



City of Phoenix
PLANNING AND DEVELOPMENT DEPARTMENT

Staff Report: Z-SP-2-17-2
April 17, 2017

Paradise Valley Village Planning Committee Hearing Date May 1, 2017
Planning Commission Hearing Date June 8, 2017

Request From: PSC (Pending C-2) (0.06 acres)
Request To: C-2 SP (0.06 acres)
Proposed Use Massage establishment and all underlying C-2 uses

Location Southwest corner of Scottsdale Road and Hearn Road

Owner Holualoa Scottsdale Retail, LLC
Applicant’s Representative Paul Gilbert, Beus Gilbert, PLLC
Staff Recommendation Approval

General Plan Conformity			
General Plan Land Use Designation		Commercial	
Street Map Classification	Scottsdale Road	Major Arterial	60-foot west half street
	Hearn Road	Private Drive	33-foot north half street
<p><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></p> <p>The proposed massage establishment will add to the diversity of employment opportunities and is consistent with the surrounding uses.</p>			
<p><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></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>
On Site	Commercial / Retail (Scottsdale Towne Square)	PSC
North	Commercial / Retail (East Thunderbird Square North)	C-2 PCD
South	Commercial/Retail/Restaurants	C-1 and C-2
East	Rug Treasures (City of Scottsdale)	Scottsdale I-1
West	Single-Family Residential	R1-14

Background/Issues/Analysis

1. This is a request to rezone a 0.06-acre site from PSC (Pending C-2) (Companion Case Z-14-17-2) (Planned Shopping Center) to C-2 SP (Intermediate Commercial, Special Permit) to allow for a massage establishment and all underlying C-2 uses within the Scottsdale Towne Square shopping center.
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 property was rezoned to PSC in 1985 via Rezoning Case No. Z-212-85. A subsequent stipulation modification was completed in 1985 to allow the refuse container and compactor to be placed outdoors. The current shopping center provides the surrounding community with various services such as a grocery store, restaurants and a day care facility among many other retailers.
4. The property is located at the intersection of a major arterial street and a private drive. Commercial and retail development exists on the north, south and east sides of the site, serving the local community. There are single-family residential homes abutting the shopping center to the west. The proposed chiropractic/massage establishment will offer an additional service to area residents.
5. The applicant intends to utilize one suite (#173), totaling approximately 1,600 square feet within the northeastern building in the retail center. The business will be a licensed chiropractic/massage establishment named "Modern Massage".

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.



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.
7. The City of Phoenix Aviation Department has reviewed the rezoning application and stated that the proposed use is compatible.
8. The Water Services Department has noted that the property has existing water and sewer mains that can potentially serve the development.
9. The City of Phoenix Floodplain Management division of the Street Transportation Department has determined that this parcel is not in a Special Flood Hazard Area (SFHA), but is located in a Shaded Zone X, on panel 1760 L of the Flood Insurance Rate Maps (FIRM) dated October 16, 2013.
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

