



CITY OF SURPRISE
Regular City Council Work Session
16000 N. Civic Center Plaza
Surprise, AZ 85374
Tuesday, October 1, 2019 @ 4:00 PM
COUNCIL CHAMBERS

- A. Call To Order
- B. Roll Call
- C. Pledge of Allegiance
- D. Proclamation and Community Acknowledgements
- E. City Manager Report
- F. City Clerk Report
- G. Call To The Public

INSTRUCTIONS: In order to address the City Council, you will need to fill out a Call to the Public Form available at the front counter, and then turn it in to the City Clerk before the meeting begins.

[Download the Call to the Public form](#) (PDF download requires Adobe Acrobat Reader)

[Fill out the Call to the Public form online](#) If submitting form electronically, please submit to City Clerk at least one hour before the meeting start time.

The Call to the Public form is also available at the front counter.

Note: A.R.S. 38-431.01(H)- During this time members of the public may address City Council only on issues within the jurisdiction of the City Council which are not an item on the agenda. At the conclusion of the open call, City Council may respond to criticism, may ask staff to review the matter or may ask that the matter be put on a future agenda. No discussion or action shall take place on any item raised.

Approval of items on the Consent Agenda – all items with an asterisk (*) are considered to be routine matters and will be enacted by one motion and one roll call vote to the City Council. There will be no separate discussion on these items unless a Councilmember requests, in which event the item will be removed from the consent agenda and considered in its normal sequence on the agenda.

Please be aware that Council Members may not discuss or respond to matters raised during call to the public that are not specifically identified on the agenda. Council Members may however, in their discretion, discuss or respond to relevant matters raised during a noticed public hearing or agenda item.

H. Regular City Council Work Session Agenda

CONSENT AGENDA:

REGULAR AGENDA ITEM - PUBLIC HEARING:

REGULAR AGENDA ITEM - NON-PUBLIC HEARING:

- | | | | |
|----|----------|---|--|
| 1. | Citywide | Presentation and discussion pertaining to Community Pools in Medium Density Zoning. | None |
| | | | Robert Kuhfuss
Community
Development |

- | | | | |
|----|----------|---|--|
| 2. | Citywide | Presentation and discussion pertaining to Arizona state legislation on electric scooters and Shared Active Transportation Vehicle pilot program within the City limits. | None

Stephen Chang
Community Development |
| 3. | Citywide | Presentation and discussion pertaining to a Sports and Tourism department update. | None

Kendra Pettis
Sports and Tourism |

I. Other Business and Future Agenda Items

J. City Council Reports

K. Executive Session

For information Purposes; Upon a public majority vote of a quorum of the City Council, the Council may hold an executive session, which will not be open to the public, but for only the following purposes:

- discussion or consideration of personnel matters (A.R.S. §38-431.03 (A)(1));
- discussion or consideration of records exempt by law from public inspection (A.R.S. §38-401.03 (A)(2));

L. Adjournment

SHERRY ANN AGUILAR, CITY CLERK, MMC

POSTED: September 26, 2019 at 11:15 AM

SPECIAL NOTE: PERSONS WITH SPECIAL ACCESSIBILITY NEEDS, INCLUDING LARGE PRINT MATERIALS OR INTERPRETER, SHOULD CONTACT THE CITY CLERK'S OFFICE @ 623.222.1200 OR TTY 623.222.1002, BY NO LATER THAN 24 HOURS IN ADVANCE OF THE REGULAR SCHEDULED MEETING TIME.



CITY OF SURPRISE
Regular City Council Work Session

Council Meeting Date: October 1, 2019 Contact Person: Robert Kuhfuss
Submitting Department: Community Development District: Citywide
Staff Recommendations: None

Consent: No Regular: Yes Public Hearing: No Report/Discussion: No

Agenda Wording:

Presentation and discussion pertaining to Community Pools in Medium Density Zoning.

Motion:

Discussion only.

Background:

In recent years, several residential developers and/or landowners have proposed residential zone changes that served to change the zoning of a property to Medium Density Residential (RM), with a Planned Unit Development (PUD) Overlay. Often, these PUD Overlays addressed a provision in the Surprise Unified Development Code (SUDC), which requires Medium Density Residential projects of 60 or more lots to include a community swimming pool amenity.

Many of the PUD Overlays associated with these zone change requests served to delete this requirement, based largely on the premise that the cost to amortize a community pool amenity over so few lots is cost-prohibitive, and is unnecessary given the area of the required rear yard associated with these developments. This has been the cause of concern for some members of both the Planning and Zoning Commission and the City Council.

The intent of this discussion item is to provide an overview of the issue so the Commission and Council may make a more informed decision in the future. This item is for information purposes only and no action is required; however, staff does seek input from the Commission and Council, as this will help staff better understand the will of both bodies.

Objective Analysis:

Policy Compliant:

Financial Impact:

None at this time; however, all activity related to ongoing development of the City of Surprise has an economic and fiscal impact on the city and the region.

Budget Impact:

There is no anticipated budget impact related to this item.

FTE Impact:

This item does not have an impact on current staff levels.

ATTACHMENTS:

1. 00 - Pool Amenities CC & PZ Joint Staff Report
 2. 01 - Homestead at Marley Park Pool Concept
 3. 02 - Escalante Pool Concept
 4. 03 - Marley Park Phase 3 Parcel 15 Pool Amenity
 5. Private vs Community Pools
-

Community Pool Amenities

REPORT TO THE CITY COUNCIL AND PLANNING AND ZONING COMMISSION

Case: N/A

Project Name: Community Pool Amenities

Council District: All

Meeting Date: **October 1, 2019 (City Council)**
October 3, 2019 (Planning and Zoning Commission)

Planner: Robert H. Kuhfuss, AICP

INTRODUCTION:

In recent years, several residential developers and/or landowners have proposed residential zone changes that served to change the zoning of a property to Medium Density Residential (RM), with a Planned Unit Development (PUD) Overlay. Often, these PUD Overlays addressed a provision in the Surprise Unified Development Code (SUDC), which requires Medium Density Residential projects of 60 or more lots to include a community swimming pool amenity. Paragraph 122-137(r) of the SUDC reads as follows:

(r) *Medium density residential pool amenity.*

- (1) Medium density residential projects containing 60 residential units or greater shall be provided a swimming pool amenity, unless there is community pool included as part of the overall development.
- (2) The swimming pool area shall have a minimum of one ramada, picnic table, and trash receptacle.
- (3) The swimming pool area shall have a perimeter view fence constructed.

Many of the PUD Overlays associated with these zone change requests served to delete this requirement, based largely on the premise that the cost to amortize a community pool amenity over so few lots is cost-prohibitive, and is unnecessary given the area of the required rear yard associated with these developments. This has been the cause of concern for some members of both the Planning and Zoning Commission, and the City Council.

The intent of this report is to provide an overview of the issue so the Commission and Council may make a more informed decision in the future. This item is for information purposes only and no action is required; however, staff does seek input from the Commission and Council, as this will help staff better understand the will of both bodies.

40 **DISCUSSION:**

41
42 On the surface, this would seem to be a simple matter: if a medium density residential project
43 involves 60 or more dwelling units, the developer is to provide the required pool amenity; however,
44 as noted above, several members of the development community have expressed concern over
45 this requirement due to the inherent costs associated with its implementation. Rather, many
46 developers have requested the community pool requirement be waived via the PUD Overlay
47 process, based largely on the proposed development standards that provide for rear yards that are
48 in and of themselves sufficient to accommodate a private pool should that individual homeowner
49 so choose.

50
51 In assessing a potential residential zone change, staff typically works with the applicant to
52 determine which zoning district is the most appropriate, given the proposed “lot product” and
53 density; however, the construction of the SUDC does not allow for an easy application. Typical
54 “Euclidean” zoning places similar land uses together while segregating incompatible land uses.
55 Residential zoning is typically classified as Single-Family (R1), Duplex (R2), and Multi-Family (R3).
56 Single-family is further classified based on the minimum lot size allowed in that district. For
57 example, R1-18 would allow single-family residential on 18,000 square foot lots, compared to R1-5
58 which would allow single-family residential on 5,000 square foot lots.

59
60 The City of Surprise utilizes a Euclidean based code; however, with the adoption of the SUDC came
61 an overhaul to the nomenclature methodology. Rather than naming the various residential zoning
62 districts based on the physical attributes of the lot, the nomenclature is based on the maximum
63 density allowed in that district. For instance, RL-4 will allow single-family residential development
64 at a density of 4.0 DU/Ac, while RM-9 will allow single-family residential development at 9.0 DU/Ac.

65
66 While the development standards associated with RM-9 are often very close to many of the lot
67 products recently proposed, the permitted density of RM-9 far exceeds what the applicants have
68 been proposing thereby requiring the PUD Overlay include a provision that caps density.
69 Conversely, the development standards associated with the RL zoning districts do not lend
70 themselves to contemporary lotting practices, even though the density might be very similar to that
71 proposed. These anomalies make it quite difficult to determine in what zoning district to best place
72 a particular project.

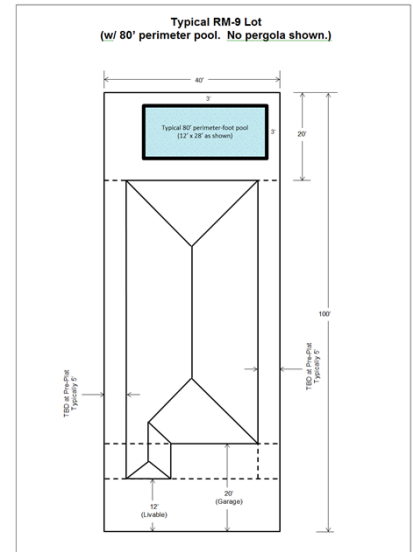
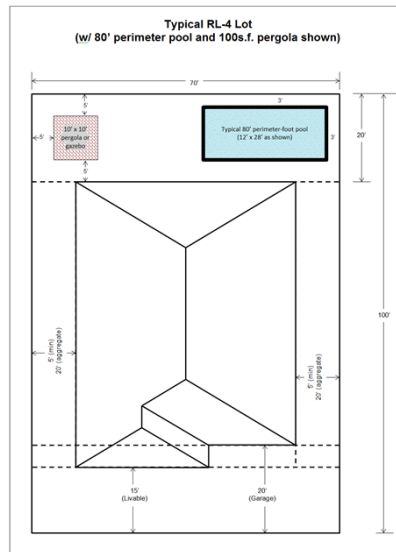
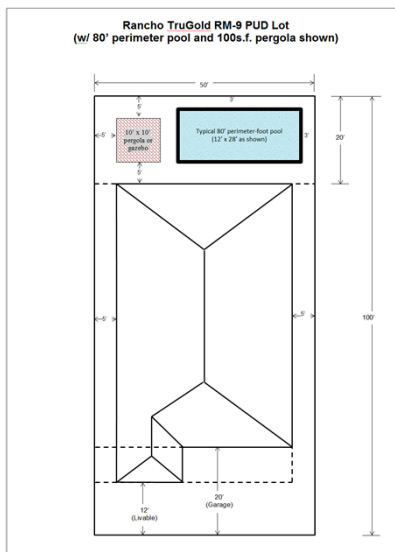
73
74 For example, the Rancho TruGold rezone was recently approved showing two (2) lot products. One
75 of these was a 5,900 square-foot lot product with an overall density of 3.8 DU/Ac. The question
76 was whether it would be better to place the project in RL-4 based on its density and include a PUD
77 Overlay to amend the development standards to fit what was proposed, or, place the project in
78 RM-9 based on the project’s more restrictive development standards and include a PUD Overlay to
79 cap the density to 4.0 DU/Ac. and address the community pool requirement? The following table
80 illustrates this issue:

82

DEVELOPMENT STANDARD	Rancho TruGold vs RL-4		Rancho TruGold vs RM-9	
	Proposed	RL-4	Proposed	RM-9
Maximum Density	3.8 DU/Ac.	4.0 DU/Ac.	3.8 DU/Ac.	9.0 DU/Ac.
Minimum Lot Area	5,900 SF	9,000 SF	5,900 SF	4,500 SF
Minimum Lot Width	50'	70'	50'	40'
Minimum Lot Depth	100'	100'	100'	100'
Minimum Front Setback (Livable)	12'	15'	12'	12'
Minimum Front Setback (Garage)	20'	15'	20'	20'
Minimum Side Yard Setback (each)	5'	5'	5'	TBD
Minimum Side Yard Setback (total)	10'	20'	10'	TBD
Rear Setback (minimum)	20'	20'	20'	20'

83

84 As these anomalies relate to the ability of the individual homeowner to build a private pool within
85 their own back yard, the following diagrams depict all three scenarios, each showing a typical 80-
86 foot perimeter pool. Note that an 80-foot perimeter pool and a 100 square foot pergola easily fit
87 within the Rancho TruGold RM-9 PUD and the Typical RL-4, whereas Typical RM-9 Lot is more
88 restricted.



