



City of Phoenix
PLANNING AND DEVELOPMENT DEPARTMENT

Staff Report: Z-SP-1-14-6
April 9, 2014

Camelback East Village Planning Committee Hearing Date May 6, 2014
Planning Commission Hearing Date May 13, 2014
Request From: C-2 (0.07 acres)
Request To: C-2 SP (0.07 acres)
Proposed Use Massage therapy and all underlying C-2 uses
Location Approximately 375 feet west and 210 feet north of the northwest corner of 32nd Street and Indian School Road
Owner Kachina Village, LLC c/o Amy Bererich
Applicant's Representative Ed Bull (Burch & Cracchiolo, PA)
Staff Recommendation Approval

General Plan Conformity			
General Plan Land Use Designation		Commercial	
Street Map Classification	Indian School Road	Major Arterial	40-foot north half street
	32 nd Street	Arterial	40-foot west half street
<p>LAND USE ELEMENT, GOAL 2: EMPLOYMENT AND POPULATION BALANCE: DEVELOPMENT OF EACH VILLAGE'S POTENTIAL SHOULD BE ENCOURAGED BY DISTRIBUTING A DIVERSITY OF EMPLOYMENT AND HOUSING IN A WAY THAT ACHIEVES A BALANCED CITYWIDE PLAN AND THAT IS CONSISTENT WITH COMMUTE TRAVEL PATTERNS AND THE CURRENT CHARACTER OF EACH DEVELOPED VILLAGE.</p> <p>The proposed massage establishment will add to the diversity of employment opportunities in the area and is consistent with surrounding uses.</p>			
<p>NEIGHBORHOOD ELEMENT, GOAL 2, POLICY 3: CREATE NEW DEVELOPMENT THAT IS SENSITIVE TO THE SCALE AND CHARACTER OF THE SURROUNDING NEIGHBORHOODS AND INCORPORATES ADEQUATE DEVELOPMENT STANDARDS TO PREVENT NEGATIVE IMPACT(S) ON THE RESIDENTIAL PROPERTIES.</p> <p>The proposed use would occupy only a suite consisting of approximately 3,152 square feet</p>			

within an existing shopping center. Traffic to the facility would not be excessive and the use would provide a service to the surrounding community.

Surrounding Land Uses/Zoning		
	<u>Land Use</u>	<u>Zoning</u>
On Site	Retail	C-2
North	Single-Family Residential	R1-6
South	Retail	C-2
East	Commercial / Multi-Family Residential	C-1
West	Commercial / Multi-Family Residential	C-1

Background/Issues/Analysis

1. This is a request to rezone 0.07 acres from C-2 (Intermediate Commercial) to C-2 SP (Intermediate Commercial, Special Permit) to allow a therapeutic massage business and all underlying C-2 uses.
2. The request is for a single suite within an existing strip retail center. The proposed massage establishment will be a Massage Envy and will be located in the northern leg of the center, near the western end.
3. The General Plan land use designation for the parcel is Commercial. The proposal is consistent with the General Plan designation and the land uses in the area.
4. The City of Phoenix requires licensing for the massage practitioner, the massage establishment and anyone with 20% or more interest in the establishment.
5. 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 2210 L of the Flood Insurance Rate Maps (FIRM) dated October 16, 2013.
6. 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 me be required.

Findings

1. The proposal is consistent with the Commercial General Plan Land Use designation.

2. The proposal will provide a specialized commercial service that caters to the diverse needs of the community within an existing shopping center.
3. Traffic to the facility would not be excessive and the use would provide a service to the surrounding community.

