



Requesting Department:
Development Services

TO: Planning and Zoning Commission

**THRU: Brett Burningham, Development Services Director
Erik Swanson, Planning Administrator**

FROM: Steven Ester, Planner II

RE: Discussion and Possible Action on P21-0201 and P21-0203 Vineyard Towne Center Phase I Site Plan and Preliminary Plat, a request from Dean Munkachy of Suite 6 for Site Plan and Preliminary Plat approval of a 12.1 acre commercial center, anchored by a Sprouts, located at the northwest corner of Combs and Gantzel roads.

DATE: March 9, 2022

STAFF RECOMMENDATION

Staff recommends approval of P21-0201 and P21-0203 Vineyard Towne Center Phase I Site Plan and Preliminary Plat, subject to the Conditions of Approval included in this report.

PROPOSED MOTION

Move to approve P21-0201 and P21-0203 Vineyard Towne Center Phase I Site Plan and Preliminary Plat, subject to the Conditions of Approval included in this report.

SUMMARY

This proposal consists of a request for Site Plan and Preliminary Plat approval to facilitate the development of a commercial center, anchored by a 23,000 square foot Sprouts, on a 12.1 acre site. The property is located at the northwest corner of Combs and Gantzel roads.

HISTORY

- July 16, 2007: The Town entered into a Development Agreement, authorizing the Vineyard Towne Center Annexation application to be filed and processed in accordance with the provisions and terms defined under the agreement.
- June 18, 2008: The Town Council approved ANX08-042 Vineyard Towne Center Annexation, annexing the approximately 65-acre commercial corner from Pinal County into the Town with the equivalent C-2 zoning applied.

PROJECT INFORMATION

Project Name	Vineyard Towne Center Phase I Site Plan and Pre-Plat
Site Location	NWC Combs and Gantzel roads
Current Zoning	C-2
General Plan Designation	Commercial
Surrounding Zoning Designations	
North:	C-3 (General Commercial) – Vacant (Pinal County)
South:	Combs Road CB-2 (General Business) – Fry’s Retail Center (Pinal County)
East:	Gantzel Road CB-2 (General Business) – Commercial Pads (Pinal County) CR-3 (Single-Family) – Pecan Creek South (Pinal County)
West:	MDR/PAD (Medium Density Residential) – The Bungalows C-2/PAD (General Commercial) - Vacant
Gross Acreage	14.6 acres
Net Acreage	12.1 acres
Building Area (Total)	76,756 SF
Lot Coverage	14.6%
Landscape/Open Space Area	
Required:	79,162 SF (15%)
Provided:	123,280 SF (23.4%)
Parking	
Required:	Town of Queen Creek – 625 spaces Pinal County – 437 spaces
Provided:	484 spaces

DISCUSSION

This proposal consists of a request for approval of a Site Plan and Preliminary Plat for the first phase of a new commercial center, anchored by a 23,000 square foot Sprouts, on a 12.1 acre site. The property is located at the northwest corner of Combs and Gantzel roads. This site was originally processed and approved within Pinal County’s jurisdiction, before being annexed into the Town in June of 2008 with an associated development agreement. As such, certain elements of the project’s design have retained as it transitioned into the Town’s technical review process.

The applicant is proposing a total of approximately 76,756 square feet of commercial uses which include a Sprouts, three inline retail (3) shops buildings, and five (5) drive-thru restaurant pad sites (Pad A, B, C, D, and E). No specific users, other than Sprouts, have been identified at this time.

Pads A through E are designated as future pads, and will submit a separate Site Plan application for review once a tenant is determined. Since the restaurants are not specified at this time, any future users will be required to include a Traffic Impact Analysis to evaluate the traffic demand, required stacking, and necessary site improvements (if needed) to accommodate traffic specific to the tenant. In accordance with Ordinance 761-21, a Conditional Use Permit may also be required for each of the pad drive-thrus, depending on hours of operation and site distancing.

The proposed development is considered a Large Format Retail center, which is defined as a single-user retail structure in excess of 50,000 square feet or any shopping center in excess of 25,000 square feet. As such, the development is required to comply with the Large Format Retail standards as outlined in Section 6.8 of the Zoning Ordinance. These standards include:

- Enhanced entry features
- Enhanced pedestrian connectivity
- The incorporation of plazas, gathering areas, and shaded walkways
- Enhanced buffering adjacent to residential uses

The proposed Site Plan, building elevations, and landscape plans are in conformance with the Zoning Ordinance Large Format Retail standards.

Site access is provided at two (2) access points along Combs Road and three (3) access points along Gantzel Road. On Combs Road, both entries are designed for full turning movements in and out of the development. Along Gantzel Road, the two (2) most northern accesses are planned for full turning movements as well, but the third entrance closest to the intersection will be limited to right-turn in, right-turn out only ingress and egress. In coordination with future road design expectations conveyed by Pinal County, the developer has agreed to dedicate additional right-of-way along the southbound approach of Gantzel Road to the arterial intersection to allow for an added right-turn lane when warranted at a later date. Staff will review any affected building setbacks and frontage landscaping at the time of construction document submittal. It is anticipated that the Shops C building will need setback relief from Gantzel Road, pending the future improvement plans and their final design. As a supplement to the site plan, the applicant has provided a civil exhibit showing the preliminary design and dedication to accommodate the described improvements. Staff will base the final review of the associated modifications off of the drawing included at this stage, which conveys the reduced setback and amended frontage near Shops C at the arterial corner.

The applicant is requesting a deviation from Town standards for the number of required parking stalls with this phase of the commercial development. According to the applicant, parking is provided in junction with the standards previously set under Pinal County's requirements, which presents a reduction for the Town to consider. The Town's parking calculations warrant a total of 625 spaces to be provided at 10' x 20' in size, whereas Pinal County required 437 spaces and allowed for the spaces to be 9' x 19'. The developer is proposing 484 spaces total consisting of 449 regular spaces (10' x 20'), 13 compact spaces, and 22 ADA spaces. As part of the justification behind the reduction, a parking study was prepared by Vestar to compare parking ratios across similar retail developments in the valley at Queen Creek, Chandler, and Mesa. In summary, the developer has reported that approximately 40% of the Town's required parking amount would be utilized on-site at peak hours of use based on current conditions, ride sharing, and online shopping trends. This equates to 250 parking spaces being needed at the busiest time of day, leaving an additional 234 spaces available. It is important to note that Planning Staff is currently in process of reviewing the Town's parking calculations based on market demand, which is anticipated to potentially result in a reduction to overall parking stall count requirements.

In terms of pedestrian circulation, this site provides 8-foot wide sidewalks along Combs and Gantzel Roads, and incorporates multiple points of access from the roads into and around the development. Given the spatial constraints and regional drainage that occurs along the frontage of the arterials, the applicant has provided the wider sidewalks to substitute for the Town's trail requirements, and promote a high-and-dry perimeter pathway around the project. Cast concrete

seat walls, concrete pots, and decoratively paved areas are provided to encourage gathering areas and guide pedestrian connectivity.

The Zoning Ordinance requires commercial uses to provide 15% (79,162 SF) of open space, where this development provides a total of 23.4% (123,280 sf). The landscape palette for the development predominantly includes red push pistache, evergreen elm, and wilson's seedless olive trees in accordance with species typically used in the South Specific Area Plan. The development also includes an enhanced landscaping at the intersection of Combs and Gantzel roads, which features staggered planting squares alongside a connecting walkway into the site near the Shops C building. The proposed landscape plan utilizes evergreen elm trees within the required 30' arterial buffers, as well as in the 10' buffer that spans along rear of the site to separate the adjacent commercial and residential uses in the future. The primary entrances into the center contain tree lined entries with red push pistache trees with a recurrent groundcover planting theme.

Parking lot screen walls are provided along Combs and Gantzel roads to screen parking areas and drive-thru queuing lanes from the public right-of-way. The wall design incorporates brick veneer, stucco, painted steel, and a concrete cap to complement the building materials used in the center, while also meeting the Zoning Ordinance requirements for arterial screen walls. With the drainage channel that exists along Combs Road, it should be noted that the initial portion of the wall's footing will be designed as a retaining wall to support the screening segment on top at-grade. At this time, no perimeter wall is proposed along the north and west edges, since the Bungalows development is providing a theme wall against the future second phase of this retail center and the parcel directly west is vacant.

ANALYSIS

General Plan Review: The current General Plan designation for this property is Commercial. The request is in conformance with the property's General Plan Land Use designation.

Zoning Review: This property is zoned C-2 (General Commercial). All proposed uses including the Sprouts, drive-thrus, and retail/restaurant shops buildings are permitted uses under the C-2 zoning designation. The future drive-thrus may require a Conditional Use Permit in accordance with Ordinance 761-21, which will be assessed as part of their separate Site Plan reviews.

Adequate Public Facilities: In accordance with Article 5.1 (Adequate Public Facilities) provision of the Zoning Ordinance, the applicant has provided information regarding the project's potential impact on public facilities. Staff's review of those reports indicates that adequate public facilities will be provided by the project.

Engineering, Utilities and Transportation Review: The project has been reviewed by the Engineering, Utilities and Transportation departments. Conditions of Approval have been added to address Traffic requirements for this project.

Parking: As previously outlined, the Site Plan provides 484 parking spaces to comply with the original requirement of 437 parking spaces determined by Pinal County, where the Town's standards call for 625 parking spaces total. A parking study has been prepared by the developer to corroborate the support and justification behind the reduction.

Building Elevation Review: The proposed building elevations are in compliance with the Town Zoning Ordinance and Design Standards. Building materials include a mixture of stucco, brick veneer, hardiboard siding, standing seam metal awnings, pre-cast concrete wainscoting, and painted steel accent features.

In-Vehicle Service (Drive-Thru) Review: The Zoning Ordinance requires 160-feet of vehicle stacking distance for drive-thru restaurants (80 feet of stacking distance between pick-up windows and order-placing speakers and 80 feet of stacking distance between order-placing speakers and the entry to the drive-through lane). The proposed pad sites meet this minimum requirement, and will be reviewed additionally during the future Site Plan and Conditional Use Permit reviews.

All drive-thru uses are required to provide a Traffic Impact Analysis (TIA) which evaluates the travel demand of the specific tenant, including:

- Nature of product or service being provided;
- Method by which the order is being processed;
- Time required to serve a typical customer;
- Arrival rate of customers;
- Peak demand hour;
- Anticipated vehicular stacking required; and,
- Location of the storage of loading area with respect to parking spaces of circulation aisles.

Once a tenant is chosen for the drive-thru sites, the applicant will be required to submit a Site Plan application, which will include a TIA to evaluate the traffic demands of the specific user. This may warrant additional queuing area and other Site Plan modifications to accommodate the user.

Preliminary Plat Review: The first phase of the commercial center is based on a 12.1-acre parcel. As part of this development proposal, the applicant is proposing to subdivide the property into five (5) lots in accordance with the Site Plan design. In the future, the second phase will occur on a separate 10.5-acre parcel directly north of this initial request. There is no timing or schedule attached to the second phase at this time.

Signage: Proposed signage will be reviewed and approved as part of separate building permit submittals. Any deviations from the Zoning Ordinance will require a Comprehensive Sign Plan approved and presented before the Planning Commission at a future date.

CONDITIONS OF APPROVAL

1. This project shall be developed in accordance with the plans attached to this case and all the provisions of the Zoning Ordinance applicable to this case.
2. The development will be responsible to complete the adjacent arterial roadway half street improvements per Town standards for the remaining length of the entire commercial development along Combs Road up to the adjacent multi-family development's off-site improvements planned under E21-0109, and the adjacent roadway improvements for the subject site along Gantzel Road up to the boundary of Phase 1. Any landscaping in the median will be coordinated through the construction document process.

3. Mechanical equipment, electrical meter and service components, and similar utility devices, whether ground level, wall mounted, or roof mounted, shall be screened and painted to match the main color of the building or to blend in with adjacent landscaping.
4. All roof mounted equipment shall be fully screened by the roof parapet.
5. The development shall provide a Public Art piece per Section 6.8 "Large Format Retail" of the Zoning Ordinance. Final design and placement of the public art piece shall be approved through the Town's Planning Division prior to a Certificate of Occupancy being issued.
6. Pads A, B, C, D, and E are required to submit a Site Plan application for administrative review and approval. A Conditional Use Permit may be required per Ordinance 761-21.
7. The developer shall dedicate the necessary ROW as part of the Final Plat process to accommodate the future southbound, right-turn lane along Gantzel Road.
8. The Town shall complete the future southbound, right-turn lane improvements at a later date in accordance with the final ROW dedications reviewed and approved under the Final Plat process.
9. The developer shall dedicate 70' of half street of ROW as part of the Final Plat process along Combs Road.
10. The developer shall be responsible for relocating the existing Town entry monument near the Combs and Gantzel roads intersection as part of the final improvements.
11. All future drive-thru uses are required to submit a Site Plan application which includes an updated Traffic Impact Analysis that shall address the following for the specific tenant:
 - a. Nature of product or service being provided;
 - b. Method by which the order is being processed;
 - c. Time required to serve a typical customer;
 - d. Arrival rate of customers;
 - e. Peak demand hour;
 - f. Anticipated vehicular stacking required; and,
 - g. Location of the storage of loading area with respect to parking spaces of circulation aisles.
12. The owners of the drive-through uses shall work with the Town's Transportation Engineer to ensure that traffic mitigation is sufficiently managed in the event that maximum queuing is exceeded, and/or if traffic issues arise due to the operation of the business.
13. A water line stub must be installed to the future commercial properties on the north and west sides of the project.
14. A fifteen-foot (15') wide public water line easement will be required along the west drive aisle from Combs Road north to the future commercial property.

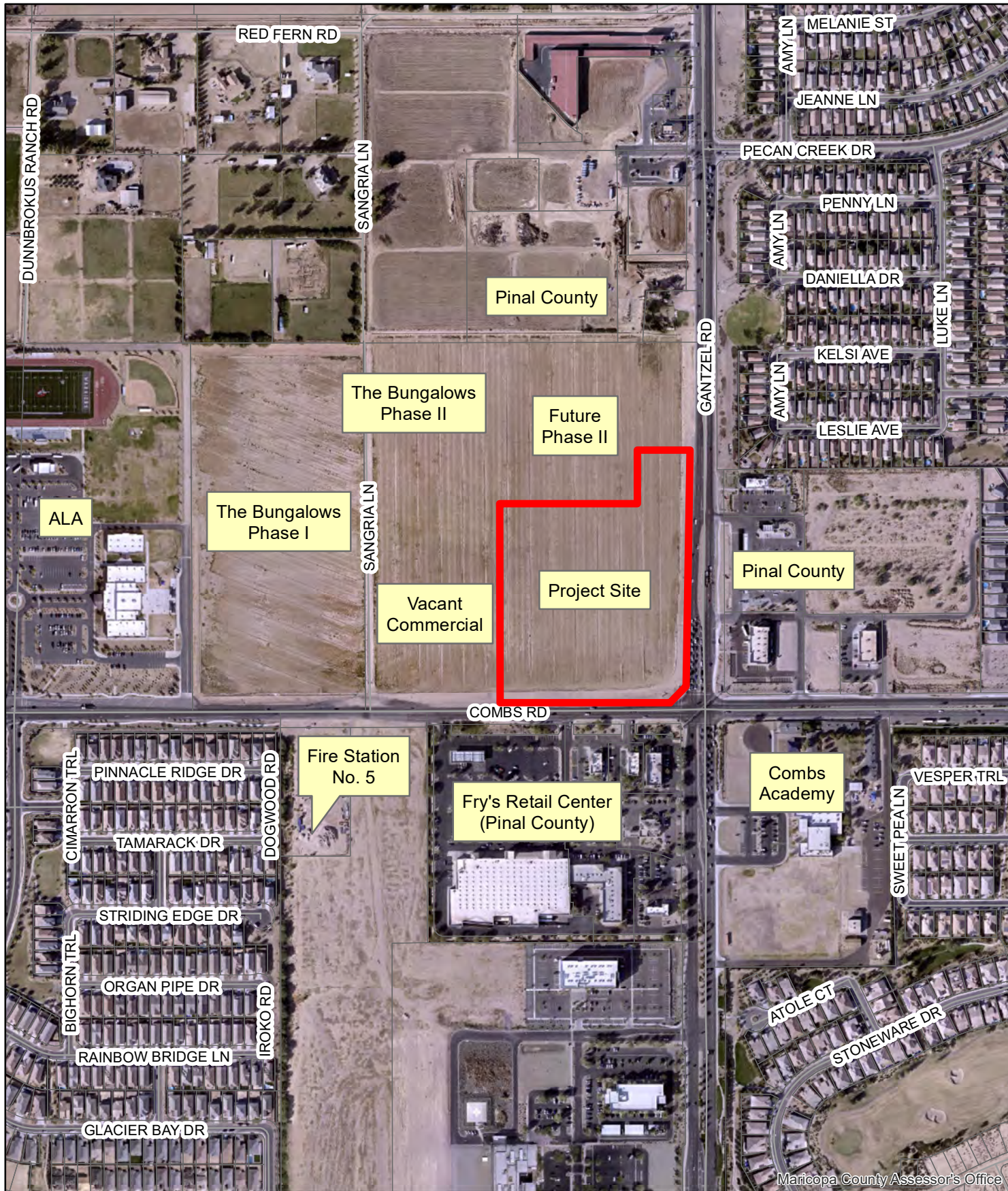
ATTACHMENTS

1. Aerial Exhibit
2. General Plan Exhibit
3. Current Zoning Exhibit
4. Site Plan
5. Landscape Plan
6. Elevations
7. Parking Study
8. Project Narrative

Project Name: Vineyard Towne Center Phase I Site Plan and Pre-Plat Aerial Exhibit

Case Numbers: P21-0201, P21-0203

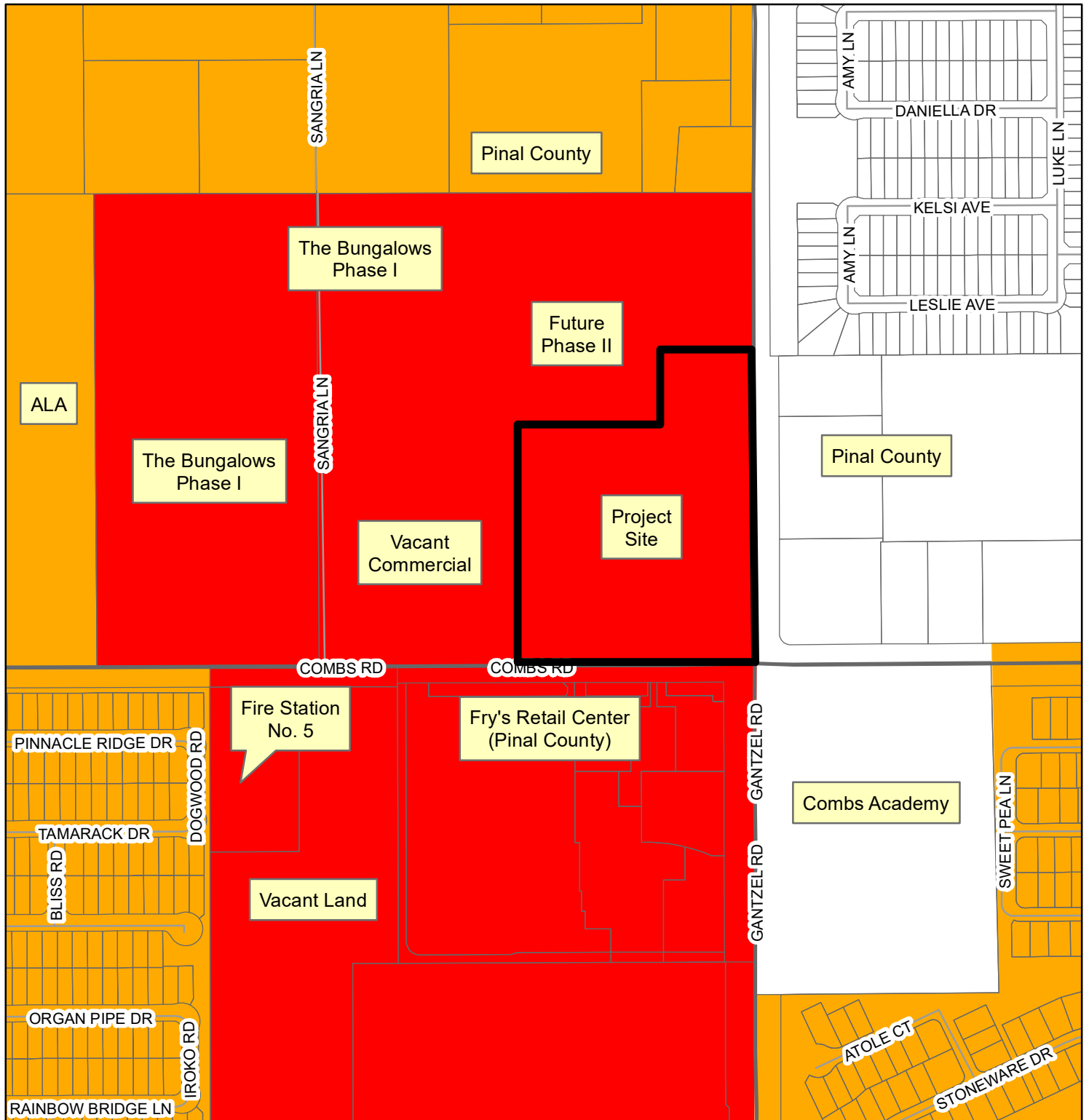
Hearing Date: March 9, 2022 (Planning Commission)



