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MEMORANDUM **Planning Division – PZ Memo No. 15-055**

DATE: MAY 20, 2015

TO: PLANNING AND ZONING COMMISSION

THRU: JEFF KURTZ, PLANNING ADMINISTRATOR

FROM: KEVIN MAYO, PLANNING MANAGER KM

SUBJECT: PDP15-0004 ALLRED PARK PLACE

Request: Amend Preliminary Development Plan (PDP) Stipulation No. 8 in case no. DVR13-0032 ALLRED PARK PLACE to reduce the number of rooms in the Conference Center hotel

Location: Southwest corner of Price and Willis roads

Applicant: Michael Curley
Earl, Curley & Lagarde P.C.

Project Info: Approximately 30-acre site

RECOMMENDATION

Upon finding the request to be consistent with the General Plan, Planning Staff recommends approval subject to conditions.

BACKGROUND

The subject 30-acre site is part of the larger 73-acre Allred Park Place mixed use master planned business park located at the northeast and southwest corners of Price and Willis roads, south of the Santan Loop 202 and Price 101 freeways interchange. The subject site, originally identified as Area 3, is located west of Price Road, between Willis Road and Armstrong Place. The Allred Park Place master plan received zoning approval in May 2014, to PAD for business park, hotel, conference center, and service retail uses, including a Mid-Rise Overlay for buildings up to 150-feet in height, with Preliminary Development Plan (PDP) approval for site design and building architecture. Although a single PAD zoning designation was established, for purposes of land-use entitlement, the PAD maintained a delineation of Areas 1, 2 and 3 and the permitted uses within. The subject Area 3 currently includes a conference center hotel land use in addition to

the business park uses as identified within the SPREC language accommodating a wide range of uses including corporate office headquarters, high-tech manufacturing, and knowledge intensive employers.

During the Public Hearing process for the original zoning approval, discussions occurred seeking clarity as to the difference between a hotel and the proposed conference center in Area 3. Ultimately, Preliminary Development Plan condition No. 8 was added which memorialized the applicant's representation that the conference center would encompass approximately 300 rooms and 50,000 square-feet of meeting space. At the time of zoning approval, the Conference Center operator, Marriott Hotels, intended to construct according to the room and space representation. Shortly after, an updated full market study was conducted by Marriott, which concluded the appropriate number of rooms to be 264 versus the original 300.

The request is to amend Preliminary Development Plan (PDP) Stipulation No. 8 in case no. DVR13-0032 ALLRED PARK PLACE to reduce the number of rooms in the Conference Center hotel from 300 rooms to 264 rooms. No other changes to the approved zoning and PDP are requested.

Planning Staff supports the requested stipulation modification finding the minor reduction in rooms does not change the intent or nature of the original master plan, and continues to maintain a difference between the approved hotel component in Area 1, and the conference center in the subject Area 3. The reduced room count will most likely result in the reduction in final building height by 1 floor, however at the time of this writing; neither a final site plan nor building elevations have been submitted for approval. As outlined within the original zoning approval, final building layout and design will be reviewed and approved administratively.

PUBLIC / NEIGHBORHOOD NOTIFICATION

- This request was noticed according to the provisions of the City of Chandler Zoning Code.
- A neighborhood meeting was held on May 6, 2015, at the Hampton Inn & Suites hotel. One neighboring property owner adjacent on the north attended the meeting. No opposition was offered by the property owner.
- The applicant contacted the Ebay/Paypal building owner as well as their legal representative to discuss the request. The applicant conveyed to Planning Staff the conversations resulted in no opposition offered to the request.
- At the time of this writing, Planning Staff is not aware of any formal opposition to this request.

RECOMMENDED ACTION

Preliminary Development Plan

Planning Staff, upon finding consistency with the General Plan, recommends approval of the Preliminary Development Plan request subject to the following conditions:

1. Compliance with original conditions adopted by the City Council as Ordinance No. 4541 in case DVR13-0032 ALLRED PARK PLACE, except as modified by condition herein.

2. Compliance with original conditions adopted by the City Council as Preliminary Development Plan case DVR13-0032 ALLRED PARK PLACE, except as modified by condition herein.

3. Preliminary Development Plan (PDP) Stipulation No. 8 in case no. DVR13-0032 ALLRED PARK PLACE is amended to reduce the number of rooms in the Conference Center hotel from 300 rooms to 264 rooms.

