



**City of Phoenix**  
PLANNING AND DEVELOPMENT DEPARTMENT

**Staff Report: Z-SP-6-25-3**  
August 29, 2025

**Paradise Valley Village Planning Committee Hearing Date:**

September 8, 2025

**Planning Commission Hearing Date:**

October 6, 2025

**Request From:**

C-2 (Intermediate Commercial) (0.62 acres)

**Request To:**

C-2 SP (Intermediate Commercial, Special Permit) (0.62 acres)

**Proposal:**

Special Permit for automobile retail sales and underlying C-2 uses

**Location:**

Approximately 300 feet south of the southeast corner of Cave Creek Road and Nisbet Road

**Owner/Applicant:**

Tom Morano, T. T.J. M. Enterprises One, LLC

**Representative:**

Marty Hall

**Staff Recommendation:**

Approval, subject to stipulations

<u>General Plan Conformity</u>			
<u>General Plan Land Use Map Designation</u>		Commercial	
<u>Street Map Classification</u>	Cave Creek Road	Major Arterial	65-foot east half street
<b><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></b>  The proposal will allow automobile retail sales, expanding opportunities for new businesses along Cave Creek Road, a major arterial street.			
<b><i>CONNECT PEOPLE AND PLACES CORE VALUE; OPPORTUNITY SITE; LAND USE PRINCIPLE: Support reasonable levels of increased intensity, respectful of local conditions and surrounding neighborhoods.</i></b>  The proposal, as stipulated will provide a landscape setback with a mix of shade trees and shrubs along the east property line to create a buffer from the nearby residential properties.			

### General Plan Conformity

***BUILD THE SUSTAINABLE DESERT CITY CORE VALUE; TREES & SHADE; DESIGN PRINCIPLE: Integrate trees and shade into the design of new development and redevelopment projects throughout Phoenix.***

The proposal, as stipulated, will provide additional shading along the Cave Creek Road streetscape, bicycle parking areas, surface parking lot, and the eastern portion of the lot adjacent to the residential homes which will help reduce the heat island effect and provide for pedestrian comfort.

### **Applicable Plans, Overlays and Initiatives**

[Complete Streets Guidelines](#) – See Background Item No. 5.

[Comprehensive Bicycle Master Plan](#) – See Background Item No. 6.

[Shade Phoenix Plan](#) – See Background Item No. 7.

[Phoenix Climate Action Plan](#) – See Background Item No. 8.

[Transportation Electrification Action Plan](#) – See Background Item No. 9.

[Zero Waste PHX](#) – See Background Item No. 10.

[Conservation Measures for New Development](#) – See Background Item No. 11.

### **Surrounding Land Uses/Zoning**

	<u>Land Use</u>	<u>Zoning</u>
<b>On Site</b>	Parking lot	C-2
<b>North</b>	Office/Metal fabricator	C-2
<b>South</b>	Auto repair garage	C-2
<b>East</b>	Single-family residences	R1-6
<b>West (across Cave Creek Road)</b>	Auto repair garage and shopping center	C-2

<b>C-2 (Intermediate Commercial)</b>		
<b><u>Standards</u></b>	<b><u>Requirements</u></b>	<b><u>Provisions on the proposed site plan</u></b>
<i>Building Setbacks</i>		
Street Cave Creek Road (west)	Average 25 feet, Minimum 20 feet	25 feet (Met)
Not adjacent to street North (zoned C-2)	0 feet	Not specified
South (zoned C-2)	0 feet	9 feet and 11 inches (Met)
East (zoned R1-6)	25 feet	Not specified
<i>Landscape Setbacks</i>		
Streetscape Cave Creek Road (west)	Average 25 feet, Minimum 20 feet	25 feet (Met)
Not adjacent to street North (zoned C-2)	None	Not specified
South (zoned C-2)	None	9 feet and 11 inches (Met)
East (zoned R1-6)	10 feet	31 feet and 5 inches (Met)
Lot Coverage	Maximum 50 percent	2 percent (Met)
Building Height	Maximum 2 stories, 30 feet	1 story, 9 feet and 5 inches (Met)
Parking	1 space per 300 s.f. office and covered sales area and 1 space per 10,000 square feet of outdoor display:  3 spaces required	3 spaces (Met)

