



MEMORANDUM Transportation & Development – CC Memo No. 13-043

DATE: MARCH 28, 2013

TO: MAYOR AND CITY COUNCIL

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

FROM: ERIK SWANSON, CITY PLANNER *ES*

SUBJECT: ZUP13-0001 P2 PERFORMANCE PLUS

Request: Use Permit approval to allow the continued operation of a sports training facility within a Planned Industrial (I-1) District

Location: 1 N. Roosevelt Avenue, South of the southeast corner of Chandler Boulevard and Roosevelt Avenue

Applicant: Mike Perry; Whitneybell Perry, Inc.

Zoning: Industrial District (I-1)

RECOMMENDATION

This request is for Use Permit approval to allow the continued operation of a sports training facility within a Planned Industrial (I-1) District. Planning Commission and Staff, finding consistency with the General Plan and zoning, recommend approval subject to conditions.

BACKGROUND

The subject site is located south of the southeast corner of Chandler Boulevard and Roosevelt Avenue, within the Williams Road Business Park. A Use Permit for the site was approved in January 2012 to allow for a baseball training facility to operate within a Planned Industrial (I-1) District with conditions and a 1 year time limit. The business occupies approximately 6,540 SF of the entire 16,100 SF building.

The sports training facility is a by-appointment use geared towards individual and pair training sessions; however, once a month a team training activity does occur in which 10-12 clients may

be at the site. Generally the clients arrive either by themselves or by parent drop-off. The hours of operation are Monday through Friday from 4 p.m. to 10 p.m., and Saturday and Sunday from 7 a.m. to 5 p.m. Activities at the site include batting cages, strength and conditioning, speed, agility, and mental strength training. A weight room is also provided. Two collapsible batting cages are located in the larger warehouse portion of the site, and when not in use are collapsed and serve as the speed and agility training area.

DISCUSSION

Planning Commission and Staff are of the opinion that the personal service business is consistent with the intent of the General Plan in that the business is compatible with the surrounding businesses. P2 Performance Plus has demonstrated compatibility through minimal traffic generation and a lack of impact to adjacent businesses.

There are a few locations that have recently been approved by Council where recreational uses have located within a more industrial developed area; however in these instances specific criteria has been applied to the approval to ensure compatibility. P2 Performance Plus has operated in conformance with the approved conditions.

The applicant has stated as in the original Use Permit request, that this is not a permanent facility and they intend to grow out of it. For this reason they are requesting a 4-year time extension with the hope that they will have grown out of this facility in that time period.

PUBLIC/NEIGHBORHOOD NOTIFICATION

- This request was noticed in accordance with the requirements of the Chandler Zoning Code.
- A neighborhood notice was mailed out to property owners and Registered Neighborhood Organizations providing a contact for questions.
- As of the date of this memo, Staff is not aware of any opposition to this request.

PLANNING COMMISSION VOTE REPORT

Motion to approve:

In Favor: 5 Opposed: 0 Absent: 2 (Donaldson, Rivers)

RECOMMENDED ACTION

Planning Commission and Staff, upon finding consistency with the General Plan and zoning, recommend approval of ZUP13-0001 P2 PERFORMANCE PLUS Use Permit, subject to the following conditions:

1. The Use Permit shall remain in effect for four (4) years from the effective 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.
2. 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.
3. The Use Permit is non-transferable to another location.

