



Chandler • Arizona
Where Values Make The Difference



MEMORANDUM Transportation & Development - PZ Memo No. 11-110

DATE: DECEMBER 1, 2011

TO: PLANNING AND ZONING COMMISSION

THRU: R.J. ZEDER, TRANSPORTATION & DEVELOPMENT DIRECTOR
 JEFF KURTZ, PLANNING ADMINISTRATOR
 KEVIN MAYO, PLANNING MANAGER *KM*

FROM: ERIK SWANSON, CITY PLANNER *ES*

SUBJECT: ZUP11-0029 P2 PERFORMANCE PLUS

Request: Use Permit approval to allow for a baseball training facility to operate 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.

RECOMMENDATION

The request is for Use Permit approval to allow for a baseball training facility to operate within a Planned Industrial (I-1) district. Staff, finding inconsistency with the General Plan and I-1 zoning, recommends denial.

BACKGROUND

The subject site is located south of the southeast corner of Chandler Boulevard and Roosevelt Avenue, within the Williams Road Business Park. North of the subject site, and sharing an access drive, is a turf, grass, pasture, and farm seed company. An automotive paint and body shop and veterinarian clinic are north beyond the site. South of the subject site is an electric company. West, across Roosevelt Avenue, is an automotive maintenance and diagnostic facility, and a residential restoration facility. Directly east, adjacent to the site is an SRP canal. The subject site is located within a predominantly industrial zoned district.

The request is to operate a baseball training facility within the northern suite of a two suite building. The suite is currently being used for overflow storage for the second suite, and

contains various sheet metal materials, as well as various equipment used during the installation process of the sheet metal. It is anticipated that all materials will be removed from the suite. In addition to the indoor storage an outdoor storage area north of the building is currently being utilized to store air handlers, fan coils, and the like.

The baseball training facility is a by-appointment use geared towards high school athletes, and generally involves individual training sessions of 3-5 clients; however, it has been indicated that team activities may occasionally occur in which 10-12 clients may be at the site. Generally the clients will arrive either by themselves or by parent drop-off. The proposed hours of operation are Monday through Friday from 4 p.m. to 10 p.m., and Saturday and Sunday from 7 a.m. to 10 p.m. Activities at the site will include batting cages, strength and conditioning, speed, agility, and mental strength training. A weight room is also provided. Two collapsible batting cages will be located in the larger warehouse portion of the site, and when not in use will be collapsed and serve as the speed and agility training area.

Currently the business that occupies the southern suite has four full-time employees. Business typically ceases at 2:30 p.m. Monday through Thursday, and around 12 p.m. on Fridays. The business is not open during the weekend. According to the attached site plan 10 parking stalls are provided along the front of the site with the potential for an additional 10 stalls in the side yard. While a specific parking designation for these types of users are not provided in the Zoning Code's parking standards, Staff has generally applied a one parking stall per 300 square feet of building area.

DISCUSSION

Staff is not supportive of the request due to a number of concerns. First, the subject site is located within a larger 213 acre industrial business park that is predominantly zoned General Industrial (I-2) (approximately 160 acres starting with the property just south of the subject site). Uses within the I-2 zoning designation allow for the City's most intense manufacturing, warehousing, and distribution users. These users also have a natural propensity to contain more hazardous materials on-site as part of their day-to-day operations.

Secondly, the business park has a total of four points of ingress/egress. Three points of access are provided along Chandler Boulevard, two having full-movement capabilities (Roosevelt and McKemy avenues) and one providing right-in right-out movements only; a fourth point of access is provided off of 56th Street at the southern end of the business park. The concern with the limited points of access is that with the location of the subject site this is one of the main points of ingress and egress, and allows for full-movement access for east and west bound traffic.

Lastly, recreational type facilities, in which this would be considered one, are allowed by right within any of the City's commercial zoning designations, which there currently is an overabundance of. However, 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. The first location that was approved was the Red Rock development, located within the Chandler Airport Center business park, which is east of the northeast corner of Germann and Cooper roads. Red Rock is an

approximate 11 acre site that provides six points of access for three buildings. With Council approval of the recreational uses, criteria was applied that restricted the uses by parking ratio for the site; restricted the uses from occupying the end cap suites (those closest to the truck drive aisles); and the uses were required to provide signed parking areas specifically for pick-up and drop-off.