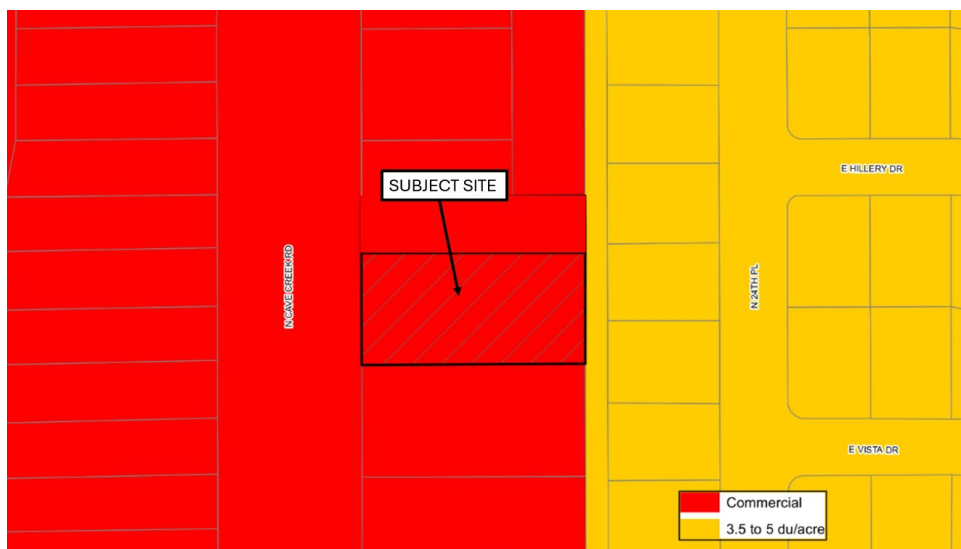
**Background/Issues/Analysis****SUBJECT SITE**

1. This is a request to rezone a 0.62 acre site from C-2 (Intermediate Commercial) to C-2 SP (Intermediate Commercial, Special Permit) to allow automobile retail sales and underlying C-2 uses.

**GENERAL PLAN LAND USE MAP**

2. The General Plan Land Use Map designation for the subject site is Commercial. The proposal is consistent with the designation. Properties to the north, south, and west across Cave Creek Road are designated Commercial, while to the

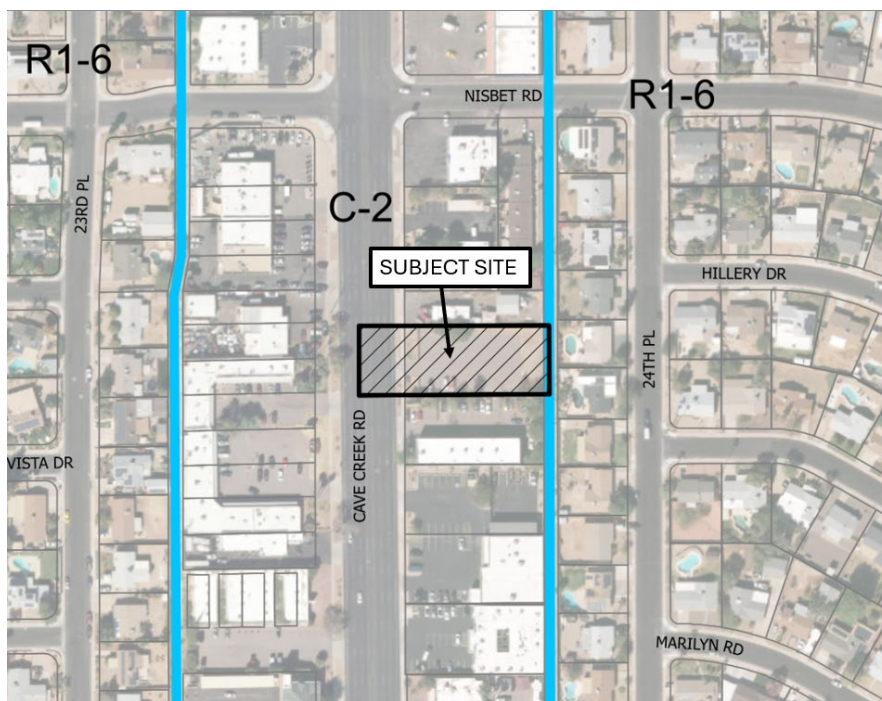
east is designated Residential 3.5 to 5 dwelling units per acre on the General Plan Land Use Map.



*General Plan Land Use Map, Source: Planning and Development*

### SURROUNDING LAND USES AND ZONING

3. Across Cave Creek Road to the west is an automotive repair shop and commercial center zoned C-2. To the north is an office and metal fabricator zoned C-2 and to the south is an auto repair garage zoned C-2. To the east are single-family homes zoned R1-6 (Single-Family Residence District).



*Aerial Map, Source: Planning and Development Department*

## PROPOSAL

4. The site plan, attached as an exhibit, depicts an auto sales lot including a display area for 20 vehicles and three customer and employee parking stalls. There is also a proposed 380-square-foot pre-manufactured office. The elevations, attached as an exhibit, reflect the pre-manufactured office.

All proposed buildings are subject to the design requirements of Section 507 Tab A. Additionally, the proposal includes a landscape buffer along the east property line, adjacent to the single-family residences, per Stipulation No. 1.

