



**City of Phoenix**  
PLANNING AND DEVELOPMENT DEPARTMENT

**Staff Report: Z-SP-8-25-6**  
September 2, 2025

**Camelback East Village Planning Committee Hearing Date:**

September 9, 2025

**Planning Commission Hearing Date:**

October 6, 2025

**Request From:**

C-2 (Intermediate Commercial) (0.05 acres)

**Request To:**

C-2 SP (Intermediate Commercial, Special Permit) (0.05 acres)

**Proposal:**

Special Permit to allow massage therapy and all underlying C-2 uses

**Location:**

Approximately 165 feet north and 450 feet east of the northeast corner of 7th Street and Glendale Avenue

**Owner:**

WRI Madison Village, LP

**Applicant/Representative:**

Jack Snyder, Hand and Stone Massage and Facial Spa

**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>	7th Street	Major Arterial	+40-foot east half street
	Glendale Avenue	Major Arterial	Width varies from 40-foot to 50-foot north half street
<p><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></p> <p>The proposed Special Permit will allow an existing small business to continue operating with expanded massage use, promoting entrepreneurship and employment opportunities at an appropriate location, consistent with the surrounding uses.</p>			

### General Plan Conformity

***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 massage establishment serves to increase the range of services available to nearby residents in an already established shopping center.

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

	<u>Land Use</u>	<u>Zoning</u>
<b>On Site</b>	Shopping center	C-2 and C-2 SP
<b>North</b>	Multifamily residential and commercial	PAD-15 and C-2
<b>South (Across Glendale Avenue)</b>	Commercial	C-2 and P-1
<b>East</b>	Commercial	C-2
<b>West (Across 7th Street)</b>	Commercial	C-2

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

#### SUBJECT SITE

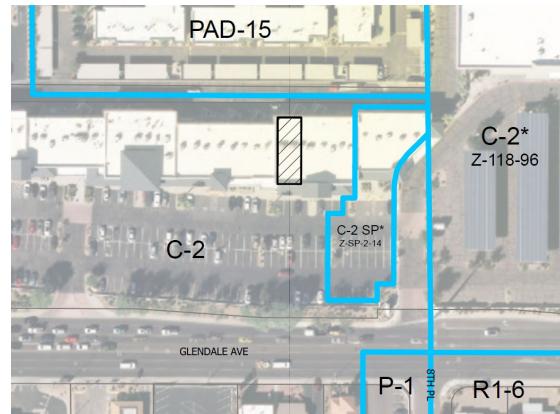
1. This is a request to rezone a 0.05-acre site from C-2 (Intermediate Commercial) to C-2 SP (Intermediate Commercial, Special Permit) to allow massage therapy and all underlying C-2 uses in one suite within an existing shopping center.
2. The General Plan Land Use Map designation for the site and properties to the east, west, and south is Commercial. The proposal is consistent with the General Plan land use designation. The designation to the north is Commercial and Residential 15+ dwelling units per acre.



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

### EXISTING CONDITIONS & SURROUNDING ZONING

3. The subject site is part of a larger site that was annexed into the City of Phoenix in 1959 and has been zoned C-2 since 1961. The larger site was developed into a shopping center in its current design in 2001 and portion of the shopping center and parking lot was approved for a Special Permit for auto sales (Z-SP-2-14-6) in 2014. To the west, across 7th Street, and to the east are commercial uses zoned C-2. To the south, across Glendale Avenue, are commercial uses zoned C-2 and P-1. To the north is an area with commercial uses zoned C-2 and a multifamily residential development zoned PAD-15 (Planned Area Development).



*Aerial Map, Source: Planning and Development Department*

### PROPOSAL

4. The applicant proposes a Special Permit to allow a massage establishment as a primary use in order to continue operation of the existing business within the approximately 2,300-square-foot suite in an existing shopping center. Currently, the massage portion of the business is limited to 25 percent of the floor area because it is an accessory use. A Special Permit is required for a massage establishment as a primary use. To ensure that the requested use does not expand undesirably throughout the center, this Special Permit request is specifically proposed for the one suite containing the use. There are no proposed changes to the approved site plan or elevations with the Special Permit request. The City of Phoenix requires licensing for the massage practitioner, the massage establishment and anyone with a 20 percent or more interest in the establishment.