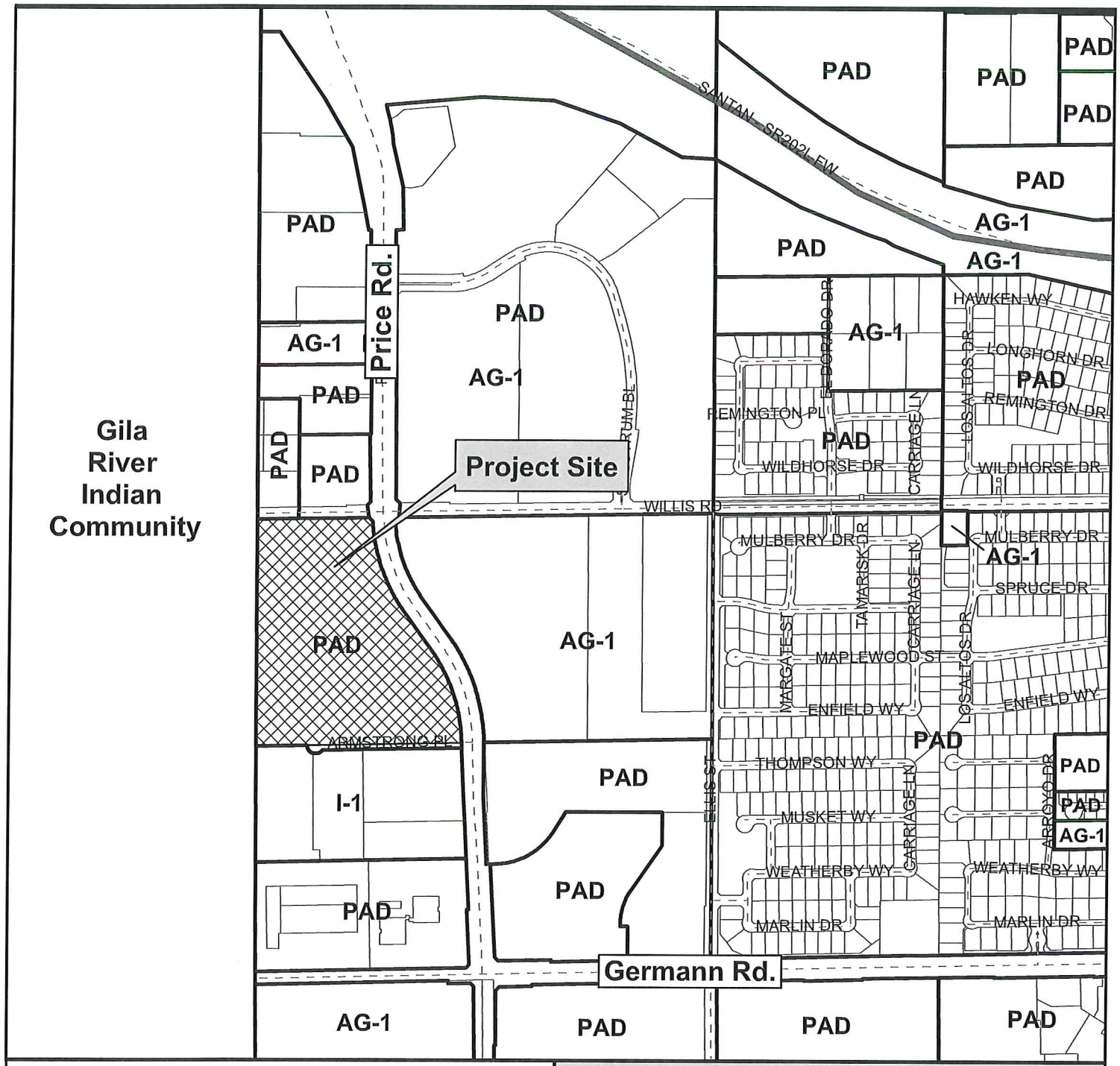
PROPOSED MOTION

Preliminary Development Plan:

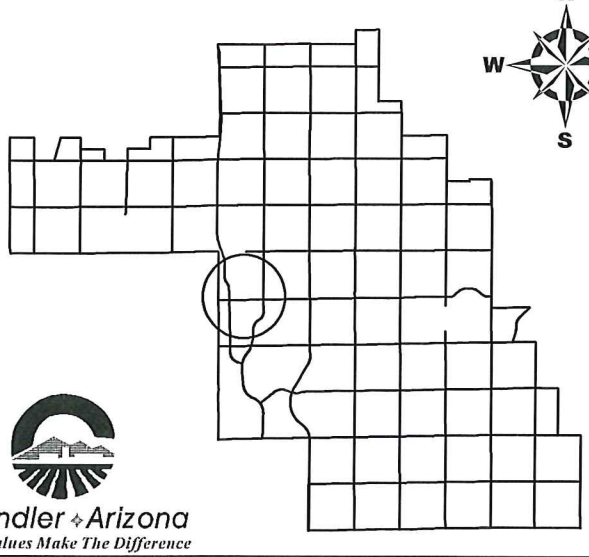
Motion to recommend approval of PDP15-0004 ALLRED PARK PLACE, amending Preliminary Development Plan (PDP) Stipulation No. 8 in case no. DVR13-0032 ALLRED PARK PLACE to reduce the number of rooms in the Conference Center hotel, subject to the conditions as recommended by Planning Staff.

Attachments

1. Vicinity Maps
2. Site Plan
3. Landscape Plan
4. Applicant Narrative



Vicinity Map



PDP15-0004

Allred Park Place

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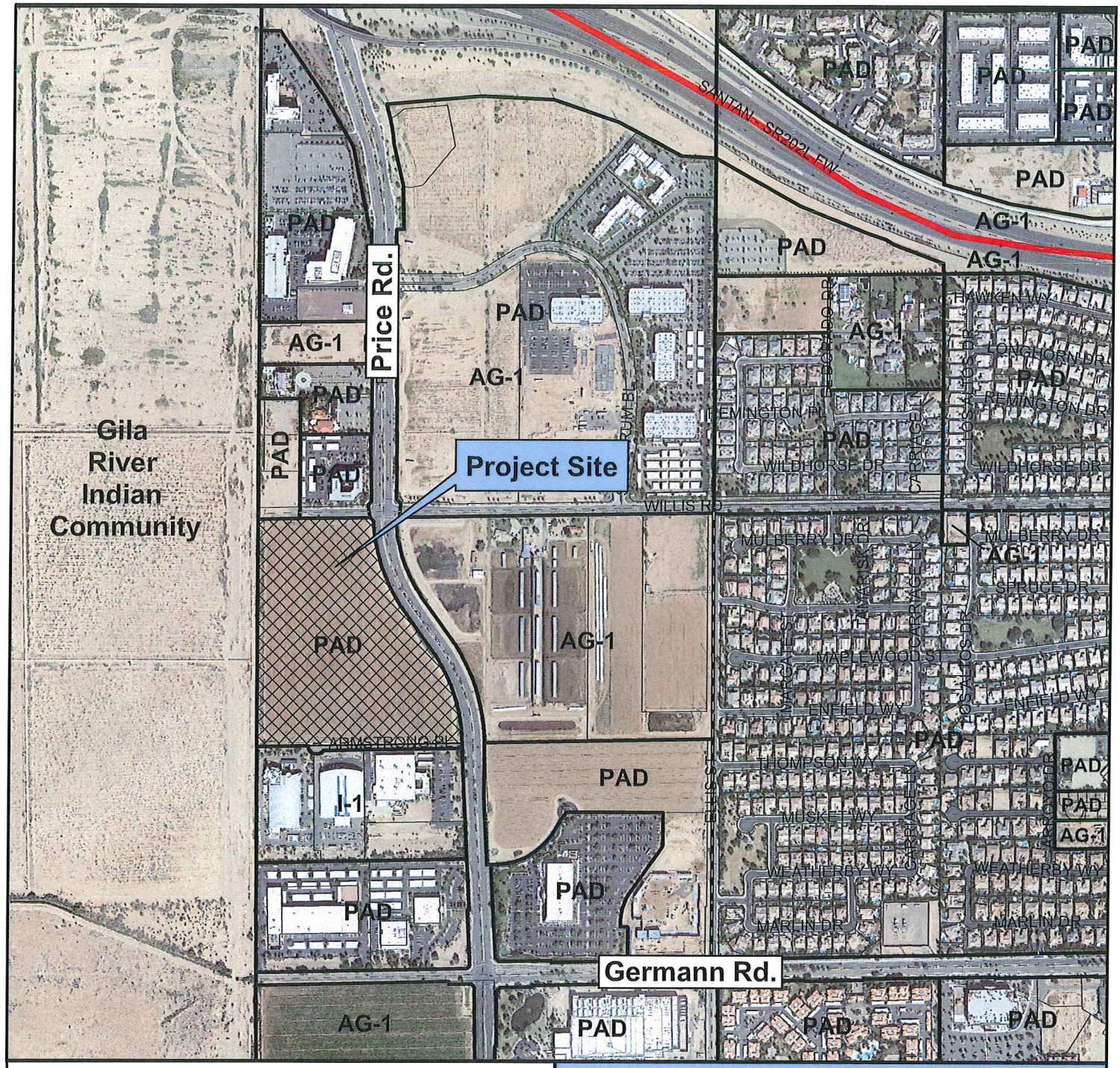
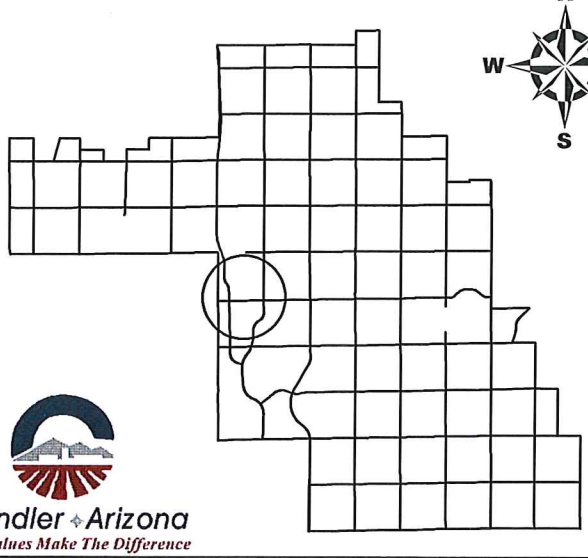


