

# Staff Summary Report



Hearing Officer Hearing Date: August 7, 2007

Agenda Item Number: 5

**SUBJECT:** This is a public hearing for a request by the **COSTCO HOME STORE (PL070187)** located at 1345 West Elliot Road for two (2) use permits.

**DOCUMENT NAME:** 20070807dssd03

**PLANNED DEVELOPMENT (0406)**

**SUPPORTING DOCS:** Yes

**COMMENTS:** Hold a public hearing for a request by **COSTCO HOME STORE (PL070187)** (Shelly Pilla/WRG Design, applicant; Costco Wholesale, property owner) located at 1345 West Elliot Road in the PCC-2, Planned Commercial Center General District for:

**ZUP07065** Use permit to allow the display of one (1) vehicle located adjacent to the main entrance.

**ZUP07089** Use permit to allow outdoor retail display.

**PREPARED BY:** Shawn Daffara, Planner II (480-858-2284)

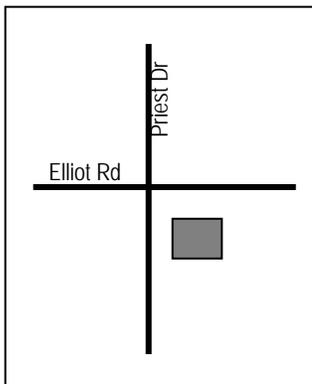
**REVIEWED BY:** Steve Abrahamson, Planning & Zoning Coordinator (480-350-8359)

**LEGAL REVIEW BY:** N/A

**FISCAL NOTE:** N/A

**RECOMMENDATION:** Staff – Approval subject to Conditions

**ADDITIONAL INFO:** Costco Home is requesting two (2) use permits. The first will allow outdoor vehicle display limited to one (1) vehicle. The second use permit is to allow outdoor retail display. The proposed display areas are delineated adjacent to the main entrance of the store. To date, there has been no public input regarding these requests. Staff recommends approval of the proposals as submitted, with conditions.



**PAGES:**

1. List of Attachments
2. Comments; Reason for Approval
3. Conditions of Approval; History & Facts/Description; Zoning & Development Code Reference

**ATTACHMENTS:**

1. Location Map(s)
2. Aerial Photo(s)
- 3-5. Letter of Intent
6. Site Plan
7. Enlarged Site Plan
- 8-10. Staff Photograph(s)

## COMMENTS:

Costco Home is requesting two (2) use permits. The first will allow outdoor vehicle display limited to one (1) vehicle. The second use permit is to allow outdoor retail display. The site is located at 1345 West Elliot Road (the southeast corner of Elliot Road and Priest Drive) in the PCC-2, Planned Commercial Center Comprehensive District. The vehicle display serves as marketing only with no onsite sales of vehicles involved. It is anticipated the vehicle display will create member awareness for the various automotive benefits available to Costco members. The outdoor retail display will include (among other items), playground equipment, carpet and outdoor furniture. Both display areas will be located under the building overhang and neither will have an impact on the crosswalk or sidewalk that runs in front of the business. The zoning and development code requires a six (6') foot clear, unobstructed path.

To date, there has been no public input regarding the requests.

## Use Permit

The Zoning and Development Code requires a use permits for outdoor display and vehicle displays within the PCC-2, Planned Commercial Center Comprehensive District. This use permit request meets all applicable tests in the following manner: Evaluating the use permit, the proposal appears to pass the use permit test listed below:

- a. Any significant increase in vehicular or pedestrian traffic in adjacent areas;
  - There will be no significant increase in vehicular or pedestrian traffic in adjacent areas.
- b. Nuisance arising from the emission of odor, dust, gas, noise, vibration, smoke, heat, or glare at a level exceeding that of ambient conditions;
  - This use, with conditions, should not create nuisances within the commercial zoned area.
- c. Contribution to the deterioration of the neighborhood or to the downgrading of property values which is in conflict with the goals, objectives or policies for rehabilitation, redevelopment or conservation as set forth in the City's adopted plans, or General Plan;
  - The proposed development would not contribute to neighborhood deterioration or downgrade property values. The requested use permit will not be detrimental to the surrounding area.
- d. Compatibility with existing surrounding structures and uses;
  - The proposed use appears to be compatible with surrounding uses.  
The proposed development would not contribute to neighborhood deterioration or downgrade property values. The requested use permit will not be detrimental to the surrounding area.

## Conclusion

Staff recommends approval of the use permit, subject to conditions of approval.