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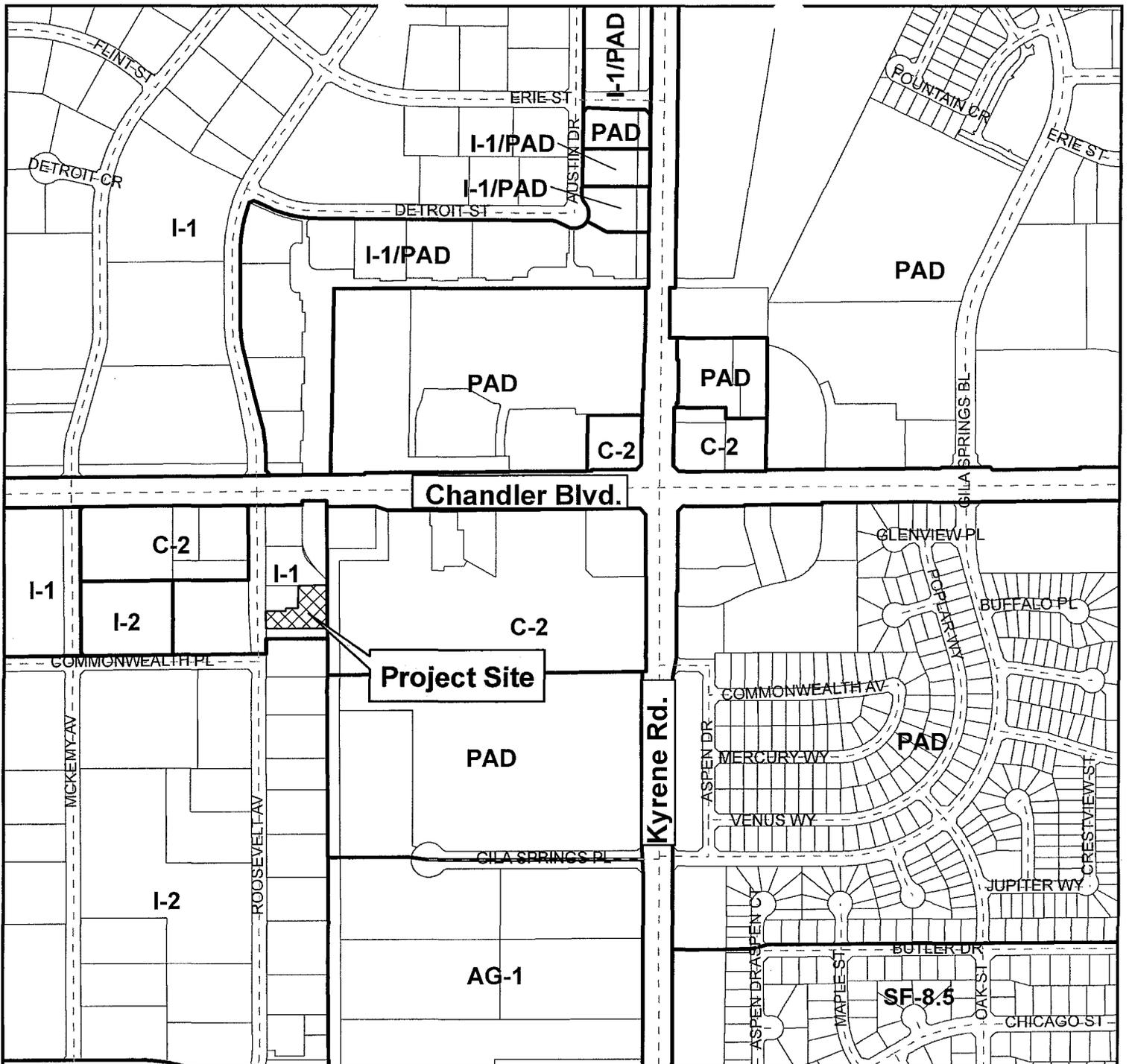
4. Use Permit approval does not constitute Final Development Plan approval; compliance with all applicable codes and conditions of the City of Chandler and this Use Permit shall apply.
5. The site shall be maintained in a clean and orderly manner.
6. The building owner shall not sublet any portion of the southern suite.