### COMMUNITY INPUT SUMMARY

5. At the time this staff report was written, staff had not received any letters in support or opposition to this request.

### OTHER

6. 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. 1.
7. 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 and with surrounding commercial land uses.
2. The use will be appropriately located in an established retail center with access from two major arterial streets.
3. The proposal will provide a specialized commercial service that caters to the diverse needs of the community within an existing shopping center.

### **Stipulations**

1. 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**

Anthony Grande

September 2, 2025

### **Team Leader**

Racelle Escolar

### **Exhibits**

Sketch Map

Aerial Map

Site Plan date stamped June 30, 2025

PAD-15

C-2\*  
Z-118-96

C-2

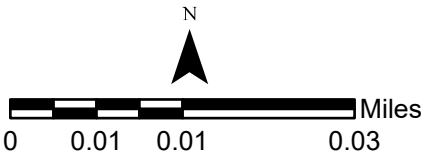
C-2 SP\*  
Z-SP-2-14

LENDALE AVE

P-1

8TH PL

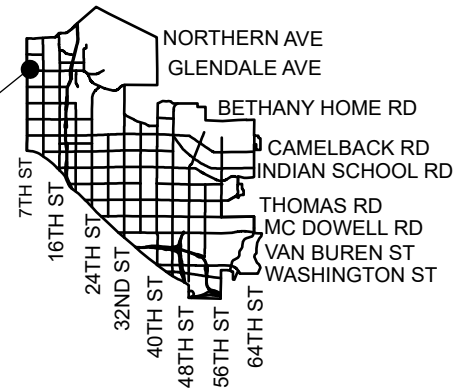
R1-6



**CAMELBACK EAST VILLAGE**  
COUNCIL DISTRICT: 6



Z-SP-8-25-6



APPLICANT'S NAME: **Hand and Stone Massage and Facial Spa**

APPLICATION NO: **Z-SP-8-25-6**

DATE: **8/5/2025**

REVISION DATES:

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

**0.05 Acres**

AERIAL PHOTO &  
QUARTER SEC. NO.  
**QS 23-29**

ZONING MAP  
**I-8**

REQUESTED CHANGE:

FROM: **C-2 ( 0.05 ac.)**

TO: **C-2 SP ( 0.05 ac.)**

MULTIPLES PERMITTED

**C-2**

**C-2 SP**

CONVENTIONAL OPTION

**0**

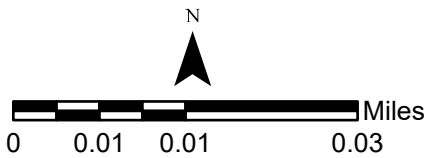
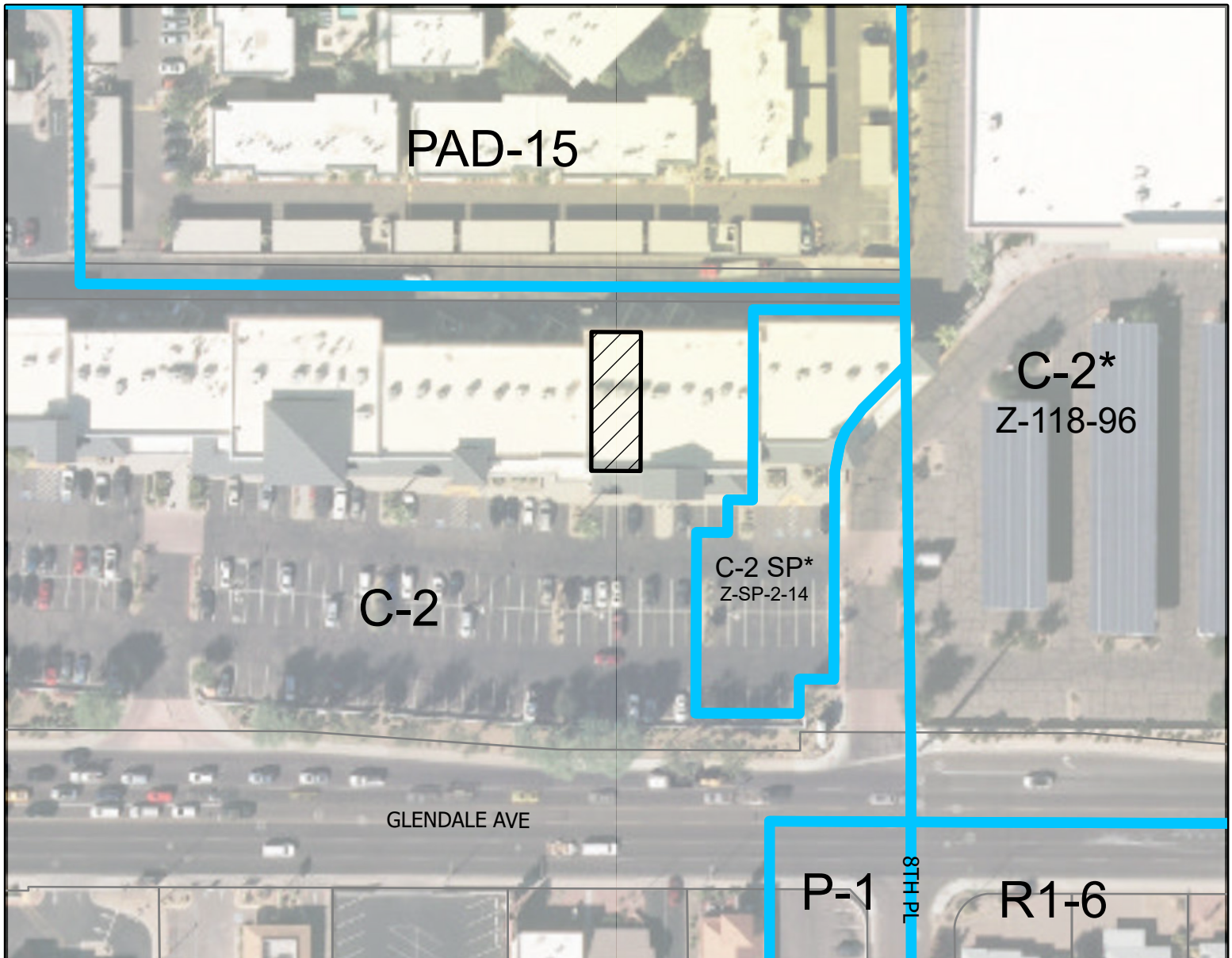
**0**

\* UNITS P.R.D OPTION

**1**

**1**

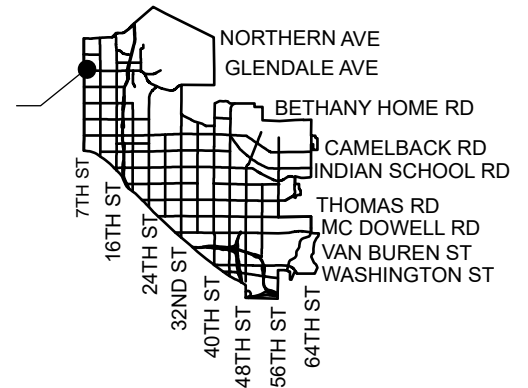
\* Maximum Units Allowed with P.R.D. Bonus



**CAMELBACK EAST VILLAGE**  
COUNCIL DISTRICT: 6



Z-SP-8-25-6



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DATE: <b>8/5/2025</b>		TO: <b>C-2 SP ( 0.05 ac.)</b>	
REVISION DATES:			
AERIAL PHOTO & QUARTER SEC. NO. <b>QS 23-29</b>			
ZONING MAP <b>I-8</b>			
GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX. <b>0.05 Acres</b>			
MULTIPLES PERMITTED <b>C-2</b> <b>C-2 SP</b>		CONVENTIONAL OPTION <b>0</b> <b>0</b>	
		* UNITS P.R.D OPTION <b>1</b> <b>1</b>	

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



