

Arrowhead BMW



Planned Area Development ("PAD")
REZONE APPLICATION NARRATIVE

CASE NO. ZON17-09

19250 North 101 Loop, Glendale Arizona

Submitted: June 22, 2017

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Glendale Planning Dept.

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Development Team

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I. Introduction

A. Property Location & History

This application is a request to change the existing commercial zoning on the approximate 13.22 gross acres of property at 19250 North Loop 101 in Glendale, Arizona, Maricopa County Assessor's parcel No. 200-30-983B (the "Property") to allow for the development of automotive dealerships. The Property is already zoned for a mix of intense uses. In 2009, the Property was part of approximately 50 acres rezoned to PAD in Case No. ZON09-06, for a mix of commercial and/or multi-family residential uses. The Property has remained vacant and unimproved.

The Property is located west of the Agua Fria Freeway (Loop 101) along its frontage road, north of Union Hills and immediately north of the City of Glendale Water Reclamation Facility. The west side of the Property is bordered by the New River Wash and to the north is undeveloped land also planned for future commercial uses. **See Vicinity Map at Exhibit A.** The Property is surrounded by a variety of more intense General Plan and zoning designations as well as land uses. **See General Plan Map at Exhibit B and Zoning Map at Exhibit C.** Specifically, the General Plan designations, zoning designations and land uses surrounding the Property are as follows:

General Plan Designations

- North: Corporate Commerce Center (CCC)
- East: Medium Density Residential (3.5-5.0 du/acre)
- South: Public Facilities (PF)
- West: City of Peoria - Business Park Industrial (BPI)

Zoning Designations

- North: Planned Area Development (PAD)
- East: Single Family Residential, Planned Residential Dev. (R1-7, PRD)
- South: Light Industrial (M-1)
- West: City of Peoria - Central Commercial (C-3), Planned Light Industrial (PI-1) and Planned Unit Development (PUD)

Land Uses

- North: Vacant undeveloped land
- East: Loop 101 Freeway followed by residential development
- South: Arrowhead Water Reclamation Facility
- West: New River Wash followed by City of Peoria industrial and business park developments

With the existing wash to the west and following the construction of the Loop 101 Freeway to the east, this area and specifically this Property, became an odd, leftover remnant piece of land with limited vehicular connection or access. No direct access exists to residential uses in the area. In fact, the Property only has access to the Loop 101 southbound access road. The land itself lies very low in relation to the Loop 101 frontage road, and it will need upwards to 100,000 cubic yards of fill soils for the property to be developed. The property also does not have immediate available water supply, therefore extraordinary work is required for the property to obtain water service and supply. These unusual circumstances create challenges and severely limit the potential end-users for the site. However, if the land can essentially be reclaimed by completing the foregoing improvements, the reclaimed property could create an acceptable setting for automotive dealerships and associated uses. This application represents an opportunity to appropriately develop this site.

II. Request

A. Summary of Request

This application requests to rezone approximately 13.22 acres from Planned Area Development (PAD) to Planned Area Development (PAD) for commercial and automotive uses.

B. General Plan Conformance

The City of Glendale General Plan designates the Property as Corporate Commerce Center (CCC). Per the General Plan, the CCC *"designation provides for the development of mixed-use employment centers..."* with complimentary uses *"...and destination uses serving the region."* The Property is also subject to the Arrowhead Ranch Specific Plan. The proposed use is in-line with the current and future goals and objectives of the General Plan and Specific Plan including:

Land Use Goal No. 2

There are transition and buffer areas between unrelated land uses.

- *Policy 2.3 – The City should use spatial transitions, design buffers or similar techniques between incompatible land uses.*
- *Policy 2.4 - The City shall ensure that adequate buffers between residential and nonresidential uses are included, except in cases where the residential is a part of a mixed-use development where it relates to the adjacent use.*
 - The proposed land use is ideally located with appropriate buffers from residential and other uses. The Property is buffered by the freeway on the east, the City Water Treatment Plant to the south, the New River Wash to the west and additional land and Beardsley Road to the north that is also anticipated to be used for commercial purposes.

