



Village Planning Committee Meeting Summary

Z-SP-7-20-3

Date of VPC Meeting	April 21, 2021
Request From	C-2
Request To	C-2 SP
Proposed Use	Special Permit to allow auto sales and rental, and all underlying C-2 uses
Location	Approximately 140 feet north of the northeast corner of 19th Avenue and Cheryl Drive
VPC Recommendation	Approval per the staff recommendation
VPC Vote	13-1

VPC DISCUSSION: STAFF PRESENTATION

Stockham, staff, provided an overview of the case as detailed in the published staff report including background, the proposal for the development of the site for an automobile rental and sales facility, and the policy analysis completed by staff. Staff is recommending approval subject to stipulations focusing on landscape enhancements and architectural embellishments in addition to standard street and archaeology stipulations. She then asked the membership if they had any clarifying questions.

Members expressed comments on the following topics.

- **Perez, Alauria**, and **Viedmark** expressed concerns regarding the addition of another used car lot to the area, whether the economic development argument is appropriate considering the unknowns of the proposal. They added that alternative uses would be preferable to uplift the area.
- **Matthews** on the impact of the landscape stipulations on existing trees and landscape beds. **Stockham** responded that the stipulations will require new trees be planted in the sidewalk detachment to the minimum caliper sizes specified in the stipulation.
- **Argiro** asked if there is an upper limit on the number of cars that may be displayed on site. **Stockham** responded that the Special Permit would allow greater than 15 cars and that there is no maximum specified in the code.
- **Whitney** asked for clarity on whether the request effectively grants C-3 Zoning Entitlements or if it is more narrowly focused. **Stockham** responded that the C-2 SP entitlement would not grant any additional uses beyond C-2 with the exception of car sales and rentals. She added that used car sales and rentals are

more strictly regulated by a C-2 SP than by the C-3 entitlement where they are permitted by right.

APPLICANT PRESENTATION

Gary Olds, introduced himself as the applicant's representative and provided an overview of the client, the proposal, and their track record in the region. The proposed tenant is Enterprise, they have no interest in car sales and do not operate or advertise like a car lot, plans approximately \$800,000 in site improvements, and intends to sign a 10 year lease with an opportunity to extend to 25 based on performance. He added that the owner had been trying to find alternative tenants for years but without success due to its current configuration which is clearly a former fuel station and requires significant investment to shift from this business model.

QUESTIONS FROM THE COMMITTEE

Argiro stated that the proposed tenant being a national brand with a history of good projects and no intent to do body work allays many of his concerns.

Fogelson stated that in her recruiting career that Enterprise employees have a history of being very professional, committed, and it is an organization where employees are often reluctant to leave, even when good salaries are offered.

Perez asked about the number of permanent jobs that would be created, whether they would hire locally, and whether the outreach included door to door interactions and bilingual notifications. **Olds** responded: that Enterprise rotates staff between their locations based on demand but that the number of permanent employees would range between 6 and 12 on site at a time; that the new Chandler location advertised locally for employees and promoted it being easy to get to; and that the outreach utilized the standard City of Phoenix mailings which are in English, did not include door to door outreach, and that the City of Phoenix informed them that an in-person meeting would not satisfy their pandemic requirements.

Jaramillo, Viedmark, and McBride asked if the permit runs with the land or can be conditioned upon a lease with Enterprise. **Stockham** responded that the permit runs with the land. **Klimek**, staff, added that a stipulation conditioning the entitlement upon a specific user would likely not be enforceable and he therefore advised against it.

Alauria stated that the national brand is promising and asked what the plans are for the other nearby Enterprise locations. Olds responded that he is not sure what is happening with the nearby "mini-hubs" references but indicated that the facilities would serve different purposes in the Enterprise business model.

Alauria asked about site security provisions noting that crime has been a major issue in the area. Olds responded that they will "relamp" everything with LEDs, add additional lighting if needed, will include video surveillance inside and out, and, depending on need, will hire security guards for a limited period as a deterrent. **Alauria** thanks Olds for the response and added that they should also post ATA signage and participate in virtual block watches.

Viedmark indicated that the North Mountain Business Alliance did not receive any information regarding the request, should have based on their boundaries, and indicated that they would have participated in the meetings if informed. She added that her wish list for the case would include a 25 year lease from the beginning, that, to address safety and security issues, and that the ownership participate in business alliances and block watches to help uplift the area. **Olds** responded that Enterprise does not enter into leases longer than 10 years without having a history on the site.

Perez indicated that the area is low income with many households speaking Spanish. She asked when Enterprise would plan to move-in and if they would be willing to send mailers in both English and Spanish to nearby households to inform them of upcoming job opportunities. **Olds** indicated that Enterprise will initiate their lease upon the zoning entitlement being granted and will then begin the site plan review process with the City of Phoenix.

PUBLIC COMMENTS

None.

APPLICANT RESPONSE

None.

FLOOR/PUBLIC DISCUSSION CLOSED: MOTION, DISCUSSION, AND VOTE

MOTION:

Matthews motioned to approve the request per staff recommendation. **Whitney** seconded the motion.

DISCUSSION:

Alauria stated that she is supportive if the tenant is Enterprise, if they collaborate with the Hatcher Urban Business Coalition, post and participate in ATA signage, and participate in the area's Virtual Block Watch Programs.

Viedmark echoed Alauria's comments and added that she hopes Enterprise will be a long-term occupant.

Larson asked that the applicant hire from within the community.

McBride highly recommended that they participate in the North Mountain Business Alliance.

Vice Chair Jaramillo echoed the previous comments including that they try to hire from within the community.

Perez stated that she is worried that if Enterprise falls through, now or in 10 years, the entitlement will ensure the site is converted to a used car lot. She added that, while hopeful they will hire from within the community, there are no assurances that this will happen.

VOTE: 13-1-0, motion passes, with: Alauria, Argiro, Fogelson, Ford, Larson, Matthews, McBride, O'Hara, Sommacampagna, Veidmark, Whitney, Vice Chair Jaramillo, and Chair Krentz in favor; Perez in dissent, and none in abstention

STAFF COMMENTS REGARDING VPC RECOMMENDATION:

None.