



City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

To: Departments Concerned

From: Joshua Bednarek
Planning & Development Department Director

Date: May 22, 2025

Subject: P.H.O. APPLICATION NO. PHO-1-25--Z-29-12-7(5) – Notice of Pending Actions by the Planning Hearing Officer

1. Your attention is called to the fact that the **Planning Hearing Officer** will consider the following case at a public hearing on **June 18, 2025**.
2. Information about this case is available for review at the Zoning Counter in the Planning and Development Department on the 2nd Floor of Phoenix City Hall, telephone 602-262-7131, Option 6.
3. Staff, please indicate your comments and respond electronically to pdd.pho@phoenix.gov or you may provide hard copies at the Zoning Counter in the Planning and Development Department on the second floor of Phoenix City Hall by **May 29, 2025**.

DISTRIBUTION

Mayor's Office (Tony Motola), 11th Floor
City Council (Stephanie Bracken), 11th Floor
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Street Transportation - Ped. Safety Coordinator (Kurt Miyamoto), 5th Floor
Street Transportation - Floodplain Management (Tina Jensen, Priscilla Motola, Rudy Rangel), 5th Floor
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Planning and Development/Historic Preservation Office (Kevin Weight), 3rd Floor
Planning Hearing Officer (Byron Easton, Teresa Garcia), 2nd Floor
Village Planner (Matteo Moric, Maryvale Village)
Village Planning Committee Chair (Joe Barba, Maryvale Village)



City of Phoenix

PLANNING & DEVELOPMENT DEPARTMENT

APPLICATION FOR PLANNING HEARING OFFICER ACTION

APPLICATION NO: PHO-1-25--Z-29-12-7(5)

Council District: 5

Request For: Stipulation Modification

Reason for Request: Request to modify Stipulation 1 regarding the updated imagery within the development narrative.

Contact Information

Name	Relationship Type	Address	Phone	Fax	Email
SHEELY TED D / ET AL C/O WILLIAM SHEELY / ET AL	Owner	6720 N Scottsdale Rd., Ste. 200, Scottsdale, AZ, 85253	602-230-0600		stephanie@wmbattorneys.com
Jason Morris	Representative	2525 East Arizona Biltmore Circle, Suite A-212 Phoenix AZ 85016	6022300600		stephanie@wmbattorneys.com
Jason Morris, Withey Morris Baugh, PLC	Applicant	2525 East Arizona Biltmore Circle, Suite A-212 Phoenix, AZ 85016	6022300600		hayes@wmbattorneys.com

Property Location: Southeast corner of 99th Avenue and Thomas Road

Acreage: 197.0

Geographic Information

Zoning Map	APN	Quarter Section
G2	102-33-525	Q13-5
G2	102-33-520	Q13-5
G2	102-33-521	Q13-5
G2	102-33-522	Q13-5
G2	102-33-526	Q13-5
G2	102-33-528	Q13-5
G2	102-33-529	Q13-5
G2	102-34-002E	Q14-5
G2	102-33-524	Q13-5

Village:

Maryvale

An applicant may receive a clarification from the city of its interpretation or application of a statute, ordinance, code or authorized substantive policy statement. To request clarification or to obtain further information on the application process and applicable review time frames, please call 602-262-7131 (option 6), email zoning@phoenix.gov or visit our website at

<https://www.phoenix.gov/pdd/licensing-time-frames>

A Filing Fee had been paid to the City Treasurer to cover the cost of processing this application. The fee will be retained to cover the cost whether or not the request is granted

I declare that all information submitted is true and correct to the best of my knowledge and belief. I acknowledge that any error in my application may be cause for changing its normal scheduling.

Signature: _____ DATE: _____

Fee Information			
Fee	Fee Waived	Fee Date	Purpose
\$1,080.00	\$0.00	05/15/25	PHO (1-2 stipulations)



WITHEY
MORRIS
BAUGH

May 2, 2025

CITY OF PHOENIX

VIA HAND DELIVERY

MAY 02 2025

Planning Hearing Officer
Phoenix Planning & Development Department
200 West Washington Street, 2nd Floor
Phoenix, Arizona 85003

Planning & Development
Department

Re: Stipulation Modification - Z-29-12-7(5) - Southeast Corner of 99th Avenue and Thomas Road

Dear Planning Hearing Officer:

On behalf of IDM Companies, we are pleased to submit the enclosed Planning Hearing Officer ("PHO") application for the property located at the southeast corner of 99th Avenue and Thomas Road (the "Property") (See **Site Aerial, Exhibit A**). The Property is approximately 171-acres and it is subject to the Sheely Center PUD (Case No. Z-29-12-7(5)), which was approved by the Phoenix City Council in January 2013. The Property is optimally situated at the western gateway to the City, with nearly 1-mile of freeway frontage – boasting high visibility and superior access for future users. The Sheely Center PUD contemplates the Property as providing a mix of uses including corporate headquarter offices, large and small businesses, retail commercial, entertainment, flex-office/industrial, office/showroom, hotel and high density residential uses", and more, to ensure a live-work-play environment.

To date, portions of the PUD have been developed and/or received preliminary site plan approval, including 32.6 acres of land purchased by IDM in 2020 for development of a 678 unit multi-family community. In order for the multi-family development to occur, IDM underwent a significant public improvement effort to extend a water main under the Loop 101 Freeway, which has opened up opportunities for the larger Sheely Farms area to grow and flourish. The southern 21-acre portion of the Sheely Center PUD is undergoing construction as a grocery-anchored shopping center with several quick service amenities and restaurants, and is planned to include a multi-family component. As a result of these approvals, the master street plan for the Sheely Center PUD has been amended to reflect the as-built and re-envisioned internal street network.

Having laid the foundation for development of this key infill site, IDM proposes additional development of the Property with a multi-phased mixed-use commercial and employment offering along the north undeveloped portion of the PUD that furthers the intent of the Sheely Center PUD while responding to the needs of the market. In identifying modern market needs, and to address the as-built modifications to the PUD that have already occurred, it has become apparent that some modifications to the approved Sheely Center PUD conceptual plans are necessary, which will ensure continuity of the development. This is important to IDM given its long-term commitment to the Property.

Accordingly, the purpose of this application is to update the conceptual plans provided in the Sheely Center PUD (**Exhibit B**) with current, market-driven and realistic plans. This request does not seek modifications to the permitted use list, development standards, or other items that would otherwise require an amendment to the PUD; rather, it seeks to provide updated concept plans and current maps that are consistent with the Sheely Center PUD narrative. Ultimately, IDM looks forward to bringing forward quality development in a collaborative, thoughtful manner.

