

CELEBRATION COMMERCE CENTER



Located at:

6101 North 99th Avenue
(NEC of 99th Avenue and Bethany Home Road)
Glendale, Arizona

General Plan Amendment Application: GPA17-05
Zoning Application: ZON17-07



Applicant:
City of Glendale Planning Commission
Tabitha Perry, Assistant Planning Director

Prepared:
June 26, 2017

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Introduction

The subject site is located north of the northeast corner of 99th Avenue and Bethany Home Road adjacent to the Loop 101 Freeway. The approximately 16.1acre site is slightly irregular shaped and is currently zoned PAD (Planned Area Development) that has frontage 99th Avenue.

Surrounding Land Uses and Conditions

North: Vacant land, zoned PAD.

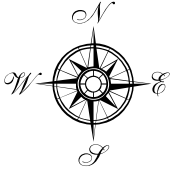
East: Aqua Fria (Loop 101) Freeway.

South: American Furniture Warehouse, across Bethany Home Road, zoned PAD.



West: Vacant land, zoned PAD.



**CELEBRATION
COMMERCE CENTER**



AERIAL DATE: OCTOBER 2014

- Legend**
-  City Boundary
 -  GPA17-05 & ZON17-07

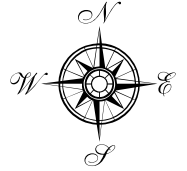
General Plan

The General Plan sets goals and policies to target businesses and uses as primary contributors to future stability with development. The City of Glendale's General Plan designates this site as BP (Business Park). The proposal is a minor amendment to amend the General Plan designation from BP to EMU (Entertainment Mixed Use).

The land use designation is consistent with the "Envision Glendale 2040" General Plan. Per this document, EMU designation seeks to provide regional level sports, entertainment and employment opportunities for the benefit of the community. Thus this proposal is consistent with the proposed rezoning application which seeks to provide a mixture of commercial land uses that supports unique development for local and regional appeal within the collective immediate area.

In keeping with the goals and policies of the Envision Glendale 2040 General Plan, future development will be encouraged to maintain these intents as specifically crafted in in the proposed PAD zoning application.