A second approval granted by Council for recreational uses was for the western portion of the Chandler Airport Center, which is west of the northwest corner of Germann and Cooper roads. The zoning approval applied only to properties that are currently undeveloped. Support for the rezoning was given with the understanding that through the Preliminary Development Plan process concerns with truck traffic, building design, and interactive areas of the development would be mitigated, stemming a number of concerns that are currently associated with recreational uses within industrial parks.

A third example is an extension that was granted at the beginning of the year for a volleyball training facility. The facility is located within an I-1 zoned district; however, there were many circumstances that lead Staff to recommend approval of the extension. Those circumstances included: the building which houses the training facility is a stand-alone building on its own site and does not share access with any other buildings; access to the site is off of 56th Street only, without any access being provided from within the larger industrial business park in which the building is a part, thus eliminating some of the concern of mixing the athletic traffic from truck traffic; and an abundance of parking. While parking was a concern initially, the site provides over 90 parking stalls for the 20-30 athletes and if additional parking was needed the applicant was able to secure an agreement with an adjacent site allowing for overflow.

While a number of Staff's concerns were mitigated in the above examples, the subject site poses concerns that Staff believes cannot be as easily resolved. Due to the subject site sharing access and parking arrangements with multiple industrial users, and that the subject site is located internal to the industrial park, Staff recommends denial 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 Tuesday, November 15, 2011. No neighbors were in attendance.

At the time of this writing, Staff has received no telephone calls or letters opposed to this application. The applicant has submitted a petition of support from some of the surrounding business owners. The petition is attached.

RECOMMENDED ACTION

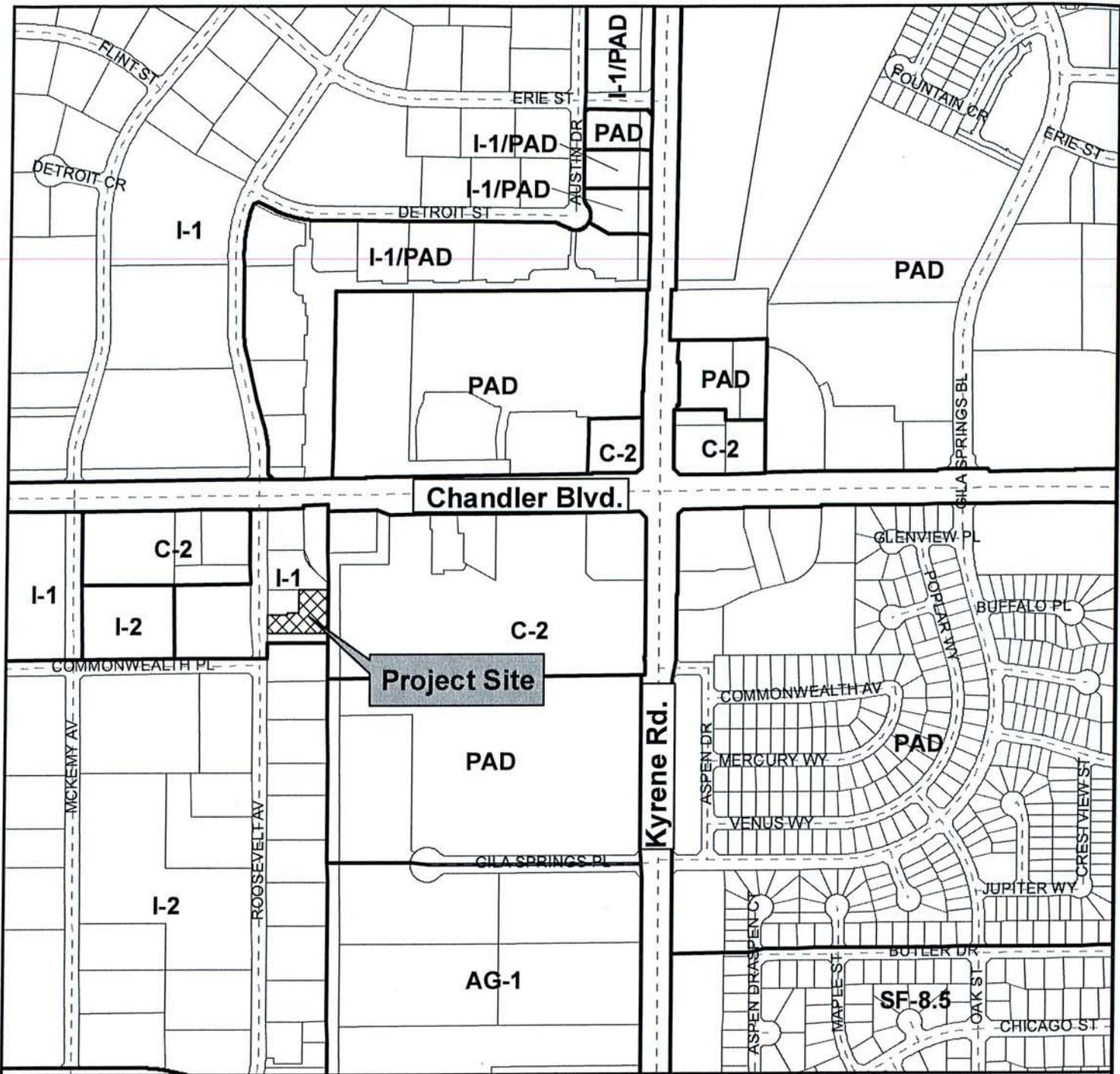
Staff, upon finding inconsistency with the General Plan and the I-1 zoning district, recommends denial of ZUP11-0029 P2 PERFORMANCE PLUS.

