

# Attachment B



**City of Phoenix**  
PLANNING AND DEVELOPMENT DEPARTMENT

**Staff Report: Z-SP-2-17-2**  
April 17, 2017

<b>Paradise Valley Village Planning Committee Hearing Date</b>	May 1, 2017
<b>Planning Commission Hearing Date</b>	June 8, 2017
<b>Request From:</b>	PSC (Pending C-2) (0.06 acres)
<b>Request To:</b>	C-2 SP (0.06 acres)
<b>Proposed Use</b>	Massage establishment and all underlying C-2 uses
<b>Location</b>	Southwest corner of Scottsdale Road and Hearn Road
<b>Owner</b>	Holualoa Scottsdale Retail, LLC
<b>Applicant's Representative</b>	Paul Gilbert, Beus Gilbert, PLLC
<b>Staff Recommendation</b>	Approval

General Plan Conformity			
<b>General Plan Land Use Designation</b>		Commercial	
<b>Street Map Classification</b>	Scottsdale Road	Major Arterial	60-foot west half street
	Hearn Road	Private Drive	33-foot north half street
<p><b><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></b></p> <p>The proposed massage establishment will add to the diversity of employment opportunities and is consistent with the surrounding uses.</p>			
<p><b><i>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.</i></b></p> <p>The massage establishment will serve to increase the range of services available to nearby residents in an already established shopping center.</p>			

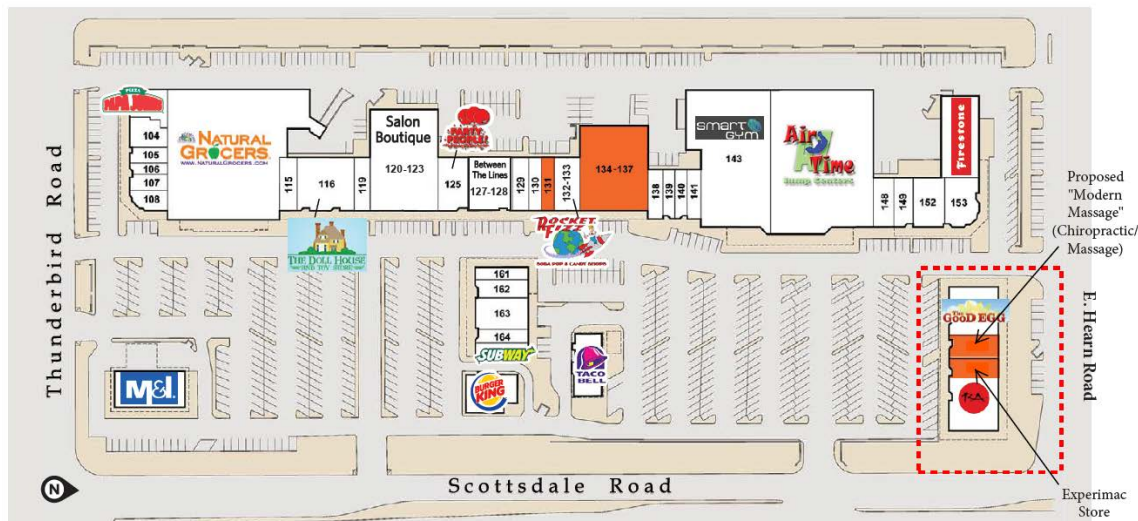
Area Plan
N/A

Surrounding Land Uses/Zoning		
	<u>Land Use</u>	<u>Zoning</u>
<b>On Site</b>	Commercial / Retail (Scottsdale Towne Square)	PSC
<b>North</b>	Commercial / Retail (East Thunderbird Square North)	C-2 PCD
<b>South</b>	Commercial/Retail/Restaurants	C-1 and C-2
<b>East</b>	Rug Treasures (City of Scottsdale)	Scottsdale I-1
<b>West</b>	Single-Family Residential	R1-14

**Background/Issues/Analysis**

1. This is a request to rezone a 0.06-acre site from PSC (Pending C-2) (Companion Case Z-14-17-2) (Planned Shopping Center) to C-2 SP (Intermediate Commercial, Special Permit) to allow for a massage establishment and all underlying C-2 uses within the Scottsdale Towne Square shopping center.
2. The General Plan Land Use Map designation for the site is Commercial. The proposal is consistent with the General Plan designation and the land uses in the area.
3. The subject property was rezoned to PSC in 1985 via Rezoning Case No. Z-212-85. A subsequent stipulation modification was completed in 1985 to allow the refuse container and compactor to be placed outdoors. The current shopping center provides the surrounding community with various services such as a grocery store, restaurants and a day care facility among many other retailers.
4. The property is located at the intersection of a major arterial street and a private drive. Commercial and retail development exists on the north, south and east sides of the site, serving the local community. There are single-family residential homes abutting the shopping center to the west. The proposed chiropractic/massage establishment will offer an additional service to area residents.
5. The applicant intends to utilize one suite (#173), totaling approximately 1,600 square feet within the northeastern building in the retail center. The business will be a licensed chiropractic/massage establishment named "Modern Massage".

