



## Village Planning Committee Meeting Summary

### Z-49-XX-75-3

<b>Date of VPC Meeting</b>	February 1, 2021
<b>Request From</b>	RSC PCD (Regional Shopping Center, Planned Community District) (91.16 acres)
<b>Request To</b>	C-2 H-R DNS/WVR SP PCD (Intermediate Commercial, High Rise, Density Waiver, Special Permit, Planned Community District) for a Major Amendment to the Paradise Valley Mall PCD (91.16 acres)
<b>Proposed Use</b>	A mix of uses (multifamily and commercial) up to 120 feet in height and a Special Permit for self-service storage and all underlying C-2 uses
<b>Location</b>	Approximately 415 feet north of the northwest corner of Scottsdale Road and Kierland Boulevard
<b>VPC Recommendation</b>	Approval, per the staff recommendation.
<b>VPC Vote</b>	<b>14-0</b> with committee members Balderrama, Gerst, Goodhue, Hall, Maggiore, Mazza, Mortensen, Popovic, Severs, Sparks, Stewart, Wise, Gubser and Leshner in favor.

### **VPC DISCUSSION:**

*5 speaker cards were submitted in favor, wishing to speak*

*2 speaker cards were submitted in opposition, wishing to speak*

**Mr. David Simmons**, staff, went over the request with the committee. He covered the existing General Plan Land Use designation on the site and surrounding area, the uses in the surrounding area, the height limitations stipulated as well as the conceptual pedestrian circulation plan, overall site plan, phase 1 site plan, policy plan conformity and more. He also went over stipulation rationale with the committee.

**Mr. Ed Bull**, with Burch & Cracchiolo, representing the applicant, shared that the development team appreciates staff's recommendation for approval and accepts staff's stipulations. He went over the General Plan Land Use map designation for the area, surrounding zoning, proximity to the nearest single-family residential, the illustrative pedestrian circulation plan, and traffic circulation in the area. He also went over heights proposed and highlighted Phase 1. He also went over the extensive community outreach that was conducted prior to this hearing.

**Mr. Robert Goodhue** stated that this is a great start to the Village Core and PV Mall revitalization efforts. He asked if the applicant is looking to reduce parking.

**Mr. Bull** shared that parking would not be reduced in Phase 1 and shared that the development team does not know about future phases as of yet.

**Ms. Larisa Balderrama** asked why the Special Permit request for a self-storage facility. This use doesn't seem to fit in a mixed use environment.

**Mr. Bull** shared that this storage use is not your typical self-storage facility. There is a market demand for self-storage. This will be office like in appearance and is one of the lowest traffic generators possible.

**Ms. Balderrama** asked if Mr. Bull had any visualizations, he could show the committee of the self-storage proposal.

**Mr. Bull** shared that the self-storage in Roosevelt Row was very similar but did not have any graphics handy.

**Mr. Paul Severs** asked what the timeline is of all of the phases.

**Mr. Bull** shared that they have a condensed hearing schedule for this request and should be concluding site plan review in 2021.

**Chairman Robert Gubser** asked if the entire mall will be demo's at time of Phase 1.

**Mr. Bull** shared that most of the mall will be closed and/or demo's at time of Phase 1.

**Vicechair Joe Leshner** asked if the JC Penny's is being demo' d. It is not included in the overall site plan.

**Mr. Bull** shared that the JC Penny's is in bankruptcy and can't tell at this point what will become of the store shell.

**Vicechair Leshner** asked how many acres is in Phase 1.

**Mr. Bull** shared that it is 13 acres.

#### **Public Comment:**

**Mr. Jeff Moloznik**, owner, shared that they want to retain the site as owners and will not be selling off after constructed.

**Ms. Denise Kazmierczak** shared that she has concerns with density, increased traffic, and the hour in which this meeting is being conducted. She stated that this site needs a comprehensive master plan. She is very upset that this meeting is happening under the cover of night at nearly midnight.

**Ms. Jackie Mesa** has concerns about height, too busy, too heavy. Our area is ranch style homes. This proposal is not ranch style. The character of the area is changing, and we can do better.

**Mr. Paul Katsenes** shared that he is in favor of the redevelopment plan.

**Applicants Response:**

**Mr. Ed Bull** shared that a pedestrian circulation plan is stipulated as well as a circulation plan, shade requirements and much more. This proposal will bring the Paradise Valley Village Core back to life.

**Mr. Ben Stewart** shared that he is very excited about this project. He stated that this is one of the most important projects the Village will be voting on.

**Mr. Bull** stated that the development team is hitting on all of the pistons for the Village Core. The parking garage is going to stay, JC Penny's is not going to stay at this location.

**Ms. Hall** shared that she lives in the area, loves the location, went to PV Mall when it was vibrant and has watched it deteriorate over the years. Red Development is local, and they care about the community. She is in support.

**Chairman Gubser** shared that he spent so much time at that mall growing up. Red Development does a great job and he is looking forward to what is to come.

**Mr. Robert Goodhue** shared that JC Penny's is a separate piece of property. We do not want to see this project go the way of City North.

**MOTION:**

**Ms. Jennifer Hall** made a motion to recommend approval of Rezoning Case No. Z-49-XX-75-3, per staff's recommendation.

**Mr. Daniel Mazza** seconded the motion.

**VOTE:**

**14-0** with committee members Balderrama, Gerst, Goodhue, Hall, Maggiore, Mazza, Mortensen, Popovic, Severs, Sparks, Stewart, Wise, Gubser and Leshner in favor.

**Staff Comments:**

None