BACKGROUND

The Property includes three (3) sub-areas:

- North Area: 112 acres of undeveloped land
- Center Area: 32.6 acres of multi-family comprising 678 residential units

- South Area: 21 acres of planned residential and commercial

The Property, while mixed-use in nature, has been partially developed and wholly re-envisioned as a horizontal mixed-use development rather than a vertical mixed-use development. The original conceptual site plan for the Sheely Center PUD reflected a vision for urban intensity that has not come to fruition and is inconsistent with market demand outside of a core area of the City (Refer to **Exhibit B**). This request is limited to updating the exhibits within the PUD—which were conceptual in nature, as reflected by the fact that the plans are not dimensioned, data-driven plans—because the narrative is written to allow ultimate flexibility for development of the Property. Accordingly, **Exhibit C** reflects the updated vision for the Sheely Center PUD.

The updated conceptual plan shows the as-built condition of the Center Area, as well as the planned and currently under construction South Area. It also shows Developer's envisioned development plan for the North Area of the Property, which consists of commercial / retail uses along Thomas Road, two (2) planned soccer fields which seamlessly integrate with the commercial / retail uses at the northeast corner of the Property, followed by planned commerce park buildings to the south. The commerce park portion of the site is envisioned to include Building A (156,402 square feet), and Buildings B and C (each 160,776 square feet), with supporting utility infrastructure. The North Area will further the employment and commercial objectives of the PUD within a campus-like setting that is envisioned to include extensive walking paths, enhanced landscaping and open space amenities (active and passive), and meaningful opportunities to enhance the social fabric of the area through connections. Representative images of the North Area are included at **Exhibit D**.

STIPULATION MODIFICATION

To update the concept plans within the Sheely Center PUD, the dated imagery within the narrative has been replaced; accordingly, we propose the following stipulation modification to Stipulation 1 approved for Z-29-12-7(5):


1. An updated Development Narrative for the Sheely Center PUD reflecting the changes approved through this request shall be submitted to the Planning and Development Department within 30 days of this request. The updated Development Narrative shall be consistent with the Development Narrative date stamped ~~September 27, 2012~~ **MAY 2, 2025**, as modified by the following stipulations.

Rationale: The Sheely Center PUD development narrative is a flexible PUD document which allows for a broad range of land uses with flexible development standards. No changes to the text of the PUD are requested herein; this request is limited to updating the imagery within the narrative consistent with the as-built or re-envisioned plan for the Property. This request is merely a technical request to update the project imagery for-the-record which is intended to simplify future project reviews and provide clarity for future development.

We look forward to discussing the proposed modifications with you at a public hearing.

Very truly yours,

WITHEY MORRIS BAUGH P.L.C.

