



**Chandler • Arizona**  
*Where Values Make The Difference*



**MEMORANDUM**                      **Planning Division – PZ Memo No. 16-085**

**DATE:**                      NOVEMBER 2, 2016

**TO:**                              PLANNING AND ZONING COMMISSION

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

**FROM:**                      LAUREN SCHUMANN, CITY PLANNER *LS*

**SUBJECT:**                  ZUP16-0017 UPTOWN BRIDAL & BOUTIQUE

**Request:**                  Use Permit approval for a specialty wedding boutique retail business within a building zoned Planned Area Development for general and medical office

**Location:**                1300 N. McClintock Drive, #A-1, approximately one-quarter mile north of the northwest corner of McClintock and Ray roads

**Applicant:**                Dianne R. Everson, Business Owner

**RECOMMENDATION**

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

**BACKGROUND**

The subject site is located within McClintock Professional Plaza, located approximately one-quarter mile north of the northwest corner of McClintock and Ray roads. McClintock Professional Plaza is bordered to the north, west, and south by Corona Village II, a single-family subdivision. McClintock Drive is adjacent to the east. In 1998, McClintock Professional Plaza was zoned as Planned Area Development (PAD) for general and medical office. The subject site is within the original farm house owned by the Moore family and is surrounded by four general/medical office buildings.

The request is for Use Permit approval for a specialty wedding boutique retail business in Building A of McClintock Professional Plaza, which is zoned PAD for general and medical office. Uptown Bridal & Boutique is an appointment based bridal consultation and shopping experience. They will offer private three-hour long appointments for soon-to-be brides to shop an exclusive collection of gowns. The business will occupy Building A, which is approximately

2,128 square feet and includes a guest waiting area, gown showroom, two rooms dedicated as fitting rooms, and a kitchen for guests to enjoy refreshments. The second floor is used as an office for the business and storage in the basement.

Uptown Bridal & Boutique hours of operation are limited to Tuesday through Saturday from 10 a.m. to 6 p.m. The applicant has represented the business will only have two appointments daily due to the length of consultations and the time needed to prepare for scheduled appointments. Uptown Bridal & Boutique wants to make each appointment personal and custom to each bride. The business will employ five employees and a typical day will have two employees on premise.

### **DISCUSSION**

Planning Staff finds a specialty retail business a compatible use with the existing general/medical offices. The addition of retail-oriented specialty bridal boutique is similar or less intense than medical offices given the business' two appointments per day including several guest per appointment. Uptown Bridal & Boutique will offer a specialized service catering to a special niche due to the high quality service provided.

The development was parked to accommodate medical office. The applicant submitted parking counts confirming adequate parking. Planning Staff recommends a one-year time condition to reevaluate the compatibility of the request.

### **PUBLIC / NEIGHBORHOOD NOTIFICATION**

- This request was noticed in accordance with the requirements of the Chandler Zoning Code.
- A neighborhood meeting was held on October 25, 2016. No one attended other than the applicant.
- As of the writing of this memo, Planning Staff has received two phone calls, one from a business owner within McClintock Professional Plaza and one from a resident. Both were opposed the request for reasons of parking and signage. Planning Staff is recommending a one-year time condition to reevaluate the compatibility of the request.

### **RECOMMENDED ACTION**

Planning Staff recommends Planning Commission motion to recommend approval of ZUP16-0017 UPTOWN BRIDAL & BOUTIQUE, subject to the following conditions:

1. Expansion or modification beyond the approved exhibits (Site Plan, Floor Plan and Narrative) shall void the Use Permit and require new Use Permit application and approval.
2. The site shall be maintained in a clean and orderly manner.
3. The Use Permit shall remain in effect for one (1) year from the date of City Council approval. Continuation of the Use Permit beyond the expiration date shall require re-application to and approval by the City of Chandler.

