



City of Phoenix
PLANNING AND DEVELOPMENT DEPARTMENT

Staff Report: Z-SP-6-20-7-8
December 7, 2020

[Laveen Village Planning Committee](#) Hearing Date December 14, 2020
[Planning Commission](#) Hearing Date January 7, 2021

Request From: [S-1](#), approved [C-2](#) (Ranch or Farm Residence District, approved Intermediate Commercial District) (0.06 acres)

Request To: [C-2 SP](#) (Intermediate Commercial District, Special Permit) (0.06 acres)

Proposed Use Massage establishment and all underlying C-2 uses

Location Approximately 170 feet south of the southwest corner of 59th Avenue and Baseline Road

Owner LB 59th, LLC
Applicant PCRK Group
Representative Wendy Riddell, Esq., Berry Riddell
Staff Recommendation Approval

General Plan Conformity			
<u>General Plan Land Use Map</u> Designation		Mixed Use (Commercial/Commerce Park)	
<u>Street Map Classification</u>	59th Avenue	Arterial Street	60-foot west half street
	Baseline Road	Major Arterial Scenic Drive	60-foot south 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>			

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.

The massage establishment will serve to increase the range of services available to nearby residents in an already established shopping center.

Surrounding Land Uses/Zoning		
	<u>Land Use</u>	<u>Zoning</u>
On Site	Shopping center (Laveen Park Place)	S-1 (Approved C-2)
North	Vacant (future commercial)	PUD
South	Commercial / Retail	S-1 (Approved C-2)
East	Vacant (future commercial)	C-2
West	Commercial / Retail	C-2

Background/Issues/Analysis

SUBJECT SITE

1. This is a request to rezone a 0.06-acre site from S-1, approved C-2 (Ranch or Farm Residence District, approved C-2 (Intermediate Commercial District) to C-2 SP (Intermediate Commercial District, Special Permit) to allow for a massage establishment and all underlying C-2 uses within the Laveen Park Place shopping center.



Source: City of Phoenix Planning and Development Department

2. The General Plan Land Use Map designation for the site is Mixed Use (Commercial/Commerce Park). The proposal is consistent with the General Plan designation and the land uses in the area.

The surrounding General Plan Land Use Map designations are Mixed Use (Commercial/Commerce Park) to the south and west of the site, Residential 10 to 15 dwelling units per acre to the north and west, and Parks/Open Space-Private to the northeast.

EXISTING CONDITIONS & SURROUNDING ZONING

3. The subject site was rezoned to C-2 in 2001 as part of a larger rezoning request (Rezoning Case No. Z-126-00) to allow commercial and commerce park uses. This request was done in preparation for the construction of the Loop 202 freeway, which was anticipated to bring an influx of traffic and new residents to the Laveen area. Loop 202 was completed at the end of 2019 and construction of the subject site began that same year. Several buildings have been constructed on the site, with business tenants such as grocery and department stores having already opened their doors.
4. The site is located at the intersection of a major arterial scenic drive (Baseline Road) and an arterial street (59th Avenue). Commercial and retail development exists on the west side of the site, and plans for further commercial development to the east, north, and south of the site are in progress, which will serve the local community. The proposed massage establishment will offer an additional service to area residents.
5. The applicant intends to utilize two suites, totaling approximately 2,400 square feet within the northeastern building in the retail center, along 59th Avenue. To ensure that the requested use does not expand undesirably throughout the center, this Special Permit request is specifically proposed for two suites. 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 percent or more interest in the establishment.

COMMUNITY INPUT SUMMARY

7. At the time this staff report was written, staff had not received any letters from nearby residents.

INTERDEPARTMENTAL COMMENTS

8. The Fire Prevention Division of the Phoenix Fire Department does not anticipate any problems with this proposal and noted that the site or building shall comply with the 2018 IFC with Phoenix Amendments.

9. The Water Services Department has noted that the property has existing water and sewer mains that can potentially serve the development.
10. The City of Phoenix Floodplain Management division of the Public Works 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 2190 M / 2195 L of the Flood Insurance Rate Maps (FIRM) dated February 10, 2017.
11. 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 scenic drive and an arterial street.
2. The proposal is consistent with the Mixed Use (Commercial/Commerce Park) General Plan Land Use Map designation and with surrounding commercial land uses.
3. The proposal will provide a specialized commercial service that caters to the diverse needs of the community within an existing shopping center.