By 

Stephanie Watney, AICP
Land Use Planner

Attachments

EXHIBIT A

EXHIBIT B



EXHIBIT 13

SHEELY CENTER
PHOENIX, ARIZONA
BIRDSEYE PERSPECTIVE

GREY|PICKETT
landscape architecture | community design

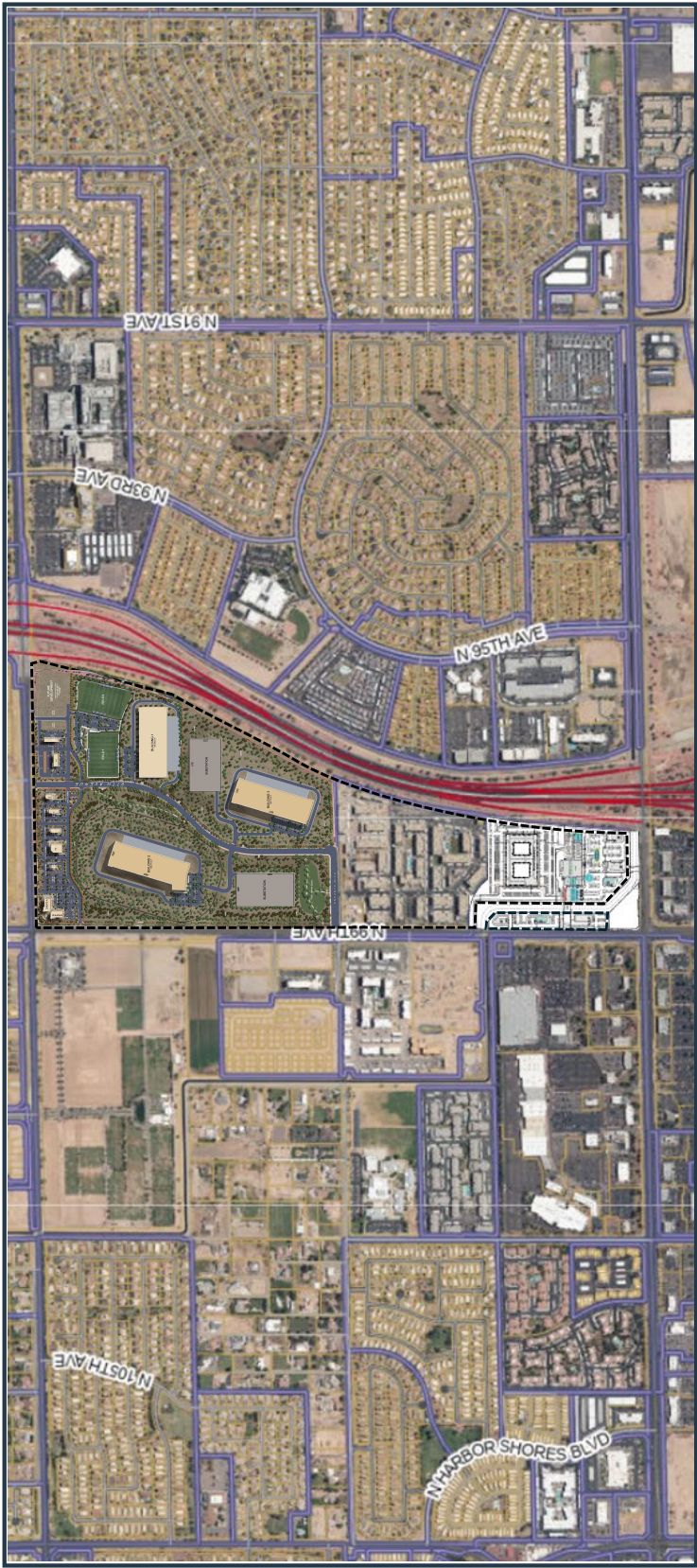


SHEELY CENTER
PHOENIX, ARIZONA
CONCEPTUAL SITE PLAN



EXHIBIT 14

EXHIBIT C



GREY PICKETT
landscape architecture
community design

SHEELY CENTER
PHOENIX, ARIZONA
BIRDSEYE PERSPECTIVE

EXHIBIT 13

EXHIBIT D







5779G-2-1-1--
ramirezp

ORDINANCE G-5779

AN ORDINANCE AMENDING ORDINANCE G-5769 ADOPTED
JANUARY 30, 2013, TO CORRECT THE CITY COUNCIL DATE IN
THE BODY OF THE ORDINANCE FOR REZONING CASE Z-29-
12-7(5).

WHEREAS, the City Council previously adopted Ordinance G-5769 on
January 30, 2013; and

WHEREAS, the City Council date in the body of Ordinance G-5769 was
incorrect.

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF PHOENIX, as
follows:

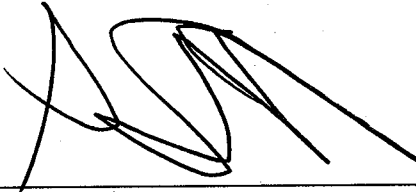
SECTION 1: That Ordinance G-5769 adopted January 30, 2013, is
amended to reflect the correct City Council date of January 30, 2013.

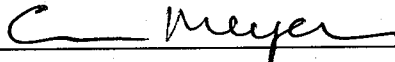
SECTION 2: The remainder of Ordinance G-5769 shall remain the same.

PASSED by the Council of the City of Phoenix this 20th day of February,
2013.



ATTEST:


MAYOR

 City Clerk

APPROVED AS TO FORM:

Margaret Wilson Acting City Attorney

REVIEWED BY:

Don Curry City Manager

MLW:tml:1028893v1: (CM#44) (Item #15) 2/20/13

5769G-9-1-1--
hoyp

ORDINANCE G-5769

AN ORDINANCE AMENDING THE CODE OF THE CITY OF PHOENIX, ARIZONA, PART II, CHAPTER 41, THE ZONING ORDINANCE OF THE CITY OF PHOENIX, BY AMENDING SECTION 601, THE ZONING MAP OF THE CITY OF PHOENIX, CHANGING THE ZONING DISTRICT CLASSIFICATION FOR THE PARCEL DESCRIBED HEREIN (CASE Z-29-12-7(5)) FROM GCP PCD (APPROVED C-2 HR PCD) [GENERAL COMMERCE PARK PLANNED COMMUNITY DISTRICT (APPROVED INTERMEDIATE COMMERCIAL HIGH RISE AND HIGH DENSITY, PLANNED COMMUNITY DISTRICT)], C-2 PCD (APPROVED C-2 HR PCD) [INTERMEDIATE COMMERCIAL PLANNED COMMUNITY DISTRICT (APPROVED INTERMEDIATE COMMERCIAL HIGH RISE AND HIGH DENSITY, PLANNED COMMUNITY DISTRICT)], S-1 (APPROVED C-2 HR PCD) [RANCH OR FARM RESIDENCE (APPROVED INTERMEDIATE COMMERCIAL HIGH RISE AND HIGH DENSITY, PLANNED COMMUNITY DISTRICT)], AND RE-43 (APPROVED C-2 HR PCD) [RESIDENTIAL ESTATE-ONE FAMILY RESIDENCE (APPROVED INTERMEDIATE COMMERCIAL HIGH RISE AND HIGH, DISTRICT PLANNED COMMUNITY DISTRICT] TO PUD (PLANNED UNIT DEVELOPMENT).

WHEREAS, on July 27, 2012, the City of Phoenix Planning and Development Department received, in compliance with the requirements of the City of Phoenix Zoning Ordinance, Section 506, a written request for rezoning from Stephen C. Earl of Earl, Curley & Lagarde, having authorization to represent the owner, William Sheely/ET AL , of an approximately 172 91 acre property located at the southeast corner of 99th Avenue and Thomas Road in a portion of Section 33, Township 2 North,

Range 1 East, as described more specifically in Attachment "A," attached hereto and incorporated herein by this reference; and,

WHEREAS, pursuant to A.R.S. § 9-462.04, the Planning Commission, held a public hearing on December 11, 2012, and at this hearing recommended that the City Council approve this rezoning request with the recommended staff conditions, as modified; and,

WHEREAS, the City Council, at their regularly scheduled meeting held on January 16, 2013, has determined that, in accordance with A.R.S. § 9-462.01.F, this rezoning request, with the appropriate site specific requirements provided in Section 2, is consistent with and conforms to the General Plan, will conserve and promote the public health, safety and general welfare, and should be approved, subject to the conditions herein.

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF PHOENIX, as follows:

SECTION 1: The zoning of an approximately 172.91 acre property located at the southeast corner of 99th Avenue and Thomas Road in a portion of Section 33, Township 2 North, Range 1 East, as described more specifically in Attachment "A," is hereby changed from 92.11 acres of "GCP PCD (Approved C-2 HR PCD)" [General Commerce Park Planned Community District (Approved Intermediate Commercial High Rise And High Density, Planned Community District)], 54.37 acres of "C-2 PCD (Approved C-2 HR PCD)" [Intermediate Commercial Planned Community District (Approved Intermediate Commercial High Rise And High Density, Planned Community District)], 23.57 acres of "S-1 (Approved C-2 HR PCD)" [Ranch or Farm Residence

(Approved Intermediate Commercial High Rise And High Density, Planned Community District)], and .95 acres of "RE-43 (Approved C-2 HR PCD)" [Residential Estate-One Family Residence (Approved Intermediate Commercial High Rise And High Density, Planned Community District)] to "PUD" (Planned Unit Development) and that the Planning and Development Director is instructed to modify The Zoning Map of the City of Phoenix to reflect this use district classification change as shown in Attachment "B."