CELEBRATION COMMERCE CENTER



GENERAL PLAN

Legend

City Boundary

GPA17-05 & ZON17-07

Residential

LDR 1 - Low Density Residential 0 - 1 du/ac

LDR 2.5 - Low Density Residential 1 - 2.5 du/ac

MDR 3.5 - Medium Density Residential 2.5 - 3.5 du/ac

MDR 5 - Medium Density Residential 3.5 - 5.0 du/ac

MHDR 8 - Medium-High Density Residential 5.0 - 8.0 du/ac

HDR 20 - High Density Residential 12.0 - 20.0 du/ac

Office

OFC - Office

BP - Business Park

Commercial

PC - Planned Commercial

Industrial

LI - Industrial

Mixed Use

CCC - Corporate Commerce Center

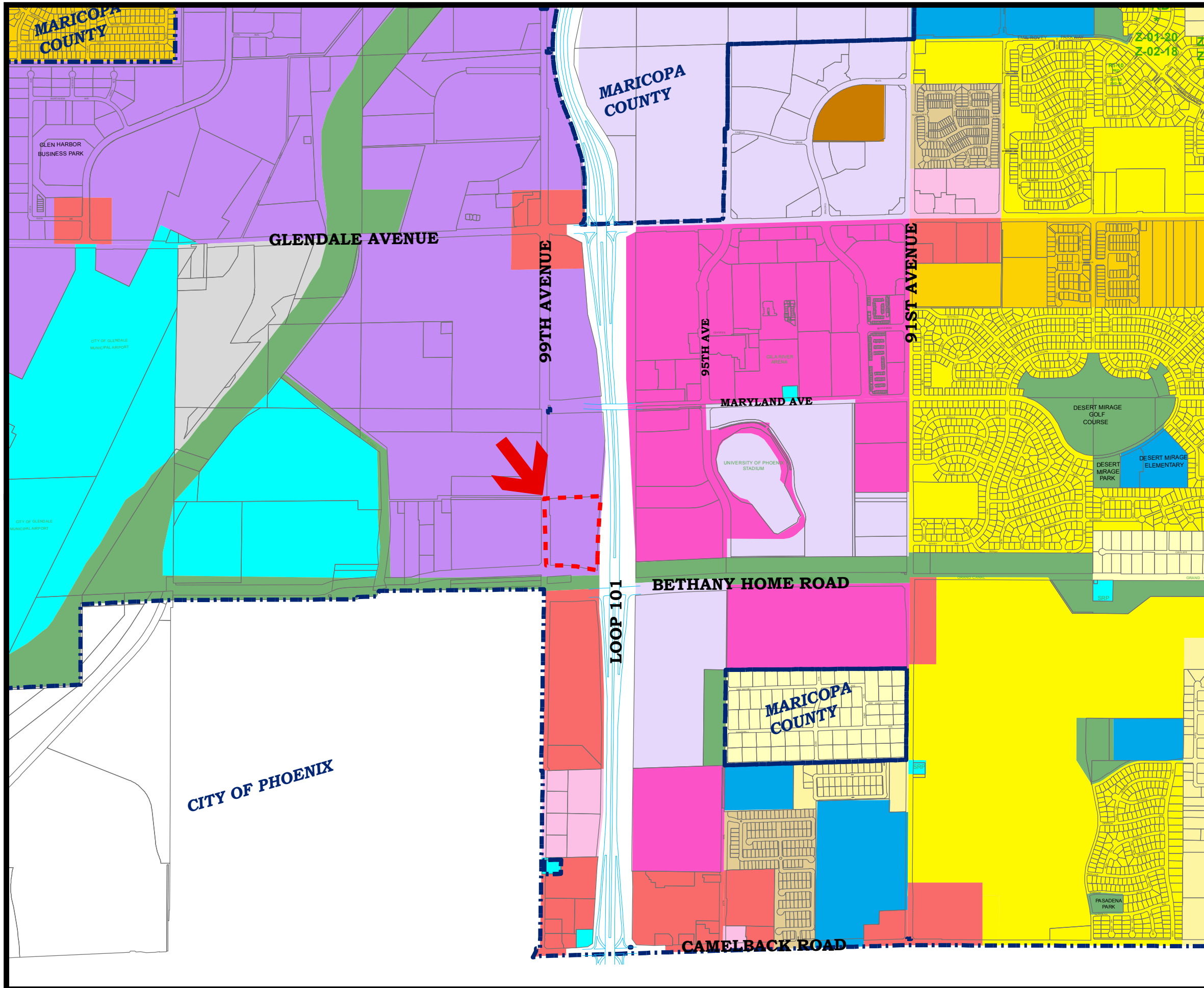
EMU - Entertainment Mixed Use

Special

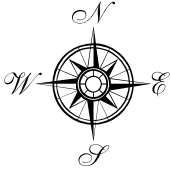
EDU - Educational

PF - Public Facilities

POS - Parks And Open-Space



CELEBRATION
COMMERCE CENTER



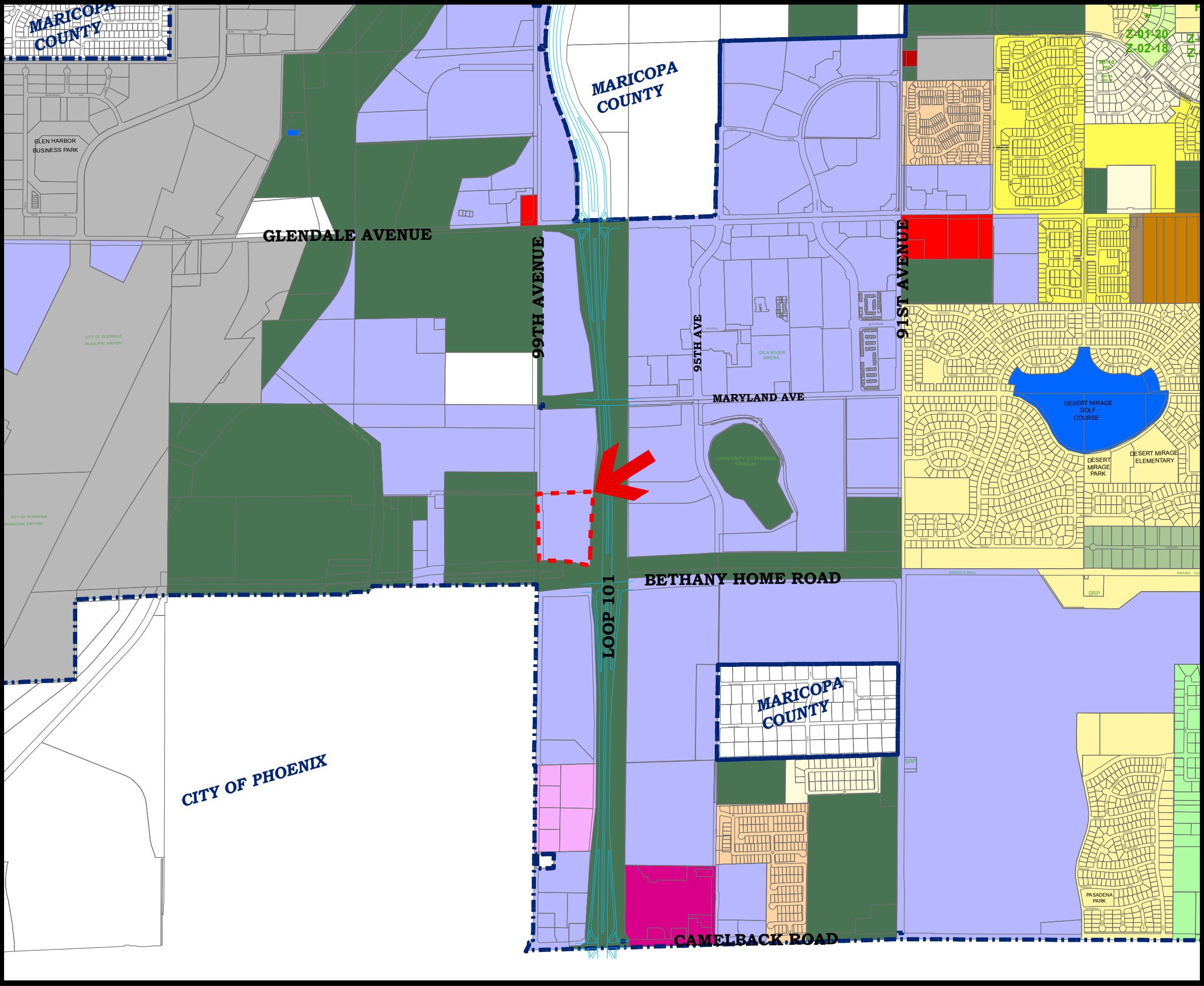
ZONING

Legend

- City Boundary
- GPA17-05 & ZON17-07

Zoning

- A-1 (Agricultural)
- SR-30 (Suburban Residence)
- SR-17 (Suburban Residence)
- SR-12 (Suburban Residence)
- R1-10 (Single Residence)
- R1-8 (Single Residence)
- R1-7 (Single Residence)
- R1-4 (Single Residence)
- R-3 (Multiple Residence)
- R-4 (Multiple Residence)
- C-O (Commercial Office)
- C-2 (General Commercial)
- C-3 (Heavy Commercial)
- BP (Business Park)
- CSC (Community Shopping Center)
- M-1 (Light Industrial)
- M-2 (Heavy Industrial)
- PAD (Planned Area Development)
- SU (Special Use)



PAD PURPOSE

To provide the greatest potential for success, the CCC PAD incorporates an ability to facilitate a number of development scenarios from hotels, retail and professional office to indoor and/or outdoor recreational facility and amphitheater. This flexible land use approach is necessary to keep the CCC project combative in a market place where end users seek properties with existing development rights, rather than those properties where development rights can only be achieved through a rezoning process.

PAD INTENT:

