

# Staff Summary Report



City Council Meeting Date: 09/11/08

Agenda Item Number: 56

**SUBJECT:** This is the introduction and first public hearing for a Planned Area Development Overlay for DRURY INN AND SUITES, located at 1780 West Ranch Road. The second public hearing is scheduled for October 2, 2008.

**DOCUMENT NAME:** 20080911dsac01

**PLANNED DEVELOPMENT (0406)**

**SUPPORTING DOCS:** Yes

**COMMENTS:** Request for **DRURY INN AND SUITES HOTEL (PL070546)** (Larry Hasselfeld, Drury Development Corporation, property owner; Dennis Newcombe, Beus Gilbert PLLC, applicant) consisting of an 8 story hotel building, with approximately 124,519 s.f. of building area on 2.96 net acres, located at 1780 West Ranch Road in the PCC-1, Planned Commercial Center Neighborhood and GID, General Industrial Districts, and within the Southwest Tempe Overlay District. The request includes the following:

**PAD08011 – (Ordinance No. 2008.40)** Planned Area Development Overlay to modify the development standards to allow for a building height increase from 60 feet to 99 feet.

**PREPARED BY:** Alan Como, Planner II (480-350-8439)

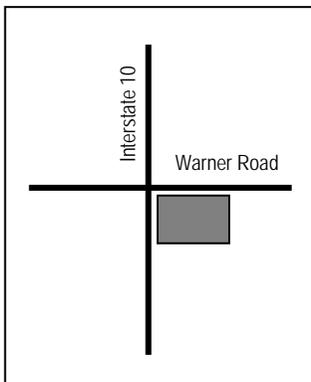
**REVIEWED BY:** Lisa Collins, Development Services Planning Director (480-350-8989)  
Chris Anaradian, Development Services Manager (480-858-2204)

**LEGAL REVIEW BY:** N/A

**FISCAL NOTE:** N/A

**RECOMMENDATION:** Staff – Approval, subject to conditions  
Development Review Commission – Approval (6-1 vote)

### ADDITIONAL INFO:



Gross/Net site area	2.96 acres
Total Building area	124,519 s.f.
Lot Coverage	14 % (50% maximum allowed)
Building Height	99 ft (60 ft maximum allowed in SWOD)
Building setbacks	+25' front, +0' side, +0' rear (25, 0, 0 min.)
Landscape area	25% (10% minimum required)
Vehicle Parking	212 spaces onsite, 10 on adjacent site (222 min. required, 277 max allowed)
Bicycle Parking	15 spaces (15 minimum required)

A neighborhood meeting is not required with this application as there are no residences within 300 feet of the site.

- PAGES:**
1. List of Attachments
  - 2-3. Comments / Reason for Approval
  3. Conditions of Approval
  4. History & Facts / Zoning & Development Code Reference

- ATTACHMENTS:**
- 1-2. Ordinance No. 2008.40
  - 3-5. Waiver of Rights and Remedies form
  6. Location Map(s)
  7. Aerial Photo(s)
  - 8-15. Letter of Explanation
  16. PAD Cover Sheet
  17. Site plan
  - 18-19. Floor plans (1<sup>st</sup> & 2<sup>nd</sup> floors only)
  - 20-25. Building Elevations and Renderings
  - 26-27. Building Sections
  28. Landscape Plan
  29. Preliminary Grading & Drainage Plan
  - 30-33. Photographs

**COMMENTS:**

This site is located between Warner Road and Ray Road, and I-10 and Priest Drive and is located within the Southwest Overlay District. The site is located in the Agave Corporate Center and has both PCC-1 and GID zoning classifications.

This request includes the following:

1. Planned Area Development to modify maximum building height

On August 26, 2008 the applicant received approval of the following items:

2. Use Permit to allow a hotel use in the GID, General Industrial District.
3. Development Plan Review for building elevations, site plan and landscape.

For further processing, the applicant will need to process an Amended Subdivision Plat, to establish the southern and eastern property boundaries.

**PUBLIC INPUT**

A Neighborhood meeting is not required for this application because the site location is not in proximity to any residential. To date, no public input has been received.

**PROJECT ANALYSIS**

**Planned Area Development**

The following table indicates the Planned Area Development Overlay standards proposed for the Drury Inn and Suites Hotel in comparison with the standards for the existing Planned Commercial Center and General Industrial District. The only standard that the requested P.A.D. is modifying is maximum building height and is highlighted in bold text.

Building & Site Standard	PCC_1 (existing)	GID (existing)	SWOD (existing)	PAD (PROPOSED)
Density (dwelling units per acre)	15 DU/AC with use permit	N/A	Development must follow standards of underlying zoning district	N/A
Building Height & Step-Back Maximum height Building Height Step-Back Adjacent to Multi-Family District	35'-0" Yes	35'-0" Yes	25'-0" increase allowed NS	<b>99'</b> <b>Yes</b>
Building / Lot Coverage Standard Maximum Lot Coverage	50 %	NS	Development must follow standards of underlying zoning district	N/A
Landscape Standard Minimum Lot Landscape Area	15 %	10 %	Development must follow standards of underlying zoning district	10-15 %
Setback Standards Front Yard (south) Side Yard (east, west and south) Rear Yard (north)	0'-0" 30'-0" 30'-0"	25'-0" 0'-0" 00'-0"	Development must follow standards of underlying zoning district	25'-0" 0'-0" 00'-0"
Existing and Proposed Surface Parking Setback	20'-0"	20'-0"	Development must follow standards of underlying zoning district	20'-0"

The applicant is requesting a modification to the maximum allowable building height through the P.A.D. process. The hotel building will be located in the General Industrial District which allows for a maximum building height of 35'-0". The Southwest Tempe Overlay District allows for an increase in height of 25'-0" for development projects west of Kyrene Road, for an overall allowable height of 60'-0". The proposed P.A.D. height modification is intended to make the hotel more visible from Interstate 10 and thereby increase marketability.

The development is an attractive and harmonious project located in a gateway area off Interstate 10 at Warner Road. The hotel will be adjacent to the largest projected employment growth node in the City of Tempe, which is currently served by only one (1) existing hotel, with an additional hotel under entitlement but not yet fully constructed. The development provides diversity within the existing business park; supports the other uses in the area, the regional commercial retail center to the north, and tourism. The proposed height is appropriate for the area as it is adjacent to the freeway, and it accommodates the intensity of this product. Drury Inn and Suites will provide conference and meeting room space, a spa, pool, and fitness room for guests. The hotel would not be possible at a lower height. In addition the developer is providing 25% landscaped area which exceeds the amount required in either the PCC-1 (15%) or GID (10%) zoning districts.

Given the above considerations, staff supports the request to increase the maximum allowable height.

Section 6-305 D. Approval criteria for P.A.D.:

1. The proposed hotel land use is allowable in Part 3 through a use permit process.
2. The development standards listed above, as established as part of the PAD Overlay District, as well as the standards allowed by use permit in Part 4 will be conformed to for development of this site.
3. The proposed PAD is in conformance with the Southwest Tempe Overlay District provisions in Part 5. Encourages the optimum development of land along the I-10 Freeway; stabilizes the economic base of the city.
4. The conditions of approval are reasonable to ensure conformance with the provisions of the Zoning and Development Code.

### Conclusion

Based on the information provided by the applicant, no additional public input and the above analysis staff recommends approval of the requested Planned Area Development Overlay. This request meets the required criteria and will conform to the conditions proposed.

### REASONS FOR APPROVAL:

1. The project meets the General Plan Projected Land Use in that a hotel will contribute to Tempe's economy.
2. The PAD overlay process was specifically created to allow for greater flexibility and to allow for increased heights. The project will comply with all other development standards for this district.
3. The proposed project meets the approval criteria for a Planned Area Development Overlay.

