



**City of Phoenix**  
PLANNING AND DEVELOPMENT DEPARTMENT

**Staff Report: Z-SP-7-25-2**  
August 26, 2025

[Desert View Village Planning Committee Meeting Date:](#) September 2, 2025  
[Planning Commission Hearing Date:](#) September 4, 2025

**Request From:** [C-2 DRSP](#) (Intermediate Commercial, Desert Ridge Specific Plan) (0.06 acres)  
**Request To:** [C-2 SP DRSP](#) (Intermediate Commercial, Desert Ridge Specific Plan) (0.06 acres)  
**Proposal:** Special Permit to allow massage therapy and all underlying C-2 uses  
**Location:** Approximately 650 feet east and 510 feet south of the southeast corner of Tatum Boulevard and Deer Valley Drive  
**Owner:** Vestar DRM-OPCO, LLC  
**Applicant/Representative:** Beena Thattil, Hand and Stone Massage and Facial Spa  
**Staff Recommendation:** Approval

<a href="#"><u>General Plan Conformity</u></a>			
<a href="#"><u>General Plan Land Use Map Designation</u></a>		Commercial, Village Core	
<a href="#"><u>Street Classification Map Designation</u></a>	Deer Valley Drive	Arterial	71-foot south half street (roadway easement)
	Tatum Boulevard	Major Arterial	70-foot east half street
<b>CONNECT PEOPLE &amp; PLACES CORE VALUE; CORES, CENTERS &amp; CORRIDORS; LAND USE PRINCIPLE: Plan cores, centers and corridors to include a variety of land uses: office, retail shopping, entertainment and cultural, housing, hotel and resort, and where appropriate, some types of industry.</b>			
The subject site is located within the Desert View Village Core. The proposal for a massage therapy establishment will add to the variety of land uses that provide services within the Village Core.			

***CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; CERTAINTY AND CHARACTER; LAND USE PRINCIPLE: Protect residential areas from concentrations of incompatible land uses that could change their character or destabilize land values.***

Commercial land uses are concentrated within the Desert Ridge Marketplace and protect residential areas from concentrations of incompatible land uses.

***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.***

The proposal for a massage therapy establishment will add to the mix of land uses in Desert Ridge Marketplace and will add to the variety of services offered to residents.

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

[Desert Ridge Specific Plan](#) – See Background Item No. 6.

Surrounding Land Uses/Zoning		
	<u>Land Use</u>	<u>Zoning</u>
<b>On Site</b>	Vacant	C-2 DRSP
<b>North</b>	Grocery store	C-2 DRSP
<b>East</b>	Loading dock	C-2 DRSP
<b>South</b>	Restaurant	C-2 DRSP
<b>West</b>	Parking lot	C-2 DRSP

#### **Background/Issues/Analysis**

##### **SUBJECT SITE**

1. This request is to rezone 0.06 acres located approximately 650 feet east and 510 feet south of the southeast corner of Tatum Boulevard and Deer Valley Drive from C-2 DRSP (Intermediate Commercial, Desert Ridge Specific Plan) to C-2 SP DRSP (Intermediate Commercial, Special Permit, Desert Ridge Specific Plan) to allow massage therapy and all underlying C-2 uses.

##### **GENERAL PLAN LAND USE MAP DESIGNATION**

2. The General Plan Land Use Map designation for the subject site is Commercial and the site is within the Village Core. The proposal for C-2 SP DRSP zoning is consistent with the General Plan Land Use Map.

**Legend:**

- Parks/Open Space - Privately Owned
- Parks/Open Space - Publicly Owned
- Transportation
- Commercial
- 10 to 15 or 15+ du/acre
- 5 to 10 du/acre

## SURROUNDING LAND USES AND ZONING

- 

*Zoning Sketch Map*  
Source: Planning and Development Department

4. **Site Plan**

The site plan, attached as an exhibit, proposes massage therapy as a primary use within the existing Hand & Stone Massage and Facial Spa establishment in Suite 74-1555 within Desert Ridge Marketplace.

