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NOV 18 2015



MEMORANDUM                      Planning Division – PZ Memo No. 15-100

DATE:                      NOVEMBER 18, 2015

TO:                         PLANNING AND ZONING COMMISSION

THRU:                    JEFF KURTZ, PLANNING ADMINISTRATOR *JK*  
                                 KEVIN MAYO, PLANNING MANAGER *KA*

FROM:                    SUSAN FIALA, CITY PLANNER *SF*

SUBJECT:                DVR15-0023 BOGLE HOUSE

Request:                Rezoning from Single-Family District (SF-10) to Planned Area Development (PAD) for single-family residential with a bed and breakfast, and a Preliminary Development Plan (PDP) for site layout and building architecture

Location:                275 West San Marcos Drive, south and west of the southwest corner of Arizona Avenue and Chandler Boulevard

Applicant:               Paul Hodges

Project info:            Approximately 0.8 acre site, existing 3,400 square foot single family residence, and detached casita

**RECOMMENDATION**

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

**BACKGROUND**

The property, known as the “Bogle House”, is located at 275 West San Marcos Drive, south and west of the southwest corner of Arizona Avenue and Chandler Boulevard. San Marcos Hotel is northeast, San Marcos Fairways golf course and vacated casitas are west, vacant land is south, and the future DC Heights multi-family residential development is east.

The main house was built in 1958, with an 800 square foot addition completed in 1998. A 300 square foot, detached casita/guest house, and swimming pool are also contained within the property. Access to the property is via San Marcos Drive, a privately owned parcel of the San Marcos Fairway Association. The current property owner purchased the home in March, 2015,

with the intention to redevelop the single-family property into a bed and breakfast with ancillary uses.

The request is for rezoning from Single-Family District (SF-10) to Planned Area Development (PAD) for single-family residential with a bed and breakfast, and a Preliminary Development Plan (PDP) for site layout and building architecture.

The existing property does not comply with the SF-10 zoning regulations. Accordingly, this rezoning request reconciles existing building setback nonconformities. Existing structures include the main house, containing three bedrooms, each with their own bathroom, plus two additional bathrooms. These three bedrooms would allow a maximum of three overnight guests per room. The casita/guest house has a bathroom and kitchenette and would be used by the owner. Future development is phased and includes construction of a ramada, a 3,200 square foot, multi-use garage/barn structure, and parking areas.

In conjunction with the bed and breakfast operation, small wedding and birthday events, rental bikes for guest use, and live musical entertainment such as a disc jockey or acoustical performances are elements of the business plan. Live music and entertainment and on-site liquor will be reviewed through a separate Liquor Use Permit application.

Events would be limited to 30 guests based on available on-site parking. The Zoning Code does not have a specific parking requirement for a bed and breakfast. A ratio of 2.5 guests per parking space was used based on similar uses located in local jurisdictions and equates to 12 required spaces. Existing drives, and new parking areas in the northeast section of the property and adjacent to the garage/barn would provide a maximum of 16 on-site parking spaces. To address future parking demands, it is suggested, prior to each phase, the applicant works with Planning Staff to evaluate parking requirements related to the intensity of the use. At such time, on-site parking no longer accommodates required parking the applicant will need to prepare a parking agreement for off-site parking with the San Marcos Hotel.

The business's operational plan requires minimal staffing, consisting of the owner and wife with housecleaning and caterers to be contracted out as needed. Given the conceptual nature of the proposal, the garage/barn, ramada, and other site amenities will be reviewed administratively. Signage, uniquely designed to market the quaintness of the bed and breakfast, is conveyed in the attached photographs. Sign permits will be required.

Additional details can be found in the attached Development Booklet.

### **DISCUSSION**

Planning Staff finds the reuse of the home as a bed and breakfast to be a creative redevelopment of the property. The adjacency to the San Marcos Hotel, the golf course, and to Downtown Chandler furthers the economic vitality of the area as well as affording an untapped offering to visitors and residents. The small, intimate venue of a three bedroom bed and breakfast with wedding, baby shower, and birthday events is found to be compatible with the surrounding developments.

### **PUBLIC / NEIGHBORHOOD NOTIFICATION**

- This request was noticed in accordance with the requirements of the Chandler Zoning Code.
- A neighborhood meeting was held on October 12, 2015. One resident attended with general inquiries about the request and the status of the property located south.
- Planning Staff received one phone call from a property owner with general inquiries. Planning Staff is not aware of any opposition to the request.

### **RECOMMENDED ACTIONS**

#### **Rezoning**

Planning Staff recommends Planning Commission motion to recommend approval of DVR15-0036 BOGLE HOUSE, subject to the following conditions:

1. Development shall be in substantial conformance with Exhibit A, Development Booklet, entitled "BOGLE HOUSE", kept on file in the City of Chandler Planning Division, in File No. DVR15-0023, except as modified by condition herein.
2. Building setbacks shall be a minimum of 7 feet on San Marcos Drive, 12 feet on south, 25 feet on east, and 25 feet on north.
3. Utility easements, including but not limited to water and/or sewer, shall be dedicated to achieve conformance with City codes, standard details, and technical design manuals.
4. Permitted uses shall be those allowed in Article VI.1 Section 35.601.1 Single Family District (SF-10), as well as, a bed and breakfast with ancillary events including but not limited to weddings, baby showers, birthday parties.

#### **Preliminary Development Plan**

Planning Staff recommends Planning Commission motion to recommend approval of DVR15-0036 BOGLE HOUSE, subject to the following conditions:

1. Development shall be in substantial conformance with Exhibit A, Development Booklet, entitled "BOGLE HOUSE", kept on file in the City of Chandler Planning Division, in File No. DVR15-0023, except as modified by condition herein. The Development Booklet provides that building layout, architecture, and design for future development, and related onsite site layout related to such future development, will be reviewed and approved administratively.
2. The landscaping in all open-spaces and rights-of-way shall be maintained by the adjacent property owner.
3. Building architecture shall promote consistent architectural character and detail on all sides of the structure.
4. Preliminary Development Plan approval does not constitute Final Development Plan approval; compliance with the details required by all applicable codes and conditions of the City of Chandler and this Preliminary Development Plan shall apply.

5. All outdoor events shall end no later than 11 p.m.
6. The Applicant shall work with Planning Staff to insure adequate parking is provided during each project phase including new construction, altering an existing floor plan, additions to existing structures, and wedding and special events. When parking demands exceed available on-site parking as phases and/or modifications occur, off-site parking shall be provided through a parking agreement with the San Marcos Hotel. Details of the parking agreement shall be developed by the property owners in consultation with Staff.
7. The property shall be maintained in a clean and orderly manner.