89

90

91 The following table depicts the minimum rear setbacks and minimum lot width, and the resulting
92 minimum area of the required rear yard of recently approved single-family residential projects that
93 utilized a PUD Overlay to omit the community pool requirement. Also depicted in the table are the
94 lot yields associated with each project.

95

96

97

Project	Lot Yield	Project Area	Minimum Rear Setback	Minimum Lot Width	Rear Yard Area
175th & Sweetwater (RM-9 PUD) ¹	44	10	18'	45'	810 s.f.
Heritage Farm (RM-9 PUD)	93	22 Ac.	20'	45'	900 s.f.
Heritage Farm (RM-6 PUD)	44	11 Ac.	20'	50'	1,000 s.f.
Heritage Farm (Total)	137	33 Ac.			
Rancho TruGold (RM-6 PUD)	55	19 Ac.	20'	60'	1,200 s.f.
Rancho TruGold (RM-9 PUD)	84	22 Ac.	20'	50'	1,000 s.f.
Rancho TruGold (Total)	139	41 Ac.			
Ryder Ranch (RM-9 PUD)	79	18 Ac.	20'	45'	900 s.f.
Ryder Ranch (RM-6 PUD)	66	21 Ac.	20'	55'	1,100 s.f.
Ryder Ranch (Total)	145	39 Ac.			
Gehan at Cactus & 175 th (RM-6 PUD, Lot Category A)	85	Unspecified	20'	45'	900 s.f.
Gehan at Cactus & 175 th (RM-6 PUD, Lot Category B)	72	Unspecified	20'	55'	1,100 s.f.
Gehan at Cactus & 175th (Total)	157	42 Ac.			
Bonita Ranch Parcel A (RM-6 PUD)	10	2.5 Ac.	15'	58'	870 s.f.
Bonita Ranch Parcel B (RM-6 PUD)	40	10 Ac.	15'	58'	870 s.f.
Bonita Ranch (Total) ¹	50	12.5			
Rancho Del Rey (RM-9 PUD) ²	117	25 Ac.	10'	45'	450 s.f.
Paloma Creek (RM-9 PUD, Lot Category A)	309	Unspecified	20'	45'	900 s.f.
Paloma Creek (RM-9 PUD, Lot Category B)	195	Unspecified	20'	50'	1,000 s.f.
Paloma Creek (RM-9 PUD, Lot Category C)	11	Unspecified	20'	62.5'	1,250 s.f.
Paloma Creek (RM-9 PUD, Lot Category D)	27	Unspecified	20'	70'	1,400 s.f.
Paloma Creek (Total)	542	151 Ac.			

98

99 While the developer's rationale for deleting the community pool requirement stems partly from the
100 ability of each homeowner to build their own pool, the rationale also stems in part from the
101 inherent costs associated with both constructing and maintaining a community pool within a
102 relatively small development.

103

104 To illustrate this issue, Meritage is in the process of developing the Homestead at Marley Park
105 project, which is located east of Bullard Avenue and general north of Sweetwater Avenue in Marley
106 Park. This development boasts a significant central park amenity that includes a large community
107 pool. Meritage estimates the community pool itself will cost approximately \$800,000 to construct,
108 which will be spread out over approximately 900 lot owners for a total of \$900 per lot. Meritage
109 estimates the maintenance cost for the community pool will be approximately \$15 per household
110 per month for the pool amenity alone. If Rancho TruGold, for example, were required to provide a
111 similar pool amenity, the per-lot cost would increase from \$900 to \$5,700, while the maintenance
112 costs would increase from \$15 per homeowner per month to \$97 per homeowner per month.

¹ Note: 175th & Sweetwater and Bonita Ranch did not meet the 60 DU threshold and were not subject to the provisions of SUDC 122-137(r), but are included for informational purposes only.

² Rancho Del Rey PUD Overlay sought to seamlessly integrate with Rancho Mercado and will likely annex into the Rancho Mercado HOA.

113 Similarly, Fulton Homes is in the process of developing the Escalante project, which is located north
114 of Pinnacle Peak Road and east of 163rd Avenue in the Asante area. This development also boasts a
115 significant central park amenity that includes a large community pool. According to Fulton Homes,
116 the actual construction of the pool will cost between \$800,000 to \$1,000,000, plus another
117 \$1,000,000 to build the facilities to support the pool. The Escalante project will yield approximately
118 1005 lots, which will result in approximately \$2,000 per household to cover the cost of the
119 community pool amenity. Fulton Homes also estimates the maintenance cost for the community
120 pool amenity to be approximately \$25 per household per month over and above the cost to
121 maintain the balance of the amenity program. Again using Rancho TruGold as an example, were
122 they required to provide a similar pool amenity, the per-lot cost would increase from \$2,000 to
123 \$14,000, while the maintenance costs would increase from \$25 per homeowner per month to \$180
124 per homeowner per month.

125

126 In addition to the currently proposed HOA maintained facilities, there are several existing HOA
127 maintained community pools within Surprise. These include but are not limited to Ashton Ranch,
128 Desert Oasis, Marley Park, and Sun City Grand.

129

130 ➤ Ashton Ranch includes three pools that serve 1,217 homes over approximately 320 acres.
131 While staff was unable to obtain the exact dollar amount, approximately 40% of the HOA's
132 assessment goes towards maintenance and upkeep. This figure does not include water,
133 electricity, or the reserve account.

134

135 ➤ Desert Oasis includes one pool that currently serves 857 homes. Their annual pool budget
136 is \$164,000, which translates to \$16 per homeowner per month.

137

138 ➤ Marley Park currently has two existing pools, which currently serve 1,530 homeowners.
139 Their annual pool budget is \$83,000, which translates to \$54 per homeowner per month.
140 One additional pool is under construction and is scheduled for completion in Fall of 2019.

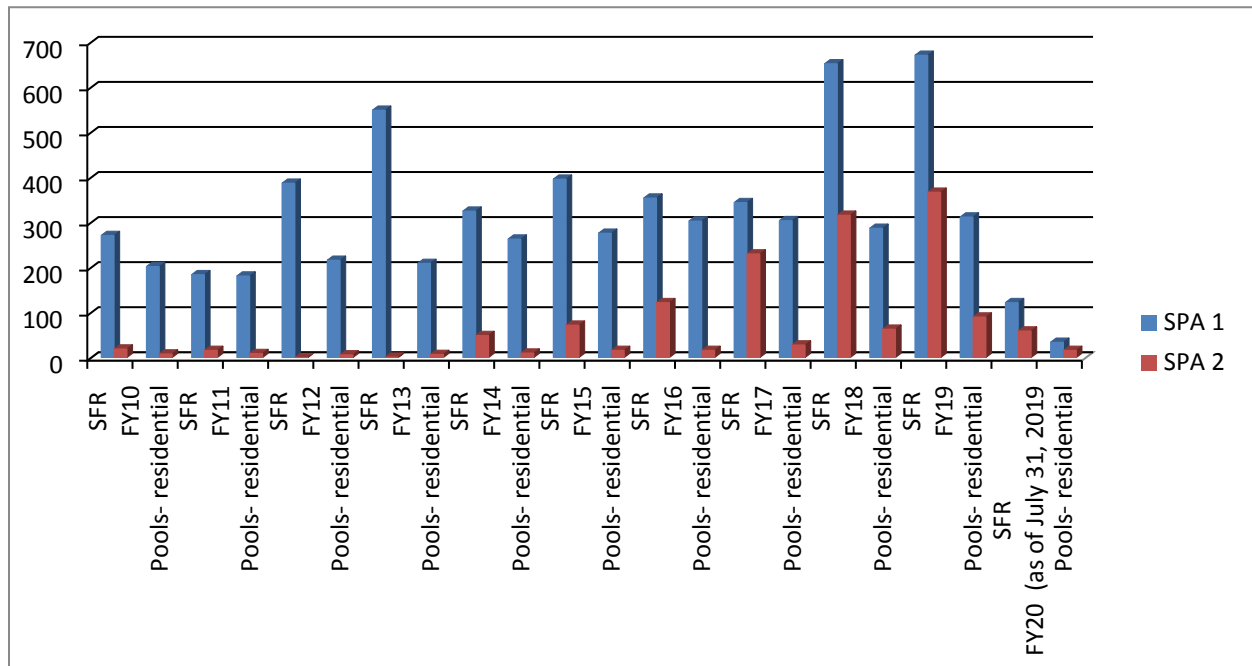
141

142 ➤ Sun City Grand has four pools and three spas serving 10,020 homeowners. Their annual
143 budget is \$710,000, which translates to \$71 per homeowner per month.

144

145 In addition to HOA-maintained community pools, the City of Surprise currently owns and operates
146 two (2) municipal pools. The net annual cost to operate these facilities is approximately \$4 per
147 resident. Depending on the size and amenities, the City's Parks and Recreation Department
148 estimates that to construct a third pool would cost between \$7M and \$10M which would likely be
149 funded through a combination of Capital Improvement Program dollars, municipal bond, impact
150 fees, or possibly the creation of a Community Facilities District. Per the Parks and Recreation
151 Master Plan, a third pool is currently needed to maintain programming due to growth. The city
152 provides necessary water safety courses for all ages, facilities for our educational partners, many
153 fitness opportunities, as well as a community gathering place for events, swim meets and open
154 swim.