## REASON(S) FOR APPROVAL:

1. No apparent nuisance resulting from noise, smoke, odor, dust, vibration, or glare.
2. The use appears to be compatible with the site and adjacent property.
3. There appears to be a demonstrated need for this use at the proposed location.

**SHOULD THE HEARING OFFICER ELECT TO TAKE AFFIRMATIVE ACTION ON THE REQUEST, THE FOLLOWING CONDITIONS OF APPROVAL SHOULD APPLY.**

**CONDITION(S)  
OF APPROVAL:**

1. The display of the vehicles shall not conflict with pedestrian or vehicular traffic. If any display items are moved into the sidewalk, the business may be cited and/or returned to the Hearing Officer for review, and potential revocation of the use permits.
2. The use permit is valid for the plans as submitted to and approved by the Hearing Officer, any expansion of the outdoor display would require a new use permit.
3. The display of the vehicles shall not be located in public right of way, parking spaces and landscape areas.
4. If there are any complaints arising from the use permit that are verified by a consensus of the complaining party and the Development Services office, the use permit may be reviewed by city staff to determine the need for a public hearing to re-evaluate the appropriateness of the use permit.
5. Any outdoor signage associated with the vehicle display shall be reviewed by the Development Services Department - Planning Division and are limited to three (3) square feet.
6. No sound amplification shall be used for the outdoor display.

**HISTORY & FACTS:**

March 20, 2007                      PL070076: Use Permit approved for Costco located at 1445 West Elliot Road (next door to the west) to allow two (2) vehicle displays.

**DESCRIPTION:**

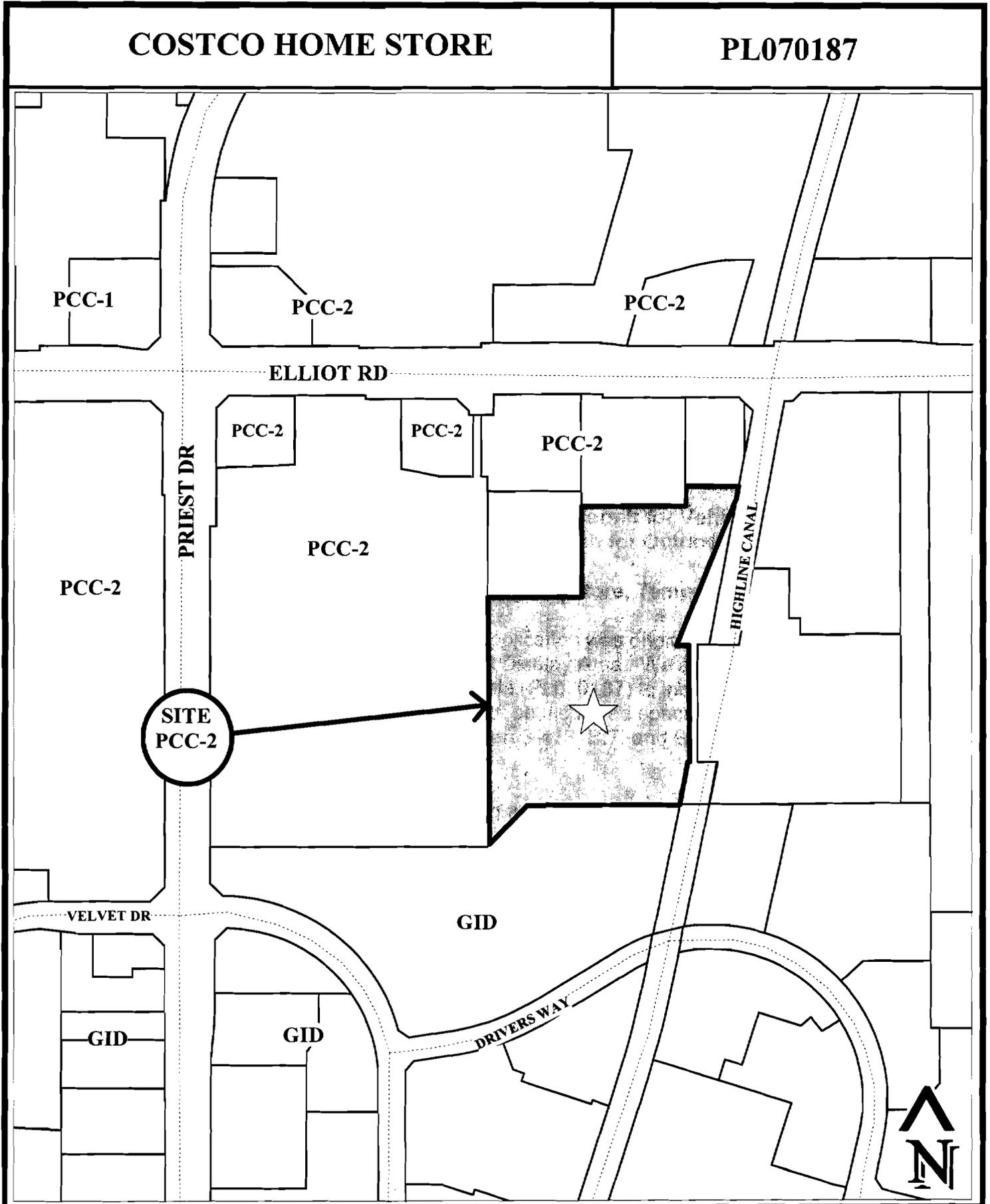
Owner – Costco Wholesale  
Applicant – Shelly Pilla/WRG Design  
Existing Zoning – PCC-2, Planned Commercial Center General District  
Site Area – 325,390 s.f. / 7.47 acres  
Building Area – 116,275 s.f.

