



City of Phoenix
 PLANNING AND DEVELOPMENT DEPARTMENT

Staff Report: Z-40-15-3
 September 22, 2015

Paradise Valley Village Planning Committee Hearing Date October 5, 2015
Planning Commission Hearing Date October 13, 2015

Request From: PSC (9.22 acres) & PSC SP (0.78 acres)
Request To: C-2 (10.00 acres)
Proposed Use Commercial retail center
Location Northwest corner of 32nd Street and Shea Boulevard
Owner Paradise Hills Shopping Center, LTRL LLC
Applicant’s Representative Jason B. Morris, Withey Morris PLC
Staff Recommendation Approval, subject to stipulations

General Plan Conformity			
General Plan Land Use Designation		Commercial	
Street Map Classification	32nd Street	Arterial	Varies from 40 to 55-foot west half street
	Shea Boulevard	Arterial	40-foot north half street
<p>LAND USE ELEMENT: GOAL 3, POLICY 5: Encourage the development or redevelopment of vacant and underutilized parcels within the urbanized area that is consistent with the character of the area or with the area’s transitional objectives.</p> <p>The proposed rezoning will encourage the continuing redevelopment of an underutilized commercial shopping center that is compatible with the adjacent area and consistent with the vision identified in the North 32nd Policy Plan.</p>			
<p>CONSERVATION, REHABILITATION & REDEVELOPMENT ELEMENT: GOAL 4, POLICY 4: Encourage adaptive reuse and investment in older industrial and commercial areas.</p> <p>The proposal allows for further investment in an older commercial retail center and will allow for additional retail opportunities for those in the immediate area.</p>			

Area Plan
<p><u>North 32nd Policy Plan</u> See Items 8 and 9 in the Background/Issues/Analysis Section.</p>

Surrounding Land Uses/Zoning		
	<u>Land Use</u>	<u>Zoning</u>
On Site	Commercial Retail	PSC, PSC SP
North	Commercial Retail	PSC
South	Office / Commercial Retail	C-O, C-2
East	Commercial Retail	PSC
West	Multifamily Residential	R-4

C-2 (Intermediate Commercial)		
<u>Standards</u>	<u>Requirements</u>	<u>Proposed</u>
<i>Building Setbacks</i>		
Street	Average 25 feet	Existing – 15 feet (east) Existing – 48 feet (south)
Interior	10 feet (north) 15 feet (west)	Existing – 56 feet (north) Existing – 97 feet (west)
<i>Landscape Setbacks</i>		
Street	Average 25 feet	Existing – Varies from 0 to 28 feet (east) Existing – Varies from 0 to 8 feet (south)
Interior	10 feet	Existing - None
Lot Coverage	Maximum 50%	Met – 26.4%
Building Height	Maximum 30 feet	Existing – 27 feet
Parking	Minimum 382 required	Met – 455 provided

Background/Issues/Analysis

1. This is a request to rezone a 10.00 acre parcel from PSC (Planned Shopping Center District) and PSC SP (Planned Shopping Center District, Special Permit) to allow for a commercial retail center.
2. The property has a General Plan Land Use Map designation of Commercial, as do properties to the north, south and west. The adjacent property to the west has a land use designation of Residential 15+ dwelling units per acre. The rezoning proposal is consistent with the current General Plan designation.

3.



Currently, the subject site is utilized as a retail shopping center with five buildings of varying sizes totaling approximately 100,000 square feet. The remainder of the site is devoted to associated parking and landscaping. Properties to the north and east are occupied by commercial uses and zoned PSC (Planned Shopping Center). Properties to the south are zoned C-O (Restricted Commercial) and C-2 (Intermediate Commercial)

and are utilized for office and retail uses. The property immediately to the west is an apartment community zoned R-4 (Multifamily Residence District).

4. The site was rezoned to PSC in 1960 via Rezoning Case Z-380-60. In 1962, the center opened as the Paradise Hills Shopping Center. Subsequently, a Special Permit request for 0.78 portion of the site was approved in 1990 with Z-SP-29-90 for an athletic health facility and all underlying PSC uses.

5. Rezoning of the property will allow for new commercial uses to be provided for the surrounding community, including the sale of propane as an accessory use for a planned hardware store tenant.

