

BACKGROUND

Context

The applicant, Amena Peoria LLC, is requesting to amend the existing zoning entitlement for a vacant 3.3 acre site located at the southwest corner of 75th Avenue and Paradise Lane in the P83 District. More specifically, the proposal would enable the development of a “dual brand” hotel consisting of 198 rooms in a four-story building. The dual brand hotel (Marriott Townplace Suites and Fairfield Inn) will share parking, lobby, laundry, recreational amenities, and breakfast areas. Additionally, the hotel will contain associated uses such as restaurant/bar and will feature a rooftop pool.

Directly to the north of the property is a small commercial center, and just beyond that is the busy Bell Road commercial corridor. This area has seen recent significant reinvestment, particularly near the corner of 75th Avenue and Bell Road through the removal and redevelopment of both a gas station at the hard corner as well as a restaurant just west of the intersection to allow for new multi-tenant commercial buildings.

Immediately to the south and west of the subject property are Arizona Canal Diversion Channel (ACDC) and Skunk Creek Channel respectively. Beyond the channels to the west is the Pillar at Bella Vista, which is a 3-story apartment complex. To the south of ACDC lies the Legacy Place subdivision as well as a mini-storage facility. East of the subject property, across 75th Avenue, is a vacant 10 acre vacant parcel that is currently in review for a proposed four-story urban-style multi-family residential development.

General Plan

The site is situated within the P83 District, which extends from Bell Road to Skunk Creek and from the Loop 101 to just east of 75th Avenue. In 2010, the City adopted a multi-dimensional plan and implementation program known as the *Peoria Sports Complex Urban Design Plan* which prompted the transformation of the area into the P83 District. The District is envisioned as a more “urban” form organized as a cohesive, pedestrian-friendly mixed-use destination.

To align the Peoria General Plan with the *Peoria Sports Complex Urban Design Plan*, the entire P83 District, including this property was designated on the Land Use Map as *Sports Complex Mixed-Use*. Additionally, the Peoria General Plan states the intent of *Sports Complex Mixed-Use* land use designation denotes areas suitable for a mixture of pedestrian-oriented employment, commercial / retail services, recreational / tourism uses and residential uses within the designated Peoria Sports Complex Area. This is consistent with the Peoria Sports Complex Urban Design Plan, which identifies opportunities for creating an urban feel within the P83 Entertainment District area including creating a unique identity in the area, the use of thematic elements, and allowing increased heights and maximum setback standards to draw the uses towards the streetscape; all of which serve the proposed development well. The Peoria Sports Complex Urban Design Plan also calls for appropriate pedestrian connections throughout the area that will be further accomplished through development of the subject site.

Zoning

The current zoning for the site was established in 2007 as the Paradiso Planned Area Development (PAD) zoning (Exhibit C). This Planned Area Development was intended to facilitate a vertically integrated and office-anchored mixed-use development within a four-story

building. There was a very wide variety of uses contemplated at the time; however a hotel was not previously identified as one of those permitted uses. The proposed PAD amendment would allow for the requested hotel use, along with the necessary standards to facilitate the proposed development.

Adjacent Uses and Zoning

Tables 1 and 2 summarize the existing land use, general plan, and zoning designations for the surrounding areas, which are also illustrated in Exhibits B and C.

Table 1 – Existing Land Use and Adjacent Ownership Table

	Existing Land Use	Development Project / Agency
North	Commercial Shopping Center	AH-SO restaurant anchored commercial center.
South	ACDC, then mini-storage and single family residential	ACDC Channel, then Storage Solutions and Legacy Place Subdivision
East	Vacant Land	Vacant Land
West	Channel then multi-family residential	Skunk Creek then The Pillar at Bella Vista

Table 2 – General Plan Land Use and Zoning

	General Plan Designation	Zoning
North	Sports Complex Mixed-Use	Intermediate Commercial (C-2)
South	Water then Low Density Residential (2-5 du/ac, target of 3 du/ac)	Planned Light Industrial (PI-1) and Multi-Family Residential (RM-1)
East	Sports Complex Mixed-Use	Planned Light Industrial (PI-1)
West	Sports Complex Mixed-Use	Planned Light Industrial (PI-1) then Planned Area Development (PAD) Z93-25A.3 – The Crossings at Arrowhead

Land Use and Zoning History

On April 3, 2007, the Mayor and City Council adopted *Ordinance 06-50A* rezoning approximately 3.3 acres consisting exclusively of the subject site. The rezoning request changed the zoning from Multi-Family Residential (RM-1), and Planned Light Industrial (PI-1) to the Paradiso Planned Area Development (PAD) Z06-15.

