



MEMORANDUM Transportation & Development – CC Memo No. 12-130

DATE: OCTOBER 8, 2012

TO: MAYOR AND CITY COUNCIL

THRU: RICH DLUGAS, CITY MANAGER *RD*
 PATRICK MCDERMOTT, ASSISTANT CITY MANAGER *PM*
 R.J. ZEDER, TRANSPORTATION & DEVELOPMENT DIRECTOR *RJZ*
 JEFF KURTZ, PLANNING ADMINISTRATOR *JK*
 KEVIN MAYO, PLANNING MANAGER *KM*

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

SUBJECT: PDP12-0009 THE PROMENADE AT FULTON RANCH FARMERS MARKET

Request: Preliminary Development Plan (PDP) approval to allow an outdoor farmers market within a parking area of an existing retail shopping center to occur on a permanent basis

Location: Northeast corner of Alma School Road and Chandler Heights Road

Applicant: Josh Hendricks, RED Development

RECOMMENDATION

Upon finding consistency with the General Plan, Planning Commission and Planning Staff recommend approval of the Preliminary Development Plan (PDP), subject to conditions.

BACKGROUND

The application requests PDP approval to allow an outdoor farmers market within an existing parking area at an existing retail shopping center, The Promenade at Fulton Ranch. The farmers market has been operating under a Temporary Special Events Permit for a few months. This shopping center is bounded on the north side by offices and to the east by residential condominiums. To the west across Alma School Road is a commercial shopping center, and to the south is a commercial and office development.

A PDP is requested to modify the site plan for this commercial center which was approved in the 2004 Fulton Ranch zoning case. The farmers market use is a permitted use indoors only, outdoor uses are subject to zoning approval. In this case with Planned Area Development (PAD) zoning

on the property, a PDP request is necessary to review and approve the location and design of the outdoor market.

The outdoor farmers market is located within a larger parking area that serves the whole center. There are a couple of surrounding buildings including a bank and an inline shops building. The farmers market includes approximately 49 parking spaces. There are approximately 15 to 25 vendors in the summer and 35 to 49 vendors in the cooler months. Each vendor sets up tables, booths, tents, and the like to market food, produce, and products occupying approximately one parking space each or larger as approved by the farmers market coordinator. Currently, operation hours for the farmers market are every Saturday from approximately 7 a.m. to 11 a.m. in the summer and 8 a.m. to 1 p.m. in the cooler months. However, the farmers market intends to change these hours possibly starting in the afternoon and extending into the evening when other businesses are still open. Hours may vary to allow for setup and take down of the market each day as well as changes due to weather. The shopping center has more parking spaces than required by Zoning Code, thus the farmers market occupying about 50 parking spaces does not impact required parking.

The farmers market may include additional uses or activities such as food truck dining events, charitable events and fundraisers, and the like. The applicant is exploring opportunities for local school or non-profits to promote their causes and/or fundraising at the farmers market. For one time events with live entertainment, music, bands, and the like as well as additional tents for events may require a separate Temporary Special Events Permit. Outdoor cooking by vendors or food trucks may require additional approval through a Temporary Special Events Permit. These types of events are to be coordinated with the City's Neighborhood Resources Department.

DISCUSSION

Farmers markets are becoming more popular in the East Valley and this is the first one that has been operating in a retail shopping center in Chandler. Farmers markets offer small businesses and online businesses to sell retail goods and food products. Most farmers markets in the Phoenix area are held outdoors with each business setting up their tent area, tables, and displays. The location within The Promenade at Fulton Ranch is appropriate and does not conflict with parking for other tenants or cause vehicular access issues.

PUBLIC/NEIGHBORHOOD NOTIFICATION

- This request was noticed in accordance with the requirements of the Chandler Zoning Code.
- A notification letter in lieu of a meeting was mailed to area property owners advising of this request since the farmers market has already been operating and Planning Staff is not aware of any complaints or concerns.
- At the time of this writing, Staff has received one call in support and is not aware of any concerns or opposition.

PLANNING COMMISSION VOTE REPORT

Motion to Approve.

In Favor: 7 Opposed: 0

Commission requested the addition of Condition No. 2 regarding special and seasonal events.

