



WITHEY
MORRIS
BAUGH

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Re: Rezoning Application Z-134-25 - NEC SR51 and Shea Boulevard

Dear Property Owner or Registered Neighborhood Organization Representative:

This firm represents the proposed developer of the office property at the northeast corner of SR51 and Shea Boulevard (the "Property"). The Property, which totals 4.53 gross acres, is also known as 3410 and 3420 East Shea Boulevard (Maricopa County APNs 166-36-004K and 337) and is highlighted on the enclosed aerial parcel map. The purpose of this letter is to inform you we recently filed a rezoning application to change the zoning from C-O (Commercial Office) and C-1 (Neighborhood Commercial) to R-5 (Multifamily Residence) to allow a new apartment complex.

The Applicant proposes to redevelop the Property with a new apartment building, and related amenities, to provide additional housing options for the Paradise Valley Village with excellent access to the freeway and jobs. The Applicant has designed the apartments to meet or exceed all development requirements to minimize impacts on the area. A copy of the application and the site plan area enclosed. With this letter, we **invite you to a neighborhood meeting** to share the initial plans for the site.

Existing Zoning/Use: The Property is currently zoned C-O (Commercial Office) and C-1 (Neighborhood Commercial) and is used as an office building and parking lot.

Proposed Change: The Applicant proposes to rezone the Property from C-O and C-1 to R-5 (Multifamily Residential) to allow combination of the two parcels into one and redevelopment of the Property as a 169 unit residential building. As shown on the enclosed site plan, the development will feature one level of parking under the building, an interior courtyard, a dog park and a sports court near the SR51 ramp, and landscaping on all perimeters. The new building will exceed setback requirements from the property lines on all sides. The Property is proposed to have two access points to Shea Boulevard and no access point to 33rd Place or the neighborhood north of the site.

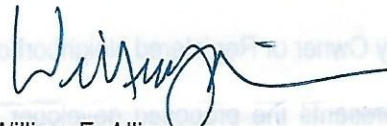
Neighborhood Meeting: We are holding a neighborhood meeting to share the rezoning proposal on October 23, 2025 at 6:00 p.m. at Shadow Mountain High School, Media Center, 2902 East Shea Boulevard, Phoenix. Please attend the meeting to review the plans and meet the project team.

If you are unable to participate, please contact Hannah Bleam (hannah@wmbattorneys.com) or me (bill@wmbattorneys.com) or 602.230.0600 to discuss the case. The Paradise Valley Village Planner assigned to this case is Matteo Moric, who may be reached at 602.261.8235 or matteo.moric@phoenix.gov. Mr. Moric will be able to answer your questions regarding the city review and hearing process and, once it is completed, the staff position on the request. You may also write the city at Phoenix Planning & Development Department, 200 West Washington Street, 2nd Floor, Phoenix, Arizona 85003. Please be sure to reference the rezoning case number so your comments may be included in the case file.

Please be advised that meetings/hearings before the Paradise Valley Village Planning Committee and the Planning Commission will be held to review the request. Specific meeting dates/times have not been established. We will send a second public notice letter with the meeting dates and times when they are available. We will also have a sign posted on the Property with public hearing information when staff provides the dates to us. And, again, please do not hesitate to contact Hannah or me if you would like to discuss the cases.

Very truly yours,

WITHEY MORRIS BAUGH P.L.C.

By 
William F. Allison

Enclosures



City of Phoenix

PLANNING & DEVELOPMENT DEPARTMENT

APPLICATION TO AMEND ZONING ORDINANCE APPLICATION NO: Z-134-25-3

PROPERTY LOCATION: Northeast corner of Piestewa Freeway and Shea Boulevard

PROPOSED USE: Multifamily

LEGAL DESCRIPTION:

TO BE CHANGED:

FROM: C-O, C-1

TO: R-5 PRD

Ordinance #:

CASE TYPE: Rezoning

Ordinance Date:

DSD #:

10/28/2024

CASE STATUS: Substantive

**Review - Additional Information
Required**

GROSS ACREAGE: 4.53

VILLAGE: Paradise Valley

COUNCIL DISTRICT: 3

DATE FILED: 09/19/2025

ZONING MAP:

K10

K10

Q.S. MAP:

Q29-35

Q29-35

APN

166-36-337

166-36-004K

Contact Information

Name	Address	Phone	Fax	Email
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Adam Baugh, Withey Morris Baugh, PLC Representative	2525 East Arizona Biltmore Circle, Suite A-212 Phoenix AZ 85016	6022300600		adam@wmbattorney.com

200 W. Washington St., 2nd floor, Phoenix, AZ 85003 • 602-626-7131

For more information or for a copy of this publication in an alternate format, contact Planning & Development at 602-262-7811 voice or TTY use 7-1-1.

