



Village Planning Committee Meeting Summary

GPA-LV-1-25-7 INFORMATION ONLY

Date of VPC Meeting	June 9, 2025
Request From	Commercial / Commerce/Business Park and Commercial
Request To	Commercial / Residential 15+ dwelling units per acre
Proposal	A minor general plan amendment to allow commercial and multifamily residential and remove of the Multi-Use Trail located along the Olney Avenue alignment
Location	Southwest corner of 59th Avenue and Dobbins Road

VPC DISCUSSION:

Agenda Item No. 7 (GPA-LV-1-25-7) and Agenda Item No. 8 (Z-29-25-7) were heard together.

Four members of the public registered to speak on these items.

Applicant Presentation:

Nick Wood, representing the applicant with Snell & Wilmer, introduced himself and the Vestar company, the developers of the proposed PUD. Mr. Wood provided numerous examples of other Vestar projects including Desert Ridge and Tempe Market Place. Mr. Wood displayed the site and noted that a portion of the site would be located within the village core. Mr. Wood described the proposed layout, citing the commercial uses along Dobbins Road and the multifamily development located in the southern portion of the site. Mr. Wood displayed the proposed commercial and residential renderings and noted the enhanced architectural features. Mr. Wood concluded his presentation by voicing his excitement for development within the village core.

Questions From the Committee:

Ms. Abegg voiced her excitement and stated that she looked forward to how the property would develop. Ms. Abegg liked the mix of uses and noted that her goal was to have everything in writing within the PUD.

Mr. Nasser-Taylor voiced his concerns regarding the timeline of the proposal. Mr. Nassr-Taylor noted that Councilwomen Ansari had been promoting Vestar and that

Mr. Nasser-Taylor voiced his concerns regarding the timeline of the proposal. Mr. Nassr-Taylor noted that Councilwomen Ansari had been promoting Vestar and that there would be development within the next couple of years. Mr. Nasser-Taylor liked all the hypothetical renderings but added that he would like to see a real site plan to demonstrate the configuration of the site and the proposed commercial spaces. Mr. Nasser-Taylor noted that he did not want the commercial portion to be built with houses. Mr. Nasser-Taylor voiced his concerns regarding the height and noted that a lot of members of the community chose to live in the area because of the scenic views.

Jeff Axtell, with Vestar, noted that they have successfully contracted the first anchor store for the commercial portion of the PUD. Mr. Axtell stated that the first commercial project will include a theater and arcade company which will attract sit down restaurants.

Mr. Serrette asked if there would be enough capacity based on the demand. **Mr. Axtell** noted that there would be 30 acres of commercial land.

Ms. Darby stated that she would like better sit-down restaurants. **Mr. Axtell** noted that they are working hard to provide the expected commercial and restaurants expected by the community.

Ms. Rubio-Raffin asked for the total number of units allowed versus what is proposed and asked how many units will be for rent and for purchase. **Mr. Axtell** noted that they are proposing less than the total number of units allowed and that they are currently rental developments.

Co-Vice Chair Francisco Barraza thanked the applicant for their presentation and noted that he liked the displayed rendering that included a water tower. Co-Vice Chair Barraza did note that he looked forward to more information regarding ingress and egress from the site and any proposed traffic signals.

Chair Hurd stated that this development will be very huge for the Village but noted that they still needed to be engaged in the outreach and will be reviewing the PUD Narrative in detail before they came back for recommendation.

Public Comment:

Mr. Hertel stated that this would be a great project and that he was looking forward to the project moving forward. Mr. Hertel voiced his appreciation for Nick Wood and noted that he trusted him.

Mr. Kimoto noted that Laveen has been previously known as mediocre. Mr. Kimoto stated that Vestar is known for high quality development and that he would be happy if they were able to achieve anything remotely close to those successful developments. Mr. Kimoto stated that this development will raise the value of Laveen and that he

looks forward to its completion.

