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MEMORANDUM **Planning and Development – PZ Memo No. 09-116**

DATE: OCTOBER 26, 2009

TO: PLANNING AND ZONING COMMISSION

THRU: PATRICK MCDERMOTT, ASSISTANT CITY MANAGER
JEFF KURTZ, ASSISTANT PLANNING & DEVELOPMENT DIRECTOR
KEVIN MAYO, ACTING PLANNING MANAGER

FROM: JODIE M. NOVAK, MEP, SENIOR CITY PLANNER

SUBJECT: PDP09-1002 SAM'S CLUB #4927 (ARIZONA AVE.)

Request: Request Preliminary Development Plan (PDP) approval to allow outdoor vehicle display at an existing retailer

Location: 1375 South Arizona Avenue, east of the northeast corner of Arizona Avenue and Willis Road

Owner: Sam's Club West, Inc.

Applicant: Member Services Inc. - Michael Jordan/Mike Nonini

RECOMMENDATION

Staff, finding consistency with the General Plan and Planned Area Development (PAD) zoning, recommends approval subject to conditions.

BACKGROUND

Sam's Club is the major anchor on the south half of the Santan Gateway regional commercial center at the northeast corner of Arizona Avenue and Willis Road. Santan Gateway received Planned Area Development (PAD) zoning with Preliminary Development Plan (PDP) for a retail development in 2003. Sam's Club offers its members an auto buying program and contracts with local auto dealerships to display vehicles. The application requests an amendment of the existing PDP site layout approval in order to add an auto display area adjacent to the entrance of the Sam's Club store.

The auto display will showcase a single vehicle in order to advertise its member's auto discount program. The auto display area will be in a designated area on the existing paved walkway/entrance area prior to the main entrance and exit doorways. There are two 7' wide by 14' long auto display areas presented on the Development Booklet's site plan. The applicant prefers vehicles be displayed in the area noted as "B"; however, if Planning Commission has concerns with this location, the vehicle will be displayed in the area noted as "A". Inserted in the back of the Development Booklet are photographs of display area "A", where vehicle display has occurred prior to this PDP application.

The particular auto that is displayed is one of numerous available through the auto buying program, and all sales are conducted at an off-site dealership that has contracted with Sam's Club for the display. Local dealerships are contracted for a specific period of time to showcase a vehicle. When that time ends, a different dealer will then showcase a car from their dealership. Auto dealerships are also required to complete applications with the Motor Vehicle Division for auto display at retailers, which is then forwarded to the City for review and approval.

Typically, Planning Staff would request additional landscape planters or shade screening in conjunction with the display area; however, this site has existing landscape planter pots around the decorative pavement area and the area is shaded in the earlier part of the day. There are no proposed site layout or architectural changes proposed with this request. Either of the proposed locations would appropriately provide for a display area, Planning Staff supports the request for display area "B".

The area provides plenty of pedestrian access to and from entrance and exit doorways. The main access area is unique from other stores in that it is angled and setback from drive aisles. The auto display will not negatively impact pedestrian circulation near the store entrance and exit given the display area is small in size and for one vehicle. The car is exterior viewing only, customers are not able to access the car. Planning Staff finds this request for an auto display area to be an appropriate amendment to the site layout at this location.

PUBLIC/NEIGHBORHOOD NOTIFICATION

- This request was noticed in accordance with the requirements of the Chandler Zoning Code.
- The applicant held a neighborhood meeting on September 14, 2009. No on attended other than the applicant.
- At the time of this writing, Planning Staff has received no telephone calls or letters from citizens opposed to this proposal.

RECOMMENDED ACTION

Planning Staff, upon finding consistency with the General Plan and Planned Area Development (PAD) zoning, recommends approval of PDP09-1002 SAM'S CLUB #4927 (ARIZONA AVE.), subject to the following conditions:

1. Development shall be in substantial conformance with Exhibit A, Development Booklet, entitled "Sam's Club #4927", kept on file in the City of Chandler Planning Services Division, in File No. PDP09-1002, except as modified by condition herein.

