Surprise Village Marketplace

Re-Zoning Narrative
C-2 P.A.D.
PAD06-286

Bell Road & Loop 303
Surprise, Arizona

Presented to City of Surprise

SURPRISE
ARIZONA

Approved: September 28, 2006
Ordinance #06-44
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Project Description and Goals

*Surprise Village Marketplace on Bell Road* is a multi-use regional retail market and office center located at the southeast corner of the Estrella Parkway (Outer Loop 303) alignment and Bell Road. Restaurants, services, locally supported businesses, shopping, entertainment, health facilities and meeting places will be some of the intended uses. The intent and the commitment by Bell & 303 L.L.C., the applicant and property owner, will be to create an attractive and "soft" environment for business people and area residents to dine, bank, exercise, do light shopping and to take advantage of service and professional offices. The property is conveniently located within easy reach of a wide demographic base.

Phase one of *Surprise Village Marketplace on Bell Road* is approximately 3.5 acres of vacant land with a small stand of trees and a small amount of construction debris from demolished outbuildings. Bell Road, the north boundary of the property, has been completed and is one of the most attractive corridors in Metropolitan Phoenix. Loop 303 creates the western boundary. This development has approximately 1720 feet of frontage along Bell Road. All of the required right-of-way for the future highway ramps has previously been dedicated. The Loop 303 is currently a high-speed two-lane road with the only interruption of flow at Bell Road.

The proposed C-2 PAD commercial zoning is consistent with the City's General Plan and in harmony with the land uses previously approved by City Council for this site. Every effort has been made to design the project to incorporate the architectural intent of this original zoning. The site plan is consistent with the goals and objects of the City of Surprise to locate major retail and sales tax generating uses adjacent to major arterials and the freeway.

The property owner is proposing to rezone the subject property from C-2 and R-3 to C-2 PAD. This proposed request will establish a master plan for the vacant commercial property on the south side of Bell between the 303 and Sarival. The property owner has worked extensively with staff to create a site plan and building elevations that are consistent with the desires and goals for a successful commercial development on this property.
Concurrent with the rezoning request the property owner is also requesting that the site plan dated May 18, 2006, for Phase I of the development as shown in Exhibit ‘C.’ A site plan for Phase 2 of the PAD will be submitted to the City Planning Department for review and approval.
The primary goal in asking for the requested C-2 PAD Zoning is to locate the needed and desirable services that will be expected in this well-designed, thriving community. Bell Road as it exists today is a major arterial that spans the Metropolitan Phoenix area. At one end of Bell Road, renamed Frank Lloyd Wright Boulevard in Scottsdale, culminates near Shea Boulevard. At the other end of Bell Road and more critical to the eventual use on *Surprise Village Marketplace on Bell Road* is the extension of the Sun Valley Parkway. All across the Phoenix Metropolitan Area, Bell Road has been a critical viable link with numerous local and regional services including a hospital, large regional/power center complex, Fortune 500 Industry, home improvement centers, strip malls, automotive dealers, supermarkets, and residential uses. In cases where Bell Road is intersected by other arterials it has become a primary node for any of the six cities that are linked by this roadway that dates back to the beginning of the arterial/collector system in the Phoenix Metropolitan Area.

*Surprise Village Marketplace on Bell Road* will have the ambience of a center located in a well-designed and maintained suburban community. Suburban communities thrive, contain identity and remain viable if "total day" uses can remain in the immediate area. The City of Surprise is unique in that it can lead the way for the mixture of uses adjacent to a Sun City Grand community. The success of Sun City Grand had created a need for a variety of local retail, commercial, professional, and social services in the immediate area. The applicant has created a "meeting place" not only for the immediate vicinity, but also a potential staging point for those in Sun Valley and adjacent communities, creating a viable, multi-purpose center that will attract end users not only to this center, but also to the community.

It has been a desire of City of Surprise staff for this development to provide quality goods and services, and fill the need for quality entry level residential. This development accomplishes all three of those goals.

