

ATTACHMENT B



City of Phoenix

PLANNING AND DEVELOPMENT DEPARTMENT

Staff Report Z-47-25-1 (Howards' Ace Hardware PUD) October 15, 2025

Deer Valley [Village Planning Committee Meeting](#) Date:

October 21, 2025

[Planning Commission](#) Hearing Date:

November 6, 2025

Request From:

[PSC](#) (Approved PSCOD) (Planned Shopping Center District, Approved Planned Shopping Center Overlay District) (6.00 acres)

Request To:

[PUD](#) (Planned Unit Development) (6.00 acres)

Proposed Use:

Planned Unit Development to allow retail and commercial uses

Location:

Approximately 210 feet east of the northeast corner of 43rd Avenue and Bell Road

Owner:

Redland Holding, LLC

Applicant:

Noel Griemsmann, Snell & Wilmer, LLP

Representative:

Nick Wood, Snell & Wilmer, LLP

Staff Recommendation:

Approval, subject to stipulations

General Plan Conformity			
General Plan Land Use Map Designation		Commercial	
Street Map Classification	Bell Road	Major Arterial	55-feet north half street
<i>STRENGTHEN OUR LOCAL ECONOMY CORE VALUE; ENTREPRENEURS EMERGING ENTERPRISES; LAND USE PRINCIPLE; Encourage land uses that promote the growth of entrepreneurs or new businesses in Phoenix in appropriate locations.</i> The PUD narrative only allows for commercial uses which will allow existing businesses to remain while facilitating future redevelopment of the site.			

BUILD THE SUSTAINABLE DESERT CITY CORE VALUE; TREES AND SHADE; DESIGN PRINCIPLE: Integrate trees and shade into the design of new development and redevelopment projects throughout Phoenix.

The PUD Narrative incorporates enhanced landscaping and shade standards that will help to provide shade for pedestrians and mitigate the urban heat island effect by covering hard surfaces thus cooling the micro-climate around the vicinity.

CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; CERTAINTY & CHARACTER; DESIGN PRINCIPLE: Create new development or redevelopment 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.

The PUD narrative incorporates development standards that are sensitive to the surrounding area such as a height maximum and enhanced building setbacks.

Applicable Plans, Overlays and Initiatives

[Complete Streets Guiding Principles](#): Background Item No. 6.

[Comprehensive Bicycle Master Plan](#): Background Item No.7.

[Shade Phoenix Plan](#): Background Item No. 8.

[Conservation Measures for New Development](#): Background Item No. 9.

[Phoenix Climate Action Plan](#): Background Item No. 10.

[Zero Waste PHX](#): Background Item No. 11.

Surrounding Land Uses/Zoning

	Land Use	Zoning
On Site	Retail shopping center	PSC (Approved PSCOD)
North	Single-family residential	R1-8
East	Single-family residential Retail shopping center	R1-8 R1-8 PSCOD
South (Across Bell Road)	Retail shopping center	PSC
West	Retail shopping center Restaurant	PSC PSC (Approved PSCOD)
West (Across 43rd Avenue)	Retail shopping center	PSC

