



Chandler · Arizona
Where Values Make The Difference

A.
MAY - 4 2016



MEMORANDUM

Planning Division – PZ Memo No. 16-030

DATE: MAY4, 2016
TO: PLANNING AND ZONING COMMISSION
THRU: JEFF KURTZ, PLANNING ADMINISTRATOR 
FROM: KEVIN MAYO, PLANNING MANAGER 
SUBJECT: DVR15-0037 ALLRED PARK PLACE

Request: Rezoning from Planned Area Development (PAD) and Agricultural District (AG-1), to Planned Area Development (PAD) for an employment business park campus, 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 on property totaling approximately 62-acres located at the southwest and southeast corners of Price and Willis roads

Location: Southwest and southeast corners of Price and Willis roads

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

Project Info: Approximately 62-acre total site

RECOMMENDATION

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

This request was continued from the April 20, 2016 Planning Commission meeting to allow Planning Staff an opportunity to assess the relevance of discussion that occurred at the April 14, 2016 City Council meeting regarding the South Price Road Employment Corridor. The corridor discussion related to strategic policies derived in part from the 2013 South Price Road Employment Corridor Study (Maguire Report). The strategic policies were included in the 'Chandler General Plan 2016' which on April 14, 2016 was approved and referred to the voters.

Contained within the 2013 Study were recommended guiding principles provided to preserve, enhance, and maximize the Corridor's utilization of diminishing remaining land. Planning Staff wrote an implementation memo for the 2013 study outlining various short-term practices pertaining to the guiding principles recommendations. One such short-term practice was to 'identify how the application establishes minimum rather than maximum allowed development requirements that force greater employment densities intensifying the utilization of land and buildings'. The most recent policy discussion echoed the short-term practice indicating an objective to develop the corridor with Mid-Rise Developments (buildings taller than 45-feet), concentrating the increased building height along the Price Road frontage. In response to these discussions, Planning Staff has included a PDP condition requiring buildings along the arterial frontage to be consistent with Mid-Rise Development, as defined in the Zoning Code. It is the intention that the condition apply to employment buildings, and not the incidental service-retail buildings included in the attached Development Booklet.

BACKGROUND

The subject site, comprised of two properties totaling approximately 62 acres, is located at the southwest and southeast corners of Price and Willis roads, south of the Santan Loop 202 and Price 101 freeways interchange. The eastern property, often referred to as the former dairy site, is located east of Price Road between Willis Road and the Armstrong Place alignment, currently zoned Agricultural District (AG-1). The eastern property extends all the way to Ellis Road, however a 10-acre site just west of the southwest corner of Willis and Ellis roads is not included in this request. The western property is located west of Price Road, between Willis Road and Armstrong Place. The western property received PAD zoning in April 2013, for business park uses as identified within the South Price Road Employment Corridor (SPREC) accommodating a wide range of uses including corporate office headquarters, high-tech manufacturing, and knowledge intensive employers. The western property's PAD zoning was amended in 2014 to include a Conference Center Hotel with the two single-user buildings permitting building heights up to 150 feet in height.

The General Plan designates the subject site as Employment allowing major employers, knowledge-intensive employers, industrial/business parks, and industrial support uses. Additionally, the General Plan identifies the subject site as falling within the South Price Road Employment Corridor (SPREC). This corridor, recognized as the City of Chandler's premier employment corridor, generally encompasses the property located on the west and east sides of Price Road, starting at Willis Road at the north, ending at the Chandler Heights Road alignment just north of Sun Lakes. Visually, the corridor starts at the southern edge of the Loop 101/202 freeway interchange, however historically the City has recognized Willis Road as the northern border as the property located north of Willis Road received zoning approval prior to the General Plan's SPREC designation.

The request is to rezone the 2 properties bringing them under a single PAD district, effectively amending the zoning from AG-1 and PAD for commercial, office, conference center hotel, and business park uses including a Mid-Rise Overlay for buildings up to 150-feet in height, to PAD for an employment business park campus with commercial, office, conference center hotel, and business park uses including a Mid-Rise Overlay for buildings up to 150-feet in height under an

Innovation Zone, as contemplated by the General Plan. Additionally, the request includes Preliminary Development Plan (PDP) approval for site design, building architecture, and a comprehensive sign package. The rezoning request is consistent with the General Plan.

The requested PAD zoning and Innovation Zone utilizes the currently permitted Conference Center Hotel as the campus 'hub' containing amenities that, in conjunction with the incidental support retail, directly support the Park Place campus and balance of the South Price Road Employment Corridor. The hub has been integrated into the campus through an extensive network of vehicular and pedestrian linkages set out in a hierarchical order. Secondary pedestrian hubs and landscape focal features further enforce the connectivity of the campus to the hub. The Innovation Zone allows consideration of multi-tenant buildings permitting tenants to locate both vertically and horizontally. As part of this request, the applicant has indicated a restriction that the minimum size for the initial tenant in any employment building be not less than 20,000 square feet, providing a sense of scale encouraged for Price Road.

The request continues and furthers the cohesive business park high-quality campus atmosphere established in the previous zoning approvals for the western property and northeast corner of Price and Willis roads, through the use of strong landscape theming and a high level of required architectural quality. The site provides multiple access points from Price Road and two of the three adjacent collector streets as well as strong boulevard entrances off Price Road. It is important to note, that in response to neighborhood feedback, no vehicular connections are proposed for Ellis Street. The landscape theme includes a 'radial' design at major intersection points that is carried through the campus with terraced landscaped treatments that include a layering effect of backdrop trees including date palms. Even the ultimate building and parking layouts will include a relationship to the radial theme at the boulevard entrances furthering the campus concept.