PZ Memo No. 16-085

Page 3 of 3

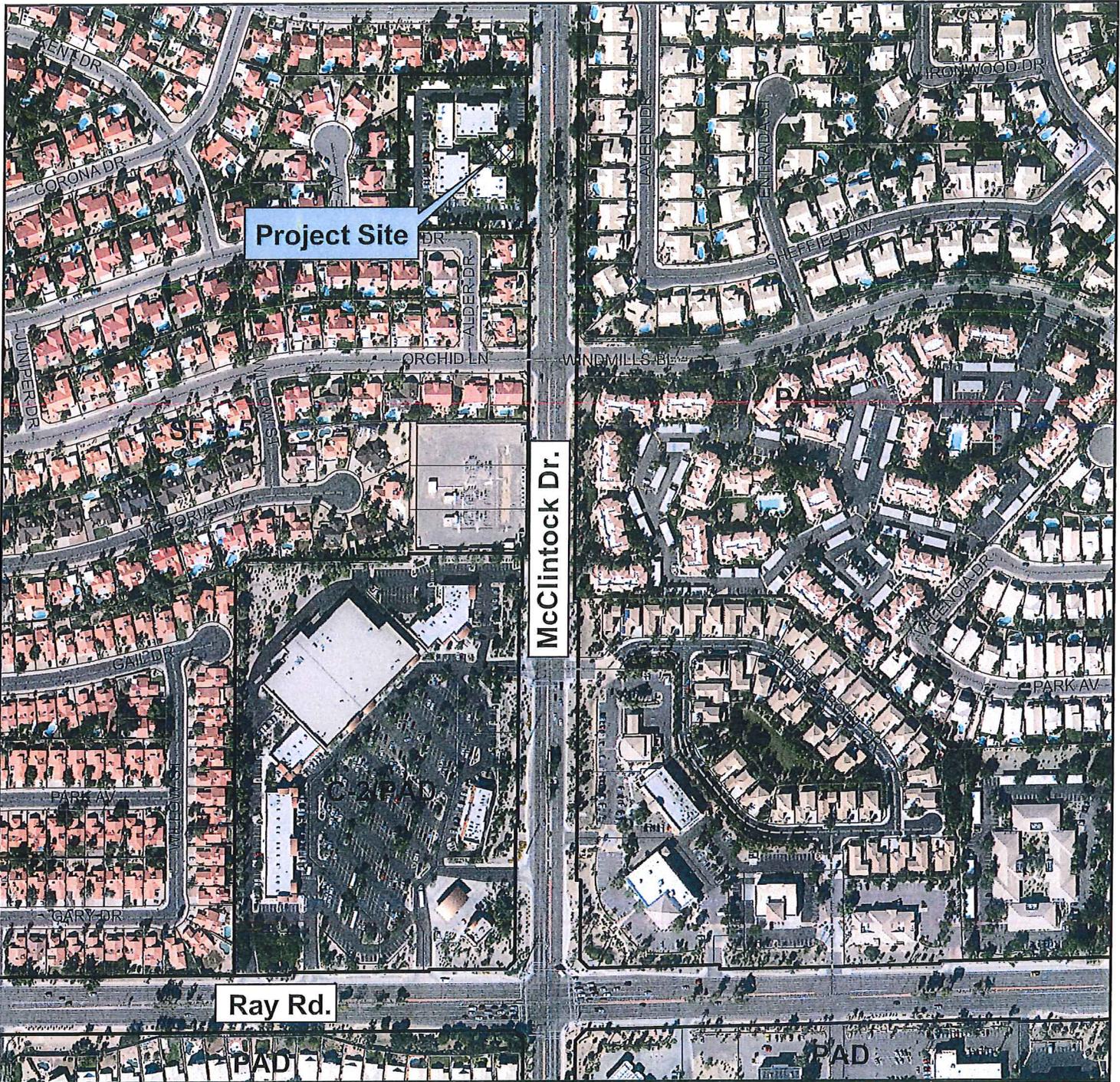
November 2, 2016

**PROPOSED MOTION**

Motion Planning Commission to recommend approval of Liquor Use Permit case ZUP16-0017 UPTOWN BRIDAL & BOUTIQUE, subject to the conditions as recommended by Planning Staff.