### PAD08011

#### CONDITIONS OF APPROVAL:

1. A building permit shall be obtained on or before October 2, 2010 or the zoning of the property may revert to that in place at the time of application, subject to a public hearing.
2. The property owner(s) shall sign a waiver of rights and remedies pursuant to A.R.S. §12-1134 that may now or in the future exist, releasing the City from any potential claims under Arizona's Private Property Rights Protection Act, which shall be submitted to the Development Services Department no later than November 3, 2008, or the PAD approval shall be null and void.
3. The Planned Area Development for Drury Inn and Suites Hotel shall be put into proper engineered format with appropriate signature blanks and kept on file with the City of Tempe's Development Services Department prior to issuance of building permits.

## HISTORY & FACTS:

- November 12, 1981 Council approved a request for a zone change from AG Agricultural to I-1 Light Industrial (1.8 net acres) and I-2 General Industrial (.3 net acres) for a total of 2.1 acres, at the SWC of Warner Road and the Highline Canal
- October 4, 1982 Council approved a request for a zone change from AG Agricultural to I-1 Light Industrial and I-2 General Industrial for 9.41 acres at the SWC of Warner Road and the Highline Canal
- January 24, 1995 Planning Commission denied a request for a General Plan 2000 Amendment from Growth Node to Residential (16-20 d.u./acre) and a zone change from I-1 and I-2 to R-3 Multi-Family Residential for 11.2 net acres at the SWC of Warner Road and the Highline Canal.
- January 27, 1998 Planning Commission approved, by a 7-0 consent vote the request for a General Plan Amendment, a zone change from AG, I-1 and I-2 to I-1 and PCC-1, and two General Plans of Development for Warner 10 Commerce Center at 1575 West Warner Road.
- February 26, 1998 Council approved a General Plan Amendment, a zone change from AG, I-1 and I-2 to I-1 and PCC-1, and two General Plans of Development for Warner 10 Commerce Center at 1575 West Warner Road.
- August 26, 2008 Development Review Commission approved a Development Plan Review and Use Permit to allow a hotel in the GID district, and recommended approval of a Planned Area Development Overlay consisting of an 8 story hotel building, with approximately 124,519 s.f. of building area on 2.96 net acres, located at 1780 West Ranch Road.

## ZONING AND DEVELOPMENT CODE REFERENCE:

Section 6-305 - Planned Area Development (PAD) Overlay Districts

ORDINANCE NO. 2008.40

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF TEMPE, ARIZONA, AMENDING THE CITY OF TEMPE ZONING MAP, PURSUANT TO THE PROVISIONS OF ZONING AND DEVELOPMENT CODE PART 2, CHAPTER 1, SECTION 2-106 AND 2-107, RELATING TO THE LOCATION AND BOUNDARIES OF DISTRICTS.

\*\*\*\*\*

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF TEMPE, ARIZONA, as follows:

Section 1. That the City of Tempe Zoning Map is hereby amended, pursuant to the provisions of Zoning and Development Code, Part 2, Chapter 1, Section 2-106 and 2-107, by adding a Planned Area Development Overlay to the existing GID, General Industrial District and PCC-1 Planned Commercial Center Neighborhood District and designating it as GID/PCC-1 (PAD), General Industrial/ Planned Commercial Center Neighborhood with a Planned Area Development Overlay on 2.96 acres.

LEGAL DESCRIPTION

BEING A PORTION OF LOT 13, AGAVE CENTRE AMENDED, ACCORDING TO THE PLAT OF RECORD IN THE OFFICE OF THE COUNTY RECORDER OF MARICOPA COUNTY, ARIZONA, RECORDED IN BOOK 520 OF MAPS, PAGE 1 AND A PORTION OF LOT 2, AGAVE CENTRE, ACCORDING TO THE PLAT OF RECORD IN THE OFFICE OF THE COUNTY RECORDER OF MARICOPA COUNTY, ARIZONA, RECORDED IN BOOK 498 OF MAPS, PAGE 9, BEING A PORTION OF THE NORTHEAST QUARTER OF SECTION 20, TOWNSHIP 1 SOUTH, RANGE 4 EAST OF THE GILA AND SALT RIVER BASE AND MERIDIAN, MARICOPA COUNTY, ARIZONA, BEING MORE PARTICULARLY DESCRIBED AS FOLLOWS:

BEGINNING AT THE NORTHWEST CORNER OF SAID LOT 13, AGAVE CENTRE, AMENDED ACCORDING TO THE PLAT OF RECORD IN THE OFFICE OF THE COUNTY RECORDER OF MARICOPA COUNTY, ARIZONA;

THENCE NORTH 79 DEGREES 46 MINUTES 01 SECONDS EAST 265.29 FEET ALONG THE NORTH LINE OF SAID LOT 13 AGAVE CENTRE AMENDED TO THE NORTHWEST CORNER OF SAID LOT 2 AGAVE CENTRE;

THENCE CONTINUING NORTH 79 DEGREES 46 MINUTES 01 SECONDS EAST, ALONG SAID NORTH LINE 140.18 FEET;

THENCE SOUTH 10 DEGREES 13 MINUTES 59 SECONDS EAST 40.00 FEET;  
THENCE NORTH 79 DEGREES 46 MINUTES 01 SECONDS EAST 26.92 FEET;  
THENCE SOUTH 00 DEGREES 29 MINUTES 57 SECONDS EAST 217.76 FEET TO THE NORTHERLY RIGHT-OF-WAY LINE OF RANCH ROAD;  
THENCE SOUTH 89 DEGREES 30 MINUTES 36 SECONDS WEST 96.61 FEET ALONG SAID NORTHERLY RIGHT-OF-WAY TO THE BEGINNING OF A TANGENT CURVE TO THE LEFT HAVING A RADIUS OF 75.00 FEET;  
THENCE SOUTHWESTERLY ALONG THE ARC OF SAID TANGENT CURVE THROUGH A CENTRAL ANGLE OF 90 DEGREES 02 MINUTES 53 SECONDS AN ARC DISTANCE OF 117.87 FEET TO THE WESTERLY RIGHT-OF-WAY LINE OF 52<sup>ND</sup> STREET, BEING

A

ON THE EAST LINE OF SAID LOT 13;  
THENCE SOUTH 00 DEGREES 29 MINUTES 30 SECONDS EAST 14.87 FEET;  
THENCE NORTH 89 DEGREES 46 MINUTES 03 SECONDS WEST 31.44 FEET;  
THENCE SOUTH 89 DEGREES 48 MINUTES 33 SECONDS WEST 45.29 FEET;  
THENCE NORTH 89 DEGREES 57 MINUTES 15 SECONDS WEST 59.89 FEET;  
THENCE NORTH 89 DEGREES 58 MINUTES 48 SECONDS WEST 67.67 FEET;  
THENCE SOUTH 89 DEGREES 59 MINUTES 46 SECONDS WEST 73.23 FEET;  
THENCE NORTH 89 DEGREES 23 MINUTES 52 SECONDS WEST 22.34 FEET;  
THENCE SOUTH 89 DEGREES 48 MINUTES 01 SECONDS WEST 35.47 FEET TO THE  
WEST LINE OF SAID LOT 13 AGAVE CENTRE AMENDED;  
THENCE NORTH 14 DEGREES 46 MINUTES 17 SECONDS EAST 280.86 FEET ALONG  
SAID WEST LINE TO THE POINT OF BEGINNING.

TOTAL AREA IS 2.96 GROSS ACRES.

**Section 2.** Further, those conditions of approval imposed by the City Council as part of Case #PAD-08011 are hereby expressly incorporated into and adopted as part of this ordinance by this reference.

**Section 3.** Pursuant to City Charter, Section 2.12, ordinances are effective thirty (30) days after adoption.

PASSED AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF TEMPE, ARIZONA, this \_\_\_\_ day of \_\_\_\_\_, 2008.

\_\_\_\_\_  
Mayor

ATTEST:

\_\_\_\_\_  
City Clerk

APPROVED AS TO FORM:

\_\_\_\_\_  
City Attorney

**A**

**WHEN RECORDED RETURN TO:**  
City of Tempe  
Development Services Department  
31 E. 5<sup>th</sup> Street  
Tempe, AZ. 85281

**WAIVER OF RIGHTS AND REMEDIES  
UNDER A.R.S. §12-1134**

This Waiver of Rights and Remedies under A.R.S. § 12-1134 (Waiver) is made in favor of the City of Tempe (City) by \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_(Owner/s).