To ensure that the requested use does not expand undesirably throughout the center, this Special Permit request is specifically proposed for one suite. 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% or more interest in the establishment.
7. The City of Phoenix Aviation Department has reviewed the rezoning application and stated that the proposed use is compatible.
8. The Water Services Department has noted that the property has existing water and sewer mains that can potentially serve the development.
9. The City of Phoenix Floodplain Management division of the Street Transportation 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 1760 L of the Flood Insurance Rate Maps (FIRM) dated October 16, 2013.
10. 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 street.
2. The proposal is consistent with the surrounding commercial land uses.

3. The proposal will increase the range of services accessible to area residents.

**Stipulations**

None

**Writer**

Maja Brkovic

4/17/17

**Team Leader**

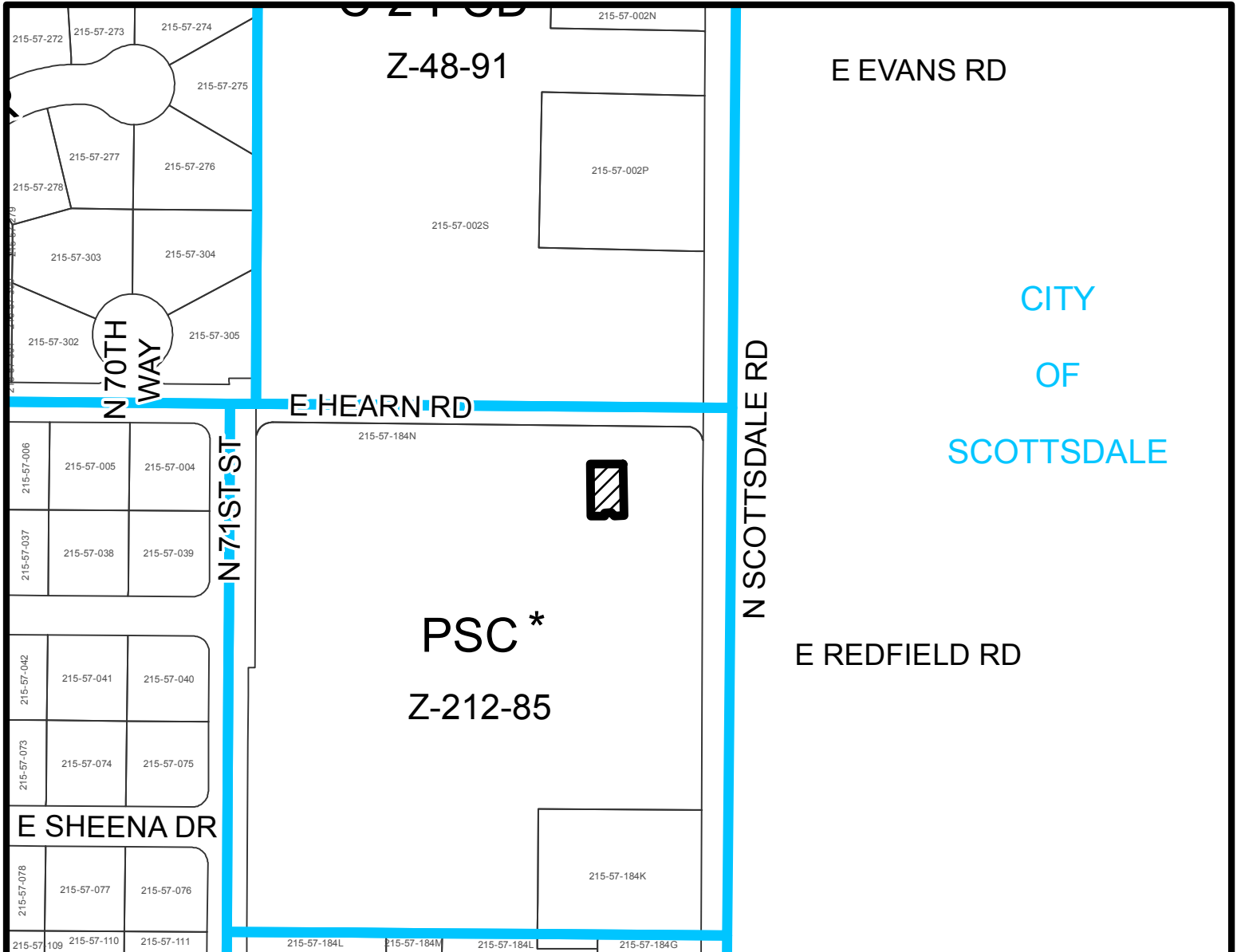
Craig Mavis

**Attachments**

Sketch Map

Aerial

Site Plan (Dated 02/21/2017)

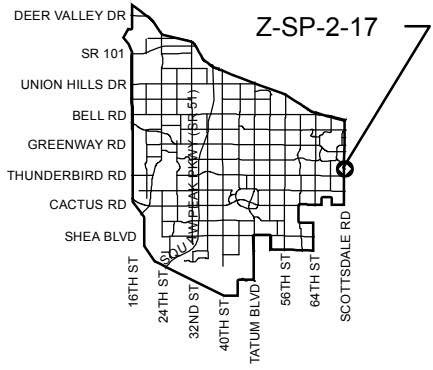


CITY  
OF  
SCOTTSDALE



**PARADISE VALLEY VILLAGE**

CITY COUNCIL DISTRICT: 2