Background/Issues/Analysis

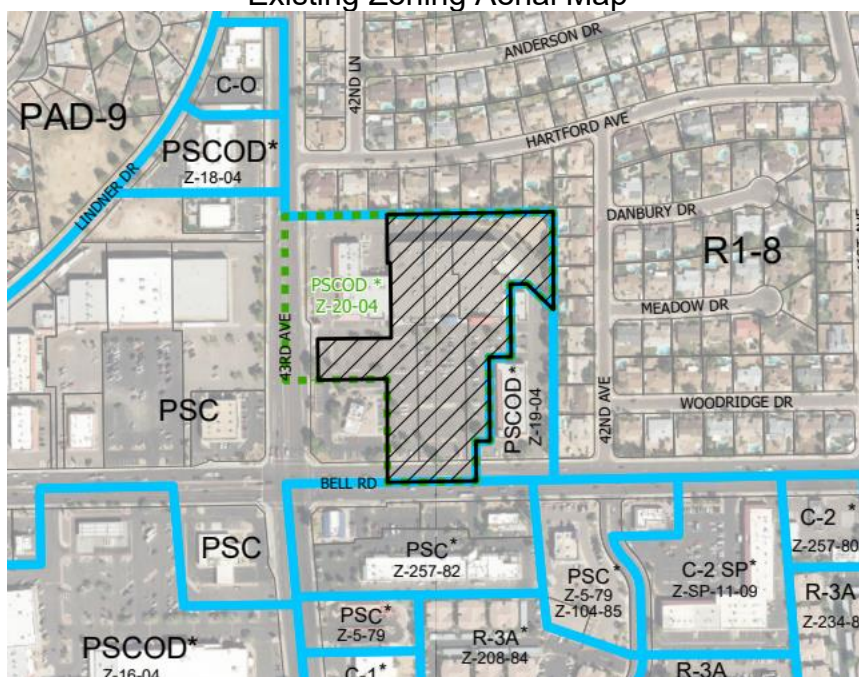
SUBJECT SITE

1. This request is to rezone 6.00 acres located approximately 210 feet east of the northeast corner of 43rd Avenue and Bell Road from PSC (Approved PSCOD) (Planned Shopping Center District, Approved Planned Shopping Center Overlay District) to PUD (Planned Unit Development) to allow retail and commercial uses. The proposed PUD includes appropriate development standards as well as a prohibition on certain uses that will allow the site to develop in a manner that is respectful of the existing single-family neighborhoods located in the immediate vicinity. The subject site is currently developed as a shopping center.

SURROUNDING LAND USES AND ZONING

2. The area to the north and east of the existing shopping center consists of a single-family residential neighborhood zoned R1-8 (Single-Family Residence District). To the south of the larger shopping center, across Bell Road, is an existing shopping center, also zoned PSC (Planned Shopping Center District). To the west of the larger shopping center, across 43rd Avenue, is another shopping center zoned PSC. The area of the subject PUD is irregular in shape and does not encompass the entirety of the existing shopping center; therefore, the subject PUD abuts portions of the original shopping center that retains the original PSC and PSC (Approved PSCOD) to the west, and PSCOD zoning to the east.

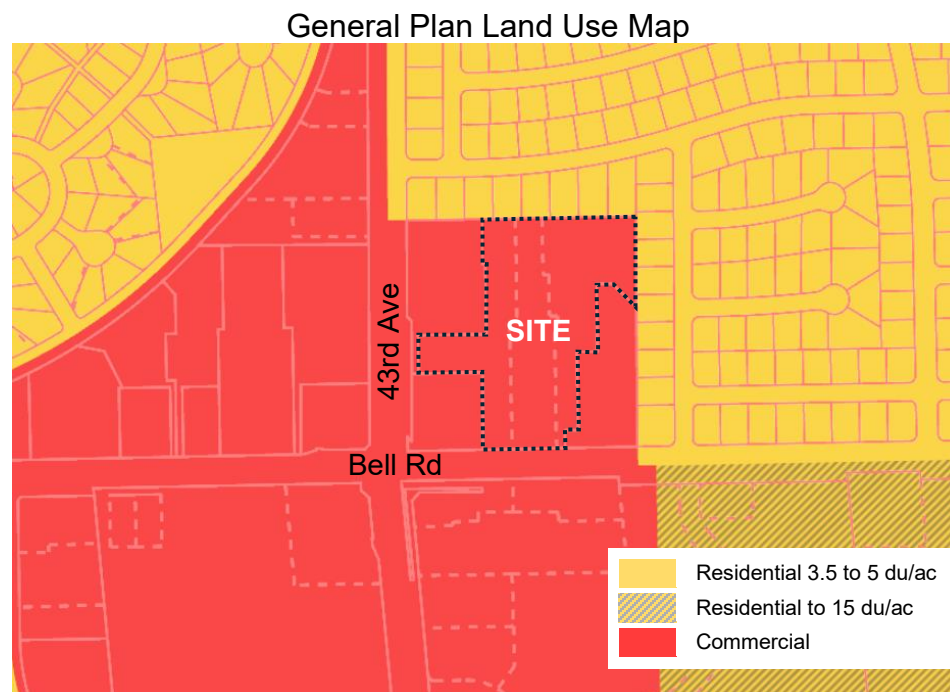
Existing Zoning Aerial Map



Source: Planning and Development Department

GENERAL PLAN LAND USE MAP DESIGNATION

3. The General Plan Land Use Map designates the subject site as Commercial, as is the area to the south and west of the subject site, as well as the portion of the shopping center to the east. The area to the north and east of the site is designated as Residential 3.5 to 5 dwelling units per acre. The PUD proposes commercial uses which are consistent with the General Plan Land Use Map designation.