Owner acknowledges that A.R.S. § 12-1134 provides that in some cases a city must pay just compensation to a land owner if the city approves a land use law that reduces the fair market value of the owner's property (Private Property Rights Protection Act).

Owner further acknowledges that the Private Property Rights Protection Act authorizes a private property owner to enter an agreement waiving any claim for diminution in value of the property in connection with any action requested by the property owner.

Owner has submitted Application No. **PL070546** to the City requesting that the City approve the following:

- \_\_\_\_\_ GENERAL PLAN AMENDMENT
- \_\_\_\_\_ ZONING MAP AMENDMENT
- PAD OVERLAY
- \_\_\_\_\_ HISTORIC PRESERVATION DESIGNATION/OVERLAY
- USE PERMIT
- \_\_\_\_\_ VARIANCE
- DEVELOPMENT PLAN REVIEW
- SUBDIVISION PLAT/CONDOMINIUM PLAT
- \_\_\_\_\_ OTHER \_\_\_\_\_  
(Identify Action Requested))

for development of the following real property (Property):

Parcel No. : 301-59-504  
301-59-516-B

**LEGAL DESCRIPTION**

BEING A PORTION OF LOT 13, AGAVE CENTRE AMENDED, ACCORDING TO THE PLAT OF RECORD IN THE OFFICE OF THE COUNTY RECORDER OF MARICOPA COUNTY, ARIZONA, RECORDED IN BOOK 520 OF MAPS, PAGE 1 AND A PORTION OF LOT 2, AGAVE CENTRE, ACCORDING TO THE PLAT OF RECORD IN THE OFFICE OF THE COUNTY RECORDER OF MARICOPA COUNTY, ARIZONA, RECORDED IN BOOK 498 OF MAPS, PAGE 9, BEING A PORTION OF THE NORTHEAST QUARTER OF SECTION 20, TOWNSHIP 1 SOUTH, RANGE 4 EAST OF THE GILA AND SALT RIVER BASE AND MERIDIAN, MARICOPA COUNTY, ARIZONA, BEING MORE PARTICULARLY DESCRIBED AS FOLLOWS:

BEGINNING AT THE NORTHWEST CORNER OF SAID LOT 13, AGAVE CENTRE, AMENDED ACCORDING TO THE PLAT OF RECORD IN THE OFFICE OF THE COUNTY RECORDER OF MARICOPA COUNTY, ARIZONA;

THENCE NORTH 79 DEGREES 46 MINUTES 01 SECONDS EAST 265.29 FEET ALONG THE NORTH LINE OF SAID LOT 13 AGAVE CENTRE AMENDED TO THE NORTHWEST CORNER OF SAID LOT 2 AGAVE CENTRE;

THENCE CONTINUING NORTH 79 DEGREES 46 MINUTES 01 SECONDS EAST, ALONG SAID NORTH LINE 140.18 FEET;

THENCE SOUTH 10 DEGREES 13 MINUTES 59 SECONDS EAST 40.00 FEET;  
THENCE NORTH 79 DEGREES 46 MINUTES 01 SECONDS EAST 26.92 FEET;  
THENCE SOUTH 00 DEGREES 29 MINUTES 57 SECONDS EAST 217.76 FEET TO THE NORTHERLY RIGHT-OF-WAY LINE OF RANCH ROAD;  
THENCE SOUTH 89 DEGREES 30 MINUTES 36 SECONDS WEST 96.61 FEET ALONG SAID NORTHERLY RIGHT-OF-WAY TO THE BEGINNING OF A TANGENT CURVE TO THE LEFT HAVING A RADIUS OF 75.00 FEET;  
THENCE SOUTHWESTERLY ALONG THE ARC OF SAID TANGENT CURVE THROUGH A CENTRAL ANGLE OF 90 DEGREES 02 MINUTES 53 SECONDS AN ARC DISTANCE OF 117.87 FEET TO THE WESTERLY RIGHT-OF-WAY LINE OF 52<sup>ND</sup> STREET, BEING ON THE EAST LINE OF SAID LOT 13;  
THENCE SOUTH 00 DEGREES 29 MINUTES 30 SECONDS EAST 14.87 FEET;  
THENCE NORTH 89 DEGREES 46 MINUTES 03 SECONDS WEST 31.44 FEET;  
THENCE SOUTH 89 DEGREES 48 MINUTES 33 SECONDS WEST 45.29 FEET;  
THENCE NORTH 89 DEGREES 57 MINUTES 15 SECONDS WEST 59.89 FEET;  
THENCE NORTH 89 DEGREES 58 MINUTES 48 SECONDS WEST 67.67 FEET;  
THENCE SOUTH 89 DEGREES 59 MINUTES 46 SECONDS WEST 73.23 FEET;  
THENCE NORTH 89 DEGREES 23 MINUTES 52 SECONDS WEST 22.34 FEET;  
THENCE SOUTH 89 DEGREES 48 MINUTES 01 SECONDS WEST 35.47 FEET TO THE WEST LINE OF SAID LOT 13 AGAVE CENTRE AMENDED;  
THENCE NORTH 14 DEGREES 46 MINUTES 17 SECONDS EAST 280.86 FEET ALONG SAID WEST LINE TO THE POINT OF BEGINNING.

By signing below, Owner voluntarily waives any right to claim compensation for diminution in Property value under A.R.S. §12-1134 that may now or in the future exist if the City approves the above-referenced Application, including any conditions, stipulations and/or modifications imposed as a condition of approval.

This Waiver shall run with the land and shall be binding upon all present and future owners having any interest in the Property.

This Waiver shall be recorded with the Maricopa County Recorder's Office.

Owner warrants and represents that Owner is the fee title owner of the Property, and that no other person has an ownership interest in the Property.

Dated this \_\_\_\_\_ day of \_\_\_\_\_, 2008.

\_\_\_\_\_  
(Signature of Owner)

\_\_\_\_\_  
(Printed Name)

\_\_\_\_\_  
(Signature of Owner)

\_\_\_\_\_  
(Printed Name)

State of Arizona                    )  
  ) ss  
County of \_\_\_\_\_ )