Automobile retail sales are allowed in the C-2 zoning district with a Special Permit (Section 647.A.2.e), subject to the following conditions:

- 1) Body repair and painting done on the lot shall be confined to a closed building.
- 2) The area used for parking, display, storage, or circulation shall be dust-free.
- 3) Lots shall be properly enclosed with a wall, fence, hedge, plantings, or combinations thereof, having a minimum height of 10 inches above the grade at which the cars are to be displayed, unless a hedge, planting or combinations thereof are approved in lieu of the 10-inch wall and/or the lot is depressed below the elevation of adjacent lots, in which case appropriate landscaping may be approved.
- 4) Any artificial light used for such lot or area shall be so arranged as to reflect light away from the adjoining premises, lot and/or streets, and shall be so located as not to be a nuisance to adjacent property and streets.

## AREA PLANS, OVERLAY DISTRICTS, AND INITIATIVES

### 5. [Complete Streets Guidelines](#)

In 2014, the City of Phoenix City Council adopted the Complete Streets Guiding Principles. The principles are intended to promote improvements that provide an accessible, safe, connected transportation system to include all modes, such as bicycles, pedestrians, transit, and vehicles. Per Stipulation No. 3, where pedestrian walkways cross a vehicular path, the pathway shall be constructed of decorative pavers, stamped or colored concrete, or other pavement treatments, that visually contrasts parking and drive aisle surfaces. This will promote a more safe and pedestrian friendly environment.

### 6. [Comprehensive Bicycle Master Plan](#)

The City of Phoenix adopted the Comprehensive Bicycle Master Plan in 2014 to guide the development of its Bikeway System and supportive infrastructure. The Comprehensive Bicycle Master Plan supports options for both short- and long-term bicycle parking as a means of promoting bicyclist traffic to a variety of destinations. Bicycle parking will be provided as part of this proposal per Stipulation No. 4.

7. **Shade Phoenix Plan**

In November 2024, the Phoenix City Council adopted the Shade Phoenix Plan. The Shade Phoenix Plan prioritizes increasing shade coverage throughout the City to improve health and quality of life. Investing in shade can address the urban heat island effect, clean the air, preserve Sonoran vegetation, and prevent health complications related to prolonged exposure to heat. The Shade Phoenix Plan provides numerous strategies to increase shade including expanding and maintaining existing shade, strengthening tree code enforcement, and developing shade stipulations in rezoning cases. Shade trees will be required along the streetscape and eastern property line per Stipulation Nos. 1 and 2. Bicycle parking and pedestrian pathways will include additional shading per Stipulation No. 5 and the surface parking areas will be required to be shaded per Stipulation No. 8.

8. **Phoenix Climate Action Plan**

In October 2021, the Phoenix City Council approved the Climate Action Plan. The Climate Action Plan will serve as a long-term plan to achieve greenhouse gas emissions reductions and resiliency goals from local operations and community activities as well as prepare for the impacts of climate change. This plan contains policy and initiatives regarding stationary energy, transportation, waste management, air quality, local food systems, heat, and water. Goal W2 (Water), Action W2.4, pertains to the implementation of the [Greater Phoenix Metro Green Infrastructure \(GI\) and Low Impact Development Details for Alternative Stormwater Management](#) to benefit the environment, promote water conservation, reduce urban heat, improve the public health, and create additional green spaces. This goal is addressed in Stipulation No. 9 which requires a minimum of two GI techniques for stormwater management to be implemented upon any future redevelopment.

9. **Transportation Electrification Action Plan**

In June 2022, the Phoenix City Council approved the Transportation Electrification Action Plan. The current market desire for the electrification of transportation is both a national and global phenomenon, fueled by a desire for better air quality, a reduction in carbon emissions, and a reduction in vehicle operating and maintenance costs. Businesses, governments and the public are signaling strong future demand for electric vehicles (EVs), and many automobile manufacturers have declared plans for a transition to fully electric offerings within the coming decade. This Plan contains policy initiatives to prepare the City for a future filled with more EVs, charging infrastructure and e-mobility equity, and outlines a roadmap for a five-step plan to prepare for the EV infrastructure needs of 280,000 EVs in Phoenix by 2030. One goal of the Plan to accelerate public adoption of electric vehicles through workplace, business, and multifamily charging infrastructure recommends a standard stipulation for rezoning cases to provide EV charging infrastructure. Stipulation No. 7 provides requirements for electric vehicle parking, charging and infrastructure upon redevelopment. Additionally, there is a requirement for standard electrical receptacles for electric bicycle charging capabilities per Stipulation No. 6.

10. **Zero Waste PHX**

The City of Phoenix is committed to its waste diversion efforts and has set a goal to become a zero-waste city, as part of the city's overall 2050 Environmental Sustainability Goals. One of the ways Phoenix can achieve this is to improve and expand its recycling and other waste diversion programs. Section 716 of the Phoenix Zoning Ordinance establishes standards to encourage the provision of recycling containers for multifamily, commercial and mixed-use developments meeting certain criteria. The application materials state all measures will be taken to support the Reimagine Phoenix Initiative, and as a result incorporate recycling alternatives per their recommendation.