PROPOSED MOTION

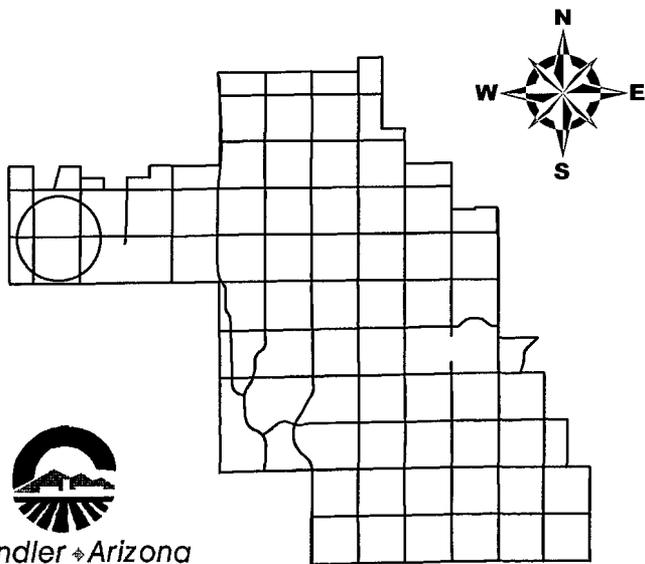
Move to approve Use Permit ZUP13-0001 P2 PERFORMANCE PLUS subject to the conditions recommended by Planning Commission and Staff.