5. **Elevations**

The building elevations, attached as an exhibit, are photos of the exterior of the existing suite within Desert Ridge Marketplace.

PLANS, OVERLAYS, AND INITIATIVES

6. **Desert Ridge Specific Plan**

The Desert Ridge Specific Plan (DRSP) area is an approximately 5,700-acre master planned community located in Northeast Phoenix generally bounded by the Central Arizona Project (CAP) canal, Pinnacle Peak Road, 32nd Street, and 64th Street. At its inception, the planning area consisted entirely of undeveloped land held in trust by the Arizona State Land Department. The DRSP was approved by the Phoenix City Council in July 1990 and is the governing land use document of the City of Phoenix for Desert Ridge. Desert Ridge is divided into Superblocks, each with their own individual land uses and regulations.

The subject site is located within Superblock 5, Development Parcel 5.A within the DRSP. The Desert Ridge Specific Plan identifies a commercial core area in Superblock 5, which today contains the primary retail destination for the Desert Ridge area. The proposal for C-2 SP DRSP zoning is consistent with the DRSP.

COMMUNITY INPUT SUMMARY

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

OTHER

8. Staff has 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.
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 abandonments, may be required.

**Findings**

1. The proposal is consistent with the General Plan Land Use Map designation.
2. The proposal will add to the variety of land uses within the Desert View Village Core.

3. The proposal will provide a specialized commercial service that caters to the diverse needs of the community within an existing shopping center, Desert Ridge Marketplace.

**Stipulations**

None.

**Writer**

Adrian Zambrano

August 26, 2025

**Team Leader**

Racelle Escolar

**Exhibits**

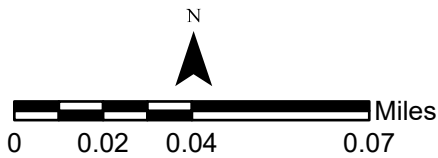
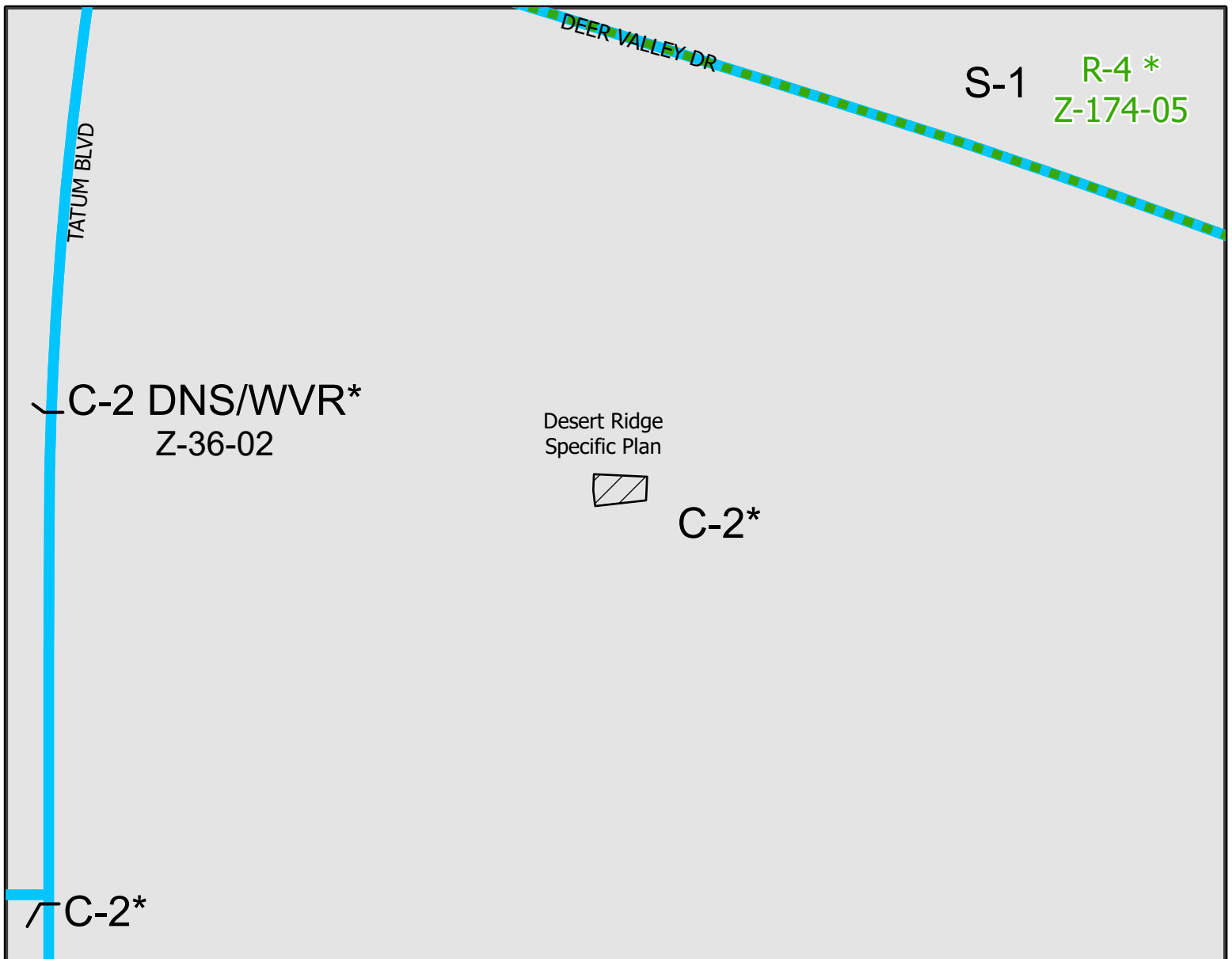
Zoning Sketch Map