On July 6, 2010, the Mayor and City Council adopted Resolution 2010-61 for the *Peoria Sports Complex Urban Design Plan* (or Urban Design Plan). The Urban Design Plan provided a vision for the future land uses within the Sports Complex localized area, and identified the form that those land uses should take. The Urban Design Plan contained goals including:

- Creating a successful, walkable, destination-oriented and pedestrian focused mixed-use entertainment venue in an existing suburban development with a major league Spring training facility and other sports related activities as its primary focal point;
- Ensuring that existing and future commercial, mixed-use, and residential development can be sustained by the regional and local market;

APPLICANT'S PROPOSAL

Goal/Purpose of Request

The applicant is requesting to amend the current Planned Area Development (PAD) to allow for the proposed 198-room hotel use. The proposed PAD Standards and Guidelines Report identifies site-specific development standards, which are customized to the development to appropriately respond to the context of the surrounding area and the desired character identified within the Peoria Sports Complex Urban Design Plan (Exhibit E).

Development Information

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|------------------|-------------------------|
| • Existing Use: | Vacant |
| • Proposed Use | Hotel |
| • Property Size: | Approximately 3.3 acres |

DISCUSSION AND ANALYSIS

General Plan Land Use

The proposed Planned Area Development (PAD) amendment for the hotel development is in accordance with the Sports Complex Mixed-Use land use designation and advances the goals of the City of Peoria General Plan and the sub-area character plan contained within the Sports Complex Urban Design Plan.

PAD Standards Analysis

The proposed standards for the PAD identify context appropriate modifications to the setbacks, landscape buffer requirements, and the required architectural enhancements that will bring about the desired urban context sought after within the P83 Entertainment District as further described below.

Instead of the typical fifteen (15) foot landscape tract along the street frontage for Paradise Lane, the landscape width has been reduced to seven (7) feet. The proposed seven (7) feet allows for flexibility in design elements and pedestrian focused theming, while still providing sufficient space for trees to survive along the Paradise Lane street frontage. More specifically, the applicant is proposing reduced street frontage landscaping widths and increase in pedestrian walkway width to create the desired urban, walkable environment envisioned with the Urban Design Plan. As discussed within the Project Narrative, instead of typical street frontage landscaping widths, the proposed standards offer an inviting pedestrian walkable space and entry point closer to the development along Paradise Lane. The walkable space along the streets also accommodates a leg of a regional Skunk Creek trail system (Exhibit D).

To allow for an immediate entry and continue the desired urban theme of the area, the applicant is requesting the front building setback be reduced from fifteen (15) to ten (10) feet. The rear setback, which would be the side facing the ACDC channel and single family residential to the south, has been increased from zero (0) to thirty (30) feet. This creates an approximately five hundred fifty (550) foot separation between the proposed hotel and the single family residential to the south.

The proposed overall building height maximum would increase by five (5) feet from the current PAD allowance to sixty-five (65) feet. The proposed language would remove the allowance for roof-mounted equipment to exceed the current height maximum of sixty (60) feet. Roof mounted equipment would still be required to be screened from view.

A parking analysis was conducted by the applicant and focused on the parking ratio standards and functionality of similar uses within comparable jurisdictions. Through this analysis it was determined that the subject site would not need the typical parking that is required by the City of Peoria Zoning Ordinance standards. The parking study identified that a parking ratio of 0.8 spaces per room would accommodate the parking needs of the facility and some associated ancillary uses on site. Staff concurred with the findings of the analysis, which was incorporated into the proposed PAD standards. That being said, the accessory restaurant/bar within the proposed hotel would continue to be parked at the same ratio as the standards identified within the City of Peoria Zoning Ordinance, which is in addition to the parking spaces required to be provided per the number of rooms.

As mentioned previously, the existing PAD does not allow for hotel uses or any uses that would be typically considered accessory to the hotel use. Consequently, the list of desired uses to be included within the PAD is as follows:

- Principally Permitted Uses:
 - Hotel / Motel

- Permitted Accessory Uses (limited to 25% of any surrounding common area):
 - Outdoor Dining
 - Bar
 - Restaurant

The propose uses above are consistent with the uses contemplated and included in the adopted in the Peoria Sports Complex Urban Design Plan.

