



City of Phoenix
PLANNING AND DEVELOPMENT DEPARTMENT

Staff Report: Z-237-K-85-2
December 30, 2022

Desert View Village Planning Committee Hearing Date: January 10, 2023

Planning Commission Hearing Date: February 2, 2023

Request From: [C-2 PCD](#) (Intermediate Commercial, Planned Community District) (0.04 acres)

Request To: [C-2 PCD SP](#) (Intermediate Commercial, Planned Community District, Special Permit) (0.04 acres)

Proposed Use: Massage establishment and all underlying C-2 uses

Location: Approximately 350 feet north and 430 feet west of the northwest corner of Tatum Boulevard and Dynamite Boulevard

Owner: Shops at Dynamite Creek, LLC

Applicant: Ellie Brundige, Gammage and Burnham, PLC

Representative: Manjula M. Vaz, Gammage and Burnham, PLC

Staff Recommendation: Approval

<u>General Plan Conformity</u>			
<u>General Plan Land Use Map Designation</u>		Commercial	
<u>Street Map Classification</u>	Dynamite Boulevard	Major Arterial	Width varies from 60-foot to 71-foot north half street
	Tatum Boulevard	Major Arterial	60-foot west half street
<p><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></p> <p>The proposed Special Permit will allow an existing small business to continue operating, promoting entrepreneurship and employment opportunities at an appropriate location, consistent with the surrounding uses.</p>			

<u>General Plan Conformity</u>
<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>
The massage establishment serves to increase the range of services available to nearby residents in an already established shopping center.

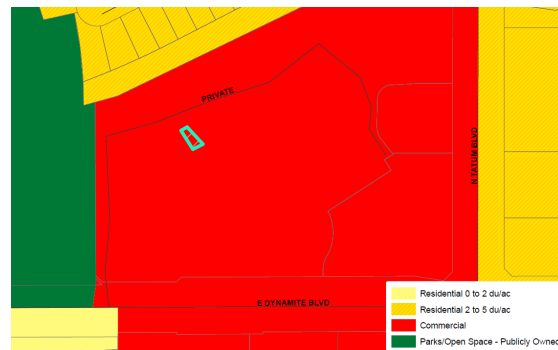
Surrounding Land Uses/Zoning		
	<u>Land Use</u>	<u>Zoning</u>
On Site	Shopping center	C-2 PCD
North	Single-family residential	R1-6 PCD
South (Across Dynamite Boulevard)	Self-service storage facility and commercial retail	PUD and C-1
East (Across Tatum Boulevard)	Shopping center	C-1
West	Dynamite Park	PCD

Background/Issues/Analysis

SUBJECT SITE

1. This is a request to rezone a 0.04-acre site from C-2 PCD (Intermediate Commercial, Planned Community District) to C-2 PCD SP (Intermediate Commercial, Planned Community District, Special Permit) to allow a massage establishment and all underlying C-2 uses in one suite within an existing 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.

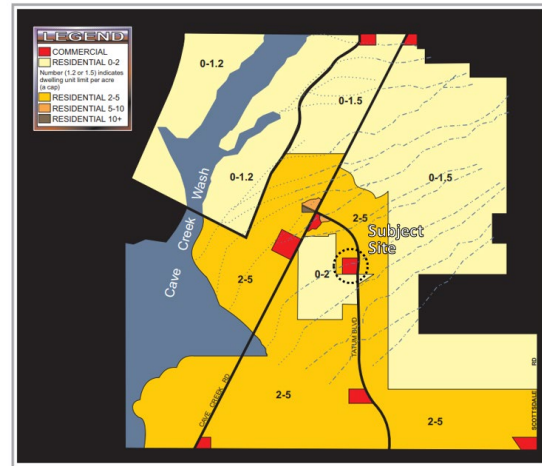
The surrounding General Plan Land Use Map designations are Residential 2 to 5 dwelling units per acre to the north and east, Commercial to the south, and Parks/Open Space – Publicly Owned to the west.