Mr. Penton stated that the applicant has met with the LCRD and that the LCRD supports the project. Mr. Penton did note the importance of the Dobbins Road streetscape and the need for diverse commercial and dining opportunities. Mr. Penton voiced his excitement and noted that they have waited over 20 years for this type of development.

Mr. Bridgeman liked the proposed development but noted that he would like this development to stand out or have features that differ from Desert Ridge or Tempe Market Place. Mr. Bridgeman wanted the design features to reflect the Laveen character. Mr. Bridgeman asked if condos and townhomes would be allowed. **Mr. Axtell** confirmed. **Mr. Bridgeman** stated that he would like a portion of the commercial space to be reserved for local businesses within the Laveen community.

Applicant Response:

Mr. Axtell stated that they have a very high-quality architectural design and noted that even though it might look like Desert Ridge or Tempe Market Place, it will have features that would reflect the Laveen character. Mr. Axtell added that there will be numerous common areas and extensive shading.

Mr. Wood addressed the site plan comment by stating that the PUD does not have a long list of permitted uses and that a site plan would only be created once all commercial businesses are confirmed. Mr. Wood noted that a village core typically allowed for higher density and an increase in height. Mr. Wood added that there were setback provisions for the height.

Committee Discussion:

Mr. Nasser-Taylor noted that he was just expressing his concerns because he wanted to ensure that the applicant knew their expectations. Mr. Nasser-Taylor also did not want the applicant to promise all sorts of improvements and then sell the land after the PUD is approved. Mr. Nasser-Taylor stated that he just wanted the applicant to be respectful of the Laveen character and heritage.

Village Planning Committee Meeting Summary

GPA-LV-1-25-7

Date of VPC Meeting	September 8, 2025
Request From	Commercial / Commerce/Business Park and Commercial
Request To	Commercial / Residential 15+ dwelling units per acre
Proposal	A minor general plan amendment to allow commercial and multifamily residential and remove of the Multi-Use Trail located along the Olney Avenue alignment
Location	Southwest corner of 59th Avenue and Dobbins Road
VPC Recommendation	Approval, per staff recommendation
VPC Vote	11-0

VPC DISCUSSION:

Item No. 3 (GPA-LV-1-25-7) and Item No. 4 (Z-29-25-7) are companion cases and were heard together.

Four members of the public registered to speak on this item.

Staff Presentation:

Nayeli Sanchez Luna, staff, presented an overview of GPA-LV-1-25-7 and Z-29-25-7. Mrs. Sanchez Luna discussed the location of the site, the requested zoning designation, and the surrounding land uses. Mrs. Sanchez Luna provided an overview of the proposed development including proposed uses for each development unit. Mrs. Sanchez Luna concluded the presentation by summarizing the staff findings, correspondence, providing the staff recommendation and proposed stipulations.

Applicant Presentation:

Nick Wood, representing the applicant with Snell & Wilmer, introduced himself and added that he had worked rezoning cases within the Laveen Village over 23 years ago. Mr. Wood provided some historic information regarding the Village Core and noted that the applicant, Vestar and BRIO, would be the perfect fit for the area. **David Larcher**, representing Vestar, voiced his excitement for the proposal and noted that Vestar had done numerous successful shopping centers such as Tempe Marketplace and Desert Ridge Marketplace. Mr. Larcher added that Vestar took pride in enhanced development. Mr. Larcher provided background information such as acreage, proposed development, and design layout. Mr. Larcher noted the enhanced green

space that would be used to host promotional events and all pedestrian enhancements such as trails and shading. Mr. Larcher summarized the proposed residential uses and added noted all the street improvements. **Mr. Wood** displayed Stipulation No. 6 from the rezoning case and noted the need to modify the language. Mr. Wood stated that SRP protected their assets carefully, and that they did not want to create any delays in construction. Mr. Wood displayed the proposed language and requested that the Committee modify the stipulation.

Questions From the Committee:

Kristi McCann asked for more information regarding street improvements. **Ms. McCann** noted the road medians and asked who would be installing the landscaping within the street medians and who would maintain the landscaping once it has been constructed.