Land Use Goal No. 3

Land use ties into existing and future transportation systems.

- *Policy 3.5 – The City shall require new development to provide adequate connectivity to existing transportation networks.*
 - Automotive dealerships are auto-centric uses which draw from a regional area. Placing such a use at a location with immediate

freeway access is textbook land use planning and makes the most out of the existing transportation network. Having direct access to the Loop 101 provides for reduced traffic on the nearby City streets.

Community Preservation & Revitalization Goal No. 3

Underutilized properties are redeveloped and reused.

- *Policy 3.5 – The City should encourage redevelopment and revitalization of areas with the greatest potential for long-term economic vitality by emphasizing public resources, tools, and incentives to catalyze private investment.*
 - The proposed project turns a difficult, underutilized and otherwise dormant property into a long-term, tax-generating source of income for the City.

Economic Development Goal No. 2

Promote locations that are appropriate for future commercial, office, and industrial development.

- *Policy 2.3 – The City should continue to maximize freeway, major arterial, and transit service access as opportunities for employment sites.*
 - Although adjacent to the freeway, the limited access places limitations on potential end-users for the site. This proposal ensures the City maximizes the employment and development opportunities for this otherwise awkward, freeway-adjacent site.

C. Conceptual Site Plan & Layout

The Property Overall

The overall property is anticipated to include two separate new vehicle branded franchises, and other commercial uses, commencing with the development of the BMW dealership facility as Phase I of construction. A future dealership facility is planned to be constructed in Phase II, should market conditions warrant and provided Ownership is awarded a new vehicle franchise. The conceptual site plan and project layout is generally depicted in the included Site Plan. **See Conceptual Site Plan at Exhibit D.**

The BMW Dealership

The BMW site plan is designed to create a welcoming campus for automotive sales and service customers and employees. The central driveway from Loop 101 Frontage Road provides for an intuitive circulation to guest parking and an enclosed service reception consultation area.

Customer areas, including guest parking, vehicle display, the showroom building, and service reception all reside in the “Front Yard” of the overall dealership, with the remaining activities (i.e. service parking, employee parking, etc.) occurring in the “Rear Yard” where there is no access or exposure to the customers.

The building entrance and sales delivery experience occur on the north side of the building – separated from the vehicle service driveways. This quiet zone will enhance the celebration of the customer buying experience.

Automotive service and repair will occur within a fully enclosed and air-conditioned environment, separated from the sales process by the primary center driveway.

The customer driveway and sales vehicle presentation areas will internally connect to the northern driveway from the Loop 101 Frontage Road through the future dealership's property. Vehicle transport haulers, parts delivery trucks and similar support traffic will utilize the southern driveway from the Loop 101 frontage road, thereby eliminating internal traffic conflicts.

Employee parking and vehicles in the maintenance and service process will occur in the Rear Yard and not accessible or visible to the public. This area will be enclosed by a six foot high (6') decorative masonry wall and solid panel decorative gates.

D. Permitted Uses

Permitted Uses:

- All uses permitted in the General Commercial (C-2) district of the Glendale Zoning Ordinance, unless otherwise prohibited in the section. In addition, new and/or used motor vehicle sales, leasing, finance, repair, detailing, parts storage & sales, fueling, and all ancillary and associated operations and uses traditionally provided by a “full service” new vehicle brand franchisee are hereby allowed and permitted.

Prohibited Uses:

- Adult businesses
- Amusement arcade or gaming hall
- Animal boarding facility
- Bar, tavern or nightclub
- Billiard parlor
- Bowling alley
- Cemetery or Crematorium
- Check cashing services

- Churches or places of worship
- Community corrections facilities
- Group homes
- Head shop or other similar facility
- Junk yard
- Massage parlor
- Medical or recreational marijuana cultivation, dispensary or sales
- Off-track wagering establishments
- Pawn shop
- Recycling facility
- Secondhand or thrift store
- Self-service laundry facility
- Stock yard
- Swap shop
- Tattoo parlor
- Traveling carnival or circus or fair

E. Development Standards

Development Standards for the Property shall comply with the provisions of the City of Glendale Zoning Ordinance for the General Commercial (C-2) district unless otherwise modified in this section. If there are conflicts between the specific provisions of this PAD and the City of Glendale Zoning Ordinance, the provisions of this PAD shall apply.

