

Paradise Valley

VILLAGE PLANNING COMMITTEE



Village Planning Committee Meeting Summary

Z-81-25-2

Date of VPC Meeting	September 8, 2025
Request From	C-1
Request To	C-2
Proposal	Commercial center
Location	Approximately 200 feet west of the southwest corner of 64th Street and Bell Road
VPC Recommendation	Approval, per the staff recommendation
VPC Vote	12-0

VPC DISCUSSION:

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

Staff Presentation

Adrian Zambrano, staff, provided an overview of rezoning case Z-81-25-2, including the location of the request, surrounding zoning and land uses, and the General Plan Land Use Map designation. Mr. Zambrano noted that the request is consistent with the General Plan Land Use Map designation and shared surrounding General Plan Land Use Map designations. Mr. Zambrano stated that the proposal is to allow a bar within an existing suite for the Arena Sports Grill restaurant, noting that no changes are proposed to the existing site plan or elevations. Mr. Zambrano shared the staff findings and stated that staff recommends approval subject to stipulations. Mr. Zambrano shared the recommended stipulations and next steps for public hearings.

Applicant Presentation

Brian Greathouse, with Burch & Cracchiolo, P.A., noted that the rezoning request is primarily for Arena Sports Grill. Mr. Greathouse provided background on the business and summarized neighborhood outreach. Mr. Greathouse stated that the business used to operate under a liquor license that required a certain percentage of food sales. Mr. Greathouse stated that the food sales went down during the COVID-19 pandemic and never came back to what they were before. Mr. Greathouse stated that the restaurant owner purchased a new liquor license that did not require a certain percentage of food sales. Mr. Greathouse clarified that food is still being sold. Mr. Greathouse stated that C-1 zoning does not allow a bar and C-2 zoning does allow a bar. Mr. Greathouse

stated that the whole property is required to be rezoned. Mr. Greathouse summarized maintenance agreements for the shopping center made between the shopping center owner and the neighborhood to the south.

Questions from the Committee

Committee Member Robert Goodhue asked what other uses C-2 zoning would allow that C-1 zoning would not allow. **Mr. Greathouse** responded that any uses that are allowed in C-2 that would be concerning do not meet the separation requirement of 1,320 feet from a residential zoning district to be located within this shopping center, since there is a residential zoning district to the south.

Committee Member Jennifer Hall asked if there are no separation requirements between a bar and a pre-school, which is adjacent to this site to the west. **Mr. Greathouse** responded that there are not. Committee Member Hall asked how long the restaurant has been operating. Mr. Greathouse responded that the restaurant has been operating since 1986, and Arena Sports Grill has been operating since 1993. Committee Member Hall asked for clarification that there are no issues with the adjacent neighborhood. Mr. Greathouse responded that there are not.

Committee Member Daniel Mazza stated that he had some concerns due to the letter from the president of the Juniper Trails HOA. Committee Member Mazza stated that they are very happy with the landscaping that will be installed on the south side of the property. Committee Member Mazza stated that the property owner did a great job last year of updating the landscaping on the north side of the property. Committee Member Mazza stated that he drove by the rear of the shopping center recently and noted that it is in disarray. Committee Member Mazza stated that there are a number of code enforcement cases over the last few years dealing with outside storage, fencing, broken concrete, and other issues. Committee Member Mazza added that there is not good screening of the trash dumpsters. Committee Member Mazza stated that the property owner did a great job of updating the front of the shopping center but did not do much on the back of it. **Steve Stephens**, owner of Arena Sports Grill, responded that he is meeting with the property owner in the coming days. Mr. Stephens stated that he would pay for the rear landscaping improvements if the property owner did not want to.

Chair Anita Mortensen echoed Committee Member Mazza. Chair Mortensen stated that she is glad to see that steps are being taken to address these issues.

Committee Member Jennifer Hall asked when the improvements listed under Stipulation No. 1 would apply, noting that the proposal is not changing any building floor area. **Mr. Greathouse** responded that if redevelopment were to occur, then those items would be triggered through the site plan review process. Committee Member Hall asked for clarification that Stipulation No. 2 is the only improvement being made by the applicant. Mr. Greathouse responded affirmatively and added that the code enforcement issues would also be addressed.

Public Comments

Michael Hall introduced himself as the president of the Juniper Trails HOA for the adjacent subdivision to the south of the shopping center. Mr. Hall stated that their main concerns are the landscaping and the dumpsters that are not screened. Mr. Hall stated that as long as this can be cleaned up and the outdoor storage is removed, then they are okay with the proposal.

Applicant Response

None.

MOTION – Z-81-25-2

Committee Member Robert Goodhue motioned to recommend approval of Z-81-25-2, per the staff recommendation. **Committee Member Anna Sepic** seconded the motion.

VOTE – Z-81-25-2

12-0; motion to recommend approval of Z-81-25-2 per the staff recommendation passes with Committee members Franks, Gerst, Goodhue, Gubser, Hall, Hamra, Mazza, Schmidt, Sepic, Wise, Sommer, and Mortensen in favor.

STAFF COMMENTS REGARDING VPC RECOMMENDATION:

None.