155 Finally, private pool ownership is still a popular option. The following graph depicts the number of
 156 new home starts compared to the number of pool permits issued for SPA 1 and SPA 2 for each year
 157 since FY 10.
 158



159
 160
 161 **Attachments:**

- 162
 163 01 – Homestead at Marley Park Community Park Site Plan
 164 02 – Escalante Community Park Site Plan
 165 03 – Marley Park Parcel 15 & 16 Pool Amenity Site Plan

Marley Park Phase 4 & 5

Surprise, Arizona



Preliminary Landscape Design Package

Submittaed: October 23, 2017

Resubmitted: November 16, 2017 (Rev 1)

Resubmitted: December 14, 2017 (Rev 2)

DEVELOPER:
MERITAGE HOMES
8880 E. Raintree Dr, Suite 300
Scottsdale, AZ 85260
(480) 515-8100
CONTACT: Jason Jarvis

LANDSCAPE ARCHITECT:
EPS GROUP, INC.
2045 S. Vineyard, Suite 101
Mesa, AZ 85210
TEL: (480) 503-2250
CONTACT: Aliza Sabin, RLA, LEED AP

PLANNER:
EPS GROUP, INC.
2045 S. Vineyard, Suite 101
Mesa, AZ 85210
TEL: (480) 503-2250
CONTACT: Josh Hannon

CIVIL ENGINEER:
EPS GROUP, INC.
2045 S. Vineyard, Suite 101
Mesa, AZ 85210
TEL: (480) 503-2250
CONTACT: John McGhee, PE



**Meritage
Homes**

**EPS
GROUP**



PARKS & AMENITY

1 THE HOMESTEAD

- Community / Sales Center
- Ramada
- Outdoor Fireplace Plaza
- Communal Table
- Tot Lot
- Half Basketball Court
- Grove Plaza
- Pool
- Kid Zone
- Adult Zone
- Lap Pool
- Dive-in Movie
- Bocce Ball Court
- Horseshoes Court
- Open Turf Area

2 PLAYFUL ART PARK (PARCEL 1)

- Playful Art Play Structure
- Shaded Seating
- Gathering Area
- Shaded Seatwall Gathering Plaza
- Open Turf Area

3 MONARCH PARK (PARCEL 3)

- Passive Recreation Park
- Outdoor Lounge
- Overlook Platform
- Grove Plaza
- Formal Gardens
- Social Event Space

4 CLIMBING PARK (PARCEL 5)

- Climbing Tot Lot
- Turf Play Area
- Ramada Gathering
- Shaded Seating

5 MUSIC PARK (PARCEL 7)

- Interactive Musical Play
- Turf Play Area
- Shade Structure
- Seating Area
- Gathering Plaza

6 PRAIRIE LOUNGE (PARCEL 8)

- Outdoor Kitchen
- Outdoor Living
- Outdoor Fireplace
- Movie Lawn
- Community Garden
- Communal Table
- Corn Hole

7 NATURE GROVE PARK (PARCEL 9)

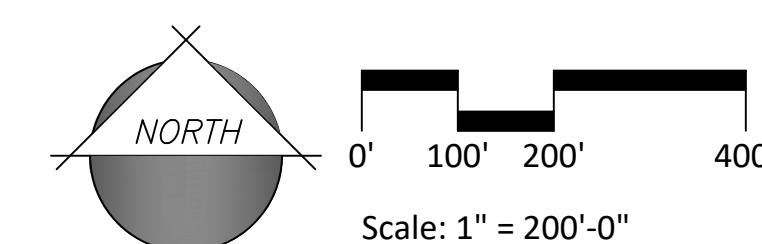
- Nature Play Feature
- Animal Play Feature
- Turf Play Area
- Shade Structure
- Seating Area