**The Plan**

*The Surprise Village Marketplace’s Phase I site plan* has been a coordinated three (3) year effort between the applicant, City Staff and neighborhood participants to derive a highly functional, supportive and multi-use plan for this property. (See EXHIBIT ‘C’ – Phase I Site Plan)

The applicant has just started the marketing effort to attract various uses, so sizes and/or shapes of structures may change slightly. The intent, intensity and concept will be the same regardless of the potential users.
On the Site Plan note the
   o Entry/egress points,
   o Buffering
   o Pedestrian zones
   o Conceptual site amenities and land use orientations

In every case strict attention will be given to screening parking along Bell Road and vehicular circulation areas into and around the various building pad sites.
   o Focal points and internal vistas will be encouraged both across the site and internally to individual structures.
   o Onsite pedestrian circulation, signage and character between all users is considered critical to the success of the development. The design will invite all potential patrons to feel a link between all services and shops.
   o Exterior amenities will be designed to allow “outside” uses with the minimum of clutter and structure. Landscaping features will be used to separate areas either physically or perceptually.
   o Office users will be located adjacent to Phase I, along the northern boundary of the future planned multi-family, buffering Bell Road activity for the residents. Both pedestrian and vehicular circulation to these uses will be handled in a safe and direct manner with proper signage directing pedestrian and vehicular traffic to the individual buildings. Parking for both visitors and employees will be convenient. Landscaping, hardscaping, berms, and low walls are all methods proposed to create visual impacts.
   o All buildings will adhere to the architectural design guidelines and sample elevations of Exhibit ‘D’ for the Surprise Village Marketplace on Bell Road. All buildings will follow all City and government standards for use, access, and safety requirements if not included within these Standards.
   o Circulation through the site has been designed to promote safe and efficient travel throughout the site. The provided site plan (See EXHIBIT ‘C’) shows onsite pedestrian/vehicular circulation. City Staff and the applicant have worked together to establish the safest method to accommodate all users. Aesthetics and the design intent have been considered in developing the site plan.
Circulation throughout the site will include pedestrian site amenities in a safe and direct manner. Vegetative shade canopies will be used to help define these pedestrian connections and provide for the users comfort.

Design Standards

Standards are meant to encourage, direct and assure creative architectural and site designs. Each development parcel, whether commercial or office, is required to be harmonious with the overall Surprise Village Marketplace theme. The following sample principles illustrate the types of considerations that should be observed throughout:

- Emphasize pedestrian connections / safety in site planning.
- Covenants, Conditions and Restrictions (CC&R's) will be developed for each of the center's commercial, office and pad parcels as part of the platting and permitting process. They, together with Design Guidelines, will assure that both phases of development display a distinctive, quality and well-maintained appearance that is in unison with the community.

Surprise Village Marketplace on Bell Road
Land Uses

The site plan has set basic themes and standards to assure design continuity and attractive appearance. Land uses at Surprise Village Marketplace on Bell Road will be generally retail commercial, professional & financial services, dining, general and medical offices, and entertainment. The intent of the development is to coordinate and mingle a variety of non-residential uses, giving the user shopping choices when making their trip to the center. Pedestrian walkways and gathering nodes will encourage flow from one building or space to another in a safe yet comfortable environment. It is the applicant's goal to select and coordinate the appropriate businesses in this development.

Principally Permitted Uses: Permitted uses within the PAD shall include all uses within the C-2 zoning, including florists, 24 hour fitness/health facilities, warehouse retail, membership warehouse, and large retail user with or without interior garden supply sales.

Property owner agrees to work with the City throughout the life of the development. City understands that as the economic viability of the shopping center changes and the intensity of the intersection increases over the next 20 or 30 years, City may approach the property owner to evaluate and discuss possible alternative land uses as redevelopment become necessary.

Building Height

The maximum building height for each parcel is governed by the C-2 Zoning Code.

Building Setbacks

Typical setback standards do not ensure a quality site plan. Tall buildings can overcrowd their sites and their neighbors. The Surprise Village Marketplace's approach is to combine minimum setback for the orientation of commercial buildings and appropriate landscape materials to help buffer these facades from the off-site viewers. Signage view corridors will be maintained.

- Front yard setback (min.) = 70'
- Rear yard setback (min.) = 70'
- Side yard setback (min.) = 50', with the exception of buildings interior to the development which can have zero lot lines.