### **PROPOSED MOTIONS**

#### **Rezoning**

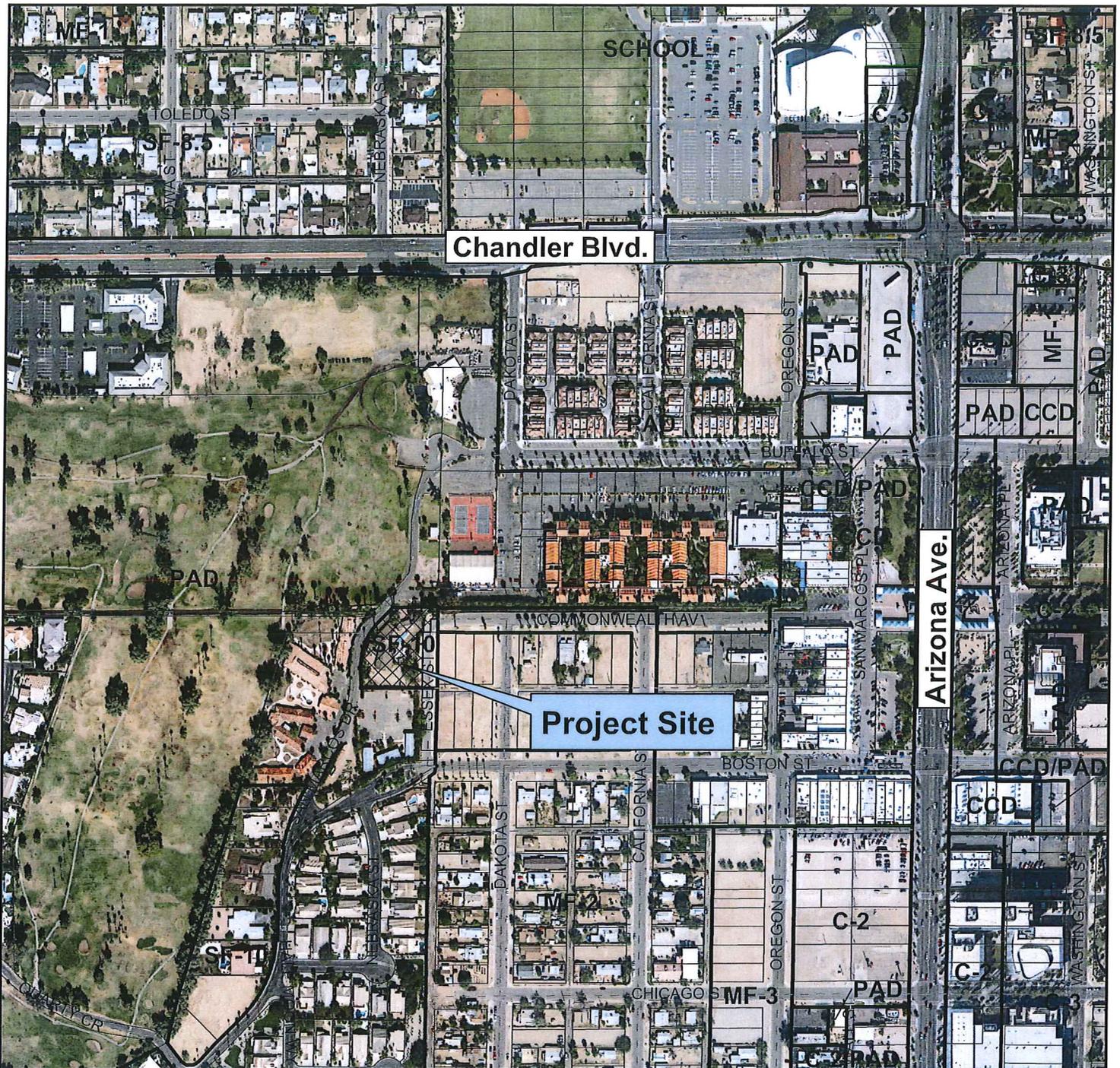
Motion Planning Commission to recommend approval of Rezoning DVR15-0023 BOGLE HOUSE from Single-Family District (SF-10) to Planned Area Development (PAD) for single-family residential with a bed and breakfast, subject to the conditions as recommended by Planning Staff.

#### **Preliminary Development Plan**

Motion to recommend approval of Preliminary Development Plan DVR15-0023 BOGLE HOUSE for site layout and building architecture, subject to the conditions as recommended by Planning Staff.

#### **Attachments**

1. Vicinity Maps
2. Development Booklet, Exhibit A

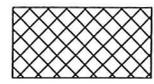
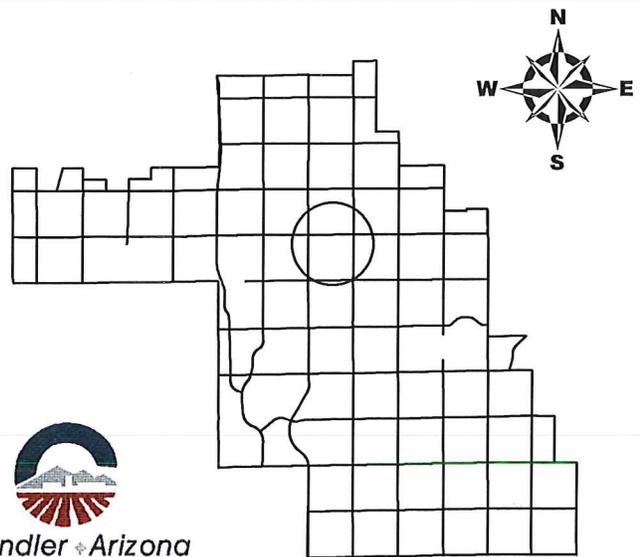