**Attachments**

1. Vicinity Maps
2. Narrative
3. Site Plan
4. Floor Plan
5. Letter from Property Owner's Association with exhibit



**Project Site**

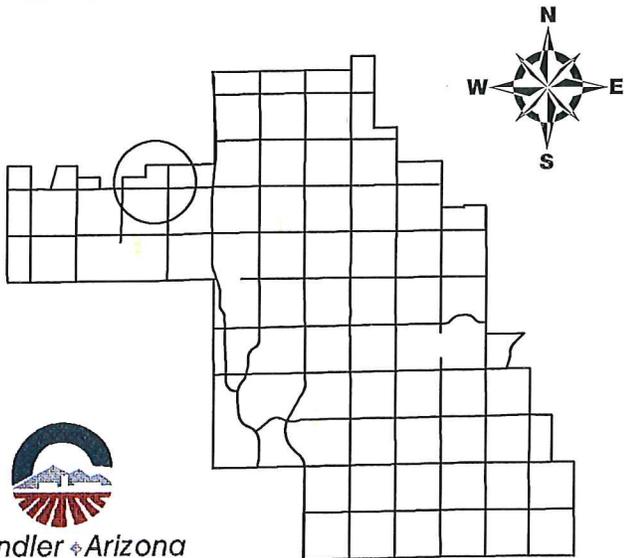
**McClintock Dr.**

**Ray Rd.**

**PAD**

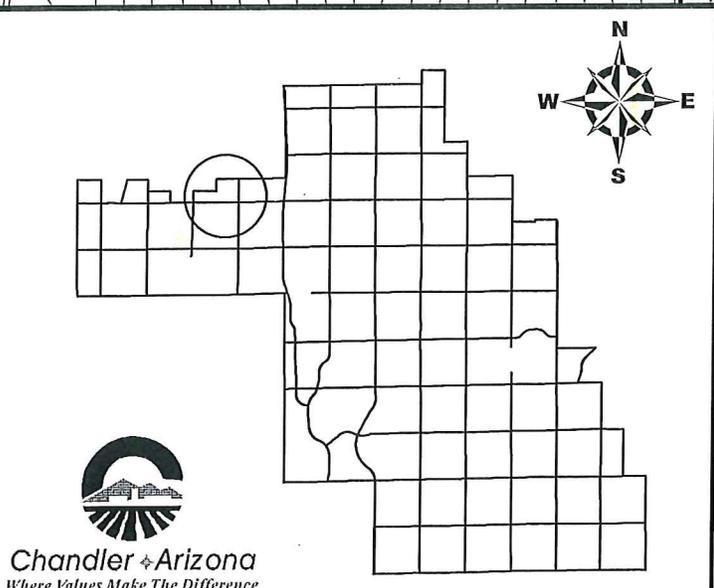
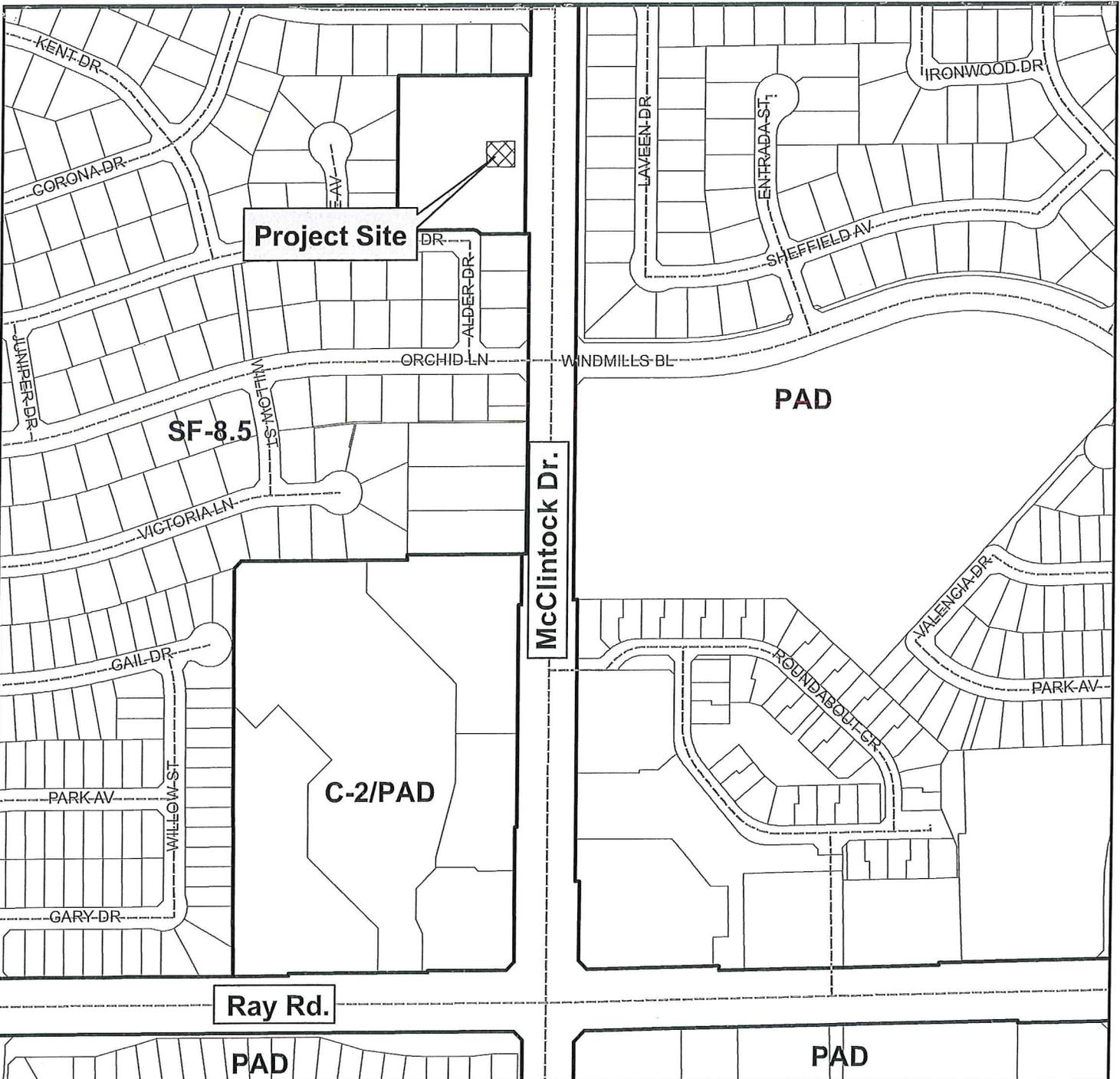
**PAD**