Landscaping

Landscaping and ground surface features will be critical to the theme. Areas will be established to allow for patrons to stop, sit, eat lunch, rendezvous or just meditate when desired. Landscaping, where not critical for "green" uses, will be xeriscaped for the conservation of water and

*Surprise Village Marketplace on Bell Road*
to add to the southwestern theme. In general “green uses” will be used for accents, not the norm throughout the development.

While Floor Area Ratio keeps the building in scale with its site, it does nothing to address the appearance of the site. The amount and quality of landscaping and associated amenities are perhaps the single most important determinant of a quality look for this type of development. All buildings can look good in a professionally landscaped setting. Further, landscaping is not merely grass and plantings but the integration of these materials into a well thought out development. Landscape Architecture also includes interior public spaces and usable water retention facilities, which will be treated in a coordinated design effort.

The minimum Landscaped Area Requirements have been set for all use areas during the site plan process, meeting or exceeding the minimum city standards.

Accessibility for the street pedestrian as well as the convenience of bicycle traffic including staging areas will be considered in the Final Comprehensive Site Plan.

**Site Circulation**

Bell Road west of Grand Avenue is an arterial which all of Surprise can be proud of. The streetscape enhancements done in the 1980’s was successful at providing a quality driving experience for all. It is the applicant’s goal to add to the quality. The buildings will be buffered from the Bell Road by a 70 foot landscape buffer that lends to the suburban character already established.

Circulation into and out of this development is critical to safety and ease of use for residents. Surprise Village Marketplace will be provided access with a major signalized entrance on Bell Road at the center of the development, with two minor accesses on either side; for a total of three accesses on the approximate 1720 feet of frontage. These accesses have been addressed and analyzed by the approved traffic report associated with the attached site plan. They will provide safe and adequate circulation into and out of the site for all proposed phases of development.

Building uses will be coordinated so that site circulation is not confusing. Monumentation, circulation ways, and parking will be coordinated to match the design theme. Outdoor spaces will be open to sky or covered with a vegetation screen or screened or louvered panels so as to offer a variety of ways to take advantage of the Arizona climate throughout the year. Commercial Design Guidelines will offer a set of criteria on how to mix and match colors, textures and materials into a cohesive development package.

*Surprise Village Marketplace on Bell Road*
Integration of the Architecture and the Site Features will be incorporated into all site development.

- The use of color, texture and shadow patterns will help to reduce the large vertical expanses of building facades.
- Hardscape features including specialty pavers or stamped color concrete and related amenities will link the interior public spaces and help to define the pedestrian routes.
- Landscaping features and site walls will be used to separate areas either physically or perceptually.

Parking lot designs include areas that relate closely to the uses they serve and are effectively screened from street view. Vegetative shade canopies will be introduced along all pedestrian ways and at all parking lot islands.

**Architectural Theme**

Architectural Theme and Image: The design theme is a combination of a small town with southwestern village flair. The facades marry this concept with various Spanish Style Architecture buildings in the Phoenix Metro area.

Building Massing: The building mass is modulated through the use of varied rooflines and forms, indentations and relief, as well as architectural detail. The building mass also reduced through the architectural facades in the image of a townscape setting forward of the buildings main wall plane. A clear distinction between building base, body and top is denoted by the use of wall materials, colors and wall plane offsets and projections. The specific building elements utilized are: sloped tile roofs, varied roof parapet heights break up the building’s roofline, arched elements to give added detail to the building, and awnings which personify the southwestern, small town experience.

Exterior Building Materials: The materials used are a combination of split face concrete masonry (8" tall), exterior insulation finish system (EIFS), concrete tile on sloped roofs, parapet wall cornices with medallions and decorative support brackets, windows in the townscape facades with contrasting paint finished and metal awnings.

Exterior Building Finish Colors: The colors used are typical for the Southwest design theme. The main colors of the building are beige with tan. The sloped concrete tile roofs are a blend of terra cotta mix. Feature facades and other architectural elements are accentuated with earth tone browns or southwestern rose color. Other architectural details are accented with contrasting white.
ELEVATIONS

**The following elevations, colors and materials were approved at a meeting 10-05-06 with Nicole Catten, City's on-staff architect, and Dennis Dorch, the project planner.**
Elevations: The front elevations emphasize the building entry through the use of architectural design and materials. The pitched roof element also reinforces wayfinding to the entry. The design theme is created by the applied townscape facades and arcade. These elements bring the appropriate sense of detail and create a varied sense of scale to break up the expansive wall plane.