**Chandler Blvd.**

**Arizona Ave.**

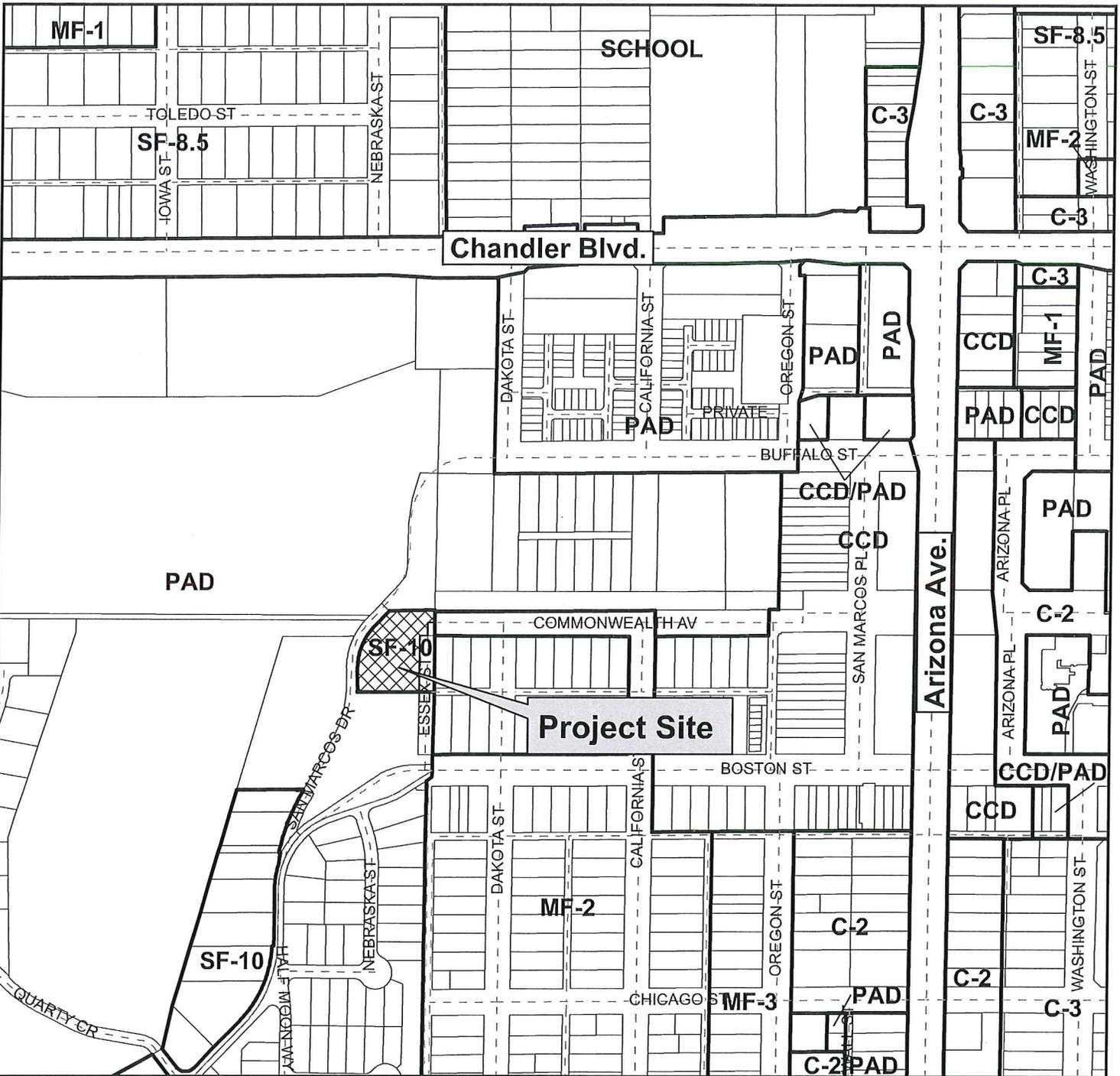
**Project Site**

**Vicinity Map**

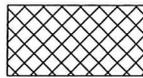
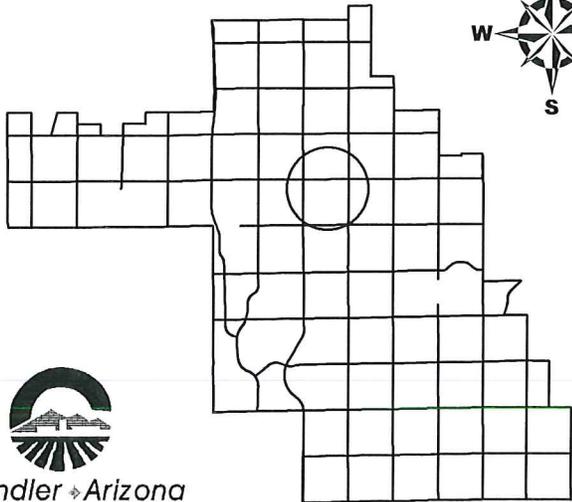


**DVR15-0023**

**Bogle House**



## Vicinity Map



DVR15-0023

Bogle House

**City of Chandler**

**DVR15-0023 BOGLE HOUSE**

**Rezoning Request from SF-10 to PAD**

**Paul Hodges**

**11/12/15**

**San Marcos Properties LLC**

## **Project Narrative:**

We respectfully submit for your consideration a rezoning application concerning approximately a 0.8 acre property, located at **275 W. San Marcos Drive**. The property is further identified as Maricopa County Assessor Parcel No(s) 303-22-001A, 303-22-001B.

**The purpose of this proposal is to rezone said property from Single Family District – 10 (SF-10) to Planned Area Development (PAD) for single family residential and for the establishment of a Bed and Breakfast Inn (B&B).**

The request to rezone from SF-10 to PAD will allow us to pursue additional uses of this property. We would like to add an additional garage structure and use the property currently not permitted by its active zoning designation.

The rezoning request is to enable the revitalization and complimentary use of the property for continued residential use along with the addition of using the property for a “Bed and Breakfast” (B&B) location within the revitalized downtown Chandler area.

The proposed property is bound by the historic San Marcos Hotel, San Marcos Golf Course & Villas, and maintenance yard. To the direct East of the property is the future home of the DC Heights project. The physical location adjacent to the San Marcos hotel along with disconnection from other residential or commercial businesses are unique for this property and furthermore add to the viability of this request.

The property is incorporated into the City of Chandler and has a zoning designation of SF-10 which designates use for single family and similar uses as SF-33. Bed & Breakfast facilities are not specified in the Chandler Zoning Code as being permitted uses in SF-10 zoning district. The City staff has, however, confirmed that rezoning the property to a PAD designation; the uses defined above and below would be allowed, subject to City Council approval. Furthermore, this request is consistent with the adjacent/connected downtown South Arizona Avenue area plan.

## **Overview | Description of the Proposal:**

This property has a rich historic value and has served the area well. Known affectionately as the “Bogle House”, Jackson and Barbara Bogle built the main house in 1958, and an 800 sq. ft. addition was added in 1998 by his grandson. The Bogle family used this “outparcel” for winter visits, to house guests and to live in- from the late 1950’s, through the 1990’s.

Although our original intent of purchasing this property is to enjoy its rich history, views, and proximity to downtown; it has become clear that this property can and should be shared by others. A long term goal to create a B&B in the East Valley has been hampered by finding suitable locations, Home Owner Association (HOA) restrictions, and the right “chic” factor to draw the desired visitors/clientele.

We would like to rezone the property to PAD for several reasons. We would like to offer the City and surrounding East Valley with a destination for those who are looking for distinctive overnight accommodations in Chandler. A “bed and breakfast”<sup>1</sup> would be a great addition to downtown and complimentary to the Historic San Marcos Hotel. Although the main house was built almost 60 years ago, the interior features are modern in style (10 foot ceilings/ large bedrooms, etc.) and with some updating, would be perfect to host limited guest in the vibrant downtown area. The property also sits on a large lot (over ¾ of an acre), that is sandwiched between the San Marcos golf course, San Marcos hotel and future DC Heights development. This prime location on an abundant lot should allow for an enjoyable and unique experience for visitors to the area, while adding to the economic benefit of the region.

Other factors contributing to the rezoning request include the request for an addition of a 3<sup>rd</sup> structure on the property and to re-define set back lines around the perimeter of the property as described below.

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<sup>1</sup>Merriam Webster- *Bed and Breakfast- a house or small hotel in which someone can rent a room to sleep in for a price that includes breakfast the next morning*

## Overview of PAD Zoning request components:

### A) Business usage request

We would like to open a Bed and Breakfast (B&B), at our residence at 275 W. San Marcos Drive. This property is currently ~3400 square feet, 3 bedroom 4.5 bathroom house and has a detached “Casita” on the property ([See Aerial View 1](#)). Our intent would be to open the B&B five (5) nights a week, and when we have guests, we would stay in the casita and open up the primary house to our guest. The “quaint” destination will boast an intimate setting and we will limit guests each night. (We anticipate limiting the occupancy to three (3) guests per family, per room, per night.)

With the San Marcos golf course as a backdrop and the historic downtown/ San Marcos hotel a walk out the door, we are hoping to attract visitors that are looking for a little more room than what a hotel can offer. The facility will boast unique offerings such as on-site/ attentive staff, private yards and pool, organic herb and vegetables gardens (for on-site selection by guests to use in their custom made drinks and meals as desired).

Finally, the B&B will have accommodations for small celebrations to be enjoyed by the guest – these activities include appropriations for gatherings in the likes of: Weddings, Baby showers, Family reunions, Graduation celebrations, or other small gatherings and family oriented activities. The size of the gatherings will be restricted depending on the occasion, but we anticipate limiting the events to available on-site parking. Prior use permits/ zoning approvals for businesses with similar activities recommend 2.5 people per parking space. Based upon this requirement, and anticipated available parking to be approximately 12 spaces, we would limit most gatherings to 25-30 guests. We do not anticipate needing additional staff for the business, but might contract out services such as housecleaning, and or catering from time to time.

Finally, based upon the downtown location, we would foresee offering daily rental of bicycles and supporting equipment (helmets, pads, etc.) to the guest of the B&B and San Marcos hotel. This service will not only provide the guest a sustainable way to explore the downtown and surrounding areas, it will reduce the need for parking in the downtown and promote the healthy lifestyle we hope to develop with our guest.

#### Economic Benefit:

By searching the internet, there seems to be no other B&B located in the City of Chandler. With an estimated 17,000 Inns in the US, B&B’s are not for every visitor to the city, but they do serve a purpose in a community by providing a unique level of access and hospitality for individuals or families that need short term lodging.