Project Name: Vineyard Towne Center Phase I General Plan Exhibit

Case Numbers: P21-0201, P21-0203

Hearing Date: March 9, 2022 (Planning Commission)



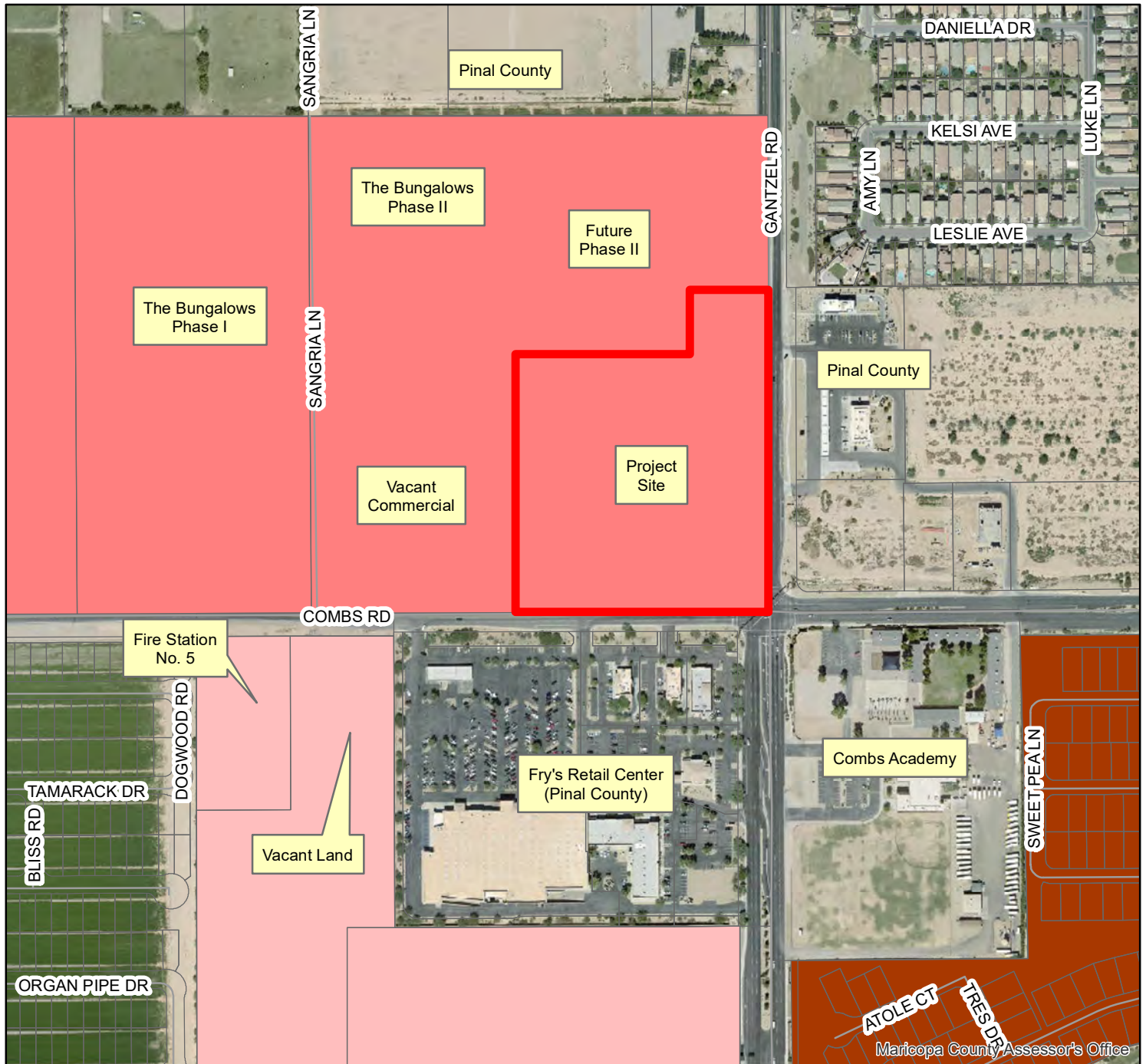
General Plan Land Use

- | | | | |
|--------------|------------|--------------------|--------------------|
| Rural | Commercial | Special District 1 | Special District 4 |
| Neighborhood | Industrial | Special District 2 | |
| Urban | Open Space | Special District 3 | |

Project Name: Vineyard Towne Center Phase I Site Plan and Pre-Plat Current Zoning Exhibit

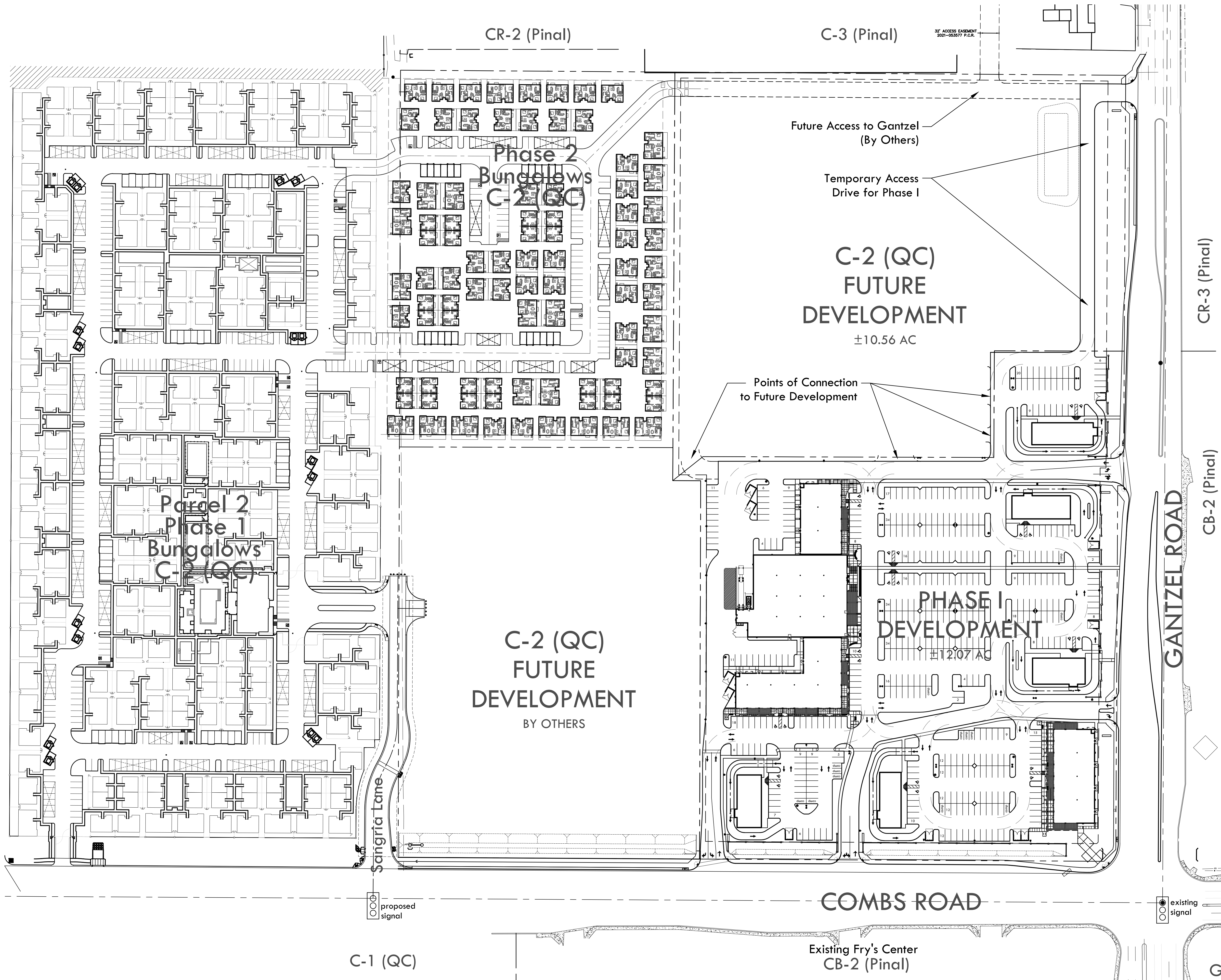
Case Numbers: P21-0201, P21-0203

Hearing Date: March 9, 2022 (Planning Commission)



Zoning Districts

C-1 - Commercial	PQP - Public/Quasi-Public	R1-7 - Residential	R1-35 - Residential
C-2 - Commercial	RC - Recreation/Conservation	R1-8 - Residential	R1-43 - Residential
C-3 - Commercial	MDR - Residential	R1-9 - Residential	R1-54 - Residential
TC - Commercial	R1-4 - Residential	R1-12 - Residential	R1-190 - Residential
EMP A - Office/Industrial Park	R1-5 - Residential	R1-15 - Residential	PCD - Planned Community
EMP B - General Industrial	R1-6 - Residential	R1-18 - Residential	AT - Agritainment
			MU - Mixed Use



PROJECT INFORMATION	
Project Name	Vineyard Towne Center-Phase I
Project Address	37544 N Gantzel Road Queen Creek, AZ
Developer	Vestar 2425 E. Camelback Rd, Suite 750 Phoenix, AZ 85018 Contact: Scott Henson Tel: 602-866-0900 Email: shenson@vestar.com
Architect	SUITE 6 architecture + planning 6111 N. Cattletrack Road Scottsdale, Arizona 85250 Tel: 480-348-7800 Email: dean@suite6.net
SITE DATA	
Existing Zoning	C-2
General Plan Designation	Commercial
Phase I-Gross	± 636,715 sf / ± 14.6 ac
Phase I - Net	± 526,747 sf / ± 12.1 ac



Vicinity Map
nts



Vineyard Towne Center

NWC Gantzel Road and Combs Road
Queen Creek, Arizona

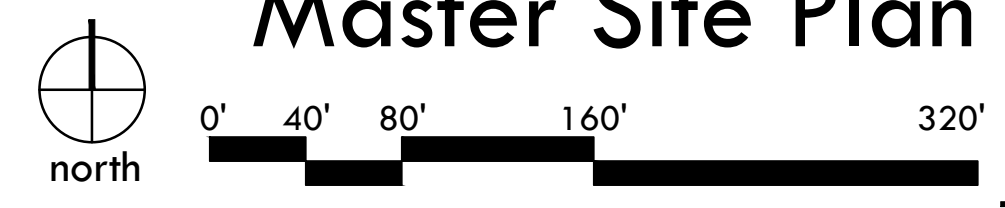
- ▲ Development Review Set
- △ Bid Set
- △ City Submittal
- △ Construction Set

Revisions:

Ownership of Instruments of Service:
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Seal
Date: January 4, 2022
Project Number: 659
Drawn by: dm/rdb
Sheet Number



Master Site Plan

A1.0

Master Plan

PROJECT DESCRIPTION

A NEW SHOPPING CENTER ON +/-12.1 AC TO BE BUILT IN PHASES. PHASE I TO CONSIST OF MAJOR TENANT (SPROUT'S GROCER), SHOPS A, B AND C. ALL PADS WILL BE PHASED AND UNDER SEPARATE APPROVALS.

PROJECT INFORMATION

Project Name	VINEYARD TOWNE CENTER
Project Address	37544 N. Gantzel Road Queen Creek, Arizona
Owner	VESTAR 2425 E. Camelback Rd, Suite 750 Phoenix, AZ 85018 Contact: Scott Henson Tel: 602-866-0900 Email: shenson@vestar.com
Architect	SUITE 6 architecture + planning 6111 N. Cattletrack Road Scottsdale, Arizona 85250 Tel: 480-348-7800 Email: dean@suite6.net

SITE DATA

Zoning	C-2	
General Plan Designation	Commercial	
Phase I Site Data		
Gross	636,715 sf	14.62 ac
Net	526,747 sf	12.09 ac

Buildings	Area	Parking Req'd (Per Pinal Std)
Major Tenant	23,256 sf	1/250 = 94 sp
Shops A/B/C (Retail)	20,000 sf	1/250 = 100 sp
Shops A/B (Resnt)	14,100 sf	1/150 = 94 sp
Restaurant Pads (A-E)	19,400 sf	1/150 = 130 sp
Outdoor Dining	5,000 sf	1/250 = 19 sp
Totals	76,756 sf	437 sp

Lot Coverage-Retail	14.6%
FAR	0.12

Parking Provided	Standard Spaces	Compact Spaces	ADA Spaces	Total Parking Prov'd
	449 sp	13 sp	22 sp	484 sp
			Req. 2% of 476 = 10 sp	

Landscape Area	98,681 sf
Open Space	123,280 sf
Impervious Surface Ratio	0.81

- ▲ Development Review Set
- ▲ Bid Set
- ▲ City Submittal
- ▲ Construction Set

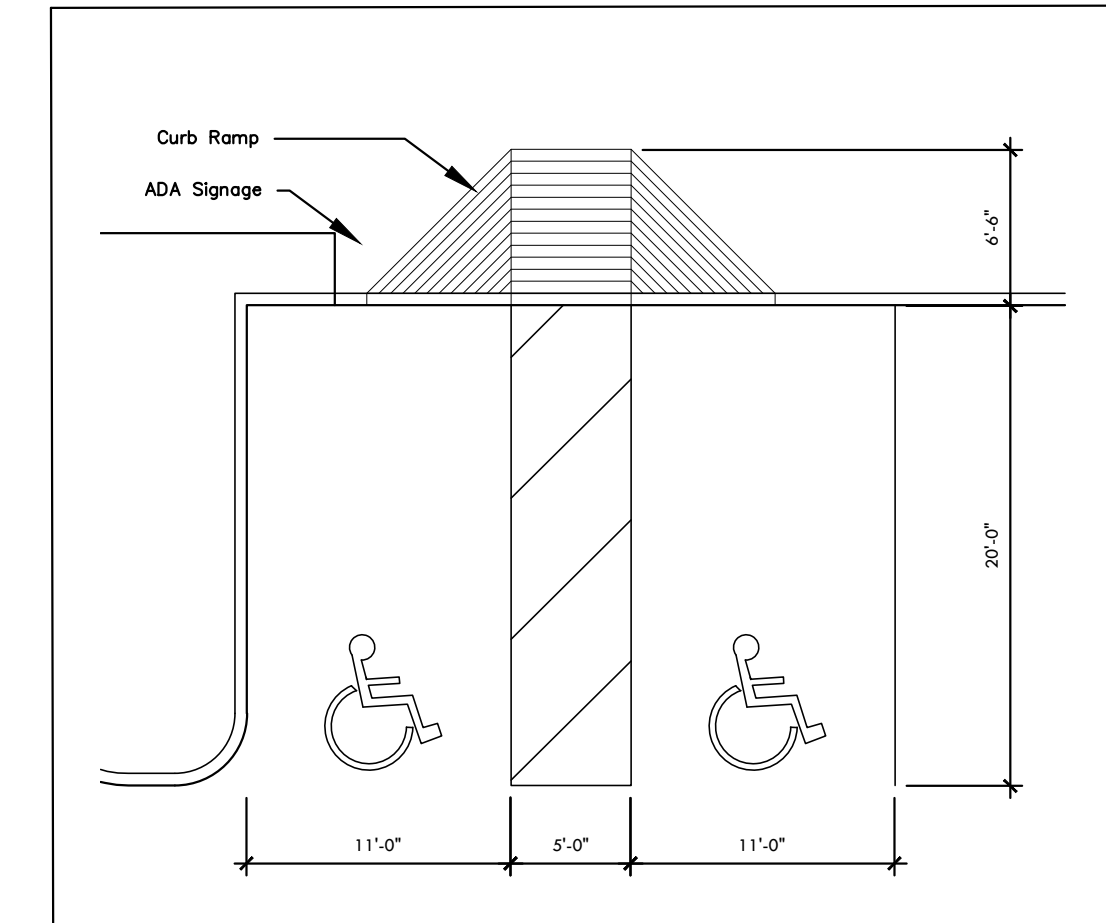
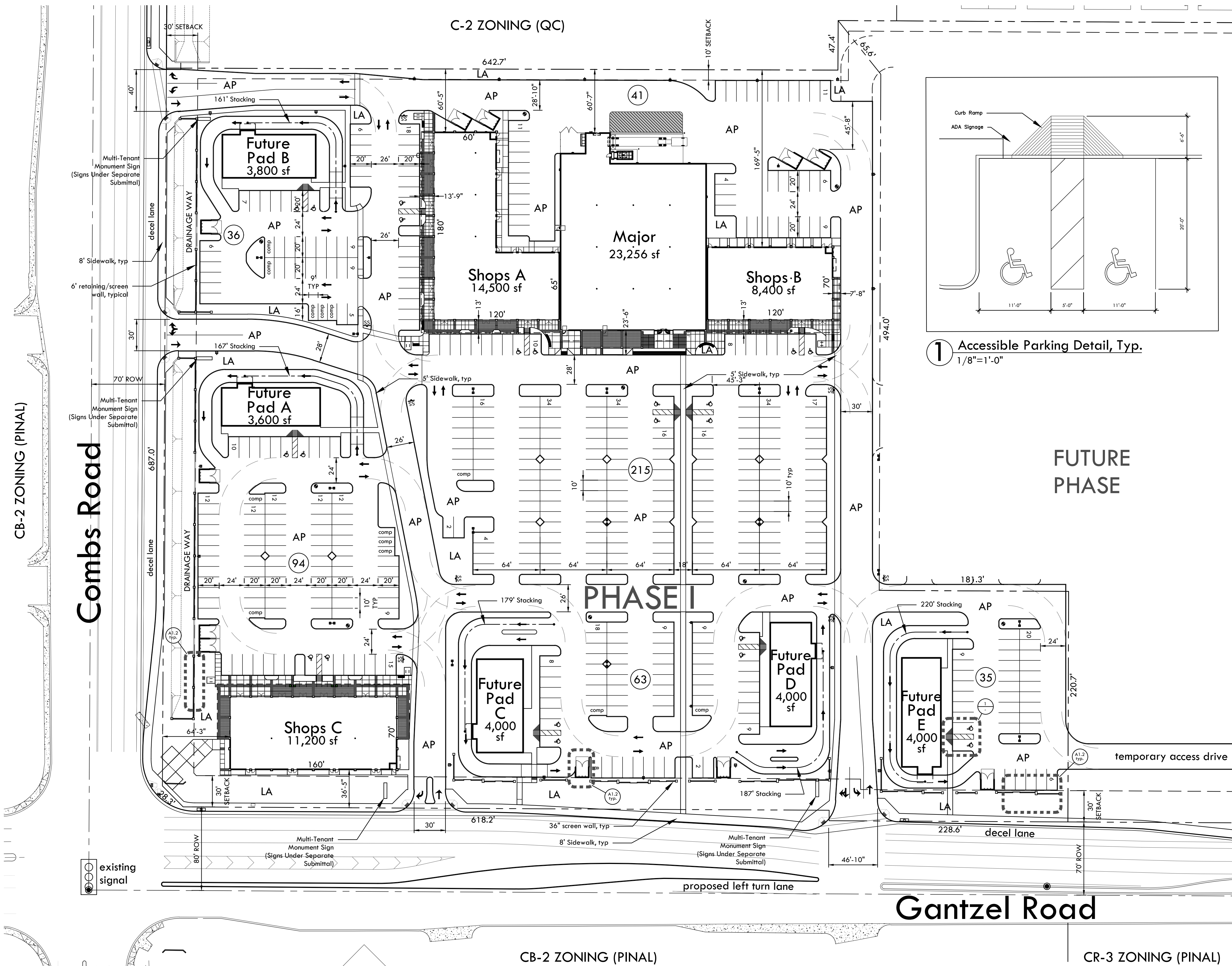
Revisions:

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Date:	January 4, 2022
Project Number:	659
Drawn by:	dm/rdb
Sheet Number	



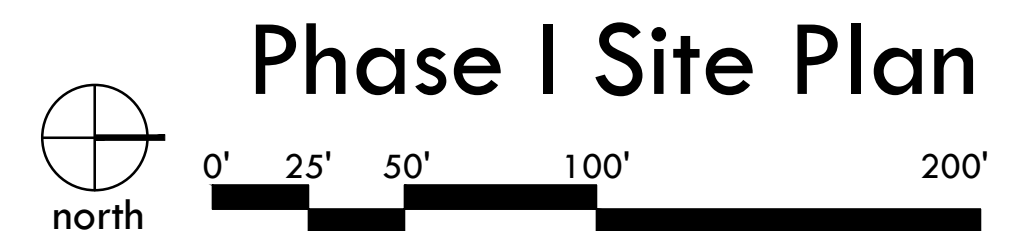
1 Accessible Parking Detail, Typ.
1/8"=1'-0"

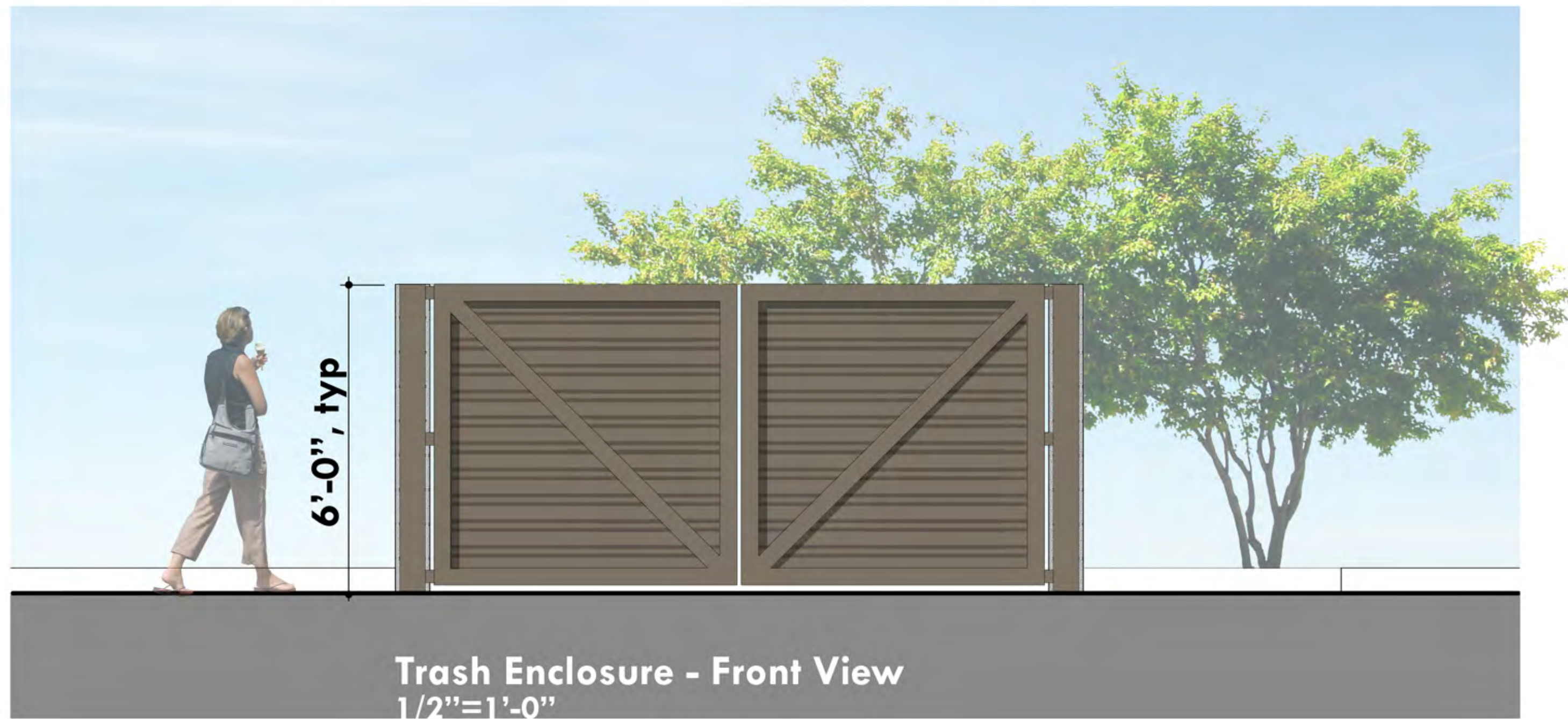
Legend

- Property Line
- Fire Turning Radii 35' IR, 55' OR
- Fire Hydrant
- Refuse Enclosure
- Decorative Paving see landscape drawings
- LA Landscaped Area
- AP Asphalt Paving
- SS Stop Sign

General Notes:

- No Delivery, Loading, Trash Removal or Compaction, or Other Such Operations Shall Be Permitted Between the Hours of 10 P.M. and 6 A.M. Unless the Applicant Submits Evidence That Sound Barriers Between All Areas For Such Operations Effectively Reduce Noise Emissions to a Level of 45 dB, as Measured at the Lot Line of Any Adjoining Property.
- Drive Through uses shall incorporate architectural features such as porticos or overhangs to screen pick up windows from the public right-of-way.