Zoning Findings

It is staff's assessment that the proposed PAD creates a urban development form that is appropriate for the context of the area and is consistent with the intent of the Sports Complex Mixed Use land use designation, as well as the Peoria Sports Complex Urban Design Plan.

The proposed hotel development will complement the existing P83 Entertainment District, while the elevated design standards and pedestrian streetscape will enhance the aesthetics of the area. The proposed development would continue a logical development pattern for the area and allows for the highest and best use of the subject property.

Traffic

The degree and intensity of permitted driveway accesses to and from the site will be in line with the conceptual site plans contained within the PAD. Those access points have been reviewed and preliminarily approved by the Traffic Engineering Division through the Traffic Impact Analysis that was supplied with the proposed PAD amendment.

- Both the 75th Avenue and the Paradise Lane entrances/exits to and from the site would have full access.
 - This would allow for right-in, right-out, as well as left-in, left-out at both points.

The City of Peoria has a number of planned Capital Improvement Projects (CIP) in the immediate area, including one to add additional travel lanes on Paradise Lane. The applicant has been in contact with, and continues to, coordinate with CIP staff on future improvements.

Water/Sewer

Water and sewer facilities exist adjacent to the site and have available capacity to serve the proposed commercial use on the property.

Public Safety

There are no anticipated impacts to public safety as a result of this proposal.

Proposition 207

The applicant has furnished a signed and notarized Proposition 207 Waiver for recordation pending the outcome of the City Council action.

COMMUNITY INVOLVEMENT

Outreach Requirements

As a requirement of the General Plan Amendment and Rezoning application processes, the applicant conducted a neighborhood meeting and provided a Citizen Participation Report detailing the results of the meeting (Exhibit F).

The applicant notified all property owners within a 600 foot radius of the site and all registered Homeowner's Associations within one (1) mile for the required neighborhood meeting. The meeting was held on December 19, 2017 at 6:00 p.m. at the Peoria Chamber of Commerce.

There were two (2) neighbors in attendance at the neighborhood meeting in addition to the development team for the hotel, the Councilmember for the subject council district, and the Councilmember for the adjacent council district. The applicant presented the details of the proposed project to the attendees.

The two neighborhood attendees felt that the project would be beneficial for the area.

Public Noticing

Public notice was provided in the manner prescribed under Section 21-315 of the City of Peoria City Code. Posting of the site was completed within the prescribed number of days prior to the Public Hearing.

Support / Opposition

At the time of this writing, staff has not received any communication in support or opposition from the public regarding the subject case.

STAFF RECOMMENDATION

Based on the following findings:

- The proposed zoning district is in conformance with the goals and objectives set forth in the City of Peoria General Plan and the City of Peoria Sports Complex Urban Design Plan.
- The Planned Area Development (PAD) amendment request is consistent with the land use for the subject site, which is Sports Complex Mixed-Use.
- The amendment will better reflect the development needs of the area while accounting for the existing built environment.

Staff recommends that the Planning and Zoning Commission make the following recommendation to City Council:

Approval of Z06-15A.1 to the City Council, subject to the stipulations contained below:

1. The development shall conform in all material respects to the *Marriott Planned Area Development Standards and Guidelines Report*, (case Z06-15A.1) dated 2/1/18.
2. All site layout and specifics contained within the Planned Area Development Standards and Guidelines Report aside from specified development standards are only conceptual and intended to represent potential development on the site in accordance with the prescribed standards.
3. The Developer shall provide for, construct, and dedicate a ten (10) foot trail/sidewalk along the Paradise Lane frontage.
4. The Developer will be responsible to underground any overhead utilities rated less than 69 kV, which are adjacent to the site.
5. The Developer shall dedicate ROW along the frontage of the project on Paradise Lane and 75th Avenue as determined by the City Engineer to accommodate the ultimate development of the half-street.
6. The Developer shall dedicate an 8' PUE outside of the required ROW. No walls, trees, or retention shall be allowed within the PUE.
7. The Developer shall coordinate with the City's Capital Improvement Project (CIP) for the adjacent roadway improvements.
8. The Developer shall dedicate a 30-foot by 30-foot ROW chamfer at all intersections with collectors or arterials.

REPORT PREPARED BY

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Exhibit A – Vicinity Map
Exhibit B – General Plan Land Use Map
Exhibit C – Zoning Map
Exhibit D – Narrative/Justification
Exhibit E – PAD Amendment Standards and Guidelines Report
Exhibit F – Citizen Participation Report