Chair Stephanie Hurd requested all committee members to ask their questions first and then the applicant would answer.

Andre Serrette and **Juanita Darby** stated that they did not have any questions.

Carlos Ortega noted that on page 36 of the PUD narrative there was a picture of a four-story multifamily building. Mr. Ortega asked if their proposal consisted of four-story multifamily buildings. **Mr. Larcher** stated that multifamily residential would be permitted up to 4 stories within a certain setback. **Mr. Ortega** stated that the Village preferred two to three-story buildings. **Chair Hurd, Co-Vice Chair Jensen, Co-Vice Chair Barraza**, and **Linda Abegg** stated that the proposal was located within the Village Core which would support additional height. **Mr. Ortega** added that on Exhibit 2 in the PUD Narrative, the proposed General Plan Land Use Map showed a larger area than that displayed in the existing General Plan Land Use Map exhibit. **Chair Hurd** requested staff to display the existing and proposed General Plan Land Use Map exhibit. **Mr. Ortega** pointed to the site and the adjacent property and noted that they were the same designation and asked if the boundary was being modified. **Tom Burchett**, representing BRIO Investments, stated that the boundary would not be modified. **Mr. Wood** added that the crosshatch would support residential and commercial development. **Mr. Ortega** asked what type of residential would be proposed within the development. **Chair Hurd** noted that the applicant was proposing multifamily development in the middle section of the site.

Mixen Rubio-Raffin asked for more information on what is planned to replace the multi-use trail on the west side of the site. Ms. Rubio-Raffin asked what else could be done to integrate the historic farmhouse into the development. Ms. Rubio-Raffin suggested possibly putting a fence around the house and keeping it as a monument.

Jennifer Rouse stated that she did not have any comments.

Michael Doromal asked for more information regarding access and road improvements. Mr. Doromal noted that there seemed to be a gap in the proposed improvements.

Linda Abegg stated that Laveen has been asking for a shopping and entertainment center such as a movie theater. Ms. Abegg appreciated all the effort that was put into the PUD Narrative and appreciated the time spent addressing community and committee concerns. Ms. Abegg thanked staff and added that not everyone got what they wanted but that this PUD would benefit Laveen.

Vice Chair Francisco Barraza voiced his agreement with Committee Member Abegg's comments.

Co-Vice Chair JoAnne Jensen thanked the applicant for everything they had told the committee and added that she was out of town and had a few questions. Co-Vice Chair Jensen asked for clarification on access conditions between the commercial and residential parcels. Co-Vice Chair Jensen noted that on page 27, there was some inconsistencies between gated and ungated and private and public accessways and asked for clarification. Co-Vice Chair Jensen asked if there will be a connection provided for because one of the Village goals has been to connect neighborhoods. Co-Vice Chair asked for more information regarding EV parking and more information on proposed amenities and open space for multifamily and single-family residential development. Co-Vice Chair Jensen asked for more information regarding mobile vending and the promotional events. Co-Vice Chair Jensen requested smoke shops and vape shops be added to the prohibited list and asked for more information regarding the zero-foot perimeter setback on the south portion of the site.

Chair Hurd noted that she appreciated the way they have integrated portions of the Hudson Farmhouse into the development and that she really liked the palm trees and cooling stations within the pedestrian paths.

Mr. Larcher stated that the multi-use trail on the Onley alignment had to be removed because it would lead to ADOT retention adjacent to the Loop 202 Freeway. Mr. Larcher confirmed that there would be an extensive pedestrian circulation plan with connections. Mr. Larcher noted that the shared use path will be moved to the east side of the site along 59th Avenue. Mr. Larcher added that the median landscaping will be provided by their contractors but that the median will belong to the City. Mr. Larcher stated that they will be improving the half street adjacent to their property. Mr. Larcher added that some development will be gated but would have access to pedestrian connections. Mr. Larcher added that they will not be building brick walls around the residential portion. **Tom Burchett**, with BRIO Development, added that they will be providing EV parking in their multifamily development. **Mr. Larcher** added that the open space within the commercial portion would allow for mobile food or coffee trucks once a month. Mr. Larcher noted that this way they will constantly be attracting more individuals even on days when there isn't a farmers market.