PROPOSAL

4. The proposal was developed utilizing the Planned Unit Development (PUD) zoning district. The PUD is intended to create a built environment that is superior to that produced by conventional zoning districts and design guidelines. Using a collaborative and comprehensive approach, an applicant authors and proposes standards and guidelines that are tailored to the context of a site on a case-by-case basis. Where the PUD Development Narrative is silent on a requirement, the applicable Zoning Ordinance provisions will be applied.
5. The PUD was designed to allow for a neighborhood commercial center with development standards that are specific to this site. Below is a summary of the proposed development plan and permitted uses for the subject site as described in the attached PUD Development Narrative date stamped September 29, 2025.

Conceptual Development Plan and Permitted Uses

The PUD proposes a regulatory framework structured around the recognition of the existing users coupled with the prospects for future redevelopment. In general, the primary uses that would be allowed under the PUD are consistent with C-2 uses as outlined in the Zoning Ordinance; however, the PUD also

includes a robust list of prohibited uses as outlined in Section C of the PUD Narrative. The list of prohibited uses includes but is not limited to adult businesses, marijuana dispensaries, residential uses, and data centers.

Development Standards

The PUD development narrative proposes development standards intended to respond to the existing conditions associated with the manner in which the site is currently developed. A summary of the development standards is provided below.

Table D1: Development Standards		
a.	Density	0 (Residential Not Permitted)
b.	Minimum Lot Width / Depth	No standard
c.	Building Setbacks¹ Minimum	
	North Perimeter	75 feet
	South (Bell Road)	50 feet
	East (Perimeter)	0 feet, unless adjacent to a Residential Zoning District then 75 feet
	Interior (Adjacent to parcels in overall center)	0 feet ²
d.	Building Separation (Minimum)	0 feet
e.	Building Height (Maximum)	25 feet for any structure 75 feet from a residential district. Such height may be increased by 1 foot for each additional 3 feet from the residence district beyond 75 feet to a maximum of 56 feet. No structure shall contain more than 2 stories at a building height of 25 feet or less and not more than 4 stories.
f.	Lot Coverage (Maximum)	25% Exterior covered walkways which are not part of interior or enclosed malls, ramadas, and eave overhangs used for protection from the elements, but not used for commercial activity or parking shall not be included in computing the 25% coverage.
¹	Setbacks measured from property lines, see Exhibit 3.	
²	Where applicable, minimum 70 feet measured from the 43rd Avenue right of way (to maintain consistency with existing surrounding development). Note the Property does not have frontage on 43rd Avenue.	

Generally, the development standards associated with this PUD are similar to typical Zoning Ordinance standards, with the exception of a 50-foot building setback adjacent to Bell Road, which exceeds the Zoning Ordinance standard. Staff notes that item “e” in Table D1 includes the phrase “No structure shall

contain more than 2 stories at a building height of 25 feet or less and not more than 4 stories”. Upon further consideration, staff recommends this language be deleted from the narrative, which the applicant concurs. This is addressed in Stipulation No. 1.b.

Landscape Standards

Section D2 of the PUD discusses landscape standards applicable to the site. Sub-section D2.a establishes a 10-foot landscape setback for all perimeters except where adjacent to commercially zoned property, in which case the landscape setback is zero feet. Sub-section D2.b includes language regarding how new and future landscaping should occur; however, due to an oversight, this language conflicts with language contained in Section D3. Staff, therefore, recommends a stipulation that addresses this issue. This is included in Stipulation No. 1.c.

Parking Standards

The PUD refers to Section 702 of the Zoning Ordinance and includes a provision that addresses cross-parking. The PUD also provides standards relating to both surface and structured parking, as well as a provision for bicycle parking and truck loading spaces.

D4: Parking Standards		
a.	Vehicle Parking	All parking to conform to Section 702. Required parking spaces are permitted to be located off site within the adjacent overall commercial development in conformance with any cross parking and access agreements.
b.	Parking Location, Automotive	Surface or structured parking lots are permitted. See Section E1.g for vehicle screening requirements. Ordinance Section 702.B.2.b.(5) does not apply. For parking garages, the combined depth of the parking space and the aisle width shall equal 60 feet for a double loaded aisle and 42 feet for a single loaded aisle.
c.	Parking Location, Bicycle	To be installed in conformance with Section 1307.H, except as follows: (i) Inverted-U style bicycle racks or artistic style racks consistent with the City of Phoenix preferred designs (see Comprehensive Bicycle Master Plan, Appendix K) shall be provided.
d.	Loading Bay	Service/Goods Loading Spaces shall conform to Section 702. Loading spaces more than 100 feet from the public street are not required to be screened from public street view. Such spaces shall be a 10 feet x 20 feet minimum in size, exclusive of access aisles and maneuvering space.