Stipulations

N/A

Writer

Xandon Keating

04/09/14

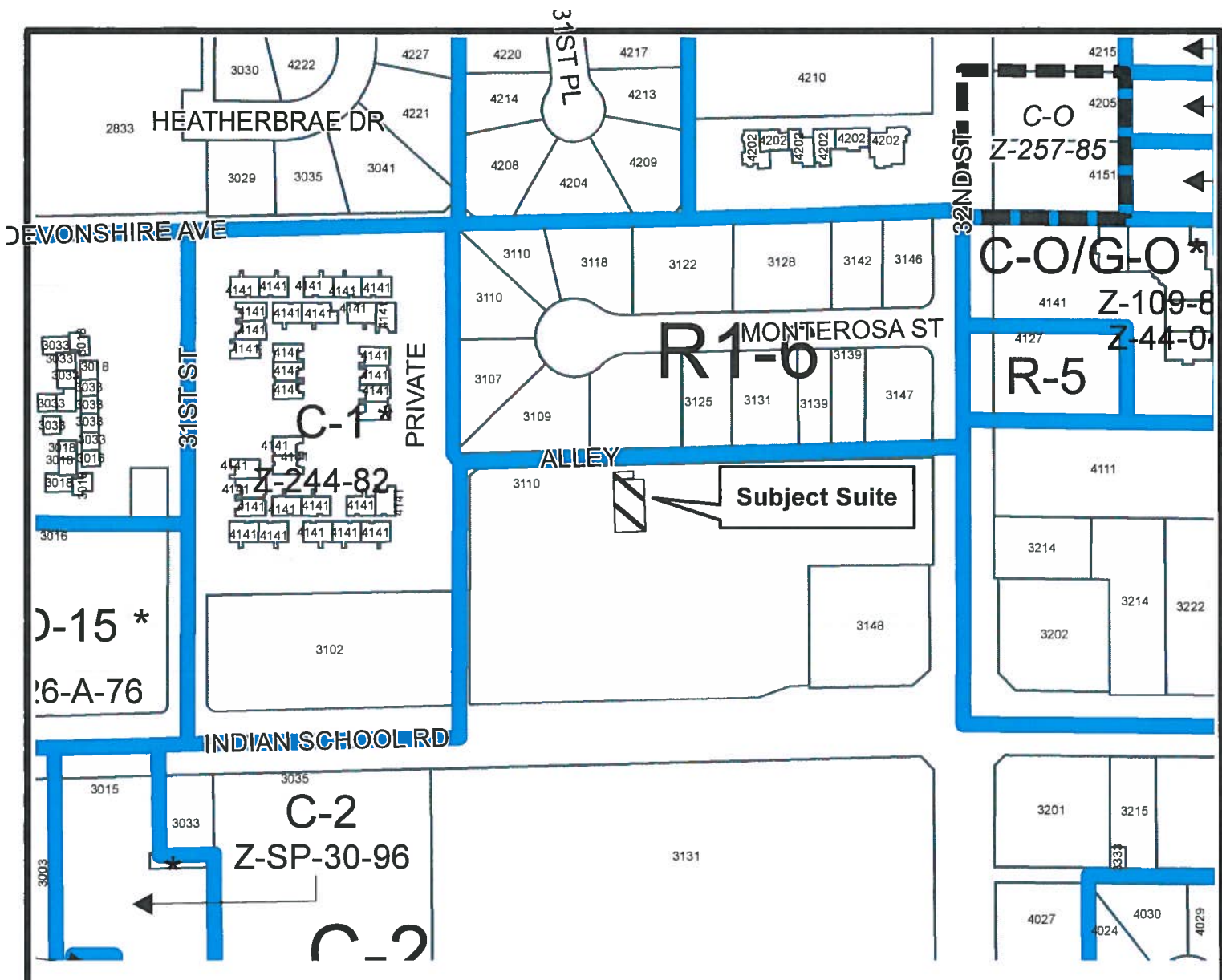
Team Leader

Joshua Bednarek

Attachments

Sketch Map

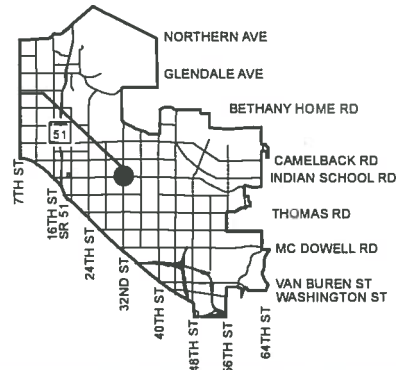
Aerial



200 100 0 200 Feet

CITY OF PHOENIX PLANNING DEPARTMENT
CAMELBACK EAST VILLAGE
 CITY COUNCIL DISTRICT: 6

Z-SP-1-14-6



APPLICANT'S NAME: Ed Bull, Burch & Cracchiolo, PA		REQUESTED CHANGE: FROM: C-2, (.07 a.c.) TO: C-2 SP, (.07 a.c.)	
APPLICATION NO. Z-SP-1-14	DATE: 2/20/14 <small>REVISION DATES:</small>	* UNITS P.R.D. OPTION _____ 1 _____ 1	
<small>GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX.</small> .07 Acres	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 2px;"> <small>AERIAL PHOTO & QUARTER SEC. NO.</small> QS 17-34 </td> <td style="padding: 2px;"> <small>ZONING MAP</small> H-10 </td> </tr> </table>		
<small>AERIAL PHOTO & QUARTER SEC. NO.</small> QS 17-34	<small>ZONING MAP</small> H-10		
MULTIPLES PERMITTED C-2 C-2 SP		CONVENTIONAL OPTION _____ 1 _____ 1	

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