8 WARRIOR PARK (LINEAR PARK)

- Active Recreation Park
- Fitness Stations
- Ninja Equipment
- Multi-use Trails

9 MEADOW PARK (13 ACRE PARK)

- Active Recreation Park
- Multi-use Turf Fields
- Multi-use Paths



KEYNOTES

- 1

LAP POOL
- 2

POOL KID PLAY ZONE (SHADED)
- 3

POOL LOUNGE WITH BARSTOOLS (SHADED)
- 4

TURF
- 5

UMBRELLAS
- 6

FIRE PIT PLAZA
- 7

SEATING
- 8

COMMUNITY TABLE
- 9

HORSESHOES
- 10

BOCCE BALL
- 11

LANDSCAPE BENCH
- 12

GROVE PLAZA
- 13

OUTDOOR KITCHEN
- 14

TOT LOT
- 15

LOW SCREEN WALL
- 16

CORNHOLE
- 17

HALF BASKETBALL COURT
- 18

BBQ GRILLS
- 19

PARKING (27 STALLS)
- 20

MODEL TRAP FENCE
- 21

CLUBHOUSE / SALES OFFICE
- 22

OUTDOOR LOUNGE
- 23

POOL EQUIPMENT ENCLOSURE
- 24

PARK MONUMENT SIGN

KEYMAP



HOMESTEAD PARK

CHARACTER IMAGERY



CLUBHOUSE 21 22 23



COMMUNAL TABLE 8



OUTDOOR FIREPIT 6



GROVE PLAZA 12



BOCCE BALL 10



TOT LOT 14



HORSESHOES 9



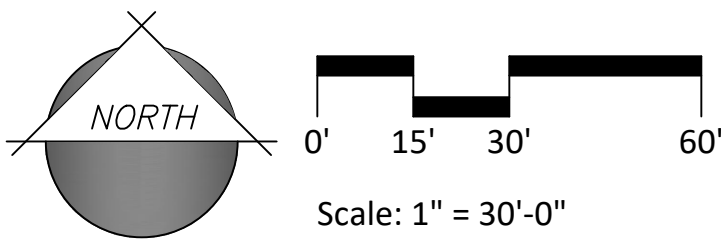
WATER BUCKET POOL FEATURE 2



BASKETBALL COURT 17



POOL LOUNGE WITH BARSTOOLS 3



KEYNOTES

- 1

FIBONACCI SPIRAL ART THEME TOT LOT
- 2

SHADE SAIL
- 3

DECORATIVE SEATWALL
- 4

GATHERING PLAZA
- 5

CHALKBOARD WALL
- 6

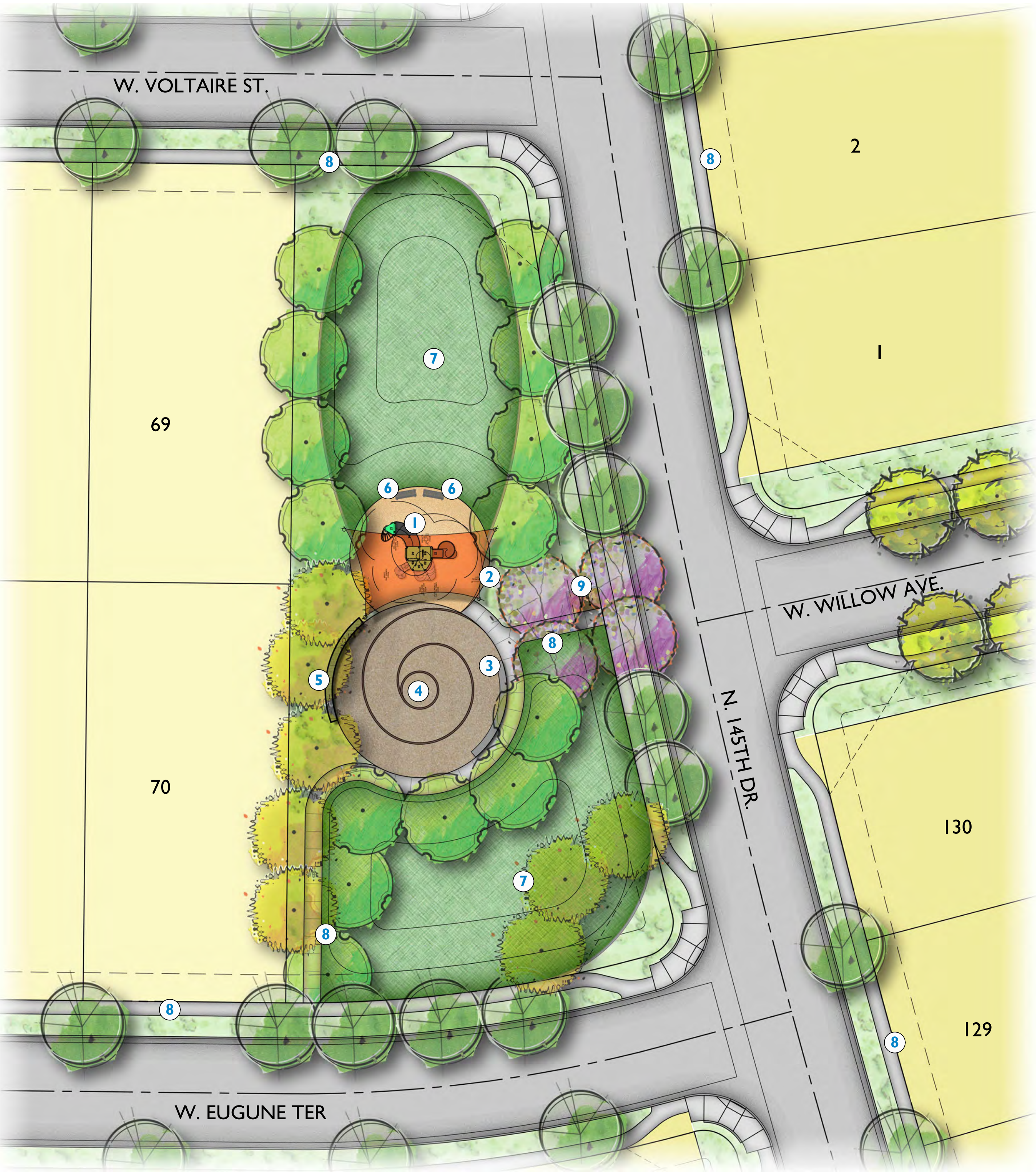
LANDSCAPE BENCHES
- 7

TURF
- 8

SIDEWALK
- 9

BIKE RACK

KEYMAP



CHARACTER IMAGERY



FIBONACCI SPIRAL ART THEME TOT LOT 1



SHADE SAIL 2



GATHERING PLAZA WITH FIBONACCI SPIRAL DECORATIVE PAVING 4



LANDSCAPE BENCHES 6



CHALKBOARD WALL 5



OPEN TURF COMMUNITY ART EVENTS 7

KEYNOTES

- 1

TRELLIS SHADE STRUCTURE
- 2

TURF
- 3

STROLLING PATH
- 4

SIGNATURE TREE
- 5

PICNIC TABLE
- 6

GATHERING PLAZA
- 7

FORMAL GARDEN
- 8

LANDSCAPE BENCH

KEYMAP



CHARACTER IMAGERY



SHADED GATHERING SPACE 1



OVERLOOK PLATFORM 1



STROLLING PATH 3



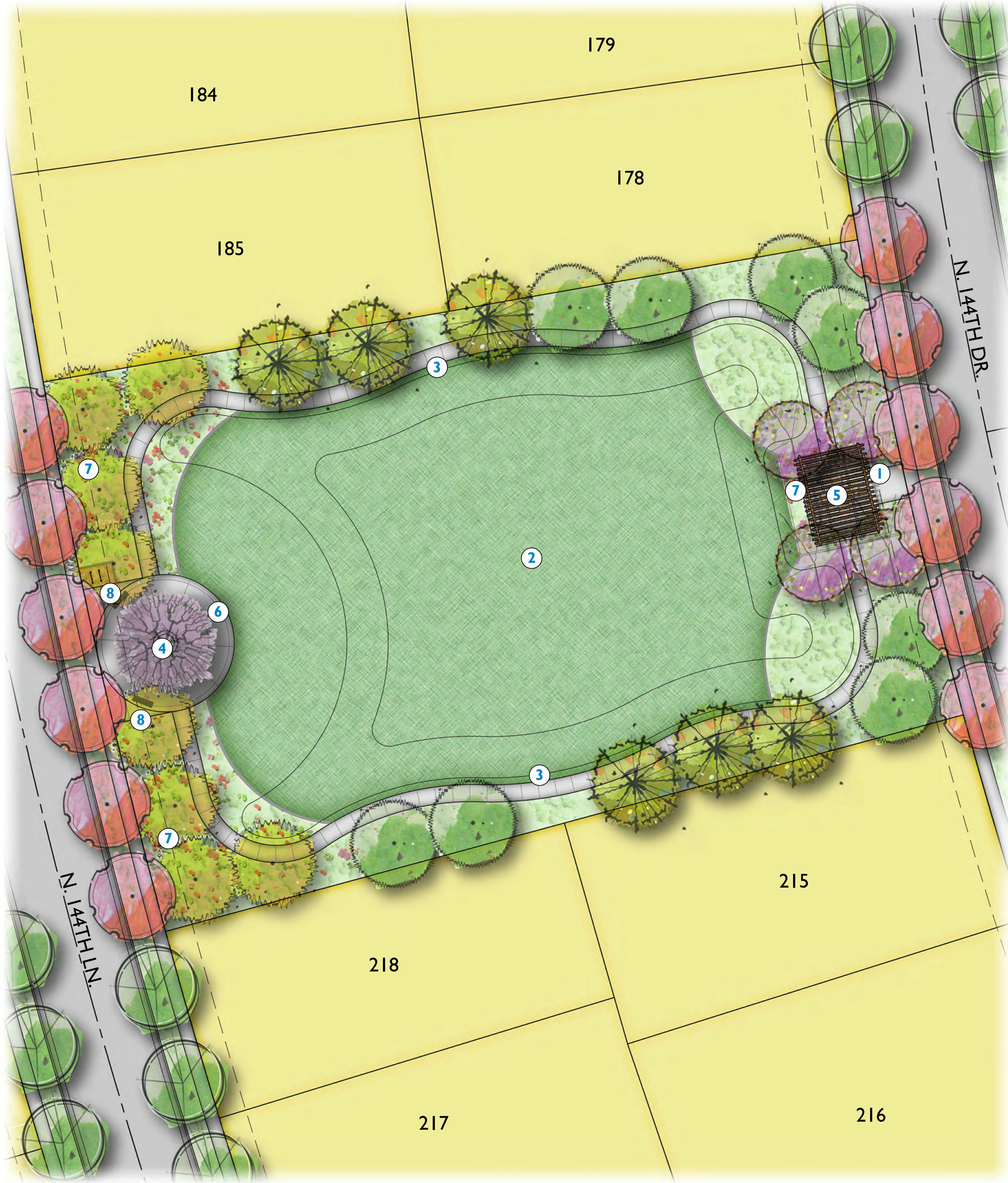
SIGNATURE TREE PLANTING 4



SOCIAL GATHERING 6



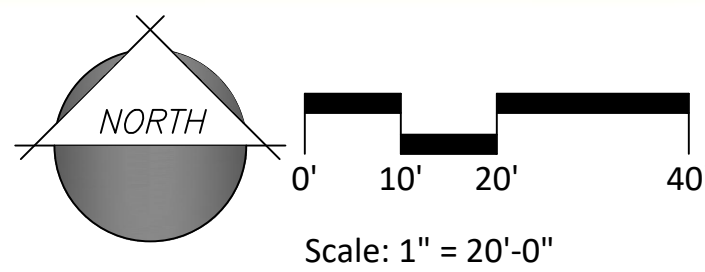
FORMAL GARDEN 7



PICNIC TABLE 5



LANDSCAPE BENCH 8



KEYNOTES

- 1

TURF
- 2

CLIMBING ROCK PLAY STRUCTURE
- 3

SLIDE PLAY STRUCTURE
- 4

RAMADA WITH PICNIC TABLE
- 5

GATHERING PLAZA
- 6

ARTIFICIAL TURF AREA
- 7

ARTIFICIAL TURF MOUND
- 8

ADIRONDACK CHAIR
- 9

LANDSCAPE BENCHES
- 10

BIKE RACK
- 11

BBQ GRILL
- 12

SIDEWALK

KEYMAP



CHARACTER IMAGERY



CLIMBING ROCK PLAY STRUCTURE 2



SLIDE PLAY STRUCTURE 3



RAMADA & GATHERING SPACE 4



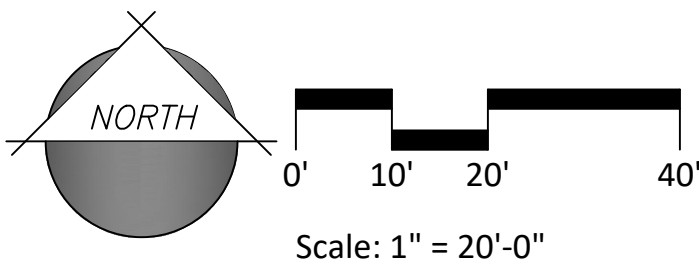
GATHERING PLAZA & ADIRONDACK CHAIR 5 8



LANDSCAPE BENCH 9



PLAYFUL ARTIFICIAL TURF MOUND 8



KEYNOTES

- 1

MUSIC THEME TOT LOT
- 2

INTERACTIVE MUSICAL PLAY
- 3

MUSIC NOTES PAVING
- 4

TURF
- 5

GATHERING PLAZA
- 6

LANDSCAPE BENCHES
- 7

SIDEWALK
- 8

BIKE RACK

KEYMAP



CHARACTER IMAGERY



INTERACTIVE MUSICAL PLAY EQUIPMENT 2



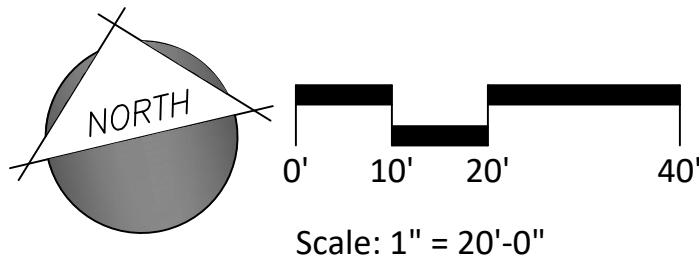
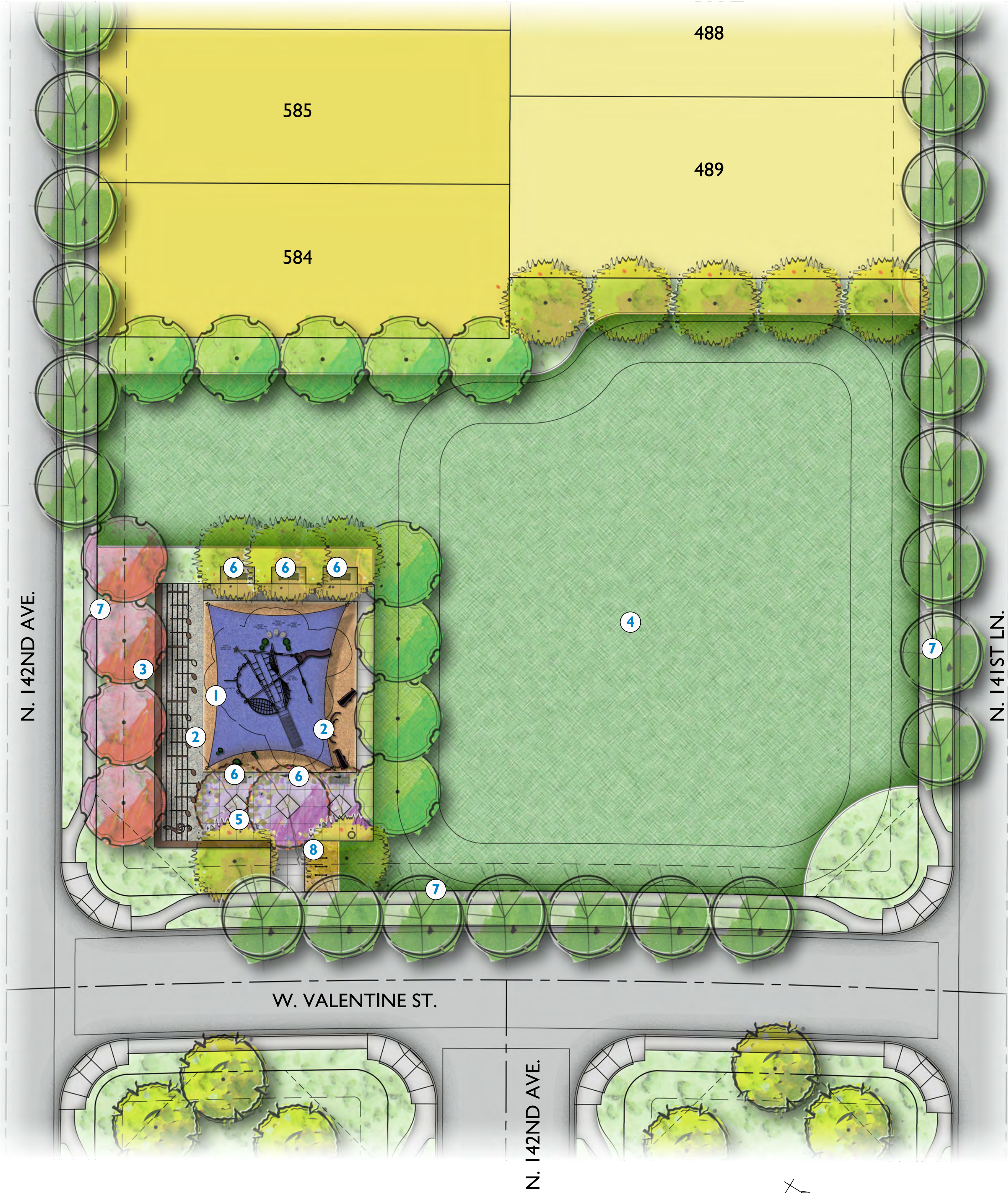
OPEN TURF PLAY AREA 9



MUSICAL NOTES DECORATIVE PAVING 3
(SANDBLASTED INTO CONCRETE)