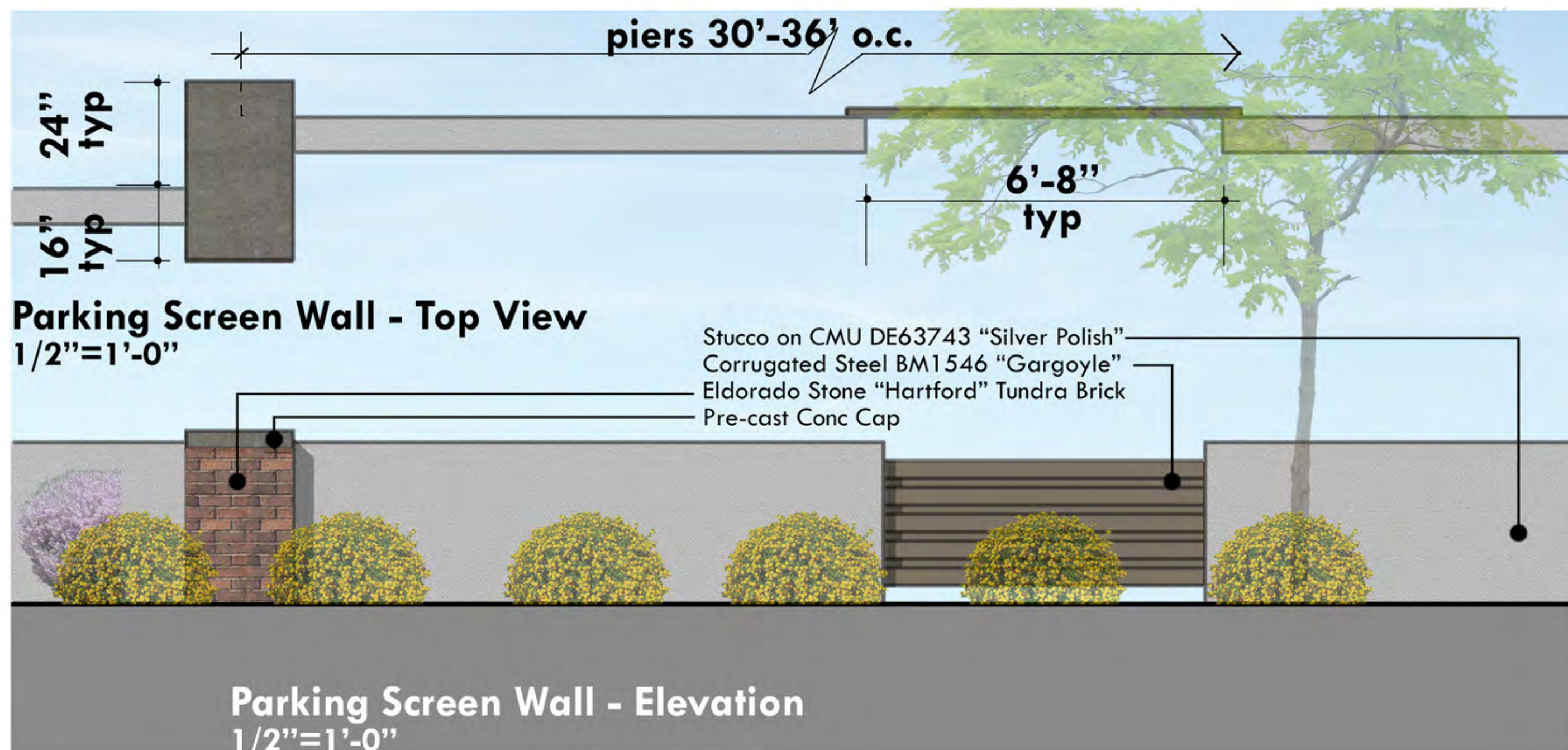




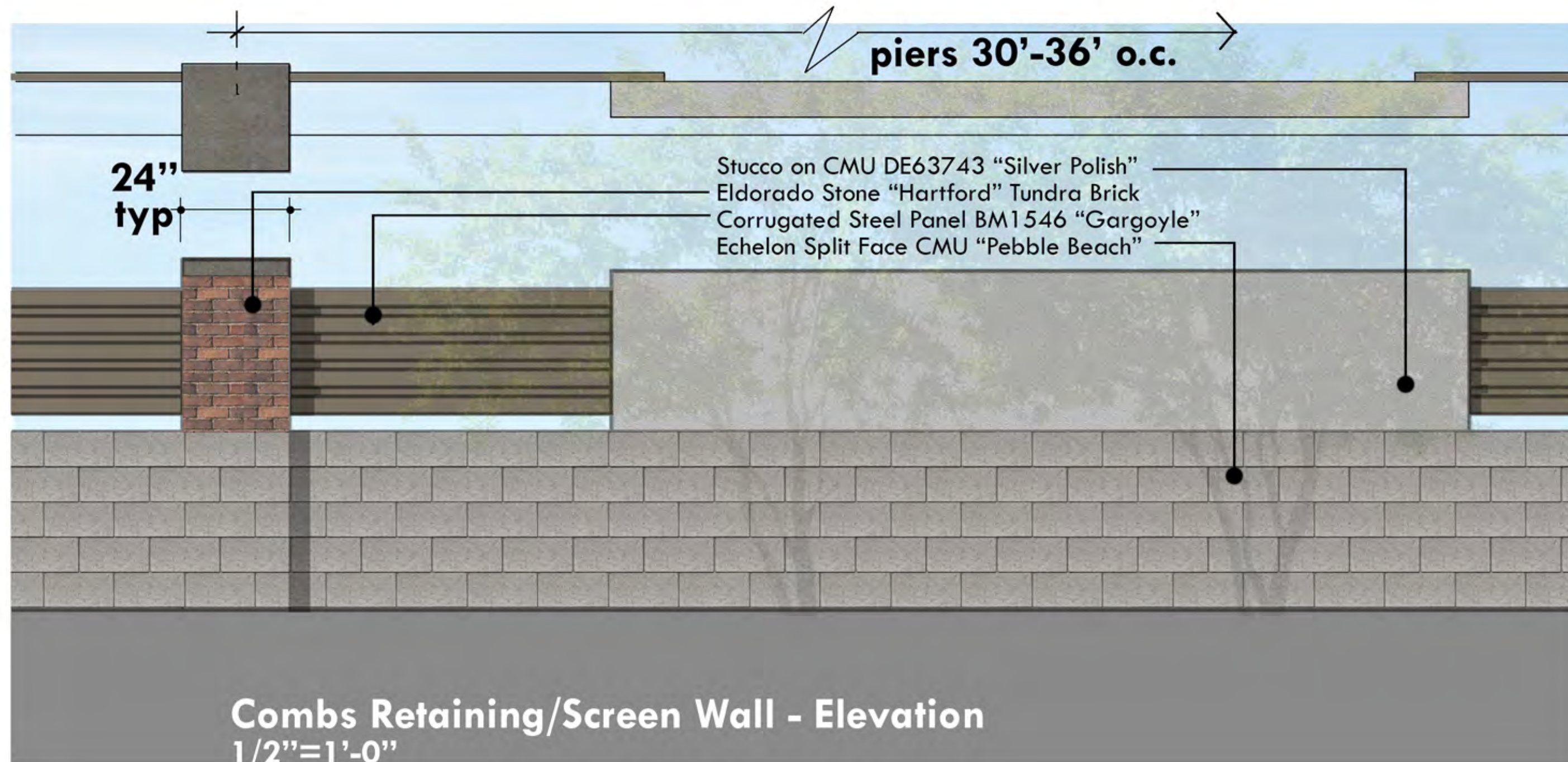
Trash Enclosure - Front View
1/2"=1'-0"



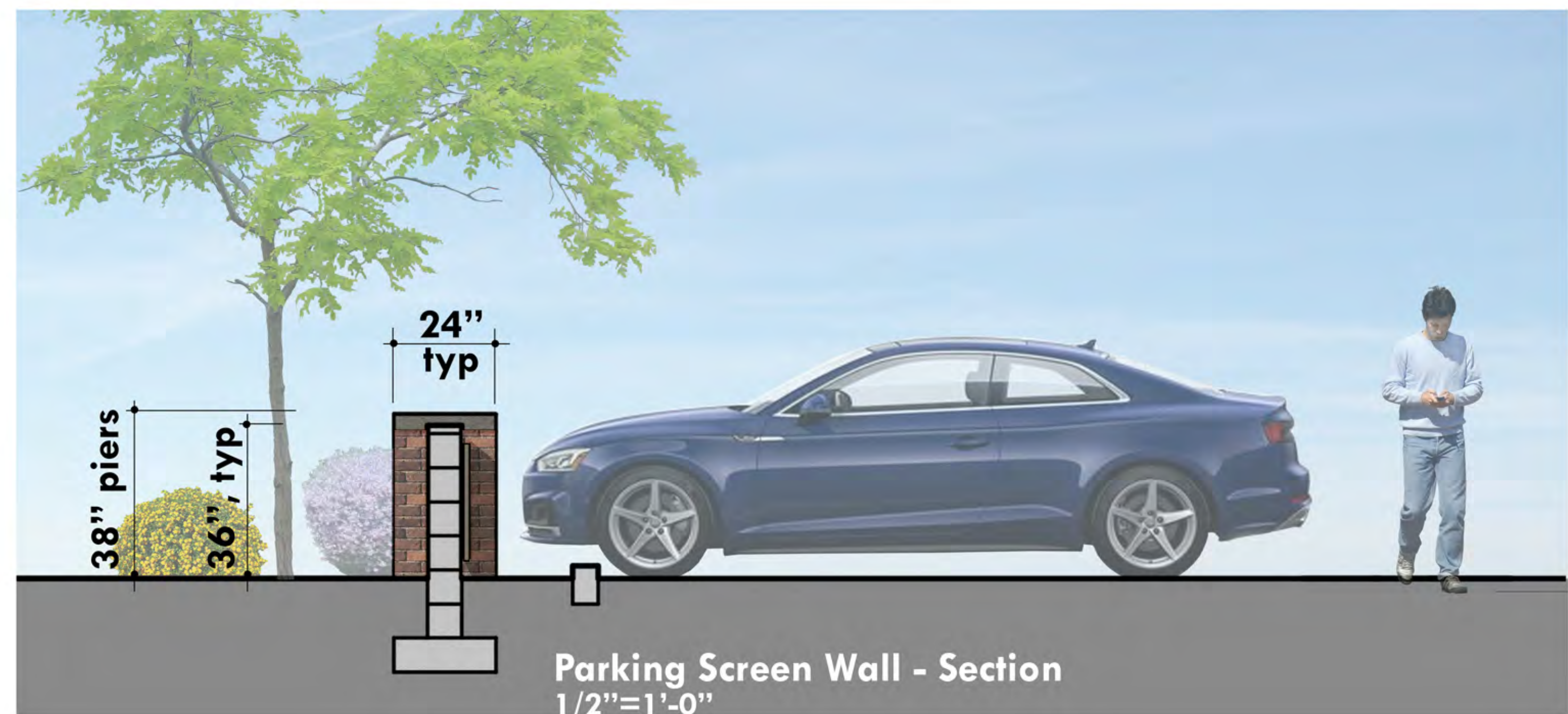
Trash Enclosure - Side View
1/2"=1'-0"



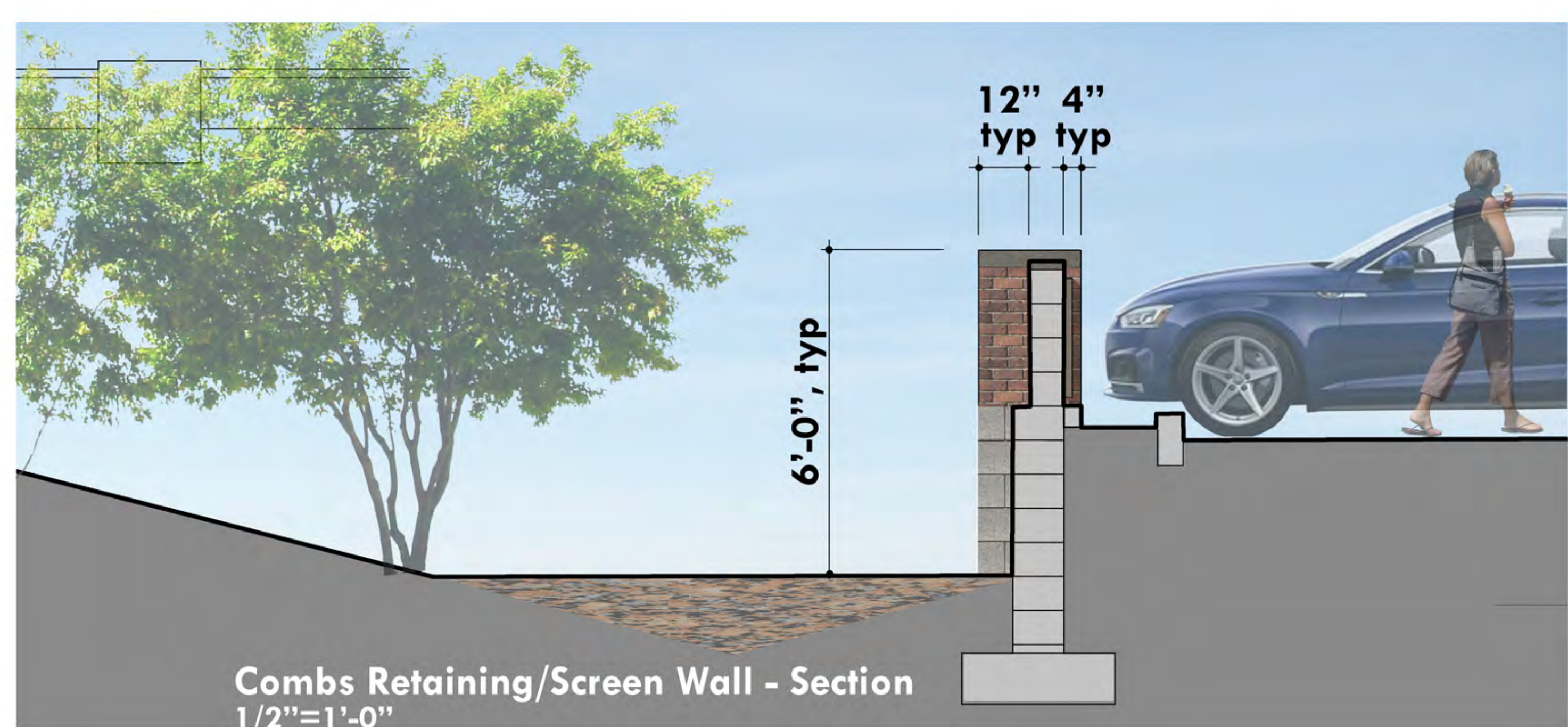
Parking Screen Wall - Top View
1/2"=1'-0"



Combs Retaining/Screen Wall - Elevation
1/2"=1'-0"



Parking Screen Wall - Section
1/2"=1'-0"



Combs Retaining/Screen Wall - Section
1/2"=1'-0"



Vineyard Towne
Center
NWC Gantzel Road and Combs Road
Queen Creek, Arizona

- ▲ Development Review Set
- △ Bid Set
- △ City Submittal
- △ Construction Set

Revisions:

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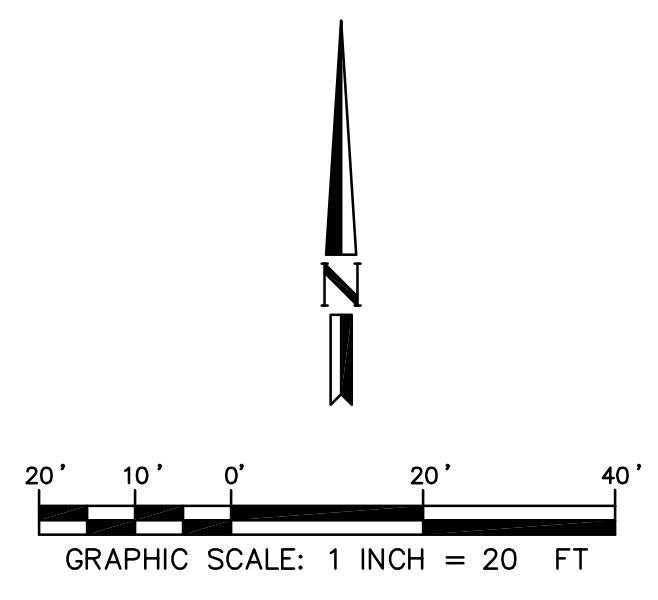
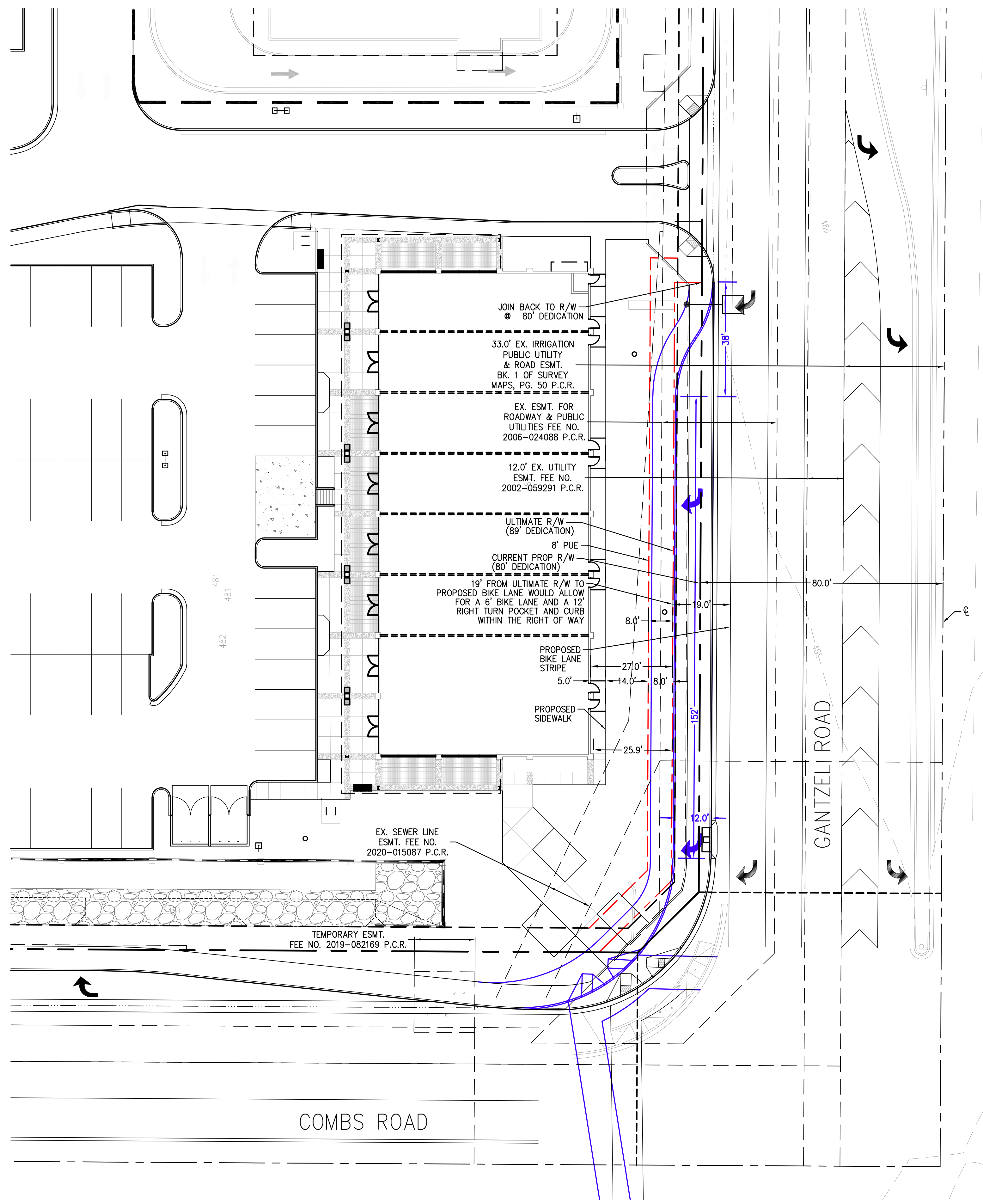


Seal
Date: November 12, 2021
Project Number: 659
Drawn by: dm/rdb

Sheet Number

A1.2

Site Details



PROJECT: **VINEYARD TOWN CENTER
GANTZEL ROAD
QUEEN CREEK, AZ**

DRAWING NAME: **R/W DEDICATION EXHIBIT**

ISSUE:	EXHIBIT
DATE:	02/17/22
CHECKED:	MH DRAWN: MH
DRAWING FILE:	
PROJECT NO.:	21-082
SHEET NUMBER:	1
OF	1 SHEETS
SCALE:	AS SHOWN

NO.:	REVISION:	DATE:

MDRC Engineering, Inc.
Civil Engineering/Land Surveying/Land Planning

160 S. Old Springs Road
Suite 210
Anaheim Hills, CA 92808
714-685-6860

LANDSCAPE DATA - PHASE 1

Zoning: C-2

Net Site Area: Phase 1 526,747 NSF (12.09 AC.)
 Building Area: Phase 1 (Excludes Pads) 76,756 GSF

Landscape Coverage: Required - 79,162 SQ. FT. 15%
 Landscape Open Space: Provided - 123,280 SQ. FT. 23.4%
 Landscape On Site - 95,860 SQ. FT.
 Landscape Off Site - 2,821 SQ. FT.