<b>APPLICANT'S NAME:</b> Andrew J. Armstrong, Beus Gilbert PLLC		<b>REQUESTED CHANGE:</b> FROM: PSC (Pending C-2), (0.06 a.c.) TO: C-2 SP, (0.06 a.c.)	
<b>APPLICATION NO.</b> Z-SP-2-17	<b>DATE:</b> 03/27/2017		
GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX. 0.06 Acres		AERIAL PHOTO & QUARTER SEC. NO. QS 33-44	ZONING MAP L-12
<b>MULTIPLES PERMITTED</b> PSC (Pending C-2) C-2 SP	<b>CONVENTIONAL OPTION</b> N/A(1) 1	<b>* UNITS P.R.D. OPTION</b> N/A(1) 1	

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





Feet

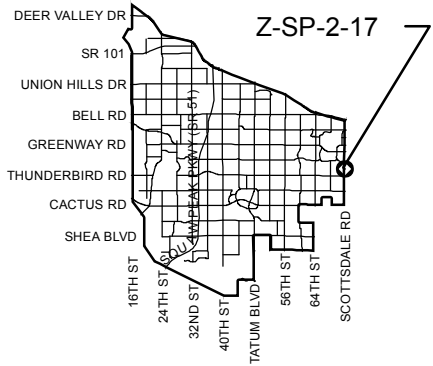
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**PARADISE VALLEY VILLAGE**

CITY COUNCIL DISTRICT: 2



**City of Phoenix**  
PLANNING AND DEVELOPMENT DEPARTMENT



**APPLICANT'S NAME:** Andrew J. Armstrong, Beus Gilbert PLLC

**APPLICATION NO.** Z-SP-2-17

**DATE:** 03/27/2017

**REVISION DATES:**

GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX.

0.06 Acres

**AERIAL PHOTO & QUARTER SEC. NO.**  
QS 33-44

**ZONING MAP**  
L-12

**REQUESTED CHANGE:**

**FROM:** PSC (Pending C-2), (0.06 a.c.)

**TO:** C-2 SP, (0.06 a.c.)

**MULTIPLES PERMITTED**

PSC (Pending C-2)

C-2 SP

**CONVENTIONAL OPTION**

N/A(1)

1

**\* UNITS P.R.D. OPTION**

N/A(1)