The sides and rear of the buildings are treated with elements similar to those on the front elevation.

Roofs: Variations in rooflines, one-way parapets are coordinated with the scale and theme of the building. Most mechanical equipment and communications equipment is rooftop mounted. This equipment is screened from the pedestrian’s line of sight by the building parapet. Roof access is by an internal ladder and roof hatch.

Trash Enclosures: Trash enclosures will be screened by decorative, paint finished CMU walls integrated into the building architecture.

Landscaping: The goal of the development is to create a comfortable scale building. Landscaping provides a reflection of the architectural character, modulates the building’s height, and adds pedestrian scale, as well as color and excitement to the pedestrian experience. The prominent sides of the building have integrated landscaping that enhances the architecture. Landscaping includes a combination of various trees, shrubs and ground cover to delineate the pedestrian pathways from vehicular and also accentuate the design features of the building.

Signs

The design, construction and installation of each exterior sign on the property shall be submitted to the Design Committee and built to City Standards for review and approval in the form of a Comprehensive Sign Package. A sample of the proposed signage is attached as Exhibit ‘F’

Site Design, Surface Arrangements and Features

Landscaping and adjacent walks within open areas adjacent to streets have been planned in such a ways as to create pedestrian safety and promote the feeling of a quality development.

Walls will be a unifying design element allowing for separation, protection, security, directing circulation throughout the site, and will be critical to the overall theme of the site architecture. Views throughout the site will be enhanced by the presence of walls, not restricted. Walls will be constructed by a variety of materials, heights and textures.

Surprise Village Marketplace on Bell Road

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Site walls:
  - Views throughout the site will be enhanced by the presence of 3' screen walls.
  - Site walls will create a unifying design element throughout the site.
  - A uniform wall palette of materials including colors, textures and shapes will be maintained.

Utilities

All utilities will be designed constructed by the developer per City of Surprise design & construction standards, with accompanying easements to be dedicated to the City of Surprise.

Neighborhood Participation

Bell & Sarival LLC has gone to extensive lengths to work with the surrounding property owners and community at large over the last two years. Every effort has been made to incorporate recommendations of the neighbors, staff and other interested parties. Recently the property owner held a neighborhood meeting on July 25, 2006, in which additional suggestions were received that will be considered and possibly incorporated into the design. The property owner has also gone door to door and personally contacted available residents within a 500 foot radius of the south property boundary of the development. There were discussions of general dislike of any commercial development on this property. The majority of those residents contacted were in support of the project, with a few of the residents had concerns regarding the treatment of the area directly behind the north boundaries of the northern most, adjacent, neighbors. This area lies between the developments landscaped setback and the Northwest Ranch HOA’s Tract ‘A’, a 15 foot wide tract that dedicated for storm water.

Neighbor suggestions included eliminating the existing 8’ block wall shown on the site plan, and replacing it with a wrought iron fence or some other treatment that would open up the area and allow for better safety.

*Surprise Village Marketplace on Bell Road*
Summary

In summary, Bell & 303 L.L.C. has worked with the City Staff to create a development with charm and an inviting feeling not meant to be in direct competition with regional shopping. *Surprise Village Marketplace on Bell Road* will be the local hub for dining, services, offices, and retail shops.
Preliminary Signage Design
Surprise Village Marketplace

TENANT
TENANT
TENANT
TENANT
TENANT

3/4" Clear Push Thru Acrylic with 3M White Trans vinyl overlay and 1/8" white acrylic backer as a light diffuser.

One (1) 15' Internally Illuminated Multi-Tenant Monument

Scale: 1/8" = 1'
Council Action & Stipulations
facsimile transmittal

To: Melissa Hill

From: Carol Dager

Re: PAD06-286

Surprise Village Marketplace

Fax: 602.943.3548

Date: October 6, 2006

Pages: 4

☐ Urgent  ☐ For Review  ☐ Please Comment  ☐ Please Reply

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October 6, 2006

Melissa Hill                                          Fax: 602.943.3548
WM Grace Development                                  
7575 North 16th Street, Suite 1                      
Phoenix, AZ 85020                                    

RE:    City Council Approval for PAD06-286            
       Surprise Village Marketplace                   

Dear Applicant:

The above-referenced application was approved on September 28, 2006, by the City of 
Surprise City Council. Attached is a copy of the Council Action forms and any approved 
stipulations.