11. **Conservation Measures for New Development**

In June 2023, the Phoenix City Council adopted the Conservation Measures for New Development policy as part of a resolution addressing the future water consumption of new development (Resolution 22129). This resolution addresses the future water consumption of new development to support one of the City's Five Core Values in the General Plan which calls for Phoenix to "Build the Sustainable Desert City". The Conservation Measures for New Development policy includes direction to develop standards for consideration as stipulations for all rezoning cases that will address best practices related to water usage in nine specific categories. This is addressed in Stipulations Nos. 8 through 10 which includes the following:

- Minimum 25 percent shade for customer and employee surface parking areas via trees and/or structures;
- Minimum of two green stormwater infrastructure (GSI) elements for stormwater management shall be implemented;
- Participation in the Phoenix Water Efficiency Checkup Program.

**COMMUNITY INPUT SUMMARY**

12. At the time this staff report was written, staff has not received any letters of support or opposition for this request.

**OTHER**

13. The Street Transportation Department requires that access to the site be limited to a singular access point on Cave Creek Road, that unused driveways be replaced with sidewalk, curb and gutter, and be ADA compliant, and that all streets within and adjacent to the development be constructed with improvements which comply with ADA accessibility standards. These requirements are identified in Stipulation Nos. 11 through 13.
14. The site has not been identified as being archaeologically sensitive. However, in the event archaeological materials are encountered during construction, all ground disturbing activities must cease within 33-feet of the discovery and the City of Phoenix Archaeology Office must be notified immediately and allowed time to properly assess the materials. This is addressed in Stipulation No. 14.

15. Staff has not received a completed form for the Waiver of Claims for Diminution in Value of Property under Proposition 207 (A.R.S. 12-1131 et seq.), as required by the rezoning application process. Therefore, a stipulation has been added to require the form be completed and submitted prior to final site plan approval. This is addressed in Stipulation No. 15.
16. 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.
2. The project will provide additional automobile retail sales options for the surrounding area.
3. The proposal, as stipulated, will provide enhanced standards for landscaping, shade, electric vehicle and bicycle parking, in alignment with several city policies and goals.

### **Stipulations**

1. Landscape setbacks adjacent to the east property line shall be planted with minimum 2-inch caliper, large canopy, drought tolerant shade trees, planted 20-feet on center, or in equivalent groupings, and a minimum of five 5-gallon shrubs per tree and a mixture of shrubs, accents and vegetative ground coverage to meet a minimum of 50 percent live coverage, as approved by the Planning and Development Department.
2. The existing landscape strip between back of curb and sidewalk along Cave Creek Road, adjacent to the development, shall be replenished with minimum 2-inch caliper, single-trunk, large canopy, drought tolerant, shade trees, planted 20 feet on center, or in equivalent groupings, and a mixture of drought tolerant shrubs, accents and vegetative ground covers, maintained to a maximum height of 2 feet, evenly distributed throughout the landscape areas to achieve a minimum of 75% live coverage, as approved by the Planning and Development Department.
3. Where pedestrian walkways cross a vehicular path, the pathway shall be constructed of decorative pavers, stamped or colored concrete, or other pavement treatments, that visually contrasts parking and drive aisle surfaces, as approved by the Planning and Development Department.
4. A minimum of 2 bicycle parking spaces shall be provided and installed per the requirements of Section 1307.H of the Phoenix Zoning Ordinance.

5. All bicycle parking spaces and pedestrian pathways, including sidewalks, shall be shaded by a structure, landscaping, or a combination of the two to provide a minimum of 75% shade, as approved by the Planning and Development Department.
6. A minimum of one of the required bicycle parking spaces shall include standard electrical receptacles for electric bicycle charging capabilities, as approved by the Planning and Development Department.
7. A minimum of 5% of the required vehicle parking spaces shall include EV Installed infrastructure.
8. A minimum of 25% of the employee and customer parking areas shall be shaded, as approved by the Planning and Development Department. Shade may be achieved by structures or by minimum 2-inch caliper, drought tolerant, shade trees, or a combination thereof.
9. A minimum of two green stormwater infrastructure (GSI) elements for stormwater management shall be implemented, as approved or modified by the Planning and Development and/or Street Transportation departments. This includes but is not limited to stormwater harvesting basins, bioswales, permeable pavement, etc., per the Greater Phoenix Metro Green Infrastructure and Low Impact Development Details for Alternative Stormwater Management.
10. Prior to final site plan approval, documentation shall be provided that demonstrates a commitment to participate in the City of Phoenix Water Efficiency Program for a minimum of 10 years, or as approved by the Planning and Development Department.
11. A singular access point shall be permitted onto Cave Creek Road.
12. Replace unused driveways with sidewalk, curb, and gutter. Also, replace any broken or out-of-grade curb, gutter, sidewalk, and curb ramps on all streets and upgrade all off-site improvements to be in compliance with current ADA guidelines.
13. All streets within and adjacent to the development shall be constructed with paving, curb, gutter, sidewalk, curb ramps, streetlights, median islands, landscaping and other incidentals, as per plans approved by the Planning and Development Department. All improvements shall comply with all ADA accessibility standards.
14. In the event archaeological materials are encountered during construction, the developer shall immediately cease all ground-disturbing activities within a 33-foot radius of the discovery, notify the City Archaeologist, and allow time for the Archaeology Office to properly assess the materials.