## Vicinity Map



**ZUP16-0017**

**Uptown Bridal & Boutique**



## Vicinity Map


ZUP16-0017

### Uptown Bridal & Boutique

CITY OF CHANDLER 9/28/2016

## EXECUTIVE SUMMARY

### Venture Description

After 10 years of successful business practice, Uptown Bridal looks to refine and revolutionize the bridal gown shopping experience. Established in 2006, Uptown Bridal has become the destination location for Arizona brides leading the industry in customer service based awards, national recognition, community presence, and profitable success. Our next venture will be to develop our original concept by further heightening the provided service with an exclusive and private retail experience.

### PRODUCT/SERVICE

#### Purpose

Uptown Bridal will be an appointment-based celebratory bridal consultation & shopping experience. An appointment fee will be charged to allow Uptown Bridal to exceed comparable experiences presented by current competition in the bridal gown market. An Uptown experience is planned to include...

- Catered food and beverage
- Private personalized appointment
- Expert wedding consultant
- Photography of the event
- Exclusive designer wedding dresses
- Luxurious boutique and dressing rooms

### OPERATIONS

#### Facility

Uptown Bridal looks to purchase the historic, free-standing building at 1300 N McClintock Drive to serve as a destination location. Our current location is a public retail venue and we're looking to evolve into a more private exclusive environment to cater to the demands of our higher end clientele. Individuals with appointments will visit the location during pre-scheduled operational hours of Tuesday- Saturday 10 am- 6 pm. Guests will enter by appointment only - limiting occupancy, parking, and traffic.

Our facility will include:

Reception/Greeting entry	Guest waiting area
Mirrored showcase space	Wedding Dress showroom
Dressing room	Stockroom
Office	Restrooms
Self-Service Kitchen	

#### Working staff

We presently have 2 owner/managers and 3 part time wedding consultants. To ensure the highest quality of service, we will schedule one manager and one wedding consultant per appointment.

### Conclusion

Uptown Bridal will provide brides the opportunity to have a private wedding dress consultation appointment and high-end exclusive shopping experience in a historic beautiful boutique to share it with family and friends.