PROPOSED MOTION

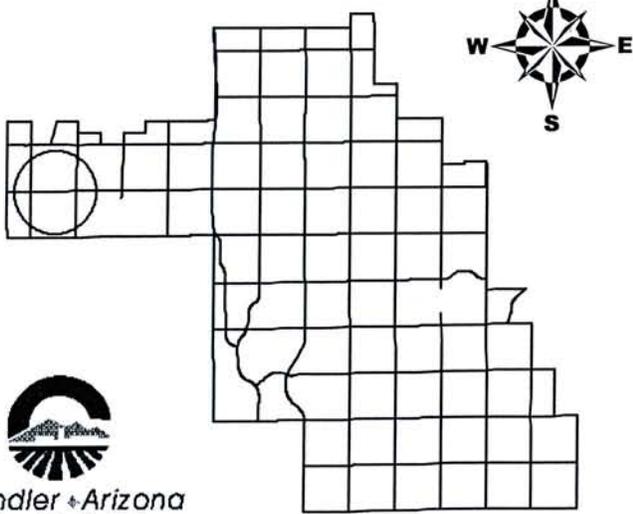
Motion to recommend denial of ZUP11-0029 P2 PERFORMANCE PLUS, Use Permit to operate a baseball training facility within an I-1 zoned district, as recommended by Staff.