Attachments

1. Vicinity Maps
2. Narrative
3. Aerial Map
4. Site Plan
5. Floor Plan

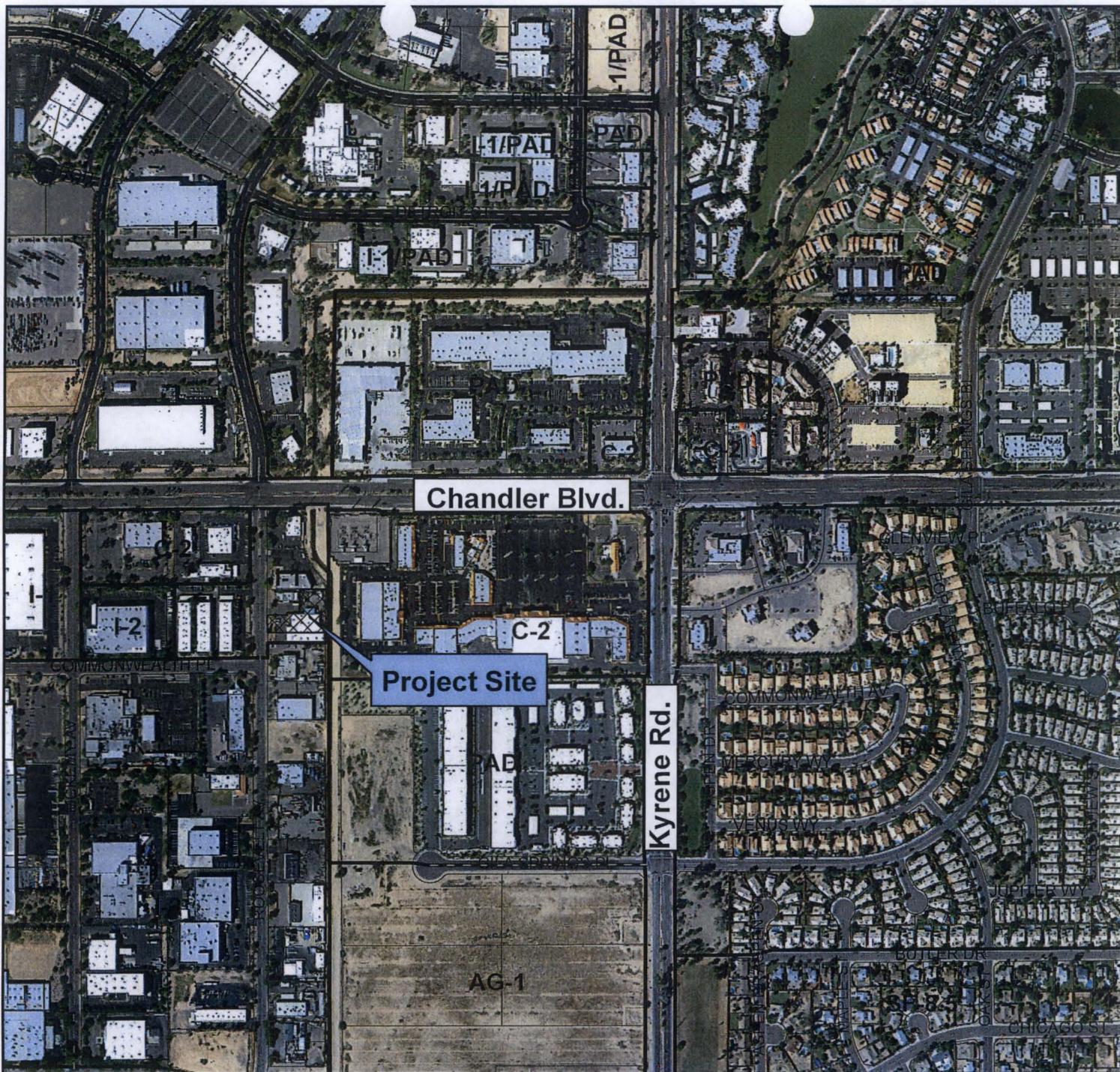


Vicinity Map



ZUP13-0001

P2 Performance Plus



Chandler Blvd.

Kyrene Rd.

Project Site

C-2

AG-1

Vicinity Map



ZUP13-0001

P2 Performance Plus



2

**PERFORMANCE
PLUS**

1-9-13

RE: P² Performance Plus (portion within Newgaard Mechanical Inc)

1 North Roosevelt Avenue

Chandler, AZ 85226

Narrative

To whom it may concern,

This application requests continuation of the 1 year Use Permit that is currently in effect. This request is for an additional 4 years to allow an instructional sports and athletic training facility temporary use of a portion of an existing office/warehouse located in an I-1 zoned district.

It is important to note that there have been no changes in the originally proposed use of the building or operation of P² Performance Plus, except one. This items that have not changed include the following –

- Sports oriented training
- All training sessions are scheduled
- Primary hours of operation are Monday – Friday, 4 pm – 10 pm; Saturday and Sunday, 7 am – 5 pm
- The majority of training is provided to individuals, pairs and a few small groups. Team training occurs only 1 time per month

The one item that has changed is that P² Performance Plus has purchased one pitching machine and it is operating in one of the hitting tunnels. **THIS MACHINE IS NOT A COIN OPERATED MACHINE**, but rather an electronic switch on or off. The reason for this purchase is for existing P² athletes to work on their hitting on their own. This time and use is scheduled. All coach training, as originally proposed, is hand tossed or thrown.

In addition, to the best of our knowledge, we have successfully managed and operated without incident related to the business. We have successfully cooperated with the businesses adjacent to the building to mutual satisfaction.

Based on this we are requesting continuation of the Use Permit for an additional 4 years.

By way of reminder, the following is the narrative originally provided.

P² Performance Plus provides opportunities for athletes to improve their athletic performance on all dimensions, these include physically, mentally, emotionally and spiritually. P² Performance Plus is unique in providing services in all major areas: sport specific skill development, strength and conditioning, speed, agility, quickness, and mental strength training. P² Performance Plus

provides appointment only personal training and instruction to individuals with a long history in training baseball athletes. Jay T. Roundy and Joseph T. Roundy, the founders of P² Performance Plus together bring over 60 years of combined athletic experience playing and coaching sports at all levels. In addition, Jay T. Roundy also served as a performance consultant/team psychologist at the college level and believes in providing mental skills training for all athletes. The programs are specially designed to meet individual, small group or team athletic performance goals. The primary market target group is high school athletes, and the business will not be open to the general public and no competitive events will take place.