4/17/17

Team Leader

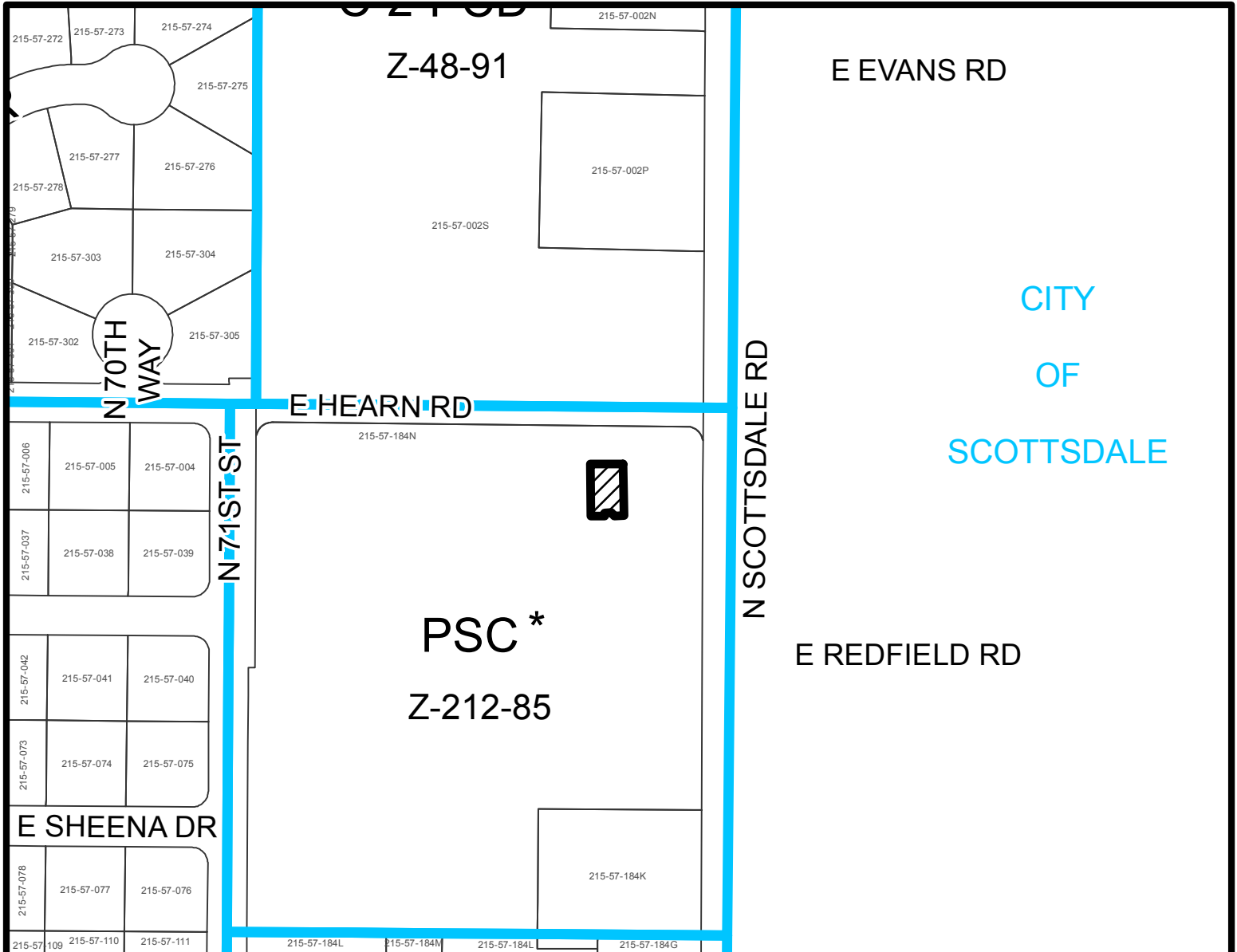
Craig Mavis

Attachments

Sketch Map

Aerial

Site Plan (Dated 02/21/2017)

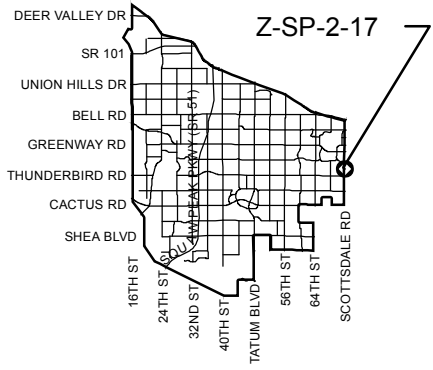


CITY
OF
SCOTTSDALE



PARADISE VALLEY VILLAGE

CITY COUNCIL DISTRICT: 2



APPLICANT'S NAME: Andrew J. Armstrong, Beus Gilbert PLLC		REQUESTED CHANGE: FROM: PSC (Pending C-2), (0.06 a.c.) TO: C-2 SP, (0.06 a.c.)	
APPLICATION NO. Z-SP-2-17	DATE: 03/27/2017 REVISION DATES:		
GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX. 0.06 Acres	AERIAL PHOTO & QUARTER SEC. NO. QS 33-44	ZONING MAP L-12	
MULTIPLES PERMITTED PSC (Pending C-2) C-2 SP	CONVENTIONAL OPTION N/A(1) 1	* UNITS P.R.D. OPTION N/A(1) 1	

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



Feet

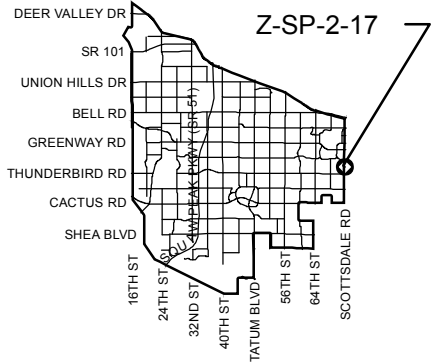
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PLANNING AND DEVELOPMENT DEPARTMENT



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**AERIAL PHOTO &
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QS 33-44

ZONING MAP
L-12

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TO: C-2 SP, (0.06 a.c.)