Stipulations

None

Writer

Sofia Mastikhina

December 7, 2020

Team Leader

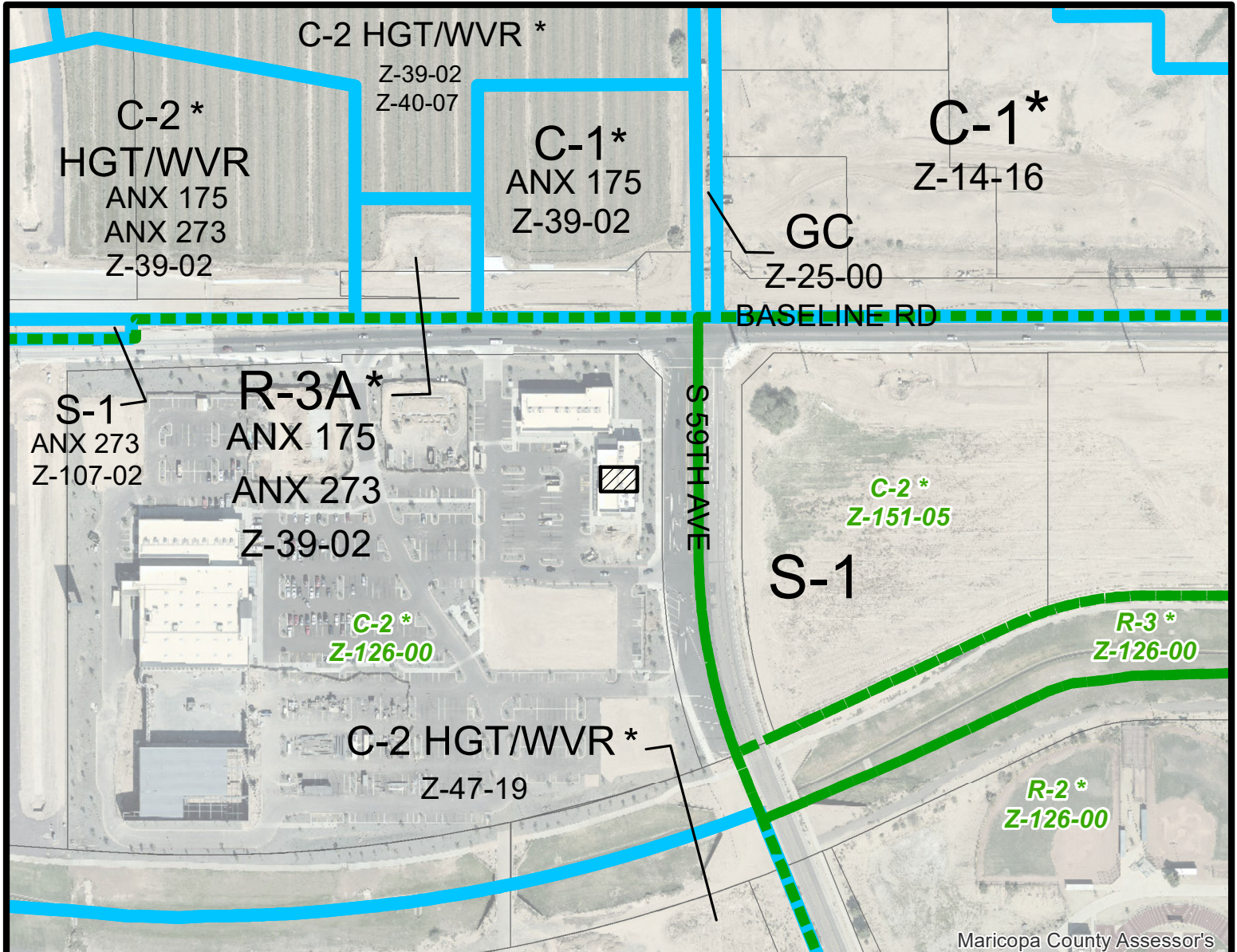
Samantha Keating

Exhibits

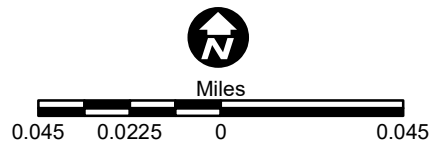
Sketch Map

Aerial

Site Plan date stamped November 5, 2020