Aerial Sketch Map

Site Plan date stamped June 23, 2025

Elevations date stamped June 23, 2025 (4 pages)

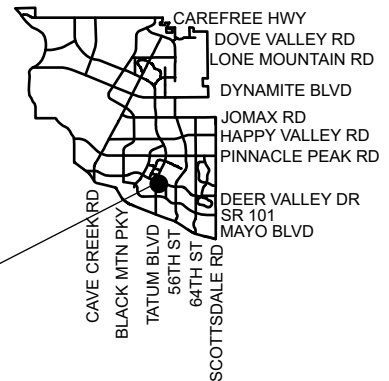
Floor Plan date stamped June 23, 2025



**DESERT VIEW VILLAGE**  
COUNCIL DISTRICT: 2



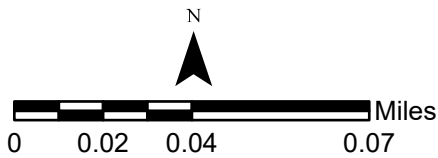
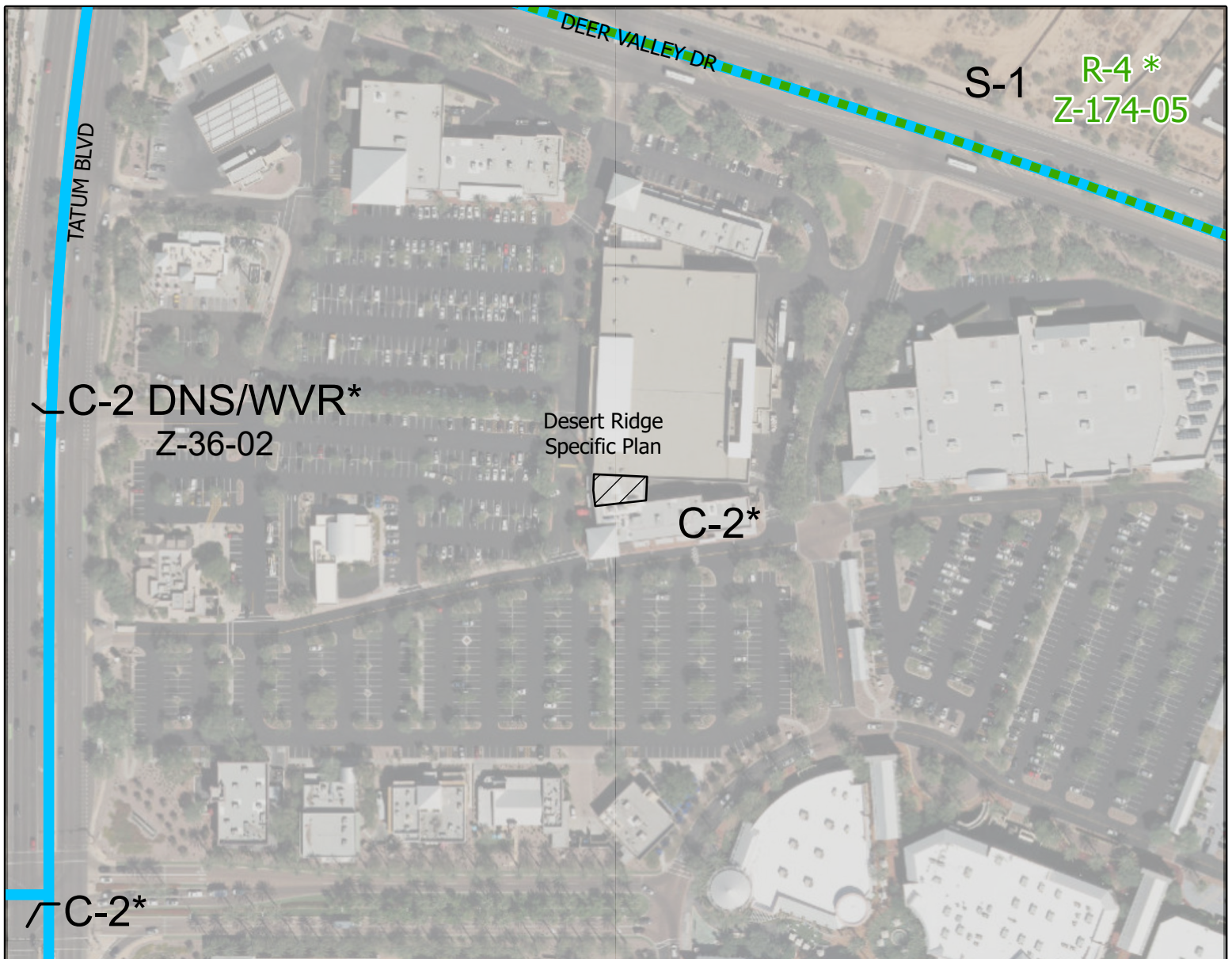
Z-SP-7-25-2



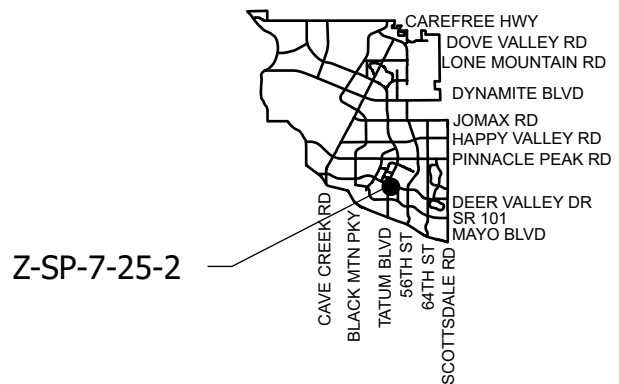
APPLICANT'S NAME: <b>Beena Thattil</b>		REQUESTED CHANGE:										
APPLICATION NO: <b>Z-SP-7-25-2</b>		FROM: <b>C-2 DRSP ( 0.06 ac.)</b>										
DATE: <b>7/18/2025</b>		TO: <b>C-2 SP DRSP ( 0.06 ac.)</b>										
REVISION DATES:												
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\* Maximum Units Allowed with P.R.D. Bonus