SECTION 2: The specific nature of the subject property and of the rezoning request is more particularly described in case file Z-29-12-7(5), on file with the Planning and Development Department. Due to the site's specific physical conditions and the use district applied for by the applicant, this rezoning is subject to compliance with the PUD narrative and the following stipulations, violation of which shall be treated in the same manner as a violation of the City of Phoenix Zoning Ordinance:

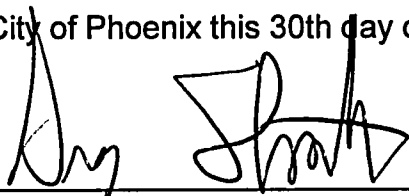
Mod

- ①. An updated Development Narrative for the Sheely Center PUD reflecting the changes approved through this request shall be submitted to the Planning and Development Department within 30 days of City Council approval of this request. The updated Development Narrative shall be consistent with Development Narrative date stamped September 27, 2012, as modified by the following stipulations.
2. The applicant shall submit a revised Traffic Impact Study to the Street Transportation Department and Planning and Development Department prior to preliminary site plan approval. The applicant shall be responsible for any dedications and required improvements adjacent to the boundaries of the subject property as recommended by the traffic study, as approved by the Street Transportation Department and Planning and Development Department.
3. The applicant shall submit a street alignment plan for public streets (design and alignment for all arterial and collector streets), prior to preliminary site plan approval, for review and approval by the Street Transportation Department and Planning and Development Department.

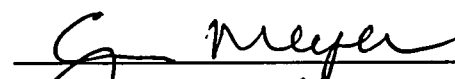
4. Access to McDowell Road shall be reviewed by ADOT, Maricopa County, city of Tolleson, and the city of Phoenix. Notification of such review shall be submitted to the Street Transportation Department and the Planning and Development Department prior to preliminary site plan approval.
5. The developer shall construct all streets within and adjacent to the development with paving, curb, gutter, sidewalk, curb ramps, streetlights, median islands, landscape and other incidentals as per plans approved by the Planning and Development Department. All improvements shall comply with all ADA accessibility standards.

SECTION 3: If any section, subsection, sentence, clause, phrase or portion of this ordinance is for any reason held to be invalid or unconstitutional by the decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions hereof.

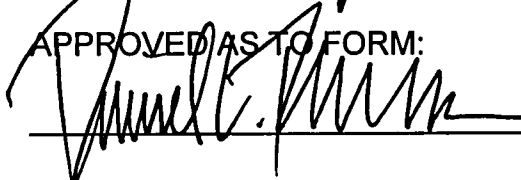
PASSED by the Council of the City of Phoenix this 30th day of January, 2013.


MAYOR

ATTEST:


City Clerk

APPROVED AS TO FORM:


Acting City Attorney



REVIEWED BY:


City Manager

MLW tml 1019738v1 (CM#24) (Item #20) 01/30/13

Attachments:

- A - Legal Description (4 Pages)
- B - Ordinance Location Map (1 Page)

ATTACHMENT A

LEGAL DESCRIPTION FOR Z-29-12-7(5)

THAT PART OF PARCELS 1, 2 AND 3 LYING WEST OF THE WESTERLY LINE OF THAT PROPERTY CONVEYED TO THE STATE OF ARIZONA BY DEED RECORDED JULY 31, 1998 IN 98-663064 AND NORTH OF THE NORTH RIGHT-OF-WAY LINE OF THE ROOSEVELT IRRIGATION DISTRICT MAIN CANAL.

PARCEL NO. 1:

THE NORTHWEST QUARTER OF SECTION 33, TOWNSHIP 2 NORTH, RANGE 1 EAST OF THE GILA AND SALT RIVER BASE AND MERIDIAN, MARICOPA COUNTY, ARIZONA:

EXCEPT THE NORTH 33 FEET AND THE WEST 70 FEET; AND

EXCEPT A TRIANGULAR SHAPED PARCEL OF LAND DESCRIBED AS BEGINNING AT THE POINT OF INTERSECTION OF THE SOUTH LINE OF THE NORTH 200.00 FEET AND THE EAST LINE OF THE WEST 70 FEET OF SAID NORTHWEST QUARTER OF SAID SECTION 33;

THENCE EASTERLY 5 FEET ALONG SAID SOUTHERLY LINE OF THE NORTH 200.00 FEET TO A POINT;

THENCE IN A SOUTH-SOUTHWESTERLY DIRECTION TO A POINT ON THE EAST LINE OF THE WEST 70 FEET THAT IS 600 00 FEET SOUTHERLY FROM SAID POINT OF INTERSECTION;

THENCE NORTHERLY TO SAID POINT OF INTERSECTION; AND EXCEPT A PARCEL DESCRIBED AS FOLLOWS:

BEGINNING AT THE POINT OF INTERSECTION OF THE SOUTH LINE OF THE NORTH 33 FEET AND THE EAST LINE OF THE WEST 75 FEET OF SAID NORTHWEST QUARTER OF SAID SECTION 33;

THENCE EASTERLY 35 FEET ALONG SAID SOUTH LINE OF THE NORTH 33 FEET TO A POINT;

THENCE IN A SOUTHWESTERLY DIRECTION TO A POINT ON SAID EAST LINE OF THE WEST 75 FEET THAT IS 35 FEET SOUTHERLY FROM SAID POINT OF INTERSECTION;

THENCE NORTHERLY TO SAID POINT OF INTERSECTION, AND

EXCEPT THE EAST 5 FEET OF THE WEST 75 FEET OF THE SOUTH 167.00 FEET OF THE NORTH 200.00 FEET OF SAID SECTION 33.

PARCEL NO 2:

THE NORTH HALF OF THE SOUTHWEST QUARTER OF SECTION 33, TOWNSHIP 2 NORTH, RANGE 1 EAST OF THE GILA AND SALT RIVER BASE AND MERIDIAN, MARICOPA COUNTY, ARIZONA;

EXCEPT THE SOUTH 100 FEET OF THE WEST 298.72 FEET OF THE SOUTHWEST QUARTER OF THE NORTHWEST QUARTER OF THE SOUTHWEST QUARTER OF SAID SECTION 33, AS CONVEYED TO THE ROOSEVELT IRRIGATION DISTRICT, BY THAT CERTAIN DEED RECORDED IN BOOK 218 OF DEEDS, PAGE 366, RECORDS OF MARICOPA COUNTY, ARIZONA; AND INSTRUMENT 84-3648, AND

EXCEPT RIGHT OF WAY FOR DITCH EXTENDING FROM NORTH TO SOUTH BOUNDARIES OF THE SOUTHWEST QUARTER OF SAID SECTION 33; ALONG AND IMMEDIATELY WEST OF THE EAST LINE THEREOF AS CONVEYED TO UNITED STATES OF AMERICA BY THAT CERTAIN DEED RECORDED IN BOOK 175 OF DEEDS, PAGE 429, RECORDS OF MARICOPA COUNTY, ARIZONA, AND

EXCEPT THE WEST 65 FEET.