2. The display area shall be limited to one vehicle located in display area "B" as represented.

3. Expansion or modification beyond the approved Development Booklet exhibits shall require new PDP application and approval by City Council.

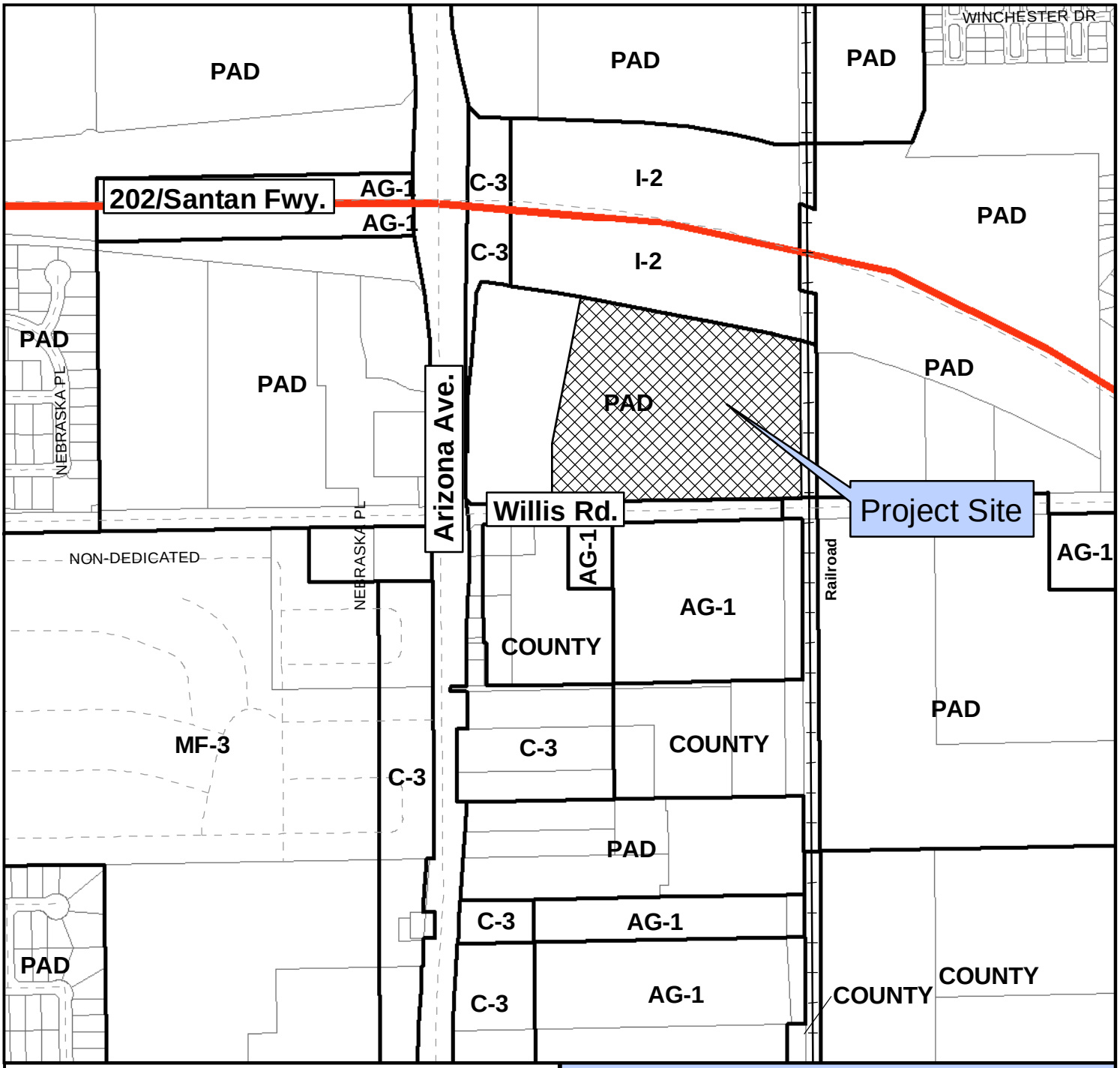
4. The site shall be maintained in a clean and orderly manner.