Bicycle Parking Required: 24 Spaces
 Bicycle Parking Provided: 24 Spaces

Site Area Landscape Required: Tree 99
 Site Area Landscape Provided: Tree 247

Site Area Landscape Required: Shrub 990
 Site Area Landscape Provided: Shrub 2,431

MAINTENANCE NOTE:

All landscape areas and materials shall be maintained in a healthy, neat, clean and weed free condition. This shall be the responsibility of the property owners.

TOWN OF QUEEN CREEK NOTES:

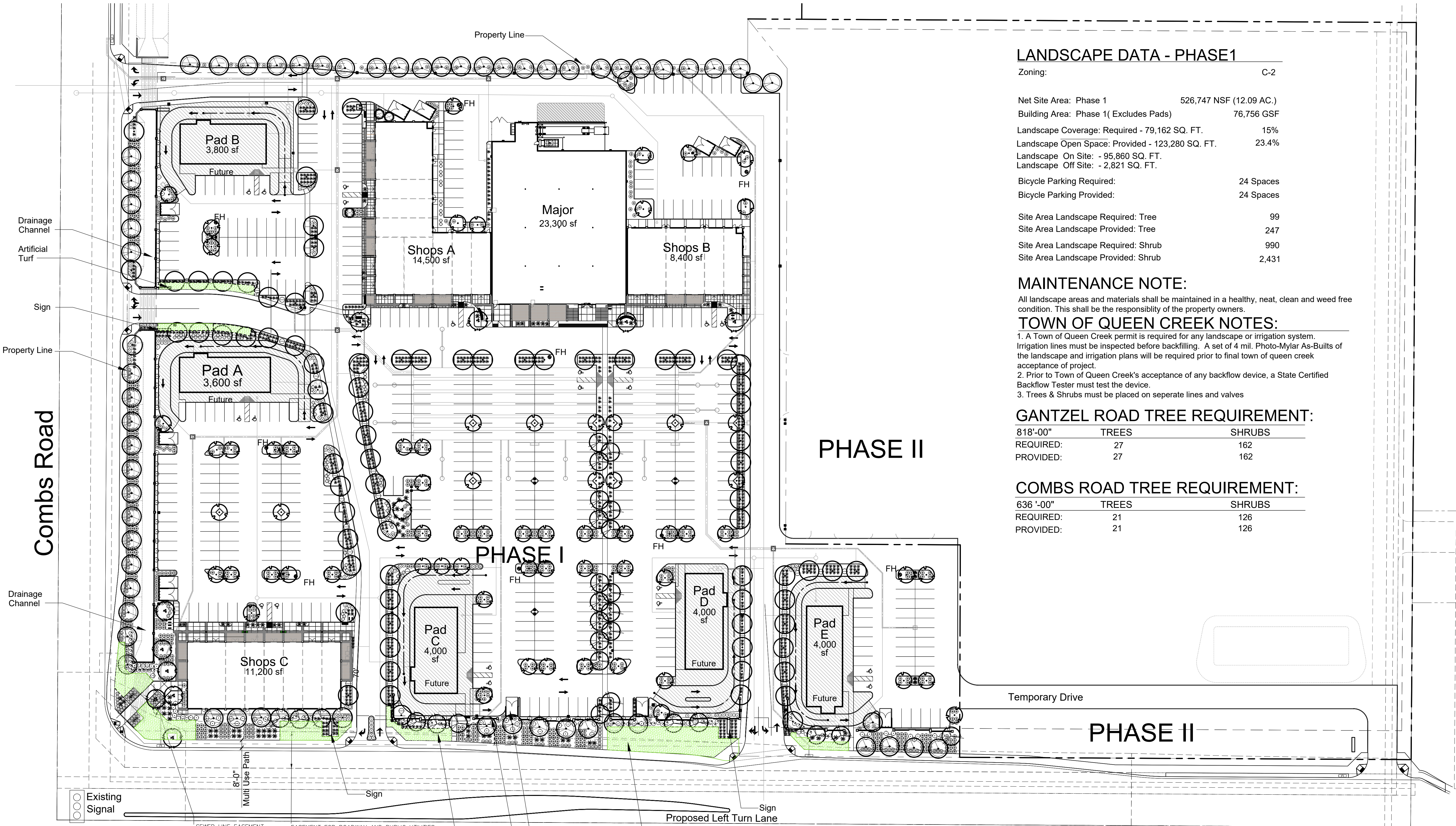
1. A Town of Queen Creek permit is required for any landscape or irrigation system. Irrigation lines must be inspected before backfilling. A set of 4 mil. Photo-Mylar As-Built of the landscape and irrigation plans will be required prior to final town of queen creek acceptance of project.
2. Prior to Town of Queen Creek's acceptance of any backflow device, a State Certified Backflow Tester must test the device.
3. Trees & Shrubs must be placed on separate lines and valves

GANTZEL ROAD TREE REQUIREMENT:

818'-00"	TREES	SHRUBS
REQUIRED:	27	162
PROVIDED:	27	162

COMBS ROAD TREE REQUIREMENT:

636'-00"	TREES	SHRUBS
REQUIRED:	21	126
PROVIDED:	21	126



Combs Road

PHASE II

PHASE I

PHASE II

Gantzel Road

Existing Signal

SEWER LINE EASEMENT
 FEE NO. 2020-015087 P.C.R.

EASEMENT FOR ROADWAY AND PUBLIC UTILITIES
 FEE NO. 2006-024088 P.C.R.
 (AGREEMENT TO DONATE EASEMENT)

Trash Enclosure
 Masonry Screen Wall

Artificial Turf Area is 39.6%
 of the required
 Landscape Frontage
 on Gantzel Road

LANDSCAPE LEGEND
 ALL TREES TO MEET OR EXCEED A SPECIFICATIONS (U.O.N. UNLESS OTHERWISE NOTED)

TREES	SIZE	QTY.
	48" Box Multi / Matching	11
	36" Box Standard / Matching	81
	30" Box Standard	28
	30" Box Multi Trunk / Matching	3
	24" Box Standard	68
	24" Box U.O.N. Standard / Matching	60

SHRUBS	SIZE	QTY.
	5 Galton	62
	5 Galton	106
	5 Galton	721
	5 Galton	162
	5 Galton	103
	5 Galton	47
	5 Galton @ Buildings	89
	5 Galton	967

INERT MATERIAL

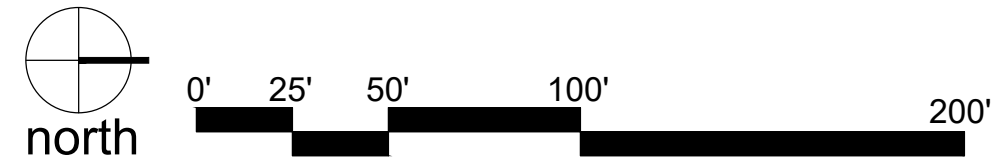
SIZE	QTY.
Decomposed Granite 1/2" Screened	5 Galton
Black Pine - Supreme Rose 2" depth in all non turf areas	5 Galton
Graded Rip-Rap 3"-4" Rock Pans Rose 2" min thickness when called out	5 Galton
Non Graded Rip-Rap 3"-4" Rock Pans Rose 2" min thickness when called out (Grout Color to be Davis #1079 Adobe)	5 Galton
4" x 6" Concrete Header	5 Galton

Artificial Turf - ForeverLawn Fusion - Fusion PRO 1600 3000 - 11 of required area (see plan).
 SUBMIT SAMPLES OF ALL INERT MATERIAL TO LA FOR APPROVAL

GROUND COVERS

SIZE	QTY.
5 Galton	45
5 Galton	132
5 Galton	79

**Artificial Turf Addition Exhibit Plan
 Preliminary Landscape Plan**



LASKIN & ASSOCIATES, INC.
 LANDSCAPE ARCHITECTS
 67 E. Weldon Ave.
 Suite 230
 Phoenix, Arizona 85012
 P (602) 848-7771
 F (602) 848-8021
 www.laskindesign.com

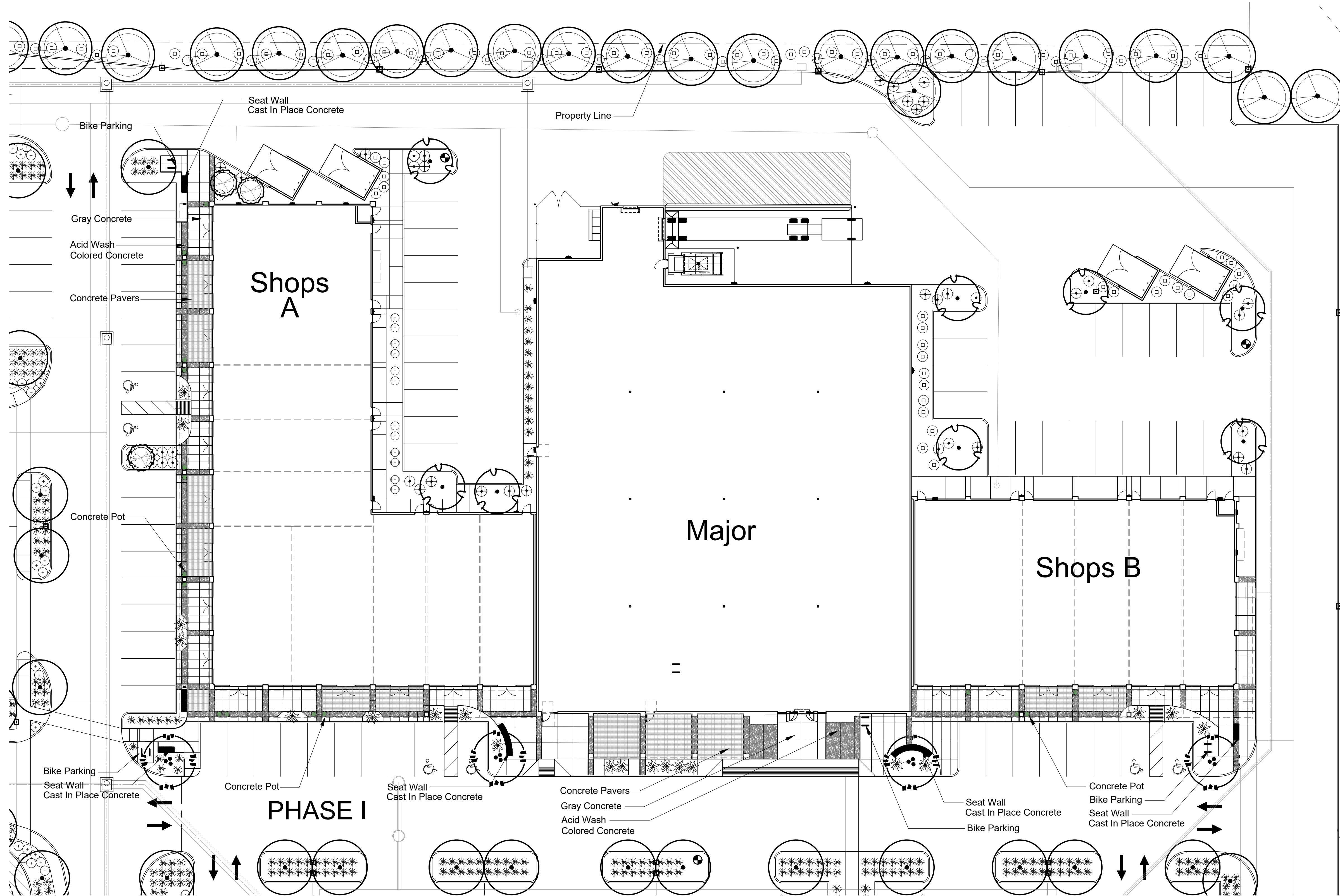
- ▲ Development Review Set
- △ Bid Set
- △ City Submittal
- △ Construction Set

Revisions:

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Seal
 Date: January 04, 2022
 Project Number: 659
 Drawn by: HAL

Sheet Number
DR.1
 Preliminary Landscape Plan
 of 3



LANDSCAPE LEGEND
ALL TREES TO MEET OR EXCEED A.N.A. SPECIFICATIONS (U.O.N. UNLESS OTHERWISE NOTED)

TREES	SIZE	QTY.
Olea europaea "Wilsoni" Wilson's Seedless Olive	48" Box Multi / Matching	11
Pistacia x Red Push Red Push Pistache	36" Box Standard / Matching	81
Quercus virginiana "Heritage" Cathedral Live Oak	36" Box Standard	28
Caesalpinia mexicana Mexican Bird of Paradise	36" Box Multi Trunk / Matching	3
Chilopsis linearis "Seedless" Seedless Desert Willow	24" Box Standard	68
Ulmus parvifolia "Sempervirens" Evergreen Elm	36" Box 24" Box U.O.N. Standard / Matching	XX 60

SHRUBS	SIZE	QTY.
Nerium oleander "Petite Pink" Dwarf Pink Oleander	5 Gallon	62
Bougainvillea "Torch Glow" Torch Glow Bougainvillea	5 Gallon	106
Muhlenbergia rigens Deer Grass	5 Gallon	721
Tecoma stans "Sunrise" Arizona Yellow Bells	5 Gallon	162
Eremophila hygrophana Blue Bells	5 Gallon	103
Caesalpinia gilliesii Yellow Bird of Paradise	5 Gallon	47
Hesperaloe funifera Giant Hesperaloe	5 Gallon 15 Gallon @ Buildings	89
Hesperaloe "Pink Parade" Pink Parade Yucca	5 Gallon	967

GROUND COVERS	SIZE	QTY.
Lantana montevidensis New Gold / Trailing Purple Lantana	5 Gallon 50 / 50 Mixture	45
Eremophylla glabra "Mingenev Gold" Outback Sunrise Emu	5 Gallon	132
Convolvulus cneorum Bush Morning Glory	5 Gallon	79

INERT MATERIAL

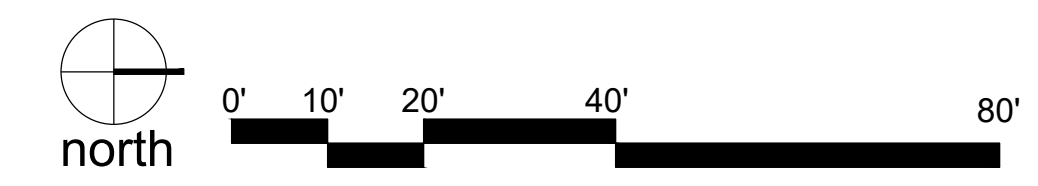
SIZE	DESCRIPTION
	Decomposed Granite 1/2" Screened Rock Pros - Express Rose 2" depth in all non turf areas
	Grouted Rip-Rap- 3"-6" Rock Pros Rose 3" min thickness where called out
	Non Grouted Rip-Rap- 3"-6" Rock Pros Rose 3" min thickness where called out (Grout Color to be Davis 61078 Adobe)
	4" x 6" Concrete Header
	Artificial Turf - ForeverLawn Fusion - Fusion PRO Infill 3/8" +/- of rounded sand paf.

SUBMIT SAMPLES OF ALL INERT MATERIAL TO LA FOR APPROVAL

HARDSCAPE SCHEDULE:

	Gray Concrete with Light Broom Finish
	Acid Wash - Medium Texture - Color TBD
	Concrete Pavers - with Sealer

Preliminary Landscape Plan Enlargement



2' Square Concrete Pot
Quick Crete Products



Bike Rack
LandscapeForms - Emerson Series



Concrete Pavers
Moduline 4" x 12"