SUBSCRIBED AND SWORN to before me this \_\_\_\_\_ day of \_\_\_\_\_, 2008, by

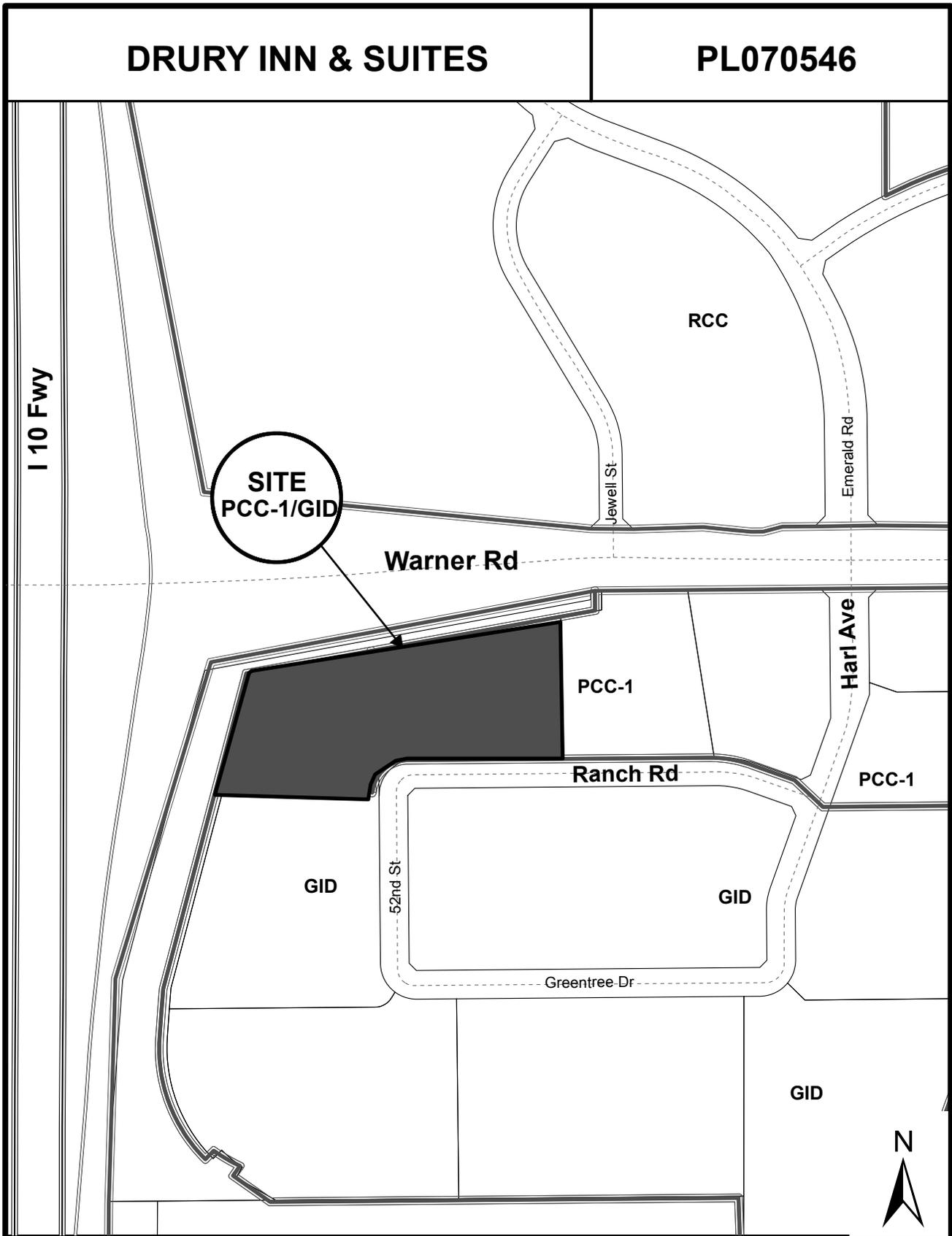
\_\_\_\_\_  
\_\_\_\_\_.

\_\_\_\_\_  
(Signature of Notary)

(Notary Stamp)

**DRURY INN & SUITES**

**PL070546**



**Location Map**



DRURY INN & SUITES (PL070546)

## PROJECT NARRATIVE

### I. THE DRURY STORY

It all started on a small farm in the Bootheel of Southeast Missouri back in the 1940's. Lambert Drury and his sons supplemented their farm income with plastering jobs on the side. Soon their reputation for doing quality work at a reasonable price allowed them to grow the business into a full-time venture. First some tile jobs, then some small construction jobs. Always focused on quality, service, innovation and value.

The Drury's built their very first hotel, a Holiday Inn, in Cape Girardeau, Missouri. After making money on the room's side of the business only to break even or lose some on the restaurant and lounge side, they settled on a new hotel concept that separated the rooms from the food and beverage operations. The first Drury Inn opened in Sikeston, Missouri in 1973, with a rate of \$10.88. The Drury brothers had learned that you always give the customer more than what they could get at any other hotel – that is how you keep them coming back. Cleaner rooms, friendlier team members, and extras that don't cost extra.

Driven by a genetically-induced desire to find ways of making a visit to a Drury Hotel even better, the Drury Team continued to innovate. In 1986, Drury became the first system of hotels to offer a continental breakfast, the Drury QUIKSTART® Breakfast, with healthy choices that broke through the stale-donut-and-lukewarm-coffee-continental-breakfast barrier. They made a splash with their first indoor/outdoor pool in 1995, Free Evening Beverages & Snacks rolled out in 1998, followed by Free High-Speed Internet in 2002, Free HOT! QUIKSTART® Breakfast in 2003, Free Long Distance Calls in 2004, and Free Wireless Internet in 2007.

Their innovations and Free Extras resonated with guests. In 2006 and 2007 J.D. Power and Associates recognized Drury Inn & Suites with the award for "Highest in Guest Satisfaction Among Mid-Scale Hotel Chains with Limited Service". More than 45,000 guests are surveyed each year and contribute to the J.D. Power's study. In addition, in the July 2007 issue of Consumer Reports Magazine, Drury was ranked #1 in the Moderate classification. Furthermore, for calendar year 2007, Drury was ranked #1 by Market Metrix for the midscale without food and beverage hotel segment for customer satisfaction.

Drury Hotels continues to be 100% family owned and operated. This is very different from those big franchise-based hotel chains where you have one group that owns the hotel, another that manages it, and still another that owns the name on the building. Chuck Drury, President of Drury Inns, Inc. sums it up, "We're different than the big franchise chains. We build, own and operate all of our hotels. Our focus is ensuring that our guests get more for their dollar than at our competitors. If we provide a consistent experience at every one of our hotels, we believe we can be the first choice as a home away from home."

For over 30 years, Drury has continued to stick with the basics that helped the company grow from a small plastering business in the Bootheel of Missouri to a successful, growing system of over 120 hotels in 19 states.

## II. INTRODUCTION.

This application regards a proposed infill development on existing vacant land at the southeast corner of Interstate-10 and Warner Road, or 1780 West Ranch Road, comprising approximately 2.96 net acres (the "Site") on land currently zoned PCC-1 (Planned Commercial Center Neighborhood) district and GID (General Industrial District) district with a Planned Area Development ("PAD") for the Agave Center development. (See Exhibit 'A' - Aerial Photo/Zoning Map.) The request includes: PAD rezoning amendment to allow for additional building height, a use permit request to allow for the proposed hotel use in the PCC-1 and GID zoning districts, Development Plan Review, Signage and Plat review for the ultimate approval of an 8-story hotel on the Site. It is our clients' vision to develop this Site with the highest quality of standards and long term balance with the surrounding uses, freeway, and drainage basin within the City of Tempe. (See Exhibit 'B' - Site Plan.)

Furthermore, this Site is ideally situated to serve as a hotel use for those guests traveling along the freeway, tourists visiting the City of Tempe, professional businesspeople, and those individuals wanting to shop at regional destinations like Ikea. With that said, the accompanying information reflects in more depth the proposal for this Site.

We would like to formally thank the Planning Staff for all of their assistance to date, and for their time in processing these applications.

## III. LOCATION AND SURROUNDINGS.

The Site is bounded by ADOT right-of-way/Warner Road (a major arterial road) on the north; West Ranch Road (a local industrial road) and an existing office development on the south; vacant land to east; and drainage channel/ADOT freeway to the west. This Site has been vacant since it was rezoned in 1998.

Based on a comprehensive land use perspective, this minimal intensity development will complement and support the surrounding zoning and existing/proposed developments very well. The proposed hotel use is ideally situated to provide a vital transition between the more intense office uses to the south and east, while also serving those specific office workers and funneling travelers looking for accommodations to the Tempe side of the freeway. In addition, Ikea and other major destination retailers have located to the area, which will support a hotel user in this area.

This 8-story hotel will provide both a visual and physical buffer from freeway, while attracting the attention of drivers to exit safely from the freeway. The overall development proposal will also maintain a consistent development pattern/design theme along this heavily traveled commercial/retail corridor of Tempe. Moreover, the site plan has been designed with the utmost sensitivity to the existing users as well as potential complimentary development to the east.

Finally, the hotel proposal will help support, balance, and encourage investment on the remainder of the parcels within the Agave Center that have been overlooked for many years.

#### IV. CONFORMANCE WITH THE GENERAL PLAN AND OVERLAY DISTRICT.

This request is highly compatible with the vision and intent proposed within the *Southwest Tempe Overlay District* (the "District") for intense employment, industrial, retail, hotel, and office developments with high standards. (See Exhibit 'C' – *Southwest Tempe Overlay District*.)

That being said, the District has the following review procedure and criteria, which the proposed hotel meets the following below.