PARCEL NO 3:

PART OF THE SOUTH HALF OF THE SOUTHWEST QUARTER OF SECTION 33, TOWNSHIP 2 NORTH, RANGE 1 EAST OF THE GILA AND SALT RIVER BASE AND MERIDIAN, MARICOPA COUNTY, ARIZONA, MORE PARTICULARLY DESCRIBED AS FOLLOWS:

BEGINNING AT A POINT FROM WHICH THE NORTHWEST CORNER OF THE SOUTH HALF OF THE SOUTHWEST QUARTER OF SAID SECTION 33 BEARS SOUTH 88 DEGREES 48 MINUTES 30 SECONDS WEST 120 FEET;

THENCE SOUTH 0 DEGREES 11 MINUTES WEST 367 70 FEET;

THENCE SOUTH 44 DEGREEES 36 MINUTES EAST 189.60 FEET;

THENCE SOUTH 27 DEGREES 23 MINUTES EAST 88 90 FEET;

THENCE SOUTH 0 DEGREES 01 MINUTES EAST 416.71 FEET;

THENCE SOUTH 44 DEGREES 18 MINUTES EAST 246.60 FEET;

THENCE SOUTH 56 DEGREES 58 MINUTES EAST 54.85 FEET;

THENCE NORTH 89 DEGREES 00 MINUTES EAST 2070.23 FEET,

THENCE NORTH 0 DEGREES 12 MINUTES EAST 50 FEET;

THENCE NORTH 89 DEGREES 00 MINUTES EAST 60 FEET (FROM WHICH POINT THE SOUTH QUARTER CORNER OF SAID SECTION 33 BEARS SOUTH 0 DEGREES 12 MINUTES WEST 160 FEET);

THENCE NORTH 0 DEGREES 12 MINUTES EAST ALONG THE MIDSECTION LINE OF SAID SECTION 33, A DISTANCE OF 1170 FEET TO NORTHEAST CORNER OF THE SOUTH HALF OF THE SOUTHWEST QUARTER OF SAID SECTION 33;

THENCE SOUTH 88 DEGREES 48 MINUTES 30 SECONDS WEST ALONG THE NORTH LINE OF THE SOUTH HALF OF THE SOUTHWEST QUARTER OF SAID SECTION 33 A DISTANCE OF 2525.89 FEET TO THE PLACE OF BEGINNING,

EXCEPT RIGHT OF WAY FOR DITCH LYING IMMEDIATELY WEST OF THE EAST LINE CONVEYED TO UNITED STATES OF AMERICA BY DEED RECORDED IN BOOK 175 OF DEEDS, PAGE 429, RECORDS OF MARICOPA COUNTY, ARIZONA; AND

EXCEPT THE EAST 90 FEET OF THE WEST 298.72 FEET OF THE SOUTH HALF OF THE SOUTHWEST QUARTER OF SAID SECTION 33, LYING NORTH OF THE NORTHEASTERLY RIGHT-OF-WAY LINE OF THE ROOSEVELT IRRIGATION DISTRICT MAIN CANAL;

ALSO BEGINNING AT THE POINT OF INTERSECTION OF THE EAST LINE OF THE WEST 208.72 FEET AND THE NORTH LINE OF SAID SOUTH HALF OF THE SOUTHWEST QUARTER OF SECTION 33;

THENCE WEST 75 FEET ALONG SAID NORTH LINE OF SAID SOUTH HALF OF THE SOUTHWEST QUARTER; 75 FEET TO A POINT;

THENCE WEST 75 FEET ALONG SAID NORTH LINE OF SAID SOUTH HALF OF THE SOUTHWEST QUARTER, 75 FEET TO A POINT;

THENCE IN A SOUTHEASTERLY DIRECTION TO A POINT ON SAID EAST LINE OF THE WEST 208.72 FEET THAT IS 75 FEET SOUTHERLY FROM SAID POINT OF INTERSECTION;

THENCE NORTHERLY TO THE POINT OF INTERSECTION.

PARCEL NO. 4:

THOSE PORTIONS OF THE SOUTH ONE-HALF OF THE SOUTHWEST ONE-QUARTER ($S\frac{1}{2}$ OF $SW\frac{1}{4}$) OF SECTION THIRTY-THREE (33), TOWNSHIP TWO (2) NORTH, RANGE ONE (1) EAST OF THE GILA AND SALT RIVER BASE AND MERIDIAN, MARICOPA COUNTY, ARIZONA, DESCRIBED AS FOLLOWS:

PARCEL A:

THAT PART OF THE WEST 208 72 FEET OF THE SOUTH ONE-HALF OF THE SOUTHWEST ONE QUARTER ($S\frac{1}{2}$ OF $SW\frac{1}{4}$) OF SAID SECTION 33, LYING WITHIN A STRIP OF LAND NINETY (90) FEET WIDE ON A CENTER LINE DESCRIBED AS FOLLOWS:

USING AS A BASE THE SOUTH ONE-HALF ($S\frac{1}{2}$) OF THE WEST LINE OF SECTION THIRTY-THREE (33), TOWNSHIP TWO (2) NORTH, RANGE ONE (1) EAST OF THE GILA AND SALT RIVER BASE AND MERIDIAN, WITH AN ASSUMED BEARING OF NORTH $0^{\circ}04'$ EAST;

BEGINNING AT A POINT 256.9 FEET EAST OF AND 308.7 FEET NORTH OF THE SOUTHWEST CORNER OF SAID SECTION 33, AND RUNNING THENCE NORTH $0^{\circ}06'$ WEST 453 7 FEET TO A POINT;

THENCE NORTH $45^{\circ}06'$ WEST 247.6 FEET TO A POINT;

THENCE PARALLEL TO AND 78.0 FEET EAST OF THE WEST LINE OF SAID SECTION 33, NORTH $0^{\circ}04'$ EAST 476.0 FEET;

EXCEPT THE WEST SIXTY-FIVE (65) FEET OF SAID SECTION 33.