RECOMMENDED ACTION

Upon finding consistency with the General Plan, Planning Commission and Planning Staff recommend approval of PDP in case PDP12-0009 THE PROMENADE AT FULTON RANCH FARMERS MARKET subject to the following conditions:

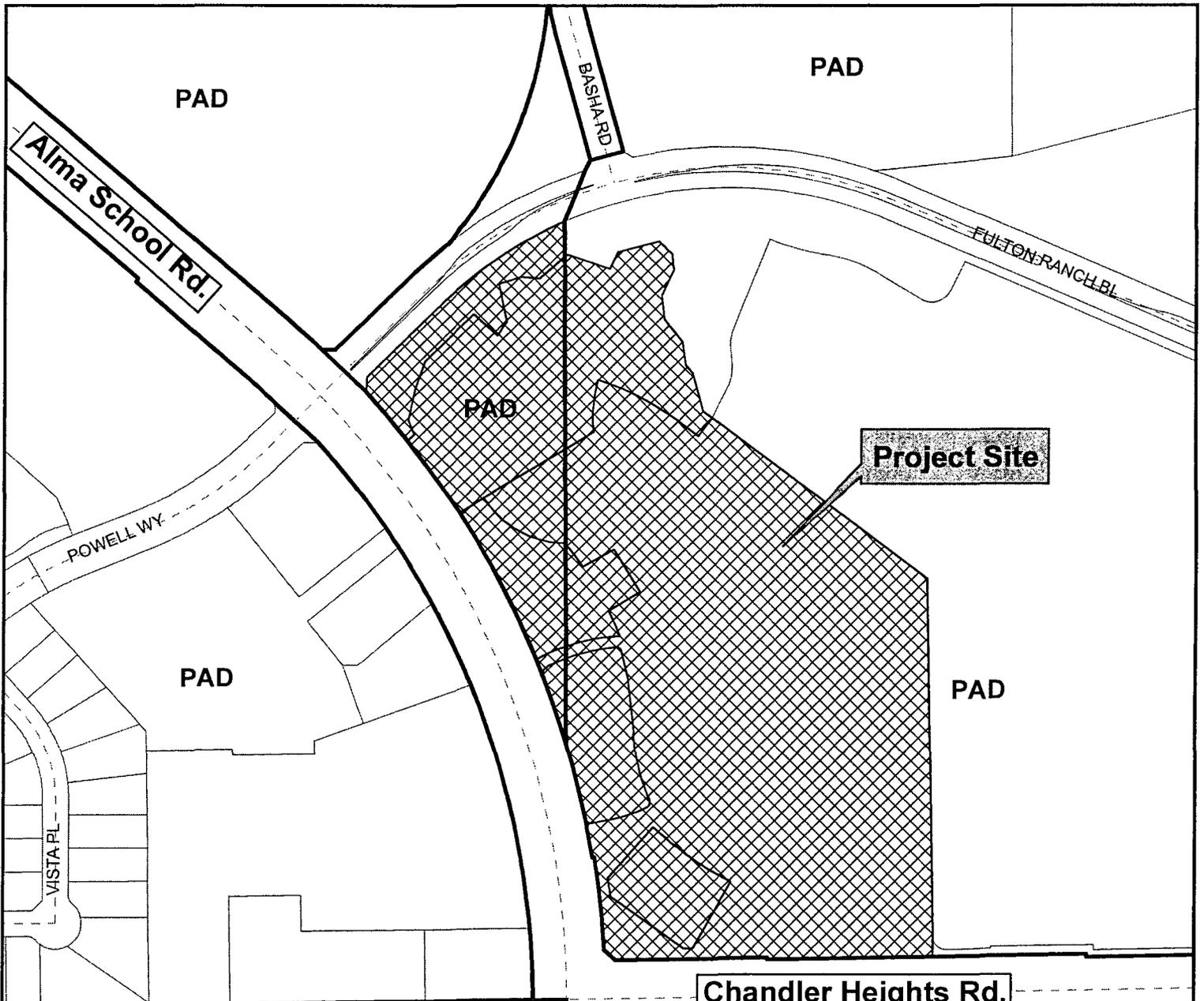
1. Development shall be in substantial conformance with application materials (site plan, narrative), except as modified by condition herein.
2. Live entertainment, special events, or seasonal events may require separate Temporary Special Event Permit approval through the City's Neighborhood Resources Department.

PROPOSED MOTION

Move to approve zoning case PDP12-0009 THE PROMENADE AT FULTON RANCH FARMERS MARKET, subject to the conditions recommended by Planning Commission and Planning Staff.

Attachments

1. Vicinity Maps
2. Narrative
3. Overall Center's Site Plan
4. Site of farmer's market area
5. Photos



Chandler Heights Rd.