LANDSCAPE BENCH 7



KEYNOTES

- 1

PLAZA AREA FOR MOVIE SCREEN SETUP
- 2

RAMADA WITH COMMUNAL DINING TABLE
- 3

TURF / MOVIE LAWN
- 4

FIRE PIT GATHERING PLAZA
- 5

SEAT WALL
- 6

CORNHOLE
- 7

GROVE PLANTING
- 8

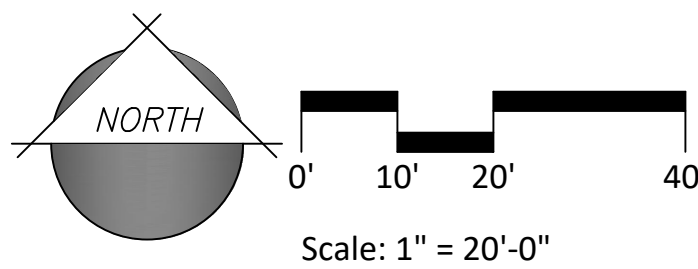
PRAIRIE GRASS PLANTING
- 9

LANDSCAPE BENCHES
- 10

BIKE RACK
- 11

SIDEWALK

KEYMAP



CHARACTER IMAGERY



COMMUNAL TABLE 2



STRING LIGHTS 2



GROVE 7



SEATWALL AT FIRE PIT PLAZA 4 5



CORNHOLE 6



PRAIRIE GRASS PLANTING 8

KEYNOTES

- 1

SHADED PRICKLY PEAR PLAY STRUCTURE
- 2

LOG CRAWL TUNNEL
- 3

MUSHROOM STEPPERS
- 4

SPECIMEN TREE
- 5

TURF
- 6

BOULDER SEATING
- 7

LANDSCAPE BENCHES
- 8

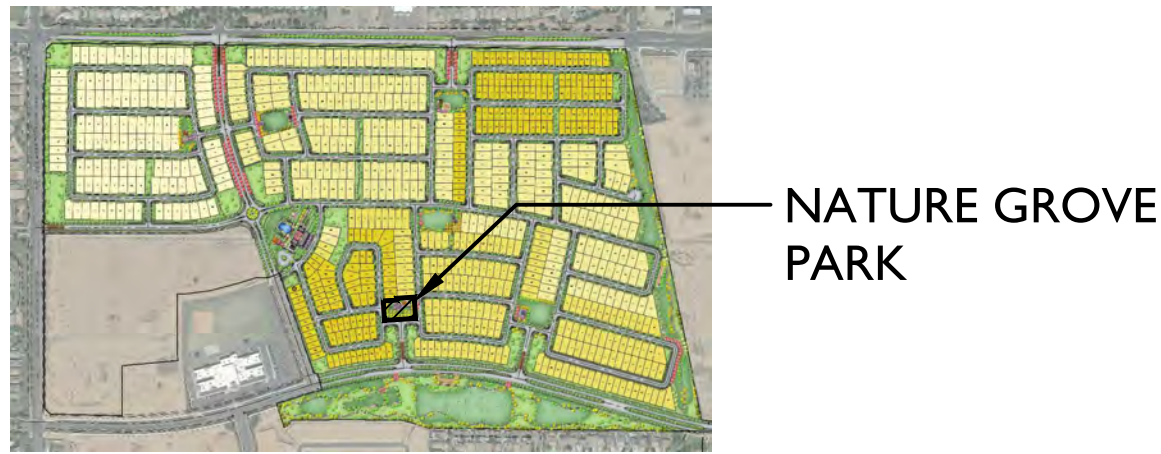
POLLINATOR GARDEN
- 9

GROVE PLANTING
- 10

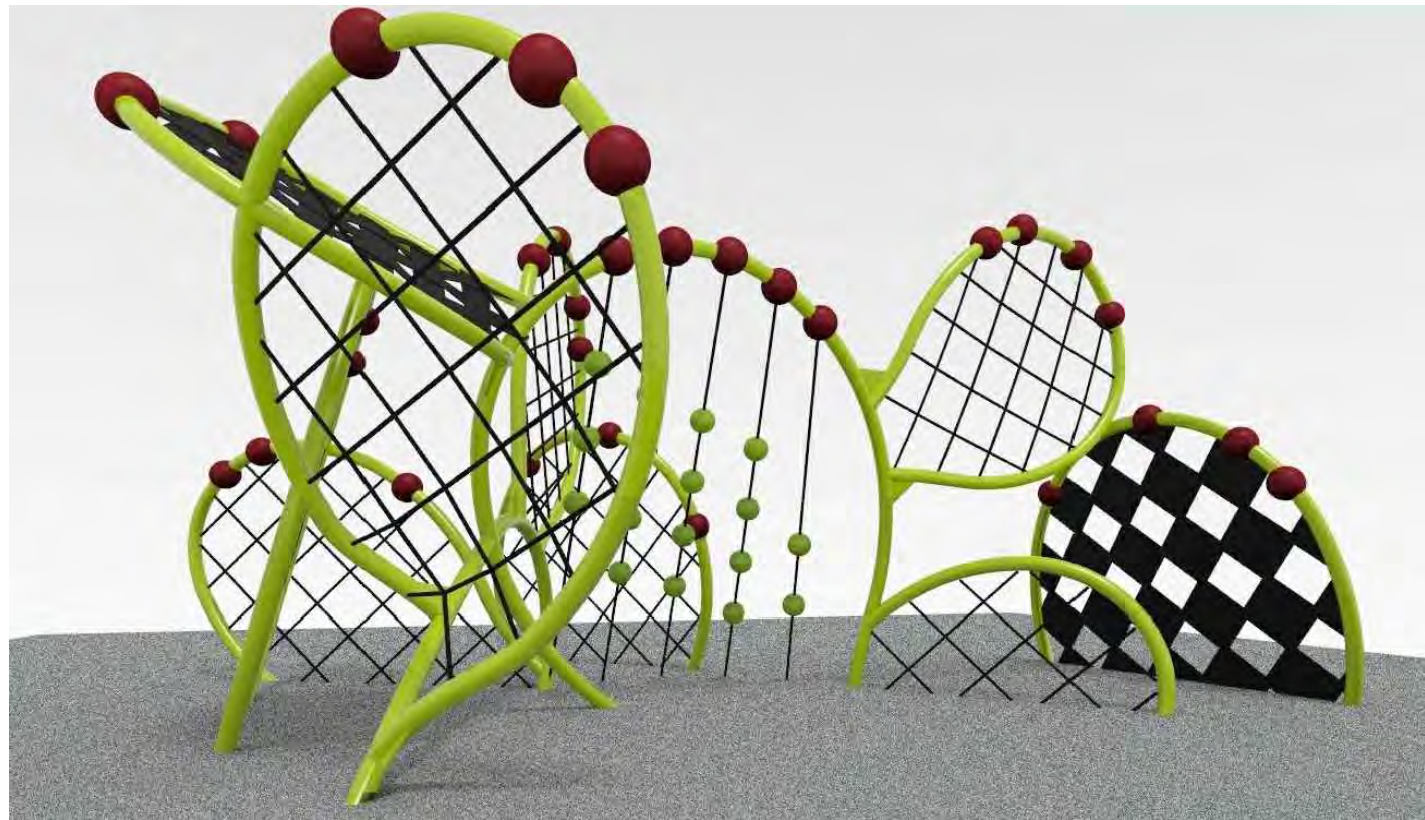
SUCCULENT GARDEN
- 11

SIDEWALK

KEYMAP



CHARACTER IMAGERY



PRICKLY PEAR PLAY STRUCTURE 1



LOG CRAWL TUNNEL 2



MUSHROOM STEPPER 3



PATHWAY WITH BOULDER SEATING 6 12



OPEN TURF PLAY 8



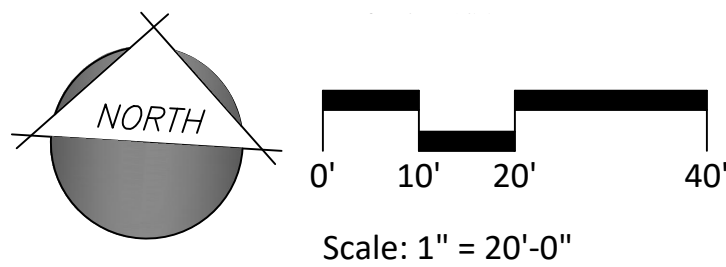
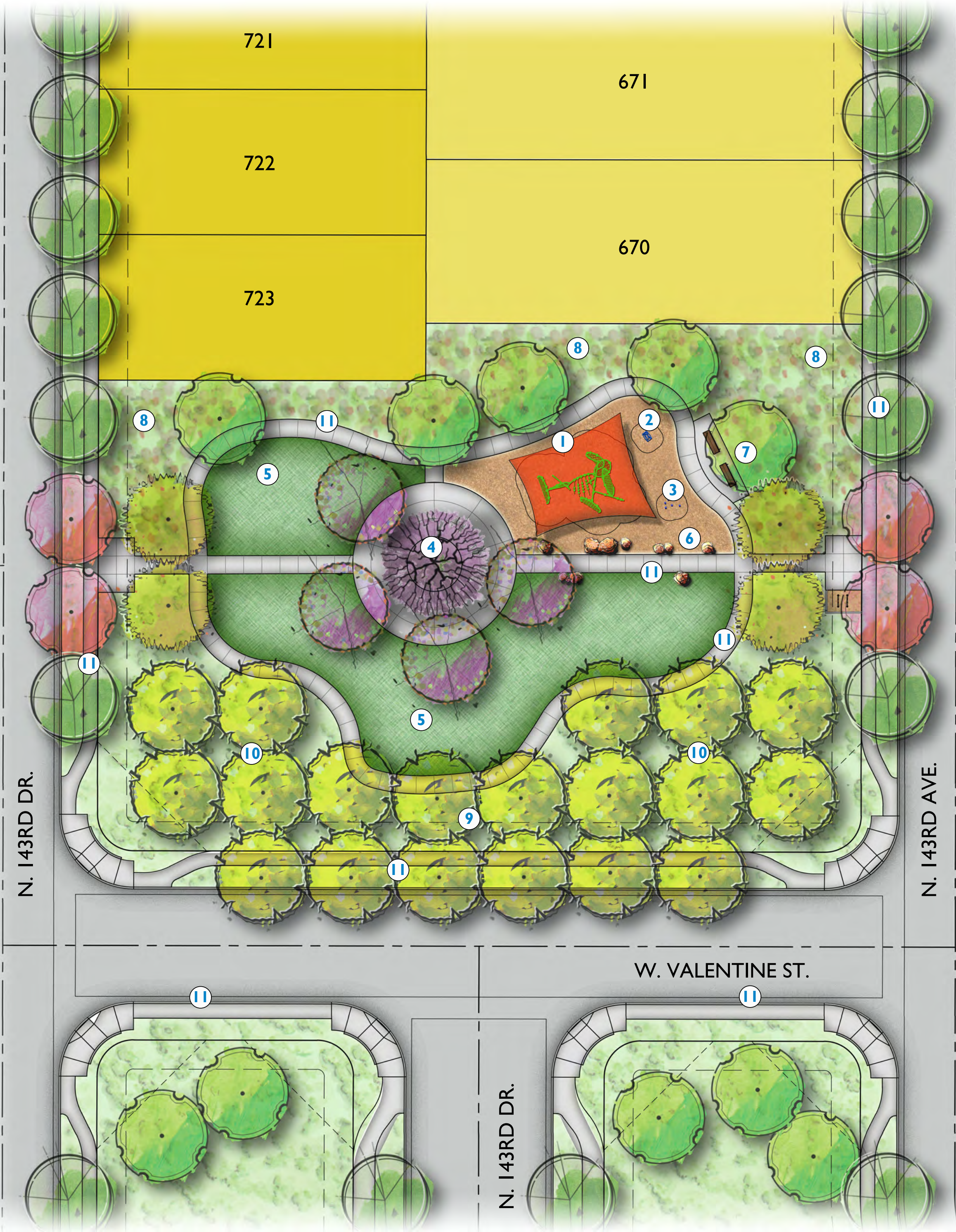
LANDSCAPE BENCH 5



