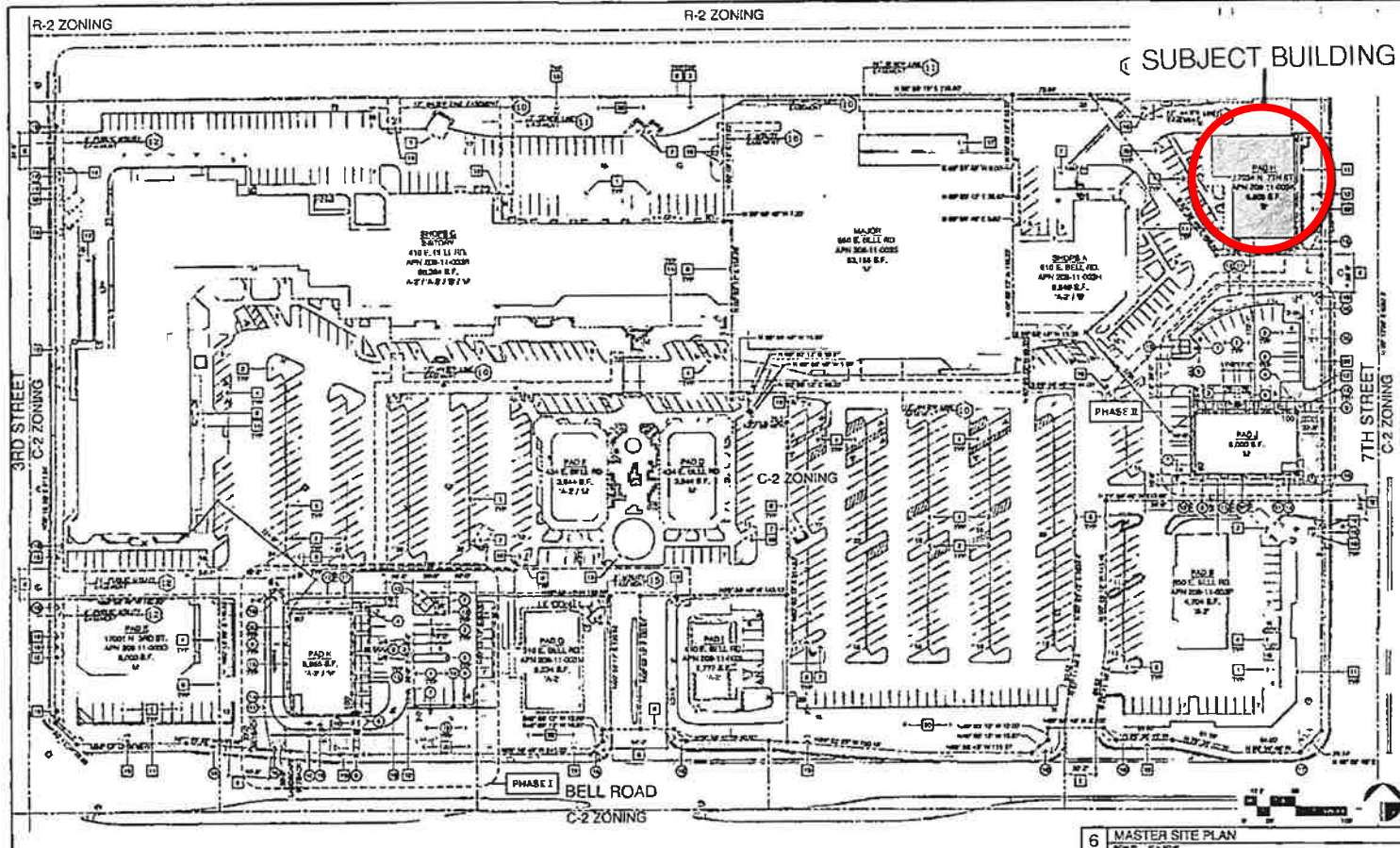
0 200 400 Feet

mapservices@phoenix.gov



City of Phoenix
PLANNING AND DEVELOPMENT DEPARTMENT

ATTACHMENT C



- KEYNOTES (EXISTING)**
1. EXISTING PAINTED PARKING STALLS TO REMAIN
 2. EXISTING LANDSCAPE PLANTING AND TREES TO REMAIN
 3. EXISTING POLE UTILITY AREA TO REMAIN
 4. EXISTING NON-COMPLIANT PARKING STALLS TO REMAIN
 5. EXISTING SIDE WALKS TO REMAIN
 6. EXISTING PROPERTY LINE TO REMAIN
 7. EXISTING TRASH ENCLOSURE TO REMAIN
 8. EXISTING DRIVE TO REMAIN
 9. EXISTING LIGHT POLES TO REMAIN
 10. EXISTING ELECTRICAL TRANSFORMER TO REMAIN
 11. EXISTING SITE SIGNAGE WALL TO REMAIN
 12. EXISTING SIGNAGE TO REMAIN
 13. EXISTING SIGN FOUNDATION TO REMAIN
 14. USE OF EXISTING BUILDING CANOPY TO REMAIN
 15. NOT USED
 16. EXISTING FIRE HYDRANT TO REMAIN
 17. EXISTING LOADING DOOR TO REMAIN
 18. EXISTING WATER MOUNTAIN FEATURE TO REMAIN
 19. EXISTING UTILITY CABINET TO REMAIN
 20. EXISTING VEGETATION / LANDSCAPE AREA TO REMAIN SEE 11
- KEYNOTES (NEW)**
1. ASPHALT PAVING - SEE DETAIL TRANSFORMER
 2. 4" WIDE PAVING STRIPS
 3. PAVED ACCESSIBLE PARKING SPACE WITH SIGNAGE - SEE DETAIL TRANSFORMER
 4. BICYCLE RACK - SEE CAPACITY, SEE DETAIL TRANSFORMER