Project Site

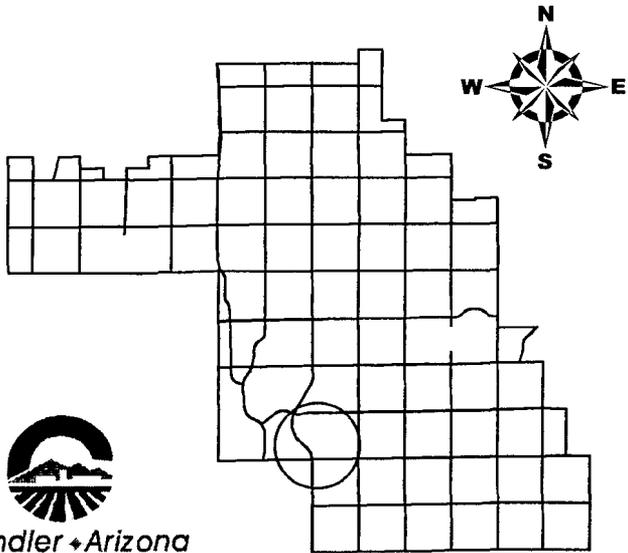
COUNTY

PAD

AG-1

CHERRYWOOD DR

Vicinity Map



PDP12-0009

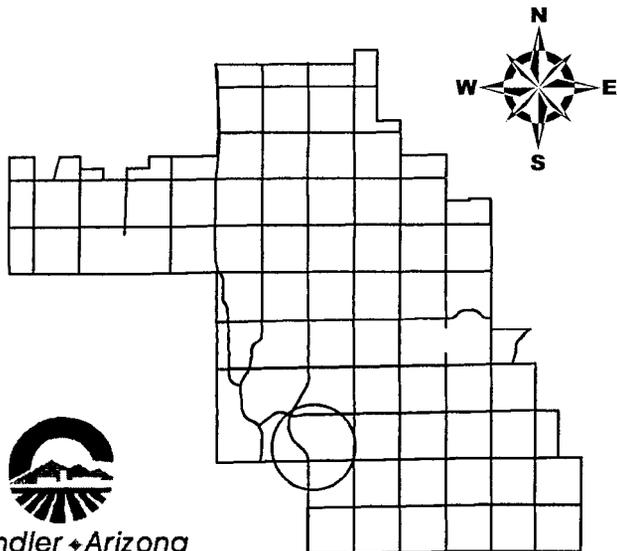
**The Promenade at Fulton Ranch
Farmer's Market**



Chandler • Arizona
Where Values Make The Difference



Vicinity Map



PDP12-0009

The Promenade at Fulton Ranch
Farmer's Market

The Promenade of Fulton Ranch - Weekly Farmers' Market

City of Chandler - PDP Application

PDP12-0009

UPDATED Sept. 27, 2012

The Promenade at Fulton Ranch Farmers' Market currently brings local produce and unique vendors to the Chandler community each Saturday from approximately 8am – 1pm. Vendors setup tables/booths along with temporary tents to display and sell their products. Approximately 15 – 25 vendors are on-site during markets within the summer months and 35 – 49 vendors will be on-site during fall, winter and spring months. Currently the market is operating under a TSEP.