**DESERT VIEW VILLAGE**  
COUNCIL DISTRICT: 2



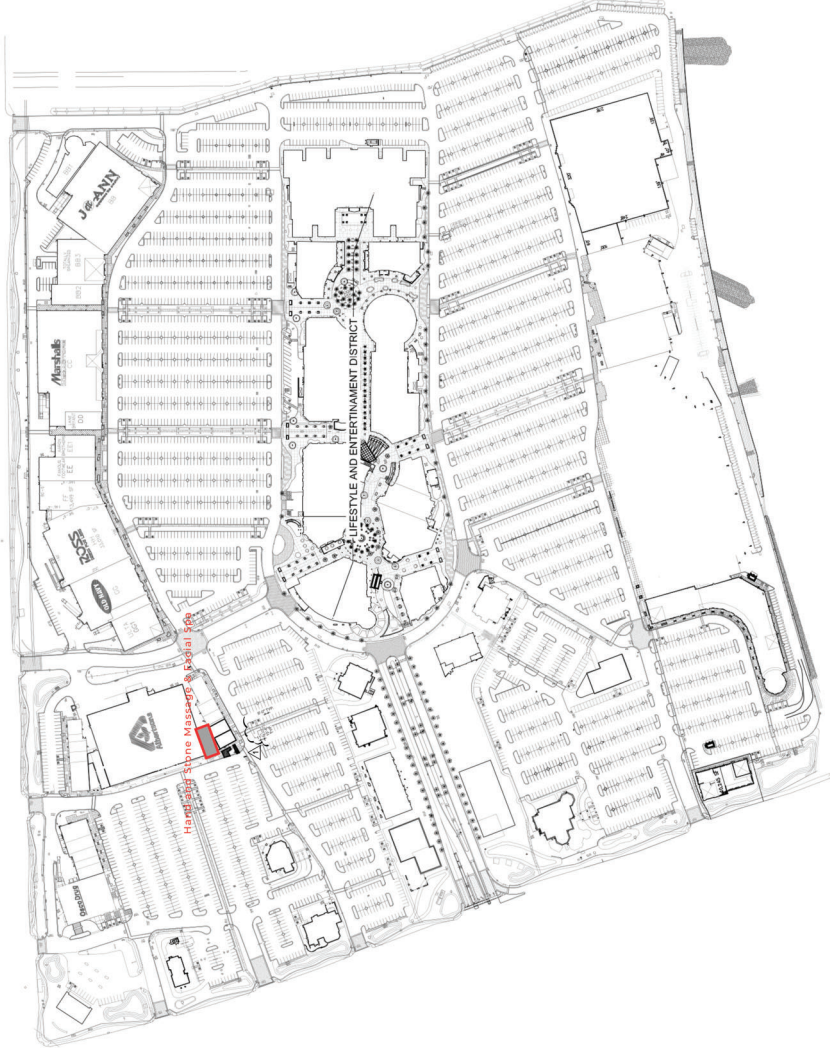
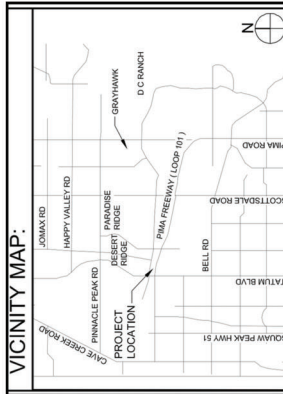
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\* Maximum Units Allowed with P.R.D. Bonus



