



Village Planning Committee Meeting Summary PHO-1-25—Z-29-12-7(5)

Date of VPC Meeting	June 12, 2025
Date of Planning Hearing Officer Hearing Request	June 18, 2025
	Modification of Stipulation 1 regarding modifications to the conceptual site plan and updated imagery within the development narrative.
Location	Southeast corner of 99th Avenue and Thomas Road
VPC Recommendation	Approval
VPC Vote	12-1

VPC DISCUSSION:

One member of the public registered to speak on this item.

Staff Background Presentation

Matteo Moric, staff, identified the location of the Sheely Center Planned Unit Development (PUD) and shared a slide showing images from the PUD narrative including the Conceptual Site Plan, Building Height Zones and Birdseye Perspective. Mr. Moric stated the intent of the PUD is to have a mixed-use project with housing, retail, entertainment, hotels, employment centers which include many specialized jobs.

Applicant Presentation

Jason Morris with Withey Morris Baugh, PLC, said the project was a culmination of over 25 years and indicated what was being presented was largely built. Mr. Morris said the Sheely Farms project originally came to the City in the early 2000's. Mr. Morris noted the site plan and PUD matched what was going on in the early 2000's. Mr. Morris said it was designed for all mixed-use developments but there were major amendments which had changed the plans over time. Mr. Morris noted today's portion of the project was the last part and it included the commerce park, manufacturing, commercial, and business park area. Mr. Morris added staff had told him over the previous six months that if the PUD would be amended it would make sense to bring the entire Sheely Center PUD up to date, so it would reflect what was already built. Mr. Morris said the project includes the residential component, Sprouts anchored shopping center, and the area immediately south of Thomas Road which was being constructed as commercial.

Mr. Morris provided background on the developer, IDM Companies, and described a main technology center they constructed out-of-state and felt they wanted to replicate it in a smaller version at this site. Mr. Morris hoped this was the last amendment to the Sheely Center PUD. Mr. Morris said that none of the underlying zoning and all the uses as part of the original PUD are still in place. Mr. Morris said the proposal includes data planning and tech, light manufacturing, business park and some of them could be office showrooms and Mr. Morris equated it with a project at the Airpark area in Scottsdale.

Mr. Morris stated no changes are proposed to the narrative text, permitted uses or development standards. Mr. Morris stated one of the buildings proposed has a governmental service aspect with data planning analysis and a data center component. Mr. Morris said he went to the City Council Office and stated with this type of project there is lots of open space because of the nature of this type of development and the required separation of other uses so they thought of creating a park.

Mr. Morris showed the weekday total trip comparison data as 93,333 in the current plan versus the proposal of 20,087. Mr. Morris said the summary of benefits changes from a vertical mixed-use to horizontal mixed-use project; maintaining employment and commercial objectives of the PUD in a campus-like setting; providing public amenities, meaningful enhancements to the social fabric through new connections; generating new jobs; and activating an underutilized site.

Mr. Morris said there were soccer fields, and a park proposed per a request by the City Council, and it was suggested to be closer to the retail by Thomas Road. Mr. Morris added they would create walking paths to take people to the retail component and the idea is to build and maintain fields which will be controlled.

Questions from the Committee/Applicant Response

Committee Member Jimenez asked if there was a fee for the league. **Mr. Morris** responded no fee as it was through the charity itself.

Committee Member Ramirez asked if there was enough parking and said she did not think it was enough parking for two fields as she had noticed parking was the biggest issue for these types of fields. **Mr. Morris** said they created a little more room adjacent to the fields for overflow parking but there would be a cross-access agreement with all the retail uses for this reason.

Committee Member Ewing asked what makes the traffic less. **Mr. Morris** said the traffic is less because the building itself changed and the original plan asked for very traditional office square footage and the original offices were 3.8 million square feet and it would be reduced down to about one half a million square feet which was the biggest change. Mr. Ewing asked if the soccer fields were turf or grass. Mr. Morris said it was more likely that they would be doing turf, but this decision had not been finalized.

Committee Member DuBose said turf is really hot and people could not stand on it during the summer. Mr. DuBose asked about the current soccer fields that were on the site. **Vice Chair Derie** said the original soccer fields moved up north near the Cardinals Stadium. Vice Chair Derie reminded the group of the concert venue at the property. **Mr. Morris** said the Sheely family ran those venues and said the biggest change was when they built the 101 Freeway in the City they did not sleeve water across to the west side. Mr. Morris explained how water was needed to develop on the west side of the freeway

Committee Member Acevedo asked if the soccer fields would have public restrooms. Mr. Morris said the restroom facilities could not be open all the time as they would be opened and closed with the soccer fields and would be fenced off and controlled by the soccer club. **Vice Chair Derie** said this would be like the same situation with the City park where the restrooms would be locked. **Committee Member Galaviz** expressed concerns for the homeless.

Committee Member Norgaard questioned what the change in the number of buildings and employment would be from the current PUD to now. **Mr. Morris** said somewhere in the magnitude of 60 buildings less. Mr. Morris said compared to the conceptual site plan there would be less employment but felt the conceptual site plan would probably not be applicable to today's market.

Mr. Morris said that this proposal was not a pure data center as these were also training centers. Mr. Morris indicated that there would be over 200 personnel per building as they would be used for manufacturing, light assembly, and some showrooms and office.

Committee Member DuBose asked about the Sprouts. **Mr. Morris** said the Sheely's owned the farm and were not developers. **Vice Chair Derie** said Sheely Farms originally included the eastern side of the 101 Freeway, which developed more quickly because there was water.

Mr. Morris said the Council District was trying to push ownership versus rental.

Public Comments

Saul Perea, resident, asked how many of the jobs were for the local community and if it would benefit everyone in the community. Mr. Perea said many of the community colleges provide standardized job training. Mr. Perea felt there was nothing guaranteeing jobs benefiting the local community in the long term. Mr. Perea added that he wanted to know if the jobs would be for U.S. military veterans. Mr. Perea also added about incorporating solar panels and shade for the parking.

Chair Barba said he wished there were pathways to jobs and as far as green space felt the project was pretty green.

Mr. Morris said in terms of employees they were moving a large number of them from Glendale to Phoenix so it would be net new employees. Mr. Morris said they would follow the employment practices of the U.S. Government.

Mr. Morris added there would be shaded pathways from the retail to the soccer fields and noted the open space would be unpaved and walkable and parts of it would be lit with small ankle lighting.

Chair Barba said he hopes there would be pathways for people in Maryvale to get high school students into these high paying jobs now that it would be in their backyard.

Committee Member Acevedo asked if they do anything about getting Maryvale residents training and jobs to support the community.

Mr. Morris said IDM Cares, the charitable organization associated with the developer does not do job training.

Floor/Public Comment Closed: Motion, Discussion, and Vote

Motion

Committee Member Jimenez motioned to approve PHO-1-25—Z-29-12-7(5).

Committee Member Ewing seconded the motion.

Vote

12-1, Motion to recommend approval of PHO-1-25—Z-29-12-7(5) passes, with Committee Members Acevedo, Alonzo, Demarest, DePascal, DuBose, Ewing, Galaviz, Jimenez, Ramirez, Weber, Derie and Barba in favor; and Norgaard in opposition.