MULTIPLES PERMITTED

PSC (Pending C-2)

C-2 SP

CONVENTIONAL OPTION

N/A(1)

1

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

N/A(1)

1

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Scottsdale Towne Square

NWC of Scottsdale Road & Thunderbird Road, Scottsdale, Arizona
13802 N. Scottsdale Road



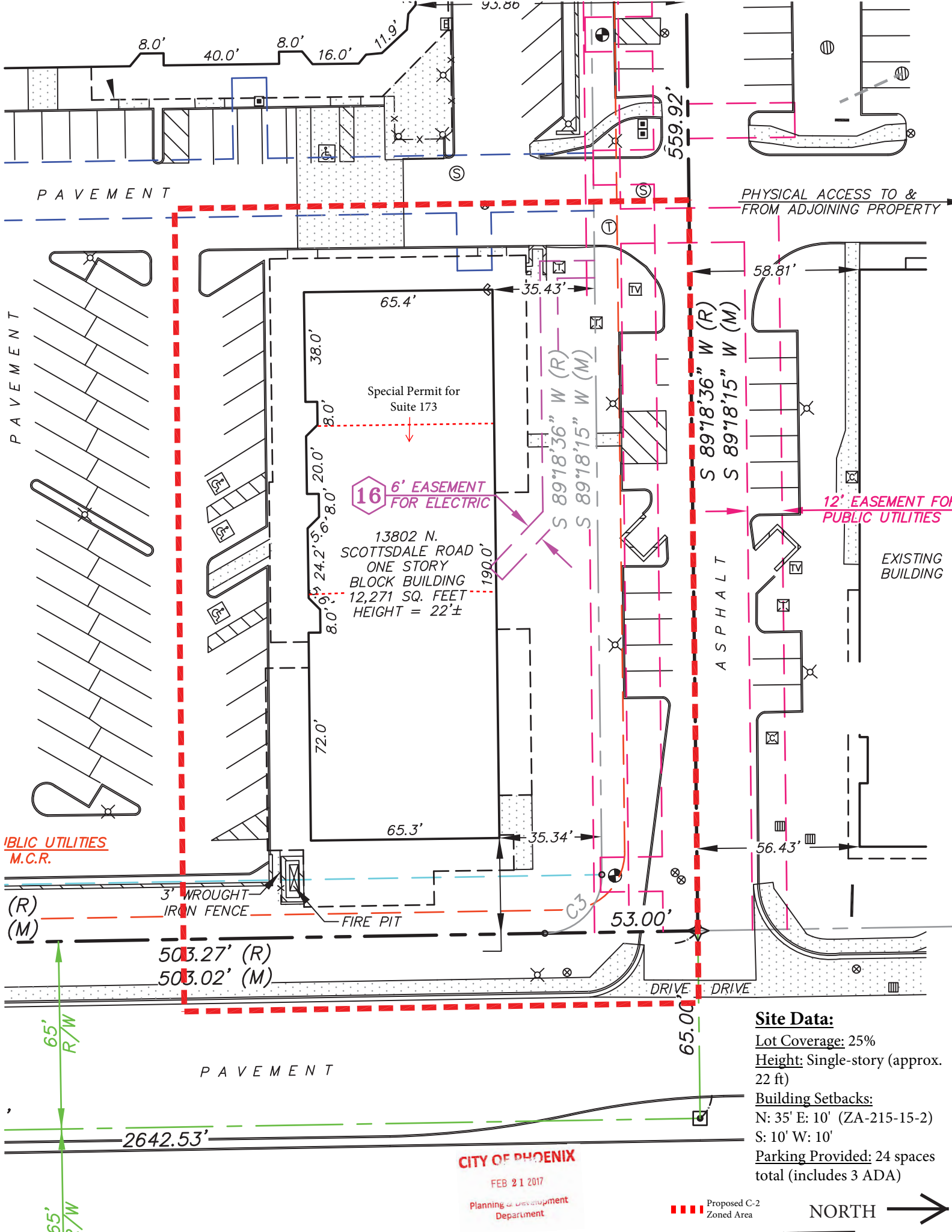
Proposed
"Modern
Massage"
(Chiropractic/
Massage)

Experimac
Store

CITY OF PHOENIX

FEB 21 2017

Planning & Development
Department



16' EASEMENT FOR ELECTRIC

13802 N. SCOTTSDALE ROAD
 ONE STORY BLOCK BUILDING
 12,271 SQ. FEET
 HEIGHT = 22'±

Special Permit for Suite 173

PHYSICAL ACCESS TO & FROM ADJOINING PROPERTY

12' EASEMENT FOR PUBLIC UTILITIES

PUBLIC UTILITIES M.C.R.

503.27' (R)
 503.02' (M)

Site Data:
 Lot Coverage: 25%
 Height: Single-story (approx. 22 ft)
 Building Setbacks:
 N: 35' E: 10' (ZA-215-15-2)
 S: 10' W: 10'
 Parking Provided: 24 spaces total (includes 3 ADA)

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Proposed C-2 Zoned Area

NORTH →