



Village Planning Committee Meeting Summary Z-69-25-8

Date of VPC Meeting	August 11, 2025
Request From	C-1
Request To	C-2 HGT/WVR
Proposal	Commercial uses with a height waiver
Location	Approximately 300 feet north of the northeast corner of 43rd Avenue and Baseline Road
VPC Recommendation	Approval, per the staff recommendation, with a modification and an additional stipulation
VPC Vote	12-1

VPC DISCUSSION:

Item No. 4 (Z-69-25-8) and Item No. 5 (Z-SP-5-25-8) are companion cases and were heard together.

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

Staff Presentation:

Nayeli Sanchez Luna, staff, presented an overview of Z-69-25-8 and Z-SP-5-25-8. 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 and displayed the proposed renderings. Mrs. Sanchez Luna concluded the presentation by summarizing the staff findings, correspondence, providing the staff recommendation and proposed stipulations.

Applicant Presentation:

Cassandra Ayres, representing the applicant with Berry Riddell, LLC, introduced her herself, her team, and the owners of the property. Ms. Ayres stated that the proposed zoning designation would only apply to their property but that the remainder of the site will remain C-1. Ms. Ayres added that the property owner owned several self-service storage locations in Las Vegas and flew to be present for tonight's meeting. **Stan Wasserkrug**, the applicant, introduced himself and noted that he has done several commercial projects in the state of Arizona. **Ms. Ayres** stated that her team has done extensive outreach to the adjacent properties. Ms. Ayres summarized the security features of the facility and displayed the renderings noting the agrarian architecture and its features. Ms. Ayres added that overnight stays would be prohibited and that

the property would have a brick wall on the exterior. Ms. Ayres added that they have received over 30 letters of support and noted that they would provide them to staff.

Questions From the Committee:

Andre Serrette noted that he liked the design but had concerns regarding the proposed height and asked if there was any possible way to reduce it to two stories. **Mr. Wasserkrug** stated that the project had to be three stories in order to make some sort of profit. **Ms. Ayres** noted that the three stories would allow for the applicant to have a return in their investment and added that the design included low lights which would reduce light pollution at night.

Michael Doromal stated that his biggest concern was employment and asked how much employment this project would generate. **Ms. Ayres** confirmed that the project would include some employment. **Mr. Doromal** noted that he supported additional landscaping and added that adding some additional trees outside would be appreciated. Mr. Doromal suggested adding solar panels to the roof.

Kristi McCann noted that she was confused regarding the height because the stipulation and the height in the elevations were two different numbers. **Ms. Ayres** added that her team also had a similar confusion and asked staff to provide more information. **Ms. Sanchez Luna** explained that the height was the mean height between the lowest and highest point of the pitched roof. Ms. Sanchez Luna added that the height stipulation would allow for the proposed elevations. **Ms. McCann** asked staff if there were any plans to develop the vacant land located north of the subject site. **Ms. Sanchez Luna** added that GPA-LV-2-23-7 changed the designation of the retention property to Residential 0 to 1 dwelling units per acre to be compatible with the S-1 zoning. Ms. Sanchez Luna noted that the General Plan Amendment supported keeping the current use and zoning. **Ms. McCann** noted that the project will be providing 20 parking spaces and asked if there was any parking space beyond the gate to allow for unloading any storage items. **Ms. Ayres** confirmed and added that they would also be sharing cross access parking with the project to the south. **Mr. Wasserkrug** added that this type of development only sees a maximum of 20 vehicles at one time. **Ms. McCann** asked regarding fire safety and the distance to the closest residential property. **Ms. Ayres** noted that the closest house was located approximately 300 feet away and that the building was designed to reflect Laveen's agrarian character.

Rebecca Perrera stated that she liked that the pedestrian pathways will be stripped because she has volunteered for an organization and these elements would increase safety. Ms. Perrera noted that she also liked the site plan with landscaping that was displayed because it showed a lot of large trees. Ms. Perrera noted that she was not a fan of self-service storage warehouses in general but that she recognized that this one was low traffic, family owned, and a local owner. Ms. Perrera did note that the management company should have a relationship with the surrounding neighborhoods so that they are kept involved and informed.

Jennifer Rouse stated that she liked the design but had concerns regarding safety when turning onto 43rd Avenue. Ms. Rouse noted that she liked the rendering with all the enhanced landscaping.

Carlos Ortega noted that he lived in the neighborhood north of the subject site and was not contacted regarding the request. Mr. Ortega voiced his displeasure of the large building and added that he did not want to see a three-story storage warehouse building. Mr. Ortega asked if the applicant could provide more statistical information on the need for an additional storage facility. Mr. Ortega mentioned numerous storage warehouses in the surrounding area. **Mr. Wasserkrug** stated that he wouldn't want to build something that he knew would not be filled to at least 75 percent within one year. Mr. Wasserkrug noted that he hired a third-party company to analyze the need for self-service storage in the Laveen Village and it was concluded that all surrounding facilities are at capacity.