Item “b” in Table D4 includes the phrase “See Section E1.g for vehicle screening requirements”, which is ambiguous. Also, Item “b” in Table D4 includes the phrase “Ordinance Section 702.B.2.b.(5) does not apply”. The intent of that language was to allow for the reduction in the combined parking space depth and aisle width related to surface parking lots in the same manner as proposed for parking garage parking. For clarity, staff recommends, and the applicant concurs, that the language of D4.b be modified as follows:

~~“Surface or structured parking lots are permitted. See Section E1.g for vehicle screening requirements. Ordinance Section 702.B.2.b.(5) does not apply.”~~

For surface parking and parking garages, the combined depth of the parking space and the aisle width shall equal 60 feet for a double loaded aisle and 42 feet for a single loaded aisle.”

This is addressed in Stipulation No. 1.d.

Fences/Walls

Section D5 of the PUD Narrative states that fences and walls will comply with Section 703 of the Zoning Ordinance.

Shade

Section D6 of the PUD Narrative includes certain shading requirements, which are outlined below:

- 75 percent coverage for new public and private pedestrian pathways
- 75 percent coverage for bicycle parking
- 25 percent coverage for new parking areas

Site Lighting

Section D7 references Sections 704 and 507 Tab A.II.A.8 of the Zoning Ordinance and Section 23-100 of the City Code.

Design Guidelines

Section E1 references Section 507 Tab A of the Phoenix Zoning Ordinance for any new development that occurs on site.

Section E2 references Sections 623.E.5 and 703 of the Zoning Ordinance regarding any new street and perimeter landscaping. Section E2 also includes a provision that allows existing operations to follow the previously approved landscape plan until such time as the site is redeveloped.

Signage

This section of the PUD Narrative states that all signage will comply with Section 705 of the Phoenix Zoning Ordinance.

Sustainability

The PUD Narrative requires several sustainability principles within the development, including dual glaze windows with high performance low-e glazing and water efficiency standards. Staff recommends, however, that additional language be added to this section regarding Green Stormwater Infrastructure as further discussed in Background Item No. 10 below.

AREA PLANS, OVERLAY DISTRICT, AND INITIATIVES

6. **Complete Streets Guiding Principles**

In 2014, the City of Phoenix City Council adopted the Complete Streets Guiding Principles. The principles are intended to promote improvements that provide an accessible, safe, connected transportation system to include all modes, such as bicycles, pedestrians, transit, and vehicles. The PUD Narrative encourages the use of bicycles by providing for bicycle parking and requires a detached sidewalk along Bell Road when the site redevelops.

7. **Comprehensive Bicycle Master Plan**

The City of Phoenix adopted the Comprehensive Bicycle Master Plan in 2014 to guide the development of its bikeway system and supportive infrastructure. The Comprehensive Bicycle Master Plan supports options for both short- and long-term bicycle parking as a means of promoting bicyclist traffic to a variety of destinations. The PUD Narrative includes provisions for bicycle parking.

8. **Shade Phoenix Plan**

In November 2024, the Phoenix City Council adopted the Shade Phoenix Plan. The Shade Phoenix Plan prioritizes increasing shade coverage throughout the City to improve health and quality of life. Investing in shade can address the urban heat island effect, clean the air, preserve Sonoran vegetation, and prevent health complications related to prolonged exposure to heat. The Shade Phoenix Plan provides numerous strategies to increase shade including expanding and maintaining existing shade, strengthening tree code enforcement, and developing shade stipulations in rezoning cases. The PUD Narrative requires 75 percent shade on all new sidewalks and internal pathways, and larger tree sizes within the landscape areas between the back of curb and sidewalk.

9. **Conservation Measures for New Development**

In June 2023, the Phoenix City Council adopted the Conservation Measures for New Development policy as part of a resolution addressing the future water consumption of new development (Resolution 22129). This resolution addresses the future water consumption of new development to support one of the City's Five Core Values in the General Plan which calls for Phoenix to - *Build the Sustainable Desert City*. The Conservation Measures for New Development policy includes direction to develop standards for consideration as stipulations for all rezoning cases that will address best practices related to water usage in nine specific categories. The PUD Narrative has numerous conservation measures such as smart irrigation controllers, limitations on the use of natural turf, and Green Stormwater Infrastructure features to reduce water waste.