SUCCULENT GARDEN 10



POLLINATOR GARDEN 11



KEYNOTES

- 1

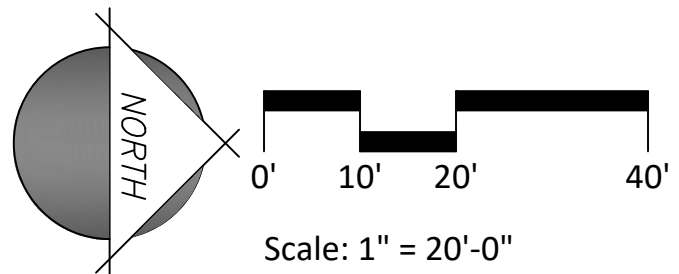
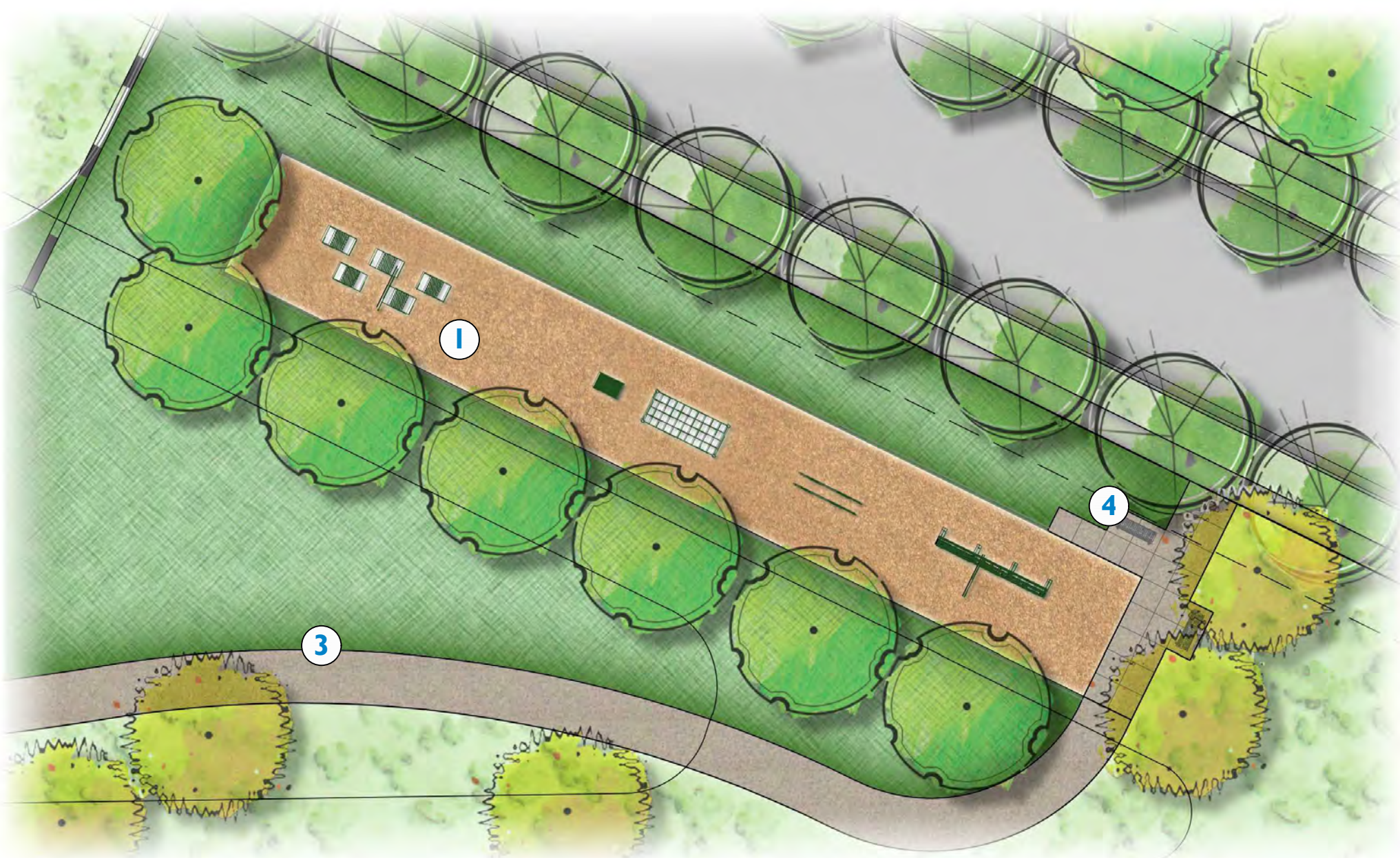
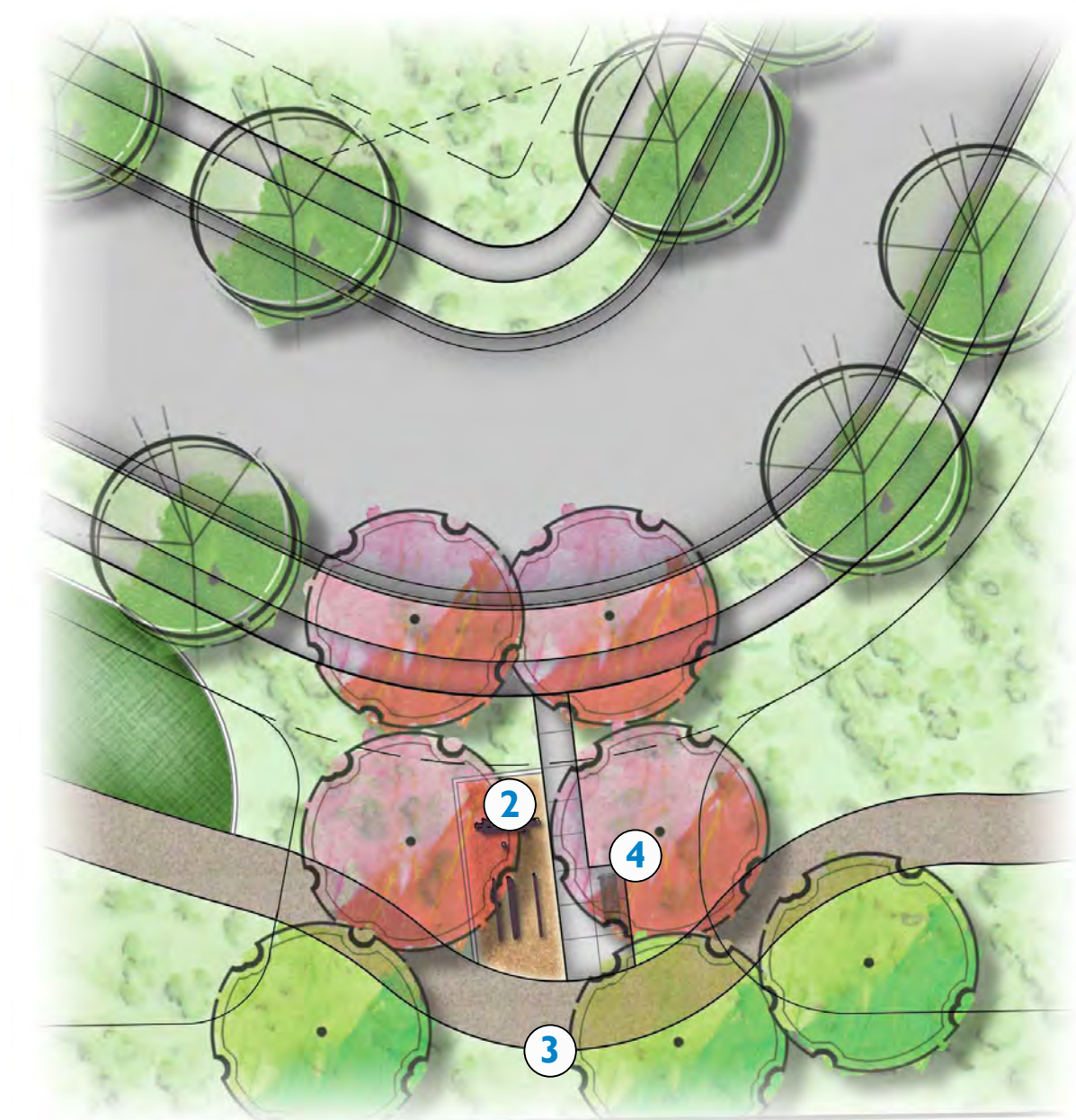
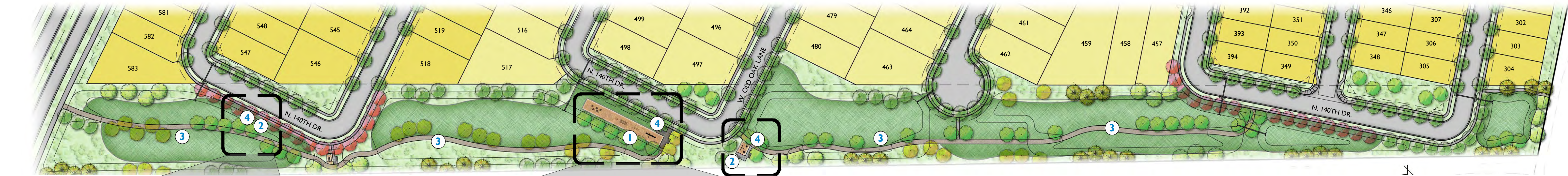
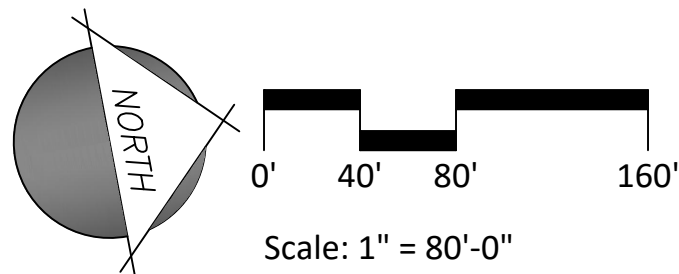
NINJA CHALLENGE COURSE
- 2

FITNESS STATION
- 3

8' UNPAVED MULTI USE TRAIL
- 4

REST AREA WITH LANDSCAPE BENCH

KEYMAP



CHARACTER IMAGERY



NINJA CHALLENGE COURSE 1



NINJA CHALLENGE EQUIPMENT 1



FITNESS STATION 2



MULTI USE TRAIL 3



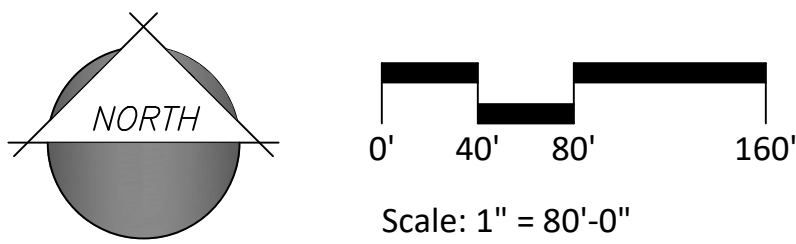
KEYMAP



MEADOW PARK

KEYNOTES

- 1 TURF
- 2 6' RUNNING/WALKING PATH (1 MILE LOOP)
- 3 DOUBLE GATED ENTRY
- 4 BENCHES W/ SHADE TREES
- 5 BENCHES W/ SHADE SAILS
- 6 PET WASTE STATION
- 7 UP/DOWN DRINKING FOUNTAIN
- 8 DOG PLAY ELEMENTS
- 9 DOG ENCLOSURE FENCE
- 10 STABILIZED DG PARKING (10 SPACES)
- 11 DOG PARK TURF PLAY AREA
- 12 SEATING NODE