General Plan Land Use Map, Source: Planning and Development

3. **North Land Use Plan**

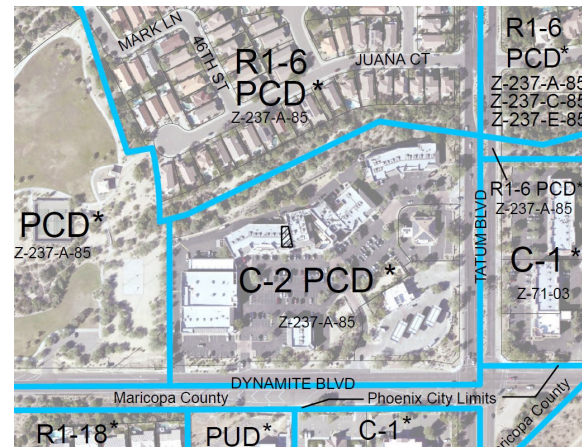
In 1996, the Phoenix City Council adopted the North Land Use Plan, which established recommendations for land use and future development for the area generally bounded by Cave Creek Wash to the west, Scottsdale Road to the east, Carefree Highway to the north, and Pinnacle Peak Road to the south. The plan shifted residential density designations from the previous General Plan Land Use Map with the goals of protecting the desert character, recognizing washes as a development constraint, and maximizing infrastructure efficiency. The subject site is designated as Commercial in the plan, which is consistent with the proposed zoning.



North Land Use Map, Source: Planning and Development Department

EXISTING CONDITIONS & SURROUNDING ZONING

4. The subject site is part of a larger site that was rezoned to C-2 PCD in 1987 as part of a major amendment to the Tatum Ranch PCD (Z-237-A-85-2). The site was later developed as a shopping center. Properties across Tatum Boulevard and Dynamite Boulevard from the site are also developed with commercial and retail uses in C-1 (Neighborhood Retail District) and PUD (Planned Unit Development) zoning districts. West of the site is Dynamite Park zoned PCD (Planned Community District). North of the site, across a wash corridor, is a single-family neighborhood zoned R1-6 PCD (Single-Family Residence District, Planned Community District).



Aerial Map, Source: Planning and Development Department

PROPOSAL

5. The applicant proposes to continue the use of an approximately 1,500-square-foot suite within the shopping center as a massage establishment. To ensure that the requested use does not expand undesirably throughout the center, this Special Permit request is specifically proposed for the one suite containing the use. There are no proposed changes to the approved site plan or elevations with the Special Permit request. The City of Phoenix requires licensing for the

massage practitioner, the massage establishment and anyone with a 20 percent or more interest in the establishment.

COMMUNITY INPUT SUMMARY

6. At the time this staff report was written, staff had not received any letters in support or opposition to this request.

INTERDEPARTMENTAL COMMENTS

7. The Water Services Department commented that the property has existing water and sewer mains that can potentially serve the development.
8. The City of Phoenix Floodplain Management division of the Public Works Department has determined that this parcel is in a Special Flood Hazard Area (SFHA) called Zone AE and Zone X, on panel 1301 M of the Flood Insurance Rate Maps (FIRM) dated July 20, 2021. The Architect/Engineer is required to show the floodplain boundary limits on the Grading and Drainage plan and ensure that impacts to the proposed facilities have been considered, following the National Flood Insurance Program (NFIP) Regulations (44 CFR Paragraph 60.3). This includes, but not limited to provisions in the latest versions of the Floodplain Ordinance of the Phoenix City Code. A copy of the Grading and Drainage Plan needs to be submitted to the Floodplain Management section of Public Works Department for review and approval of Floodplain requirements. FEMA approved CLOMR-F or CLOMR is required prior to issuance of a Grading and Drainage permit.
9. 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 proposal is consistent with the General Plan Land Use Map designation and with surrounding commercial land uses.
2. The use will be appropriately located in an established retail center with access from two major arterial streets.
3. The proposal will provide a specialized commercial service that caters to the diverse needs of the community within an existing shopping center.