In a report by the Professional Association of Inn Keepers, the average revenue spent by B&B clientele (both at the lodge site and surrounding attractions) is 35% higher than that of a guest of a traditional hotel. This additional revenue impact can add, in a small way, to the new and exciting revival of the Downtown Chandler area. In addition to this revenue gain by the city, we expect a unique partnership with the San Marcos Hotel to provide an option for guests of the hotel that might have or desire a unique and convenient alternative to staying downtown.

## **B) Building/ Property**

Along with zoning consistent with the business proposal above, the PAD rezoning request is also intended to allow for an additional structure on the lot, minor improvements to the existing structure and to re-establish setbacks on the property.

The house has approximately 3,400 sq. ft. living space, sitting on 33,788 sq. ft. (approx. 0.8 of an acre). It also includes a 300 sq. ft. guest house (Casita) located on the estate. There are three bedrooms in the main house, each with their own bathroom. The guest house also has its own bathroom and kitchenette, and there are two additional bathrooms in the house. (See reference Dwg. 2).

Initially, only three (3) rooms would be considered for overnight stay within the house. Upgrades to the home to make it a viable facility for lodging and to meet state and local codes for this type of business are anticipated, but the main structure and layout of the interior of the house will not require substantial remodeling in order to provide guests with an enjoyable experience. The kitchen and dining room are limited in size, and so we would be applying for a building permit to expand these rooms by Approx. 200 Sq. Ft. This space is currently covered by the existing roofline and will require limited construction to improve.

It is our desire to add a multi-use "Barn/garage like" structure on the property. The approximately 3200 sq. ft. garage would be used to store owner vehicles, rental bikes and provide space for guest to use for special events. The versatile space within the structure will be flexible in design and will have separated spaces by walls or rolling (Barn) doors. (See Reference Dwg.4, 5).The current zoning does not allow for more than one accessory building (such as our detached Casita) on the site, despite the large lot size.

Additionally, we anticipate erecting a 12'x 16' Ramada for shade in the back yard.

The current house and casita occupy 12% of the land. With the additional proposed garage/ Ramada- the total structure/ land ratio will be ~23%.

## **C) Parking**

Parking on site will be established by using the current driveway, new parking pads constructed in front of the proposed garage/ side yard, and adjacent to the existing driveway. A total of ~ 4000 Sq. ft. will be established for on-site parking providing 12 parking spaces for guest. Additional parking will also be available for residents, staff and delivery as needed. Giving a total of 16 spaces on site for parking (See reference Dwg. 1 / Dwg 1a).

Legal access to the property from San Marcos Drive is granted through proper title and ownership of this parcel as defined and per inclusion in the San Marcos Fairway Association.

Finally, due to a change in the main points of entry to the lot, the orientation of the property has flipped over the years. The house used to open to Commonwealth drive- which is now the back yard- versus the front- ( See reference 13). This change has resulted in the Casita being too close to the rear fence line, and not in compliance with current setbacks. The PAD will establish the setbacks for the existing structures and help define the overall layout of structures upon the lot.

## **D) Entertainment**

With the opening of the house and grounds for celebratory events to our guest, we anticipate providing music, liquor and other forms of light entertainment, as requested. We envision having a small venue to host musical entertainment such as a DJ or acoustical performances to enhance the experiences of our company. We would limit the hours of entertainment from 10:00 AM and 11:00 PM. We will seek a liquor use permit and address more details through this application.

A Double Bin garbage / trash receptacle will be placed on the property per code and screened accordingly. Commercial pick-up of such garbage will be contracted during the time of the events. (See reference Dwg.1 for proposed location of the bin).

## E) Signage

Due to the quaint and reserved nature of the business, we will have a select clientele. Signage on the property will be used primarily for identification of the property versus for any "marketing" type activity. We anticipate locating signage in three (3) locations on the property. One would be on the current island that is the leading point of the property (see reference 9, 10). We also see smaller signs displaying the name of the B&B. One will be put near the front door of the house, while the other will be placed by the exit of the back yard. No sign will be posted over ten (10) feet from the ground and will be lighted by external lighting- if at all. (See reference sheet 11, 12)

## F) Project Phases

We anticipate having to take some time to establish and build the business over the next few years. We have identified specific phases for this project. Timing is based upon rezoning/ City approval process, investment funds, and acceptance of the business. Below are the key milestones and projected implementation dates of each phase of the project.

### Proposed Phases of Project/ Timing:

- Fall- 2015: Acquire PAD Zoning designation from City of Chandler
- Spring 2016: Upgrades to Casita/ Main house- Code Compliance as necessary
- Fall-2016: Construction of Garage/ Barn and Parking
- Winter-2016: Submit for any additional licenses needed to operate per narrative
- Spring-2017: Hospitality/ B&B Operations begin

### Closing:

For over 100 years, this location has served the community well as a founding place of lodging for out of town guests and local residents who need a place to stay. Dr. AJ Chandler created this vision which lives on today. Along with preserving the existing charm of the property, and with the exciting developments of the downtown with more-and-more people drawn to the area, we believe that the proposed use of this property is consistent and complimentary to the surrounding businesses, general use plan, and intent of the area. We hope the Planning and Zoning Commission and City Council will grant our request for rezoning this property from SF-10 to PAD, as requested.

Thank you very much for your consideration.

