

PLANNING COMMISSION MEMORANDUM

Petition No's. 410-07-32, 490-07-49, & 400-07-25, 300 West Town Center Conditional Use, Subdivision, and Alley Vacation Located Approximately at 1120 South 300 West.

Issues Only Hearing Date: December 12, 2007



Planning and Zoning Division
Department of Community
Development

Applicant: Chad Nielson, Project Manager with CLC Associates

Staff: Michael Maloy, 535-7118
michael.maloy@slcgov.com

Tax ID: 08-33-201-001-2026, 08-33-201-001-6026, 15-01-379-020, 15-02-230-001, 15-12-330-003, 15-12-330-005, 15-12-330-006, 15-12-330-007, 15-12-331-004, 15-12-331-005, 15-12-376-003, 15-12-376-004, 15-12-380-001, 15-12-380-007, 15-12-380-008, 15-12-380-009, 15-12-380-010, 15-12-451-001, 15-24-378-001, 16-23-178-003, 16-23-178-021

Current Zone: CG General Commercial District

Master Plan Designation: Regional Commercial/Industrial (Central Community Master Plan, adopted November 1, 2005).

Council District: 5, Jill Remington Love

Acreage: 18.3 ± acres

Current Use: Various commercial storage, manufacturing, and retail services.

Applicable Land Use Regulations:

- 21A.26.070 General Commercial District
- 21A.54 Conditional Uses
- Title 20 Subdivisions
- Chapter 14.52 Disposition of City Owned Alleys

Attachments:

- A. Letter from Applicant
- B. Site Development Plan
- C. Proposed Sign Plan
- D. Alley Vacation Map
- E. Department Comments

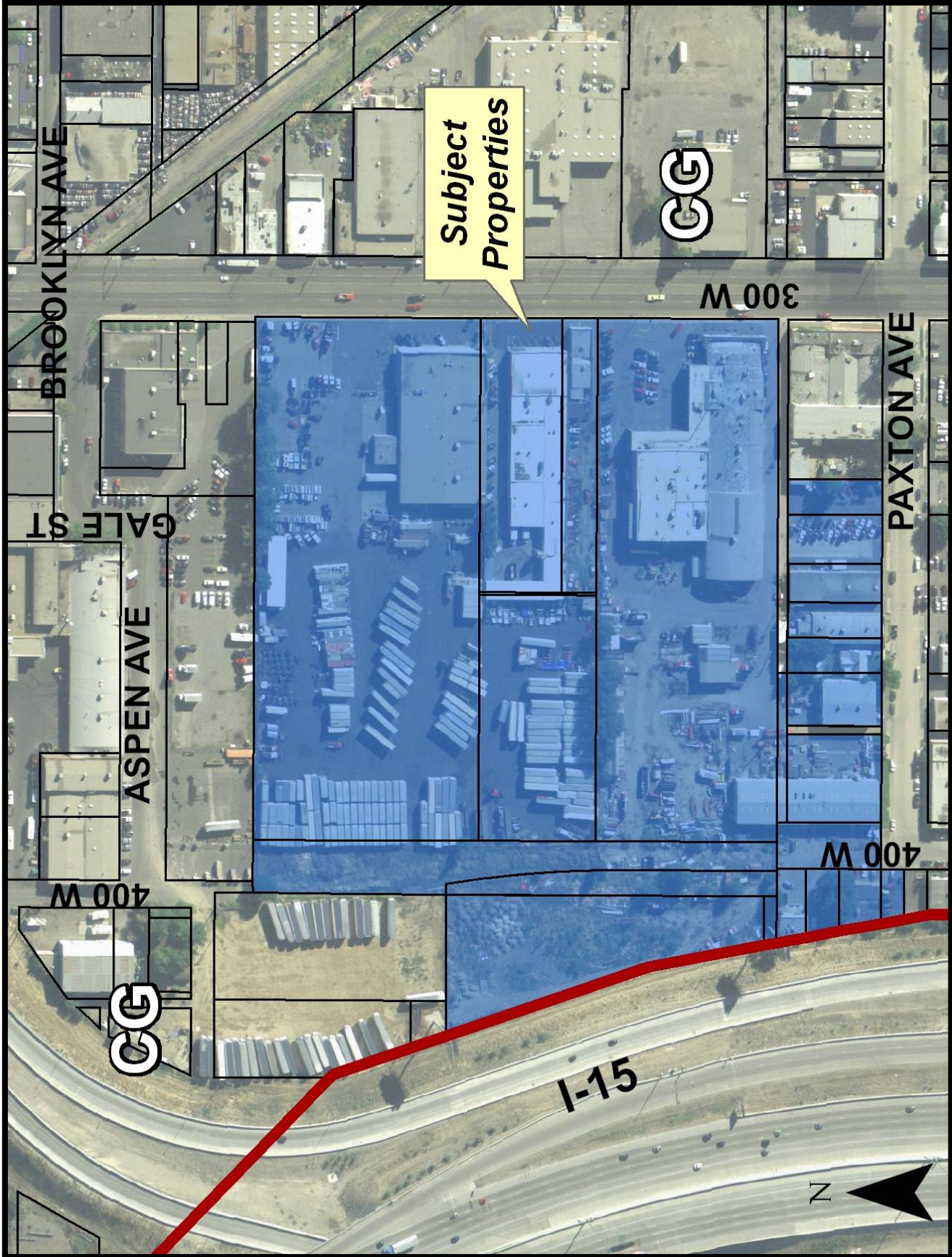
REQUEST: Chad Nielson, Project Manager with CLC Associates, has proposed development of a 210,600 ± square foot commercial retail goods and services center located approximately at 1120 South 300 West. As part of this request, the applicant requests conditional use approval to develop the center as a Planned Development in order to modify landscape and signage standards. The applicant also proposes to record a subdivision that would combine 20 parcels encompassing 18.3 ± acres into seven parcels. Additionally, the applicant has requested vacation of a public alley located immediately north and adjacent to 338, 340, 344, 352, and 356 West Paxton Avenue (1170 S), which is within the project boundaries.