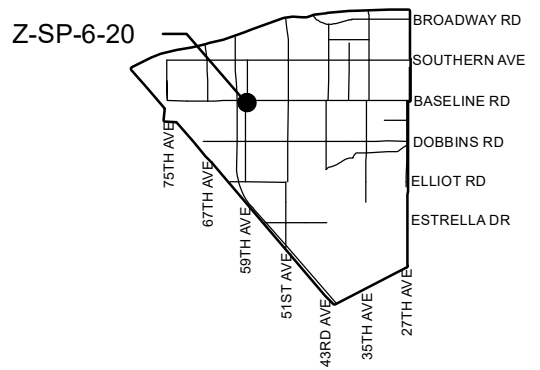


Maricopa County Assessor's



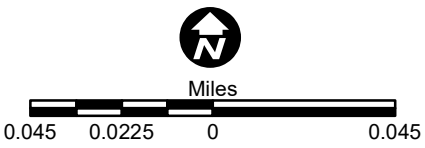
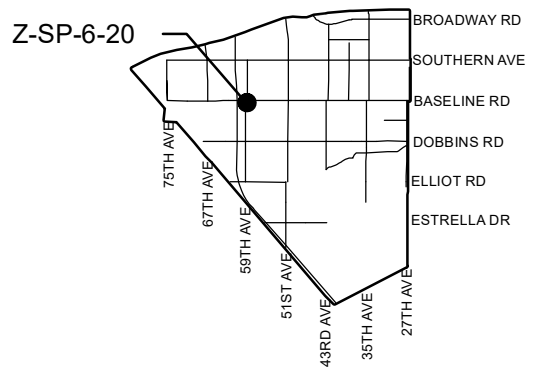
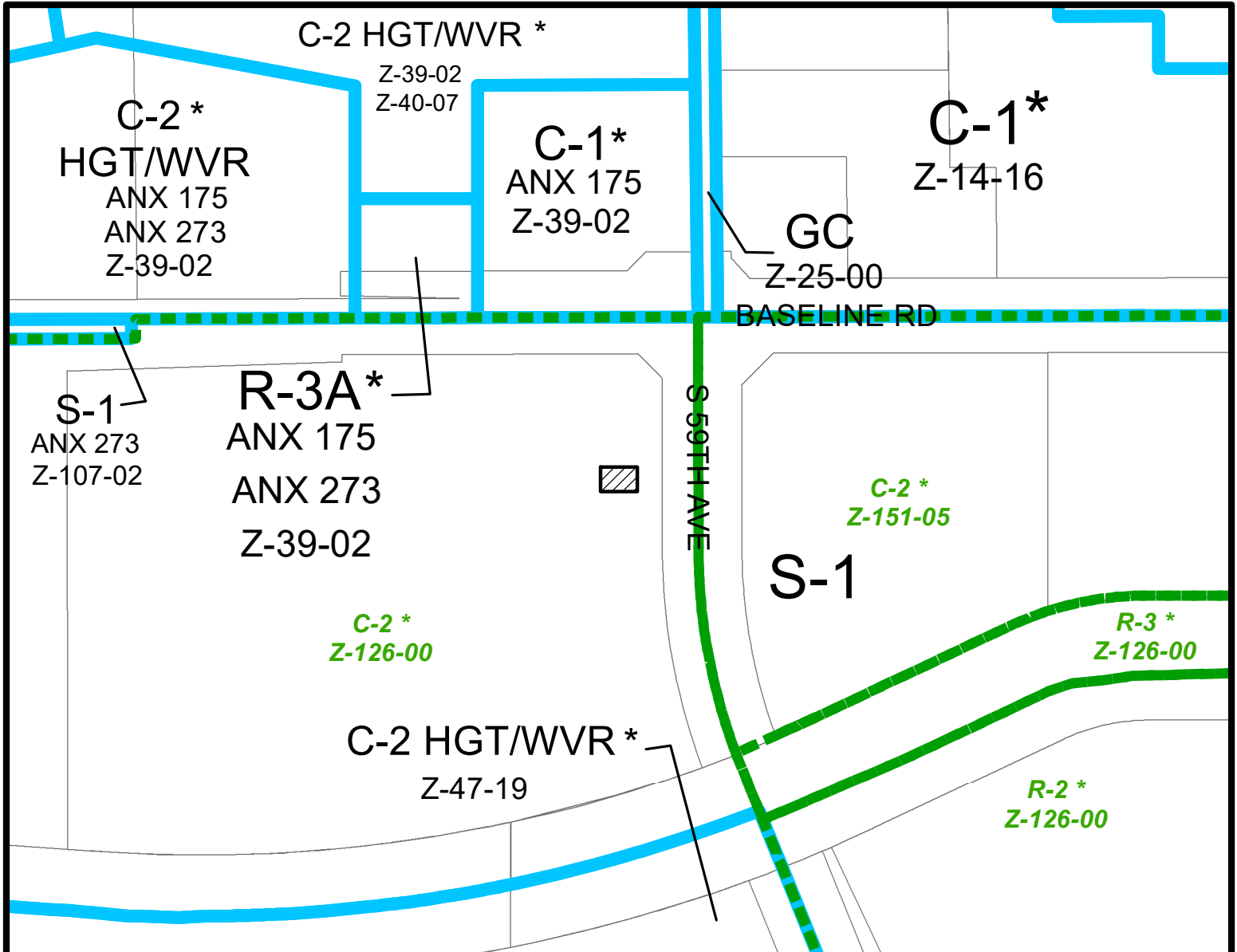
LAVEEN VILLAGE