10. **Phoenix Climate Action Plan**

In October 2021, the Phoenix City Council approved the Climate Action Plan. The Climate Action Plan will serve as a long-term plan to achieve greenhouse gas emissions reductions and resiliency goals from local operations and community activities as well as prepare for the impacts of climate change. This plan contains policy and initiatives regarding stationary energy, transportation, waste management, air quality, local food systems, heat, and water. Goal W2 (Water), Action W2.4, pertains to the implementation of the [Greater Phoenix Green Infrastructure \(GI\) and Low Impact Development Details for Alternative Stormwater Management](#) to benefit the environment, promote water conservation, reduce urban heat, improve the public health, and create additional green spaces. This goal is addressed in the Infrastructure portion of the PUD Narrative; however, staff recommends a stipulation to require that this provision be added to the Sustainability Section of the Narrative. This is addressed in Stipulation No. 1.e.

11. **Zero Waste PHX**

The City of Phoenix is committed to its waste diversion efforts and has set a goal to become a zero-waste city, as part of the City's overall 2050 Environmental Sustainability Goals. One of the ways Phoenix can achieve this is to improve and expand its recycling and other waste diversion programs. Section 716 of the Phoenix Zoning Ordinance establishes standards to encourage the provision of recycling containers for multifamily, commercial, and mixed-use developments meeting certain criteria. The applicant stated in their submittal documents that the project will incorporate recycling as part of its waste management program; however, this provision should be included in the Sustainability Section of the PUD Narrative. Stipulation No. 1.e also addresses this issue.

COMMUNITY INPUT SUMMARY

12. As of the writing of this report, staff has received no items in support or opposition to the request.

INTERDEPARTMENTAL COMMENTS

13. The Street Transportation Department requested that the PUD Narrative include the following provisions, which are included in Section D3 of the PUD:

- Six-foot wide detached sidewalk;
- Ten-foot-wide landscape strip between back of curb and the sidewalk;
- Landscape strip planting standards to include 75 percent tree shade coverage;
- A provision that allows the sidewalk to be attached when adjacent to a right-turn deceleration lane or a bus bay.

In addition, the Street Transportation Department requested the following be implemented as it relates to Bell Road, when site improvements, new

development, or building alterations exceed 2,000 square feet as compared to the site plan dated June 25, 2025 (Exhibit 2 of the PUD Narrative). These criteria are included in recommended Stipulation No. 2.

- 70-foot half-width right-of-way for the north side of Bell Road;
- Detached sidewalks per the Streetscape Standards Section of the PUD;
- Incidental right-of-way improvements to bring adjacent rights-of-way up to city standards.

The Street Transportation Department also requested that the developer replace and construct all improvements in the right-of-way with all required elements and to ADA standards. These are included in Stipulations No. 3 and 4.

14. The site has not been identified as being archaeologically sensitive. However, in the event archaeological materials are encountered during construction, all ground disturbing activities must cease within 33-feet of the discovery, and the City of Phoenix Archaeology Office must be notified immediately and allowed time to properly assess the materials. This is addressed in Stipulation No. 5.
15. Staff has not received a completed form for the Waiver of Claims for Diminution in Value of Property under Proposition 207 (A.R.S. 12-1131 et. seq.), as required by the rezoning application process. Therefore, a stipulation has been added to require the form be completed and submitted prior to final site plan approval. This is addressed in Stipulation No. 6.
16. Development and use of the site is subject to all applicable codes and ordinances. Zoning approval does not negate other ordinance requirements such as obtaining a use permit if applicable. Other formal actions such as, but not limited to, zoning adjustments and abandonments, may be required.

Findings

1. The proposal is consistent with the General Plan Land Use Map designation.
2. The proposal incorporates enhanced standards that will result in a more walkable, shaded, and pedestrian-friendly environment.
3. The proposal incorporates development standards that are sensitive to the surrounding area such as a height maximum and enhanced building setbacks.

Stipulations

1. An updated Development Narrative for the Howard's Ace Hardware PUD reflecting the changes approved through this request shall be submitted to the Planning Department within 30 days of City Council approval of this request. The updated Development Narrative shall be consistent with the Development

Narrative date stamped September 29, 2025, as modified by the following stipulations.

- a. Front Cover: Add "City Council adopted: [Insert Adoption date]"
- b. Page 8, Section D1.e Development Standards: Revise as follows:

"The maximum building height shall be twenty-five (25) feet for any structure seventy-five (75) feet from a residential district. Such height may be increased by one (1) foot for each additional three (3) feet from the residence district beyond seventy-five (75) feet to a maximum of fifty-six (56) feet.