The architectural exhibits, imagery and representations contained within the attached Development Booklet establish the 'bar' or level of quality and intensity expected for the future campus. While the final ultimate design and location of buildings may necessitate minor alterations, the exhibits depict a close representation of how the campus will develop. Additional exhibits provide more detailed architectural imagery that further defines the level of quality and intensity expected within the Allred Park Place campus.

The request includes a comprehensive sign package that includes building mounted signage, campus identification monumentation and freestanding single-tenant and multi-tenant monument signage. Building mounted signage can include pan channel, reverse pan channel or flat cut out pin mounted lettering at the discretion of the end user. The campus identification monument signage design includes opposing triangular 20-foot tall elements clad in 18-inch travertine tiles providing 5 tenant panels per side, including both halo and grown illumination. These campus identification/multi-tenant monument signs are set at the intersection corners and main boulevard entrance points placed within a circular flower bed backed by the radial terraced landscaped features. The signage represents a very high level of quality that provides a strong statement for the Price Corridor as well as creates a unified image for the campus.

DISCUSSION

Planning Staff supports the request. Price Road continues to remain the subject of much recent discussion. This request represents an evolutionary strong example of the implementation of the desire to preserve and actively enhance the campus-like environment of the Corridor. The exhibits establish a campus environment that continues throughout the site design, building architecture, landscaped theming, and ultimately to the comprehensive sign package. The attached Development Booklet including the building elevations, architectural imagery, and narrative, as well as this memo establish the intent for the Allred Park Place campus plan, effectively setting the 'bar' in terms of intensity, quality and design. This rezoning request, the Design Review Committee hearing, and public hearing going forward will served to more clearly define Planning Staff's administrative authority while narrowing the degree of final development plan malleability.

While the narrative indicates a permitted building height range from 2-10 floors, the site plan and exhibits indicate the two office buildings on the western property as 3 floors. As discussed above, Planning Staff has included a PDP condition requiring employment buildings along the arterial frontage to be consistent with Mid-Rise Development, as defined in the Zoning Code. Additionally, as indicated in the narrative, Planning Staff has included a PDP condition requiring each building's initial tenant be a minimum of 20,000 square feet.

The Conference Center Hotel 'hub' remains a critical component to the Innovation Zone concept, as it contains common amenities that directly supports the businesses within the Allred Park Place campus. As such the applicant has indicated the Conference Center Hotel parcel will be set aside and deed restricted for only this use for 10 years. Additionally, as part of Phase One, all infrastructure necessary to support the Conference Center Hotel will be installed including related right-of-way improvements, utilities and landscaping.

PUBLIC / NEIGHBORHOOD NOTIFICATION

- This request was noticed according to the provisions of the City of Chandler Zoning Code.
- Neighborhood meetings were held on Monday, February 22, 2016 at 6:00 PM and Wednesday, February 24, 2016 at 6:00 PM, at the Hampton Inn & Suites hotel. 5 neighboring property owners attended the first meeting, and an additional 5 attended the second. Many questions were asked in terms of specific development aspects like uses, timing, lighting, and signals. A series of neighbors commented on the current traffic and speeds along Willis Road. The applicant indicated that the traffic study identified the majority of trips generated from the proposed business park would ultimately utilize Price Road, and that to further mitigate future issues, no vehicular connections were proposed for Ellis Street, that abuts the adjacent residential subdivision. No formal opposition was offered at the either meeting.
- A separate meeting was held with the property owner of the Ebay/PayPal building and their legal representative. Comments and concerns offered included the lack of PDP specificity, timing of the Conference Center Hotel, and a desire for more intensity.
- Planning Staff was copied on email correspondence with the applicant and a nearby residential property owner. The discussion continued around traffic on Willis Road.

At the time of this writing, Planning Staff is not aware of any formal opposition to this request.

RECOMMENDED ACTIONS

Rezoning:

Planning Staff, upon finding consistency with the General Plan and South Price Road Employment Corridor, recommends Planning Commission motion to recommend approval of the Rezoning from AG-1 and PAD for commercial, office, conference center hotel, and business park uses including a Mid-Rise Overlay for buildings up to 150-feet in height, to PAD for an employment business park campus with commercial, office, conference center hotel, and business park uses including a Mid-Rise Overlay for buildings up to 150-feet in height under an Innovation Zone, subject to the following conditions:

1. Development shall be in substantial conformance with the Development Booklet, entitled "ALLRED PARK PLACE" and kept on file in the City of Chandler Planning Division, in File No. DVR15-0037, modified by such conditions included at the time the Booklet was approved by the Chandler City Council and/or as thereafter amended, modified or supplemented by the Chandler City Council.
2. Construction shall commence above foundation walls within three (3) years of the effective date of the ordinance granting this rezoning or the City shall schedule a public hearing to take administrative action to extend, remove or determine compliance with the schedule for development or take legislative action to cause the property to revert to its former zoning classification.
3. Undergrounding of all overhead electric (less than 69kv), communication, and television lines and any open irrigation ditches or canals located on the site or within adjacent right-of-ways and/or easements. Any 69kv or larger electric lines that must stay overhead shall be located in accordance with the City's adopted design and engineering standards. The aboveground utility poles, boxes, cabinets, or similar appurtenances shall be located outside of the ultimate right-of-way and within a specific utility easement.
4. Completion of the construction of all required off-site street improvements including but not limited to paving, landscaping, curb, gutter and sidewalks, median improvements and street lighting to achieve conformance with City codes, standard details, and design manuals or as otherwise approved in a development agreement.
5. Unless otherwise included as part of the City's Capital Improvement Program, the developer shall be required to install landscaping in the arterial street median(s) adjoining this project. In the event that the landscaping already exists within such median(s), the developer shall be required to upgrade such landscaping to meet current City standards.
6. The landscaping in all open-spaces and rights-of-way shall be maintained by the adjacent property owner or property owners' association.

7. Approval by the Planning Administrator of plans for landscaping (open spaces and rights-of-way) and perimeter walls and the Transportation & Development Director for arterial street median landscaping.
8. Sign packages, including free-standing signs as well as wall-mounted signs, shall be designed in coordination with landscape plans, planting materials, storm water retention requirements, and utility pedestals, so as not to create problems with sign visibility or prompt the removal of required landscape materials.
9. Notwithstanding any provision of the Development Booklet or of any other conditions of the Rezoning, no data center use of any type, unless ancillary and secondary to a primary use, shall be a use permitted for the property that is the subject of this Rezoning.
10. Maximum building height shall be limited to 150-feet.

Preliminary Development Plan:

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

1. Development shall be in substantial conformance with the Development Booklet, entitled "ALLRED PARK PLACE" and kept on file in the City of Chandler Planning Division, in File No. DVR15-0037, modified by such conditions included at the time the Booklet was approved by the Chandler City Council and/or as thereafter amended, modified or supplemented by the Chandler City Council.
2. The landscaping shall be maintained at a level consistent with or better than at the time of planting.
3. Employment buildings along the Price Road frontage shall be consistent with Mid-Rise Development, as defined in the Zoning Code.
4. As represented in the attached Development Booklet narrative, the initial tenant in any employment building shall be a minimum of 20,000 square feet in size.

PROPOSED MOTIONS

Rezoning:

Motion to recommend approval of DVR15-0037 ALLRED PARK PLACE, rezoning from AG-1 and PAD for commercial, office, conference center hotel, and business park uses including a Mid-Rise Overlay for buildings up to 150-feet in height, to PAD for an employment business park campus with commercial, office, conference center hotel, and business park uses including a Mid-Rise Overlay for buildings up to 150-feet in height under an Innovation Zone, subject to the conditions as recommended by Planning Staff.

PZ Memo No. 16-030

Page 7

May 4, 2016

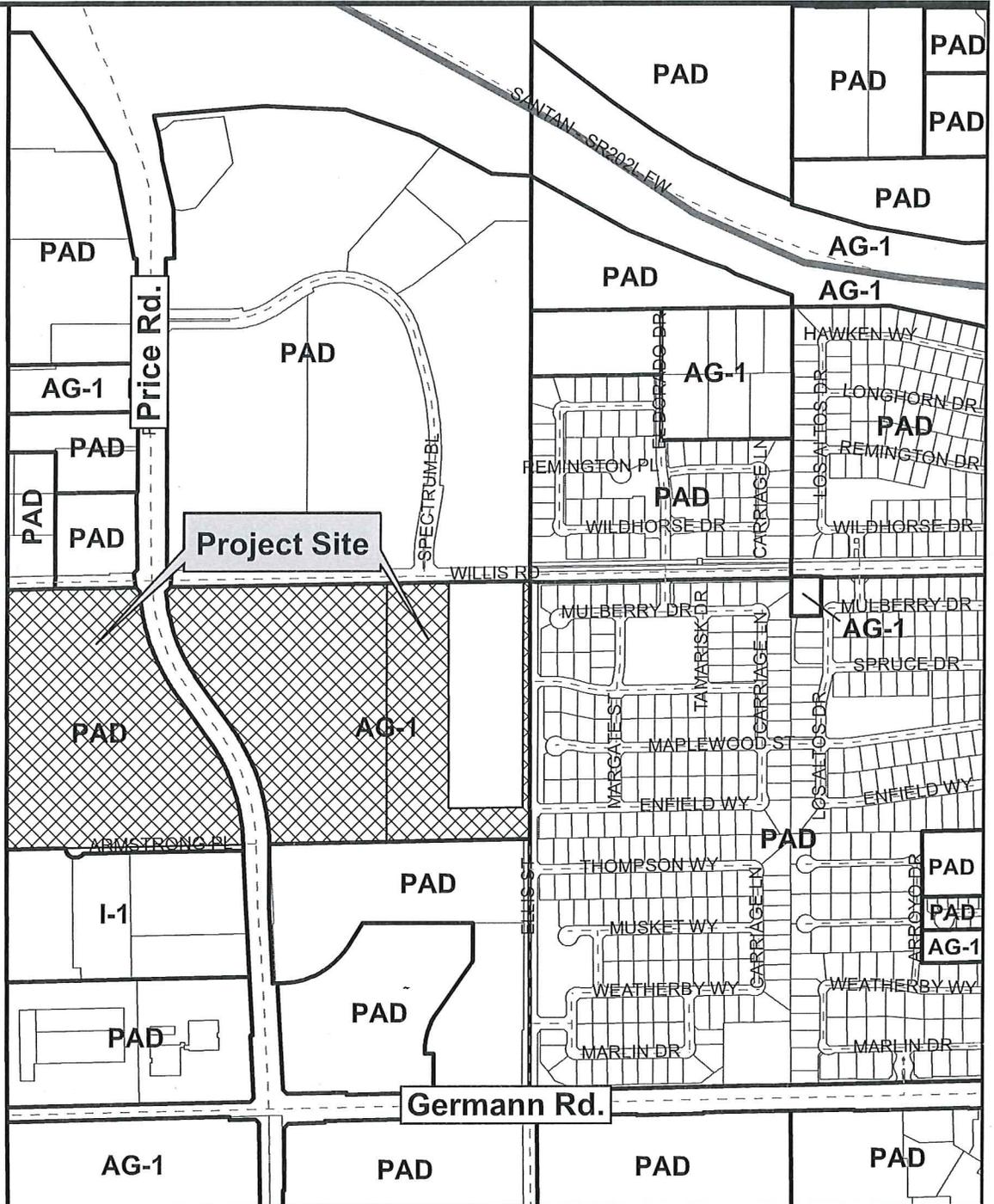
Preliminary Development Plan:

Motion to recommend approval of DVR15-0037 ALLRED PARK PLACE, Preliminary Development Plan for site design and building architecture, subject to the conditions as recommended by Planning Staff.

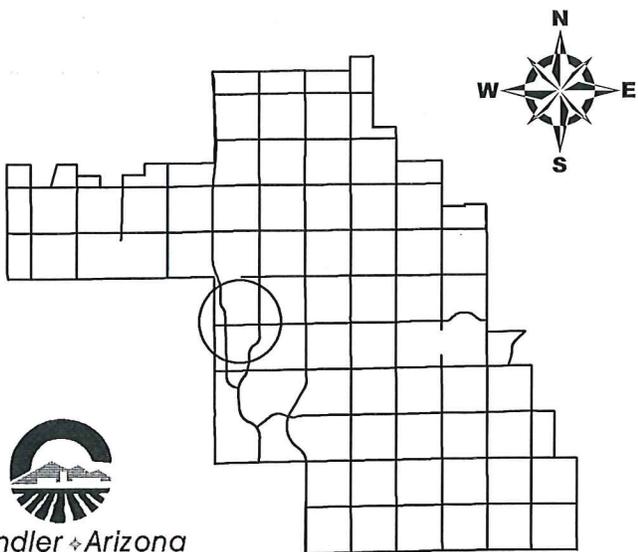
Attachments

1. Vicinity Maps
2. Site Plan
3. Landscape Plan
4. Building Elevations
5. Detail Exhibits
6. Letter of Support
7. Exhibit A, Development Booklet