1. Encouraging the optimum development of land along the I-10 freeway and in the southwest portion of the city, thus promoting the development of a regional shopping center, major auto mall and other major retail uses. Such activities should be located in a master planned development adjacent to the I-10 freeway;
2. Spot or strip zoning patterns or uses should be discouraged;
3. Stabilizing the economic base of the city.

In addition, the District allows for an additional 25' in height to be added to the base zoning district heights, which is 35' for the PCC-1 and GID zoning districts. Thus, by adding the additional 25' to the already 35' would allow for a user to go as high as 60' in the *Southwest Tempe Overlay District*. Although, we are proposing a minor deviation to that height through the PAD amendment process to go an additional 38' – 4" to accommodate the hotel's visibility, since the freeway is elevated at this location, and for marketability.

Moreover, the *Tempe General Plan 2030* mission statement promotes efforts to enhance livability and sustainability within the City. It states:

*"The mission of General Plan 2030 is to guide Tempe in its efforts to enhance a livable and sustainable urban environment that is sensitive to issues which impact the people who live, learn, work and play in Tempe. The focus is on land use maintenance and management, affirming Tempe's commitment to quality physical development. The primary purpose of the General Plan is to assist the residents, City Council, Boards and Commissions, staff and developers throughout the development process by presenting the city's formally adopted goals, objectives and development policies through which land use proposals will be measured."*

That being said, the proposed hotel is well in line with the above mission statement by providing for a balance and a managed location for such a use, while presenting a high quality development plan. In addition, this property is located within a Growth Area as defined within the *Tempe General Plan*, which also supports the proposed use.

➤ *GROWTH AREA (WARNER & I-10 CORRIDOR)*

The Warner/I-10 Growth area is located along both sides of Warner Road between Priest Drive and the Interstate-10 Freeway. As one of the last largely vacant and developable tracts of land in Tempe, and given its superior freeway visibility and arterial access, this area is one of the most prime locations for development in the city. Because of its central location and accessibility within the metropolitan area, this area holds the most potential as an office/employment destination as well as a serving a specialty commercial and entertainment market.

❖ **The goal of the Warner & I-10 Growth Area is to develop a regional destination and employment center.**

**Objectives**

- Provide a unique mix of retail and entertainment opportunities that can serve the adjacent development and the surrounding community.

**Strategies**

- Master plan both sides of Warner Road together to ensure cohesive and compatible development.
- Maximize freeway visibility by discouraging buildings from “turning their backs” to the freeway.
- Encourage project signage branding that is unified for both sides of Warner Road and provides a strong presence on the freeway.

It is clear from the above that the proposed hotel is indeed appropriate, compatible, and serves to fulfill the intent as outlined within the *Southwest Tempe Overlay District* and the *Tempe General Plan 2030* documents. This is a prime corner and the proposed hotel use would serve to continue protecting/enhancing this freeway corridor as well as serving the existing/future developments within the area. It is important to note that the property's location is conducive for a project of this size and works well with the area due to the elevated freeway, the amount of traffic at the interchange, the surrounding existing/potential future development patterns, and being adjacent to an interstate freeway. With that said, this is a superb location for a Drury Inn & Suites hotel, which will provide the necessary diverse ancillary services required to sustain this area of Tempe economically well into the future.

**V. PAD REQUEST/USE PERMIT.**

This application includes a PAD rezoning amendment request that will allow for the additional height from 60', which includes the *Southwest Tempe Overlay District* allowance of 25' additional feet, to a total of 98' - 4" or an 8-story building. The proposed PAD rezoning

amendment and subsequent Development Review Plan processes will define the development plan and will be consistent with the character of the area, along with a strong emphasis placed on integrating the overall design into the Site.

The subsequent approval of this necessary and appropriate PAD rezoning amendment, which will allow for a comprehensive and cohesive hotel development, will be a visually appealing landmark for the City of Tempe and those traveling along the freeway.

Finally, the proposed Use Permit is necessary to allow the hotel use within the existing zoning districts. A Use Permit must show that the proposed use will:

1. not cause any significant vehicular or pedestrian traffic in adjacent areas, and
2. not cause any nuisance (odor, dust, gas, noise, vibration, smoke, heat or glare, etc.) exceeding that of ambient conditions, and
3. not contribute to the deterioration of the neighborhood or be in conflict with the goals, objectives and policies of the City, and
4. be compatible with existing surrounding structures, and
5. not result in any disruptive behavior which may create a nuisance to the surrounding area or general public.

The approval of this Use Permit will not result in any negative impacts as stated above, but will have positive impacts by supporting and enhancing the overall area.

## **VI. DEVELOPMENT PLAN REVIEW / PLAT REVIEW.**

The Site has been designed with the highest standards possible in mind, and under the requirements of the City of Tempe's codes and design polices. A high sense of design aesthetic was also employed via the architectural vernacular chosen. In addition, opportunities for buffering areas, where necessary, were done with screening through a mixture of landscape, hardscape, and building features.

The proposal as a whole has been designed to maximize all opportunities presented on the Site, and minimize any potential constraints. A multitude of site and building design upgrades have been incorporated with many a result of our clients' belief that this will be an entry point/landmark for the south Tempe area. Building architecture, site design, and security were all equally important. Therefore, close attention to site and building design compatibility were sought after in order to insure positive impacts and a catalyst for the future development.

## **1. THE SITE DESIGN.**

Clearly delineated pedestrian walkways from West Ranch Road and the adjacent properties have been incorporated with the separation of pedestrian paths using marked walkways, which help integrate automobile and pedestrian traffic with minimal interruption to the flow of either. (See Exhibit 'B' – Site Plan.) Therefore, this provides for a safe, convenient and pleasant pedestrian circulation plan with places of rest/shade located within landscape islands interior to the Site. Automobile and bicycle parking, enclosed refuse area, fire turnarounds, and service areas have all been integrated on the Site to serve the City of Tempe's requirements.

Vehicular ingress and egress to the Site will be from West Ranch Road a local industrial road. A hotel use is considered a low intensity land use, which will not severely impact the road system within the Agave Center and will allow vehicles to enter or exit the property easily. Every attempt was made to assure that the Site was designed with highest standards possible to mitigate any potential or perceived traffic or parking impacts to the surrounding area from the proposed use.

Site lighting will also be designed to provide a safe and inviting environment for the employees and guests, while directing light away from the right-of-ways and adjacent properties. Lighting will conform to the current City of Tempe Lighting Code and CPTED principles. Special care will be taken in the parking lot lighting design and the drive canopy area, so that the lighting is designed to provide appropriate lighting levels which promote security and ease of access to the main entrance area during night hours. The building mounted lighting and signage will also match the architectural vernacular to provide cohesion and connectivity.

In summation, our client has maximized every feasible design opportunity for creating a safe and functional site plan with a mixture of landscaped and hardscaped areas, non-invasive lighting design, building placement, and appropriately locating ingress and egress points.

## **2. THE BUILDING DESIGN.**

The architect has proposed numerous design details throughout the building elevations, which compliments the area. (See Exhibit 'D' – Building Perspectives / Building Elevations / Building Sections / Floor Plans.) The proposed 8-story building reflects a high quality building façade which establishes a design theme. Use of the proposed materials and design details contribute to the unique quality of the architecture and enhance the architectural character for those at ground level. This is clearly evident with the lower covered canopy area at the main entry, varied roof lines, massing changes, material changes, and design breaks that enhance the façade appearance while still humanizing the scale of this 8-story building. The end results of these design features are visually interesting façades from a distance and up close.

Design treatments on all four (4) sides of the elevations portray an equal level of architectural quality. Building elevations facing and visible from the adjoining streets/freeway were all designed to be in harmony and to compliment one another. Numerous massing changes, recesses and pop-outs on all four sides of the building provide shade and shadow lines to help

scale the building and provide visual interest. The entrance façade has a decorative covered canopy structure to provide shade, focal point, and a massing element along this façade. Complementary signage and an appropriate color palette help tie it all together.

In summation, the proposed design meets or exceeds many of the design standards typically associated with a building of this height. In addition, high quality, harmony, appropriateness, longevity and ease of maintenance have all been priorities used in selecting the materials and colors proposed.