PARCEL B:

THAT PART OF THE WEST 208.72 FEET OF THE SOUTH ONE-HALF OF THE SOUTHWEST ONE-QUARTER ($S\frac{1}{2}$ OF $SW\frac{1}{4}$) OF SAID SECTION 33, LYING NORTH OF THE NORTH LINE OF THE SOUTH 717.44 FEET OF SAID SECTION 33 AND WEST OF PARCEL A AS DESCRIBED ABOVE:

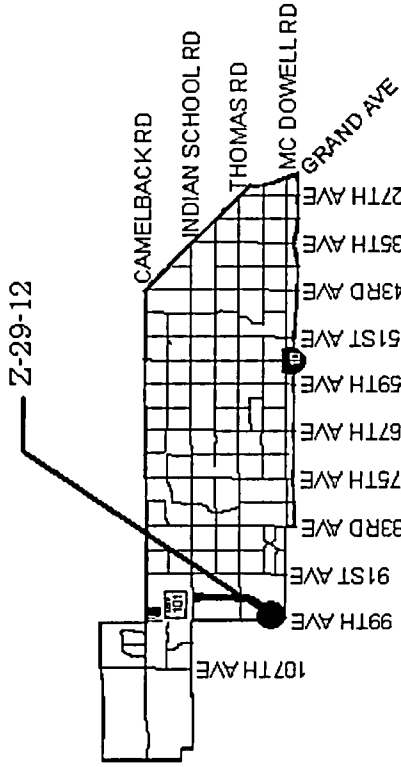
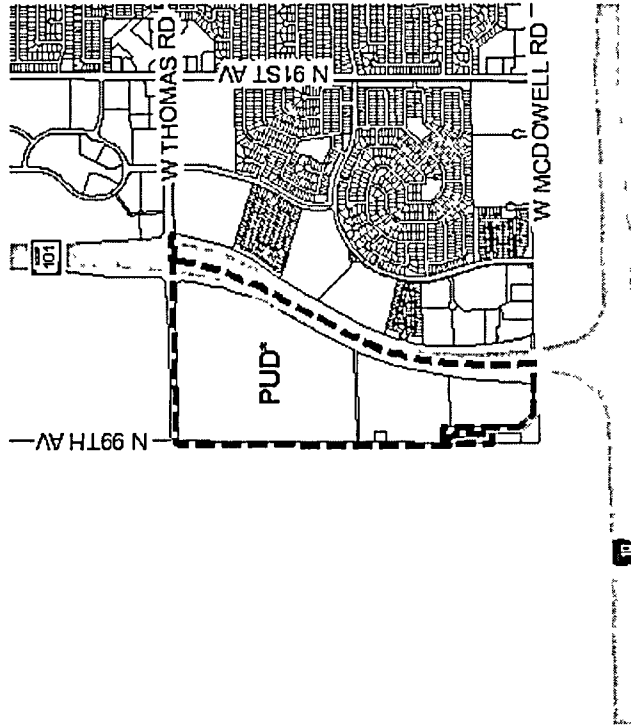
EXCEPT THE WEST SIXTY-FIVE (65) FEET OF SAID SECTION 33

ATTACHMENT B

ORDINANCE LOCATION MAP

Zoning Case Number: Z-29-12-7 (5)
 Zoning Overlay: N/A
 Planning Village: Maryvale

ZONING SUBJECT TO STIPULATIONS *
 SUBJECT AREA - - - - -



1,500 750 0 1,500 Feet

NOT TO SCALE



Drawn Date: 10/31/12

Map Document N:\PDF_Maps\Ordinance_Map\2012

CITY OF
AVONDALE

CITY OF TOLLESON



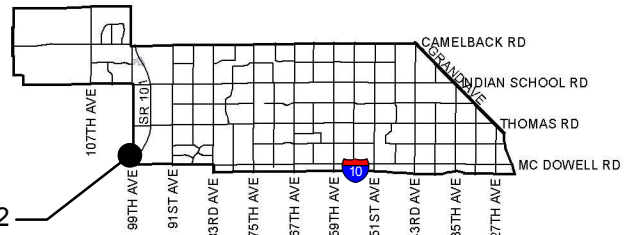
1,000 500 0 1,000 Feet

CITY OF PHOENIX PLANNING DEPARTMENT

MARYVALE VILLAGE

CITY COUNCIL DISTRICT: 7

Z-29-12



APPLICANT'S NAME:

Stephen C. Earl, Earl, Curley & Lagarde

APPLICATION NO.

Z-29-12

DATE:

08/30/12

09/20/12

REVISION DATES:

AERIAL PHOTO &
QUARTER SEC. NO.

Q13-5

ZONING MAP

G-2

GROSS AREA INCLUDING 1/2 STREET
AND ALLEY DEDICATION IS APPROX.

172.91 Acres

FROM:

REQUESTED CHANGE:

GCP PCD (Approved C-2 HR PCD), (92.11 a. c.)
C-2 PCD (Approved C-2 HR PCD), (56.28 a. c.)
S-1 (Approved C-2 HR PCD), (23.57 a. c.)
RE-43 (Approved C-2 HR PCD), (0.95 a. c.)

TO:

PUD, (172.91 a. c.)

MULTIPLES PERMITTED

GCP, C-2, S-1, RE-43 ((Approved C-2 HR PCD)

PUD

CONVENTIONAL OPTION

NA, 788, 23, 0 (16,562)

1375

* UNITS P.R.D. OPTION

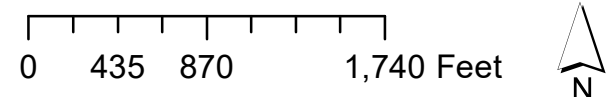
NA, 946, 23, 0 (16,562)