Gila River Indian Community

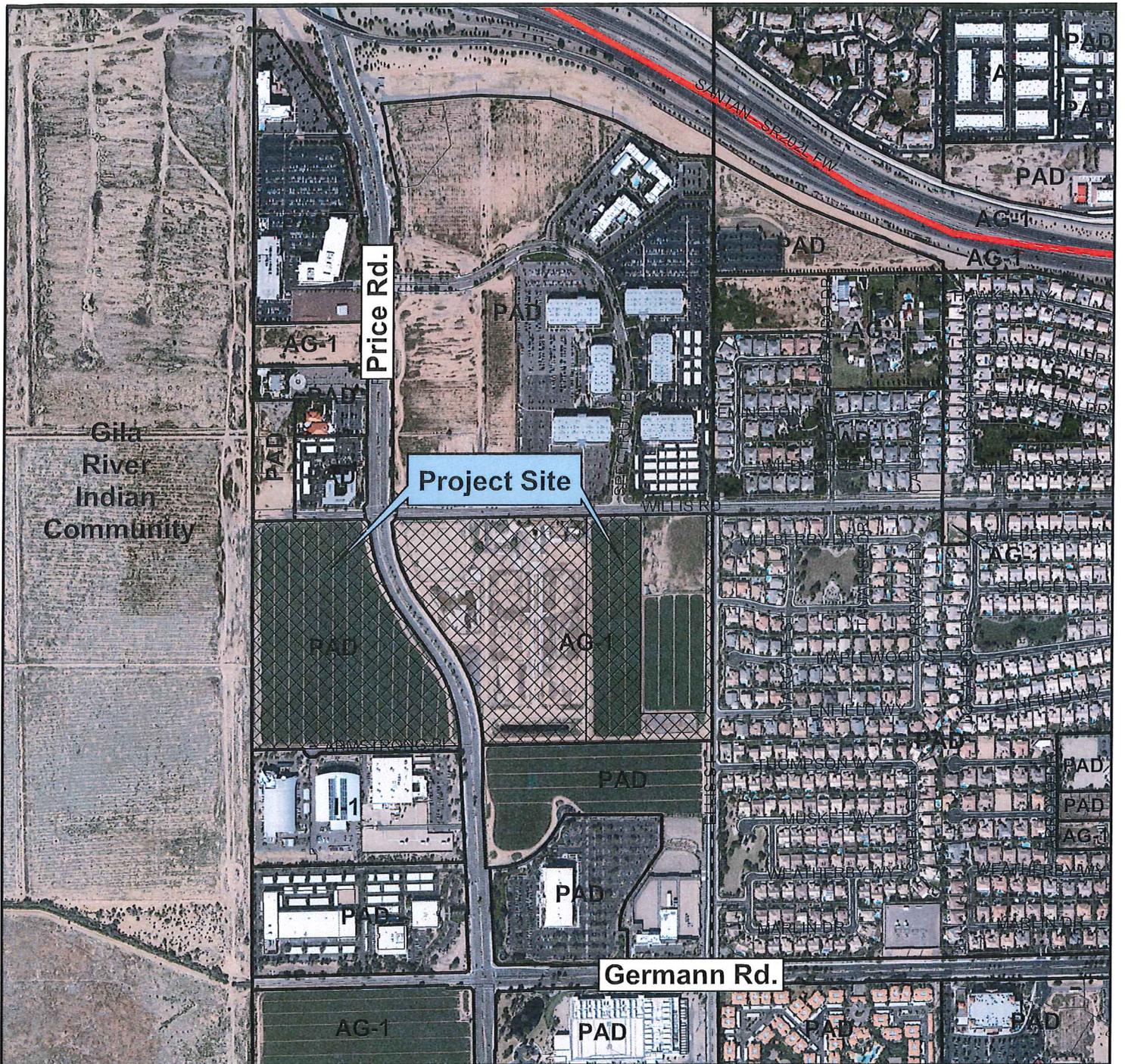


Vicinity Map

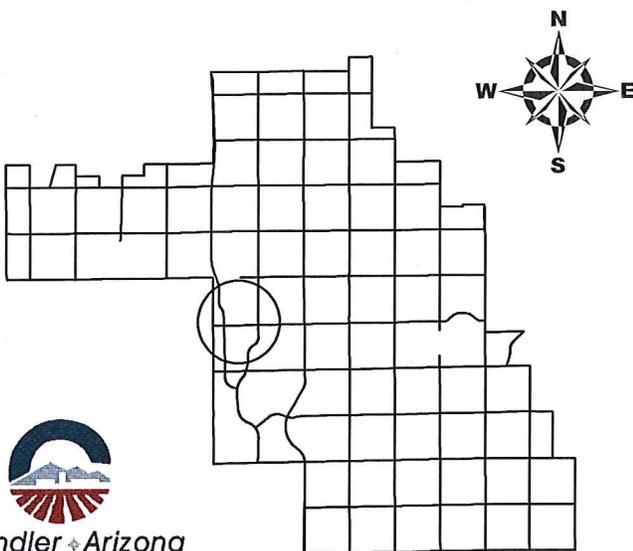


DVR15-0037

Allred Park Place



Vicinity Map



DVR15-0037

Allred Park Place



PARK PLACE



PARK PLACE



OVERALL MASTER PLAN



PARK PLACE

BALMER
ARCHITECTURAL PARTNERS

ALLRED



* BUILDING LAYOUTS ARE CONCEPTUAL
 * NUMBERS REFER TO IMAGERY EXHIBITS





PARK PLACE



PARK PLACE



BALMER
ARCHITECTURAL GROUP

PARK PLACE



AERIAL CONCEPT

ALLRED



PARK PLACE

PARK PLACE

PROPOSED PLANT LEGEND

TREES

-  Date Palm Tree
-  Texas Mountain Laurel Tree
-  Accacia Tree
-  Desert Museum Palo Verde
-  Tijo Tree
-  Fanex Ash Tree
-  Ray wood Ash Tree
-  Red Push Plisache Tree