#### GENERAL SITE PLAN NOTES

- 1) DEVELOPMENT AND USE OF THIS SITE WILL CONFORM TO ALL APPLICABLE CODES AND ORDINANCES.
- 2) ALL NEW OR RELOCATED UTILITIES WILL BE PLACED UNDERGROUND.
- 3) THIS PROJECT IS LOCATED IN THE CITY OF PHOENIX WATER SERVICES AREA AND HAS BEEN DESIGNATED AS HAVING AN ASSURED WATER SUPPLY.
- 4) ALL SIGNAGE REQUIRES SEPARATE APPROVALS AND PERMITS.
- 5) ANY LIGHTING WILL BE PLACED SO AS TO DIRECT LIGHT AWAY FROM THE ADJACENT RESIDENTIAL DISTRICTS AND WILL NOT EXCEED ONE FOOT CANDLE AT THE PROPERTY BOUNDARY. NO NOISE, ODOR OR VIBRATION WILL BE EMITTED SO THAT IT EXCEEDS THE GENERAL LEVEL OF NOISE, ODOR OR VIBRATION EMITTED BY USES OUTSIDE OF THE SITE. OWNERS OF PROPERTY ADJACENT TO PUBLIC RIGHT-OF-WAY WILL HAVE THE RESPONSIBILITY FOR MAINTAINING ALL LANDSCAPING WITHIN THE RIGHTS-OF-WAY IN ACCORDANCE WITH APPROVED PLANS.
- 6) ALL SERVICE AREAS SHALL BE SCREENED TO CONCEAL TRASH CONTAINERS, LOADING DOCKS, TRANSFORMERS, BACKFLOW PREVENTERS, AND OTHER MECHANICAL OR ELECTRICAL EQUIPMENT FROM EYE LEVEL TO ALL PUBLIC STREETS.
- 7) ALL ON-SITE ACCESSIBLE SIDEWALKS SHALL BE A MINIMUM OF 3 FEET 0 INCHES WIDE AND HAVE A MAXIMUM SLOPE OF 1:20 WITH THE MAXIMUM CROSS SLOPE OF 1:50. ALL CURBS MUST PROVIDE ACCESSIBLE RAMPS PURSUANT TO THE AMERICANS WITH DISABILITIES ACT (ADA) STANDARDS.
- 8) LANDSCAPING SHALL BE MAINTAINED BY A PERMANENT AND AUTOMATIC IRRIGATION SYSTEM TO MINIMIZE MAINTENANCE AND WATER CONSUMPTION.



#### SITE DATA:

PARCEL NUMBER: 212-32-100C

ZONING: C-2

HAND AND STONE MASSAGE & FACIAL SPA FOOTAGE:  
2486 SQ FT

TOTAL SHARED PARKING PROVIDED: 175 SPACES  
DIRECTLY ADJACENT

5,596.1 PARKING SPACES REQUIRED

5,809 PARKING SPACES PROVIDED THROUGHOUT  
DESERT RIDGE MARKETPLACE PER THE CITY OF  
PHOENIX PARKING

#### PROJECT DESCRIPTION

THIS SUBMITTAL PERTAINS TO AN EXISTING HAND & STONE MASSAGE & FACIAL SPA LOCATION THAT HAS BEEN IN OPERATION FOR THREE YEARS, WITH MASSAGE THERAPY CURRENTLY OFFERED AS AN ACCESSORY USE. THE REQUEST SEEKS A SPECIAL PERMIT WITHIN THE C-2 ZONING DISTRICT TO ALLOW MASSAGE THERAPY AS A PRIMARY USE. SPA IS LOCATED AT DESERT RIDGE MARKETPLACE AT THE NORTHEAST CORNER OF TATUM BOULEVARD & LOOP 101, PHOENIX, AZ. BUILDING IS EXISTING

#### DEVELOPER

VESTAR

2425 EAST CAMELBACK ROAD, SUITE 750

PHOENIX, AZ 85016

PHONE: (602) 553-2703

FAX:

E-MAIL: TRAY@VESTAR.COM

CONTACT: TIM RAY

EXISTING SHOPPING CENTER SITE PLAN  
SCALE: N.T.S.



**CITY OF PHOENIX**

**JUN 23 2025**

**Planning & Development  
Department**

**DESERT  
RIDGE**

DESERT RIDGE MARKETPLACE MASTER SITE PLAN

12-182-1  
PROJECT NO.: 21083

City of Phoenix





JUN 23 2025

Planning & Development  
Department

1) Front 1



2) Front 2

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3) Back 1

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4) Back 2



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