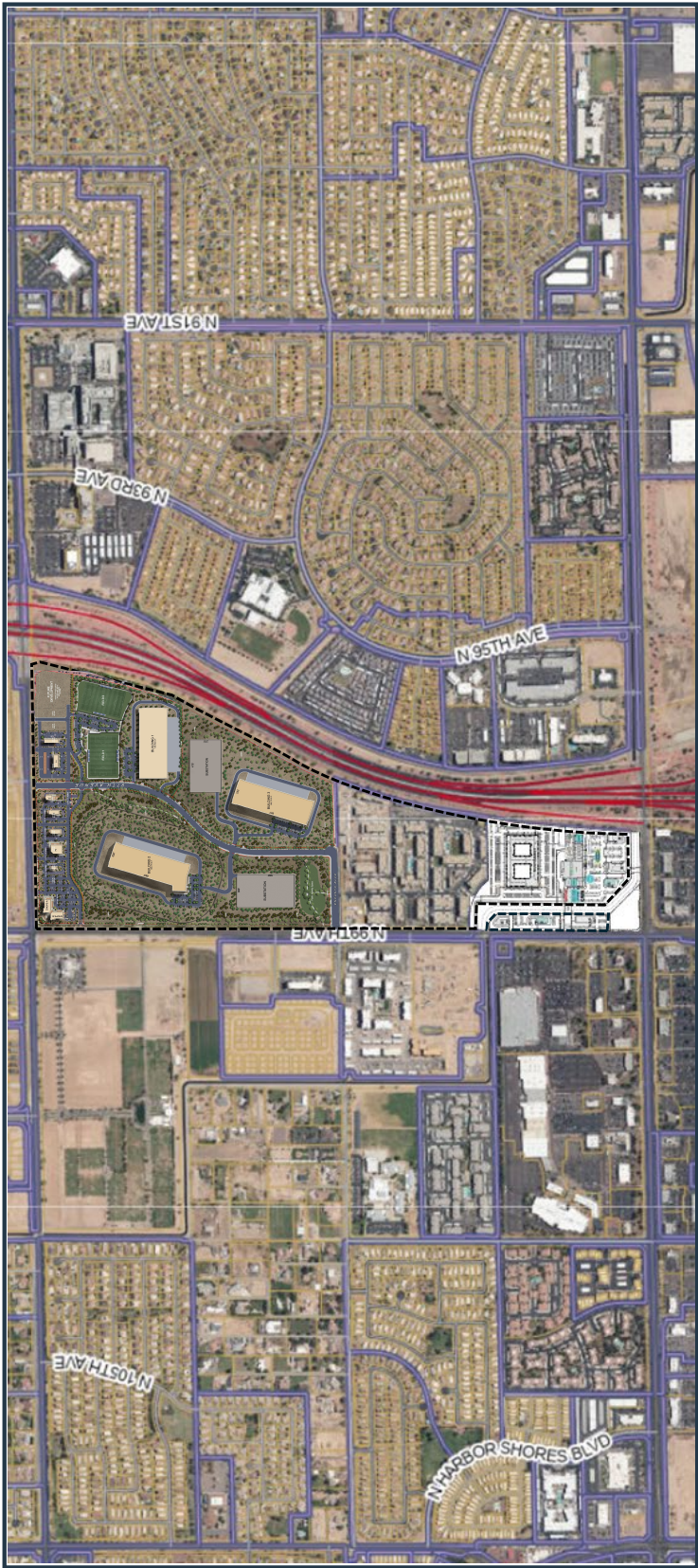
1375

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



Property Location: Southeast corner of 99th Avenue and Thomas Road





GREY PICKETT
landscape architecture urban planning

SHEELY CENTER
PHOENIX, ARIZONA
BIRDSEYE PERSPECTIVE

CITY OF PHOENIX

MAY 02 2025

Planning & Development
Department

EXHIBIT 13



CITY OF PHOENIX

MAY 02 2025

Planning & Development
Department

PHO-1-25--Z-29-12-7(5)

Proposed Conceptual Renderings

Hearing Date: June 18, 2025



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MAY 02 2025

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GREEY PICKETT
landscape architecture community design

SHEELY CENTER
PHOENIX, ARIZONA
BIRDSEYE PERSPECTIVE

EXHIBIT 13



SHEELY CENTER
PHOENIX, ARIZONA
CONCEPTUAL SITE PLAN

EXHIBIT 14



February 20, 2013

ORDINANCES AND RESOLUTIONS

MOTION was made by Mr. Gates, **SECONDED** by Mr. Johnson, that Items 15 through 48 be adopted, except Items 17a/b/e/n, 37, 38, and 48, and noting Item 40 was withdrawn and Item 47.1 was an add-on.

Roll Call:	Ayes:	DiCiccio, Johnson, Nowakowski, Simplot, Valenzuela, Waring, Williams, Vice Mayor Gates, and Mayor Stanton
	Nays:	None
	Absent:	None

MOTION CARRIED, noting Item 17 was adopted in part.

ITEM 15

DISTRICT 5

ORDINANCE G-5779 - AMEND ZONING CODE - AMEND ORDINANCE G-5769 REZONING APPLICATION Z-29-12-7(5)

The Council heard request to amend Ordinance G-5769 adopted on January 30, 2013, which adopted Rezoning Application Z-29-12-7(5) for the PUD (Planned Unit Development) zoning district located at the southeast corner of 99th Avenue and Thomas Road, to reflect the correct City Council date in the body of the ordinance.

This action was necessary to correct the recorded copy of Ordinance G-5769.

The remainder of Ordinance G-5769 would remain the same.

REZONING CASES

Item #: 10
Application #: Z-29-12-7
From: GCP PCD (Approved C-2 HR PCD)
C-2 PCD (Approved C-2 HR PCD)
S-1 (Approved C-2 HR PCD)
RE-43 (Approved C-2 HR PCD)
To: PUD
Acreage: 172 91
Location: Southeast corner of 99th Avenue and Thomas Road
Proposal: PUD for mix of uses - retail, office, commerce park, light industrial, hotel and multi-family.
Applicant: Earl, Curley & Lagarde, Stephen C. Earl
Owner: William Sheely / ETAL
Representative: Earl, Curley & Lagarde, Stephen C Earl

Mr. Alan Stephenson presented Z-29-12-7; a rezoning request from various PCD to PUD for a 172 91 acre area located on the southeast corner of 99th Avenue and Thomas Road for a mixed use development that incorporates retail, offices, commerce park/light industrial, hotel and multi-family uses. The proposal will allow building heights up to 250-feet for portions of the area. Staff recommends approval per the staff report subject to stipulations. The Maryvale Village Planning Committee voted to approve 10-0 per the staff stipulations.

Commissioner Katsenes made a MOTION to approve Z-29-12-7 per the Maryvale Village Planning Committee recommendation subject to staff stipulations.

Commissioner Amery SECONDED.

There being no further discussion, Chairman Awai called for a vote and the MOTION PASSED 8-0.