~~No structure shall contain more than two stories at a building height of twenty-five (25) feet or less and not more than four stories at a height between twenty-five (25) feet and fifty-six (56) feet."~~

- c. Page 9, Section D2.b. Landscape Standards: Revise as follows:

"Existing landscaping shall be in accordance with the existing approved landscape plan (Exhibit 4).

~~With new construction or expansion of existing structures, new landscaping shall be designed and installed in accordance with Section 623 of the Zoning Ordinance.~~

When site improvements, new development, or building alterations exceed 2,000 square feet, from what is depicted on the site plan included as Exhibit 2, new landscaping improvements shall be designed and installed in accordance with Section 623 and Section 507 Tab A.II.A.3.

~~In the event of full redevelopment of the Property, a detached sidewalk and landscape strip shall be constructed as follows:~~

~~A minimum 5-foot-wide detached sidewalk separated by a minimum 5-foot-wide landscape strip located between the back of curb and sidewalk shall be constructed adjacent to the development and shall comply with the following standards, as approved by the Planning and Development Department.~~

~~The landscaping strip shall be planted with the following:~~

~~Minimum 2-inch caliper, single-trunk, large canopy, drought tolerant, shade trees, planted 20 feet on center, or in equivalent groupings, planted on both sides of the sidewalk to achieve a minimum of 75% shade.~~

~~A minimum of five, 5-gallon drought-tolerant shrubs per tree.~~

~~A mixture of shrubs, accents, and vegetative groundcovers, evenly distributed throughout the landscape areas to achieve a minimum of 50% live coverage.~~

Utility Conflict Resolution: Where utility conflicts exist, the developer shall work with the Planning and Development Department on alternative design solutions consistent with a pedestrian environment.”

- d. Page 10, Section D4.b Parking Standards: Revise as follows:

~~“Surface or structured parking lots are permitted. See Section E1.g for vehicle screening requirements. Ordinance Section 702.B.2.b.(5) does not apply.~~

For surface parking and parking garages, the combined depth of the parking space and the aisle width shall equal 60 feet for a double loaded aisle and 42 feet for a single loaded aisle.”

- e. Page 14, Section G1: City Enforced Standards: add the following language:

- “• A minimum of two green stormwater infrastructure (GSI) elements for stormwater management shall be implemented, as approved or modified by the Planning and Development and/or Street Transportation departments. This includes but is not limited to stormwater harvesting basins, bioswales, permeable pavement, etc., per the Greater Phoenix Metro Green Infrastructure and Low Impact Development Details for Alternative Stormwater Management.
- The project will incorporate recycling as part of its waste management program.”

2. When site improvements, new development, or building alterations exceed 2,000 square feet, from what is depicted on the Exhibit 2 Site Plan in the PUD Narrative, the Bell Road right-of-way shall be brought up to the standards including:
 - a. Dedication of right-of-way totaling a minimum of 70 feet for the north half of Bell Road.
 - b. Detached sidewalk per the Streetscape Standards Section of the PUD Narrative.
 - c. Incidental right-of-way improvements to bring adjacent rights-of-way up to City of Phoenix standards.
3. Replace unused driveways with sidewalk, curb and gutter. Also, replace any broken or out-of-grade curb, gutter, sidewalk, and curb ramps on all streets and

upgrade all off-site improvements to be in compliance with current ADA guidelines.

4. All streets within and adjacent to the development shall be constructed 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.
5. In the event archaeological materials are encountered during construction, the developer shall immediately cease all ground-disturbing activities within a 33-foot radius of the discovery, notify the City Archaeologist, and allow time for the Archaeology Office to properly assess the materials.
6. Prior to final site plan approval, the landowner shall execute a Proposition 207 waiver of claims form. The waiver shall be recorded with the Maricopa County Recorder's Office and delivered to the City to be included in the rezoning application file for record.