CHARACTER IMAGERY



6' RUNNING/WALKING PATH (1 MILE LOOP) 2



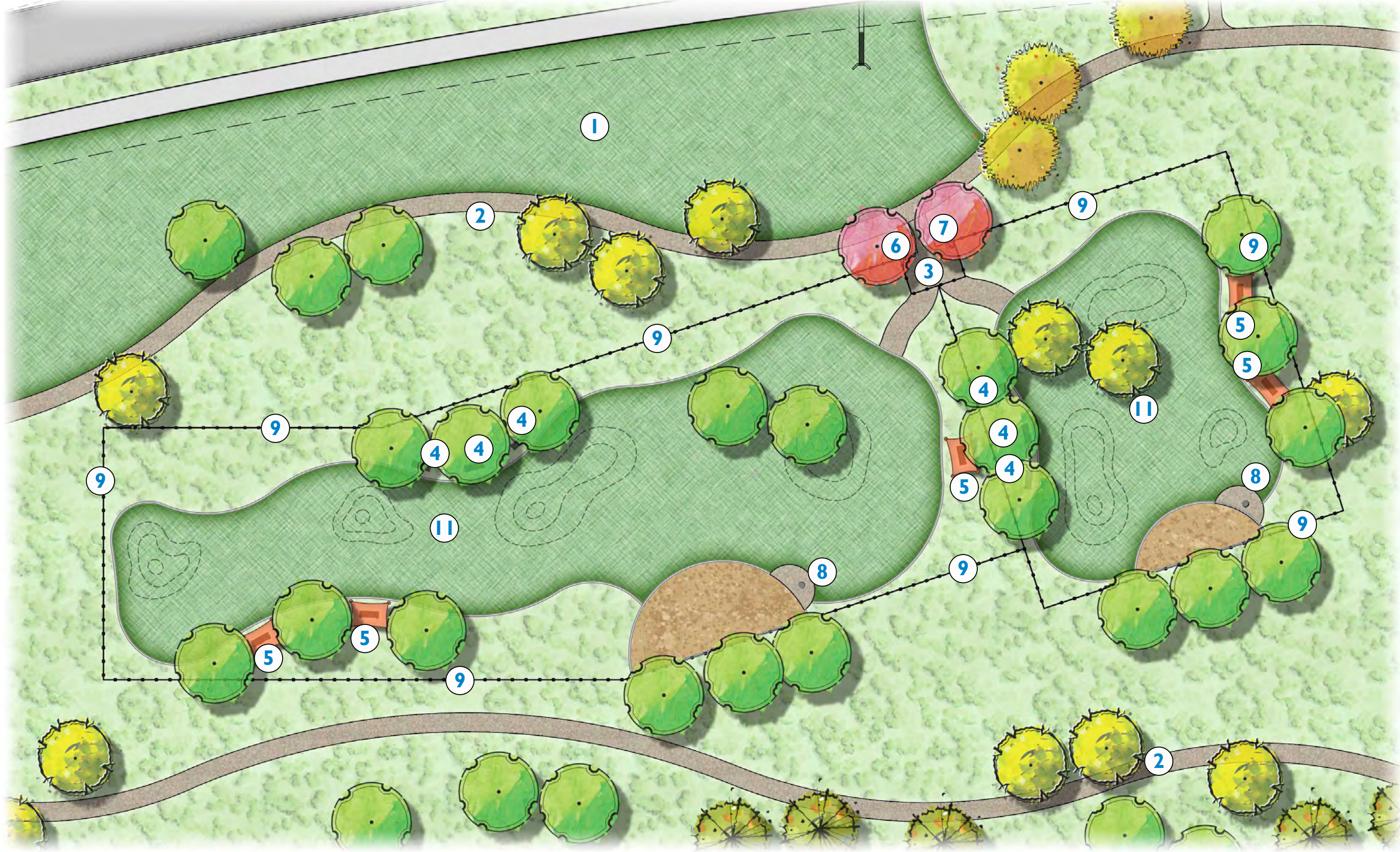
TURF RETENTION AREA 8



TURF PLAY AREA 1



DOG PLAY ELEMENTS 8



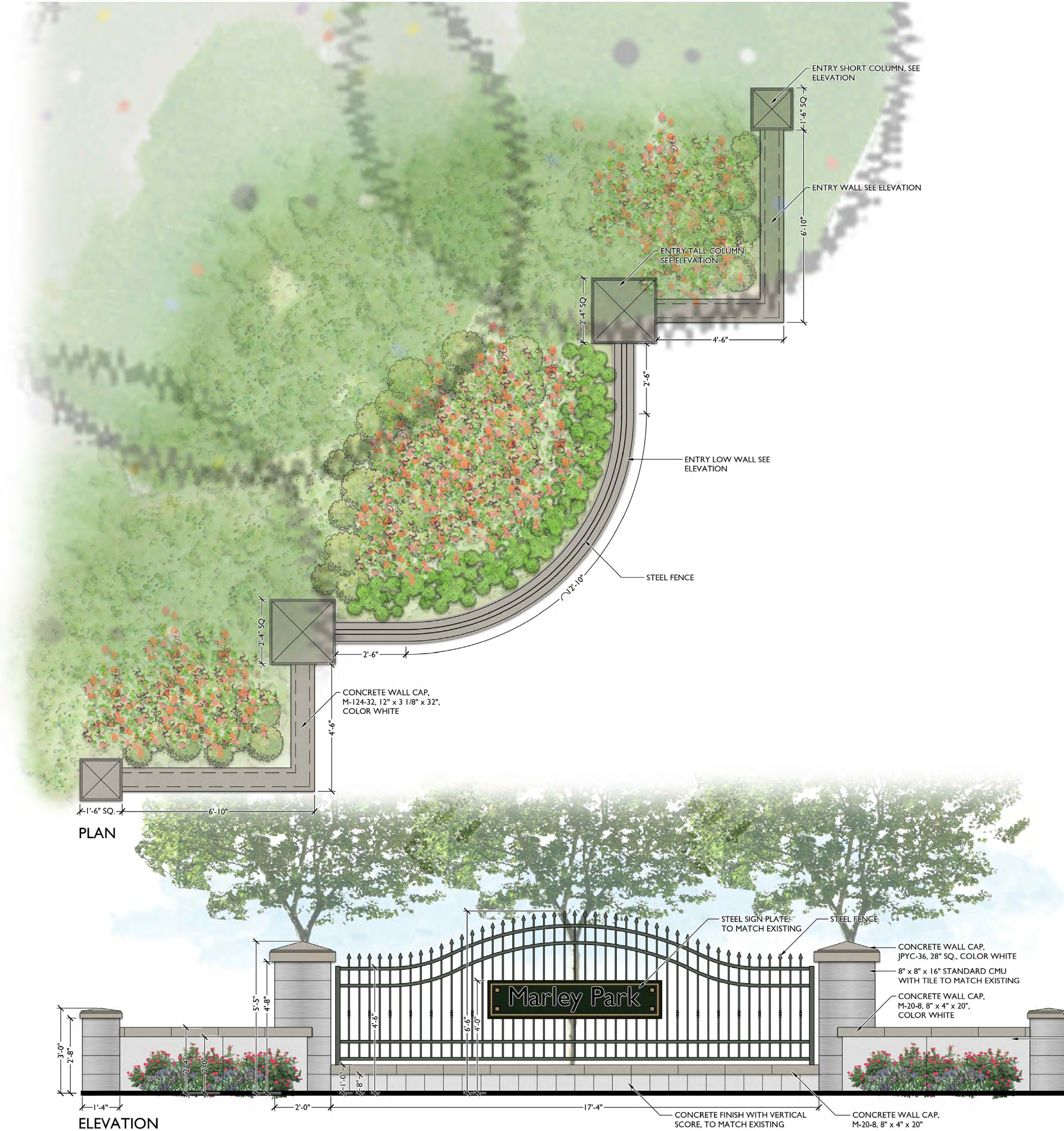
KEYMAP



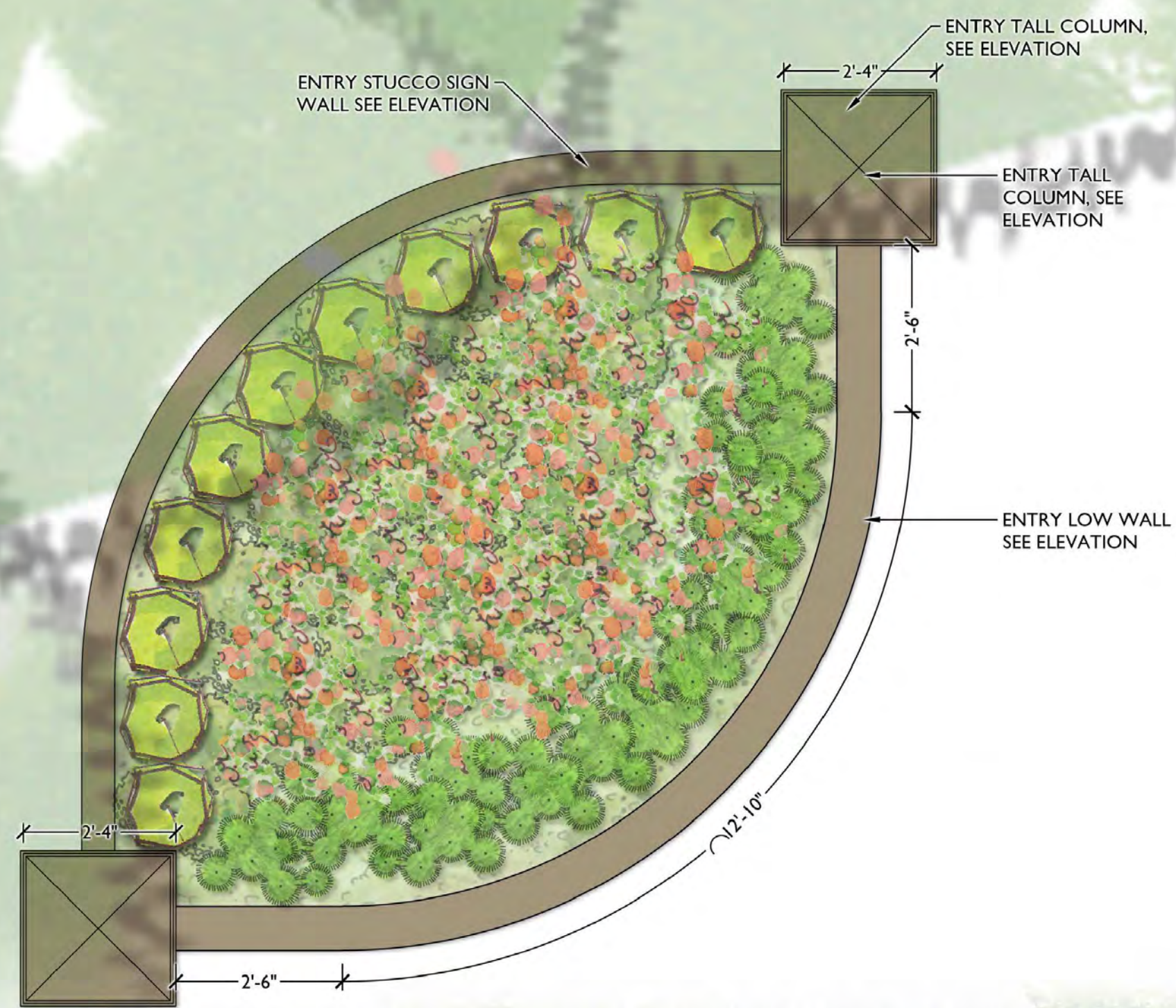
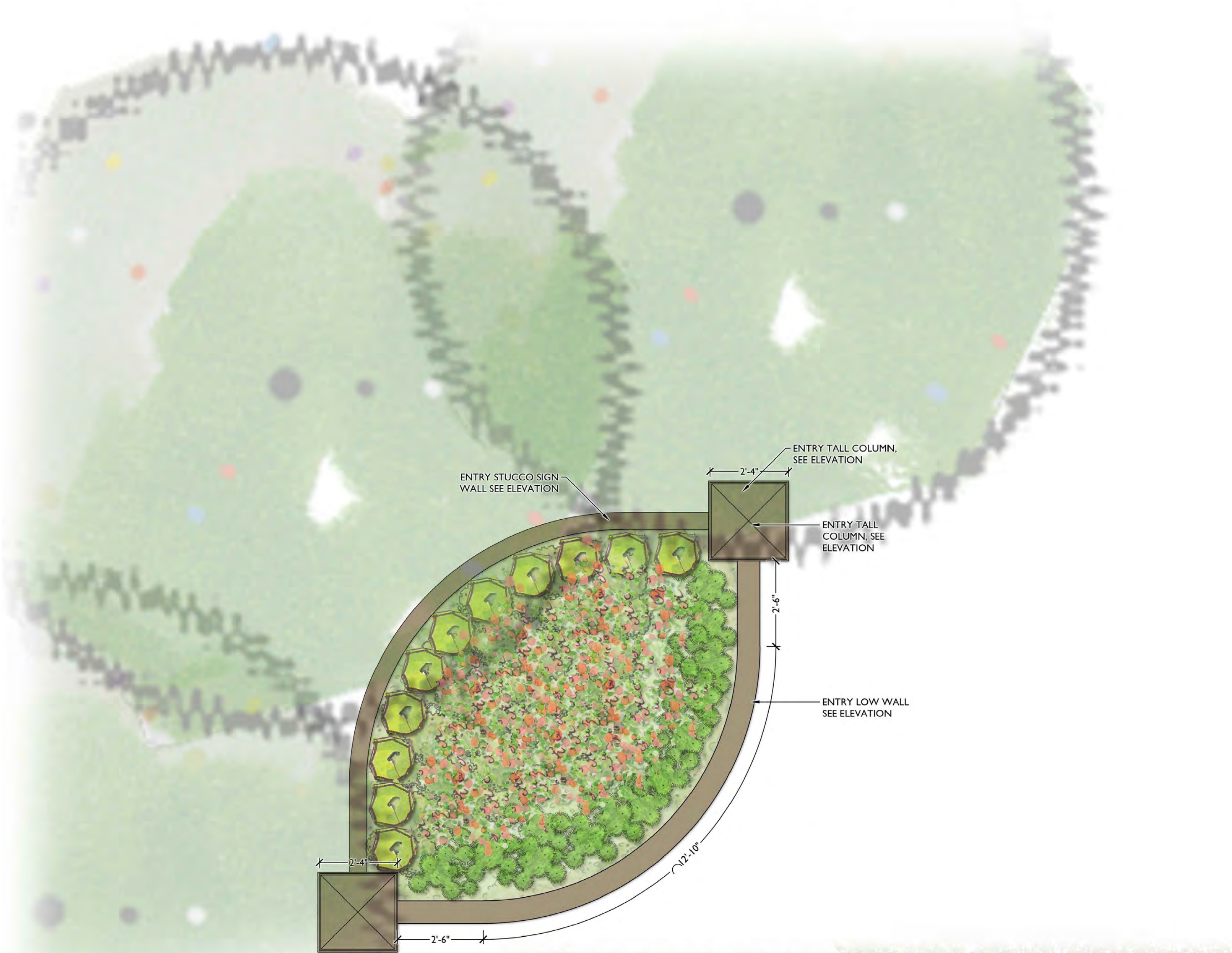
COMMUNITY ENTRY MONUMENT