Vicinity Map



PDP15-0004

Allred Park Place

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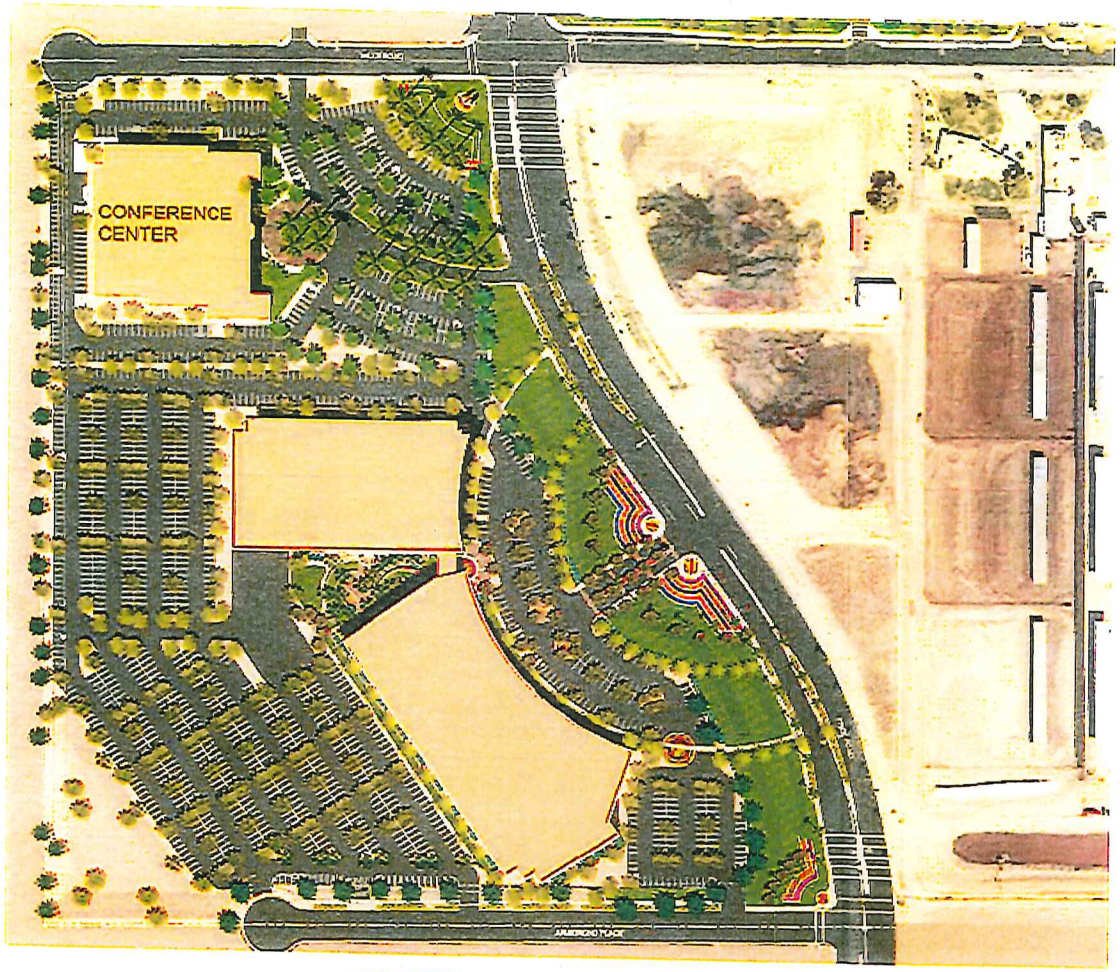
HOTEL
RETAIL
EXISTING HOTELS
FUTURE
AREA ONE
AREA TWO
AREA THREE
EXISTING DEVELOPMENT
CONFERENCE CENTER
ALLRED
BALMER
PARK PLACE
MASTER PLAN