Paul Hodges/ Lisa Hodges-Owner| San Marcos Properties LLC

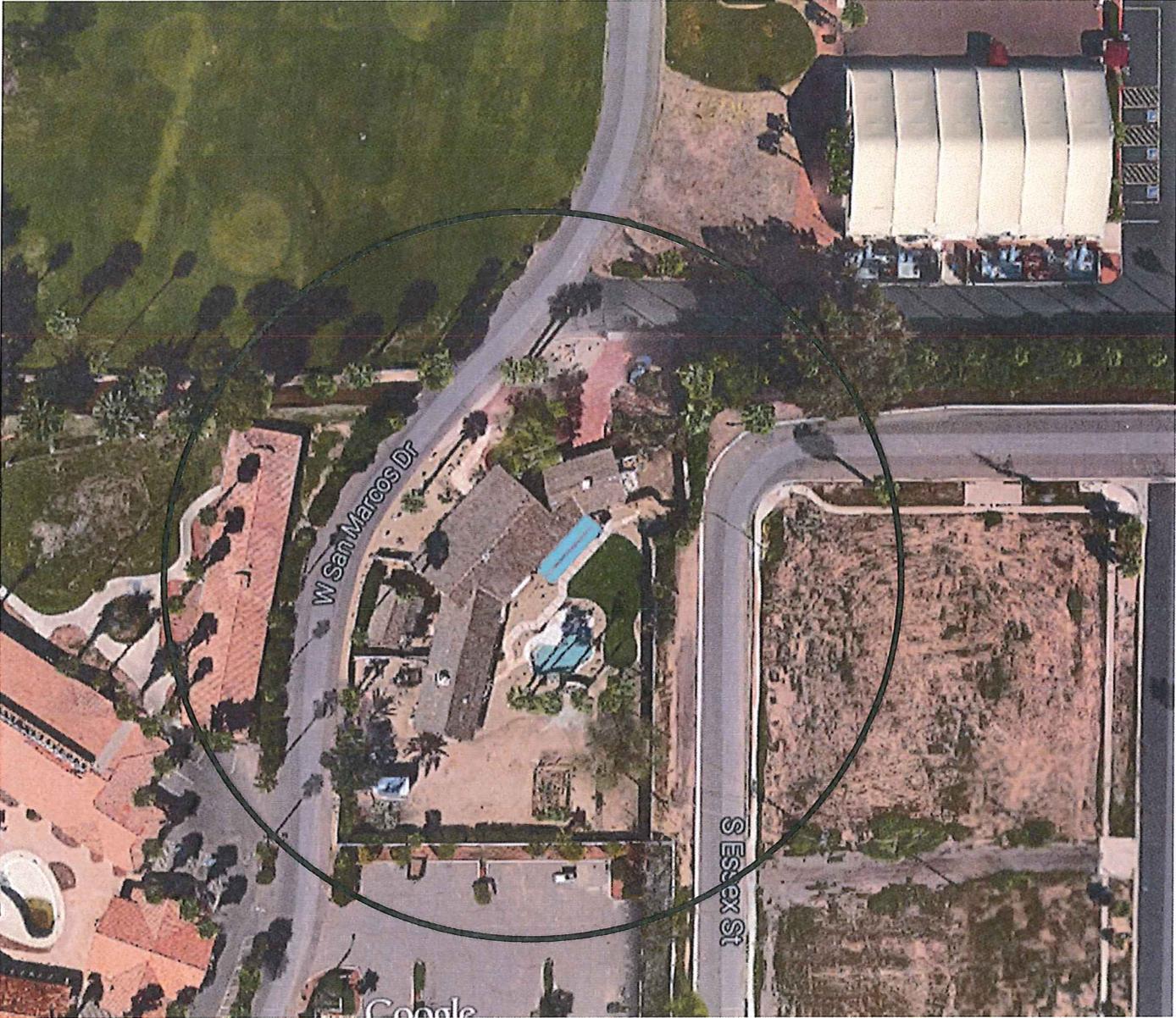
275 W San Marcos Drive

Chandler Arizona 85225

## Reference Sheets, Photo's, and Drawings

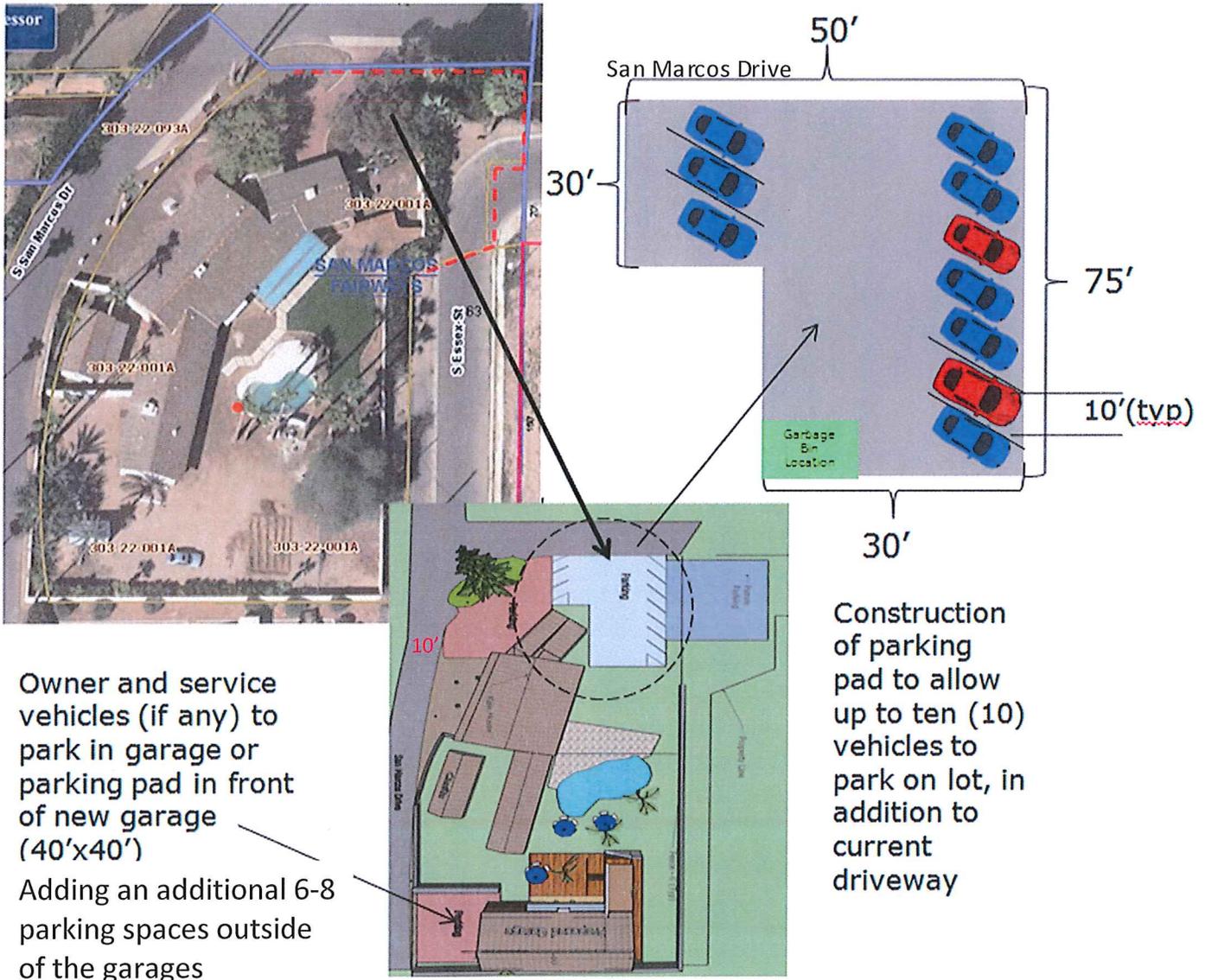
**Aerial View 1**

**Site Plan**

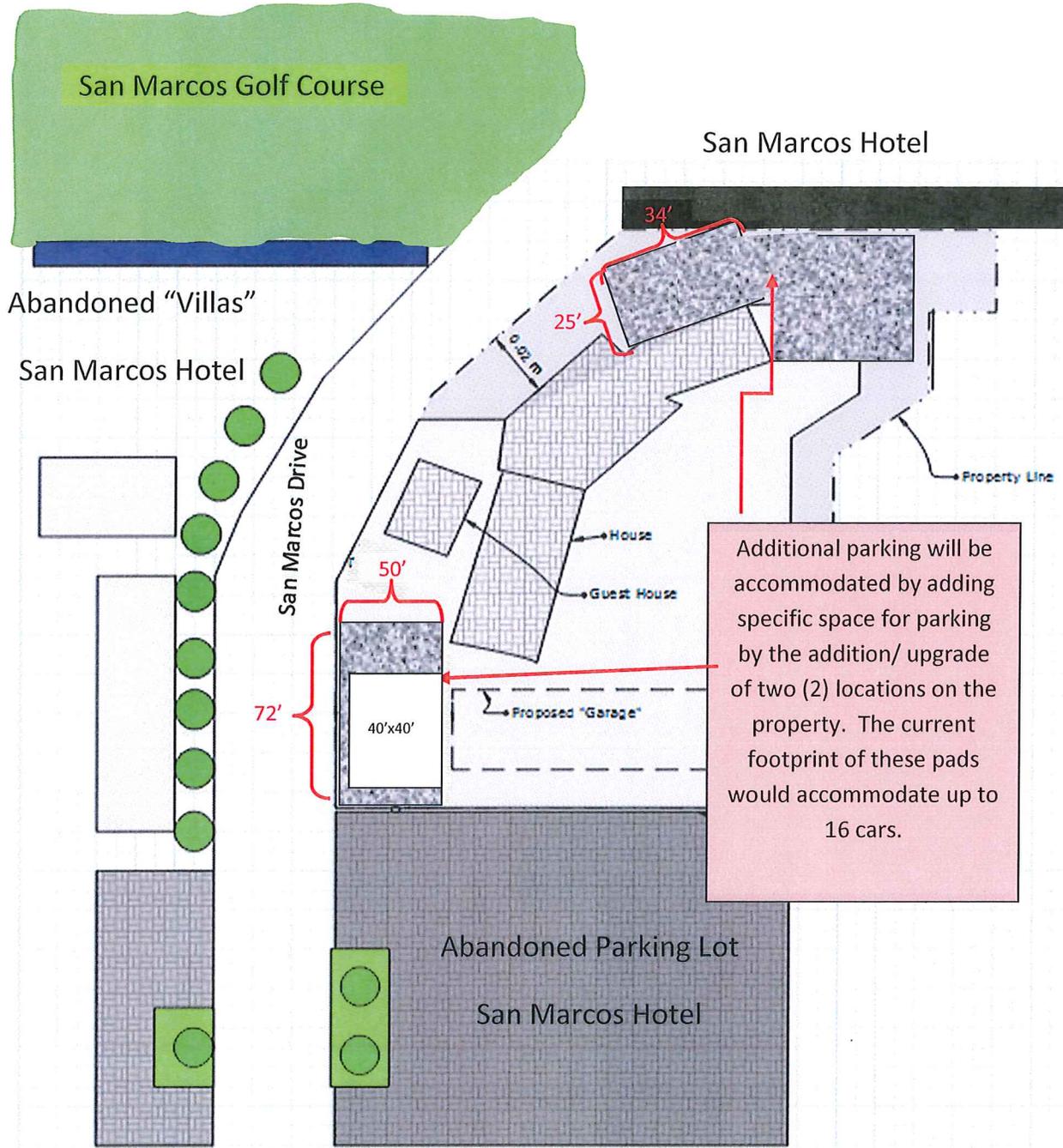


## 275 W. San Marcos Site Map/ Proposed Parking detail (Ref. 1)

The lot offers plenty of options for on-site parking, coming off of San Marcos Drive. In addition, the property line (annexed portion of Essex Rd- shown in Red dash below) could be used for future parking space, as development behind the property is completed (specifically- DC Heights)



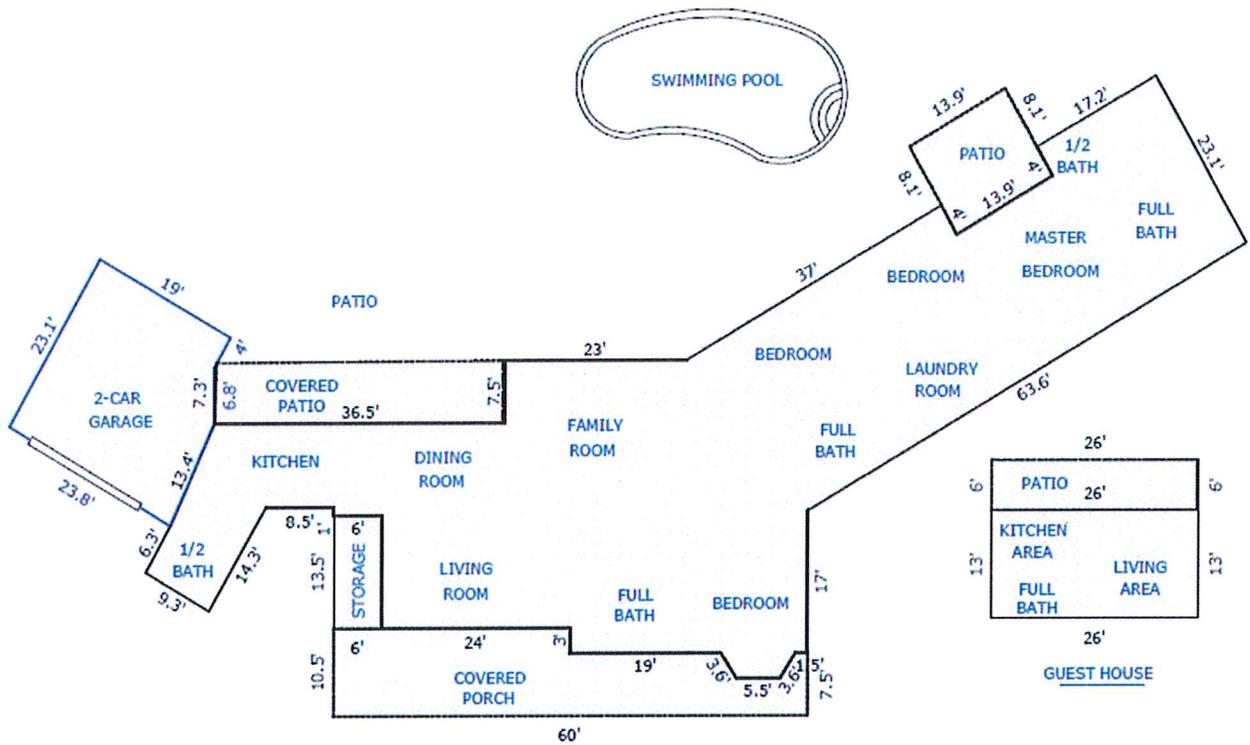
# 275 W. San Marcos Site Map with Proposed Parking (Ref. 1a)



Additional parking will be accommodated by adding specific space for parking by the addition/ upgrade of two (2) locations on the property. The current footprint of these pads would accommodate up to 16 cars.

# Reference Drawing 2

## Current Floor plan



AREA CALCULATIONS SUMMARY				LIVING AREA BREAKDOWN		