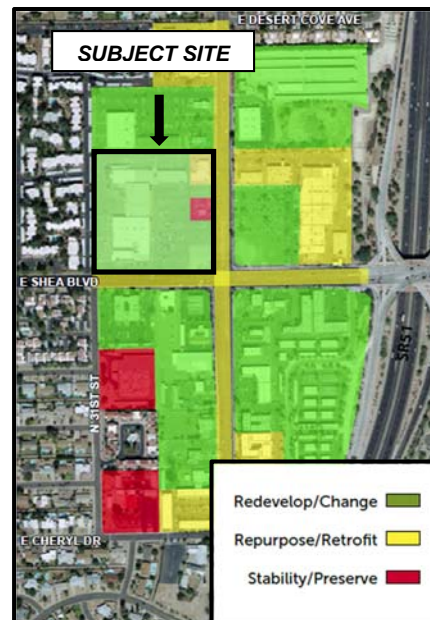


Paradise Hills Shopping Center, 1969

6. The proposed site plan depicts the addition of a propane filling area behind the westernmost building on the site. A 103-foot setback is shown from the propane filling area to the western property line. In order to ensure that the propane tank is located to the rear of the building and is appropriately buffered from the adjacent residential, staff is recommending a stipulation for general conformance to the site plan date stamped September 21, 2015, with specific regard to the location of the propane filling station.

7. Except for the addition of the propane filling area, the remainder of the site is proposed to remain as-is. Significant reinvestment in the shopping center has occurred over the last year including the addition of a retail drug store at the southeast corner of the site as well as extensive façade and landscape improvements throughout the center.
8. The subject site falls within the boundaries of the North 32nd Policy Plan area, which is an eight mile area bounded by the Phoenix Mountain Preserve to the south, the Loop 101 Freeway to the north, 28th Street to the west and 36th Street / State Route 51 to the east. Once a main thoroughfare from central Phoenix to northeast Phoenix, the 32nd Street corridor experienced an impact on both traffic patterns and business characteristics upon the completion of State Route 51. Adopted on December 3, 2014, the plan is a citizen driven effort to revitalize the North 32nd Street area.

9. The North 32nd Policy Plan Mapping Exercise designated the majority of the subject site as “green,” which signifies an area where redevelopment or change would be welcomed by the community. While the current proposal does not significantly increase the density or daily traffic to the site, the repurposing of the existing retail center is consistent with this recommendation. The existing and proposed improvements to this property, at a key intersection within the corridor, will serve as an important private investment for the area while also furthering the stated vision of the area “as a destination with a sense of place that encourages residential and commercial investment and welcomes those that wish to work, live and/or play in the area.”



10. The Street Transportation Department has proposed a stipulation regarding a 10-foot sidewalk easement for the length of the property along both 32nd Street and Shea Boulevard. This stipulation applies to areas where the current right-of-way is less than 50 feet from the existing centerline.
11. The Water Services Department has noted that there are no water or sewer infrastructure concerns with the proposed zoning.
12. 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 1735 L of the Flood Insurance Rate Maps (FIRM) dated October 16, 2013.

13. 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 request is consistent with the General Plan Land Use Map designation of Commercial.
2. The proposed rezoning is consistent with the commercial development in the area and will allow for additional retail uses that serve the surrounding community.
3. The development continues a revitalization effort of a key parcel in the 32nd Street corridor that is consistent with the stated policies and vision of the North 32nd Policy Plan.

Stipulations

1. The development shall be in general conformance with the site plan date stamped September 21, 2015 with specific regard to the location of the propane filling station behind the western building, as approved by the Planning and Development Department.
2. The developer shall dedicate a 10 foot sidewalk easement along the west side of 32nd Street and the north side of Shea Boulevard where the right-of-way is less than 50 feet from the centerline, as approved by the Planning and Development Department.