Mr. Larcher noted that he was confident that they could add smoke and vape shops to the prohibited list. Mr. Larcher concluded his response by adding that the zero setback would add flexibility but that the entire property would not be at zero-foot setback.

Mr. Wood stated that they will be providing numerous amenities within the residential portion and utilize portions of the Hudson Farmhouse within the commercial area. **Mr. Burchett** emphasized that he did not plan on selling a multifamily portion of the development and that his company was known for high quality product. Mr. Burchett displayed numerous amenities in existing multifamily development including waterfalls, splash pads, and ramadas with grilling stations.

Public Comment:

Phil Hertel stated that he has worked with Nick Wood for over 25 years and that Mr. Wood was a very honest and forthcoming man and that the community should trust him. Mr. Hertel emphasized that this was one of the best projects in Laveen and that he guaranteed that this was not a bait and switch.

Amanda McBride noted that she just found out about the project on social media and was opposed to the inappropriate change. Ms. McBride noted that out of 90 acres only a third of it would be for commercial use and that the proposed open space was very small and didn't allow enough room for kids to play. Ms. McBride added that palm trees were a horrible choice for vegetation due to the lack of shade and water consumption. Ms. McBride expressed that more commercial space needed to be conserved so residents would stop going to Ahwatukee for amenities. Ms. McBride noted that people don't want to move to Laveen because of the lack of commercial development. Ms. McBride concluded her statement by adding that residents must drive several minutes to the nearest grocery store and medical office and that she agreed to add vape and smoke shops to the prohibited list.

Chair Hurd asked Ms. McBride how she found out about the development. **Ms. McBride** noted that she had seen a post on Facebook by Dan Penton.

Marty Bridgman stated that he was supportive of the development but asked how the material of the Hudson Farmhouse would be used and what type of lighting would be used within the development. **Mr. Larcher** stated that they will be using some of the concrete and stone into the walkways and that the lighting will be positioned to light downward.

Jon Kimoto noted that he was in favor of the item and that he trusted the land use attorney. Mr. Kimoto stated that this proposed development will break the mold of mediocre commercial development that the village has seen throughout the years. Mr. Kimoto stated that he was impressed with the design quality and the amount of commercial.

Applicant Response:

Mr. Larcher stated that the palm trees will only be in the entryway of the commercial development, similar to the commercial development in Tempe Market Place and Desert Ridge. Mr. Larcher added that palm trees will only consist of 10 percent of all landscaping. Mr. Larcher noted that there would be numerous cooling stations throughout the pedestrian paths and that they requested the modification to Stipulation No. 6 in order to prevent any delays in construction.

Committee Discussion:

Chair Hurd asked if anyone else had any questions. **Ms. Rubio-Raffin** asked for clarification regarding bike racks and if they were going to be required. **Mr. Larcher** confirmed. **Chair Hurd** stated that the bike racks should be designed to have design features instead of basic inverted U's.

Ms. Abegg asked for confirmation that the stipulation will be added and modified in the rezoning case and not the General Plan Amendment case. **Chair Hurd** confirmed.

Vice Chair Jensen stated that she appreciated the architectural design of the single-family and multifamily development. Co-Vice Chair Jensen appreciated the Laveen heavy duty agrarian culture and noted that the proposed development did a good job of mixing modern while keeping the style agrarian.

Motion:

Linda Abegg motioned to recommend approval of GPA-LV-1-25-7, per the staff recommendation. **Jennifer Rouse** second the motion.

Vote:

11-0, motion to recommend approval of GPA-LV-1-25-7, per the staff recommendation passed with Committee Members Abegg, Darby, Doromal, McCann, Ortega, Rouse, Rubio-Raffin, Serrette, Barraza, Jensen, and Hurd in favor.