Writer

Robert Kuhfuss

October 15, 2025

Team Leader

Racelle Escolar

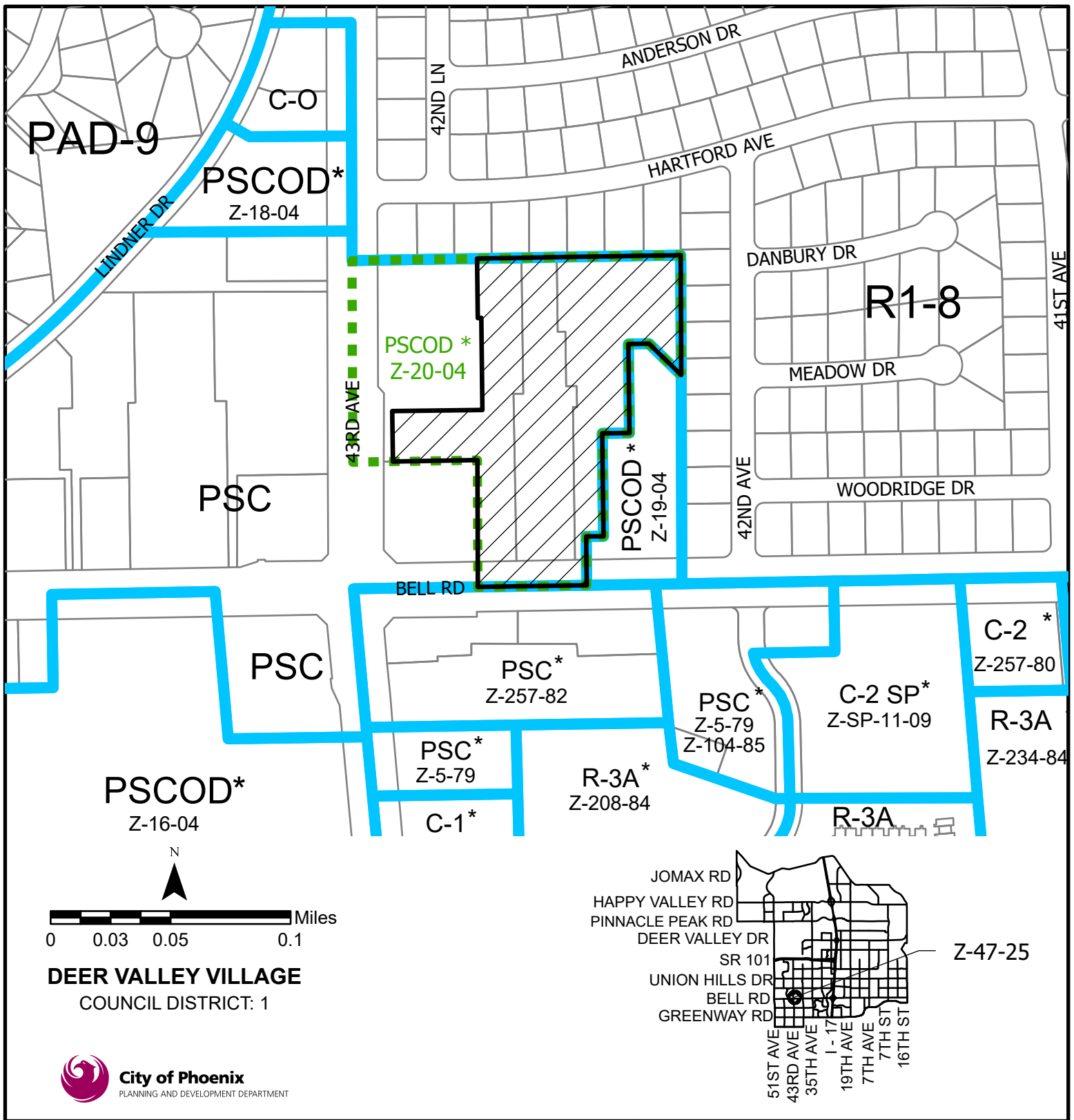
Exhibits

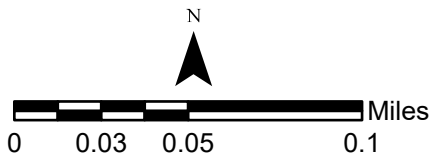
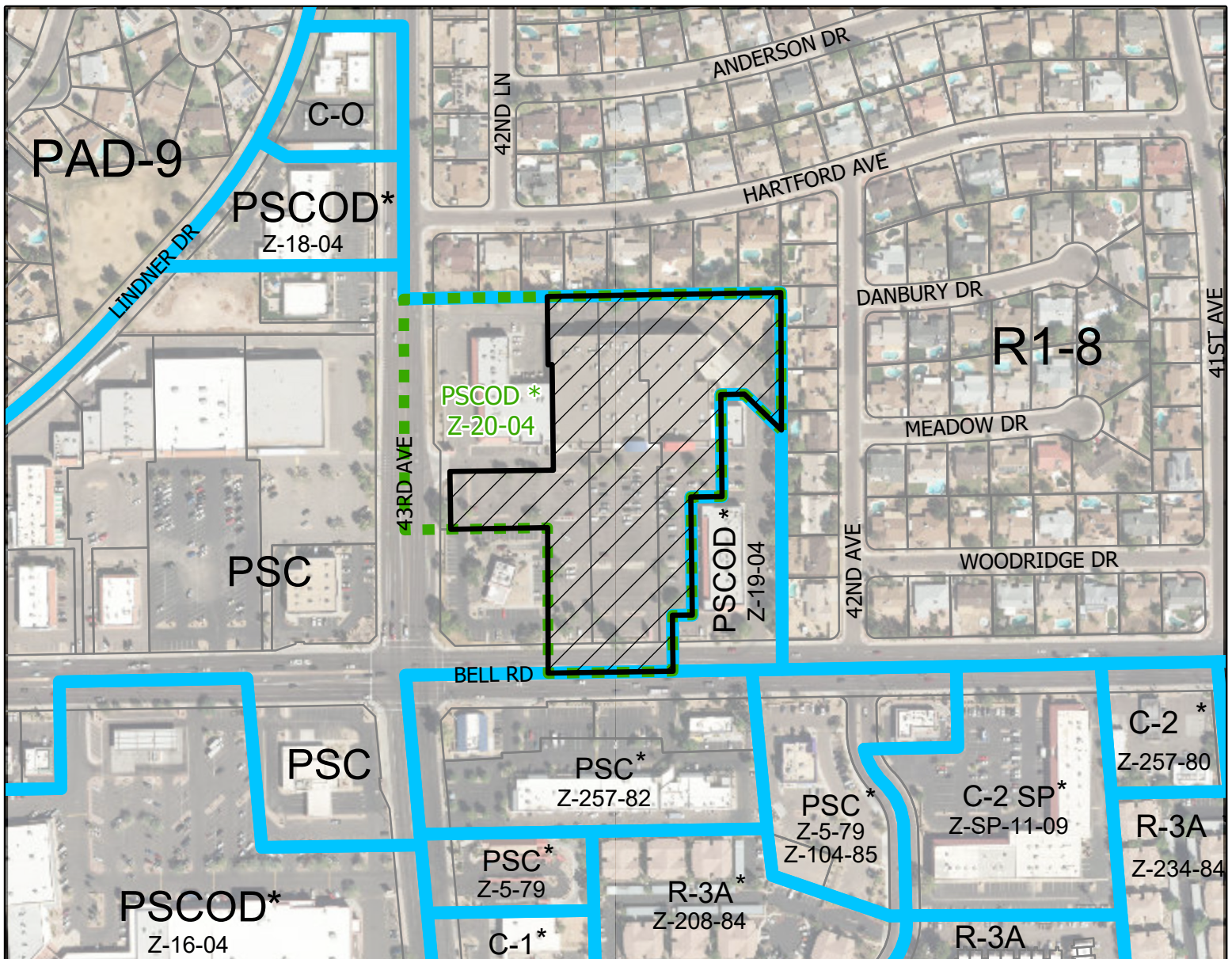
Sketch Map

Aerial Map

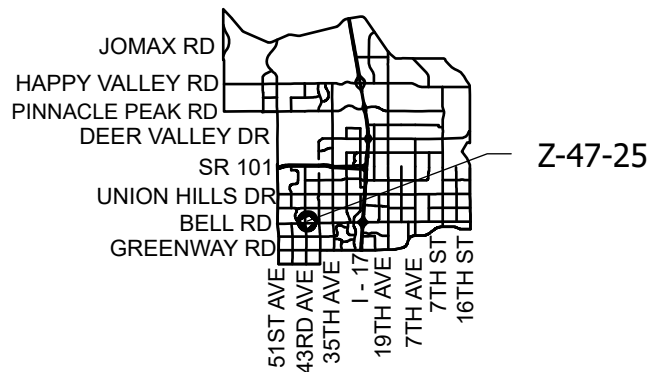
Site Plan, date stamped April 30, 2025

[Howard's Ace Hardware PUD](#), date stamped September 29, 2025





DEER VALLEY VILLAGE
COUNCIL DISTRICT: 1



APPLICANT'S NAME: Snell & Wilmer, LLP		REQUESTED CHANGE:	
APPLICATION NO: Z-47-25-1		FROM: PSC (Approved PSCOD) (6.00 ac.)	
DATE: 5/5/2025		TO: PUD (6.00 ac.)	
REVISION DATES:			
AERIAL PHOTO & QUARTER SEC. NO. QS 37-19			
ZONING MAP M-6			
GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX. 6.00 Acres			
MULTIPLES PERMITTED PSC (Approved PSCOD) PUD		CONVENTIONAL OPTION 0 0	
		* UNITS P.R.D OPTION 0 0	

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