Attachments

1. Vicinity Maps
2. Site Plan
3. Floor Plan
4. Support Petition
5. Applicant Narrative

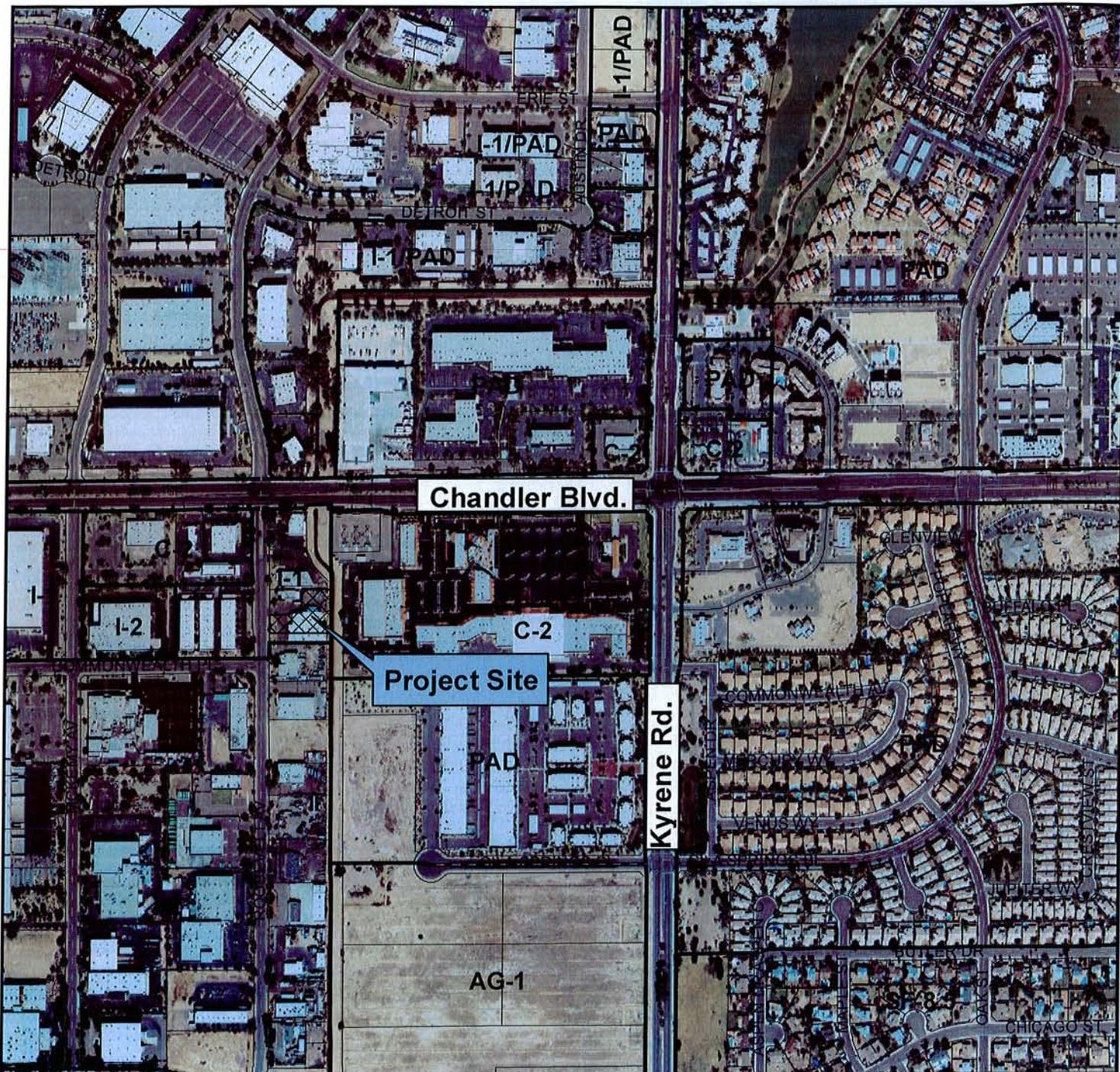


Vicinity Map



ZUP11-0029

P2 Performance Plus

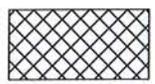
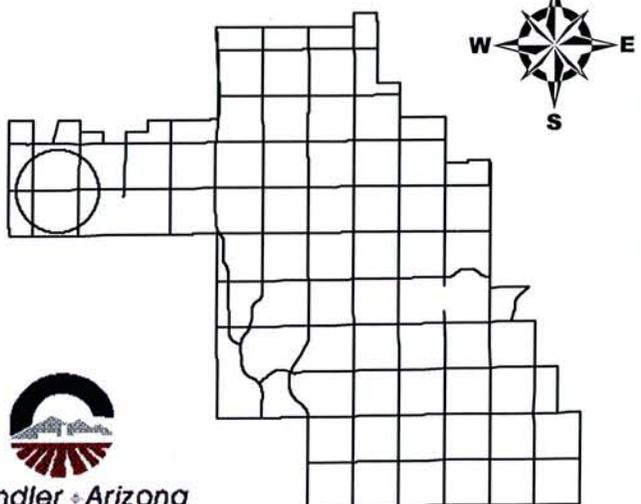


Chandler Blvd.

Project Site

Kyrene Rd.