PROPOSED MOTION

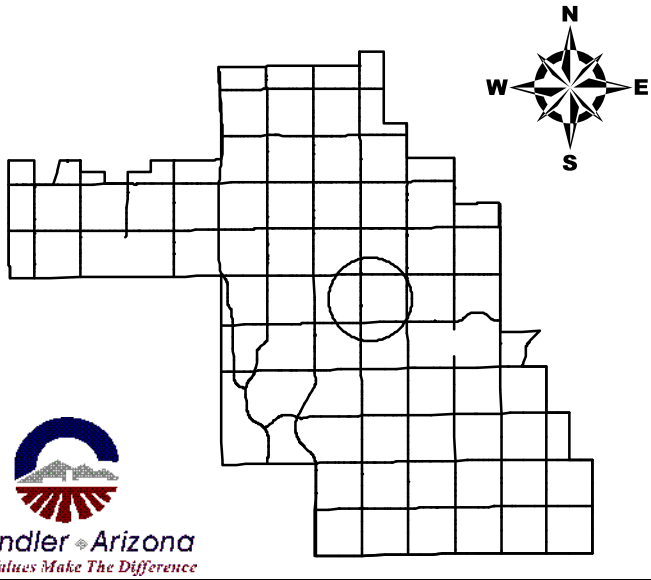
Motion to recommend approval in case PDP09-1002 SAM'S CLUB #4927 (ARIZONA AVE.), request to amend Preliminary Development Plan (PDP) to allow an auto display area, subject to the conditions recommended by Planning Staff.