Code	Description	Net Size	Net Totals	Breakdown		Subtotals
GLA1	First Floor	3406.71	3406.71	First Floor		
GAR	Garage	504.57	504.57	0.5 x 4.5 x 10.0		22.54
P/P	Covered Patio	269.16		0.5 x 7.5 x 56.5		424.10
	Covered Porch	517.50		0.5 x 0.9 x 0.5		0.21
	Guest Patio	156.00		0.5 x 1.3 x 2.2		1.40
	Patio	168.00	1110.66	0.5 x 75.9 x 10.0		758.59
OTH	Storage	81.00		0.5 x 24.2 x 14.0		169.51
	Guest House	338.00	419.00	0.5 x 12.9 x 7.5		48.34
				0.5 x 2.0 x 3.0		3.00
				0.5 x 3.0 x 30.0		90.00
				0.5 x 13.5 x 54.0		729.00
				0.5 x 1.0 x 60.0		60.00
				0.5 x 2.7 x 4.7		6.26
				0.5 x 3.2 x 5.5		8.76
				0.5 x 9.7 x 2.2		21.42
				0.5 x 17.2 x 10.0		85.94
				0.5 x 12.0 x 7.0		42.00
				0.5 x 6.1 x 3.5		10.59
				0.5 x 1.7 x 1.0		0.86
				0.5 x 22.2 x 14.0		311.10
				0.5 x 5.5 x 3.0		16.50
				0.5 x 4.7 x 8.0		18.60
				0.5 x 7.5 x 5.5		41.48
				0.5 x 1.0 x 2.2		1.09
				0.5 x 3.5 x 17.9		62.61
				0.5 x 19.9 x 7.0		139.30
				0.5 x 3.5 x 2.0		3.50
				0.5 x 44.0 x 1.0		43.98
						286.02
	Net LIVABLE Area	(rounded)	3407	36 Items	(rounded)	3407