ISSUES ONLY HEARING NOTICE: A notice advertising the issues only hearing was mailed at least 14 days prior to all property owners within 450 feet of the subject properties encompassed within the proposed development.

STAFF RECOMMENDATION: N/A – No recommendation to approve or deny the referenced petitions is warranted by the Planning Commission at this time. However, staff recommends that the Planning Commission seek to identify and summarize the issues to be addressed by the applicant prior to the Planning Commission public hearing.

OPTIONS: N/A – Pending the applicant's response to the issues identified during the Planning Commission's Issues Only Hearing, staff will schedule a future public hearing date for a possible decision.

VICINITY MAP



COMMENTS

Public Comments: Prior to publication, staff had not received any public comment either for or against the proposed conditional use, subdivision, or alley vacation petition. However, some concerns from adjacent property owners and tenants have been noted by staff. In general, general public comment has been concerned with the scope and purpose of the proposed development, and desired connectivity with adjacent properties.

Open House Comments: The proposed development lies within the People's Freeway Neighborhood Community Council district, and is within 600 feet of the Poplar Grove Community Council district. As such, the Planning Division held an "open house" at the City and County Building on November 7, 2007. The open house was attended by various members from the development team, one city staff member, and approximately six members from the general public. No members from either community council were in attendance. Although staff noted that there was positive support for the project, some attendees expressed concerns regarding project phasing, construction impacts, scope of transportation improvements, and potential adverse impacts.

City Department Comments: On October 17, 2007, the Planning Division routed the development proposal to all applicable City departments. However, due to the complexity of the development proposal, the Planning Division is still in the process of gathering and collating department comments. However, staff has included a copy of all department comments received prior to the publication date of this staff report.

STAFF ANALYSIS

Master Plan Discussion: The Central Community Future Land Use map identifies the subject property as Regional Commercial/Industrial (page 2, Central Community Master Plan). The Central Community Master Plan defines Regional Commercial/Industrial as:

Regional commercial / industrial land uses include larger commercial land uses that require regularly scheduled trucking deliveries and product shipping. These land uses attract large volumes of traffic from customers and/or employees and therefore are located near freeways and major arterials. Examples include, but are not limited to, automobile dealers, light manufacturing, assembly, small production, semi/ truck dealers, "big box" and "superstore" retailers, and businesses heavily dependent on the automobile and trucking industries (page 11, Central Community Master Plan).

Staff has determined that both the existing zoning district and proposed land use are compatible with the current master plan designation. However, staff anticipates a more thorough review and analysis of the Central Community Master Plan prior to the Planning Commission public hearing (date pending) and publication of the requisite staff report(s).

