

AGENDA ITEM #: _____

DATE: August 7, 2019

CAR #: 2019-6734



P&Z COMMISSION ACTION REPORT

SUBJECT: Pebble Creek Marketplace PAD

CASE NUMBER: 19-630-00002

STAFF PRESENTER(S): Jon Froke, Planner III

APPLICANT: Andy Gibson, Bootz & Duke Sign Company

Summary: Request to rezone approximately 25 acres from the Pebble Creek Marketplace Planned Area Development (PAD) by amending the Pebble Creek Marketplace Comprehensive Sign Package.

Recommendation:

1. Conduct a public hearing to consider a request to rezone approximately 25 acres known as Pebble Creek Marketplace by amending the Pebble Creek Marketplace Final Planned Area Development (PAD) adopted by Ordinance 14-1314:
 - a. Open Public Hearing
 - b. Staff Presentation
 - c. Applicant Presentation
 - d. Receive public comment
 - e. Close Public Hearing
2. Recommend approval of the conditional rezoning of Pebble Creek Marketplace by amending the Pebble Creek Marketplace Final Planned Area Development (PAD) adopted by Ordinance 14-1314, as set forth in the draft of Ordinance No. 2019-1445, attached hereto.

Fiscal Impact: Although a fiscal impact analysis has not been conducted on this specific project, all new development will have an ongoing fiscal impact on the City. The development is responsible for construction of all infrastructure necessary to serve the site and will generate one-time revenue for the City through payment of permits, construction sales tax and development impact fees. Longer term fiscal impacts include increased demands for municipal services, the costs of which may or may not be offset by increased property values/tax levies, city sales tax, state shared revenues and the increased demand for commercial and retail development.

Background and Previous Actions

Pebble Creek Marketplace is a regional commercial development generally located at the northwest corner of I-10 and Pebblecreek Parkway. Retail and service uses are permitted within the Pebble Creek Marketplace PAD which consists of approximately 25 acres.

On March 26, 2007, the City Council approved the final PAD for Pebble Creek Village Marketplace with the adoption of Ordinance No. 2007-1061.

On November 17, 2014, the City Council approved the Pebble Creek Marketplace PAD (former name of PebbleCreek Village Marketplace) with the adoption of Ordinance No. 14-1314. The Pebble Creek Marketplace PAD including a comprehensive sign package.

The applicant is requesting to modify the Pebble Creek Marketplace PAD by replacing the existing Comprehensive Sign Package, dated October 9, 2014 that is included in the Pebble Creek Marketplace PAD adopted by Ordinance No. 14-1314 with the Comprehensive Sign Package, dated June 13, 2019. The proposed modifications would modify the regulations applicable to the freeway pylon sign on I-10 and the freestanding multi-tenant pylon signs on McDowell Road and Pebblecreek Parkway. The modification would reduce the height of the freeway pylon sign to be located adjacent to I-10 currently allowed under the existing zoning subject to the issuance of a Use Permit and would allow the 3 freestanding multi-tenant pylon signs at other locations in the shopping center. These signs would be located outside of public rights-of-way and public utility easements. The proposed rezoning will allow the shopping center to install a sign package that is similar to other commercial developments that have been approved through a PAD recently in the McDowell Road Business and Entertainment District.

Staff Analysis

Current Policy:

Comprehensive Sign Packages are required for all Planned Area Developments (PAD). The existing Pebble Creek Marketplace PAD adopted by Ordinance No. 14-1314 includes a Comprehensive Sign Package, dated October 9, 2014. Because the Comprehensive Sign Package dated October 9, 2014 was adopted as part of the Pebble Creek Marketplace PAD adopted by Ordinance No. 14-1314, any amendment to the Comprehensive Sign Package requires an amendment to the Pebble Creek Marketplace PAD that was approved in 2014. Freeway pylon signs are subject to the issuance of a Use Permit.

Details of the Request:

The applicant is requesting a modification to the Pebble Creek Marketplace Comprehensive Sign Package. The proposed modification would reduce the overall height of the one freeway pylon sign provided for in the comprehensive sign package included in the existing Pebble Creek Marketplace PAD from 63'-4" to 58'-0", but the freeway pylon sign would still require a Use Permit. Three freestanding multi-tenant pylons signs are currently allowed under the 2014 approval. The proposed modification would relocate one of the three signs from McDowell

Road to Pebblecreek Parkway. Each of the three signs are proposed at major driveway locations to the shopping center which is consistent with past approvals at other locations.

Design of the proposed signs in the Comprehensive Sign Package will be compatible with the building design found in the shopping center. The shopping center is currently under construction.

Historical Information:

The General Plan Land Use Map designates the subject property as Regional Commercial. This land use denotes areas in which retail and service oriented businesses are located to serve an approximate trade area of five to 10 miles. Regional shopping centers, anchor stores, and power centers are typical users of this land use. Other supportive uses include hotels, theaters, restaurants, and offices. Regional Commercial areas should be located adjacent to principal roadways.

The subject property is located within the City Center Gateway Overlay District, which extends along both sides of Pebblecreek Parkway/Estrella Parkway, from McDowell Road to Goodyear Boulevard. The intent of the district is to ensure that all future development is high quality, well-planned, and creates a distinct character for this area of the City.

On March 26, 2007, the City Council approved the Final PAD for the Pebble Creek Village Marketplace with the adoption of Ordinance No. 2007-1061. The development was planned as a mixed-use project for office and retail related uses. The underlying zoning district for the PAD is C-2 General Commercial.

Surrounding Properties:

North – Walgreens, across McDowell Road, zoned PAD.

East – Goodyear Centerpointe shopping center, across Pebblecreek Parkway, zoned PAD.

South – Interstate 10.

West – Future commercial, zoned PAD.

Public Participation:

In accordance with the City's Citizen Review Process, an alternative notification process was used for this request. A formal citizen review meeting was not involved, but notice providing information on the request was mailed to surrounding property owners within 500 feet of the subject property. To date, staff has not received any public inquiries as a result of this notice.

Notice for the public hearings before the Planning and Zoning Commission and City Council included a postcard mailed to the owners of property located within 500 feet of the subject property; a legal notice published in the Arizona Republic Southwest Edition on July 19, 2019; and a notice of public hearing sign posted on the property. To date, staff has not received any public inquiries as a result of this notice.

Attachments

1. Draft Resolution
 - a. Exhibit A – Supplementary Zoning Map No. 19-05B
 - b. Exhibit B – Pebble Creek Marketplace Legal Description
 - c. Exhibit C – Pebble Creek Marketplace Comprehensive Sign Package, dated June 13, 2019
2. Draft Ordinance
3. Aerial Photo
4. Project Narrative
5. Conceptual Site Plan