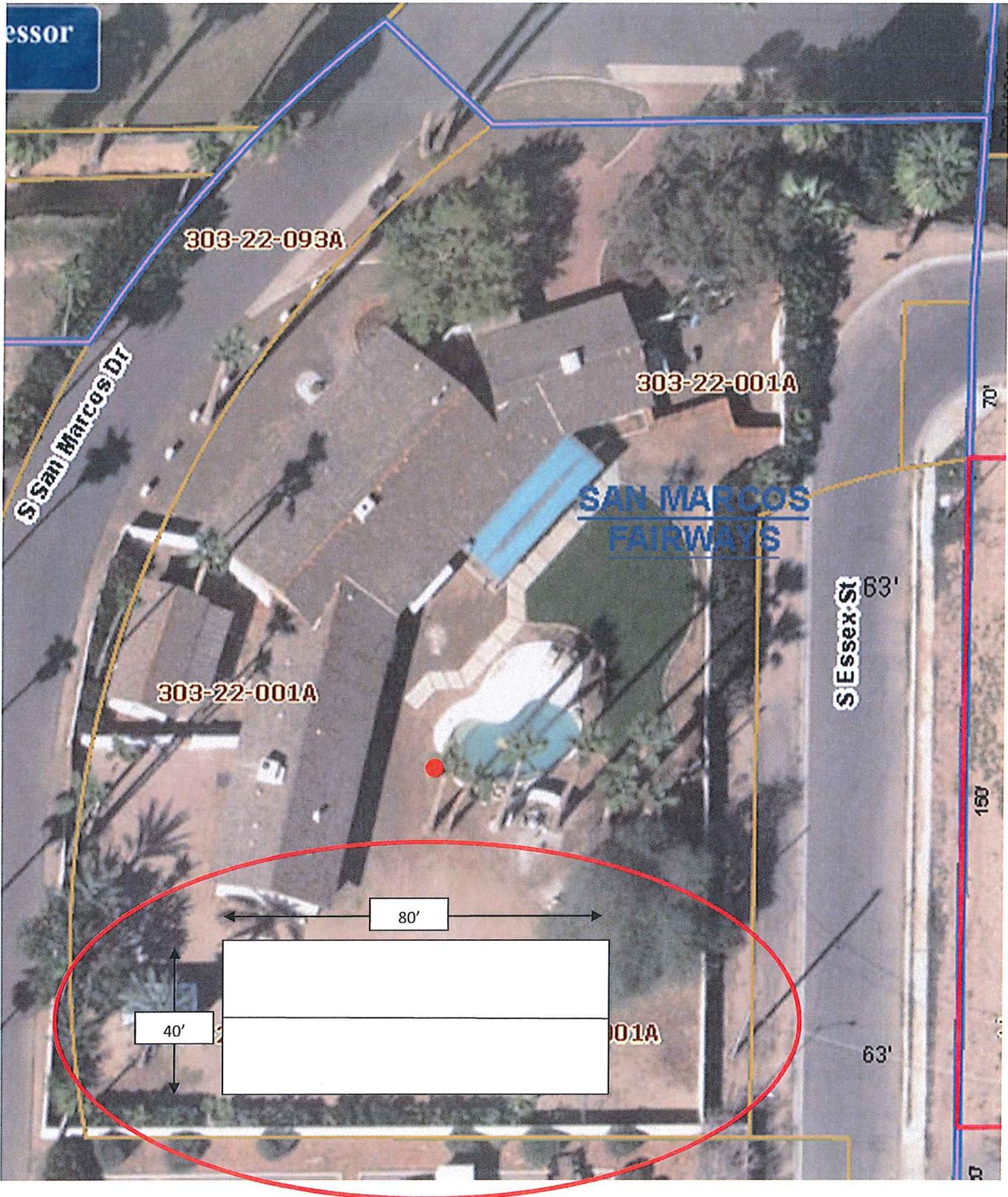
Aerial View of existing Site 275 W. San Marcos Drive Chandler, AZ 85225

(Ref. Drawing13)

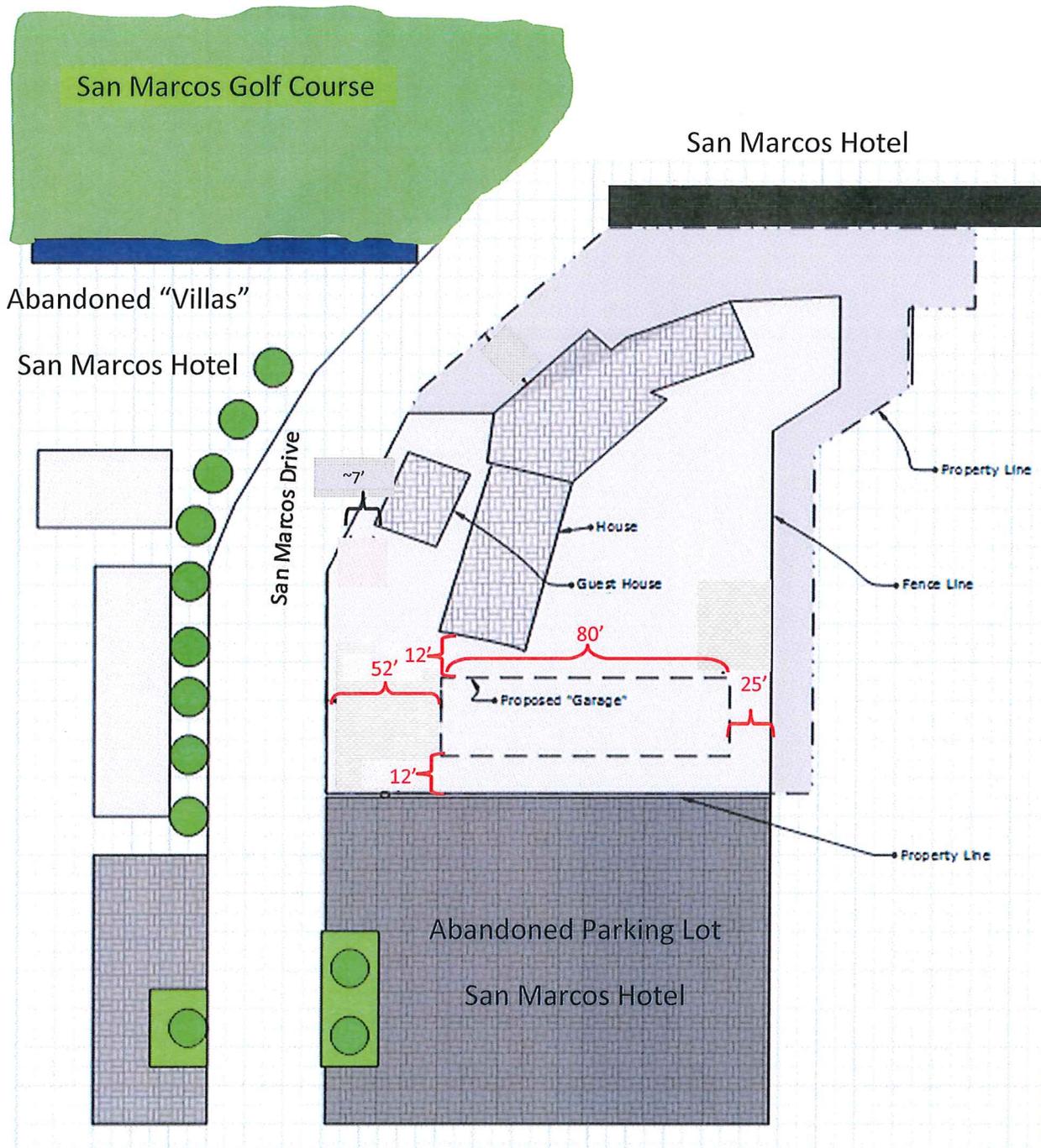


The current house used to have an address of 400 W. Commonwealth. This change of address and entry has created a need to reassess the current setbacks and access/ egress. PAD designation helps facilitate this.