Sincerely,

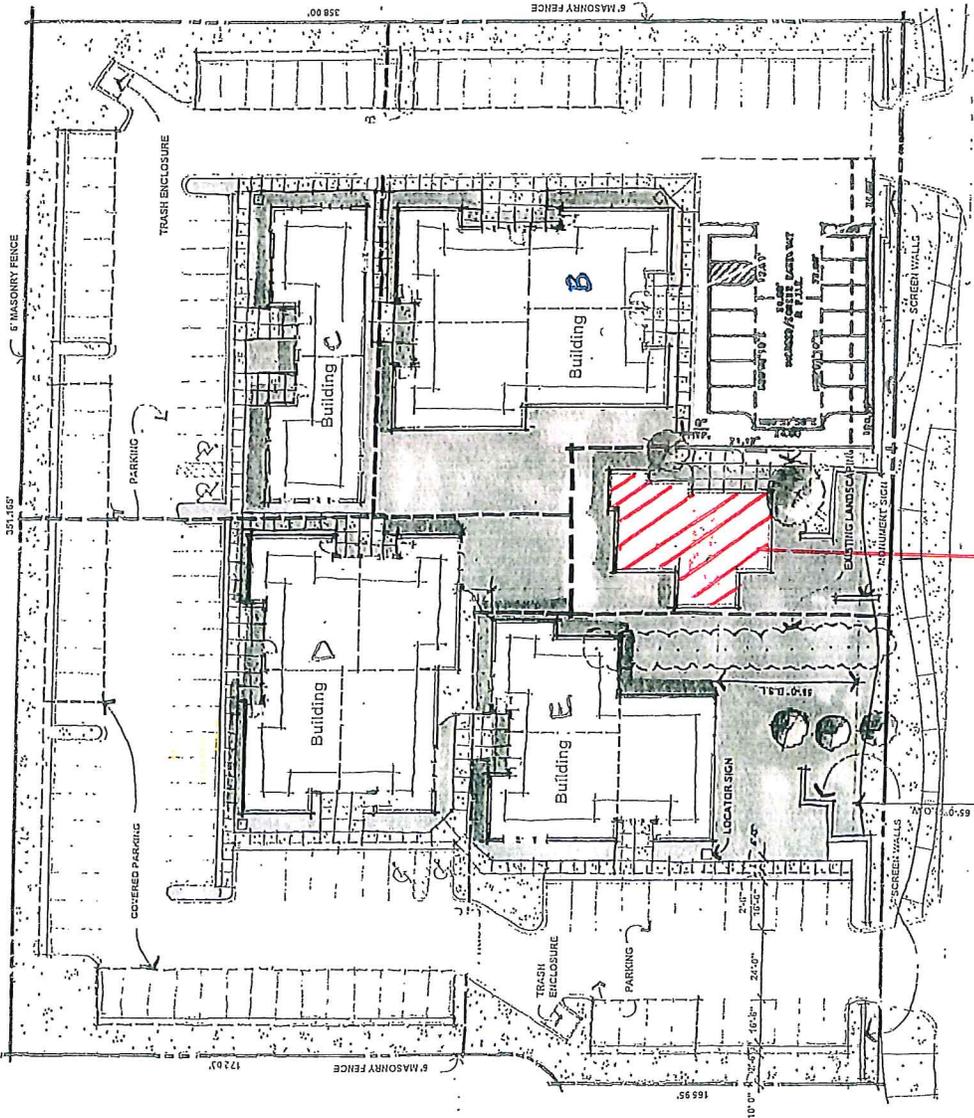


Dianne Everson  
Owner & Founder  
Uptown Bridal & Boutique

Nicole Gould  
Owner & Manager  
Uptown Bridal & Boutique



Tonia Tinker  
Owner & Manager  
Uptown Bridal & Boutique



North →

South McClintock Drive

Subject Site

Building Area

- Building B 6,000 S.F.
- Building C 3,000 S.F.
- Building D 4,500 S.F.
- Building E 6,000 S.F.
- Subject Site 2,128 S.F.

Parking

- General Office 4500/250 S.F. 18
- Medical Office 15000/150 S.F. 100
- Proposed Retail 2128/250 S.F. 9