The proposed mixed land use PAD intends to permit commercial land uses and development standards to be complementary with the surrounding area. Being located adjacent to the Loop 101 freeway off-ramp for Bethany Home Road provides an excellent location for future incidental. All land uses on the site will have a common architectural theme that will set the tone for development and shall be designed to complement other developments in the city's Sports & Entertainment District.

Permitted Land Uses:

- A. Commercial or public parking lots.
- B. Hotels and motels.
- C. Public and semi-public facilities including utility service facilities.
- D. Retails stores:
 - a. Apparel and accessories
 - b. General merchandising including variety and specialty stores.
- E. Restaurants.
- F. Indoor and outdoor Recreation Facilities. Typical facilities uses include amusement park, golf driving range, go cart race tracks, batting cages, skating rinks, health and fitness establishments and coin-operated game rooms and bowling alleys with restaurants, retail sales and services for on-premises consumption, both indoor and outside of facility.
- G. Childcare Center.
- H. Financial institutions with drive-through facilities.
- I. Amphitheater.
- J. Professional, administrative and business offices.

K. Nightclubs.

L. Cocktail Lounge.

Permitted Land Uses subject to Conditions:

- A. Seasonal sales and special events, subject to standards in Sections 7.501 and 7.503 of the City of Glendale's Zoning Ordinance.
- B. Wireless communication facilities, subject to Sections 7.506 and 7.600 of the City of Glendale's Zoning Ordinance.
 - i. Building mounted antennas and rooftop mounted antennas.
 - ii. Alternative

Land Uses Subject to Conditional Use Permit

- A. Automobile and recreational vehicle leasing and rentals.
- B. Indoor Shooting Range Facility.
- C. Live entertainment facilities including nightclubs which include live music and/or dancing. Entrances and exits to the structure are less than three hundred (300) feet from any existing or planned residential land use.