Attachments

1. Vicinity Maps
2. Narrative
3. Site Plan
4. Display Plan
5. Development Booklet



Vicinity Map



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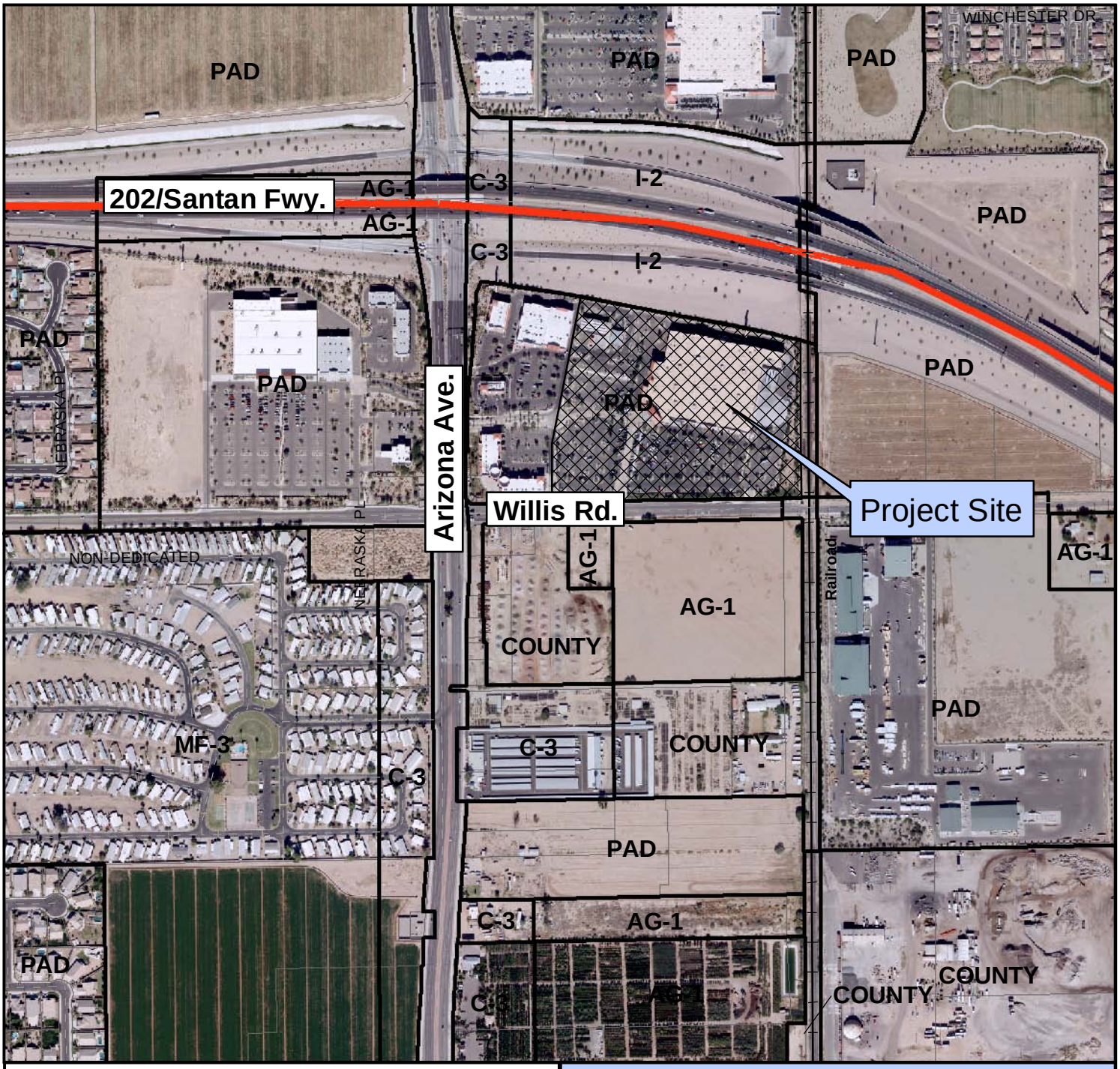
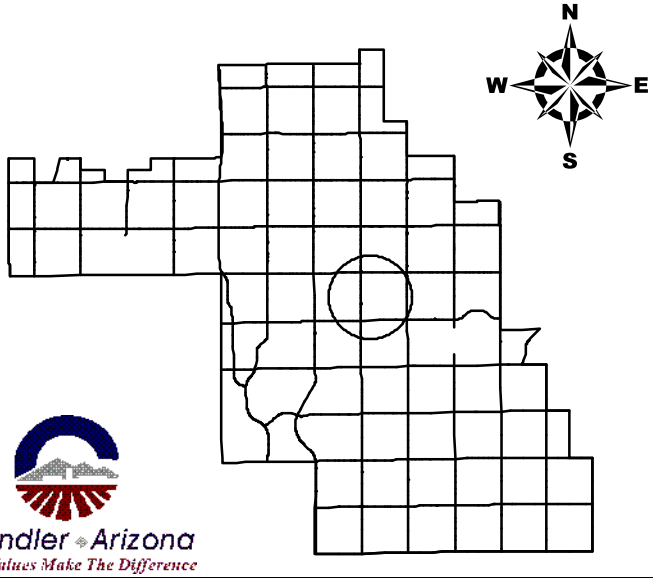
PDP09-1002

Sam's Club
(Arizona Avenue)

CITY OF CHANDLER 8/17/2009



Vicinity Map



Chandler Arizona
Where Values Make The Difference

PDP09-1002

Sam's Club
(Arizona Avenue)

CITY OF CHANDLER 8/17/2009

Requested Amendment to Preliminary Development Plan

NARRATIVE

Request:	Amendment of existing Preliminary Development Plan (PDP) in order to add a designated auto display area near entrance of an existing retail store
Location	1375 S. Arizona Avenue, Chandler (Free-standing Building) South of San Tan 202
Owner:	Sam's Club Wholesale Warehouse
Applicant.	Member Services, Inc. – National Administrator for Sam's Club Auto Program

There are currently 16 Sam's Club locations in state of Arizona; 12 of which are in Maricopa County, *including this 1 of 2 Sam's Clubs in Chandler, Arizona*