Required Parking

127

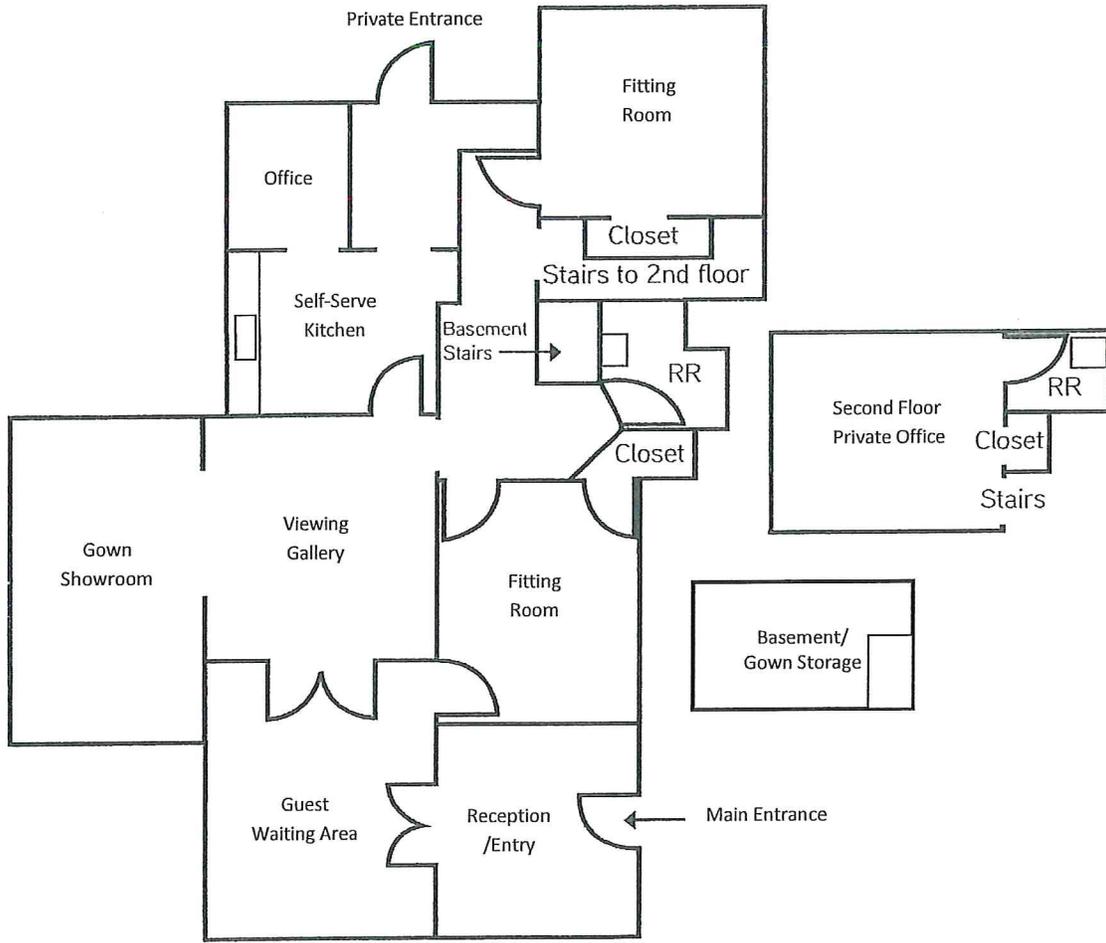
Provided Parking

134



# Uptown Bridal & Boutique- Proposed Space Usage

## McClintock Professional Plaza- Floor Plan



N. McClintock Drive

# VPM

VICTORIA PROPERTIES MANAGEMENT, LLC

September 20, 2016

Mrs. Dianne Everson  
Uptown Bridal & Boutique  
11 W. Boston Street, Suite 3  
Chandler, AZ 85225

RE – Board Approval for Potential Purchase of Building A at 1300 N McClintock Road

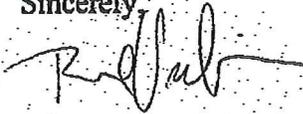
To Whom It May Concern:

The Board of Directors for McClintock Professional Plaza was made aware of your intent to purchase the above referenced property to operate a wedding dress boutique.

Although this type of business borders zoning and business requirements, the Board of Directors feels this type of business would be well suited to the space and the property. The Board approved your business to operate as detailed in the business plan, see attached Exhibit A.

If you have any questions please feel free to contact association Vice President, Paul Varda at (480) 688-4529 or the Property Manager, Dorothy Madrid at 480-776-5906.

Sincerely,



Paul Varda  
Board President  
McClintock Professional Plaza



Dorothy Madrid  
Association Property Manager  
Victoria Properties Management

# **Uptown Bridal & Boutique, LLC**

**BUSINESS PLAN**  
**September 2, 2016**

**EXECUTIVE SUMMARY**

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| Self-Service Kitchen     |                        |

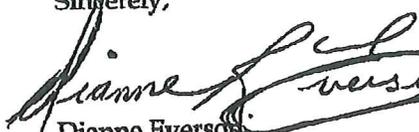
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