Stipulations

None

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Writer

Anthony Grande

December 30, 2022

Team Leader

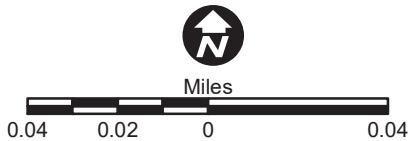
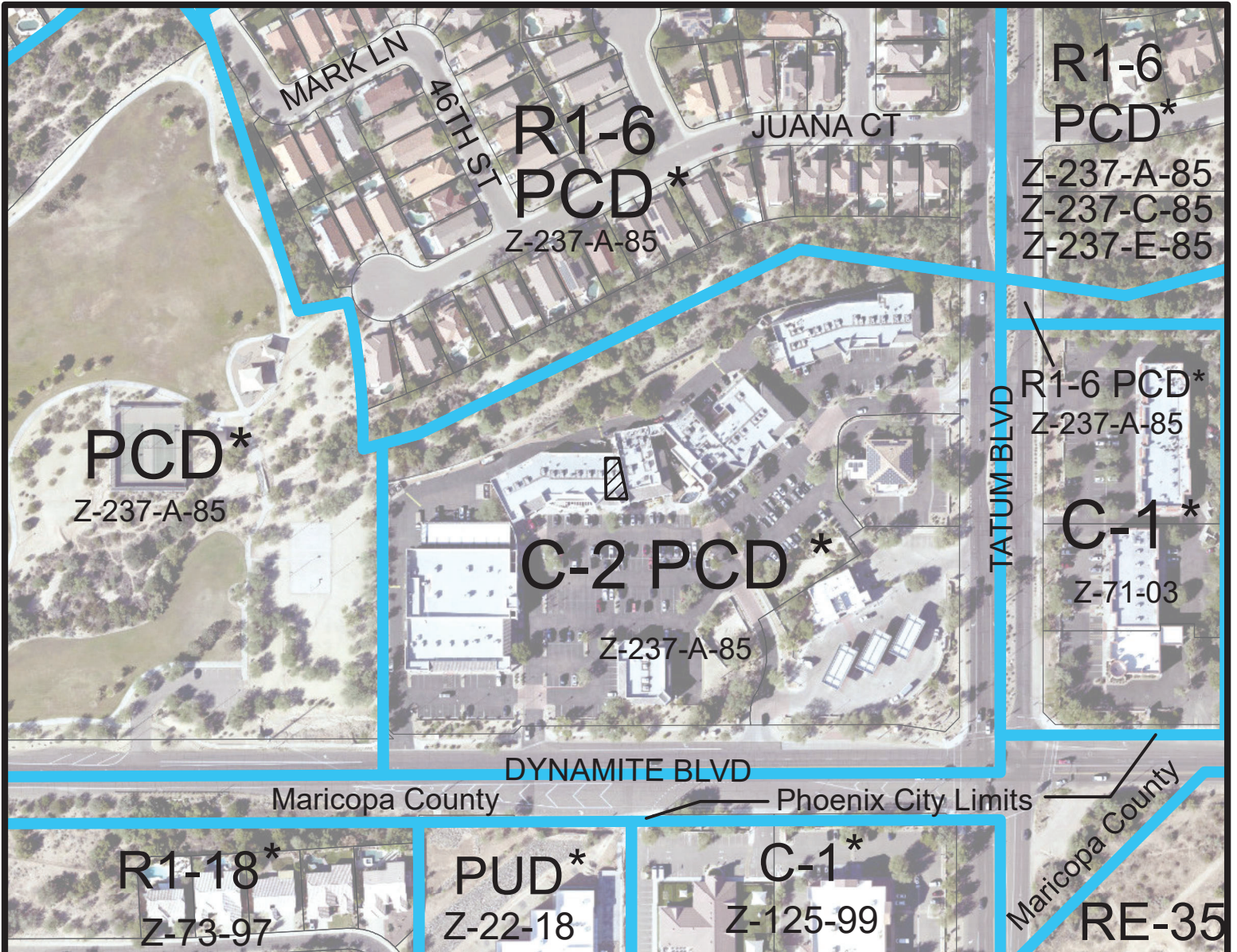
Racelle Escolar