15. Prior to final site plan approval, the landowner shall execute a Proposition 207 waiver of claims form. The waiver shall be recorded with the Maricopa County Recorder's Office and delivered to the City to be included in the rezoning application file for record.

**Writer**

Matteo Moric

August 29, 2025

**Team Leader**

Racelle Escolar

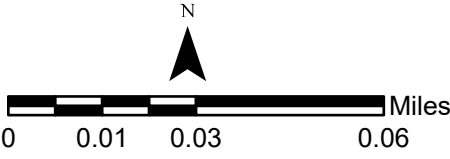
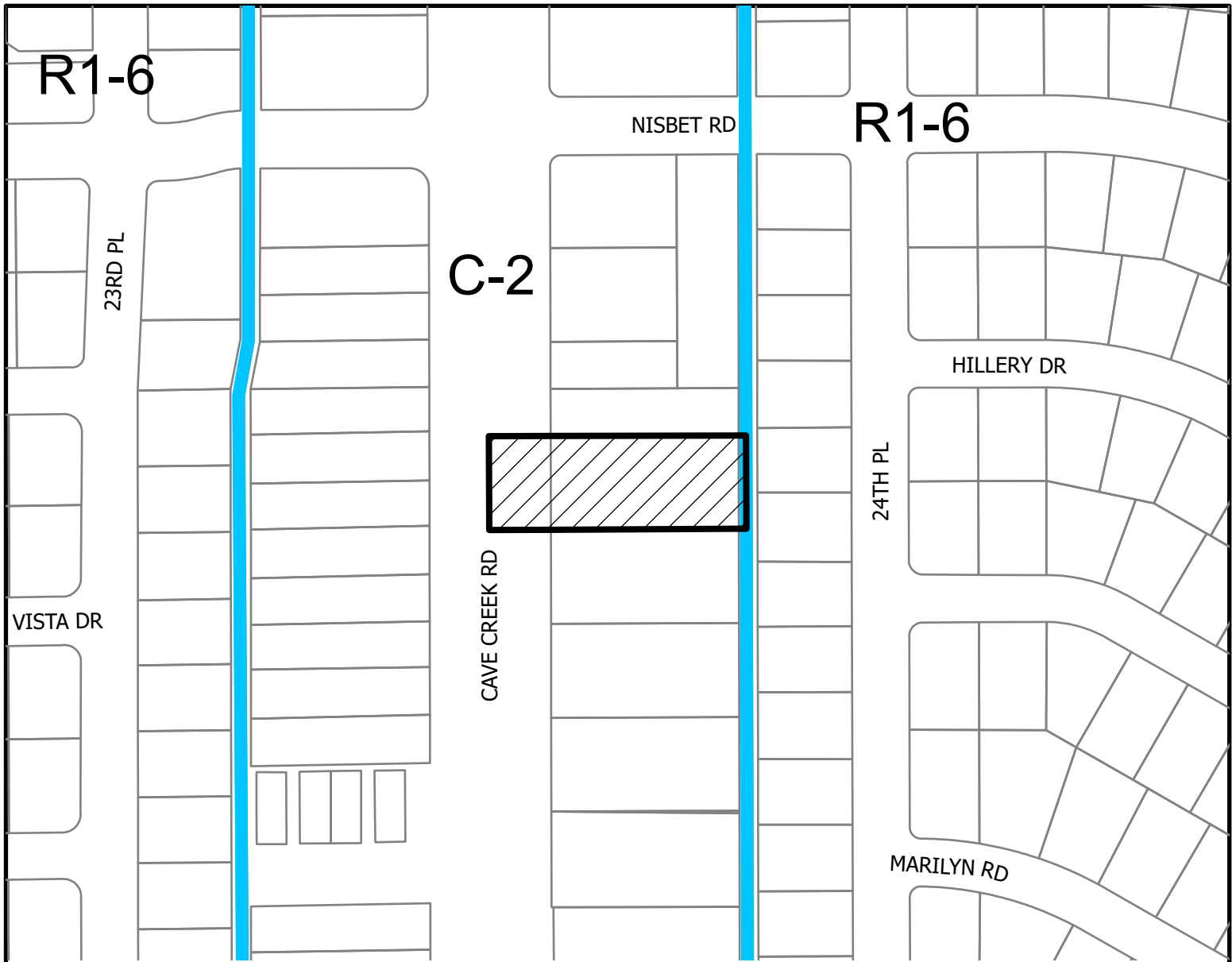
**Exhibits**