1. Building Height:

- Maximum 55 feet,

2. Building Setbacks:

- Front Yard: 25 feet minimum
- Side Yard: 10 feet minimum
- Rear Yard: 0 feet minimum
- Interior setbacks between buildings: 0 feet minimum

3. Lot Coverage:

- Maximum 60% of net lot area.

4. Parking Regulations:

- 2 spaces per indoor vehicle service bay
- 1 space per every 250 sqft of retail or office area. This excludes areas for car washes, detailing/prep canopies, parts, storage, equipment rooms, covered areas on the exterior of the buildings and other such areas not used for retail or office uses.

- Parking space sizes and driveway widths for typical City “required” customer and employee parking shall be per City of Glendale standards. All other parking and vehicle display, staging and storage areas (i.e. vehicle display, vehicle inventory storage, in-service vehicle storage, etc.) shall not be required to comply with City standards including minimum space size, parking lot landscaping percentage, and landscape island quantity, size and location. A single fire and life safety apparatus access drive will be provided on site. Tandem parking shall be allowed in vehicle display and vehicle storage areas. Attached and freestanding parking structures are permitted.
5. **Open Space:**
- Minimum 10% of the front yard plane shall be Open Space. The Rear Yard of any dealership shall not be required to provide any landscaping or Open Space and such Rear Yard area(s) shall not enter into the calculations for required landscaping or Open Space.
 - “Open Space” shall be interpreted to include all areas of landscaping, planting, organic groundcover or decorative hardscape (i.e. textured or stamped concrete, brick or concrete pavers) and may also consist of customer and vehicle display plazas, sidewalks and vehicle display pads. There shall be no Open Space required in areas concealed by buildings and/or screen walls (i.e. behind the front yard plane).
6. **Project Screen Walls:**
- The “vehicle display area” located in the Front Yard of each dealership shall not be required to provide any screening of vehicles. Dealerships shall be required to provide a minimum 6'-0" high screen wall along the western property lines adjacent to New River Wash. The existing screen wall at the southern boundary of the property (the northern boundary of the City's wastewater treatment plant) shall be retained and therefore no additional screen wall shall be required at such location. The screen walls shall be decorative and will be required to be of a textured material or finish (i.e. split-face masonry units, stucco, EIFS) complimentary to the building architecture.
7. **Flagpoles:**
- A Maximum of three (3) flagpoles per dealership are permitted.
 - One (1) flagpole may be erected to a maximum height of one hundred (100) feet. The other two (2) flagpoles are permitted to a maximum height of seventy-five (75) feet.

F. Landscaping Standards

Landscaping, along with the building architecture, site improvements and hardscape, play an important role in creating a “sense of place” and a “sense of arrival” at the dealerships. Keeping in mind that a majority of the dealership's products – the vehicles themselves – are displayed outdoors, therefore the landscaping must not be a dominate component of an automotive dealership facility, but instead serve to complement the building's architecture and ultimately allow for the vehicles to be the dominant key visual component. Unlike typical parking lot landscaping, the landscaping of vehicle display areas should enhance the presentation of the vehicles and not visually buffer or disguise them from view. The plant palette must be designed and selected to provide an organic environment, yet the plant materials should not cause an undesirable burden in keeping the vehicles clean and attractive for customers. This overall environment and guest experience is intended to create a compelling experience for customers and one that they will want to repeat again and again. Careful attention must be paid to the landscape and hardscape palette. Given this task, there must be a proper balance between these key components – the building, the site and the display of vehicles. This PAD intends to strike that proper balance.

1. Landscape Theme & Details

The overall landscape theme shall be consistent and harmonious using consistent plant materials and ground cover wherever landscaping is required. Plant materials may be low-water (“Xeriscape”), however non-drought tolerant plant materials are also allowed.