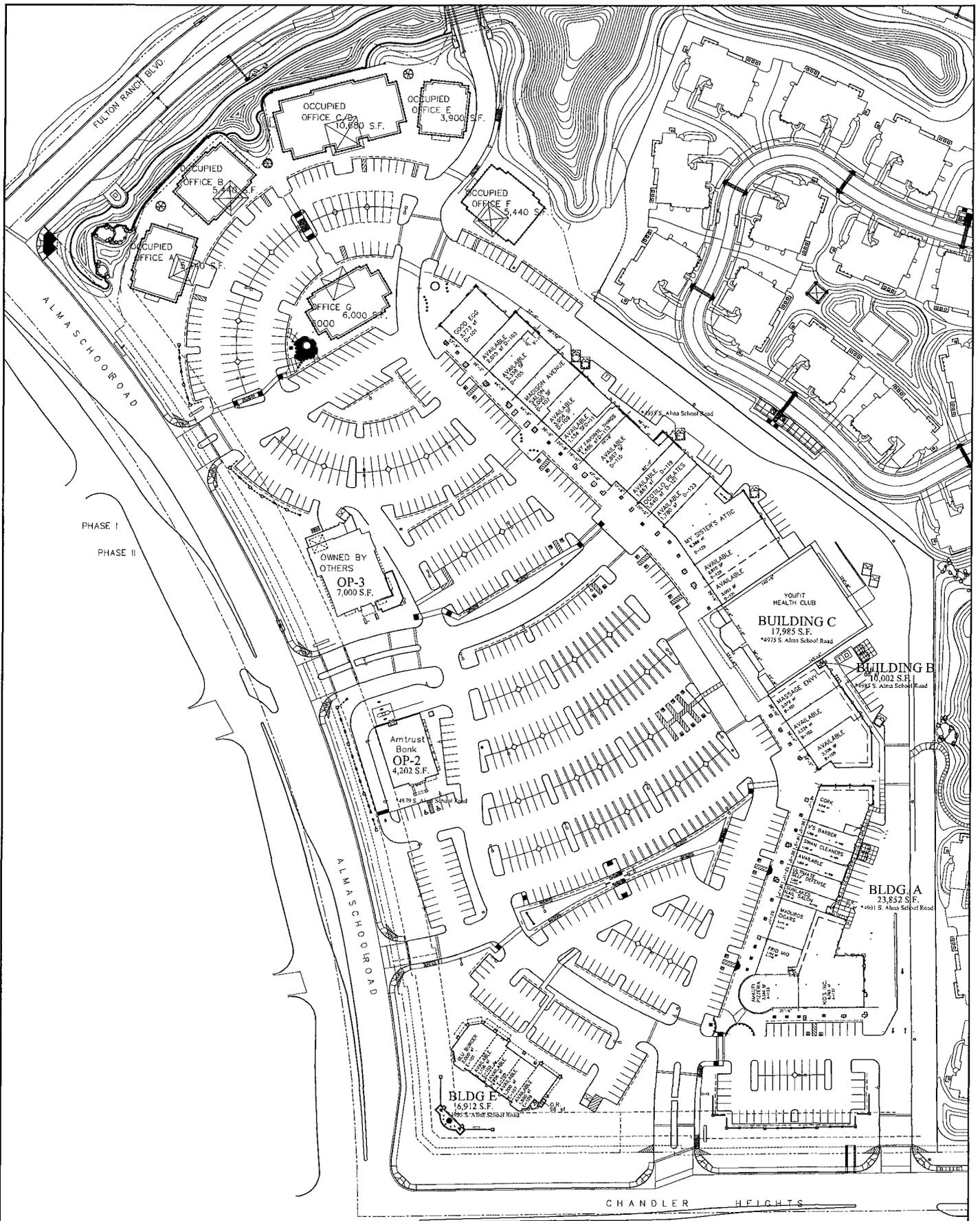
The Promenade at Fulton Ranch is working with Chris Ray of Ray's Market to coordinate each farmers' market. Chris has an extensive list of vendors with whom he reaches out to including but not limited to: jewelry, organic produce, art, jams, bread, olive oils, honey, nuts and candies, coffee/teas, salsa and dog treats. The vendors are contained to their booth/table and provide their own source of power, if needed. The tenants at The Promenade also have the opportunity to have a presence at the farmers' market through either a table/booth or distributing flyers about their store/restaurant.

The proposed space is 1,800 sq. ft. and consists of 49 parking spaces. The space is just east of AmTrust Bank and does not interfere with customer parking for the shops and restaurants or traffic flow. Each vendor is allowed one parking space to set up their displays/shop unless otherwise approved by Ray's Market. Moving forward, it is anticipated that the hours of operation, including setup and take down, will typically be between 2:00 pm and 8:00 pm on the days that the farmers' market occurs. Additional flexibility is requested through this application as it relates to the hours of operation to adjust as necessary to the change in seasons and amount of daylight.

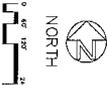
Additionally the farmers market may include additional uses or activities such as food truck dining events, charitable events and fundraisers, and the like. We are currently exploring the possibility of partnerships with local schools or non-profits as a way to bring awareness to their cause and cross-promote during the cooler months. Non-profits may potentially use the weekly markets as a platform to fundraise or to market their school/charity programs. This could involve setting up tables during the event to collect donations or distribute marketing materials about their cause.

The Promenade Farmers' Market is currently advertised through ads in the Chandler Republic, SanTan News and on The Promenade at Fulton Ranch's website. Also monthly e-Newsletters are sent to 2,000 subscribers. Ray's Market also includes information about the market on their website.

Narrative



PHASE I
PHASE II



SCALE	NOT TO SCALE
UPDATED	04 AUG 12
PROJECT OPENED	08 AUG 07

NOTE:
DIMENSIONS SHOWN ON THIS PLAN ARE SUBJECT TO CHANGE BASED ON CONTINUED LEASING ACTIVITY. DIMENSIONS ARE FROM LEASE LINES TO LEASE LINES AND DO NOT REFLECT CONSTRUCTION DOCUMENT DIMENSIONS.

RED
RED DEVELOPMENT, LLC
KANSAS CITY, MO 64112
(816) 777-3500 OFFICE
WWW.REDDEV.COM/REDENR.COM

RED
RED
Services

PROJECT DESIGNER

THE PROMENADE AT FULTON RANCH

CHANDLER, AZ

SITE PLAN

THE PROMENADE
AT FULTON RANCH

overall center's site plan

The Promenade Farmers' Market At The Promenade at Fulton Ranch



Tables/booths

Siteplan of
Farmers Market