CITY COUNCIL DISTRICTS: 7, 8



APPLICANT'S NAME: PCRK Group		REQUESTED CHANGE:	
APPLICATION NO. Z-SP-6-20		FROM: S-1 (Approved C-2) (0.06 a.c.)	
<small>GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX.</small> 0.06 Acres		TO: C-2 SP (0.06 a.c.)	
<small>DATE:</small> 11/17/2020 <small>REVISION DATES:</small>			
<small>AERIAL PHOTO & QUARTER SEC. NO.</small> QS 01-15		<small>ZONING MAP</small> D-5	
MULTIPLES PERMITTED		CONVENTIONAL OPTION	
S-1 (Approved C-2)		0 (1)	
C-2 SP		1	
		* UNITS P.R.D. OPTION	
		N/A (1)	
		1	

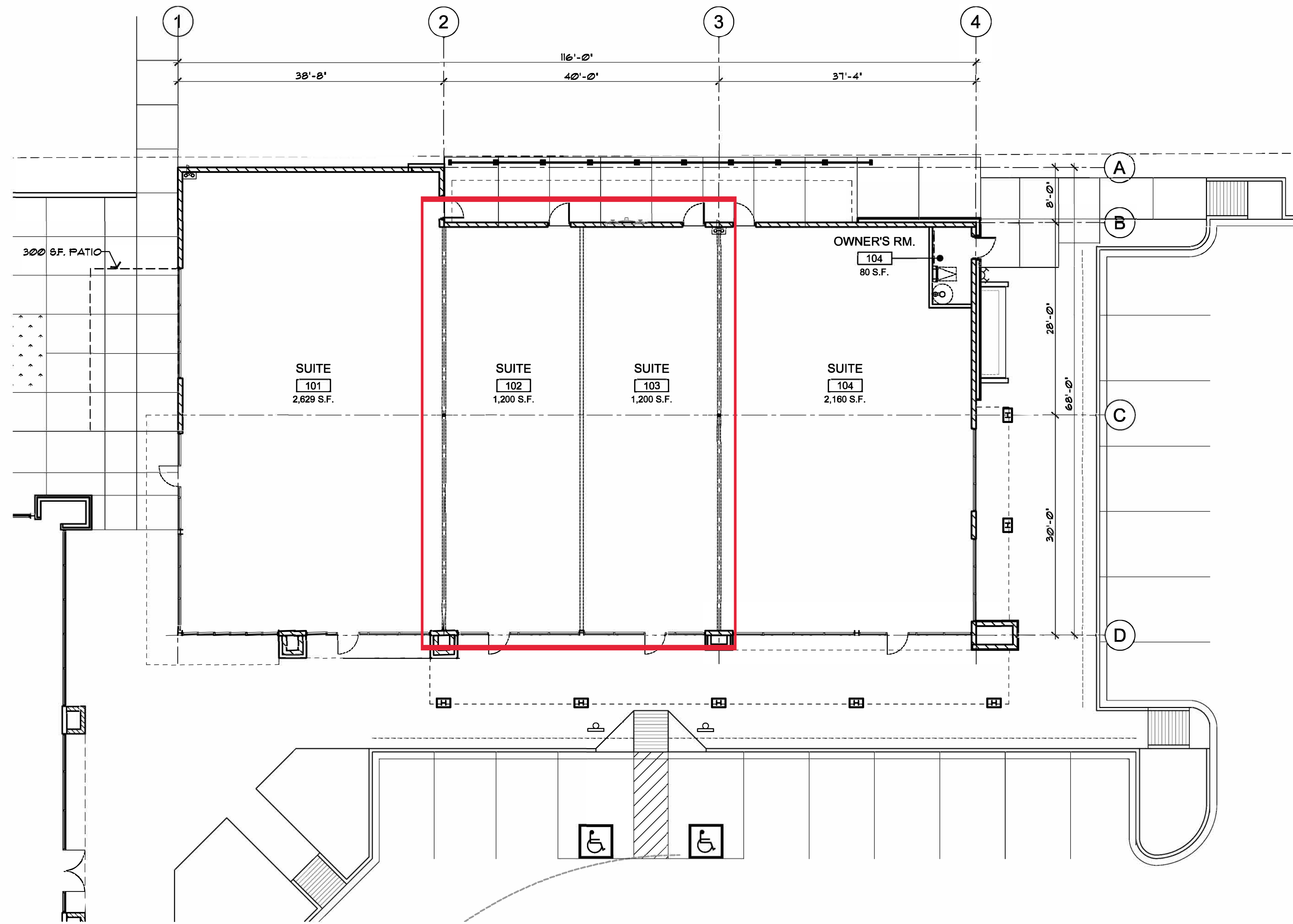
* Maximum Units Allowed with P.R.D. Bonus