SHRUBS

- RED BIRD OF PARADISE
- VALENTINE BUSH
- RUPELLIA
- CHAPARAL SAGE
- TRUMPET BELLS
- XYLOSMA

GROUND COVERS

- DWARF NATAL PLUM
- LAWN
- LANTANA
- DECOMPOSED GRANITE

ACCENTS

- SAGO PALM
- BOUGAINVILLEA

MATERIALS

- MATERIALS ALSO FROM PARK PLACE NORTH OF WILLIS



PARK PLACE



LANDSCAPE CONCEPT PLAN L1

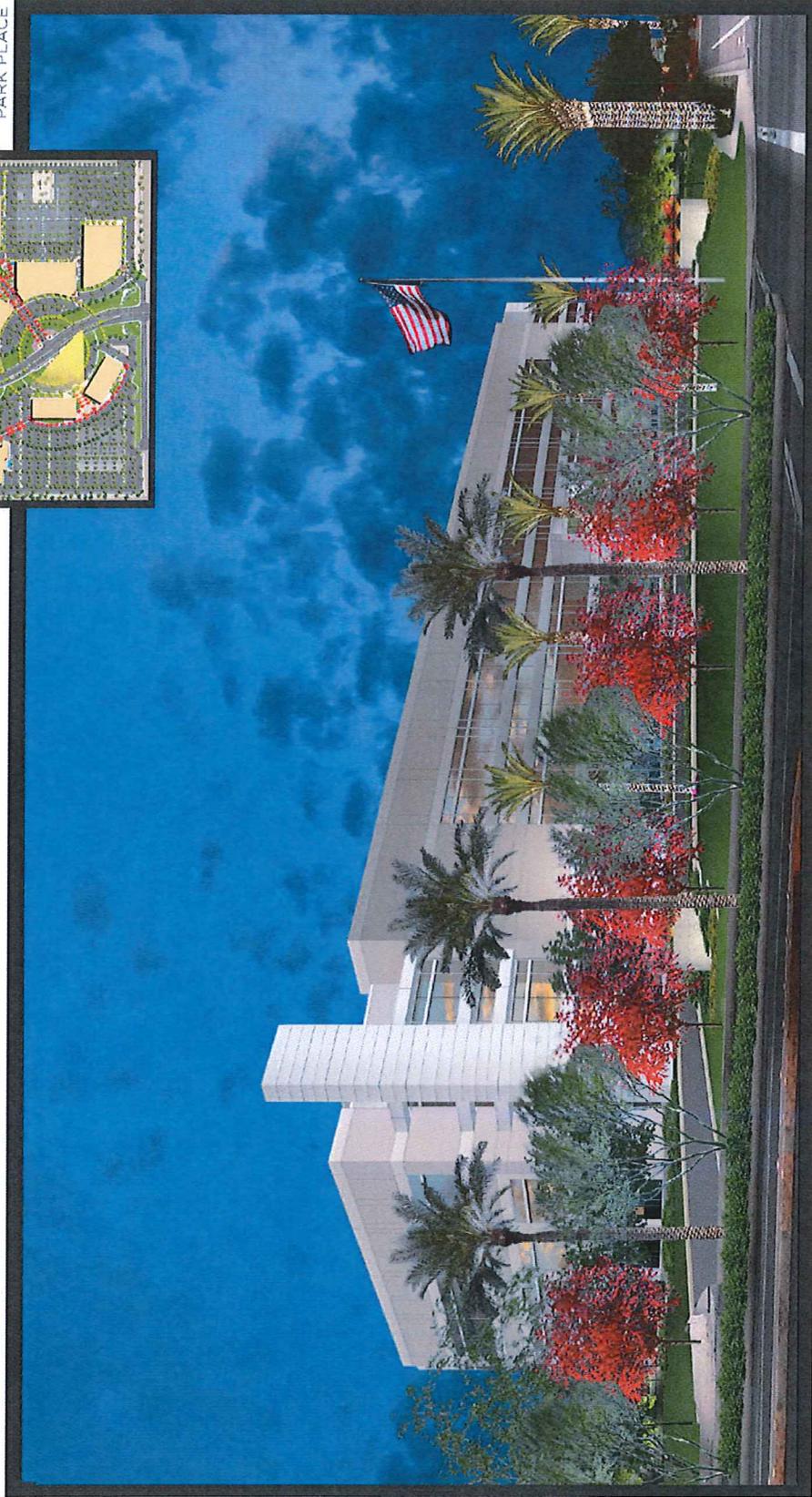
ALLRED



PARK PLACE



PARK PLACE



ALLRED

PARK PLACE



IMAGERY | 1a



PARK PLACE



PARK PLACE



PARK PLACE

IMAGERY i1b

ALLRED