Chair Stephanie Hurd added that the Laveen Village has been overloaded with self-service storage.

Mr. Ortega asked if the applicant's team analyzed the self-service storage project on 43rd Avenue and asked if the two-story U-Haul development was at 100 percent capacity. **Mr. Wasserkrug** noted that each facility fluctuated seasonally. Mr. Wasserkrug noted that most self-service warehouses were at 92 to 96 percent capacity. **Mr. Ortega** asked if security will be checking the material that is stored on site. Mr. Ortega voiced his concern regarding the storage of any hazardous or illegal substances. **Mr. Wasserkrug** stated that there is a computer system that tracks how long everyone is at the facility and if someone tried to stay overnight. Mr. Wasserkrug added that there were systems in place that would detect any illegal substances or the creation of illegal substances.

Linda Abegg appreciated the community outreach and stated that this development was more appropriate than Heritage Academy located on the south side of Baseline Road. Ms. Abegg did note that the community has been very involved in the development at this location and noted that originally there was a proposed hotel and Burger King. Ms. Abegg appreciated the large building setback from the property owners to the north. Ms. Abegg added that traffic at this intersection has been a major concern and that the proposed use will generate less traffic than other commercial uses.

Mixen Rubio-Raffin noted that the other committee members have expressed her same concerns and added that she liked that the use generated less traffic than other commercial uses.

Ms. Abegg stated that she was grateful it wasn't a multi-family project.

Patrick Nasser-Taylor asked if there was only one gate into the site and if there were

elevators provided. **Mr. Wasserkrug** stated that a key code would be required to enter and that elevators were provided inside also accessed by a key code. **Mr. Nasser-Taylor** asked if the glass in front of the building was all an office. **Mr. Wasserkrug** noted that half of it would be an office, and the other half would be a window. **Mr. Nasser-Taylor** asked if carts would be provided. **Mr. Wasserkrug** confirmed. **Mr. Nasser-Taylor** stated that this was better than the hotel that was proposed two years ago. **Mr. Nasser-Taylor** asked if the design elements would be located on both sides of the building. **Ms. Ayres** confirmed.

Juanita Darby asked if the elevations and landscaping would be the same as displayed in the rendering. **Ms. Ayres** confirmed.

Co-Vice Chair JoAnne Jensen said that she was grateful that the self-storage warehouse was not orange. **Co-Vice Chair Jensen** asked if the site would sell boxes, tape, and other packaging material. **Mr. Wasserkrug** confirmed. **Co-Vice Chair Jensen** asked when they planned on starting construction. **Mr. Wasserkrug** stated that in approximately 12 months.

Co-Vice Chair Francisco Barraza noted that the street side of the building was appealing, asked if anti-graffiti paint would be utilized on the exterior walls and asked for the height of the wall. **Mr. Wasserkrug** noted that the wall was six feet tall. **Co-Vice Chair Barraza** stated that the length of the building and the height of the wall could attract individuals to paint graffiti. **Mr. Wasserkrug** stated that they would clean any graffiti.

Chair Hurd asked if the business would have 24-hour security on site. **Mr. Wasserkrug** stated that staff left at 5 pm but that cameras and sensors would be utilized for the rest of the night. **Chair Hurd** added that the use was appropriate but that she would like to see more activated commercial use in the Laveen Village.

Ms. Abegg stated that she hoped that the access located on the southeast portion of the site would not conflict with traffic from the rest of the development and when exiting on 43rd Avenue. **Ms. Ayres** noted that a raised median would be required. **Ms. Abegg** noted that it would be a lot of traffic accessing and exiting the site. **Ms. Ayres** added that the Street Transportation Department would not approve the reduction in distance between the entryway.

Public Comment:

Kathryn Piechocki voiced her concern regarding the proposed height and obstructing her scenic views. **Ms. Piechocki** noted that there was no excuse to approve the height waiver. **Ms. Piechocki** cited numerous electrical blackouts and said that the black roofs of the building would require much more electricity to maintain the building as cool. **Ms. Piechocki** added that her children walk south on 43rd Avenue and that she had concerns regarding the traffic generated from this use.

Phil Hertel requested that the required landscaping be stipulated to two-inch and three-inch caliper trees. Mr. Hertel voiced his concerns regarding the wall and the possibility of homeless individuals camping behind the building. Mr. Hertel supported the graffiti resistant paint.