Vicinity Map

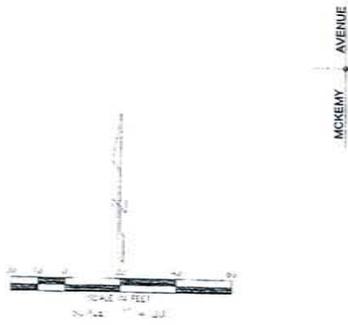


ZUP11-0029

P2 Performance Plus



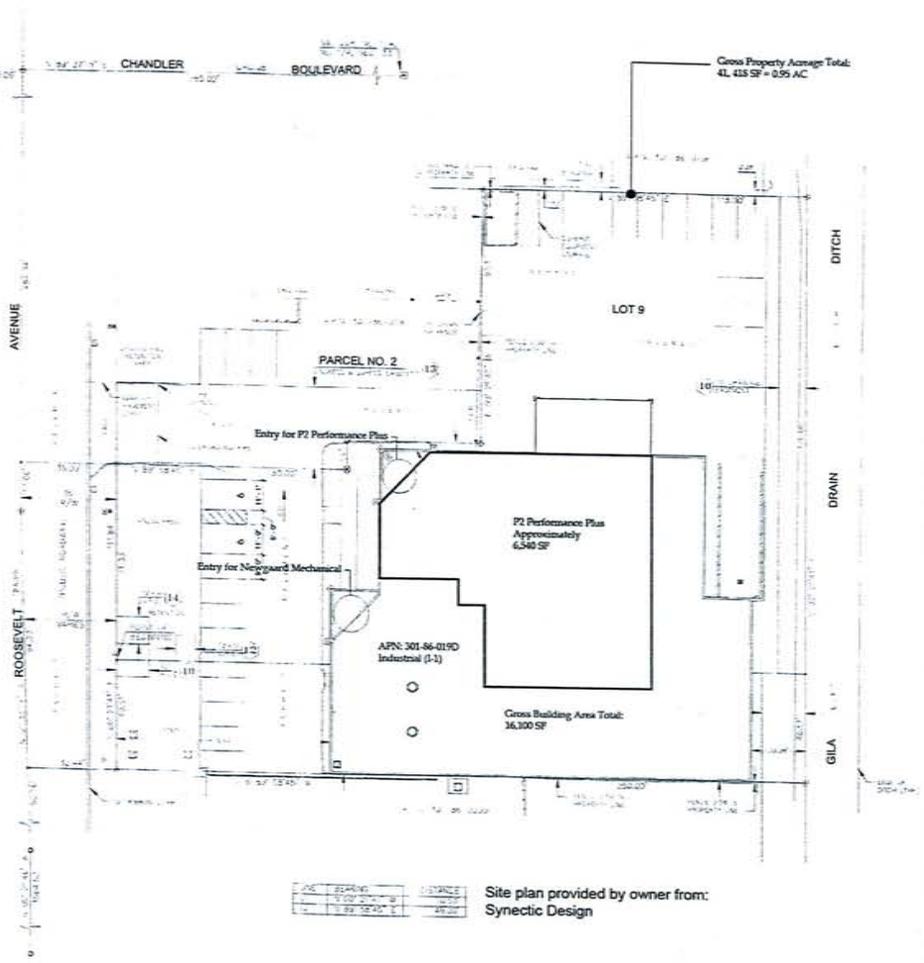
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Subject Location:
 1 North Roosevelt Ave
 Chandler, AZ 85226
 Revisions made on: 09-12-2011



- LEGEND**
- 1. All work shall be done in accordance with the City of Chandler Engineering Department Standard Specifications for Streets and Utilities.
 - 2. All work shall be done in accordance with the City of Chandler Engineering Department Standard Specifications for Streets and Utilities.
 - 3. All work shall be done in accordance with the City of Chandler Engineering Department Standard Specifications for Streets and Utilities.
 - 4. All work shall be done in accordance with the City of Chandler Engineering Department Standard Specifications for Streets and Utilities.
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 - 19. All work shall be done in accordance with the City of Chandler Engineering Department Standard Specifications for Streets and Utilities.
 - 20. All work shall be done in accordance with the City of Chandler Engineering Department Standard Specifications for Streets and Utilities.