**ZONING AND  
DEVELOPMENT  
CODE REFERENCE:**

Part 3, Section 3-418: Outdoor Display  
  
Part 6, Chapter 3, Section 6-308: Use Permit

**COSTCO HOME STORE**

**PL070187**



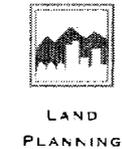


COSTCO HOME STORE (PL070187)

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MEMORANDUM

To: City of Tempe ATTN: Steve Abrahamson/Shawn Daffara  
From: Michele (Shelly) Vie  
Development Coordinator  
Date: 7/09/07  
Project: **Costco Home Store-Tempe**  
WRG#: 4066476.00  
Re: **Letter of Explanation - Use Permit for Vehicle Display**  
**Letter of Explanation - Use Permit for Outdoor Retail Display**  
**Costco Home Store, Tempe (PL070187)**  
1345 West Elliot Road in Tempe, AZ



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**Letter of Explanation - Use Permit for Vehicle Display**  
**Letter of Explanation - Use Permit for Outdoor Retail Display**

**Costco Home Store, Tempe**

**Application Note:** A Use Permit application was originally submitted requesting both an Auto Display Area and a U-Haul Display Area. We are proposing a revision to the current Use Permit Application on file (PL070187) to include ONLY one vehicle display. Since the vehicle would not be displayed specifically for sale within the store, it does not comply with Section 3-418. B.7. and B.10. of the Zoning and Development Code.

We are also concurrently submitting a second Use Permit Application for Outdoor Retail Display of merchandise sold within the store.

**Requests:**

*Vehicle Display*

We are submitting a Use Permit application, requesting approval to display one vehicle in front of the existing Costco Home Store warehouse. This vehicle display would serve as a marketing tool only, and would not include the onsite sale of any vehicles. Displaying vehicles in front of the store is the primary marketing tool currently used by Costco Wholesale at other store locations to create member awareness for the various automotive benefits available to Costco members.

The vehicle dimensions shown on the attached Floor Plan use a generous estimate of the largest vehicle that would be displayed; a GM H2 (Hummer). That vehicle, still measures less than 7' wide and less than 17' long, however we've marked a space larger than this.

*Outdoor Retail Display*

9977 N. 90th Street  
Suite 350  
Scottsdale, AZ 85258

PH 602/977-8000  
FX 602/977-8099

www.wrgd.com

We are also submitting a second and concurrent Use Permit application in order to request Outdoor Retail Display in front of the existing Costco Home Store warehouse. The retail items displayed will include, but are not limited to; putting greens, jungle gyms, marble slabs, carpet, outdoor furniture and accessories, etc. Outdoor retail display is used as an effective marketing tool to create member awareness of the various items for sale inside of the warehouse.

The requested retail display dimensions shown on the attached Floor Plan are 10' x 70'. This area will be located on the north side of the building, to the west of the main entrance, against the wall of the building under the existing canopy.

No additional structures will be needed in order to display the vehicle or outdoor retail items. These uses should not impact existing lighting or require any modifications or additions to the lighting. One to two movable marketing stands are typically displayed in the immediate vicinity of the vehicle; however no new permanent signage will be needed for either display. Since the display locations are close to the building, they will not affect any parking spaces. They also should not impede on traffic or fire access.