Potential Issues: Staff is still in the process of identifying all of the issues involved in the proposed development; however staff offers the following preliminary comments:

Conditional Use for Planned Development (Petition No. 410-07-32): With regard to the conditional use petition staff is concerned with the landscape plan within the more visible areas of the project. Although the project appears to exceed the total area of required landscaping, staff believes that a significant amount of landscaping is in less visible areas, such as within a proposed detention basin located at the northwest corner of the site.

In general staff would encourage additional landscaping within the parking lot, along store fronts and adjacent to sidewalks (both public and private). More specifically staff suggests the following:

- Parking lot landscape diamonds and fingers should be added to reduce the urban heat island, provide cooling shade, and humanize the expansive parking lot design.
- All park strips should be planted with deciduous shade trees planted at least 25 feet on center (currently some tree plantings are spaced approximately 50 feet apart or non-existent in other areas of the plan).

- All parking lot islands should be fully landscaped and have at least two trees planted symmetrically where possible to provide vertical definition for vehicle operators (especially for snow plow drivers).
- Drive aisles parallel to 300 West should have a formal tree planting plan along both sides of the drive aisle that is aesthetically attractive and visually defines the aisles as primary vehicle transit paths through the center.

Along with vehicle circulation, pedestrian circulation also needs to be thoroughly planned. Although the applicant has provided two east-west pedestrian paths, they do not sufficiently connect with the commercial pads or public sidewalk system along 300 West. Pedestrian paths need to be both desirable and meaningful in their design and placement in order to have any realistic and beneficial use to the public. Linear pathways should be aligned and where reasonable, have demarcation across drive aisles (two striped pedestrian crossings have been shown by the applicant). Pedestrian paths should also be sufficiently buffered from vehicle traffic and include ramps at all intersections with drive aisles. Pedestrians should feel accommodated and not as a trivial afterthought, especially since the site is within walking distance of the *1300 South Ballpark* TRAX station located at 180 West 1300 South.

Site features within the planned development could include upgraded “way-finding” signage, decorative lighting, hardscape improvements, bike racks, and other site furnishings such as benches, waste receptacles and ash urns. Planning, design and product selection of site features such as these should not be overlooked or deferred to “value engineering” proposals from sub-contractors. Staff highly encourages that these features be planned for and specified as part of the planned development approval.

Building architecture seems reasonable for a “big box” anchored commercial retail strip, but staff questions whether or not it sufficiently meets the intent of the planned development land use regulations. The developer has indicated to staff that the proposed building elevations are an upgrade from standard designs and the store format is new to the local market.

The proposed sign locations and sizes also seems reasonable for the scope and purpose for the proposed development, however staff would encourage the applicant to propose a more design oriented sign plan. Wall signage within the center should also be given design guidelines as part of the planned development.

Subdivision (Petition No. 4907-07-49): The primary concern staff has with the subdivision plan are the potential impacts and proposed improvements to the public right of way. For your information, the applicant submitted to the City a comprehensive traffic impact study prepared by A Trans Engineering which is still under review by the Salt Lake City Transportation Division.

Another concern the Planning Division has identified at this point in time is the question regarding phasing of the project and how to manage future pads or undeveloped portions of the site during operation of completed phases. Staff has encouraged the applicant to specify all of the improvements that would be necessary to support the operation of each phase of development, which improvements will be required for completion prior to occupancy.

Alley Vacation (Petition No. 400-07-25): The alley vacation request was initiated by the petitioner in order to include the property within the developed portion of the project. Initially the applicant desired to vacate the public alley in its entirety, but the applicant was unable to secure control of one property (located at 1154 S 300 W) abutting the public alley and instead submitted a petition for a partial alley vacation (see Attachment D – Alley Vacation Map). However, staff received a cursory comment from the Salt Lake City Transportation Division that they prefer a complete alley vacation rather than a partial. Presently, the alley in question does not appear to serve any useful purpose for the abutting property owners as each affected parcel has frontage on and access from a public street.

Based on Chapter 14.52 (Disposition of City Owned Alleys) of the City Code, this portion of the development proposal will require Planning Commission recommendation to the City Council for decision. In the event that the petition is denied by the City Council, the applicant will need to submit an alternative development plan that maintains the public alley.

Attachment A – Letter from Applicant

Attachment B – Site Development Plan

Petition No's. 410-07-32, 490-07-49, 400-07-25, 300 West Town Center Planned Development, Subdivision, and Alley Vacation Published Date: December 4, 2007

Attachment C – Proposed Sign Plan

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Attachment D – Alley Vacation Map

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Attachment E – Department Comments

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