### **3. THE LANDSCAPE DESIGN.**

The primary goals for the landscape plan include the creation of aesthetically pleasing and rewarding spaces both on-site and off-site. Thus, the proposed landscape plan reveals a lush impression with massing of trees and shrubs into groups. The strategically locating of landscaping and decorative screen walls also helps reduce noise from this busy intersection and from the future users as well. (Exhibit 'E' – Landscape Plan.) In addition, unity and continuity in the landscape plan is accomplished by selection of naturally compatible plant material with common environmental requirements. The massing of trees and shrubs into groups with uneven spacing presents a more natural appearance to the viewer. Earth grading and shaping is also achieved along the street frontage in a manner that will create natural and aesthetically pleasing ground forms. (See Exhibit 'F' - Conceptual Grading Plan.) The coordination between the landscaping and grading and drainage plans will assure that highest quality landscape design possible. Furthermore, the design does provide the most efficient, low-maintenance irrigation systems to increase the potential for plant survival and growth.

Thus, plenty of open space areas have been provided along the street and throughout the parking lot and Site in general to minimize heat gain and provide a respite for the people traversing the property. Finally, additional shade trees along the property boundaries for shade and appropriate screening have been provided. The overall result is the most effective means of creating a pleasing and integrated environment for the proposed hotel user.

### **4. SIGNAGE.**

We have included drawings identifying the proposed freestanding monument signs and the approximate locations of the attached signage on the building elevations to illustrate how the design will compliment the building architecture. (See Exhibit 'G' - Freestanding Monument Signs and Attached Building Signage Details.) Our client is proposing individual pan channel lettering on raceways for the building elevations, which will blend with the building architecture.

Also, they are proposing two (2) freestanding monument signs, one for the Site and the other for the Agave Center's future road to be built off of Warner Road. The elevated design of these monument signs will be consistent and compatible with the building design, materials, and the Agave Center Sign Package criteria.

With that said, all signage will be designed to be compliment and consistent with the level of development being proposed.

## 5. PLAT REVIEW

Included within this submittal package is a plat review to clearly identify the 2.96 acre parcel for the hotel and the remaining acreage to the east for a future restaurant user. (See Exhibit 'H' – Plat Plan.)

## VII. CONCLUSION.

In summation, it is clear that our client has worked diligently to provide a high quality comprehensive development plan for its hotel use. The ultimate approval of the above entitlements as well as the development of this Site will provide a much needed use in the area, and a visually appealing landmark for the City of Tempe and those traveling along the freeway.

It is the primary desire of our client to build a safe, clean, and functional hotel development, while being a responsible future member of the business community in Tempe. We welcome this opportunity of locating a new Drury Inn & Suites hotel within the City of Tempe and fulfilling their desire to create a dynamic project. We therefore respectfully request your consideration and approval.

Again, thank you for your continued assistance and consideration in processing this request.



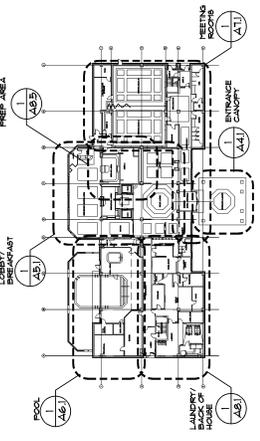
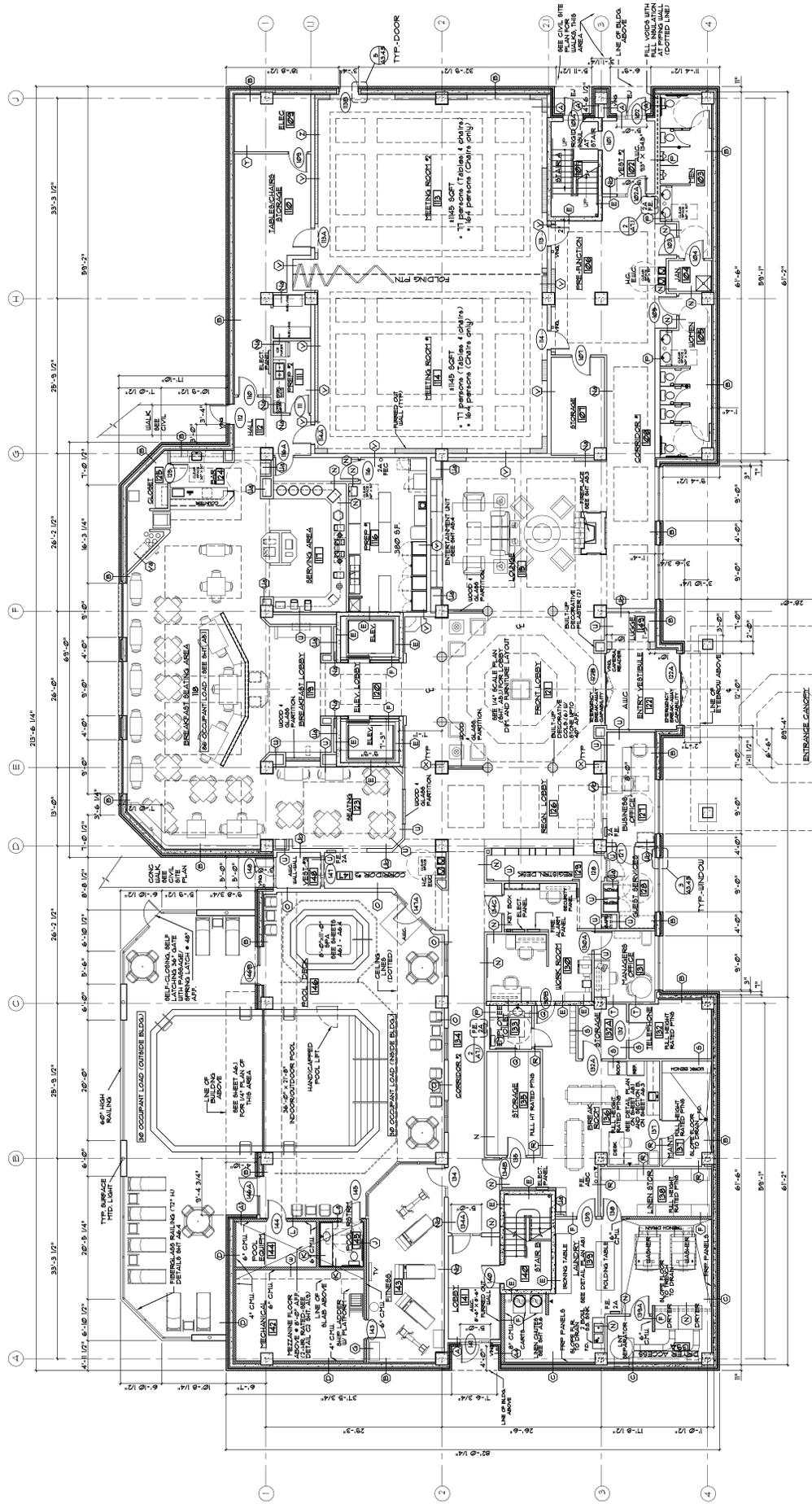


REVISIONS:	BY:

DRURY DEVELOPMENT CORPORATION  
 8315 DRURY INDUSTRIAL PARKWAY, ST. LOUIS, MISSOURI 63114  
 314-473-6698 FAX: 314-473-1706  
 PROPERTY OWNER:

**DRURY IN&SUITES**  
 RANCH ROAD, TEMPE, AZ  
**FIRST FLOOR PLAN**

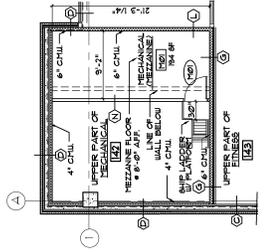
DRAWING BY: CM  
 DATE: 07/08/08  
 SCALE: 1/8" = 1'-0"  
 SHEET NO. **A1.1**