Seatwall
Cast In Place Concrete

Vineyard Towne Center

NWC Gantzel Road and Combs Road
Queen Creek, Arizona

- ▲ Development Review Set
- △ Bid Set
- △ City Submittal
- △ Construction Set

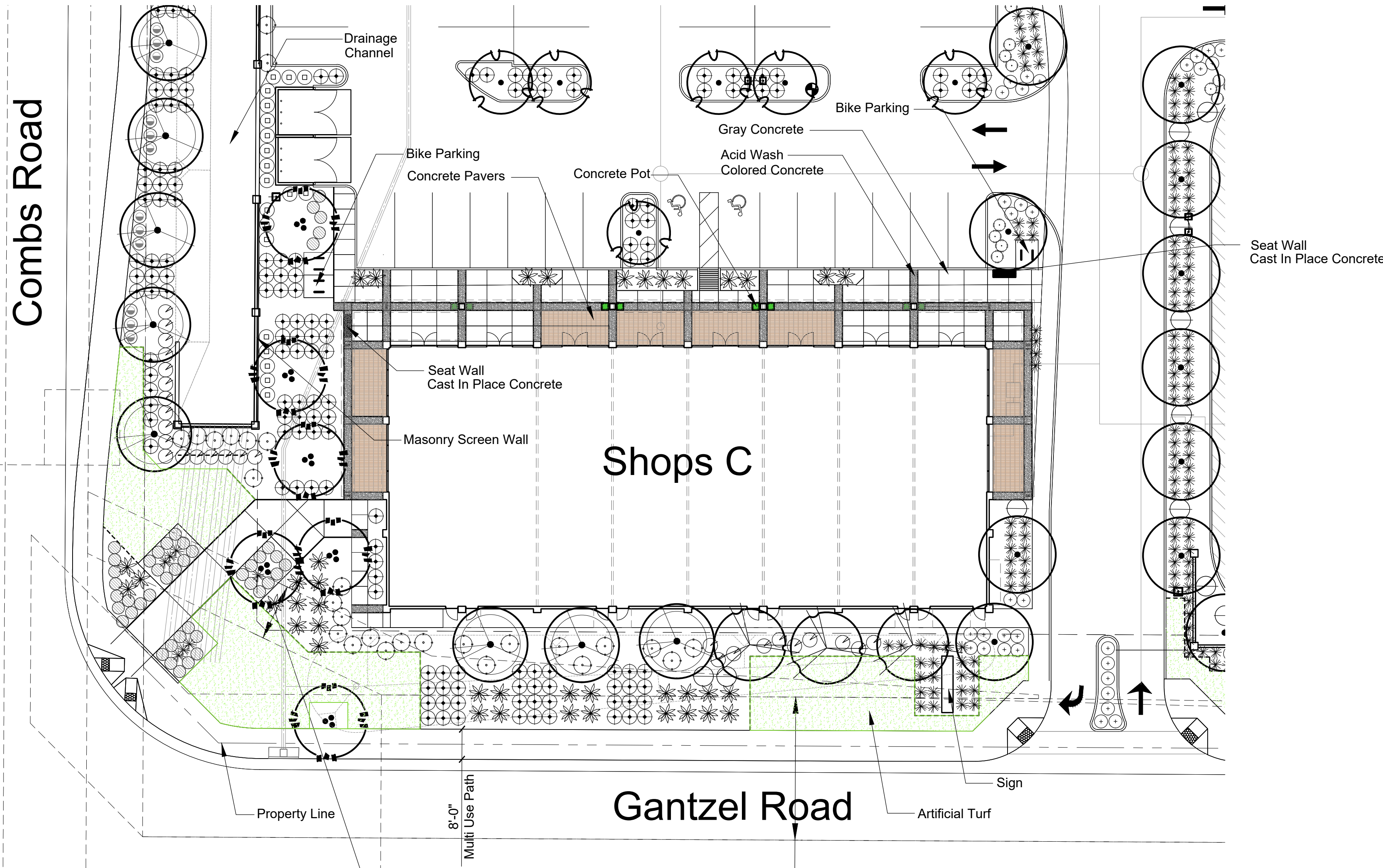
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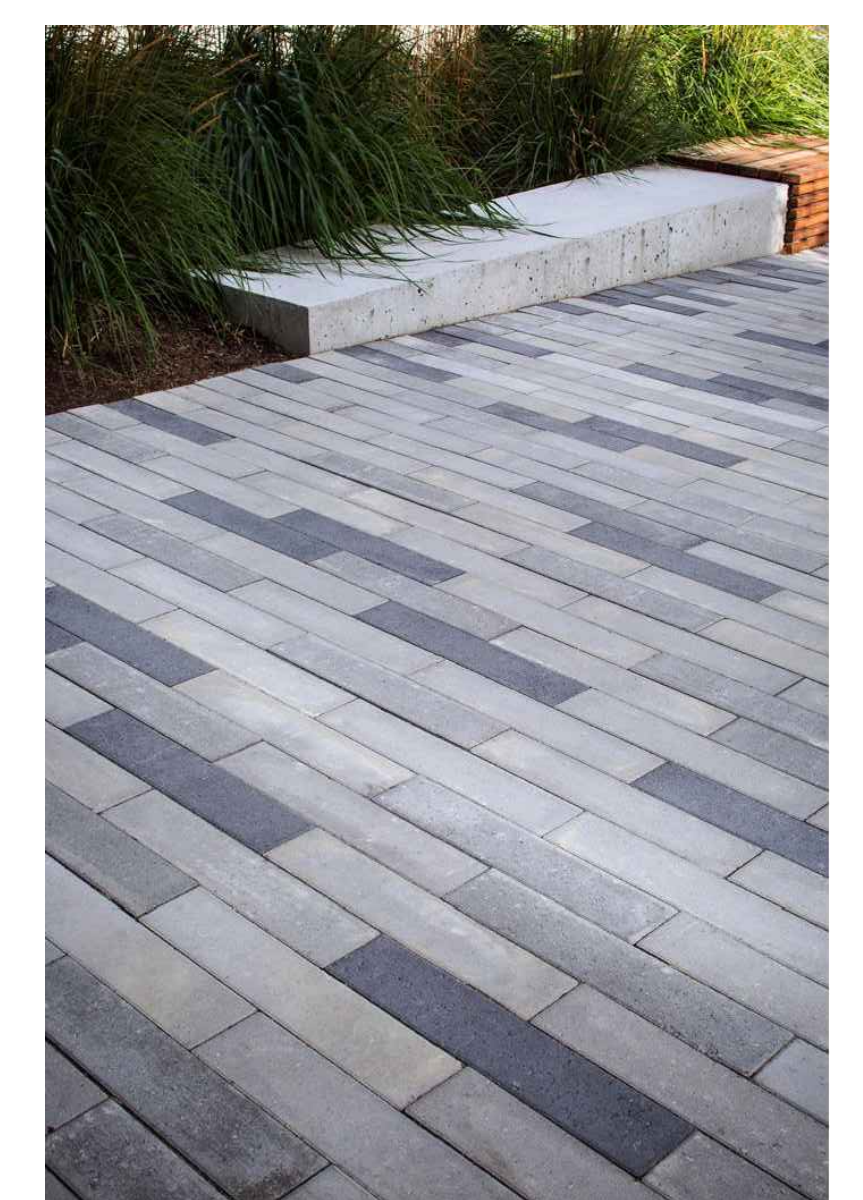


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Seal
Date: January 04, 2022
Project Number: 659
Drawn by: HAL
Sheet Number
DR.2
Preliminary Landscape Plan
of 3



Bike Rack
LandscapeForms - Emerson Series



Concrete Pavers
Moduline 4" x 12"



Seatwall
Cast In Place Concrete



Vineyard Towne Center

NWC Gantzel Road and Combs Road
Queen Creek, Arizona

- ▲ Development Review Set
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LANDSCAPE LEGEND

ALL TREES TO MEET OR EXCEED A.N.A. SPECIFICATIONS (U.O.N. UNLESS OTHERWISE NOTED)

TREES	SIZE	QTY.
Olea europaea "Wilsonii"	48" Box	11
Wilson's Seedless Olive	Multi / Matching	
Pistacia x Red Push	36" Box	81
Red Push Pistache	Standard / Matching	
Quercus virginiana "Heritage"	36" Box	28
Cathedral Live Oak	Standard	
Caesalpinia mexicana	36" Box	3
Mexican Bird of Paradise	Multi Trunk / Matching	
Chilopsis linearis "Seedless"	24" Box	68
Seedless Desert Willow	Standard	
Ulmus parvifolia "Sempervirens"	36" Box	XX
Evergreen Elm	24" Box U.O.N	60
	Standard / Matching	

SHRUBS

SHRUBS	SIZE	QTY.
Nerium oleander "Petite Pink"	5 Gallon	62
Dwarf Pink Oleander		
Bougainvillea "Torch Glow"	5 Gallon	106
Torch Glow Bougainvillea		
Muhlenbergia rigens	5 Gallon	721
Deer Grass		
Tecoma stans "Sunrise"	5 Gallon	162
Arizona Yellow Bells		
Eremophila hygrophana	5 Gallon	103
Blue Bells		
Caesalpinia gillesii	5 Gallon	47
Yellow Bird of Paradise		
Hesperaloe funifera	5 Gallon	89
Giant Hesperaloe	15 Gallon @ Buildings	
Hesperaloe "Pink Parade"	5 Gallon	967
Pink Parade Yucca		

GROUND COVERS

GROUND COVERS	SIZE	QTY.
Lantana montevidensis	5 Gallon	45
New Gold / Trailing Purple Lantana	50 / 50 Mixture	
Eremophylla glabra "Mingenew Gold"	5 Gallon	132
Outback Sunrise Emu		
Convolvulus cneorum	5 Gallon	79
Bush Morning Glory		

INERT MATERIAL

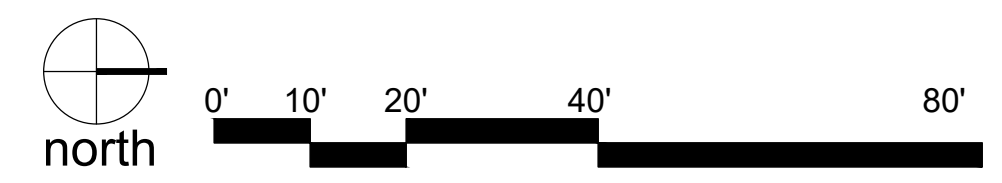
INERT MATERIAL	SIZE
Decomposed Granite 1/2" Screened	
Rock Pros - Express Rose	
2" depth in all non turf areas	
Grouted Rip-Rap- 3'-6" Rock Pros Rose	
3" min thickness where called out	
Non Grouted Rip-Rap- 3'-6" Rock Pros Rose	
3" min thickness where called out	
(Grout Color to be Davis 61078 Adobe)	
4" x 6" Concrete Header	
Artificial Turf - ForeverLawn Fusion - Fusion PRO	
Infill: 3/8" +/- of rounded sand paf.	

SUBMIT SAMPLES OF ALL INERT MATERIAL TO LA FOR APPROVAL

HARDSCAPE SCHEDULE:

- Gray Concrete with Light Broom Finish
- Acid Wash - Medium Texture - Color TBD
- Concrete Pavers - with Sealer

Preliminary Landscape Plan Enlargement



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Seal
Date: January 04, 2022
Project Number: 659
Drawn by: HAL
Sheet Number
DR.3
Preliminary Landscape Plan of 3



Vineyard Towne Center
 NWC Gantzel Road and Combs Road
 Queen Creek, Arizona

- ▲ Development Review Set
- △ Bid Set
- △ City Submittal
- △ Construction Set

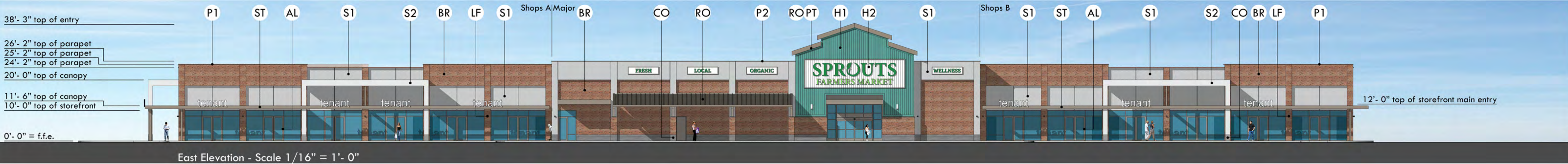
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Seal
 Date: November 12, 2021
 Project Number: 659
 Drawn by: dm/rdb
 Sheet Number

A4.0
 shops/major - renderings

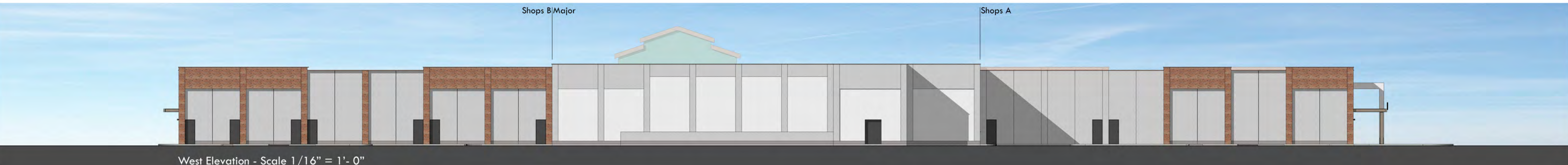


East Elevation - Scale 1/16" = 1'-0"

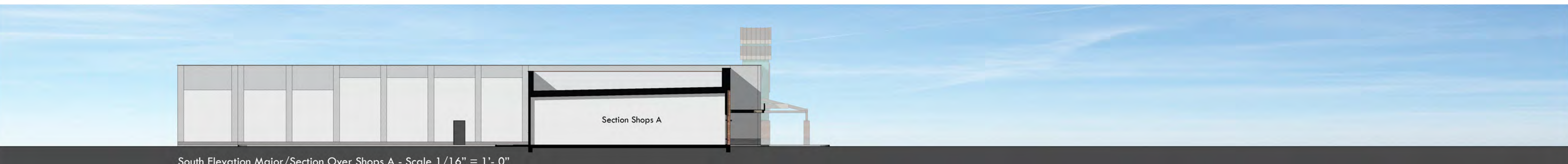


North Elevation Shops B/Major - Scale 1/16" = 1'-0"

- AL aluminum storefront Kawneer "Dark Bronze No.40"
- ST painted steel Benjamin Moore 1546 "Gargoyle"
- BR brick veneer 2.5x8 Eldorado Stone Tundra Brick
- CO board formed percast concrete Davis Color 860 "Pewter"
- RO standing seam roof painted Benjamin Moore 1546 "Gargoyle"
- S1 paint on synthetic stucco Dunn Edwards DE6374 "Sivler Polish"
- S2 paint on synthetic stucco Dunn Edwards DE6219 "Crystal Haze"
- H1 vertical siding Hardiboard PPG 1142 "Jericho Jade"
- H2 vertical siding Hardiboard PPG 1099 "Always Almond" (sign background)
- P1 painted steel trim Dunn Edwards DEA158 "Northern Territory" (above brick)
- P2 painted steel trim Benjamin Moore 1546 "Gargoyle" (Sprouts)
- LF light fixture WAC Rubic WS-W25505-BZ



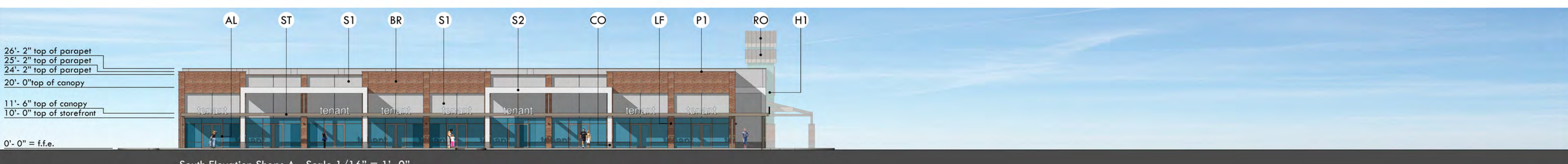
West Elevation - Scale 1/16" = 1'-0"



South Elevation Major/Section Over Shops A - Scale 1/16" = 1'-0"



North Elevation and Section Over Shops A - Scale 1/16" = 1'-0"



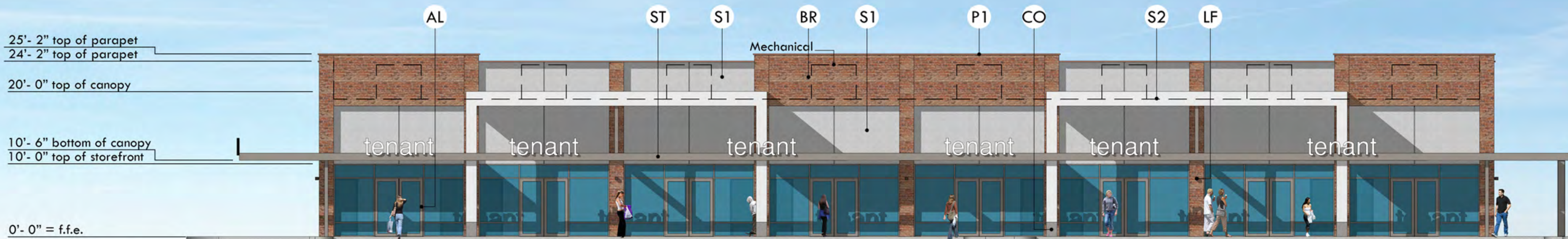
South Elevation Shops A - Scale 1/16" = 1'-0"



East Elevation - Scale 1" = 10'- 0"



North Elevation - Scale 1" = 10'- 0"



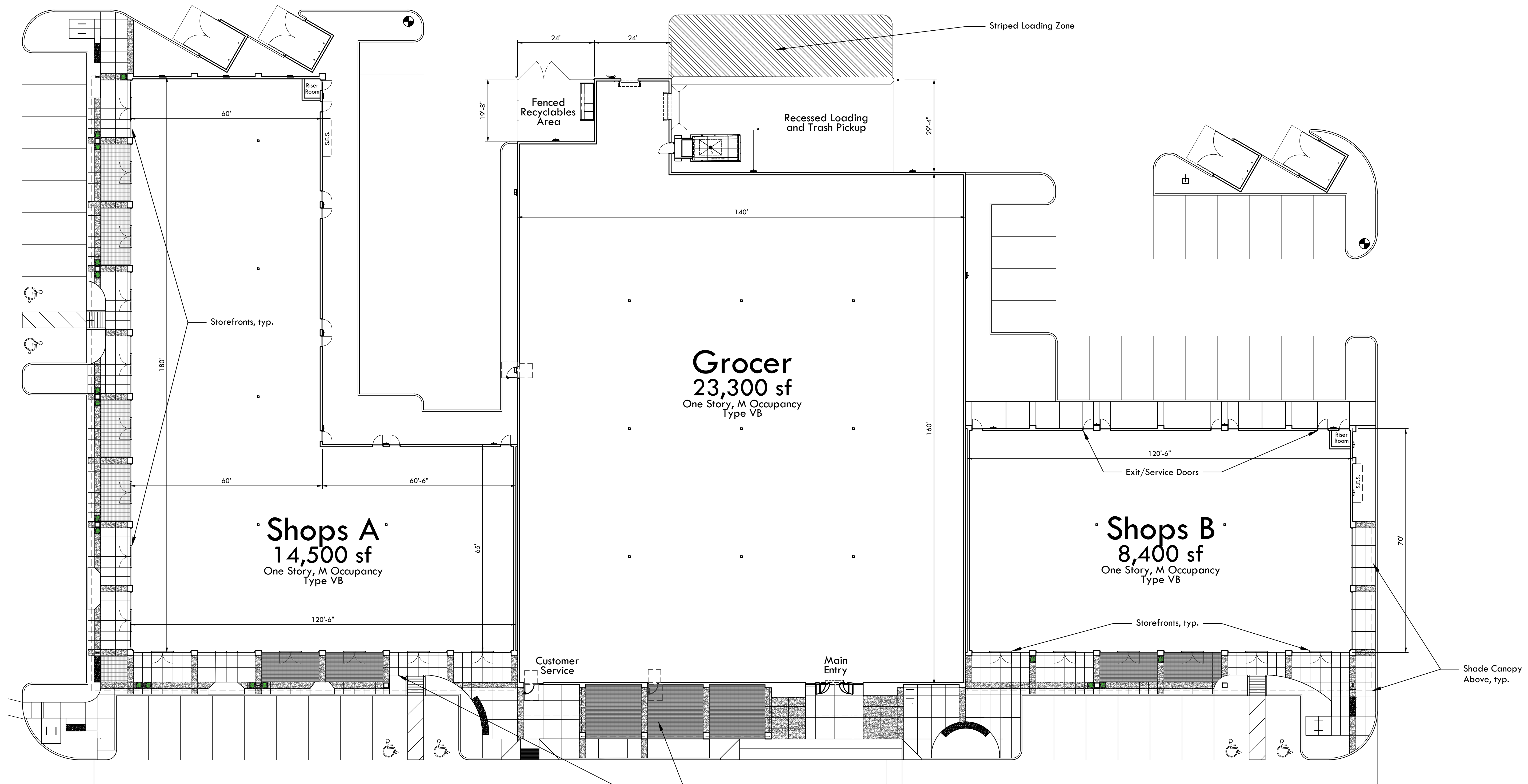
West Elevation - Scale 1" = 10'- 0"

AL aluminum storefront Kawneer "Dark Bronze No.40"
 ST painted steel Benjamin Moore 1546 "Gargoyle"
 BR brick veneer 2.5x8 Eldorado Stone Tundra Brick "Hartford"
 CO board formed percast concrete Davis Color 860 "Pewter"
 S1 paint on synthetic stucco Dunn Edwards DE6374 "Sivler Polish"
 S2 paint on synthetic stucco Dunn Edwards DE6219 "Crystal Haze"
 P1 painted steel trim Dunn Edwards DEA158 "Northern Territory" (above brick)
 LF light fixture WAC Rubic WS-W25505-BZ

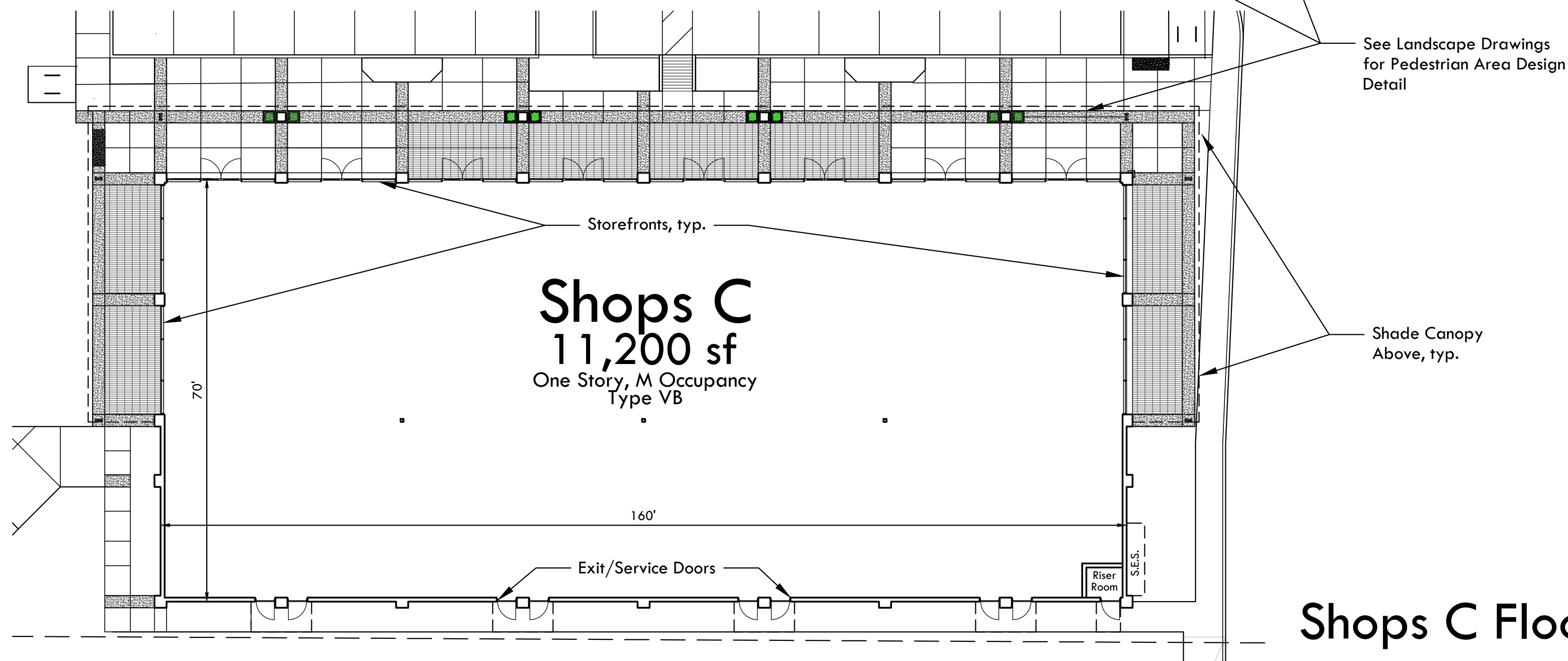


South Elevation - Scale 1" = 10'- 0"





Major, Shops A/B Floor Plans



Shops C Floor Plan

- ▲ Development Review Set
- △ Bid Set
- △ City Submittal
- △ Construction Set

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Seal
Date: September 20, 2021
Project Number: 659
Drawn by: dm/rdb

Sheet Number



Phase I Floor Plans

A2.0

Floor Plans



February 11, 2022

Scott Henson, Vice President, Construction
Vestar
2425 East Camelback Road, Suite 750
Phoenix, Arizona 85016



RE: PARKING STATEMENT FOR A PROPOSED MIXED-USE RETAIL DEVELOPMENT, NWC GANTZEL ROAD AND COMBS ROAD – QUEEN CREEK, ARIZONA

Dear Mr. Henson:

Thank you for retaining CivTech to determine the parking needs for the Vineyard Towne Center development located on the northwest corner of Gantzel Road and Combs Road in Queen Creek, Arizona. This project utilized the Pinal County parking standards which required less parking than the Town of Queen Creek code required for parking. A comparison of parking needs at similar developments has been requested to validate the parking provided for the site.