 5. CONCRETE CURB - SEE DETAIL SIGNAGE AND DETAIL TRANSFORMER
 6. CONCRETE WALK - ACCESSIBLE PROVISIONS AS SHOWN
 7. LIGHT POLE FIXTURE - SEE DETAIL SIGNAGE AND DETAIL TRANSFORMER
 8. ACCESSIBLE RAMP TO EQUIPMENT WITH 4:1 RATIO - SEE DETAIL TRANSFORMER
 9. 2" FINISH CONCRETE
 10. 2" FINISH STUCCO BRICKS SCREEN WALL - SEE DETAIL TRANSFORMER
 11. FIRE LINE AND ASSOCIATED SIGNAGE - SEE DETAIL TRANSFORMER
 12. LANDSCAPE AREA - SEE LANDSCAPE DRAWINGS
 13. SIGNAGE LANDSCAPE TO COMPLY WITH CITY OF PHOENIX STANDARD DETAIL - SEE DETAIL TRANSFORMER
 14. PROPOSED LOCATION OF S.E. ENTRANCE ENTRANCE SECTION
 15. METAL CANOPY ENTRANCE
 16. 10' x 10' x 8' FINISH UTILITY FRAMES
 17. 10' x 10' x 8' FINISH UTILITY FRAMES
 18. 4" WIDE CONCRETE PAVED STAIRING AT 2:1 RATIO WITH BOARDING
 19. PAINTED DIRECTIONAL SIGNAGE
 20. WALL PANEL LIGHT FIXTURE

K & I ARCHITECTS
 1500 N. GAVAZZI AVE
 PHOENIX, AZ 85028
 PH: 602.955.2000
 FAX: 602.955.2000

WHITESTONE KEY
 1500 N. GAVAZZI AVE
 PHOENIX, AZ 85028
 PH: 602.955.2000
 FAX: 602.955.2000

RETAIL PAD ADDITION
 PAD DEVELOPMENT AT:
 FOUNTAIN SQUARE PLAZA
 N.W.C. OF BELL ROAD AND 7TH STREET
 PHOENIX, ARIZONA 85022

REVISIONS

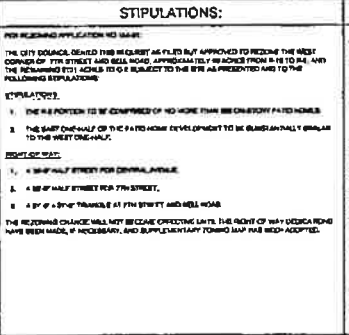
NO.	DESCRIPTION	DATE

GENERAL NOTES:

1. ALL ITEMS SHOWN ON THIS DRAWING AND EXISTING UNDER SPECIFIED NOTES
2. SITE PLAN SHALL REFLECT ALL EXISTING APPROVED AND UNAPPROVED BUT ALL NEW CONSTRUCTION SHALL BE IDENTIFIED WITH NOTES, LEGEND, AND/OR CONSTRUCTION NOTES
3. ALL CONSTRUCTION ACTIVITIES SHALL COMPLY WITH THE CITY OF PHOENIX PLANNING DEPARTMENT'S STANDARDS ON SIGNAGE, LIGHTS, AND/OR OTHER ITEMS AS SHOWN OR REFERRED TO IN THESE DRAWINGS OR NOTES
4. CITY OF PHOENIX CONSTRUCTION SERVICES APPROVALS AND INSPECTIONS ARE REQUIRED AS NOTED OR REFERRED TO IN THESE DRAWINGS OR NOTES
5. PLANS SHALL REFLECT ALL EXISTING AND NEW AS NOTED OR REFERRED TO IN THESE DRAWINGS OR NOTES AND SHALL BE IDENTIFIED WITH NOTES, LEGEND, AND/OR CONSTRUCTION NOTES
6. SERVICE FOR THIS PROJECT SHALL BE UNDER PERMITS REVIEW AND PERMIT PROCESS
7. ALL NEW CONSTRUCTION SHALL BE IN PLACE AND OPEN FOR USE OF GRADE, CURB, WALKS, AND/OR OTHER ITEMS AS NOTED OR REFERRED TO IN THESE DRAWINGS OR NOTES
8. DEVELOPMENT AND USE OF THIS SITE WILL BE SUBJECT TO ALL APPLICABLE CODES AND ORDINANCES
9. ALL NEW OR EXISTING UTILITIES SHALL BE PLACED UNDERGROUND
10. UTILITIES AND LANDSCAPE WITHIN A FINISHED AREA SHALL BE 18" FROM THE PROPERTY LINE AND 24" FROM THE PROPERTY LINE ON EACH SIDE OF THE OPENING DISTANCES WILL BE MAINTAINED AS A MINIMUM PERCENT OF 1"
11. UTILITIES AND LANDSCAPE WITHIN A FINISHED AREA SHALL BE 18" FROM THE PROPERTY LINE AND 24" FROM THE PROPERTY LINE ON EACH SIDE OF THE OPENING DISTANCES WILL BE MAINTAINED AS A MINIMUM PERCENT OF 1"
12. ALL UTILITIES SHALL BE PLACED IN 18" TO 24" DEPTH TO ONE FOOT ABOVE THE FINISHED GRADE AND SHALL BE IDENTIFIED WITH NOTES, LEGEND, AND/OR CONSTRUCTION NOTES
13. THE FINISHED GRADE SHALL BE IDENTIFIED WITH NOTES, LEGEND, AND/OR CONSTRUCTION NOTES

STIPULATIONS:

1. THE CITY BOARD, DESIGNED THIS REQUEST AS FILED BUT APPROVED TO RECEIVE THE BEST CORNER OF 7TH STREET AND BELL ROAD, APPROXIMATELY 100 FEET FROM THE WEST CORNER OF 7TH STREET AND BELL ROAD, SUBJECT TO THE CITY OF PHOENIX AND TO THE FOLLOWING STIPULATIONS:
2. THE CITY BOARD SHALL BE NOTIFIED OF ANY CHANGES TO THE PROJECT PLAN.
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20. THE CITY BOARD SHALL BE NOTIFIED OF ANY CHANGES TO THE PROJECT PLAN.



CITY APPROVAL BOX:

DATE: _____

BY: _____

TITLE: _____

PROJECT: _____

SCALE: _____

DATE: _____

BY: _____

TITLE: _____

PROJECT: _____

SCALE: _____

OWNER'S COPY OF DOCUMENTS

OWNER: _____

DATE: _____

BY: _____

TITLE: _____

PROJECT: _____

SCALE: _____

SP1.1

1 OF 1

CITY OF PHOENIX
 JUN 04 2015
 Planning & Development
 Department