**KEY PLAN: ENLARGEMENTS**  
 NO SCALE

**FIRST FLOOR PLAN**  
 1/8" = 1'-0"

- DOTES WALLPARTITION TYPE SEE SHEET A11
- DOTES FIRE EXTINGUISHER CABINET W/ P.E. TYPEIZE AS
- PROVIDE FIRE EXTINGUISHERS IN ALL AREAS
- PROVIDE SMOKE DETECTOR AND RECALL SYSTEM



**MEZZANINE PLAN**  
 1/8" = 1'-0"

















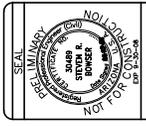




DATE	DESCRIPTION	REVISIONS

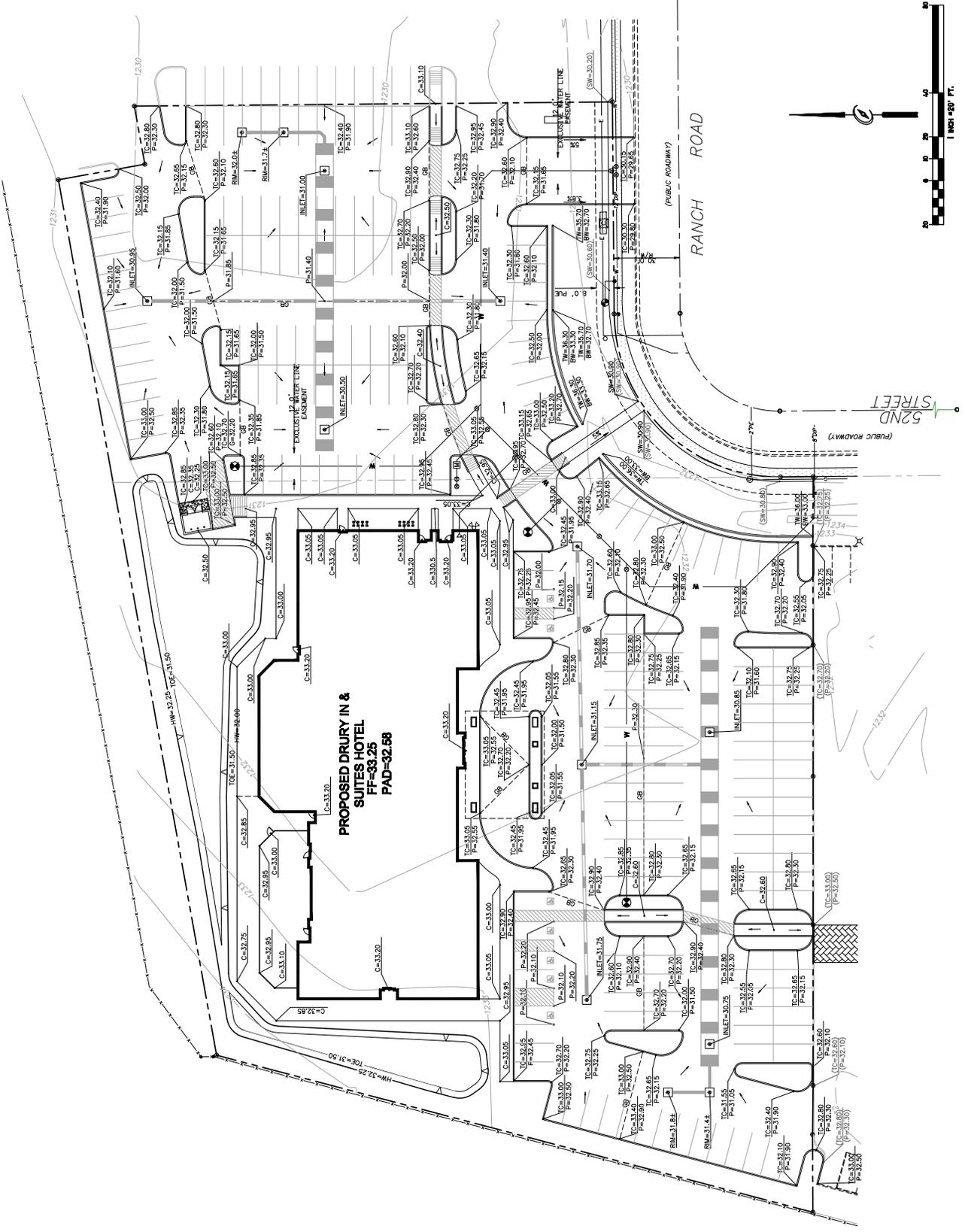
**DRURY  
INN & SUITES**  
1700 WEST RANCH ROAD  
TEMPE, ARIZONA

**Metro/Land Consultants, LLC**  
DESIGN: SB  
CHECKED: SB  
DATE: 07/08/08  
1800 N. CENTRAL AVE., SUITE 200 PHOENIX, AZ 85004 PH: 408-993-0200 FAX: 408-993-0291



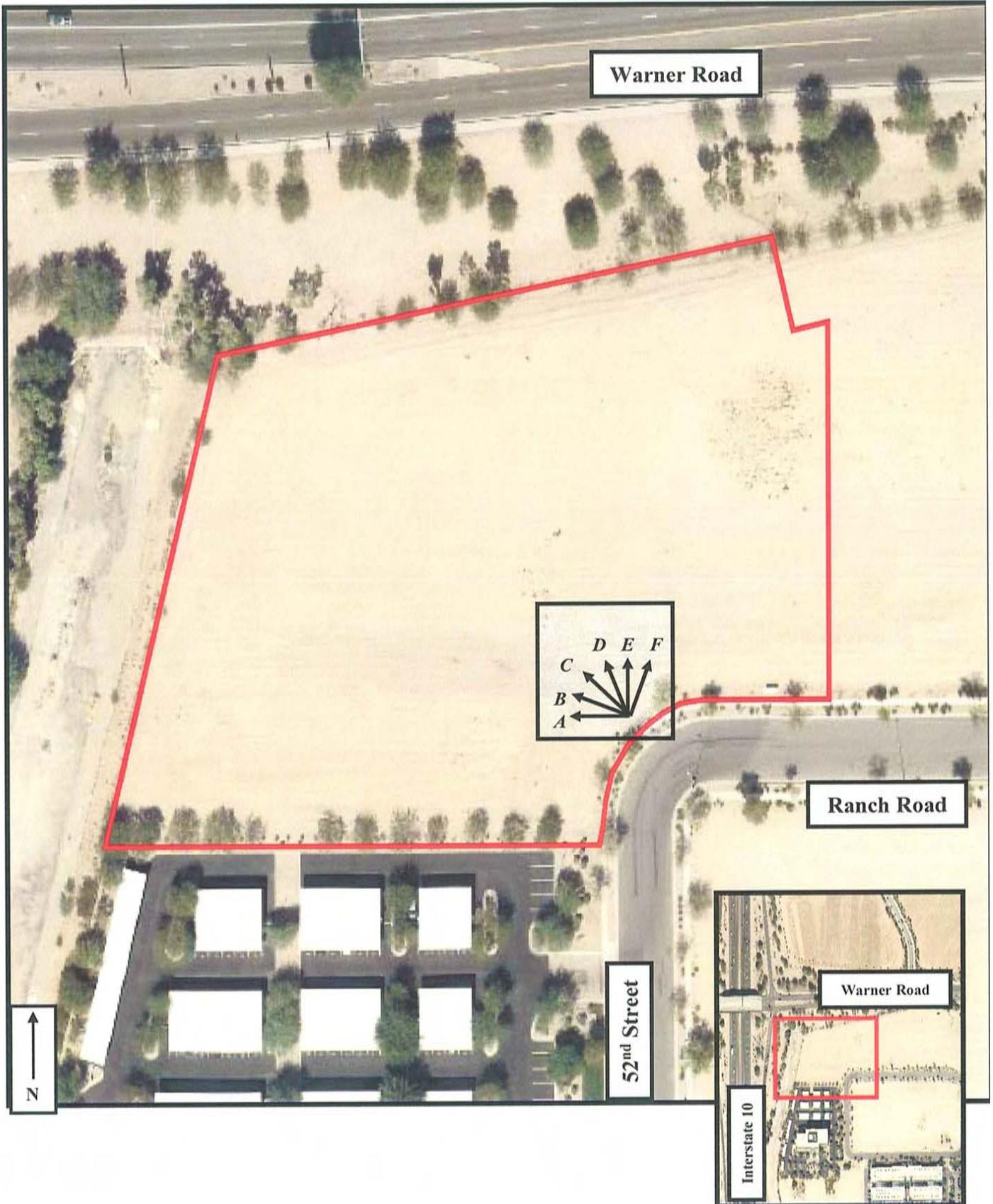
1-800-874-1100  
www.metro-land.com

JOB NO. 08-050  
1 OF 1



1. 08-050 - 10-10-08  
2. 08-050 - 10-10-08 (Rev. 10-10-08) (MNF) 08-050 - C-3 (Continued)