BACKGROUND AND PURPOSE

The purpose of this statement is to document the number of parking spaces required by the project and compare parking requirements with similar developments in nearby jurisdictions. This statement will also discuss how parking needs have changed.

METHODOLOGY

This analysis calculates parking needs for similar developments to the proposed Vineyard Towne Center project based on local jurisdiction requirements and parking utilization based on collected data. Data on these similar developments will be used to compare the proposed Vineyard Towne Center to calculate appropriate parking requirements.

PROPOSED DEVELOPMENT

The Vineyard Towne Center development is located on the northwest corner of Gantzel Road and Combs Road consisting of 43,300 square-feet (SF) of retail use, 14,100 SF of restaurant, 19,400 SF of fast-food restaurant with a drive-thru, and 5,000 SF of outdoor dining. The development is proposed to include 441 standard spaces, 22 accessible spaces, and 13 compact spaces. The site plan is included in **Attachment A**.

VINEYARD TOWNE CENTER PARKING REQUIREMENTS

TOWN OF QUEEN CREEK

Parking requirements are specified in the Town of Queen Creek Zoning Ordinance, Article 5-Site Improvement Standards, Table 5.6-3 Off-Street Parking Requirements. For reference, excerpts from the parking ordinance are included within **Attachment B**.

Rates are given based on square footage (SF) for retail land uses. Accessible parking rates are based on the number of total parking spaces required. **Table 1** summarizes the land use, gross floor area, and required parking per code.

For the purposes of this analysis, CivTech assumed each fast-food restaurant land would be built with a ratio of 35% kitchen/office to 65% patron seating area. For the 19,100 SF of restaurant land use, 4,935 SF was analyzed as kitchen/office and 14,165 SF was analyzed as patron seating area which includes 5,000 SF of outdoor dining area. For the 19,400 SF of fast-food restaurant with drive through window, 6,790 SF was analyzed as kitchen/office and 12,610 SF was analyzed as patron seating area.

Table 1 – Town of Queen Creek Required Parking Spaces per Base Parking Ratios

Land Use	Quantity (SF)	Requirement Per Code			Required Vehicle Spaces
<i>Regular Parking</i>					
Retail Sales (General)	23,300	1.0	spaces per	300 SF	77.66
Retail Sales (Shopping Centers < 50,000 SF)	20,000	3.0	spaces per	1,000 SF	60.00
Retail Sales Patron Seating Area (Restaurant w/ Drive-In Facilities)	12,610	1.0	spaces per	50 SF	252.20
Retail Sales Kitchen/Office (Restaurant w/ Drive-In Facilities)	6,790	1.0	spaces per	200 SF	33.95
Retail Sales and Services (Restaurant)	14,100	1.0	spaces per	75 SF	188.00
Retail Sales and Services (Restaurant Outdoor Dining Area)	5,000	1.0	spaces per	400 SF	12.5
Required Parking Spaces (Rounded to the nearest whole number)					625

Per the Town of Queen Creek base parking ratios, a total of 625 parking spaces are required. Table 5.6-4 of the Town of Queen Creek Zoning Ordinance states that developments with more than 500 required spaces provide 2% of the total accessible spaces which results in thirteen (13) accessible parking spaces.

PINAL COUNTY

Parking requirements are specified in the Pinal County Off-Street Parking and Loading, Chapter 2.140.020, Parking Space Requirements. For reference, excerpts from the parking ordinance are included within **Attachment B**.



Rates are given based on square footage (SF) for retail land uses. Accessible parking rates are based on the number of total parking spaces required. **Table 2** summarizes the land use, gross floor area, and required parking per code.

Table 2 – Pinal County Required Parking Spaces per Base Parking Ratios

Land Use	Quantity (SF)	Requirement Per Code	Required Vehicle Spaces
<i>Regular Parking</i>			
Commercial, Sales/Services	43,300	1.0 spaces per 250 SF	173.20
Restaurants, Cocktail Lounge, and Bars (Indoor Floor Area)	33,500	1.0 spaces per 150 SF	223.33
Restaurants, Cocktail Lounge, and Bars (Outdoor Floor Area)	4,750 ⁽¹⁾	1.0 spaces per 250 SF	19.00
Required Parking Spaces (Rounded to the nearest whole number)			416

1. Rate for outdoor seating area excludes the first 250 SF of total outdoor floor area.

Per the Pinal County base parking ratios, a total of 416 parking spaces are required. The ADA Standards for Accessible Design requirements state that developments with more than 400 but less than 500 parking spaces provide a minimum of 9 accessible parking spaces.

The planned Vineyard Towne Center development proposes 449 standard parking spaces, 13 compact parking spaces, and 22 accessible parking spaces. This results in an excess of 46 parking spaces with an excess of 13 accessible parking spaces.

At the time the property was acquired by Vestar, the development site was outside of Queen Creek jurisdiction and therefore within Pinal County jurisdiction. Prior stipulation allowed the proposed site to calculate parking based on Pinal County base parking ratios. For this reason, Pinal County base parking ratios were used to calculate parking needs for the proposed development. Pinal County base parking ratios results in a 33.4% reduction from the Town of Queen Creek code.

SIMILAR DEVELOPMENT PARKING SUMMARY

The proposed Vineyard Towne Center parking needs will be compared to similar existing commercial shopping centers and the parking requirements within other nearby jurisdictions. CivTech received tenant information for three (3) existing commercial shopping centers including Queen Creek marketplace in the Town of Queen Creek, Crossroads Towne Center in the City of Chandler, and Gilbert Gateway Towne Center in the City of Mesa. CivTech used this information to calculate parking requirements for each existing commercial shopping center per the local jurisdiction in which the commercial shopping center resides. Parking calculations for each commercial shopping center has been included within **Attachment B**.

CivTech engaged Field Data Services of Arizona Inc. to record parking space utilization at the three (3) existing commercial shopping centers. Parking space utilization data for the three (3) commercial



shopping centers was recorded on Thursday, January 20, 2022 and Saturday, January 22, 2022. Parking space utilization data has been included within **Attachment C**.

Table 3 summarizes the parking requirements, provided parking, and parking utilization of each of the three (3) existing commercial shopping centers used for comparison.

Table 3 – Parking Summary Per Location

Location	Quantity (SF)	City Parking Requirement	Actual Number of Parking Spaces	Occupied Weekday Spaces	Occupied Weekend Spaces	Difference Between Actual & Occupied Weekday # (%)	Difference Between Actual & Occupied Weekend # (%)
Queen Creek Marketplace	787,655	3,493	4,486	1,295	1,783	3,191 (29%)	2,703 (40%)
Crossroads Towne Center	678,269	2,714	5,829	1,569	1,962	4,260 (27%)	3,867 (34%)
Gilbert Gateway Towne Center	431,787	1,762	2,335	628	721	1,707 (27%)	1,614 (40%)

The three (3) existing commercial shopping centers experienced an average weekday utilization of 27.67% with a high of 29.0% and an average weekend utilization of 38.0% with a high of 40.0%.

The proposed Vineyard Towne Center development includes 441 standard spaces, 22 accessible spaces, and 13 compact spaces for a total of 476 parking spaces. Per the Town of Queen Creek code, a total of 625 parking spaces are required. A 40% utilization of the required Vineyard Towne Center parking spaces per the Town of Queen Creek code would result in 250 parking spaces being used during the highest hour which would leave 226 of the proposed parking spaces available.

RIDE SHARE AND ONLINE SHOPPING TRENDS

CivTech researched the changes in alternative modes of transportation and online shopping habits over time. These should be considered for large shopping center developments, like this one, causing a shift in parking utilization to be less with the increase in ride-sharing and online shopping. The parking rates provided by jurisdictions appear to not reflect the quick changing ride-sharing and online shopping habits today. Detailed discussion can be found below. Ride-sharing article excerpts have been included within **Attachment D**. Online shopping article excerpts have been included within **Attachment E**.

RIDE SHARE

The use of different modes of transportation can affect parking demand for different types of developments. The demand for parking is driven by individuals who choose to drive personal vehicles to their desired location which requires them to need a place to park their vehicle. The use of ride-



sharing such as companies including Uber and Lyft reduce the need for individual parking spaces has customers of retail shops no longer need a place to park their vehicle.

A 2016 study tracking vehicle miles traveled (VMT) revealed that ride-sharing companies such as Uber and Lyft made up just 1% of all VMT. A recent 2021 study shows that ride-sharing companies now account for approximately 14% of all VMT. The study shows an increase in ride-sharing of an average of 2.6% per year from 2016 to 2021. If this growth in ride-sharing was to continue, by opening year of the proposed Vineyard Towne Center (2022), 16.6% of all VMT would be from ride-sharing companies.

A 2016 McKinsey & Company study found that both Uber and Lyft across the entire United States combined for a total of 500 million VMT per month. According to McKinsey & Company, "More recent figures suggest their joint monthly average is well over a billion VMT and that figure is set to hit 2 billion by 2025 with the industry's projected growth rate".

ONLINE SHOPPING

Online shopping or e-commerce has changed the way many people shop for goods over recent years. Analysis performed on e-commerce by Maryland University found that e-commerce represented more than 21% of total retail sales in 2020 which was a 44% growth from the previous years. Many large companies such as Amazon and Walmart saw increases in online sales with Amazon accounting for 1/3rd of all online retail sales and Walmart posting an e-commerce increase of 79% from in their 2021 fiscal year.

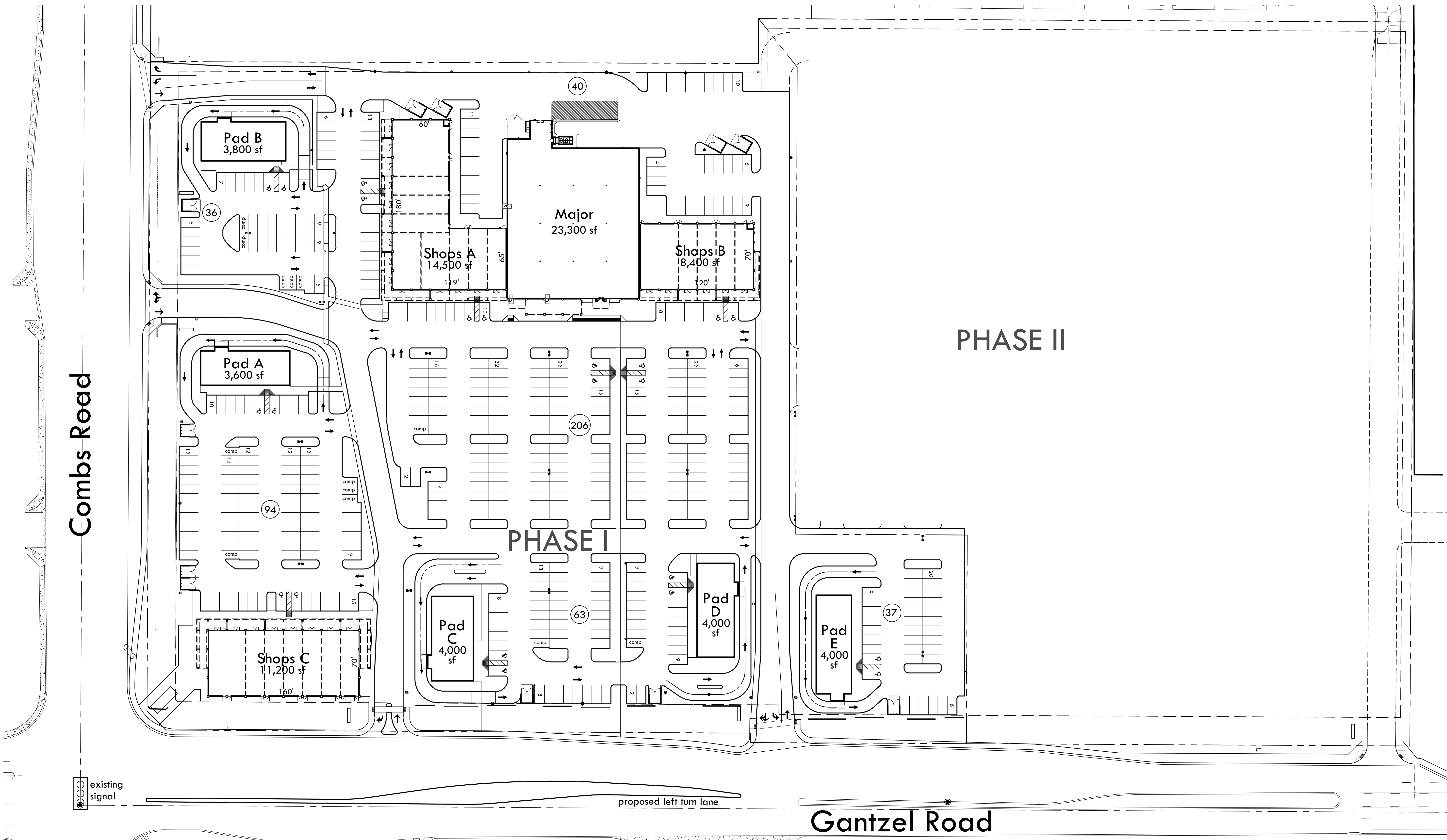
Mobile shopping has also seen an increase over recent years with mobile shopping accounting for 345 billion in retail sales in 2021. It should be noted that mobile shopping accounted for 54% of all online retail sales in 2021 according to Statista. As online shopping continues to increase, the need for on-site parking may decrease.

CONCLUSIONS

From the above, the following can be concluded:

- The Vineyard Towne Center development is located on the northwest corner of Gantzel Road and Combs Road consisting of 43,300 square-feet (SF) of retail use, 14,100 SF of restaurant, 19,400 SF of fast-food restaurant with a drive-thru, and 5,000 SF of outdoor dining. The development is proposed to include 441 standard spaces, 22 accessible spaces, and 13 compact spaces.
- Per the Pinal County base parking ratios, a total of 416 parking spaces are required. The ADA Standards for Accessible Design requirements state that developments with more than 400 but less than 500 parking spaces provide a minimum of 9 accessible parking spaces.
- The three (3) existing commercial shopping centers compared experienced an average weekday utilization of 27.67% with a high of 29.0% and an average weekend utilization of 38.0% with a high of 40.0%.

Vineyard Towne
Center
NWC Gantzel Road and Combs Road
Queen Creek, Arizona



existing signal

proposed left turn lane

SITE DATA-PHASE I

Existing Zoning C-2
Net Site Area ± 525,673 sf / ± 12.07 ac

GLA	PKG	PKG
Major 23,300 sf	(1/250)	93 sp
Shops (Retail) 20,000 sf	(1/250)	80 sp
Shops (Food) 14,100 sf	(1/150)	94 sp
Pads (Food) 19,400 sf	(1/150)	129 sp
Outdoor Dining 5,000 sf	(1/250-1)	19 sp
Total GLA 76,800 sf		416 sp
Lot Coverage		14.6 %

PARKING QUANTITIES (Pinal County Standards)

Required	416 sp
Provided	
Standard Spaces	441 sp
Compact Spaces	13 sp
ADA Spaces	22 sp
Total Parking Prov'd	476 sp
Parking Ratio /1000	6.2 sp

SITE DATA-PHASE II

Existing Zoning C-2
Net Site Area ± 459,985 sf / ± 10.56 ac

- ▲ Development Review Set
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- △ City Submittal
- △ Construction Set

Revisions:

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Seal

Date: September 2, 2021

Project Number: 659

Drawn by: dm/rdh

Sheet Number



0' 25' 50' 100' 200'

Leasing Site Plan

LP.1

Leasing

SIMILAR DEVELOPMENT PARKING REQUIREMENTS

QUEEN CREEK MARKETPLACE

Parking requirements are specified in the Town of Queen Creek Zoning Ordinance, Article 5-Site Improvement Standards, Table 5.6-3 Off-Street Parking Requirements.

CivTech received the square-footage and land use for each tenant in the Queen Creek Marketplace from Vestar. This information was used to calculate parking requirements based on the Town of Queen Creek code.

Rates are given based on square footage (SF) for retail land uses. Accessible parking rates are based on the number of total parking spaces required. For the purposes of this analysis, CivTech assumed each fast-food restaurant land would be built with a ratio of 35% kitchen/office to 65% patron seating area. **Table 1** summarizes the land use, gross floor area, and required parking per code.

Table 1 – Town of Queen Creek Required Parking Spaces per Base Parking Ratios

Land Use	Quantity (SF)	Requirement Per Code				Required Vehicle Spaces
<i>Regular Parking</i>						
Retail (General)	592,347	1.0	spaces per	300	SF	1,974.49
Services (General)	77,935	1.0	spaces per	300	SF	259.78
Retail Sales and Services (Restaurant)	59,344	1.0	spaces per	75	SF	791.25
Retail Sales and Services (Restaurant Outdoor Dining Area)	4,400	1.0	spaces per	400	SF	11.0
Retail Sales Kitchen/Office (Restaurant w/ Drive-In Facilities)	11,225	1.0	spaces per	50	SF	224.5
Recreation and Entertainment (Health Club/Fitness Center)	33,745	10.0 initial + 1.0	spaces per	200	SF	173.73
Medical Clinic	13,059	1.0	spaces per	200	SF	95.3
Required Parking Spaces (Rounded up to the nearest whole number)						3,501

Per the Town of Queen Creek base parking ratios, a total of 3,501 parking spaces are required. Table 5.6-3 of the Town of Queen Creek Zoning Ordinance states that developments with more than 1,000 required spaces provide 20 accessible parking spaces plus 1 for each 100 parking spaces over 1,000 parking spaces which results in 45 accessible parking spaces.

CROSSROADS TOWNE CENTER

Parking requirements are specified in the City of Chandler Parking and Loading Regulations section 35-1804.



APPENDIX B

CivTech received the square-footage and land use for each tenant in the Crossroads Towne Center from Vestar. This information was used to calculate parking requirements based on the City of Chandler code.

Rates are given based on square footage (SF) for a commercial center. Accessible parking rates are based on the Department of Justice ADA Standards for Accessible Design requirements. **Table 2** summarizes the land use, gross floor area, and required parking per code.

Table 2 – City of Chandler Required Parking Spaces per Base Parking Ratios

Land Use	Quantity (SF)	Requirement Per Code	Required Vehicle Spaces
<i>Regular Parking</i>			
Shopping Center > 10 GA	678,269	1.0 spaces per 250 SF	2,713.08
Required Parking Spaces (Rounded up to the nearest whole number)			2,714

+ GA = Gross acres

Per the City of Chandler base parking ratios, a total of 2,714 parking spaces are required. The ADA Standards for Accessible Design requirements state that developments with more than 1,000 required spaces provide 20 accessible parking spaces plus 1 for each 100 parking spaces over 1,000 parking spaces which results in 37 accessible parking spaces.

GILBERT GATEWAY TOWNE CENTER

Parking requirements are specified in the City of Mesa Parking and Loading Standards Exhibit 14.3 – Ratios for Parking.

CivTech received the square-footage and land use for each tenant in the Gilbert Gateway Town Center from Vestar. This information was used to calculate parking requirements based on the City of Mesa code.

Rates are given based on square footage (SF) for each land use. Accessible parking rates are based on the Department of Justice ADA Standards for Accessible Design requirements. **Table 3** summarizes the land use, gross floor area, and required parking per code.

APPENDIX B

Table 3 – City of Mesa Required Parking Spaces per Base Parking Ratios

Land Use	Quantity (SF)	Requirement Per Code				Required Vehicle Spaces
<i>Regular Parking</i>						
Office (General)	3,350	1.0	spaces per	300	SF	11.17
Clinic (Medical)	4,800	1.0	spaces per	90	SF	58.33
Retail Sales (Indoor)	345,210	1.0	spaces per	375	SF	920.56
Retail Sales (Furniture Sales)	10,746	1.0	spaces per	500 (10,000 max)	SF	20.15
		+ 1.0	spaces per	5,000		
Restaurant (Indoor)	47,809	1.0	spaces per	75	SF	637.45
Restaurant (Take out only)	5,993	1.0	spaces per	375	SF	15.98
Services	14,625	1.0	spaces per	375	SF	39.0
Required Parking Spaces (Rounded up to the nearest whole number)						1,698

Per the City of Mesa base parking ratios, a total of 1,698 parking spaces are required. The ADA Standards for Accessible Design requirements state that developments with more than 1,000 required spaces provide 20 accessible parking spaces plus 1 for each 100 parking spaces over 1,000 parking spaces which results in 27 accessible parking spaces.