2. Landscape - Perimeter Standards

East (Loop 101 frontage Road):

- Minimum 5 foot width setback from property line
- One (1) tree for every 75 linear feet of landscaped road frontage
- One (1) shrub for each 25 square feet of planting area

North (Front yard only):

- Minimum 5 foot width setback from property line
- One (1) tree for every 50 linear feet of landscaped road frontage
- One (1) shrub for each 25 square feet of planting area
- No landscaping or Open Space required in Rear Yard

South (Adjacent to Water Treatment Plant):

- No landscape setback required
- No landscaping or Open Space required in Rear Yard

West (Adjacent to New River Wash):

- No landscape setback required
- No landscaping or Open Space required in Rear Yard

3. Landscape – Internal Standards

Landscaped Planter Beds

- Landscaped Planting beds shall be allowed in the Front Yard and may include annual and/or perennial flowers.
- One (1) shrub for each 16 square feet of ground area.
- No trees are required in Planting Beds.

Landscaped Peninsulas

- Landscaped peninsulas shall be located, when appropriate for functional design, at the outside corner of parking rows.
- One (1) tree for each peninsula of 90 square feet or greater in size.
- No trees shall be required unless such trees can be placed to avoid conflict with vehicle door swings or other vehicle function or operations and such placement does not interrupt the geometric or symmetrical site planting design and layout objective.
- One (1) shrub for each 16 square feet of ground area.
- No plantings shall be required where such plantings will not survive and thrive due to the ordinary operations of any dealership - (i.e. no shrubs shall be required in any landscaped peninsula where such planting conflicts with customer access to any vehicle).

Landscaped Islands

- Landscaped islands shall be provided in the vehicle display areas of the Front Yard at a ratio of one (1) landscaped island for each thirty (30) vehicle display spaces. Each Landscaped Island shall be a minimum of 5' wide.
- One (1) tree for each 90 square feet of landscaped island.
- No trees shall be required unless such trees can be placed to avoid conflict with vehicle door swings or other vehicle function or operations and such adjustment or placement does not interrupt the geometric or symmetrical site planting design and layout objective.
- One (1) shrub for each 16 square feet of ground area.
- No plantings shall be required where such plantings will not survive and thrive due to the ordinary operations of any dealership - (i.e. no shrubs shall be required in any landscaped island where such plantings will conflict with customer access to any vehicle).

Parking lot

- Parking lot landscaping is only required in the visitor parking lot area. No landscaping required in the Rear Yard.

4. Landscape – Materials

No plantings shall be required that result in an undesirable effect on the display of vehicles, including bloom and branch fallout, bird droppings or nesting or similar concerns.

All species of palm trees shall be allowed. Palm trees may be situated to provide a sense of arrival at one or more of the site entries and shall also be allowed near the front of the buildings. For the purpose of meeting tree quantity requirements, each palm tree shall be counted as the equivalent of two (2) trees.

Turf, including live grass and artificial grass shall be allowed and both shall count towards landscaping and Open Space quantity requirements. A putting green shall be permitted.

All plant material areas, organic ground cover, and decorative hardscape (i.e. colored or stamped concrete) including decorative driveways, plazas, and special display vignettes shall count towards Open Space and landscaping requirements.

5. Special Displays

Essential to a successful dealership operation is the ability to feature and display several vehicles at special outdoor display areas of the dealership. For example, as new models are introduced, they are often featured in specially designed unique display venues or vignettes which are situated in prominent and highly visible locations in the Front Yard of a dealership. This promotes increased sales through easy recognition and highlighted presentation of special vehicle models.

For the purposed of this section, "Special Display" shall mean an area or section of the front yard display of any dealership that features up to four (4) vehicles and includes enhanced or upgraded finishes, including but not limited to decorative concrete, special lighting, railings, landscaping or other improvements. Special Displays do not include the outdoor display plazas located immediately adjacent to the dealership buildings.