JDSK LLC currently owns the property and Newgaard Mechanical Inc. occupies the 16,100 SF office/warehouse. The space currently contains two offices, each with a separate entry. The warehouse space was used to build ductwork for installation by Newgaard Mechanical. It is cheaper for Newgaard to purchase ductwork than assembling in their warehouse. As a result, the warehouse portion of the building has been and is underutilized and currently holds a storage space for limited inventory. Dave Newgaard, the president and CEO of Newgaard Mechanical Inc., also happens to be a huge baseball fanatic and installed a collapsible hitting tunnel in his unused warehouse space to provide practice hitting for his sons.

This is the perfect storm that brought Newgaard Mechanical and P² Performance Plus together. A baseball fan with a hitting tunnel in an underutilized building that Dave Newgaard was thinking about selling and an upstart unique athletic performance company looking for a place to test and grow their business model in the City of Chandler. The perfect marriage – an underutilized building that operates from very early morning to mid-afternoon and an appointment-only personal training business that caters to high school athletes late afternoons, evenings, and weekends when the building is empty.

P² Performance Plus will occupy approximately 6,540 SF of the 16,100 SF existing building. A significant portion of the space will contain two collapsible hitting tunnels. The hitting tunnels do not contain or utilize pitching machines. Hitting instruction is individual and is hand tossed. The hitting tunnel area will be surfaced with artificial turf. When the tunnels are not in use they can be collapsed and the area can be used for speed and agility training. The former interior storage area will become P²'s weight and strength training room. The existing second office will become P²'s new headquarters.

Since P² Performance Plus is an appointment only facility they can control the parking demand and schedule appointments in non-peak times. Newgaard Mechanical's main shifts end at approximately 2:30pm M-Th and are completely end by 4:30pm M-Th. On Fridays, the shifts end by 12:00pm. P² Performance Plus peak times are after 2:30pm M-F and on the weekends. At peak times, P²'s parking demand would be estimated at 15 cars on the rare occasion where they might work with a team. Parking is allocated in front for 15 spaces. If needed, an additional 12 spaces are available in the side yard.

P² Performance Plus is currently operating on an informal cooperative agreement with Dobson High School and memberships at several health clubs. They seek a location to test and develop their business model in hopes of attracting investors and growing to the point of finding or building a permanent larger facility with outdoor fields somewhere in the City of Chandler. This proposed Use Permit is a perfect short-term solution for P² Performance to establish themselves as Chandler's premier sport specific skill development facility. Their business anticipates 3-5 years in this location to grow the business to the point of finding a permanent home. P²

Performance Plus believes in honesty, quality, value, a drug-free environment, with cutting edge performance technologies, strategies and personal instruction.

Contact:

Jay Roundy, M.A., D.P.A.
Chief Operating Officer
P² Performance Plus
1 North Roosevelt Ave
Suite 2
Chandler, AZ 85226

480-822-8361

Tuesday, September 27, 2011

RE: P2 Performance Plus (portion within Newgaard Mechanical Inc)
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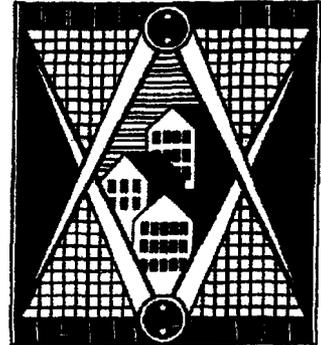
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WHITNEYBELL PERRY INC
1102 EAST MISSOURI AVENUE
PHOENIX, ARIZONA 85014-2784



ARCHITECTURE & PLANNING
PHOENIX - CHANDLER

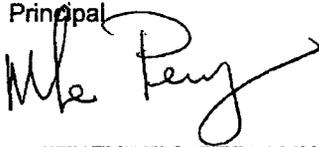
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Contact:

Michael Perry, AIA, LEED AP
Principal

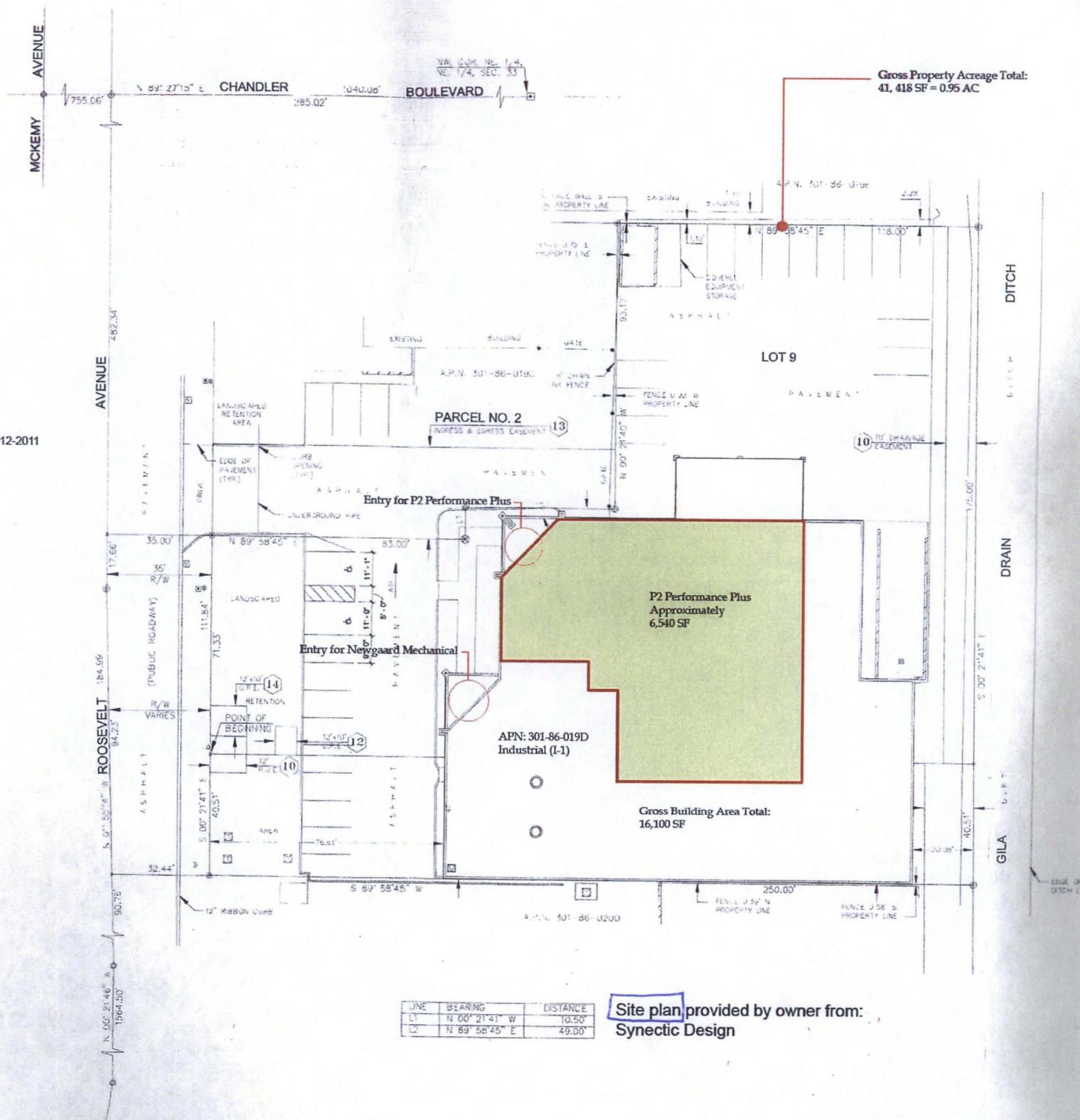


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n: 1111 Ave
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 on: 09-12-2011



Site plan provided by owner from:
 Synectic Design