SIMILAR DEVELOPMENT PARKING COUNTS

QUEEN CREEK MARKETPLACE

CivTech engaged Field Data Services of Arizona Inc. to record parking space utilization at the Queen Creek Marketplace located on the southwest corner of Ellsworth Road and Rittenhouse Road. Parking space utilization data was record from 8:00 AM – 10:00 PM on Thursday, January 20, 2022 and Saturday, January 22, 2022.

Queen Creek Marketplace -- Ellsworth Rd & Rittenhouse

Thursday, January 20, 2022			Saturday, January 22, 2022		
		% of Total			% of Total
8:00 AM	274	6.11%	8:00 AM	303	6.75%
9:00 AM	686	15.29%	9:00 AM	602	13.42%
10:00 AM	963	21.47%	10:00 AM	1258	28.04%
11:00 AM	1177	26.24%	11:00 AM	1482	33.04%
12:00 PM	1258	28.04%	12:00 PM	1632	36.38%
1:00 PM	1233	27.49%	1:00 PM	1728	38.52%
2:00 PM	1169	26.06%	2:00 PM	1783	39.75%
3:00 PM	1275	28.42%	3:00 PM	1657	36.94%
4:00 PM	1295	28.87%	4:00 PM	1465	32.66%
5:00 PM	1128	25.14%	5:00 PM	1369	30.52%
6:00 PM	1041	23.21%	6:00 PM	1401	31.23%
7:00 PM	910	20.29%	7:00 PM	1302	29.02%
8:00 PM	654	14.58%	8:00 PM	1074	23.94%
9:00 PM	328	7.31%	9:00 PM	657	14.65%
10:00 PM	254	5.66%	10:00 PM	355	7.91%

Total Parking Spaces	
Accessible	164
Other	4322
Total	4486

The Queen Creek Marketplace provides a total of 4,322 parking space with 164 parking spaces designated for accessible parking. On Thursday, the Queen Creek Marketplace experienced a maximum of 1,295 parking spaces used at any one hour which results in a maximum utilization of 29.96%. On Saturday, the Queen Creek Marketplace experience a maximum of 1,783 parking spaces used at any one hour which results in a maximum utilization of 41.25%.

When compared to the 3,501 required number of parking spaces per the Town of Queen Creek base parking ratios, the Queen Creek Marketplace experienced a maximum utilization of 36.99% on Thursday and a maximum utilization of 50.93% on Saturday.

APPENDIX C

CROSSROADS TOWNE CENTER

CivTech engaged Field Data Services of Arizona Inc. to record parking space utilization at the Crossroads Towne Center located on the northwest corner of Gilbert Road and Germann Road. Parking space utilization data was record from 7:00 AM – 11:00 PM on Thursday, January 20, 2022 and Saturday, January 22, 2022.

Crossroads Town Center -- Gilbert Rd & Germann Rd

Thursday, January 20, 2022		% of Total	Saturday, January 22, 2022		% of Total
7:00 AM	287	4.92%	7:00 AM	314	5.39%
8:00 AM	438	7.51%	8:00 AM	524	8.99%
9:00 AM	727	12.47%	9:00 AM	915	15.70%
10:00 AM	935	16.04%	10:00 AM	1278	21.92%
11:00 AM	1078	18.49%	11:00 AM	1369	23.49%
12:00 PM	1285	22.04%	12:00 PM	1585	27.19%
1:00 PM	1477	25.34%	1:00 PM	1962	33.66%
2:00 PM	1569	26.92%	2:00 PM	1852	31.77%
3:00 PM	1283	22.01%	3:00 PM	1766	30.30%
4:00 PM	1369	23.49%	4:00 PM	1852	31.77%
5:00 PM	1374	23.57%	5:00 PM	1743	29.90%
6:00 PM	1305	22.39%	6:00 PM	1631	27.98%
7:00 PM	985	16.90%	7:00 PM	1258	21.58%
8:00 PM	774	13.28%	8:00 PM	1079	18.51%
9:00 PM	595	10.21%	9:00 PM	819	14.05%
10:00 PM	264	4.53%	10:00 PM	528	9.06%
11:00 PM	218	3.74%	11:00 PM	294	5.04%

Total Parking Spaces	
Accessible	193
Other	5636
Total	5829

The Crossroads Towne Center provides a total of 5,636 parking space with 193 parking spaces designated for accessible parking. On Thursday, the Crossroads Towne Center experienced a maximum of 1,569 parking spaces used at any one hour which results in a maximum utilization of 27.84%. On Saturday, the Crossroads Towne Center experience a maximum of 1,962 parking spaces used at any one hour which results in a maximum utilization of 34.81%.

When compared to the 2,714 required number of parking spaces per the City of Chandler base parking ratios, the Crossroads Towne Center experienced a maximum utilization of 57.81% on Thursday and a maximum utilization of 72.29% on Saturday.

APPENDIX C

GILBERT GATEWAY TOWNE CENTER

CivTech engaged Field Data Services of Arizona Inc. to record parking space utilization at the Gilbert Gateway Towne Center located on the northwest corner of Power Road and Ray Road. Parking space utilization data was recorded from 7:00 AM – 11:00 PM on Thursday, January 20, 2022 and Saturday, January 22, 2022.

Gilbert Gateway Town Center -- Power Rd & Ray Rd

Thursday, January 20, 2022		% of Total	Saturday, January 22, 2022		% of Total
7:00 AM	122	5.22%	7:00 AM	104	4.45%
8:00 AM	189	8.09%	8:00 AM	163	6.98%
9:00 AM	276	11.82%	9:00 AM	204	8.74%
10:00 AM	328	14.05%	10:00 AM	325	13.92%
11:00 AM	423	18.12%	11:00 AM	423	18.12%
12:00 PM	567	24.28%	12:00 PM	452	19.36%
1:00 PM	628	26.90%	1:00 PM	679	29.08%
2:00 PM	617	26.42%	2:00 PM	721	30.88%
3:00 PM	589	25.22%	3:00 PM	693	29.68%
4:00 PM	552	23.64%	4:00 PM	653	27.97%
5:00 PM	498	21.33%	5:00 PM	587	25.14%
6:00 PM	431	18.46%	6:00 PM	492	21.07%
7:00 PM	396	16.96%	7:00 PM	463	19.83%
8:00 PM	321	13.75%	8:00 PM	387	16.57%
9:00 PM	243	10.41%	9:00 PM	289	12.38%
10:00 PM	189	8.09%	10:00 PM	189	8.09%
11:00 PM	129	5.52%	11:00 PM	108	4.63%

Total Parking Spaces	
Accessible	92
Other	2243
Total	2335

The Gilbert Gateway Towne Center provides a total of 2,243 parking space with 92 parking spaces designated for accessible parking. On Thursday, the Gilbert Gateway Towne Center experienced a maximum of 628 parking spaces used at any one hour which results in a maximum utilization of 28.00%. On Saturday, the Gilbert Gateway Towne Center experience a maximum of 721 parking spaces used at any one hour which results in a maximum utilization of 32.14%.

When compared to the 1,698 required number of parking spaces per the City of Mesa base parking ratios, the Gilbert Gateway Towne Center experienced a maximum utilization of 36.98%% on Thursday and a maximum utilization of 42.46% on Saturday.

Ride-Sharing Industry Statistics to get you going in 2021



By Smiljanic Stasha

Last modified: April 25, 2021

Ride-sharing is a vehicle service that matches drivers of private cars with people looking for local transportation. It's an arrangement where passengers connect with drivers through mobile apps or websites. Then they are taken to a certain destination alongside other commuters.

The ride-sharing industry has grown at a rapid rate in recent years. Increased population and industrialization around the world, especially in larger cities means an increase in road traffic, and the need for comfortable transportation is at an all-time high.

Here are some ride-sharing industry statistics for you:

- The ride-sharing industry is worth an estimated \$61 billion.
- About 25% of the entire US population uses ride-sharing at least once a month.
- Uber alone has over 3.8 million drivers worldwide.
- The ride-sharing market value is projected to reach an estimated \$220 billion by 2025.
- Lyft has a ride-sharing market share of 30% in the US.



companies like Uber and Lyft helped boost the popularity of ride-sharing worldwide. The market was worth \$51.3 billion in 2017, a figure set to grow by over 400% in the next 5 years.

1. The global ride-sharing market is currently worth approximately \$61 billion.

(Business Traveller)

Ride-sharing has quickly become a very lucrative business worldwide, especially in first-world countries. The growing popularity of ride-sharing companies like Uber in America, Europe, and Africa has boosted the industry's worth in recent years and it now has a global worth of approximately \$61 billion. This is an enormous figure considering the industry barely existed a decade ago.

2. Uber and Lyft make up 99% of the ride-sharing market in the US.

(Second Measure)

Lyft has gained ground in the ride-sharing market in recent years. The increasing popularity of Lyft among American commuters means Uber has gone from having a 74% market share in September 2017 to 69% in March 2020.

Lyft's growth has given them a market share of 30%, up by almost 10% from 2017. The two ride-sharing companies control 99% of the market in America, one of the highest duopolies of any industry nationwide.



Didi is one of the biggest ride-sharing companies worldwide and by far the largest in China. The company already controlled a significant share in the market but proceeded to buy Uber's Chinese operation in 2016, merging their shares with Uber's. As a result, Didi accounted for over 90% of China's ride-sharing market in the last quarter of 2018, with approximately half the country's population being registered users of their transportation service.

4. Self-driving car industry to generate global revenue of \$173 billion in the next 3 years.

(Tech HQ)

Autonomous ride-sharing is widely seen as the next big step for the industry. Big ride-sharing companies like Lyft, Uber, and Dida have made major technological strides in the development of self-driving vehicles. [The development of autonomous vehicles](#) is set to generate global revenue of \$173 billion dollars by 2023 with the ride-sharing market playing a primary role in the development and marketing of the technology.

Ride-Sharing Industry Growth

The growth of ride-sharing as an industry is one of the fastest worldwide. The market had a global value less than \$1 billion a decade ago but is now worth a staggering \$61 billion and is set to be worth a lot more in a few years. Multiple factors such as urbanization and the popularity of the internet have played a part in the industry's growth and it seems ride-sharing is set to be the future of local transportation.



(Spotnrides)

Despite the steady growth of ride-sharing in recent years, it's forecasted to grow at an even quicker rate over the next few years. Recent ride-sharing market analysis shows the market is expected to increase by a 20% compound annual growth rate (CAGR) between late 2019 and 2025.

At this rate, the market will rise from its current value of \$61 billion to \$220 billion in those 5½ years, an increase of nearly 400%. These stats reveal the projected success of the established ride-sharing companies globally as well as the financial potential of upcoming startup companies.

6. Uber and Lyft are responsible for up to 14% of Vehicle Miles Traveled in some US states.

(The Verge)

With personal car ownership on the decline and ride-sharing rising in the United States, the percentage of VMT owing to ride-sharing is on a rapid increase. Statistics show that just 1% of US VMT in 2016 belonged to ride-sharing companies. A recent study, however, shows that Uber and Lyft now make up to 14% of VMT in some states.

This is a significant spike in numbers which shows that more and more Americans, especially those in larger commercial areas are using ride-sharing as a means of transport more often than personal vehicles, and the national average of ride-sharing VMT is now about 6%.



(Mckinsey & Company)

Uber and Lyft make up 99% of ride-sharing in the US and their road hours have steadily increased as the years go by. A 2013 research shows that both ride-sharing companies had a combined 30 million VMT per month in the United States.

Similar research in 2016 showed that number had risen exponentially and both Uber and Lyft averaged 500 million VMT per month across the country, a CAGR upwards of 150%. More recent figures suggest their joint monthly average is well over a billion VMT and that figure is set to hit 2 billion by 2025 with the industry's projected growth rate.

8. Share of Americans who have used ride-sharing services went from 15% – 36% between 2015 & 2018.

(Pew Research)

Although the popularity of ride-sharing has gradually grown over the past 10 years, a study by Pew Research shows that the growth of the ride-sharing market had a rapid surge from 2015 onwards compared to the first half of the decade. The study showed that 36% of Americans used ride-sharing at least once in 2018, compared to just 15% in 2015. Further research showed that 1/3rd of the population hadn't even heard about ride-sharing in 2015, with just 3% saying the same 3 years later.

Who Uses Ride-Sharing Services?

As the demand for ride-sharing increases and the market evolves, consumer behavior changes as well. Research shows that certain people are more likely to use ride-sharing services than others. So who uses ride-sharing and why?



(Into The Minds)

Recent studies show that younger adults are far more welcoming to ride-sharing apps and their benefits than older age groups. Americans aged 18-29 are accustomed to smartphones and advanced technology from a young age. They make up the bigger part of the ride-sharing market's customer base with 51% of them using Uber or Lyft in 2018.

This number drops to 43% for Americans aged 30-49 and just 24% for Americans aged 50 and above. The percentage of ride-sharing users within each age group is set to drastically improve over the next few years due to the market's projected growth.

10. 43% of all Uber trips in the US are customers going to dinners or parties.

(Statista)

People use ride-sharing services for a wide variety of reasons. A 2016 study shows that transporting to and from dinners, parties, get-togethers, and other forms of social hangouts is by far the most popular reason. These account for 43% of all Uber rides across the country with going to airports following with 22%. Other popular reasons for ride-sharing services include trips to work covering 11% and other random trips excluding the reasons above which covered 18%.

11. Only 24% of people earning less than \$30k annually use ride-sharing services in the US

(Into The Minds)



earning over \$75k annually used the services of Uber and Lyft.

So why does annual income play a role in who uses ride-sharing? Well, further research shows 70% of Americans earning upwards of \$75k per annum live in cities and highly industrialized areas where Uber and Lyft primarily function, while people on lower salaries live in more residential areas where ride-sharing isn't as popular.

Statistics on Ride-Sharing Companies

Ride-sharing companies have become multi-million dollar businesses in recent years. Uber, Lyft, and Didi top the list of ride-sharing companies worldwide with sizable stakes in some of the biggest first-world countries. Let's take a look at how these companies perform in the market.

12. Lyft employs approximately 1.4 million drivers worldwide.

(Business of Apps)

The success of a ride-sharing company relies a lot on employed drivers. The number of drivers working for Lyft has gradually increased over the years and the company now employs about 1.4 million drivers globally. They also have a customer base of over 23 million people globally. This is a 100% growth rate for the company from 2016.

In comparison, Uber has much larger working personnel, reflective of its dominance in the global market. Uber employs just under 4 million drivers across 600 cities worldwide.

13. 24.5% of US ride-share drivers work for both Uber and Lyft



company only. In the US, Uber has the majority share of exclusive drivers (54.2%).

Approximately 22% of drivers work exclusively for Uber's market rivals Lyft with 24.5% accepting ride requests for both companies.

14. 12% of US ride-share customers use both Uber and Lyft

(Second Measure)

Despite both Uber and Lyft being extremely popular in the US, most ride-share users stay loyal to just one brand. Research from February 2020 shows that just 12% of Americans used both Uber and Lyft to commute. 62% used Uber only. The remaining 26% used Lyft exclusively.

15. Didi averages 30 million rides per day.

(KrAsia)

Didi controls 91% of the Chinese market and is one of the biggest ride-sharing companies worldwide. Worth a reported \$56 billion, the company is widely known as "China's Uber" after they bought Uber's shares in the Chinese market in 2016.

Their customer base has increased year after year as the ride-sharing market size in China has grown and recent reports show Didi average as much as 30 million trips daily across China. This translates to about 10 billion trips annually. This is approximately 10 times that of Uber who average about 1.3 billion annually. Their dominance in terms of numbers of rides has been attributed to their monopoly of the Chinese market, a country with a population of well over a billion.



Lyft has slowly built its reputation in the US to rival the major market players in recent years. Lyft ride-sharing stats show the company now controls 30% of the market share in the US, a 10% increase in the last 3 years. With their growth in market share, the company has also extended its reach, with services now available in 350 cities across the US, as well as, Toronto and Ottawa in Canada. Even so, Lyft has plans to extend even further to a bunch of new locations across the continent.

17. Uber has 7 million users in Brazil.

(Make a Website Hub)

Uber's global popularity has seen its service stretch to many countries across the world. Uber service is now available in 65 countries worldwide and over 650 cities. The United States remains Uber's main market, with an estimated 41.8 million users as of 2018.

Brazil, however, is Uber's second most popular stomping ground. The customer base there is 17 million users. London is Uber's biggest market in Europe with research showing about 3.5 million people using their services in London as of 2018.

The Rise of Ride-Sharing Apps

The use of ride-sharing apps among smartphone users is now very common. Research figures show a steady rise in the number of ride-sharing application downloads in the last decade as the industry became more popular among Americans.

18. About 46 million Americans downloaded Uber and Lyft applications in 2018 compared to just 18 million in 2015



2018. Lyft was installed by about 20 million Americans, 2 million up from 2017 and about a 15 million increase from 2015.

Uber, on the other hand, had 26.5 million downloads in 2018, a 4 million decrease from its 30 million new app users in 2017 but a significant increase from its 13 million app downloads in 2015.

19. A projected 540 million people will use ride-sharing apps worldwide in 2021

(Build Fire)

Recent research has shown that the number of people with ride-sharing apps globally is set to exceed half a billion by 2021. The market's projected growth and the addition of new ride-sharing companies as well as the soon-to-be autonomous ride-sharing service is set to skyrocket the number of daily downloads of ride-sharing apps worldwide. A reported 540 million people globally would use ride-sharing apps and this figure is all the more impressive when considering just about 207 million people worldwide had a ride-sharing app in 2015, a growth rate of over 100% in 6 years.

The Impact of the Ride-Sharing Industry

As ride-sharing has developed from a small industry to a more mainstream part of the economy, it has had a strong impact on other parts of the business scene. The auto industry has felt the effects of the change ride-sharing has brought and the large amount of Americans employed by the industry has played a minor part in improved employment numbers in the country in recent years.



(Todd W. Schneider)

If taxis were to be associated with any place in the world, it would be New York. The American state has long been known for its iconic yellow taxis and their importance to transport within the city, however, the advent of ride-sharing services seems to have reduced the use of traditional taxi transport in New York, similar to America as a whole. Research data from early 2020 shows that Uber ride-sharing averages about 550,000 rides a day in NY, compared to approximately 230,000 for taxis.

This figure shows the significant rise in Uber customers in NY as Uber averaged just 140,000 rides per day in 2016 compared to 420,000 rides for yellow taxis. This clearly shows Uber's growth in the market has significantly affected the taxi industry in NY.

Interestingly, Lyft is yet to overtake taxis in terms of average daily rides and record about 180,000 rides per day but with the continued growth of the ride-sharing market and the downward spiral of the taxi industry in NY, that is projected to happen around 2022.

21. Just 24.5% of American 16-year-olds had a drivers license in 2014.

(USA Today)

Getting a car used to be the dream of every teenager. Today it seems lots of teenagers and young adults are ditching their drivers licenses and begin using ride-sharing services.

The services of Uber and Lyft provide easy transportation alternatives for teenagers. Stats show that just over a quarter (24.5%) of 16-year-old kids owned a license in late 20



These figures clearly indicate car ownership is on the wane among younger Americans and ride-sharing services have played a major part in that.

22. Uber and Lyft insurance offer \$1 million in damage liability for accidents involving their service.

(Nerd Wallet)

People in an auto accident involving Uber or Lyft have a damage liability coverage of \$1 million. This applies only with a pre-existing condition; The driver must have accepted the ride request. [This activates the insurance policy.](#)

If he hasn't, Uber or Lyft's damage liability will not exceed \$500,000. Ride-sharing services also won't cover damages if the driver was not logged into the ride-sharing app at the time of the accident.

Conclusion

With global warming becoming a major issue in recent years, the ride-sharing industry has received a lot of support and plaudits worldwide and while taxi and bus drivers will fondly remember the days before Uber, most people appreciate the benefits of the industry.

As with most good ideas, Uber's success quickly brought competition. Lyft and Didi quickly became multi-million dollar services. Tesla ride-sharing set will likely also play a major part in the market in the next few years. Ride-sharing is certainly the future of local transportation.



Future of Online Shopping: Evolving E-Commerce Trends

[Articles](#) | [Master's in Business Administration](#)

The ubiquity of internet access has leveled the retail playing field, making it easy for individuals and businesses to sell products without geographic limitation. In 2020, U.S. e-commerce sales, receiving a boost due to the COVID-19 pandemic, grew 44% and represented more than 21% of total retail sales, according to e-commerce information source Internet Retailer.

The growth of e-commerce has not only changed the way customers shop, but also their expectations of how brands approach customer service, personalize communications, and provide customers choices.

The future of online shopping depends on savvy professionals who can create a personalized, engaging virtual shopping experience for consumers. Those entering a career in business administration must adopt the latest digital technologies and tools — such as data analytics, machine learning, and mobile trends — to meet the demands of today's online shopper. Completing a program such as an [online Master of Business Administration](#) (MBA) can help you gain these skills.



5 Trends Shaping the Future of Online Shopping

Retail e-commerce revenues are projected to grow to \$5.4 trillion in 2022, according to market data provider Statista. As retailers adjust to this digital sales boom, online marketplaces are changing the way customers shop. Amazon alone accounted for nearly one-third of all online retail sales in 2020, according to Internet Retailer. Other top online retailers also saw huge increases in their online sales. Walmart, for instance, reported its online sales grew 79% in its fiscal year 2021.