PARK PLACE



PARK PLACE



CONCEPT RENDERING



PARK PLACE



MIDRISE ALTERNATE IMAGERY **i1b**

ALLRED



PARK PLACE



PARK PLACE



CONCEPT IMAGERY

ALLRED

PARK PLACE



IMAGERY i2

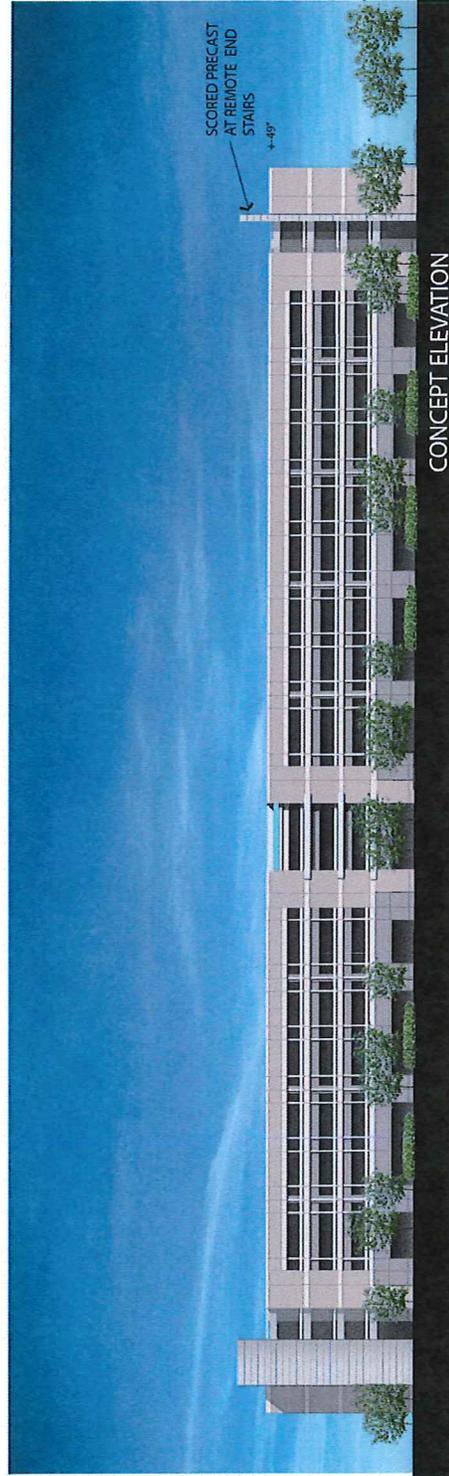
BALMER
architectural group



PARK PLACE
PARK PLACE



ALLRED **BALMER** architectural group  PARK PLACE  IMAGERY **i6**

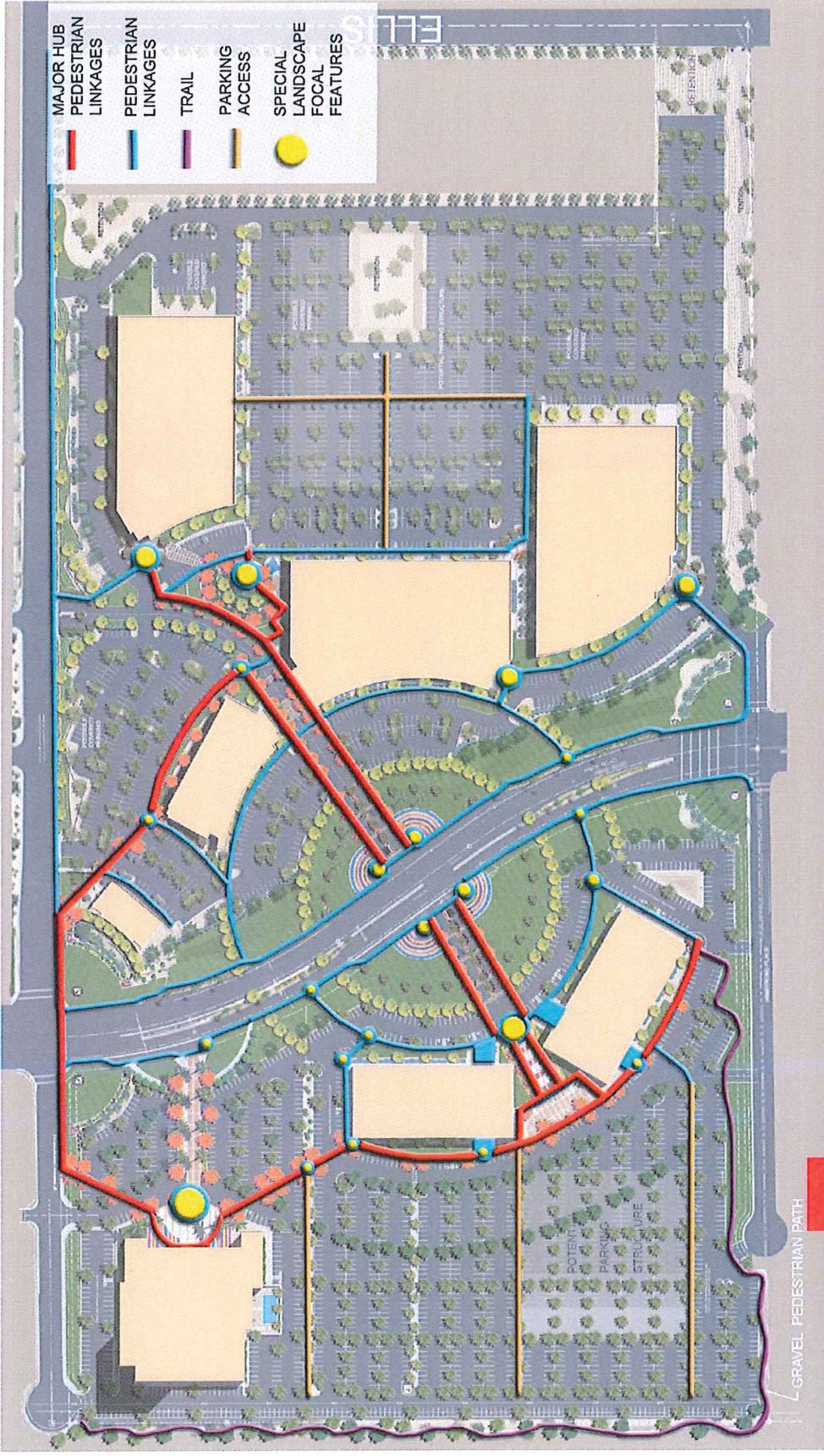


ELEVATION CONCEPTUAL PENDING ACTUAL SIZE OF STRUCTURE, INCLUDING NUMBER OF PARKING LEVELS. FIVE LEVELS SHOWN.