In order to finalize the approval, the applicant must submit the following items within fifteen 
(15) days of this notice:

1. One (1) copy of the updated PAD.

The applicant must now remove from the property all signage advertising the public hearings. 
These signs must be removed within one week after the final disposition of the case.

If you require further information or assistance, please do not hesitate to contact the Planning 
office at 623-875-4337.

Sincerely,

SURPRISE COMMUNITY DEVELOPMENT
STANDARD STIPULATIONS:

a) Major changes to this Planned Area Development with regard to use and intensity, must be processed as a revised application with approval by the City Council upon recommendation of the Planning and Zoning Commission. Minor changes to this Planned Area Development may be administratively approved by the Community Development Director;

b) The applicant shall submit a Written Response to Stipulations and five (5) copies of the revised P.A.D. Said submission must be under one (1) transmittal package;

SPECIAL STIPULATIONS:

c) The applicant shall submit a full set of landscape construction drawings for review and approval by the Community Development Director prior to final site plan approval for any part of this development;

d) All infrastructure improvements shall occur pursuant to section 16.20 of the Surprise Municipal Code with final plans subject to the approval of the City of Surprise Water Services Department, Engineering Department, and the Community Development Director;

e) The applicant shall include these stipulations within the final PAD document;

f) By its submittal of the PAD plan, the applicant - as landowner - agrees and approves in writing to the open space designated in the approved PAD plan; and

g) Prior to issuance of any building permits, applicants shall submit revised architecture plans, including elevations, showing unifying architectural elements between the Sam's Club building and the Pad sites to the north, modified roof parapets and a revised color palette for staff approval.

h) Applicant and City agree that this site has the potential for a higher and better use as the city matures and as the Loop 303 facility becomes a full urban freeway. Applicant, as the landowner/developer of record, agrees to meet and discuss the possibility of redevelopment of the site as the economic viability of the current development, as contemplated by Owner/Developer, diminishes. The first meeting will occur no later than ten years after the opening of Sam's Club. If redevelopment is not warranted at ten years, this evaluation will take place each five years thereafter. This condition does not impact or limit in any manner, the property owner's legal common law rights of vesting.

Property Owner of record of the Sam's Parcel agrees to make commercially reasonable efforts to see that the building not be abandoned or go unused.

i) If the U.S. Postal Service requires "gang"-type postal boxes, applicant shall install adequate lighting over said postal receptacles.
CITY OF SURPRISE
COUNCIL AGENDA ACTION FORM

Meeting Type: Regular Meeting
Council Meeting Date: 9-28-06
Submitting Department: Community Development Contact Person: Scott Chesney
District: 3 Internal: Dennis Dorch

[Consent]
[Regular]
[Public Hearing]
[Report Only]

Agenda Wording:
Consideration and action on Ordinance #06-44, an Ordinance of the Mayor and Council of the City of Surprise, Arizona, approving a Planned Area Development, PAD06-286, for a proposed project known as Surprise Village Marketplace, consisting of rezoning approximately 39.5 acres from C-2 (Community Commercial) and R-3 (Multi-Family Residential) to Planned Area Development. The subject site is generally located on the south side of Bell Road between Serrano Avenue and the 303 Parkway.

Motion:
I move to approve Ordinance #06-44.

Background:
The subject parcels have been vacant since they were annexed into the City of Surprise. The current zoning is split into both C-2 (Community Commercial) and R-3 (Multi-Family Residential) zoning.

Financial Impact Statement:
All activity related to the ongoing development of the City of Surprise has economic and fiscal impact on the city and the region.

Attachments:

Signatures of Submitting Officers:

Mayor / Council

Budget Authorization

Department Head/Designee

Kathy Rice

City Manager/Designee

Legal Review

Human Resources (If Applicable)

City Clerk's Office Only:
Council Action:
Motion/Second
Shafer
Elkins
Bails
Sullivan
Artiendez
Johnson
Foro
8
M
For
Against
Passed
Failed
Continue
Tabbed
Absent

Results:
4
2
8
final
reading
1
COA

Distribution After Council Meeting:
City Clerk's Office