* * *

Stipulations:

1. An updated Development Narrative for the Sheely Center PUD reflecting the changes approved through this request shall be submitted to the Planning and Development Department within 30 days of City Council approval of this request. The updated Development Narrative shall be consistent with Development Narrative dated September 27, 2012, as modified by the following stipulations.
2. The applicant shall submit a revised Traffic Impact Study to the Street Transportation Department and Planning and Development Department prior to

Planning Commission Minutes for November 13, 2012

preliminary site plan approval. The applicant shall be responsible for any dedications and required improvements adjacent to the boundaries of the subject property as recommended by the traffic study, as approved by the Street Transportation Department and Planning and Development Department

3. The applicant shall submit a street alignment plan for public streets (design and alignment for all arterial and collector streets), prior to preliminary site plan approval, for review and approval by the Street Transportation Department and Planning and Development Department
- 4 Access to McDowell Road shall be reviewed by ADOT, Maricopa County, city of Tolleson, and the city of Phoenix. Notification of such review shall be submitted to the Street Transportation Department and the Planning and Development Department prior to preliminary site plan approval.
- 5 The developer shall construct all streets within and adjacent to the development with paving, curb, gutter, sidewalk, curb ramps, streetlights, median islands, landscape and other incidentals as per plans approved by the Planning and Development Department. All improvements shall comply with all ADA accessibility standards.

Maryvale Village Planning Committee
Minutes
Tuesday, October 10, 2012
Desert Sky Mall
Community Room
7611 W. Thomas Road
Phoenix, Arizona

MEMBERS PRESENT

Dwight Amery, *Chair*
Zeke Valenzuela, *Vice-Chair*
Stan Armstrong
Al DePascal
Gene Derie
Eric Frederick
Sarah Gonzalez
Ayensa Millan
Marvin Rochelle
Mike Weber

MEMBERS ABSENT

Alvin Battle (Excused)
Ken DuBose (Excused)
Gary Foster (Excused)
Lydia Hernandez (Excused)
Vince Ontiveros (Excused)
Martín Quezada (Excused)
Evelyn Shapiro (Excused)
Brandon Sirochman (Excused)
Josh Stine (Excused)

STAFF PRESENT

Jacob Zonn

1. Call to order.

Chairman Amery called the meeting to order at 6:00 p.m. with a quorum of 10 members present.

2. Review and approval of the September 25, 2012 meeting minutes.

Mr. Rochelle motioned with a second from Mr. Weber to approve the September 25, 2012 minutes. The vote was 10-0.

3. Presentation and discussion on city wide graffiti paint out day.
Presentation by William Hogans

Mr. Gregory Gonzalez from the Neighborhood Services Department gave a presentation on the upcoming Graffiti Free PHX Wipe It Out event. The event will be held on Saturday, November 3 with the goal of 3,000 volunteers to wipe out graffiti citywide. Mr. Gonzalez discussed the outreach, poster contest and sponsorship. Already 2,000 volunteers signed up.

Mr. Frederick made a suggestion that the Phoenix graffiti app should advertise the wipe out.

Mr. Armstrong asked if a group of volunteers (kids) were to be created, would the city assist. Mr. Gonzalez stated that the city asks for parental supervision, but will have staff checking on groups throughout the city.

4. Overview of Phoenix Bike Program and Plans for Village Bicycle Summit.
Presentation by Joseph Perez.

Mr. Joe Perez from the city Street and Transportation Department discussed the possibility of a village bicycle summit developed by the Bicycle Initiative Subcommittee. The point is to identify bicyclists in each village, deficiencies and infrastructure issues. The summit would meet in a centralized location and tour certain areas, which would help in developing a bicycle map that will be incorporated into the General Plan.

Mr. Rochelle asked if lanes can be used by wheel chairs and electric scooters. Mr. Perez stated that there has to be rules and standards if accidents were to occur within multi-purpose vehicles in bike paths. Mr. Rochelle stated that there have been a number of accidents on sidewalks with electronic wheel chairs and they must get off the sidewalk to avoid such accidents.

Mr. Weber stated that there is an issue with on-street parking along 39th Avenue between Thomas Road and Osborn Road.

Chairman Amery asked Mr. Perez to explain the potential bike sharing program. Mr. Perez explained the program to the committee.

5. Presentation and discussion on an update on Phoenix Golf Courses.

Mr. Derie gave a power point presentation on the city of Phoenix study on the possibility of eliminating certain golf courses. The presentation was based on the city of Phoenix final study, Golf Association USA and the Arizona Republic. Mr. Derie discussed how golfers are distributed throughout the valley, price ranges and the lack of marketing by the city.

Chairman Amery stated that the city has done a great job in promoting golf to children.

6. Presentation, discussion and possible recommendation on case **Z-29-12-7** a request to rezone parcels at the southeast corner of **99th Avenue and Thomas Road** for a PUD (Planned Unit Development) (172 acres) to allow a mix of uses. Presentation by Mr. Stephen Earl

Mr. Zonn gave a brief overview of the request.

Mr. Stephen Earl presented the history of the Sheely PCD, site, and entitlements. The PUD zoning designation was selected by the applicant to combine zoning categories and temporary uses. Billboards are proposed and our based on the standards set forth by the Zoning Ordinance. The proposed development could provide over 10,000 jobs based on potential square footage of office and retail space. The timing could be from 10-20 years for completion. Mr. Earl also presented the proposed streetscape and architectural character of the buildings.

Mr. Rochelle asked the number of proposed rooms from hotels. Mr. Earl stated that approximately 1000 rooms split over a number of hotels.

Mr. DePascal asked when the entrance to Sheely would be developed. Mr. Earl stated that the applicant will return to the committee and present the exact detail of the entrance when it occurs, possibly in Phase one.

Mr. Rochelle asked if there will be any palm trees. Mr. Earl stated that they would be used only in groupings for signature entrances and will be maintained by the developer.

Motion: Mr. Weber motioned to approve Z-29-12-7 as presented by staff. Mr. Rochelle seconded the motion.

Vote: Motion passes 10-0.

7. Discussion on building community pride and the role of the Maryvale Village Planning Committee. (*This is a standing agenda item*)

No discussion.

8. Committee member announcements.

No announcements were made.

9. Public comments concerning items not on the agenda.

Georgeanne Soberay announced that the Dust Devil Park opening is on November 3.

10. Update on prior Village Planning Committee cases.

Chairman Amery gave a brief update on the text amendments previously voted on by the committee.

11. Identification of future agenda items

The next meeting is scheduled for November 14, 2012.

12. Adjournment.

The meeting adjourned at 7:45 pm.