DATE	REVISION	BY	DATE

Site plan provided by owner from:
Synectic Design

1 Site Plan
11/20/11

PRELIMINARY
NOT FOR CONSTRUCTION

WHITNEYBELL ARCHITECTS INC
 1102 East Missouri Avenue
 Phoenix, Arizona 85014-2784
 (602) 925-1891

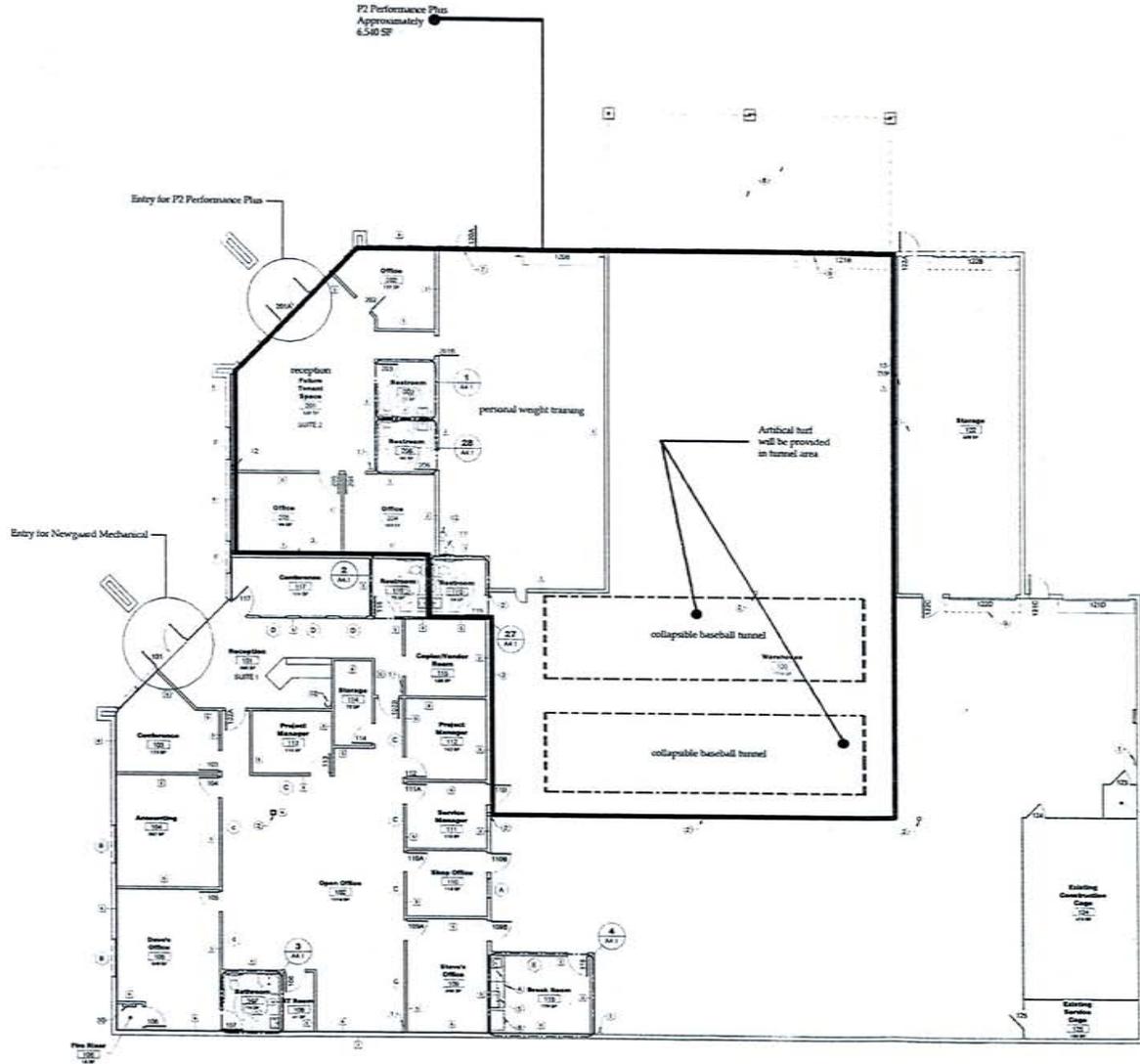


ARCHITECTURE AND PLANNING
 EXISTING SITE PLAN
 NEWCAIRO

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 08/29/2011

SITE PLAN

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1 First Floor Plan
18' x 74'