PARK PLACE

- MAJOR HUB PEDESTRIAN LINKAGES
- PEDESTRIAN LINKAGES
- TRAIL
- PARKING ACCESS
- SPECIAL LANDSCAPE FOCAL FEATURES



GRAVEL PEDESTRIAN PATH



BALMER
ARCHITECTURAL GROUP

PARK PLACE

PEDESTRIAN LINKAGES

ALLRED



PARK PLACE



PARK PLACE



CONCEPTUAL IMAGERY



ALLRED

PARK PLACE



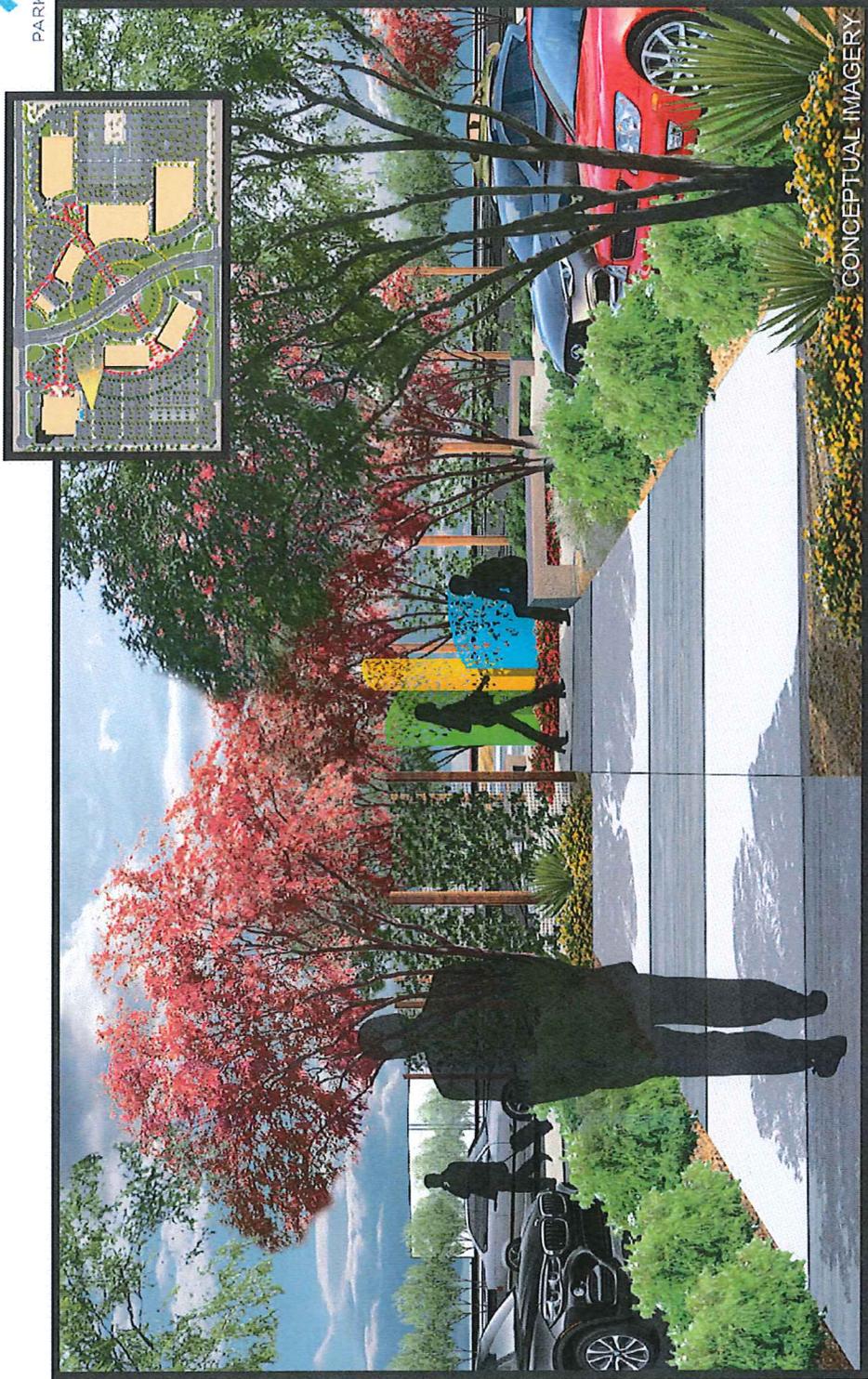
PEDESTRIAN HUB FEATURE 1



PARK PLACE



PARK PLACE



CONCEPTUAL IMAGERY



BALMER
architectural group

PARK PLACE



PEDESTRIAN HUB FEATURE 2



PARK PLACE



PARK PLACE



CONCEPTUAL IMAGERY



ALLRED

PARK PLACE



PEDESTRIAN HUB FEATURE 3



October 28, 2015

City Council
City of Chandler
175 S Arizona Ave,
Chandler, AZ 85225

CHANDLER HAS BEEN A GREAT HOME FOR INFUSIONSOFT AND WE THINK OTHER TECHNOLOGY COMPANIES WOULD FEEL THE SAME WAY IF THEY HAD THE CHANCE

In 2012 Infusionsoft made the decision to relocate its corporate headquarters to Chandler and we leased a building in Park Place from Douglas Allred Company. Our decision was heavily influenced by the opportunity to grow our Innovation based software company. Our initial need for space was 46,000 square feet but we have grown to over 259,000 square feet in 3 years and from 100 to over 500 people in a short time.

Infusionsoft has enjoyed a great relationship with the City of Chandler. We would like to see more success stories such as ours locate in Chandler along this Price Road Corridor. However, we have learned the land south of Willis Road has restrictions that would not allow companies such as ours to grow as we have in Park Place I north of Willis.

The proposed Park Place II by Douglas Allred Company would add up to 2 Million square feet of commercial and office space to the Price Road Corridor. It would help solidify Chandler's reputation as a community that can draw Innovation based jobs such as those created at Infusionsoft.

By designing Park Place II under an Innovation Zone, Chandler will provide a home for technology and innovation based companies inside a beautiful campus environment. These buildings are attractive to companies such as ours.

I would urge the City of Chandler to allow Douglas Allred Company to develop Park Place II under the "Innovation Zone" already permitted in the Price Road Corridor. We believe other Technology and Innovation based companies will locate in Park Place II if they had the chance.

A handwritten signature in blue ink, appearing to read "C. Mask".

Clate Mask
CEO and Co-Founder