



Chandler · Arizona
Where Values Make The Difference



MEMORANDUM

Transportation & Development – PZ Memo No. 12-099

DATE: OCTOBER 10, 2012

TO: PLANNING AND ZONING COMMISSION

THRU: R.J. ZEDER, TRANSPORTATION & DEVELOPMENT DIRECTOR
JEFF KURTZ, PLANNING ADMINISTRATOR

FROM: KEVIN MAYO, PLANNING MANAGER *KM*

SUBJECT: GPA12-0002 ALLRED BOARDWALK

Request: Minor General Plan text amendment approval by modifying the language of the South Price Road Employment Corridor

Location: Southwest and southeast corners of Price and Willis roads

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

Project Info: Approximately 69-acres

RECOMMENDATION

Upon finding the request to be consistent with the General Plan, Staff recommends approval of the proposed minor text amendment.

BACKGROUND

The request seeks approval of a Minor General Plan Text Amendment by modifying the language of the South Price Road Employment Corridor (SPREC) as it applies to approximately 69-acres located immediately south of Willis Road on either side of Price Road. The rectangular shaped parcel, bifurcated by Price Road, is bordered to the west by the Gila River Indian Community and to the south by existing employment uses and vacant land planned for future employment. A vacant parcel planned for employment uses as well as Ellis Street abuts the subject site's east side with an existing residential subdivision located east of Ellis Street. Willis Road abuts the site's north side with existing and planned employment uses located north of Willis Road.

The General Plan designates the subject property 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 SPREC encompasses approximately 1,450-acres, however once you factor in the Intel property at the southern side (also zoned prior to the SPREC designation), as well as land owned by the City of Chandler including the water treatment facility, the General Plan's SPREC designation practically applies to approximately 655-acres generally bounded by Willis Road and property just south of Queen Creek Road.

The SPREC language establishes and promotes the uniqueness of this premier employment corridor by reserving property for a honed-list of single employment users such as high-tech manufacturing and corporate offices, as well as knowledge intensive users located within campus-like settings. The uniqueness is furthered by the prescription that these specific single-user developments shall occur on parcels generally not less than 15-acres, unless they are part of an Innovation Zone as described further in the General Plan. The SPREC language continues by describing what the corridor is not by identifying uses that do not fit the category such as general industrial parks, warehousing, and general distribution.

The request seeks to modify the language, as it applies to the subject 69-acres, to reduce the 'single-user' specificity, while maintaining the goal of promoting large-scale employment development in a campus like setting. The proposed SPREC minor text amendment simply strikes one word and adds four. The proposed language will read as follows (changes are italicized/underlined or strike through):

South Price Road Employment Corridor. This area is recognized as the City's premier employment corridor, which is *generally* reserved for ~~single~~ large/significant size employment users such as high-tech manufacturing, corporate offices, and knowledge intensive employers (See Glossary) in campus-like settings on parcels generally not less than 15 acres. Parcels less than 15 acres may be considered when they are part of a larger innovation zone as described in the Growth Area Element. General industrial parks and subdivisions, warehousing, distributorships and other uses that fall outside the description of knowledge-intensive employers, large office developments, or advance business services do not fit this category.

The proposed language continues to support the goal of creating the unique business environment the General Plan's South Price Road Employment Corridor prescribes, however acknowledges and responds to the changes that have taken place in the corporate business

environment as evidenced by the large number of high-tech advanced business corporate employers that simply do not need 15-acres, and ultimately locate elsewhere.

DISCUSSION

Chandler's General Plan serves as an expression of development policies and is used to guide development decisions. The language contained within the South Price Road Employment Corridor includes a higher level of specificity normally found within a General Plan, however frames the intent and goal of reserving land for and promoting the development of large-scale high-tech employment users in campus-like settings. The SPREC language has served Chandler for over 2 decades ensuring this premier employment corridor maintained its unique identity within the Phoenix Valley.

As the corridor's evolution is studied, it becomes apparent that times and more importantly business needs and practices are changing. This is evidenced by recommendations made by Mary Jo Waits in the 'Next Twenty' report completed and submitted to the City Council in March 2007, a study and series of recommendations provided to better position and prepare Chandler for the next twenty years. In 'Next Twenty' it is identified that the Price Road corridor will play a critical role in Chandler's future prosperity, however will be a different role than played in the past. Businesses of today are doing more with less, and desire a higher level of flexibility than currently afforded in the SPREC language.