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>

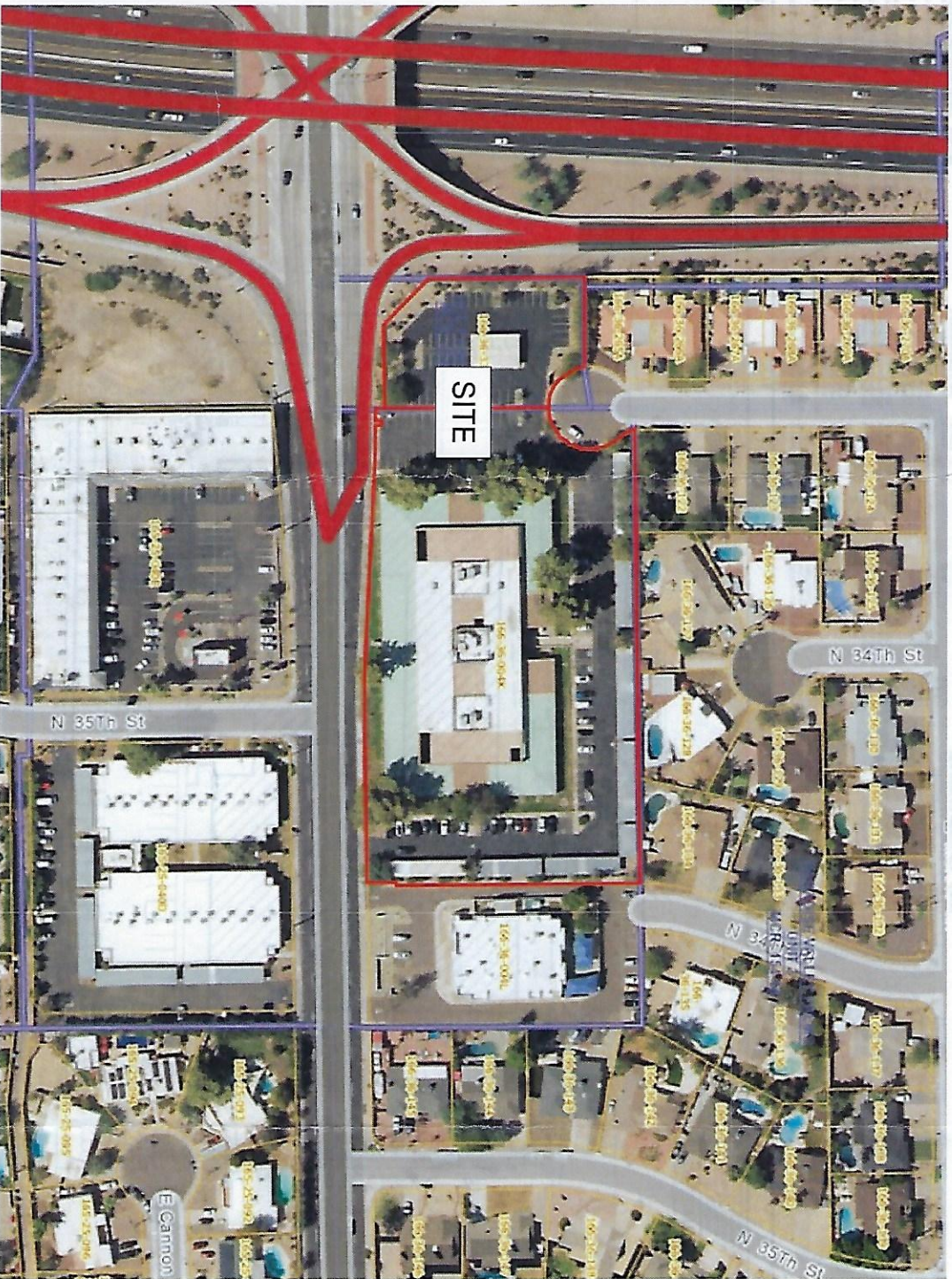
I declare that all information submitted is true and correct to the best of my knowledge and belief. I acknowledge that any error in my application may be cause for changing its normal scheduling.

SIGNATURE: [Signature] DATE: 9-22-25

POST APPLICATION MEETING DATE: 10/27/2025 3:00 PM

Fee Information

Fee	Fee Waived	Fee Date	Purpose
4,705.00	\$0.0	09/19/2025	



3410 and 3420 E Shea Blvd
APNs 166-36-337 and 004K