Sketch Map

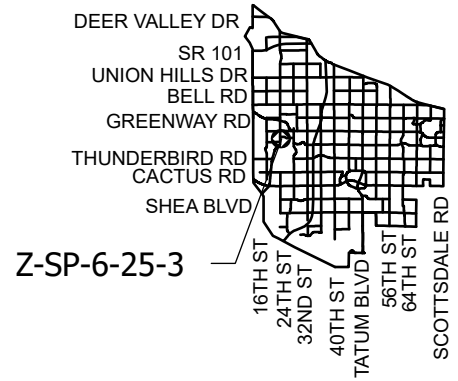
Aerial Map

Site Plan date stamped August 7, 2025

Elevations date stamped August 7, 2025

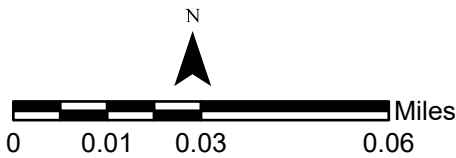
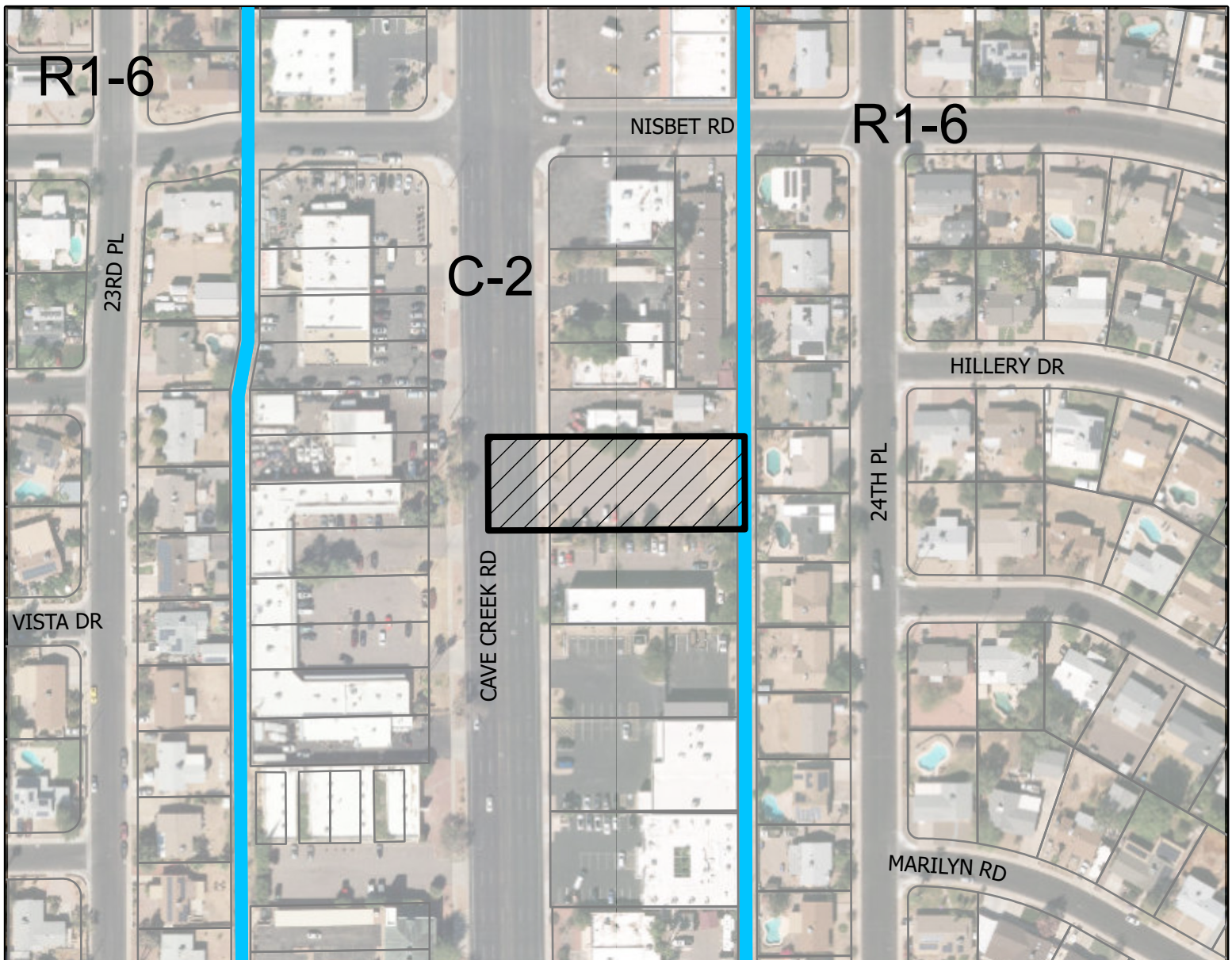