Floorplan provided by owner from:
Synectic Design

PRELIMINARY
NOT FOR CONSTRUCTION

WHITNEYBELL ARCHITECTS INC
1102 East Missouri Avenue
Phoenix, Arizona 85014-2104
(602)252-1821

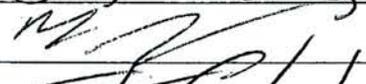
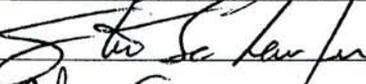
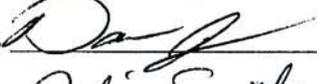
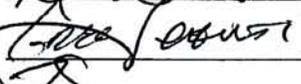
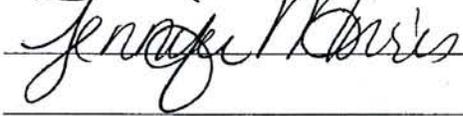


ARCHITECTURE AND PLANNING
EXISTING FLOOR PLAN
NEWGARD

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10/20/04

FLOOR PLAN

We are in support of a Use Permit to allow P² Performance Plus to occupy a portion of Newgaard Mechanical located at 1 North Roosevelt Ave, Chandler AZ 85226

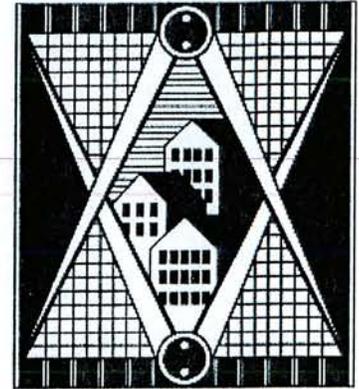
Name:	Address:	Phone:
1. Michael Malin	5 N. Roosevelt Ave	980 940 4431
2. Kevin Kinnard	116 N Roosevelt 115	480-961-1483
3. Jim Worley	3 S. Roosevelt Ave	480-313-1736
4. MIKE FLORES	9 N. Roosevelt Ave	480-753-3220
5. George Sensabough	6401 W. Chandler Blvd #A	480-961-3100
6. 	116 N Roosevelt Ave	480-361-6555
7. 	116 N Roosevelt Ave #128	480-242-6771
8. Adam Swanson	116 N. Roosevelt Ave #113	480-961-0175
9. HEATHER BARNETTE	6277 W. CHANDLER BLVD	480-940-0064
10. 	115 Roosevelt	980-961-0904
11. Julie Souther	10 S. Roosevelt Ave	602 273 7826
12. Jake Ray	146 S. Roosevelt Ave	480-940-9541
13. Doug Chubb	101 S. Roosevelt Ave	480-785-8448
14. Alan Bauseup	225 S. Roosevelt Ave.	480-940-5711x201
15. 	200 S. Roosevelt #10	480 940 1563
16. 	5 SOUTH ROOSEVELT	480-895-8813
17. 	6313 W. Commonwealth	480-588-7751
18.		
19.		
20.		
21.		
22.		
23.		
24.		
25.		

Tuesday, September 27, 2011

WHITNEYBELL PERRY INC

1102 EAST MISSOURI AVENUE
PHOENIX, ARIZONA 85014-2784

RE: P2 Performance Plus (portion within Newgaard Mechanical Inc)
1 North Roosevelt Avenue
Chandler, AZ 85226



ARCHITECTURE & PLANNING
PHOENIX ■ CHANDLER

Narrative

To whom it may concern,

This application requests a Use Permit 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.

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

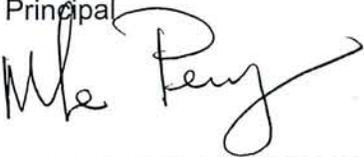
area will become P2's weight and strength training room. The existing second office will become P2's new headquarters.

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:

Michael Perry, AIA, LEED AP
Principal



WHITNEYBELL PERRY INC
ARCHITECTURE & PLANNING

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www.whitneybellperry.com
fax 602-230-8458 Phoenix • fax 480-821-0148 **Chandler**