Prohibited Land Uses

- A. Adult Entertainment which includes sexual oriented establishments.
- B. Tattoo Parlor.
- C. Gaming Hall.
- D. Pawn Shops

Development Standards

The following are the development standards permitted within this PAD.

| | | PROPOSED STANDARDS |
|--|--|--------------------------------------|
| Minimum Net Lot Area | | n/a |
| Maximum Lot Area | | n/a |
| Minimum Front Setback | | 25 feet (Bethany Home Road) |
| Minimum Rear Setback | | 20 feet |
| Minimum Side Setback | | 15 feet |
| Minimum Street Side Setback | | 25 feet (99 th Avenue) |
| Maximum Building Height | | 60 feet ¹ |
| Maximum Accessory Structure Height | | 175 feet ² |
| Minimum Rear and Side Setback for Accessory Structures | | 10 feet |

¹ Additional five (5) feet is allowed for architectural embellishment for a total maximum building height of 65.

² Structure height is specifically outlined for outdoor recreational facility uses for theme park rides and net pole heights.

Parking Requirements

Parking shall comply with parking requirements as outlined within Section 7.400 of the City of Glendale's Zoning Ordinance with the following exceptions:

Indoor and/or Outdoor Recreational Facility shall provide a minimum of 500 parking spaces.

Parking spaces shall have a dimension at a minimum of 9 1/2 X 18 feet. No additional hangover reduction shall be applied.

On-site parking areas shall contain at least one (1) landscape planter for every 12 parking spaces provided on the site.

Signs

Signs shall comply with sign requirements as outlined within Section 7.100 of the City of

Glendale's Zoning Ordinance for C-2 (General Commercial) zoning with the following exceptions:

Free Standing Pylon Sign:

The project is allotted one on-site-advertising free standing pylon sign at a maximum height of 50 feet.

The pylon sign shall be nearest location adjacent to the Aqua Fria (Loop 101) Freeway.

Location of the pylon sign shall be a minimum of ten (10) feet from the property line and not within any sight visibility triangle area.

Building Signs:

Building signs shall include wall, fascia, mansard, parapet, and awning signs on a single business.

An indoor and/or outdoor recreational facility with a minimum 65,000 square feet building is allotted the following:

A total sign area of a maximum of 1,500 square feet.

Freestanding/Monument Signs:

Freestanding/Monument signs are intended to provide identification of businesses. The following allotted sign requirements are:

Freestanding/Monument signs shall not exceed a height of twelve (12) feet. This maximum height shall include any architectural embellishment.

The maximum sign area for each sign is 60 square feet.

General Development Design Guidelines

Any development within the PAD shall comply with the City of Glendale Design Review process in terms of Architectural Design, Lighting, Site Design, Signage, and Landscape Design. All buildings and structures will be constructed with a combination of concrete, brick, block, glass, frame, stone, stucco and/or other similar material. While all buildings on the site do not necessarily have to be the same architectural style they should be architecturally compatible with one another.

Sign Design:

All signs are subject to review and approval for permitting.

No sign permits shall be permitted prior to vertical construction of building(s).

Signs shall have architectural elements and design consistent with the buildings with which they are associated.

Signs shall be illuminated or non-illuminated. The source of the sign's illumination shall not be exposed from any visible viewing.

Sign design shall be proportionate in overall sign dimensions, sign area and proximately of buildings.

Landscaping, Buffering, Walls:

The project shall provide three foot decorative block walls behind landscaping along streets to screen vehicle parking. Taller decorative screen walls may be constructed in strategic locations to provide additional screening.

A minimum of twenty (20) percent on-site landscaping is required. If the parcel is split through a minor land division, each created parcel shall provide twenty (20) percent of the total site area each.

Lighting:

Lighting shall be designed and constructed so light intrusion does not occur off-site.

All lighting shall comply with the Dark Sky Ordinance regulations.

PAD Deviation

There will be proposals for development that may not be clearly identified within this PAD. When these proposals are presented the Planning Director shall make a determination to allow such proposed land use as a permitted land use or a use subject to Conditional Use Permit Approval provided:

The proposed land use is compatible to land uses outlined within the PAD.

The proposed land use is compatible with land uses surrounding developments within the immediate surrounding area.

In addition, the Planning Director may allow an Administrative Review up to fifteen (15) percent.