The pandemic, which pushed many consumers to change how they buy essential items, electronics, and clothing, has helped to reshape the future of online shopping and forced businesses to evolve to meet new needs and demands. To capitalize on the opportunities presented by e-commerce, business professionals must be well versed in the latest technologies and trends, including the following.

Customer Data and Analytics Improve Marketing Tactics

Online stores may not have retail clerks or dressing rooms, but they can recommend products based on customers' interests, style choices, and preferences using data. The future of online shopping relies on capturing patterns of shopping behavior. This allows a brand to create strategic pricing, advertising, and cross promotions on both an individual basis and based on widespread trends. For example, a brand may run social media ads during peak shopping hours, promote items that are often bought together, or show an ad for a specific item a consumer has previously viewed.

Business professionals trained in market research analysis use a variety of tools to process customer data and uncover insights. Analysts also use data to conduct product research, identifying which items are selling and how much customers are willing to pay. Product development, including what new products to sell and how to position them, is also increasingly data driven.

Analysts need strategic thinking, computer proficiency, and decision-making skills to succeed in the future of online shopping. The recent explosion in online shopping provides an exciting opportunity for business professionals to step into a digital marketing role. Market research analysis positions alone are expected to see 18% growth between 2019 and 2029, according to the U.S. Bureau of Labor Statistics (BLS).

Machine Learning Creates a Personalized Online Shopping Experience

In the world of e-commerce, shoppers require a more personalized experience. According to Accenture, 91% of consumers are more likely to shop with brands that recognize, remember, and provide relevant offers and product recommendations. In fact, when online stores personalize the shopping experience, they can experience a jump in sales conversion rates of 15% to 20%, according to McKinsey.

Rather than manually analyzing customer information, data analysts use artificial intelligence (AI) and machine learning technologies to compile data and create customer profiles. Analysts use these profiles and insights (with the help of AI) to deliver personalized recommendations and relevant content, based on an intelligent algorithm. A report from Liveclicker, the digital marketing solutions provider, found businesses that are investing in smart personalization in e-commerce can expect to see up to a 20-fold return for every marketing dollar they spend.

Although AI handles much of the analytical processes, market research analysts apply their own insights and understanding of consumer behavior to make recommendations and spearhead the continued optimization of e-commerce.

Online Shopping Is Going Mobile

The retail industry has been significantly impacted by the increasing use of mobile devices. Market data provider Statista predicts that in 2021, online purchases made from smartphones will account for more than \$345 billion in retail sales. With mobile e-commerce, shopping happens everywhere, no brick-and-mortar storefront or laptop required. So, what does mobile mean for the future of online shopping?

Retail buying through mobile devices accounts for almost 54% of online orders, according to Statista, so smart brands are creating a mobile-friendly e-commerce experience. A retailer's website and online store should not only be accessible by computer, but also optimized with a design or application that makes it easy to browse and buy from a smartphone, tablet, or other mobile device.

The mobile e-commerce experience provides customers with customized products, more competitive pricing, and increased accessibility. Analysts and business professionals must consider the user journey across multiple devices (including mobile, desktop, and in-store) and integrate a multi-channel strategy to optimize sales conversions. For example, if a customer places items in a cart on mobile, and then moves to desktop, the information should update in real time to create a seamless shopping experience across platforms.

Voice Technology Leads to Automated Commerce

A report from Coupon Follow, the retail coupon code tracker, found that nearly half of millennials have used voice technology to buy items online. By simply calling out to Alexa or Amazon Echo, someone might add an item to their online shopping cart.

While not everyone uses their smart speakers to make online purchases, a sizable number of device owners rely on them to help make purchasing decisions and start product searches. For example, an Adobe Digital Insights report found that 32% of smart speaker owners use their devices to compare product prices. This can have a big influence on consumers' purchasing decisions.

Voice-enabled shopping is expected to reach \$40 billion in the U.S. by 2022, according to a survey from business consulting leader OC&C Strategy Consultants. In light of this, business leaders must consider how to take full advantage of this growing channel for selling their products and services. By strategizing how to incorporate voice technology into their marketing, companies can connect with more customers and tap into automated commerce as well.

Shopping on Social Media Platforms Expands the Online Storefront

Billions of people use social media platforms daily. While many businesses appreciate the need for a robust presence on social media for marketing purposes, more and more see these platforms as effective places to make direct sales.

More than half of Instagram users utilize the platform to find products. Many online shoppers look to Pinterest, Facebook, and others for ideas about what to buy. Giving social media users a chance to make purchases within the networks they already use provides for a quicker, easier purchasing process with fewer steps.

Additionally, social media platforms are well positioned to implement augmented reality (AR) experiences. A full 71% of shoppers say AR technology encourages them to buy, according to Deloitte research. Having the ability to test or try out products builds confidence in a purchase. The growing use of social e-commerce, and the opportunities it presents for more interactive and personalized buying experiences, suggests more businesses should explore the possibility of using social media platforms to expand their online storefronts.

Analysts Are Key to Executing Online Shopping Trends

The e-commerce shopping experience is more personal, accessible, and data-driven than ever before. As the industry evolves, there is opportunity for business professionals to make a profound impact on the future of online shopping. An online degree in business offers students extensive knowledge of advanced business practices and the latest digital trends, tools, and technologies. Business professionals can apply their knowledge and insights to help shape the ongoing evolution of e-commerce.

Be a Leader in the Future of Online Shopping

If you're interested in shaping the future of online shopping, consider pursuing an [online business degree from Maryville University](#). With options at both the undergraduate and graduate level, these programs provide opportunities for you to learn valuable skills that can help you succeed in a variety of fields, including e-commerce.

Take the next step in your career. Explore the business degrees at Maryville University and decide which is the best fit for you.

Recommended Reading

[Can an MBA Help Leaders Harness the Power of Digital Disruption?](#)

[The Future of Business Ideas for 2020 and Beyond: Where Creativity Meets Data Analysis](#)

[4 Trends Changing the Marketing Landscape](#)

Sources

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[Coupon Follow, "The Millennial Shopping Report"](#)

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[Forrester, Ecommerce Trends That Will Drive Sales in 2019](#)

[Digital Commerce 360, US Ecommerce Grows 44.0% in 2020](#)

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[Statista, "Retail M-commerce Sales Via Smartphone in the United States from 2018 to 2022"](#)

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Live Chat



September 20, 2021

Jack Van Kleunen, Senior Vice President Construction
Vestar
2425 East Camelback Road, Suite 750
Phoenix, Arizona 85016



RE: PARKING STATEMENT FOR A PROPOSED MIXED-USE RETAIL DEVELOPMENT, NWC GANTZEL ROAD AND COMBS ROAD – QUEEN CREEK, ARIZONA

Dear Mr. Van Kleunen:

Thank you for retaining CivTech to provide a parking statement for the Vineyard Towne Center development located on the northwest corner of Gantzel Road and Combs Road in Queen Creek, Arizona. The Project is proposed to consist approximately 43,300 square-feet (SF) of retail use, 14,100 SF of restaurant, 19,400 SF of fast-food restaurant with a drive-thru, and 5,000 SF of outdoor dining in Phase I of the development. Future development surrounds the Phase I parcel but is not included within this study. Per the proposed site plan, access to the site will be provided via five (5) access points; three (3) full movement and two (2) right-in/right-out along Gantzel Road and Combs Road. The existing land is currently undeveloped farm land. The site plan is included in **Attachment A**.

BACKGROUND AND PURPOSE

The purpose of this statement is to document the number of parking spaces required by the project. CivTech does not expect this statement to be sufficient to serve a Traffic Impact Study, which is being submitted separately to the City for approval of the development.

METHODOLOGY

This analysis will apply parking rates established in the Town of Queen Creek Zoning Ordinance, Article 5-Site Improvement Standards, Table 5.6-3 Off-Street Parking Requirements. The summation of the product of applicable parking rates and applicable land uses result in the development's minimum parking requirements. This analysis will calculate the minimum parking requirements found using the Town of Queen Creek Zoning Ordinance rates.

PROPOSED DEVELOPMENT

The Vineyard Towne Center development is located on the northwest corner of Gantzel Road and Combs Road consisting of 43,300 square-feet (SF) of retail use, 14,100 SF of restaurant, 19,400 SF of fast-food restaurant with a drive-thru, and 5,000 SF of outdoor dining in Phase I of the development. The development is proposed to include 441 standard spaces, 22 accessible spaces, and 13 compact spaces.

PARKING REQUIREMENTS

TOWN OF QUEEN CREEK

Parking requirements are specified in the Town of Queen Creek Zoning Ordinance, Article 5-Site Improvement Standards, Table 5.6-3 Off-Street Parking Requirements. For reference, excerpts from the parking ordinance are included within **Attachment B**.

Rates are given based on square footage (SF) for retail land uses. Accessible parking rates are based on the number of total parking spaces required. **Table 1** summarizes the land use, gross floor area, and required parking per code.

For the purposes of this analysis, CivTech assumed each fast-food restaurant land would be built with a ratio of 35% kitchen/office to 65% patron seating area. For the 19,100 SF of restaurant land use, 4,935 SF was analyzed as kitchen/office and 14,165 SF was analyzed as patron seating area which includes 5,000 SF of outdoor dining area. For the 19,400 SF of fast-food restaurant with drive through window, 6,790 SF was analyzed as kitchen/office and 12,610 SF was analyzed as patron seating area.

Table 1 – Town of Queen Creek Required Parking Spaces per Base Parking Ratios

Land Use	Quantity (SF)	Requirement Per Code			Required Vehicle Spaces
<i>Regular Parking</i>					
Retail Sales (General)	23,300	1.0	spaces per	300 SF	77.66
Retail Sales (Shopping Centers < 50,000 SF)	20,000	3.0	spaces per	1,000 SF	60.00
Retail Sales Patron Seating Area (Restaurant w/ Drive-In Facilities)	12,610	1.0	spaces per	50 SF	252.20
Retail Sales Kitchen/Office (Restaurant w/ Drive-In Facilities)	6,790	1.0	spaces per	200 SF	33.95
Retail Sales and Services (Restaurant)	14,100	1.0	spaces per	75 SF	188.00
Retail Sales and Services (Restaurant Outdoor Dining Area)	5,000	1.0	spaces per	400 SF	12.5
Required Parking Spaces (Rounded to the nearest whole number)					625

Per the Town of Queen Creek base parking ratios, a total of 625 parking spaces are required. Table 5.6-4 of the Town of Queen Creek Zoning Ordinance states that developments with more than 500 required spaces provide 2% of the total accessible spaces which results in thirteen (13) accessible parking spaces.

PINAL COUNTY

Parking requirements are specified in the Pinal County Off-Street Parking and Loading, Chapter 2.140.020, Parking Space Requirements. For reference, excerpts from the parking ordinance are included within **Attachment C**.

Rates are given based on square-footage (SF) for retail land uses. **Table 2** summarizes the land use, gross floor area, and required parking per code.

Table 2 – Pinal County Required Parking Spaces per Base Parking Ratios

Land Use	Quantity (SF)	Requirement Per Code				Required Vehicle Spaces
<i>Regular Parking</i>						
Commercial, Sales/Services	43,300	1.0	spaces per	250	SF	173.20
Restaurants, Cocktail Lounge, and Bars (Indoor Floor Area)	33,500	1.0	spaces per	150	SF	223.33
Restaurants, Cocktail Lounge, and Bars (Outdoor Floor Area)	4,750 ⁽¹⁾	1.0	spaces per	250	SF	19.00
Required Parking Spaces (Rounded to the nearest whole number)						416

(1) Rate for outdoor seating area excludes the first 250 SF of total outdoor floor area.

Per the Pinal County base parking ratios, a total of 416 parking spaces are required.

PARKING REDUCTION

Additional parking standards were explored to determine a typical rate for retail shopping centers and fast-food restaurants with drive-thru windows. Both the Institute of Transportation Engineers' (ITE) 5th Edition *Parking Generation* Manual and Urban Land Institute's (ULI) *Shared Parking* 3rd Edition were evaluated for parking reduction possibilities.

INSTITUTE OF TRANSPORTATION ENGINEERS (ITE)

ITE provides typical weekday average rates for parking demand for land uses 820, 930, and 934 based on square-footage (SF) of gross leasable area (GLA). For land use 820, the average rate provided is 1.95 spaces per 1,000 SF of GLA, for land use 930, the average rate provided is 9.93 spaces per 1,000 SF of GLA, and the average rate provided for land use 934 is 8.66 spaces per 1,000 SF of GLA. ITE Rates and the resulting parking calculations are summarized in **Table 3**.

Table 3 – ITE Required Parking Spaces per Average Rates by Land Use

Land Use	Quantity (SF)	ITE Average Rate				Required Parking Spaces
Shopping Center (LUC 820)	43,300	1.95	spaces per	1,000	SF	85
Fast Casual Restaurant (LUC 930)	19,100	9.93	spaces per	1,000	SF	190
Fast-Food Restaurant with Drive-Through Window (LUC 934)	19,400	8.66	spaces per	1,000	SF	168
Required Parking Spaces (Rounded to the nearest whole number)						443

Using these rates results in 85 requires spaces for the retail land uses, 190 spaces for the fast casual land uses, and 168 spaces required for the fast-food restaurant with drive-thru window land uses. Using ITE's average rates results in 443 required spaces combined between the two different land uses proposed.

PARKING COMPARISON

Table 4 summarizes the parking requirements using different criteria to determine the total parking spaces required for the proposed development.

Table 4 – Parking Comparison Summary

Land Use	Quantity (SF)	Required Parking Per TOQC ⁽¹⁾ Code	Required Parking per PC ⁽²⁾ Code	Required Parking Per ITE
Retail Sales (General)	43,300	138	173	85
Retail Sales (Restaurant w/ Drive-In Facilities)	14,100	286	243	190
Retail Sales (Fast Casual)	24,400	201		168
Total Minimum Standard Vehicle Parking Spaces Required		625	416	443

(1) TOQC = Town of Queen Creek
 (2) PC = Pinal County

SHARED PARKING

To determine the total number of shared parking spaces required between different land uses, a parking occupancy demand analysis was conducted. To calculate the total number of shared spaces required, the recommended spaces for each use is multiplied by the occupancy rate for the hour represented as a percentage of use. This analysis was completed using the base parking rates as



provided by Pinal County the ULI 3rd Edition *Shared Parking*, and ITE 5th Edition *Parking Generation* Manual methodology. The time-of-day percentages, provided to show that peak parking occurs at different times of the day for different land uses, from ULI and ITE were applied to the Pinal County Rates. Parking occupancy is dependent upon peak seasonal factors, days of the week, and time periods. The weekday peak parking demand is represented in the calculations following.

Once the baseline parking requirements for the individual uses has been established, then parking requirements by time of day may be considered. Shared parking is defined as a parking space that can be used for two or more individual land uses without conflict. For instance the individual land uses will have peaks at different times of the day and therefore can share parking spaces. To determine the total number of shared parking spaces required between the different land uses, a shared parking model was developed. Hourly percentages for each individual land use are applied to estimate the overall peak parking demand accumulated for each hour of the day.

ALTERNATIVE MODE

Due to the location of the proposed development and to be conservative, no alternative mode reduction was applied.

NON-CAPTIVE REDUCTION

Non-captive adjustment factors are used to reduce redundant parking demand. The best example of this is a retail employee or guest that parks in their retail parking area then walks to an adjacent restaurant for lunch. The factor encompasses the effect of internal capture in the context of site trip generation. This non-captive adjustment is taken off the base parking rate for these uses. It is anticipated that 23 percent of Fine/Casual Restaurant and Bar/Lounge parking demand will be “captive” or originating within the same development and therefore not in need of redundant parking capacity. 23 percent of retail shopping parking demand is anticipated to be captive. This is due to the assumption that some patrons will shop before going to the restaurant or vice versa.

TRANSPORTATION NETWORK COMPANIES (TNCs)

TNC Reductions are based on a site’s ability to attract Transportation Network Companies (TNCs). Modern examples of TNCs include ridesharing, bike-sharing, and rental cars. Generally, TNC use is associated with specific land uses such as bars and restaurants and tend to operate more during nighttime activities. Fine/Casual restaurants and Bar/Lounge/Nightclub are anticipated to exhibit a 20 percent reduction during daytime (12-5 PM) and 30 percent reduction during nighttime (6 PM -12 AM). This reduction was applied to the base parking spaces before being applied to the shared parking model.

The weekday analysis results are summarized in **Table 5**. Shared parking calculations are provided in **Attachment D**.

Table 5 – Shared Parking Analysis Results

Scenario	Time	Peak Vehicle Parking Demand (NC Only) ⁽¹⁾	Peak Vehicle Parking Demand (NC+ TNC) ⁽¹⁾	Parking Provided	Surplus (NC Only) ⁽¹⁾
Weekday	12:00 PM	319 spaces	255 spaces	476 spaces	+157 spaces

(1) NC = Non-Captive; TNC = Transportation Network Companies

The provided parking proposed by the development is 476 spaces. The shared parking analysis results in the weekday scenario having a peak time of 12:00 PM -1:00 PM. The peak vehicle parking demand during that hour was 319 spaces after applying a 77% non-captive adjustment which results in a surplus of 157 parking spaces. People intersected in visiting the proposed development are anticipated to use ridesharing service such as Uber and Lyft which would allow for further reduction to the required parking needed for the proposed development by 64 parking spaces.

CONCLUSIONS

From the above, the following can be concluded:

- Per the Town of Queen Creek base parking ratios, a total of 625 parking spaces are required. Table 5.6-4 of the Town of Queen Creek Zoning Ordinance states that developments with more than 500 required spaces provide 2% of the total accessible spaces which results in thirteen (13) accessible parking spaces.
- Per the Pinal County base parking ratios, a total of 416 parking spaces are required.
- Using ITE’s average rates results in 398 required spaces combined between the two different land uses proposed.
- The provided parking proposed by the development is 476 spaces. The shared parking analysis results in the weekday scenario having a peak time of 12:00 PM -1:00 PM. The peak vehicle parking demand during that hour was 319 spaces after applying a 77% non-captive adjustment which results in a surplus of 157 parking spaces.
- People intersected in visiting the proposed development are anticipated to use ridesharing service such as Uber and Lyft which would allow for further reduction to the required parking needed for the proposed development by 64 parking spaces.
- The development proposes 476 total parking spaces including 22 accessible parking spaces and 13 compact parking spaces.

Thank you for allowing CivTech to assist you on this project. Please contact me with any questions you may have on this Traffic Statement.

Sincerely,

CivTech



Project Manager/President

Attachments (4)

- A. Site Plan
- B. Town of Queen Creek Zoning Ordinance, Article 5 Excerpts
- C. Pinal County Off-Street and Loading, Chapter 2.140.020 Excerpts
- D. Shared Parking Worksheets

PROJECT NARRATIVE – VINEYARD TOWNE CENTER - NWC Gantzel and Combs

September 20, 2021

BACKGROUND

The Property is a portion of land situated within Parcel 10 of “Sun Valley Farm Unit IV” as filed in Book 1 of Surveys, Page 50, Pinal County Records, Arizona, being within Section 30, Township 2 South, Range 8 East of the Gila and Salt River Meridian, Pinal County, Arizona. The Property was annexed to Queen Creek in 2008 and is zoned C-2 with adjacencies to other commercial properties and land under Pinal County jurisdiction.

This is a 526,747 net SF (12.1 acre) parcel with adjacency to arterial roads to the south and the east. Properties west are currently zoned C-2 currently undeveloped, but being under consideration for medium density residential or multi-family dwellings. Across Combs to the south is a Fry’s anchored shopping center currently in operation.



PROGRAM AND PHASING

The Phase I program is to build approximately 75,850 SF of commercial retail space in a collection of interconnected and freestanding structures under a common architectural theme. Drive-up uses and sit-down food outlets are anticipated in addition to general retail and service. Shared access and parking agreements will govern use of the properties going forward. North of the subject property, an additional +/-10.5 acre parcel is being contemplated for additional retail uses.

The project will be built in phases, largely based on market demand. A comprehensive signage plan will also be sought for the property which will specify requested locations and sizes for ground signs, wall mounted signs and project identity elements.

ORGANIZATION AND ACCESS

The site has been arranged to encourage pedestrian access both internally and to external points of connection. Vehicular access to the project site will be provided by driveways from each of the adjacent streets. Street improvements and the 4 proposed driveway cuts (2 on each frontage) are proposed with varying degrees of movement sought.

SOUTH SPECIFIC AREA PLAN

This site falls within Queen Creek's SSAP, which included the 60 acres at Combs and Gantzel due to its potential to provide significant tax revenue through retail activity and services. The proximity to emerging residential areas along Riggs, Meridian and Pinal County subdivisions was also seen as vital to providing local shopping and entertainment opportunities.



Other goals of the SSAP are to promote high quality open space and landscape amenities which support an agrarian-style feel. Our design team's response has been to address the goal through careful selection and placement of plant material that has a cultivated structure (seedless olive, pistache, live oak) but is still water-use conscious. Plantings at the perimeter and interior are done in organized rows, like a farm setting. Pedestrian zones near the building feature generous shading, cast concrete seating, multiple hardscape materials, textures and colors that promote a strong sense of place.

Architectural responses to the SSAP goals include the use of rustic materials (brick, raw concrete, engineered steel shapes, stucco), multiple roof forms (sloped, high and low flat roofs, standing seam) and recognizable building forms (barn, warehouse and shed).

Combined, the architectural and landscape features seek to make Vineyard a memorable destination for shopping in the southeast valley. A place to meet and gather in a contemporary, agrarian themed setting.



END OF NARRATIVE