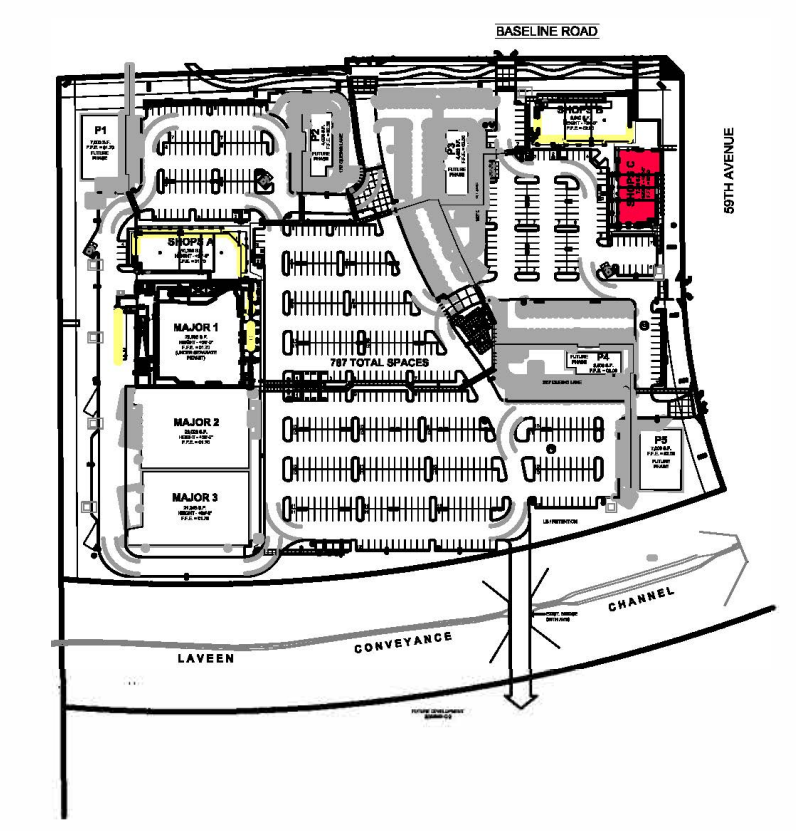
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MULTIPLES PERMITTED		* UNITS P.R.D. OPTION	
S-1 (Approved C-2)		N/A (1)	
C-2 SP		1	
* Maximum Units Allowed with P.R.D. Bonus			



SHOPS C
7,279 S.F.



LOCATION PLAN



4 SHOPS C - WEST ELEVATION
SCALE: 1/8"=1'-0"

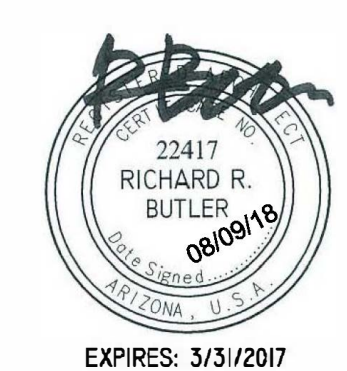
CITY OF PHOENIX

NOV 05 2020

Planning & Development
Department



Laveen Park Place
Proposed Retail Development
Phoenix, Arizona



08-09-18
12004_Shops C Leasing Plan