Special Display areas are permitted at each branded dealership subject to the following:

- One (1) Special Display for each 20,000 square feet of Front Yard area.
- Special Displays may be elevated up to six (6) feet above the adjacent finished grade.
- Special Displays shall be architecturally enhanced and integrated into the dealership site's architecture.

G. Design Guidelines

All new vehicle franchise manufacturers' corporate identity requirements, including building architecture and design and iconic branding designs and standards including but not limited to layout, shape, configuration, finishes, color and texture are allowed.

Exposed pre-engineered metal building siding is not permitted.

All mechanical and similar equipment shall be screened from view by walls, parapets or similar treatment. Demonstration and evaluation of screening shall be by sight line study from standing eye level (5 feet) above finished grade at property lines.

H. Signage

The purpose of this section is to outline the allowed and permitted signs in this Planned Area Development ("PAD"), including the number, type, location, physical dimensions, and designs of the signs to support the businesses operating on property located within the PAD. This Master Sign Package includes specific details related to the signs allowed and permitted in this PAD, and this Master Sign Package shall govern the signs placed within the PAD. If any conflicts in details exist between this Master Sign Package and the City of Glendale's Sign Ordinance, this Master Sign Package shall be the governing document. In the absence of any detailed information in this Master Sign Package, the Ordinance shall be applied when applicable. Automobile brand and/or manufacturer modifier signs for any auto dealership are allowed and permitted, with such modifiers allowed on any signs within the PAD.

1. Introduction

Signs are of the most important components needed for success in the retail automotive space. Signs serve as brand identifiers, they say to the customer, "you've arrived". In the automotive industry, branding is not only done using signs, those iconic brand logos found on the signs are the same ones seen inside and out of the vehicles themselves. In no other retail business are signs more important than the automotive business. This Master Sign Package is designed using iconic brand logos and identifiers of adequate size and type to appropriately associate each brand with its corresponding dealership facility, to announce arrival to the dealership facility, and to provide a sense of place upon entering the dealership facility.

2. Sign Area Budget & Brands

Automotive Manufacturer Signs.

- Dealerships that sell one (1) or more automotive brands at the same site within the PAD shall be allowed to identify each brand on any signs within this Master Sign Package.

Signs Individually Branded & Dealership Signs.

- Signs for each individual brand shall be harmonious and compatible with each corresponding brand's building architecture, and in accordance with each brand's corporate identity standards and requirements.
- All signs located on each individual and separate dealership facility within the PAD shall be treated separately in terms of City permits, and each dealership's Sum Total Sign Area shall be calculated individually.

Sum Total Sign Area.

- At each individual dealership, the maximum total sign area of all permanent signs shall not exceed two and one-half (2 ½) square feet for each one (1) lineal foot of building front (including canopies – i.e. service reception).
- The Sum Total Sign Area shall not include required signs, address signs, and traffic directional signs specifically intended for wayfinding.
- With the initial sign submittal, and at any subsequent proposed changes to signage, the property owner or authorized representative shall provide the City with an updated Sign Budget Matrix detailing the Sum Total Sign Area and the allotment of area for each permanent sign. The City shall keep this Sign Budget Matrix on file with the PAD.

3. Freestanding Identification Signs.

Brand Pylon Signs.

- There shall be a maximum of one (1) Brand Pylon Sign for each main brand operating in the PAD, with a maximum overall height of forty-two feet (42').

Ground Monument Signs.

- There shall be a maximum of one (1) Ground Monument Sign for each main brand operating in the PAD, with a maximum overall height of fifteen (15) feet.

Building Wall, Fascia, Mansard, and Parapet Mounted Signs.

- For any one (1) side of a building the maximum total sign area for each one (1) lineal foot of building wall (including canopies – i.e. service reception) shall be one and one-half (1 ½) square foot of sign area. When any sign is placed more than one hundred and fifty feet (150') from any public right-of-way the maximum total sign area for

each one (1) lineal foot of building wall shall be two (2) square feet of sign area. Signs which extend below the bottom edge of a building's soffit, fascia or mansard are allowed. Multiple Building Wall, Fascia, Mansard, and Parapet Mounted Signs are allowed.