It is important to identify that of the approximate 655-acres the SPREC language practically applies to, currently only 40% contains development, however a series of developed buildings remain vacant or under-utilized. As certain users have either out-grown their building, or reduced staffing, entire buildings or portions thereof are unable to be utilized by other users as the SPREC 'single-user' prescription prevents this. The proposed amendment will provide the subject property the flexibility to address these types of issues while preventing an un-wanted true multi-tenant outcome by generally reserving the property for large/significant size employment users.

Staff supports the proposed Minor General Plan text amendment finding the request simply provides a small degree of necessary flexibility within the SPREC language, while not altering the City's vision to promote and foster Chandler's premier employment corridor. The request does not alter the specified honed-list of permitted users, does not remove the intent for campus-like developments, nor removes the requirement that development occur on parcels generally not less than 15-acres. The removal of the term 'single' and insertion of 'large/significant size' continues to maintain the goal of ensuring campus-like development consisting of large-scale employment users within the Price Corridor.

PUBLIC / NEIGHBORHOOD NOTIFICATION

- This request was noticed according to the provisions of the City of Chandler Zoning Code.
- A Neighborhood meeting was held on September 26, 2012 at the Hampton Inn & Suites hotel located north and east of the northeast corner of Price and Willis Roads. The neighborhood meeting included information regarding the proposed General Plan (GP) Amendment as well

as information regarding the future companion rezoning application. Approximately 28 neighboring property owners attended the meeting. Significant discussion occurred regarding the GP and Rezoning requests. Most discussion, questions and concerns centered around the future rezoning/ Preliminary Development Plan exhibits. Concerns regarding traffic patterns, Willis Road traffic, access on to Ellis Street and architectural design were raised. These issues will be identified in the future rezoning request. Staff was not aware of any opposition to the Minor General Plan amendment request offered at the neighborhood meeting.

At the time of this writing, Staff has had phone conversations with the representative of a neighboring employment property owner in opposition. The representative has stated concerns that the amendment will ultimately allow true multi-tenant type employment development to occur inconsistent with the intent of the SPREC language.

RECOMMENDED ACTION

Staff recommends approval of the proposed Minor General Plan text amendment modifying the language of the South Price Road Employment Corridor, as identified in case GPA12-0002 ALLRED BOARDWALK.