**PARADISE VALLEY VILLAGE**  
COUNCIL DISTRICT: 3

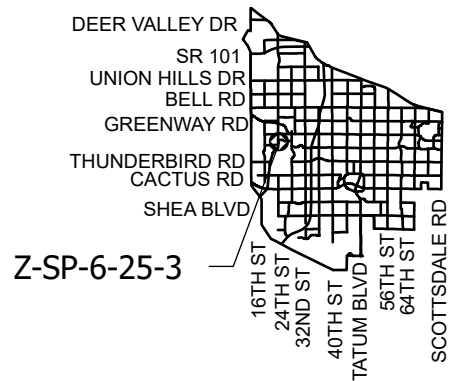


APPLICANT'S NAME: <b>Tom Morano</b>		REQUESTED CHANGE:		
APPLICATION NO: <b>Z-SP-6-25-3</b>		FROM: <b>C-2 ( 0.62 ac.)</b>		
DATE: <b>6/9/2025</b>		TO: <b>C-2 SP ( 0.62 ac.)</b>		
REVISION DATES:				
<table border="1"> <tr> <td>8/11/2025</td> <td></td> <td></td> </tr> </table>				8/11/2025
8/11/2025				
GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX.		AERIAL PHOTO & QUARTER SEC. NO.		
<b>0.62 Acres</b>		<b>QS 34-33</b>		
MULTIPLES PERMITTED		ZONING MAP		
<b>C-2</b>		<b>L-9</b>		
<b>C-2 SP</b>				
CONVENTIONAL OPTION		* UNITS P.R.D OPTION		
<b>9</b>		<b>11</b>		
<b>9</b>		<b>11</b>		

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



**PARADISE VALLEY VILLAGE**  
COUNCIL DISTRICT: 3



APPLICANT'S NAME: <b>Tom Morano</b>		REQUESTED CHANGE:	
APPLICATION NO: <b>Z-SP-6-25-3</b>		FROM: <b>C-2 ( 0.62 ac.)</b>	
DATE: <b>6/9/2025</b>		TO: <b>C-2 SP ( 0.62 ac.)</b>	
REVISION DATES:			
8/11/2025			
GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX.		AERIAL PHOTO & QUARTER SEC. NO.	
<b>0.62 Acres</b>		<b>QS 34-33</b>	
MULTIPLES PERMITTED		ZONING MAP	
<b>C-2</b>		<b>L-9</b>	
<b>C-2 SP</b>			
CONVENTIONAL OPTION		* UNITS P.R.D OPTION	
<b>9</b>		<b>11</b>	
<b>9</b>		<b>11</b>	

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

## SITE DATA

PROJECT:	CAVE CREEK REZONING
OWNER / DEVELOPER:	DEVELOPER: MARY HALL ENTERPRISES ONE LLC 1422 N. 10TH WAY PHOENIX, AZ 85032 PRIMARY CONTACT: MARY HALL 2040 E. GLENDALE AVE PHOENIX, AZ 85016 480-900-9720 <a href="mailto:maryhall1@gmail.com">maryhall1@gmail.com</a>

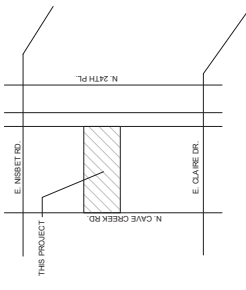
**BUILDING CODES:** \_\_\_\_\_ **DESIGNATIONS:** \_\_\_\_\_

2018 INTERNATIONAL BUILDING CODE  
2018 INTERNATIONAL RESIDENTIAL CODE  
2018 INTERNATIONAL MECHANICAL CODE  
2018 INTERNATIONAL PLUMBING CODE  
2018 INTERNATIONAL PLUMBING CODE  
2018 INTERNATIONAL FUEL GAS CODE  
2018 INTERNATIONAL ENERGY CONSERVATION CODE

ADDRESS:	1450 N CAVE CREEK ROAD PHOENIX, AZ 85003
ASSESSOR'S PARCEL NO.:	214-00-014
S/TIR:	11 3N 3E
ZONING:	C-2 - COMMERCIAL
LOT#:	14
PUC:	2030
SUBDIVISION:	PARADISE PLAZA
LOT SIZE:	20,000 S.F.
MCR:	9.3-35

## LEGAL DESCRIPTION

LOIS 14 PARADISE PLAZA ACCORDING TO BOOK 93 OF MAPS,  
PAGE 35, RECORDS OF MARICOPA COUNTY, ARIZONA

VICINITY MAP 

**STIPULATION FOR REUSE**  
THIS DRAWING WAS PREPARED FOR USE ON A  
SINGLE PROJECT BY  
**PHOENIX, AZ**

**8/06/2025**

AND IT IS NOT BIDDABLE FOR USE ON A DESIGN PROJECT AT A LATER TIME. USE OF THIS PROJECT BY ANY OTHER PARTY WITHOUT THE WRITTEN CONSENT OF THE DESIGNER IS PROHIBITED. THE DESIGNER'S LIABILITY IS LIMITED TO THE DESIGN SERVICES PROVIDED. THE DESIGNER SHALL NOT BE RESPONSIBLE FOR THE REUSE OF ANY INFORMATION OR MATERIALS CONTAINED HEREIN FOR ANY OTHER PROJECT. IT IS THE RESPONSIBILITY OF THE USER TO OBTAIN NECESSARY PERMISSIONS FROM THE APPROPRIATE AUTHORITIES. THE DESIGNER'S LIABILITY IS LIMITED TO THE DESIGN SERVICES PROVIDED. THE DESIGNER SHALL NOT BE RESPONSIBLE FOR THE REUSE OF ANY INFORMATION OR MATERIALS CONTAINED HEREIN FOR ANY OTHER PROJECT. IT IS THE RESPONSIBILITY OF THE USER TO OBTAIN NECESSARY PERMISSIONS FROM THE APPROPRIATE AUTHORITIES.