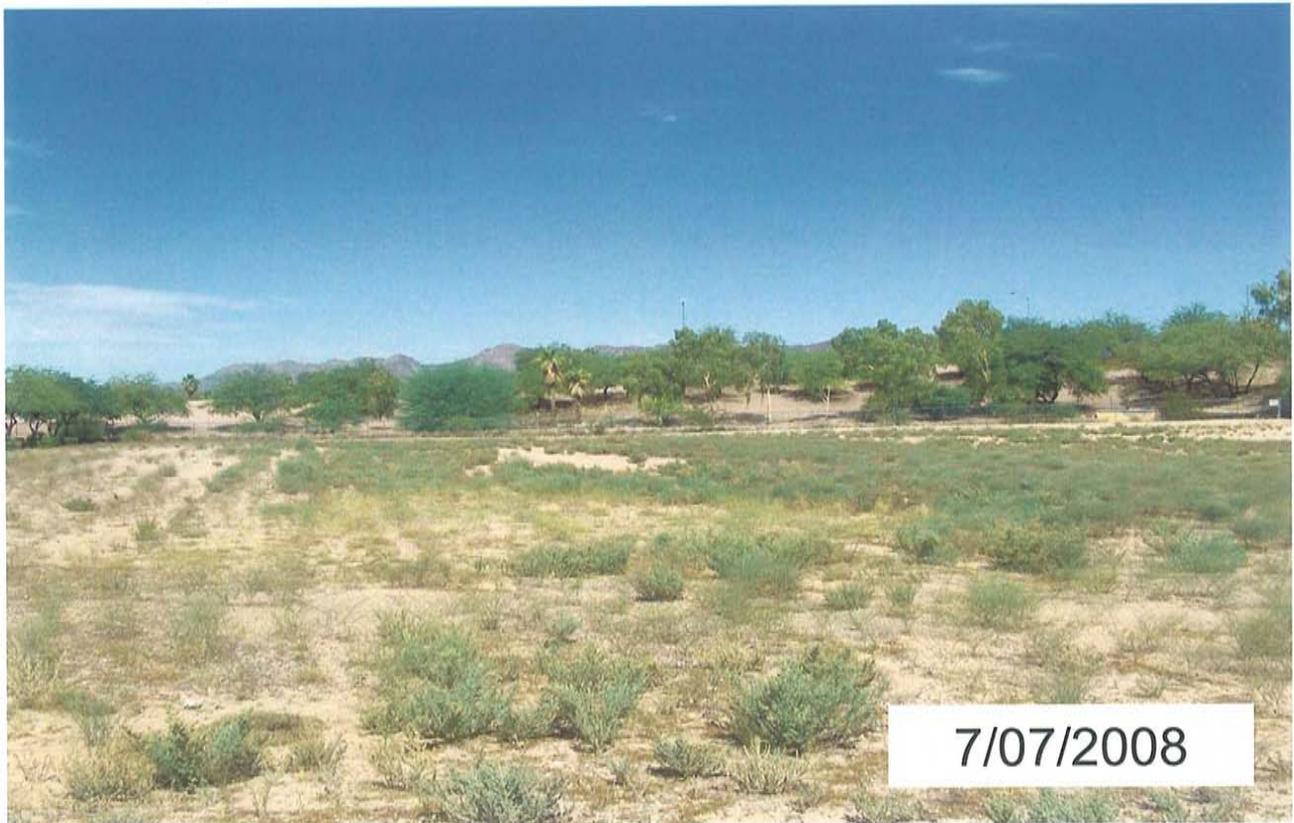
# Drury Inn & Suites – Photo Exhibit



**Photo A - Looking West**



**Photo B - Looking West-Northwest**



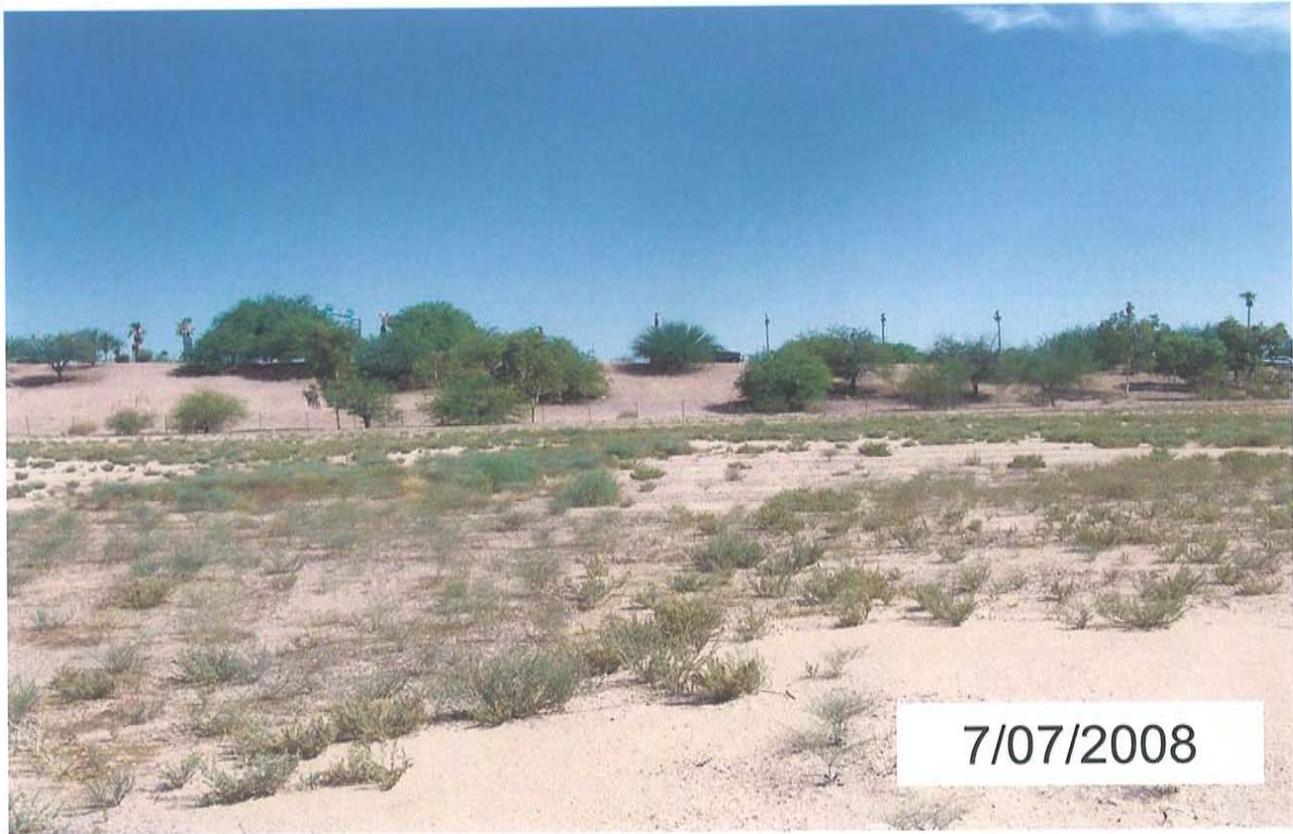
**Photo C - Looking Northwest**



**Photo D - Looking North-Northwest**



**Photo E - Looking North**



**Photo F - Looking East-Northeast**