Aerial View of site with proposed Garage/ Structure (Ref 4)

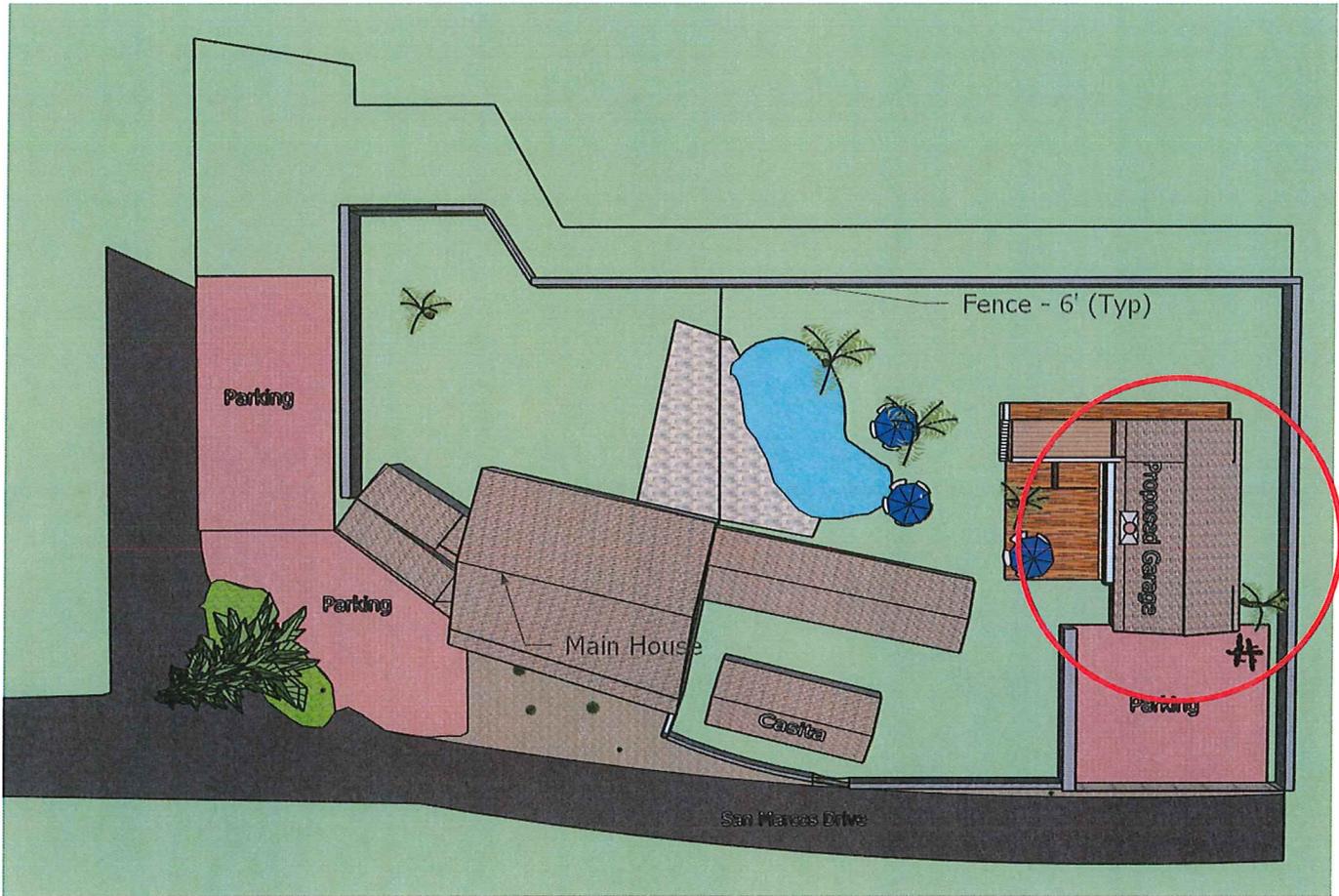


# 275 W. San Marcos Site Map with proposed Garage (Ref. 5)

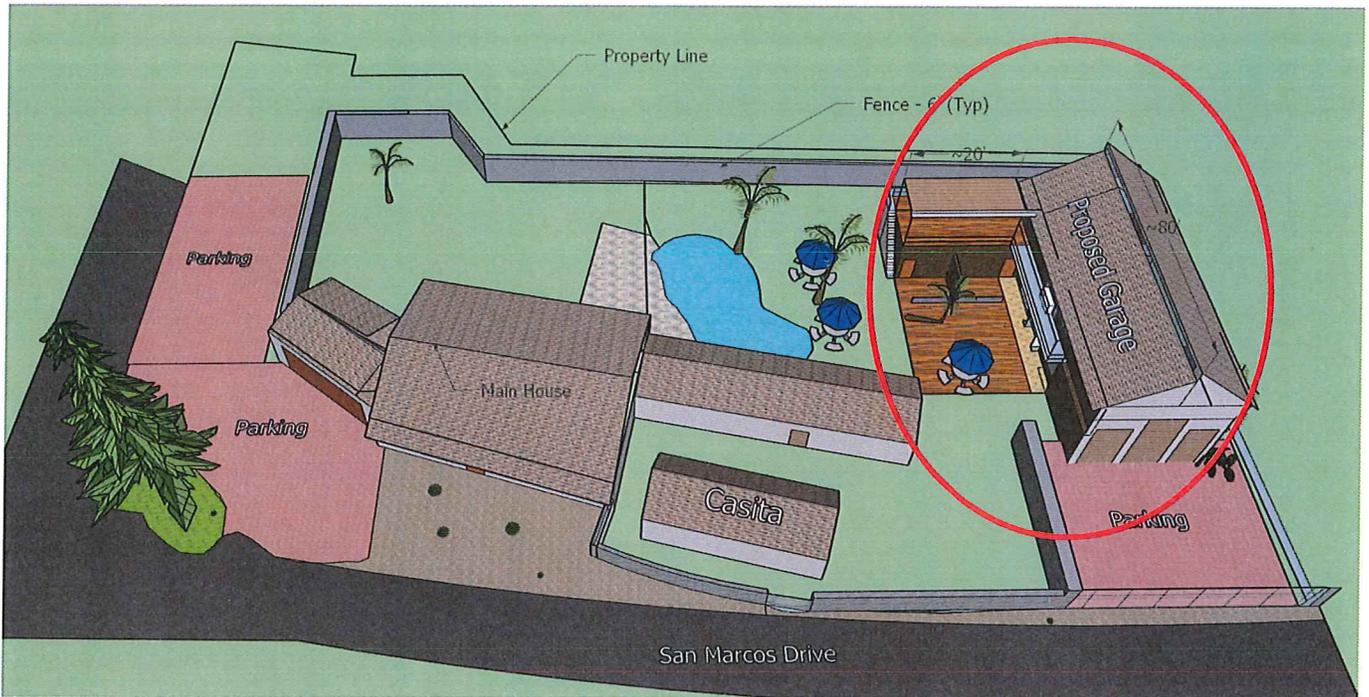


# Reference sheet 6a,6b,6c

Conceptual views of "Garage/ Barn" Ref. 6a



Reference Dwg. 6b



Conceptual Garage /Barn elevation Reference Dwg 6c



## Conceptual Signage for B&B Reference sheet 10, 11



**Reference 10:-** Example of Signage in front of house Sign would be similar to a posted "For Sale" sign – 4' tall with graphics in a middle section hanging between 1-2 posts. Sign would be ~40" x40"



**Reference 11:-** Example of under Porch signage

Secondary sign would either be directly attached to the wall or hang from sign- signage would be ~24" x ~32"