The vehicle and outdoor retail items will be displayed during business hours only and stored inside of the warehouse overnight. Regular business hours for this location are:

M-F 10:00am - 8:30pm  
Sat. 9:30am - 6:00pm  
Sun. 10:00am - 6:00pm

### History of Vehicle Display within Maricopa County:

We have received Planning approval for vehicle display at numerous other locations within Maricopa County.

- **Phoenix** - Temporary Use Permit (one year duration, renewed annually) to display two vehicles at;
  - 2450 E Beardsley Road
  - 4502 East Oak Street
  - 19001 North 27<sup>th</sup> Avenue
- **Avondale** - Re-zone approval to display two vehicles. Amended the Gateway Pavilions PAD to include a permanent use of vehicle display.
- **Chandler** - Preliminary Development Plan Amendment approval to display one vehicle



DEVELOPMENT  
SERVICES



LAND  
PLANNING



CIVIL  
ENGINEERING



LANDSCAPE  
ARCHITECTURE



LAND  
SURVEY

9977 N. 90th Street  
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- **Gilbert** - Administrative Design Review approval to display two vehicles at;
  - 2887 South Market Street
  - 1415 North Arizona Avenue
- **Tempe** – Use Permit approval for the 1445 West Elliot Road warehouse (PL070076)



DEVELOPMENT  
SERVICES



LAND  
PLANNING



CIVIL  
ENGINEERING



LANDSCAPE  
ARCHITECTURE



LAND  
SURVEY

**Impact on Surrounding Development:**

The overall impact of displaying a vehicle should not noticeably affect the surrounding development.

Thank you for your time and consideration in this matter.

Sincerely,

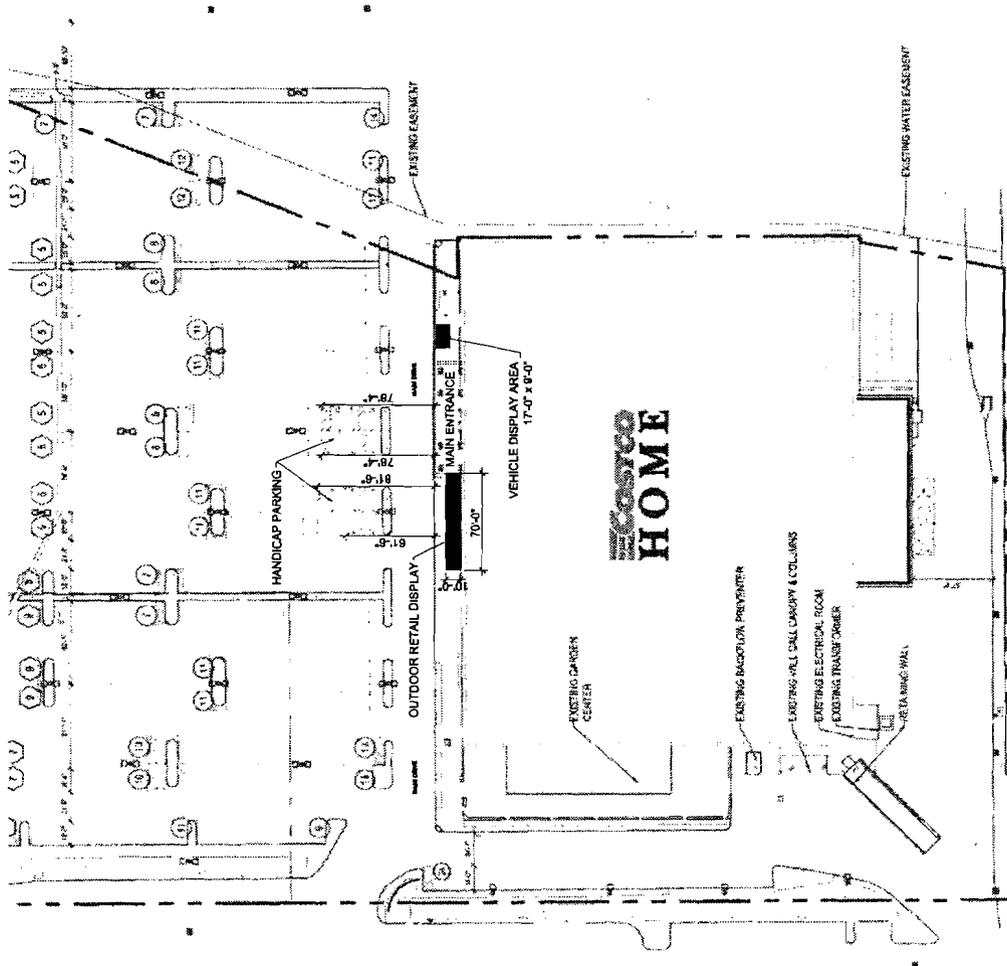
Michele (Shelly) Vie  
Development Coordinator, WRG Design