Reader Panel Signs.

- There shall be a maximum of one (1) Reader Panel Sign for each dealership operating in the PAD, with a maximum overall height of twelve feet (12').

4. Other Signs

Traffic Directional Signs.

- Traffic Directional Signs shall serve to assist visitors in finding their specific destination within the dealership. Signs guiding and providing wayfinding shall not be counted against the Sum Total Sign Area. Traffic Directional Signs shall not exceed four feet (4') in height, and shall exceed twelve (12) square feet in sign area, per side.

Temporary Signs Permitted.

- Grand Opening, Promotional Displays & Special Events Signs. Temporary Signs are allowed for grand opening, promotional displays (i.e. new automotive model introductions, or services), and special events hosted by the corresponding dealership. Non-permanent signs, Pennants, Banners, Balloons, Flags, streamers, A-Frame Signs, and similar promotional displays are allowed and permitted as Temporary Signs. Temporary Signs may be displayed for up to ninety (90) days during the initial Grand Opening of any dealership. Temporary signs, banners, and the like stating "Grand Opening" are permitted. Additionally, in relation to products and sales promotions or special events, any dealership may display temporary signs up to twelve (12) times per year for up to five (5) days per period.

I. Utilities & Infrastructure

The project is served by the following utilities:

Cable:

- CenturyLink - Jesus Arrieta, Engineer II – 602.630.1433

Electrical:

- Arizona Public Service - Mark Gawlitta – 623.975.5725

Natural Gas:

- Southwest Gas - Crystal Monteleone – 602.919.1949

Public Water:

- City of Glendale - Jayme Chaplin, Senior Civil Engineer – 623. 930.3654

Public Wastewater:

- City of Glendale - Jayme Chaplin, Senior Civil Engineer – 623. 930.3654

Telephone:

- Cox Communications - Contact Sales – 800.526.9057

J. Lighting

Due to the nature of business that automotive dealerships conduct, in that they display their products outdoors, lighting is a key element in the design of each dealership, with special attention paid to the dealership's Front Yard. The displayed vehicles must be illuminated sufficiently, or to put it another way, "put them in their best light." Adequate lighting substantially contributes to the successful operation and the ultimate success of a dealership. Auto dealership lighting exceeds that of most other retail (i.e. a neighborhood grocery store). Typically, a lighting consultant will participate in the design of the dealership's lighting, including light output (expressed in Foot Candles), light fixture height and placement, and type of light (i.e. halogen, LED, etc.).

1. Exterior Lighting Details

- Light pole heights between 20' and 30' are allowed.
- Light poles and fixture profiles, types, and heights shall be consistent throughout each dealership; lighting designs may differ between dealerships.
- Lighting types of metal halide, halogen and LED are permitted.
- Lighting of displayed vehicles within landscape setbacks along Loop 101 Frontage Road shall be permitted.

2. Lighting Levels

- Maximum Footcandles (FC) average across entire site (Front & Rear Yards): 60 FC
- Feature vehicle display illuminance – 90 FC
- Front Row vehicle illuminance – 75 FC
- Vehicle display (General Areas of Front Yard) Illuminance – 60 FC
- Vehicle display / storage / Rear Yard illuminance – 30 FC
- Service drive reception (covered) illuminance – 60 FC
- Employee parking / service storage / Rear Yard illuminance – 15 FC
- Zero "spill" of light past the property lines shall not be required

K. Phasing

It is anticipated that a new vehicle BMW branded dealership facility will be developed as Phase I of development on the property. However, development will occur as market conditions warrant. Ownership will submit plans for each phase to City Staff to ensure proper and orderly development.

III. Summary

The proposed land use is appropriate for this location and will maximize the potential of this challenging site. The Property is appropriately buffered from dissimilar uses, and does not create any nuisance to residential properties in the area. The lack of access would hinder various other types of development, however the proposed use can thrive at this key adjacent freeway location.

List of Exhibits

EXHIBIT	TAB
Area Vicinity Map	A
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Zoning Map	C
Conceptual Site Plan	D