202
PRICE ROAD
LEASED
LEASED
LEASED
LEASED
LEASED
UNDER CONSTRUCTION
ALLRED
BALMER
PARK PLACE
AERIAL CONCEPT



PROPOSED PLANT LEGEND

STRUCT. | SIZE

SHRUB

GROUNDCOVER

ACCENTS / VINES

MATERIALS LEGEND

The Allred Park Place Landscape Master plan suggests a strong connection to the Campus like business parks of the Midwest and Eastern part of the USA. Extensive lawns and dominant tree placement creates an open visual environment and depth of landscape that will be unparalleled in the Metro area. The tree placement will be carefully orchestrated in layers allowing visual depth to the strong architectural character of the buildings. Our intention is to draw leading momentum and velocity from this unique feeling of simplicity and visual cohesion tricks to the tenant signage of the buildings. Trees have been selected for their long term performance and uniformity relative to form, color, texture and growth rate.

The ability to use reclaimed water allows this unique approach and our concept establishes this part of the Park Corridor with a unique sense of place in contrast with the typical desert landscape.

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BALMER

PARK PLACE

AREA 3 LANDSCAPE CONCEPT PLAN

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March 24, 2015

Mayor Jay Tibshraeny
and Members of the City Council
City of Chandler
Office of the Mayor & City Council
Mail Stop 603
P.O. Box 4008
Chandler, AZ 85244-4008

RE: ***Allred Park Place*** (DVR13-0032)
PDP ("Preliminary Development Plan") Stipulation Modification request

Dear Mayor Jay Tibshraeny and Members of the City Council:

Our law firm represents the Douglas Allred Company who are the property owners of the 73-acre sites located on northeast and southwest corners of Price Road and Willis Road (related Zoning and PDP case number DVR13-0032), which received unanimous approvals for their PAD and PDP from the City Council on May 22, 2014 through Ordinance Number 4541. The overall property is zoned PAD for business park/employment related uses, hotel, conference center, and service retail uses. We are writing this letter to request a Stipulation Modification from the approved PDP case.

Request

This request seeks to modify Stipulation "8" of the approved PDP conditions of approval which required the hotel to be "approximately 300 rooms." Marriott Hotels, who will be the operator of the conference center, has determined that for reasons enumerated below that 264 rooms is the appropriate number of rooms for this location. No other changes to the 2014 PAD or PDP are proposed.

Discussion

I represented Allred in the 2014 zoning case. A day or two before the City Council adoption of this case, some additional stipulations were added to ensure that the subject hotel would in fact be a conference center hotel. The number of rooms was never an issue in the zoning case. Rather the conference center components of the hotel was viewed to be a positive benefit for the City and therefore Stipulations 8 was added to ensure that conference center components were a part of this development.

At the time of the 2014 zoning case Marriott was planning on a 300 room hotel. Subsequent to the zoning a full market analysis was conducted by Marriott and their hotel management company, Winegardner & Hammons.Winegardner & Hammons manages 24 properties in 12 states including 16 Marriott projects. The Winegardner study determined that the appropriate number of rooms is 264. This conclusion/recommendation was made after Winegardner analyzed other markets similar to Chandler and it was concluded that the 300 room template should be modified to the now proposed 264 rooms. The decision to drop the number of rooms to 264 was also due to the fact that this area has a significant number of existing and recently approved hotels.

Conclusion

The proposed Stipulation Modification for the Preliminary Development Plan does not change the intent or goal of the approved ***Allred Park Place*** zoning for this project. No changes are proposed to the Site Plan, Elevations or any other supporting documentation for this site.

Thank you very much for your time and consideration in this matter.

Sincerely,

FOR Michael J. Curley

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