9977 N. 90th Street  
Suite 350  
Scottsdale, AZ 85258

PH 602/977-8000  
FX 602/977-8099

[www.wrzd.com](http://www.wrzd.com)

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 TEMPE-DEVELOPMENT  
 SERVICES DEPARTMENT



VICINITY MAP



PROJECT DATA

CLIENT: COSTCO WHOLESALE  
 990 LAKE DRIVE  
 BISHOP, AZ 85707  
 PROJECT ADDRESS: 145 W BELT ROAD  
 TEMPE, AZ 85284

ZONING: POOL

DETENTION SITE AREA: 11.425 ACRES (50,461 S.F.)  
 UNDESIRABLE SITE AREA: 11.425 ACRES (50,461 S.F.)  
 TOTAL SITE AREA: 11.425 ACRES (50,461 S.F.)

EXCESS PROPERTY AREA:  
 TOTAL PROPERTY: 11.425 ACRES (50,461 S.F.)

JURISDICTION: CITY OF TEMPE  
 SOLE: 88' 7"  
 FRONT: 88' 7"  
 REAR: 88' 7"

DISPOSABLE INFORMATION: THE PLANNING BOARD BASED UPON THE RECORDS AND INFORMATION ON FILE IN THE PLANNING BOARD OFFICE DATED MARCH 1, 2004

EXIST. BUILDING DATA

EXISTING BLDG AREA	71,247 S.F.
EXISTING GARAGE AREA	1,045 S.F.
EXISTING GARAGE/TO CENTER	9,311 S.F.
EXISTING MEZZANINE	1,045 S.F.
EXISTING ELECTRICAL ROOM	300 S.F.
TOTAL BUILDING	118,278 S.F.

REGIONAL OFFICE OCCUPY: 100 S.F. OF MEZZANINE

PARKING DATA

PARKING PROVIDED:

17' WIDE STALLS	34 STALLS
11' WIDE STALLS	11 STALLS
ACCESSIBLE STALLS	41 STALLS
TOTAL PARKING	86 STALLS
NO. OF STALLS PER 1000 S.F. OF BUILDING AREA	0.73 STALLS

NOTE: EXISTING CONDITIONS TO BE FIELD VERIFIED



DATE: 07/06/07

W R G  
 DESIGN INC.