Exhibits

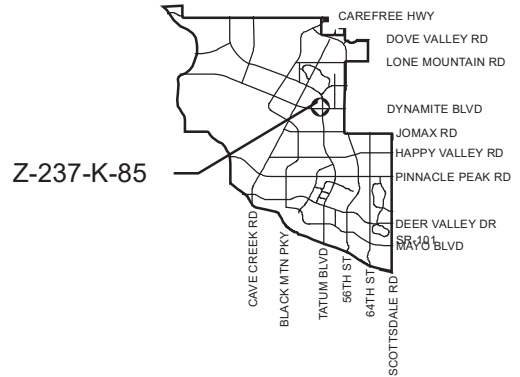
Sketch Map

Aerial Map

Site Plan date stamped October 17, 2022



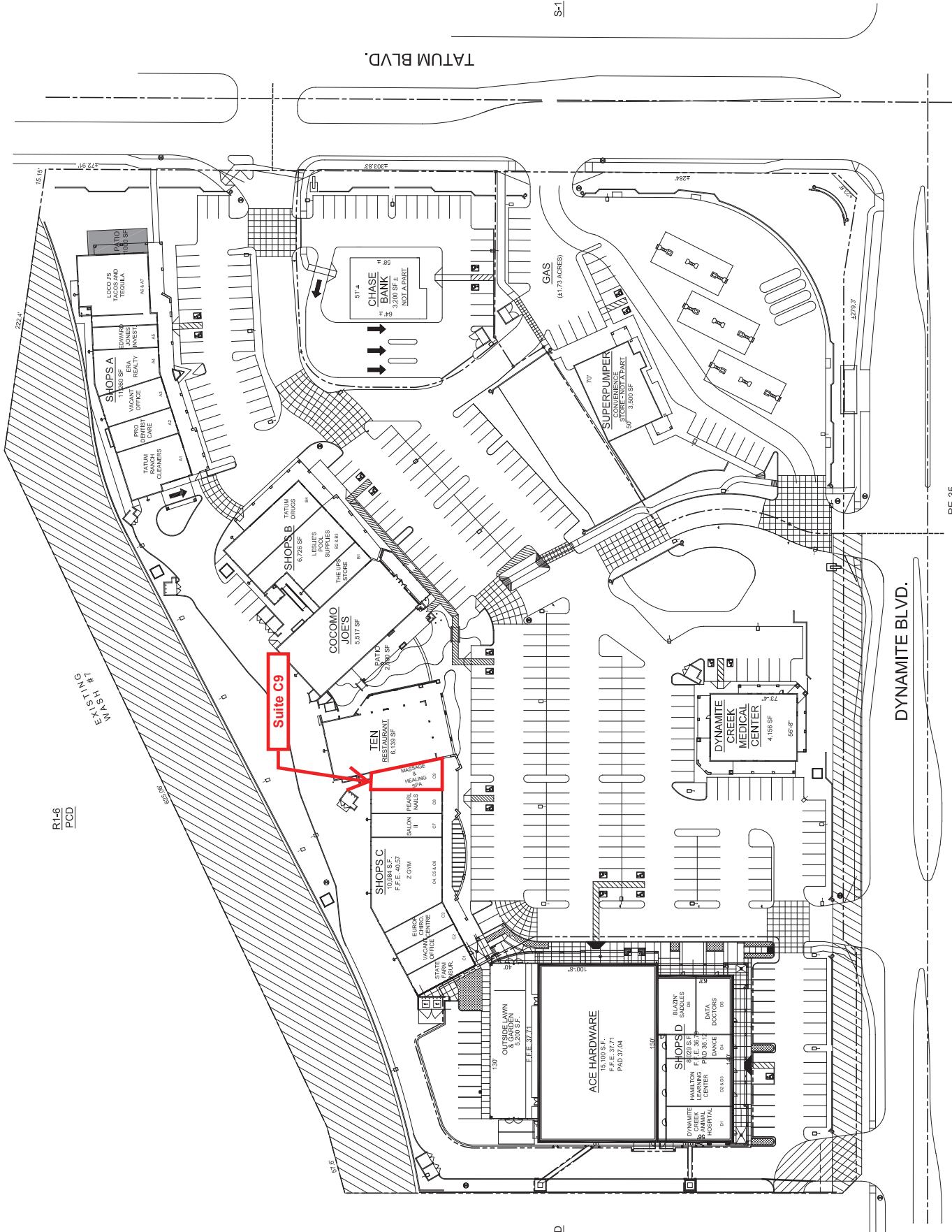
DESERT VIEW VILLAGE
CITY COUNCIL DISTRICT: 2



APPLICANT'S NAME: Ellie Brundige, Gammage and Burnham PLC		REQUESTED CHANGE:	
APPLICATION NO. Z-237-K-85		FROM: C-2 PCD (0.04 a.c.)	
DATE: 11/03/2022 REVISION DATES:		TO: C-2 PCD SP (0.04 a.c.)	
GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX. 0.04 Acres		AERIAL PHOTO & QUARTER SEC. NO. QS 51-38	
		ZONING MAP P-11	
MULTIPLES PERMITTED C-2 PCD C-2 PCD SP		CONVENTIONAL OPTION 0 0	
		* UNITS P.R.D. OPTION 0 0	

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

SITE PLAN



R1-6
PCD

EXISTING
WASH #1

TATUM BLVD.

PCD

S-1

RE-35

DYNAMITE BLVD.



SITE PLAN

SCALE: 1" = 50'-0"



SCALE: 1" = 50'-0"

CITY OF PHOENIX

OCT 17 2027

Planning & Development
Department