Writer

Samantha Keating

09/18/15

Team Leader

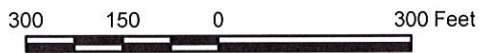
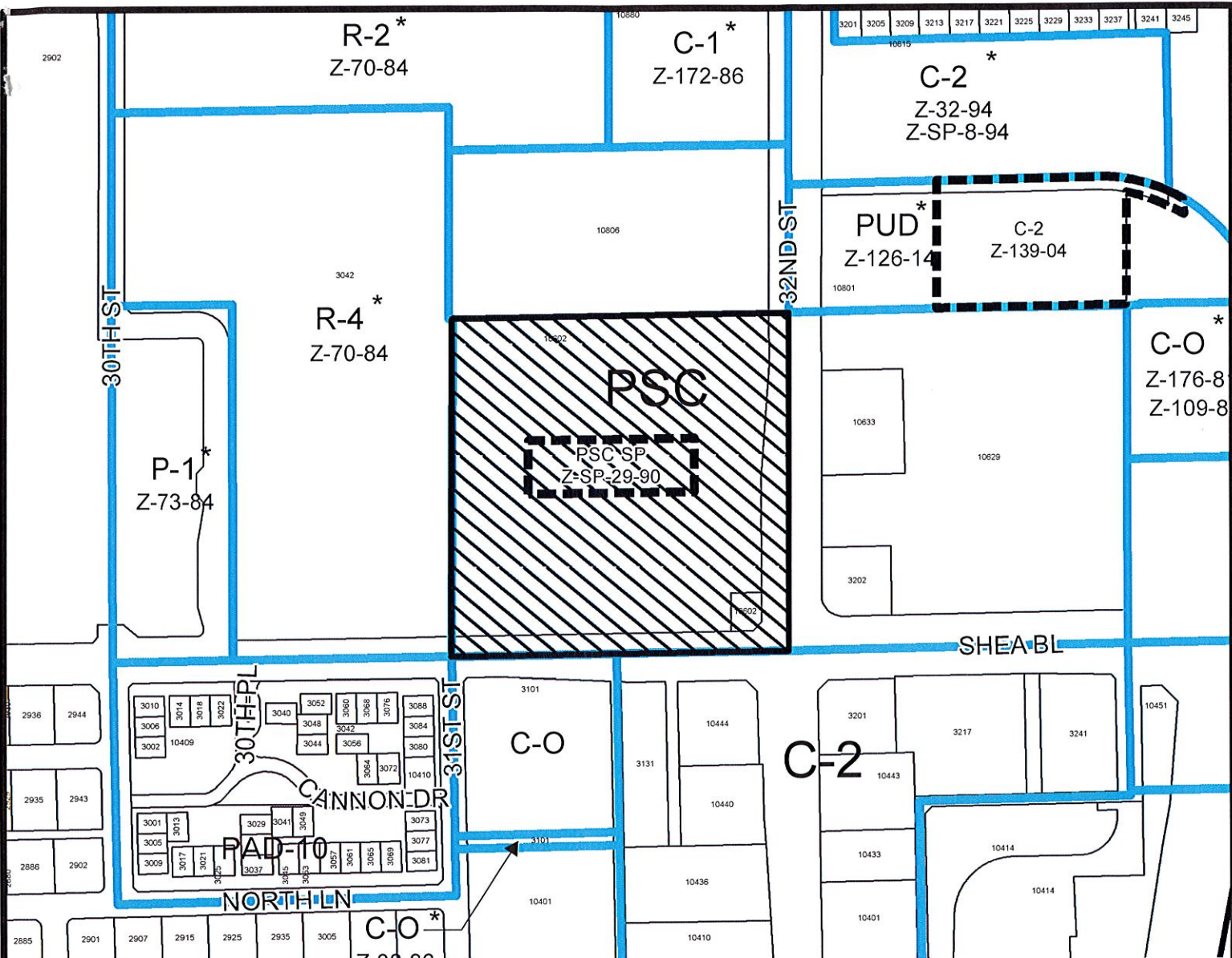
Joshua Bednarek

Attachments

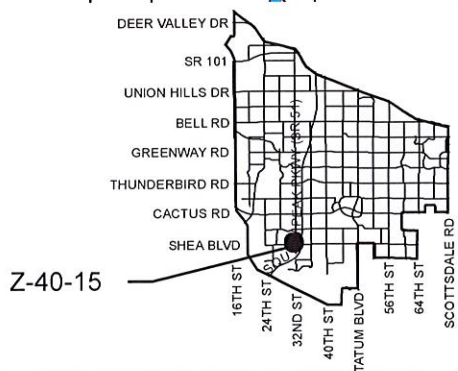
Sketch Map

Aerial

Site Plan (date stamped September 21, 2015)