COSTCO TEMPE HOME STORE

COSTCO WHOLESALE

SITE PLAN - VEHICLE/OUTDOOR RETAIL DISPLAY

VICINITY MAP

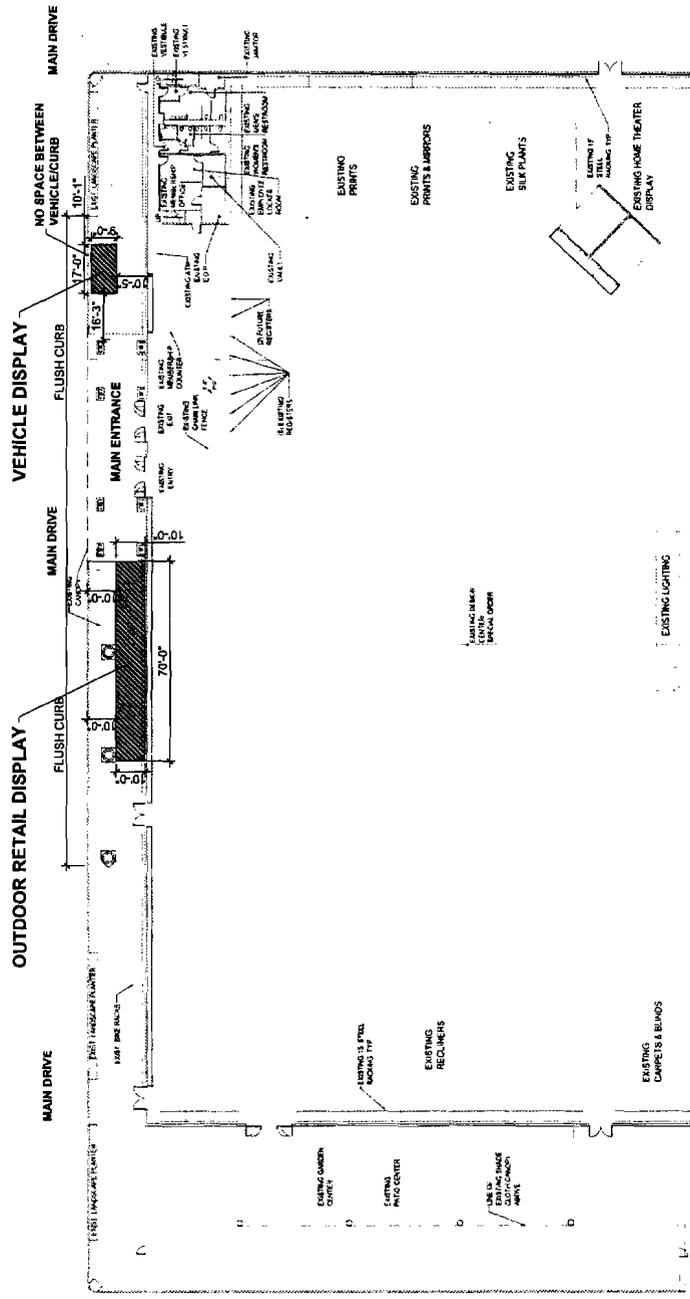


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 TEMPE-DEVELOPMENT  
 SERVICES DEPARTMENT

PROJECT DATA

CLIENT: COSTCO WHOLESALE  
 890 LAKE DRIVE  
 BOADUAY, WA 98077  
 PROJECT ADDRESS: 1345 W. SULLOT ROAD  
 TEMPE, AZ 85281  
 ZONING: RCE 2  
 DETENTION SITE AREA: NA  
 UNDESIRABLE SITE AREA: NA  
 TO BE REDEVELOPED AREA: 7.1 ACRES (34,815 S.F.)  
 TOTAL SITE AREA: 12.1 ACRES (52,500 S.F.)  
 EXISTING IMPROVEMENTS: NA  
 EXTERIOR PROPERTY AREA: NA  
 TOTAL PROPERTY: NA  
 ADJACENT TO: CITY OF TEMPE  
 BACK: NA  
 FRONT: 82' 0"  
 REAR: 82' 0"  
 SIDING: 82' 0"  
 SOUNDWALLS: NONE  
 PERMITS: NONE  
 HAZARDOUS MATERIALS: NONE  
 ALTERNATIVE: NONE  
 DATED: 08/04/06

EXIST BUILDING DATA  
 EXISTING SALES AREA: 72,247 S.F.  
 EXISTING STOCK AREA: 18,311 S.F.  
 EXISTING GUNWOMAN/VIDEO CENTER: 18,311 S.F.  
 EXISTING MEZZANINE: 1,943 S.F.  
 EXISTING ELECTRICAL ROOM: 9,341 S.F.  
 EXISTING ELECTRICAL ROOM: 9,341 S.F.  
 TOTAL BUILDING: 119,275 S.F.  
 NOTES: REGIONAL OFFICES OCCUPY 10A S.F. OF MEZZANINE  
 PARKING DATA:  
 PARKING PROPOSED:  
 341 WIDE STALLS  
 17 WIDE STALLS  
 41 ACCESSIBLE STALLS  
 TOTAL PARKING: 399 STALLS  
 NO. OF STALLS PER 1,000 S.F. OF BUILDING AREA: 3.3 STALLS  
 NOTES: EXISTING CONDITIONS TO BE FIELD VIEWED.



**Costco HOME**  
 TEMPE, AZ  
 #157  
 1345 W. SULLOT ROAD  
 TEMPE, AZ 85281  
 DATE: 07/06/07  
 W R G  
 DESIGN

COSTCO TEMPE HOME STORE

COSTCO WHOLESALE

ENLARGED FLOOR PLAN - VEHICLE/OUTDOOR RETAIL DISPLAY



**COSTCO HOME STORE**

**1345 W. ELLIOT RD**

**PL070187**

**PROPOSED LOCATION FOR VEHICLE DISPLAY**



**COSTCO HOME STORE**

**1345 W. ELLIOT RD**

**PL070187**

**FRONT OF BUSINESS: VIEW TO SOUTH**



**COSTCO HOME STORE**

**1345 W. ELLIOT RD**

**PL070187**

**PROPOSED LOCATION FOR OUTDOOR RETAIL  
DISPLAY**