DRAWN BY:	M. PEREZ
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CHECKED BY: M. PEREZ

ISSUE DATE: 8.06.2025

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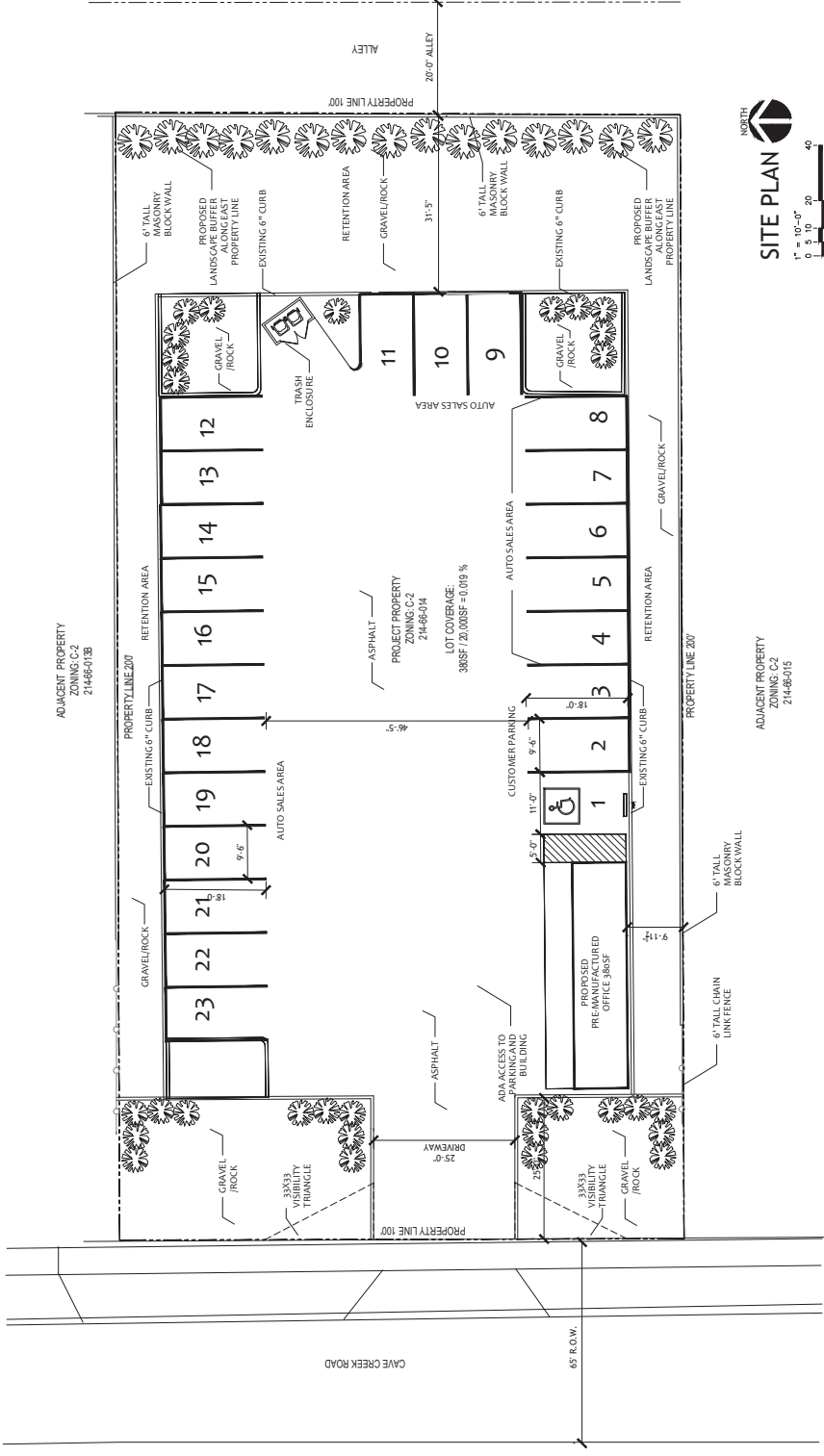
GENERAL NOTES / PROJECT INFO /

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SITE PLAN / VICINITY MAP

APPROVAL STAMP



**SITE PLAN**

 NORTH

CITY OF PHOENIX

AUG 07 2025

Planning & Development  
Department