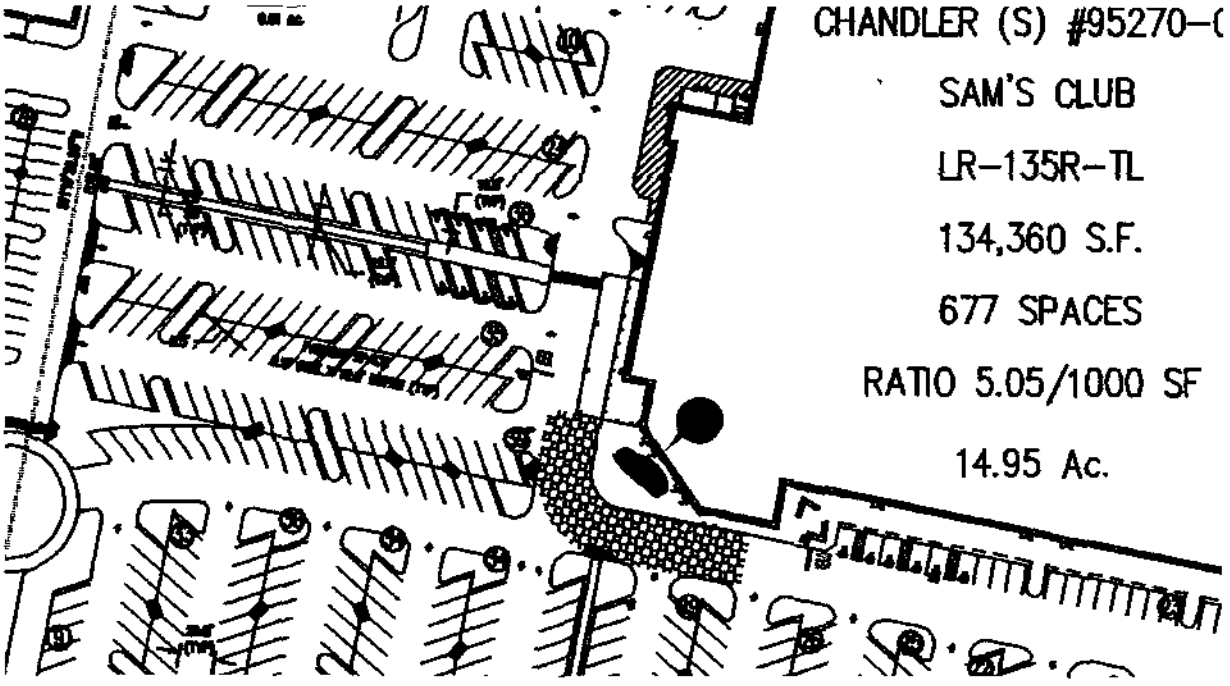
Our application requests amendment to existing Preliminary Development Plan (PDP) approval in order to add a designated auto display area adjacent to (within view of) the entrance/exit area of our Sam's Club located on South Arizona Avenue. The auto display will showcase a single automobile immediately adjacent to (but within view of) the main entrance in order to advertise the auto discount program – a *member benefit – to Sam's Club members. The particular auto to be displayed is to serve as a physical* example of the numerous vehicles available through the national program Any and all actual selling or sales of display vehicles are conducted at an off-site auto dealership that has contracted with Member *Services, Inc. / Sam's Club for the promotional advertising.*