Maria Reagin enjoyed the design of the building and requested three larger caliper sizes. Ms. Reagin added that low lighting be utilized during the night.

Applicant Response:

Ms. Ayres noted that they were willing to stipulate 2- and 3-inch caliper size trees. Ms. Ayres added that their applicant was ok with the addition to the graffiti resistant paint. **Mr. Nasser-Taylor** appreciated that the applicant was willing to add the stipulations.

Committee Discussion:

Ms. Sanchez Luna stated that the Committee had to determine the percentage of 2-inch and 3-inch caliper trees.

Ms. Piechocki added that she could see the first floor of the Heritage Academy from her house.

Ms. Sanchez Luna noted that when reviewing the staff report, she noticed an error and requested Stipulation No. 12 to be deleted for the Special Permit case.

Ms. Perrera asked if they requested to delete the stipulation because they did not know who the final owner of the rest of the property would be. **Ms. Ayres** confirmed.

Motion:

Linda Abegg motioned to recommend approval of Z-69-25-8, per the staff recommendation with a modification to Stipulation No. 7. regarding the tree caliper size and the following additional stipulation:

- Graffiti resistant paint shall be utilized on all exterior walls.

Rebecca Perrera seconded the motion.

Vote:

12-1, motion to recommend approval of Z-69-25-8, per the staff recommendation, with a modification and an additional stipulation passed with Committee Members Abegg, Darby, Doromal, McCann, Nasser-Taylor, Perrera, Rouse, Rubio-Raffin, Serrette, Barraza, Jensen, and Hurd in favor and Committee Member Ortega in opposition.

Recommended Stipulations:

1. The development shall be in general conformance with the elevations date stamped August 4, 2025, as modified by the following stipulations and approved by the Planning and Development Department.

2. The maximum building height shall be 40 feet.
3. A minimum of four bicycle parking spaces shall be provided through Inverted U and/or artistic racks located near building entrances and installed per the requirements of Section 1307.H. of the Phoenix Zoning Ordinance, as approved by the Planning and Development Department.
4. A minimum of 10% of the provided bicycle parking spaces shall include standard electrical receptacles for electric bicycle charging capabilities, as approved by the Planning and Development Department.
5. Where pedestrian walkways cross a vehicular path, the pathway shall be constructed of decorative pavers, stamped or colored concrete, or other pavement treatments that visually contrast parking and drive aisle surfaces, as approved by the Planning and Development Department.
6. The vehicular entrance located along 43rd Avenue shall include a minimum 5-foot-wide landscape median, planted with a variety of at least three plant materials, and a minimum 2-inch caliper, single-trunk, large canopy, drought-tolerant shade tree, as approved by the Planning and Development Department.
7. The north landscape setback shall be planted with minimum **50%** 2-inch caliper **AND 50% 3-INCH CALIPER**, large canopy, drought-tolerant, shade trees, planted 25 feet on center or in equivalent groupings, as approved by the Planning and Development Department. Where utility conflicts exist, the developer shall work with the Planning and Development Department on alternative design solutions consistent with a pedestrian environment.
8. A minimum of 25% of the surface parking areas shall be shaded, as approved by the Planning and Development Department. Shade may be achieved by structures or by minimum 2-inch caliper, drought tolerant, shade trees, or a combination thereof.
9. **GRAFFITI RESISTANT PAINT SHALL BE UTILIZED ON ALL EXTERIOR WALLS**
- ~~9.~~ A 30-foot-wide multi-use trail easement (MUTE) shall be dedicated along 43rd Avenue and a minimum 10-foot-wide multi-use trail (MUT) shall be constructed within the easement in accordance with the MAG supplemental detail, and as approved or modified by the Planning and Development Department.
- ~~10.~~ A minimum of 2% of the required parking spaces shall be EV Capable.
- ~~11.~~
- ~~14.~~ A minimum of two green stormwater infrastructure (GSI) elements for stormwater

12. 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.
- ~~12.~~ The streetscape on both sides of the existing detached sidewalk along the
13. east side of 43rd Avenue shall be replenished and planted to the following standards, as approved by the Planning and Development Department.
 - a. Minimum 2-inch caliper, single-trunk, large canopy, drought-tolerant, shade trees, planted 20 feet on center, or in equivalent groupings.
 - b. Drought-tolerant shrubs, accents and vegetative groundcovers maintained to a maximum height of 24 inches to achieve a minimum of 75% live coverage.

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

- ~~13.~~ All streets within and adjacent to the development shall be constructed with
14. 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.
- ~~14.~~ In the event archaeological materials are encountered during construction, the
15. 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.
- ~~15.~~ Prior to final site plan approval, the landowner shall execute a Proposition 207
16. 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.

Staff comments regarding VPC Recommendation:

None.