1

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



# Scottsdale Towne Square

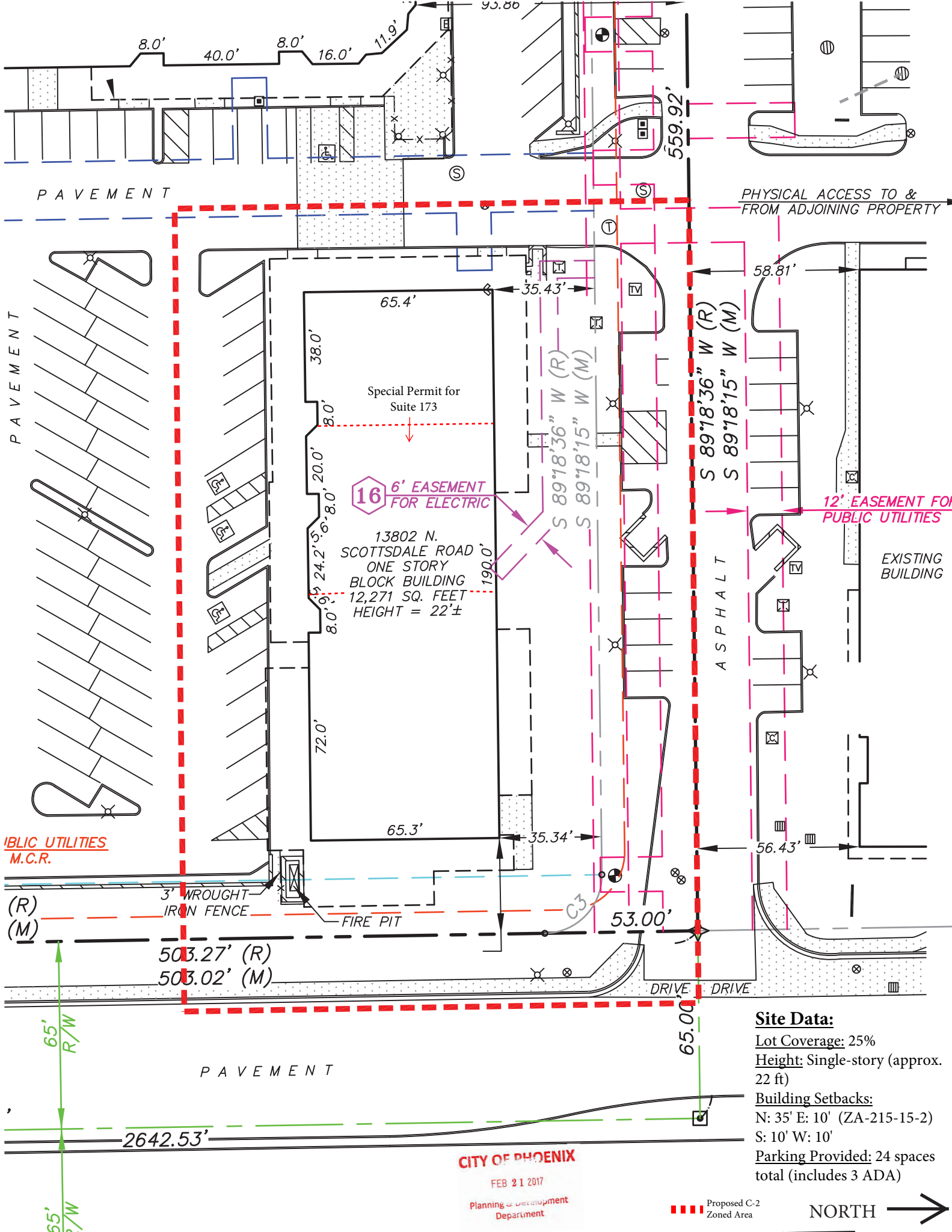
NWC of Scottsdale Road & Thunderbird Road, Scottsdale, Arizona  
13802 N. Scottsdale Road



**CITY OF PHOENIX**

FEB 21 2017

Planning & Development  
Department



**16' EASEMENT FOR ELECTRIC**

13802 N. SCOTTSDALE ROAD  
 ONE STORY BLOCK BUILDING  
 12,271 SQ. FEET  
 HEIGHT = 22'±

Special Permit for Suite 173

PHYSICAL ACCESS TO & FROM ADJOINING PROPERTY

12' EASEMENT FOR PUBLIC UTILITIES

PUBLIC UTILITIES M.C.R.

503.27' (R)  
 503.02' (M)

**Site Data:**  
 Lot Coverage: 25%  
 Height: Single-story (approx. 22 ft)  
 Building Setbacks:  
 N: 35' E: 10' (ZA-215-15-2)  
 S: 10' W: 10'  
 Parking Provided: 24 spaces total (includes 3 ADA)

CITY OF PHOENIX  
 FEB 21 2017  
 Planning & Development Department

Proposed C-2 Zoned Area

NORTH →