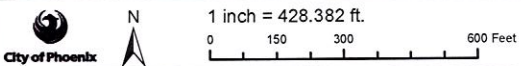
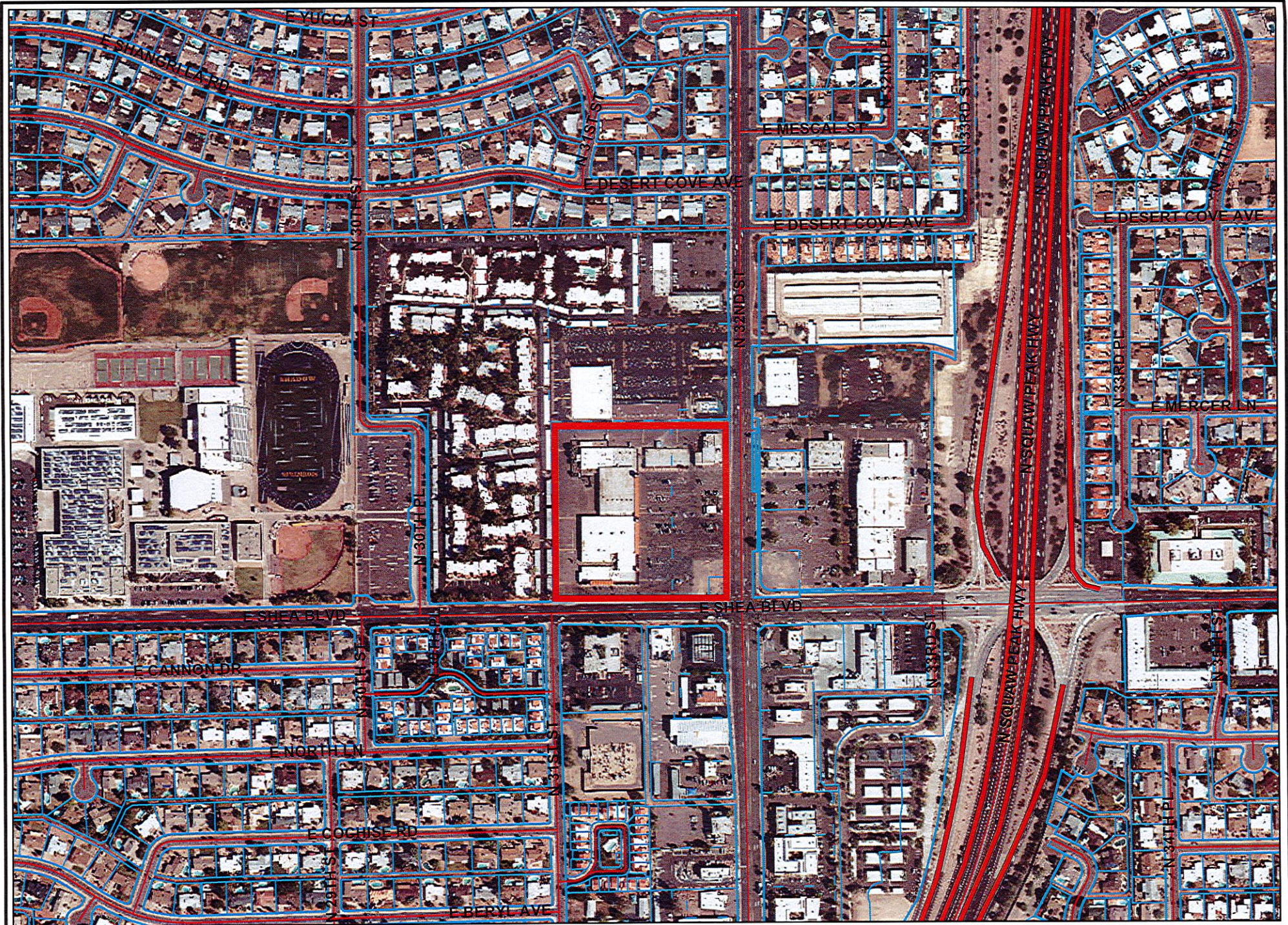


CITY OF PHOENIX PLANNING DEPARTMENT
PARADISE VALLEY VILLAGE
 CITY COUNCIL DISTRICT: 3



APPLICANT'S NAME: Jason B. Morris, Withey Morris PLC		REQUESTED CHANGE: FROM: PSC (9.22 a.c.) PSC SP (0.78 a.c.) TO: C-2 (10.00 a.c.)	
APPLICATION NO. Z-40-15	DATE: 8/10/15 <small>REVISION DATES:</small>	<small>GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX.</small> 10.00 Acres	
<small>GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX.</small> 10.00 Acres		<small>AERIAL PHOTO & QUARTER SEC. NO.</small> QS 29-34	<small>ZONING MAP</small> K-10
MULTIPLES PERMITTED PSC, PSC SP C-2		CONVENTIONAL OPTION N/A 145	
* UNITS P.R.D. OPTION N/A 174			

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



Planning and Development

The information provided on this map is based on record drawings submitted by others. Users of this information are cautioned that independent verification of actual conditions may be necessary