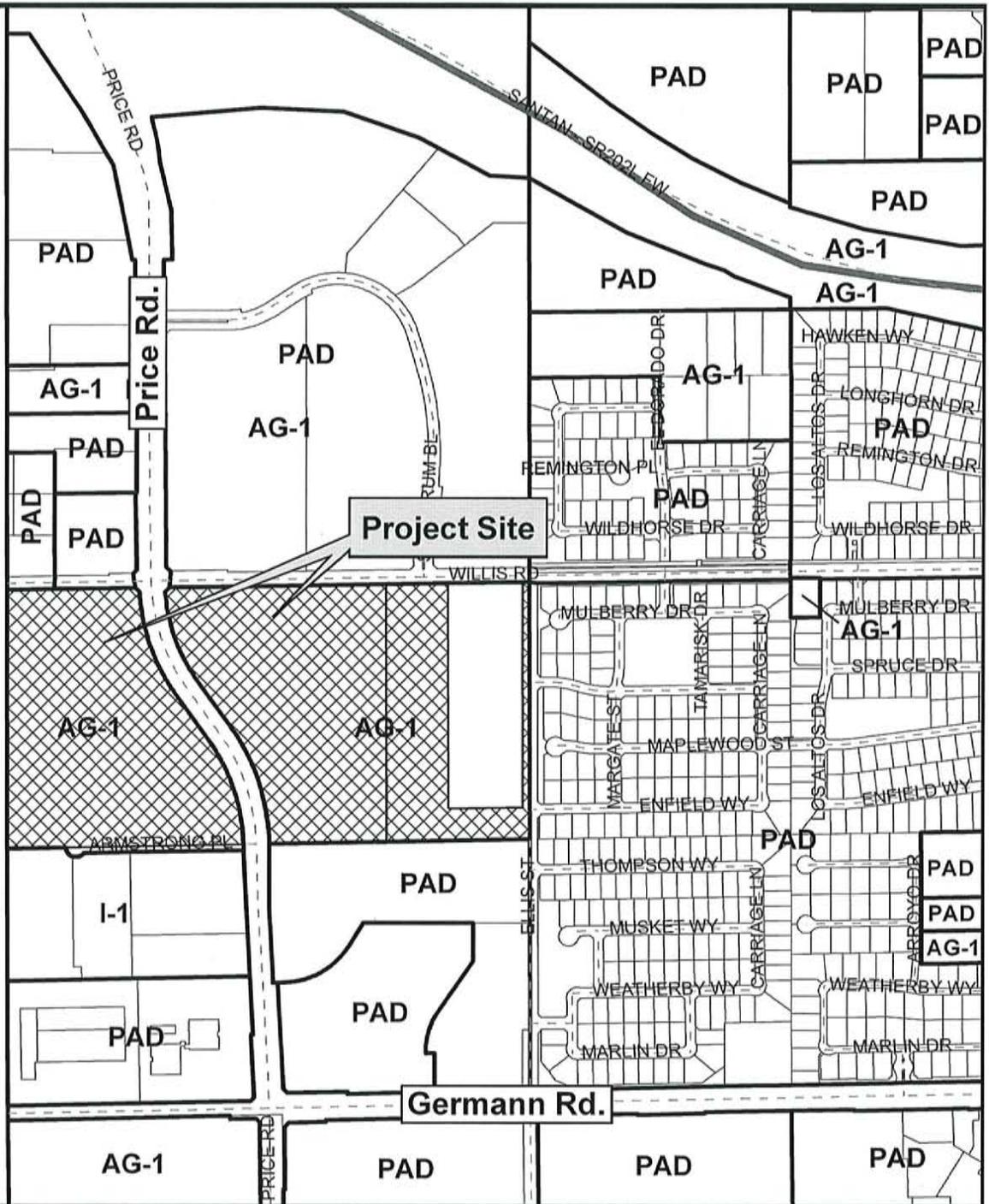
PROPOSED MOTION

Motion to recommend approval of GPA12-0002 ALLRED BOARDWALK, as recommended by Staff.