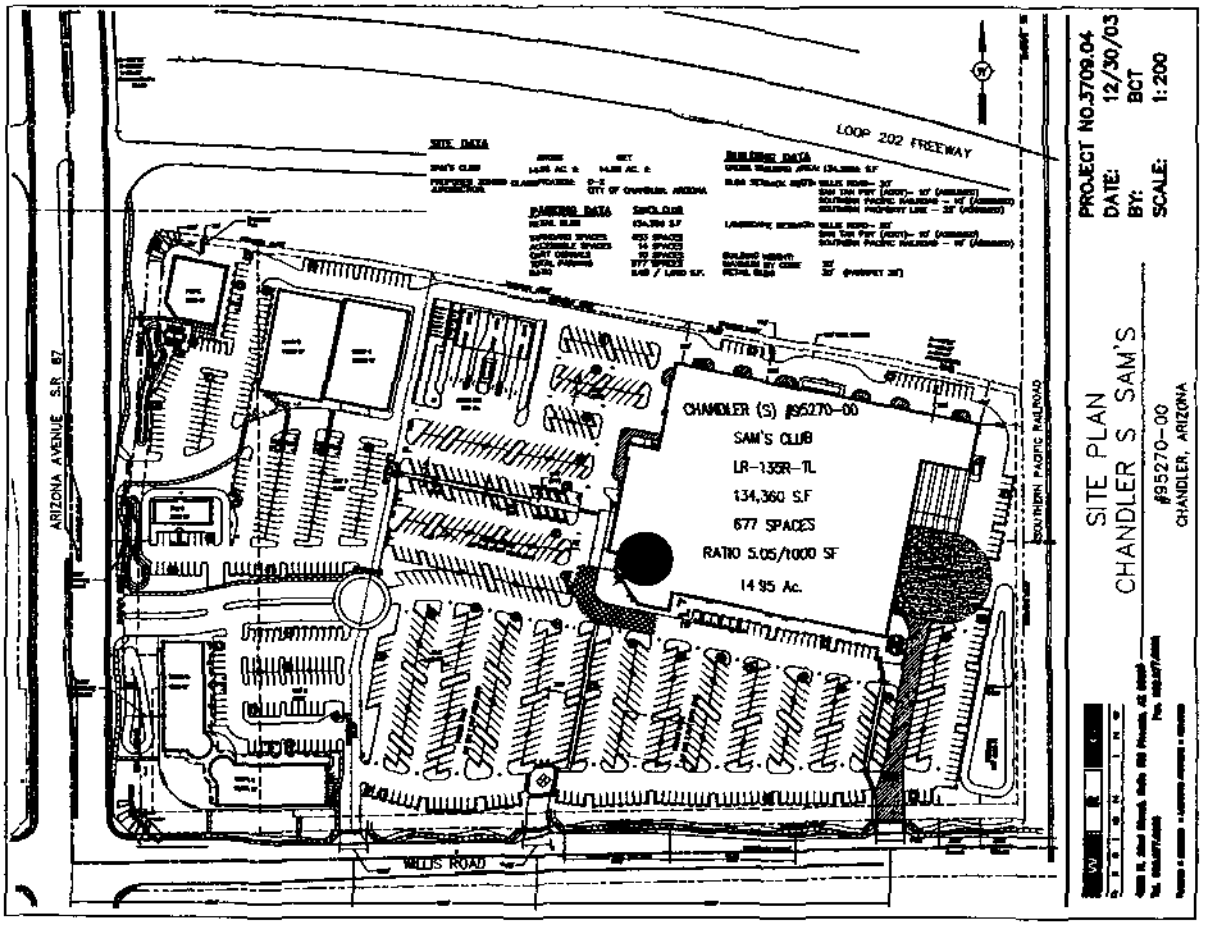
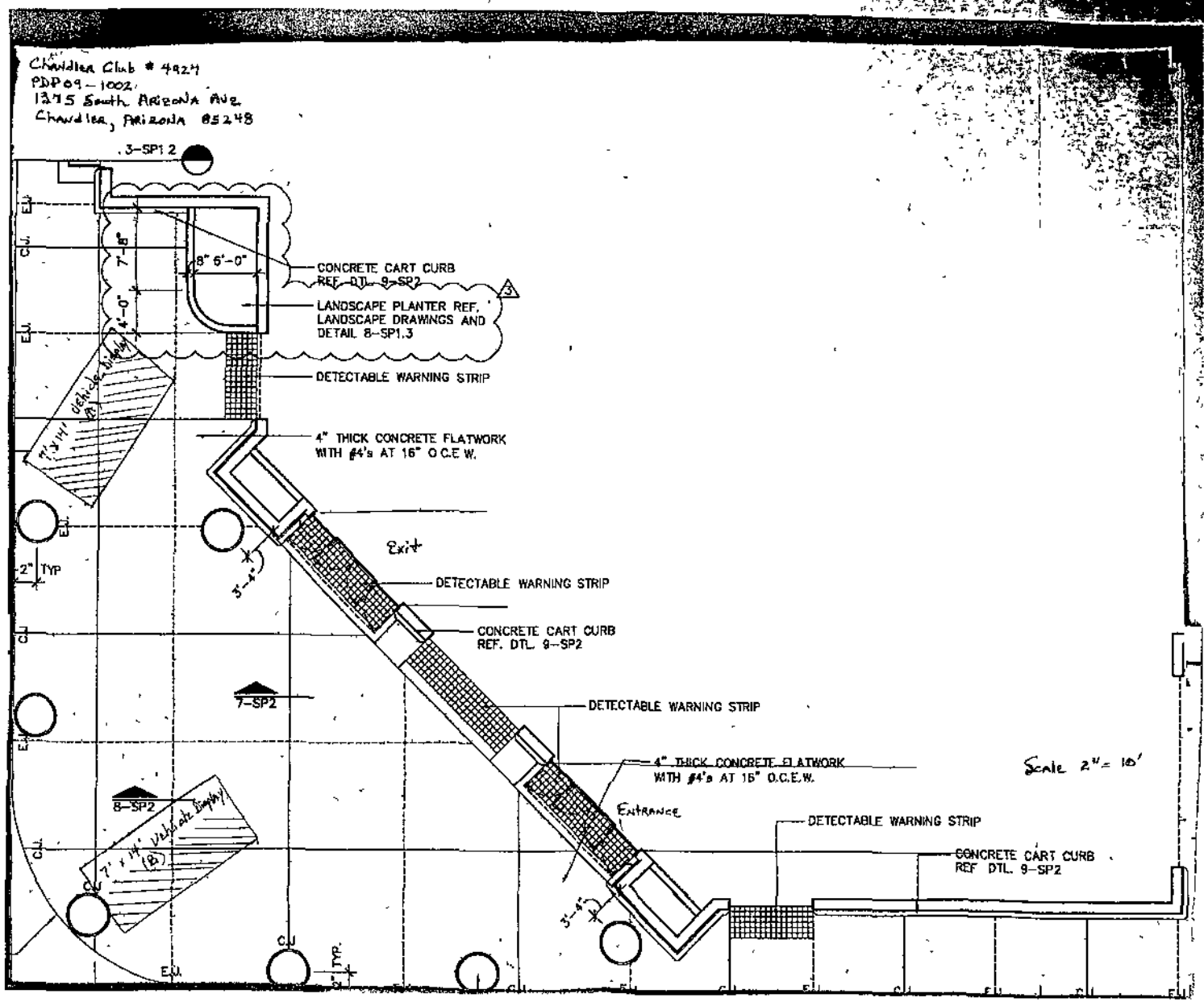
In the case of this specific location request, there are existing large structural stone and concrete pillars/arches and large concrete tree planters spaced incrementally in the immediate area where we are requesting the designated auto display area to be. These existing stone and concrete pillars and concrete tree planters will serve to both partially protect the designated display area and partially *screen the vehicle from parking lot view.*

The designated auto display area needs to be located adjacent to – and within view of – our club entrance / exit area to satisfy our contractual advertising obligations of the national program There are two suggested areas on the detail display layout and only one is used Designated area "A" and "B" both allow for pedestrian circulation from the entrance, exit and parking lot

Moreover, this requested single vehicle display area is an integral aspect of the Sam's Club member discount program in over 600 Sam's Club locations nationwide, and plays an important role in the benefit of discounts offered to our valued club members and their families.

Sam's Club Store # 4927





Chandler Club # 4924
PDP09-1002
1275 South Arizona Ave.
Chandler, Arizona 85248