Attachments

1. Vicinity Maps
2. General Plan Future Land Use Plan
3. Minor General Plan Amendment Booklet

Gila River Indian Community



Vicinity Map



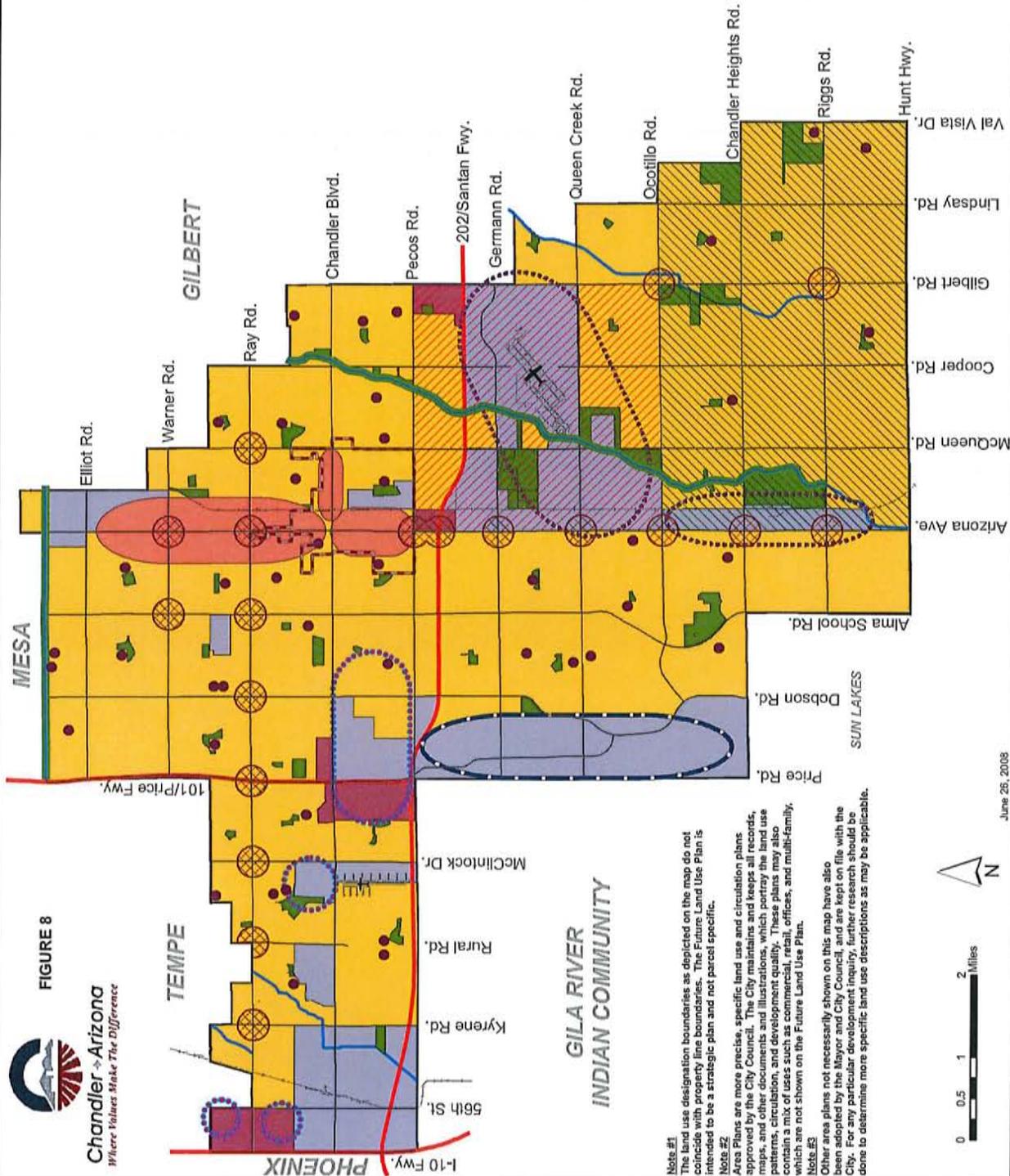
GPA12-0002

Allred Boardwalk



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FIGURE 8



FUTURE LAND USE PLAN

RESIDENTIAL

This category allows a range of residential densities from Rural Residential (0 - 2.5 dwellings per acre) to Urban Residential (18+ dwellings per acre) based upon location and other criteria described in the text of the General Plan. Public facilities, commercial offices, and institutional uses may be located along frontages of arterial streets, and institutional uses may be located at the corners of arterial street intersections, and mixed-use developments may be located at the intersection of major arterial streets and along High Capacity Transit Corridors.

COMMERCIAL

Major regional commercial uses such as malls, power centers, large single-use retail development, and other major commercial developments. As described in the text of the General Plan, mixed-use developments, large office developments, and a compatible mix of residential densities can be considered in regional commercial areas.

EMPLOYMENT

Major employers, knowledge-intensive employers, industrial/business parks, and industrial support uses. A compatible mix of residential densities as an integral component, and innovation zones may be considered as described in the text of the General Plan.

RECREATION / OPEN SPACE

Public parks and open spaces shown are greater than approximately five acres in size. For a complete map including recreational facilities and privately owned golf courses, see the Recreation and Open Space Element.

COMMERCIAL NODES

Neighborhood or community commercial, including large single-use retail development. By policies described within the text of the General Plan and area plans, commercial offices, commercial services, and institutional uses can be developed at commercial nodes. All new commercial will take into consideration existing commercial development which may not necessarily be shown on this map.

REVITALIZATION / INFILL GROWTH AREA

Mixed-uses including commercial, office, public, and various residential densities.

SOUTH PRICE ROAD EMPLOYMENT CORRIDOR

Large single-user campus employment, or as an alternative, an innovation zone described in the text of the General Plan can be considered.

LARGE TRACT GROWTH AREAS

See Growth Areas Element.

GROWTH EXPANSION NODES

See Growth Areas Element.

DOWNTOWN AREA *

Mixed-use, public facilities, commercial, office, employment, and various residential densities to preserve and revitalize the downtown area. See Downtown South Arizona Avenue Area Plan for more specific land use descriptions.

AIRPARK AREA *

A mix of employment, commercial, residential densities, and open space within the Airpark Employment Area, designated to be compatible with the Chandler Municipal Airport. See the Chandler Airpark Area Plan for more specific land use descriptions.

SOUTHEAST CHANDLER AREA *

Predominantly rural and low density residential land uses that respect and protect the rural/agrarian lifestyle of the area. See Southeast Chandler Area Plan for more specific land use descriptions.

SCHOOLS

Public elementary, middle, high school, and community college.

* See Note #2

Note #1
The land use designation boundaries as depicted on the map do not coincide with property line boundaries. The Future Land Use Plan is intended to be a strategic plan and not parcel specific.

Note #2
Area Plans are more precise, specific land use and circulation plans approved by the City Council. The City maintains and keeps all records, maps, and other documents and illustrations, which portray the land use patterns, circulation, and development quality. These plans may also contain a mix of uses such as commercial, retail, offices, and multi-family, which are not shown on the Future Land Use Plan.

NOTES
Other area plans not necessarily shown on this map have also been adopted by the Mayor and City Council, and are kept on file with the City. For any particular development inquiry, further research should be done to determine more specific land use descriptions as may be applicable.



June 26, 2008