COLOR & MATERIALS SCHEDULE

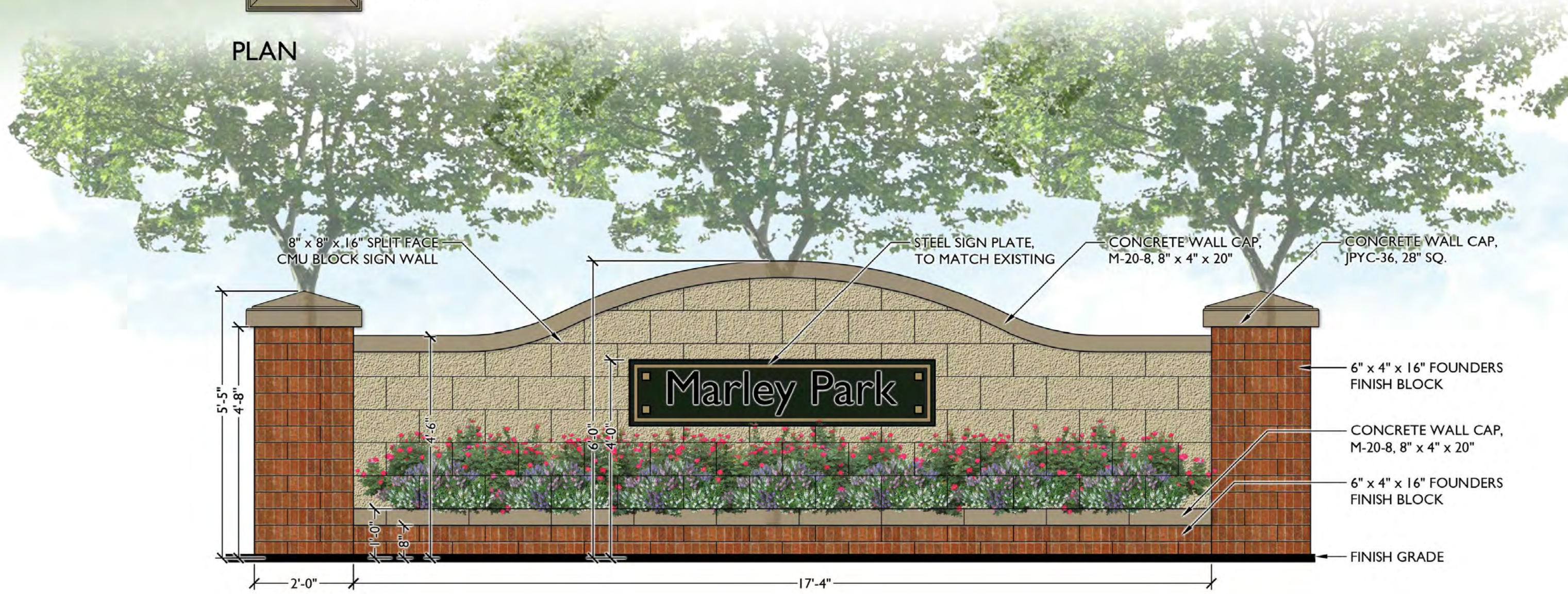
ITEM	COLOR & MANUFACTURER
COLOR A (CMU)	SPLIT FACE CMU BLOCK, COLOR BONE, BY SUPERLITE OR APPROVED EQUAL
COLOR B (CMU)	FOUNDERS FINISH, COLOR SLIDE ROCK RED, BY SUPERLITE OR APPROVED EQUAL
COLOR D (STEEL)	COLOR RAL BLACK GREEN BY BERT'S PAINT, MATCH THE EXISTING, OR APPROVED EQUAL
CONCRETE CAP	COLOR OSTRICH, BY MESA PRECAST, OR APPROVED EQUAL



I COMMUNITY ENTRY MONUMENT
Scale: 1/2" = 1'-0"



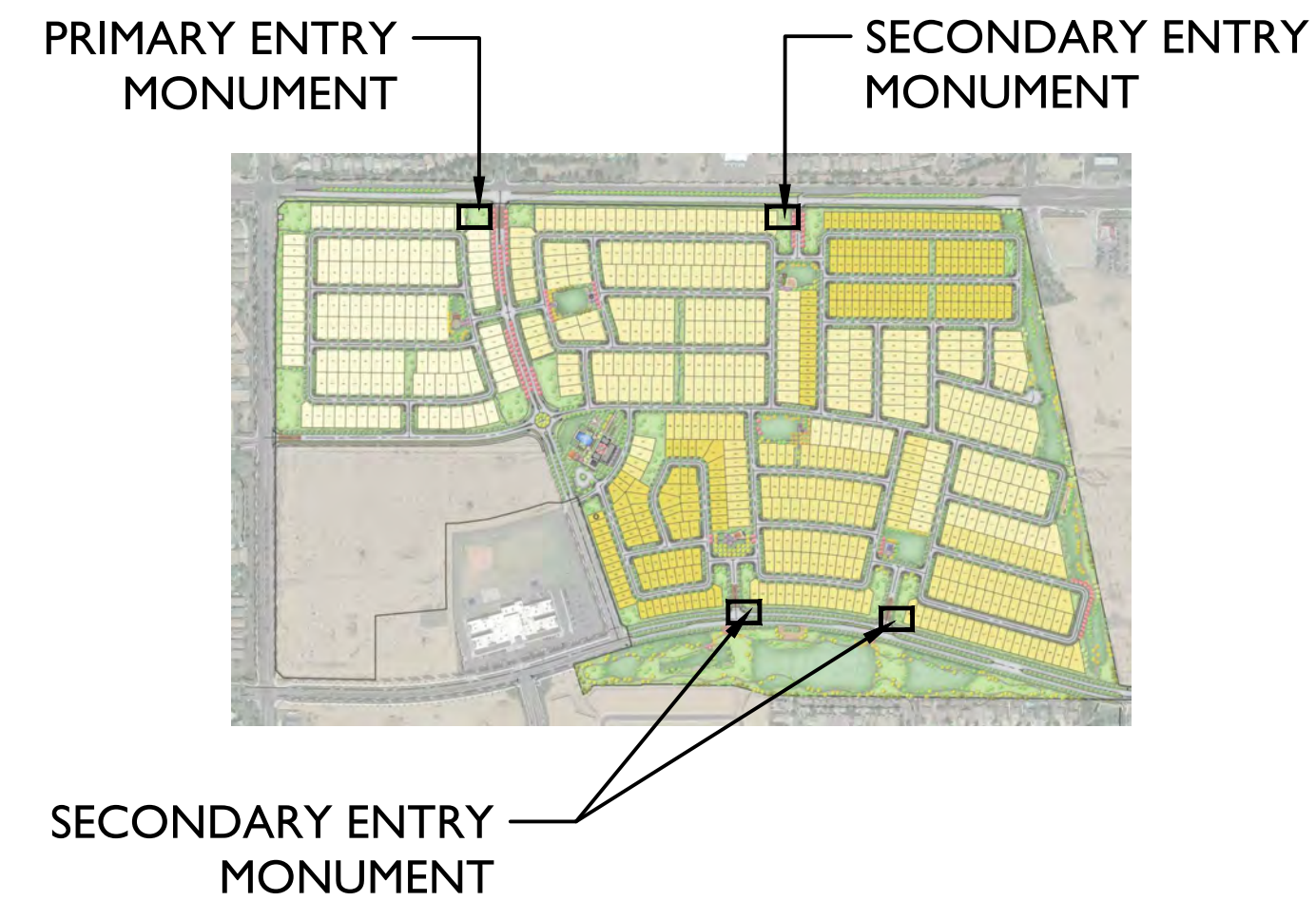
PLAN



ELEVATION

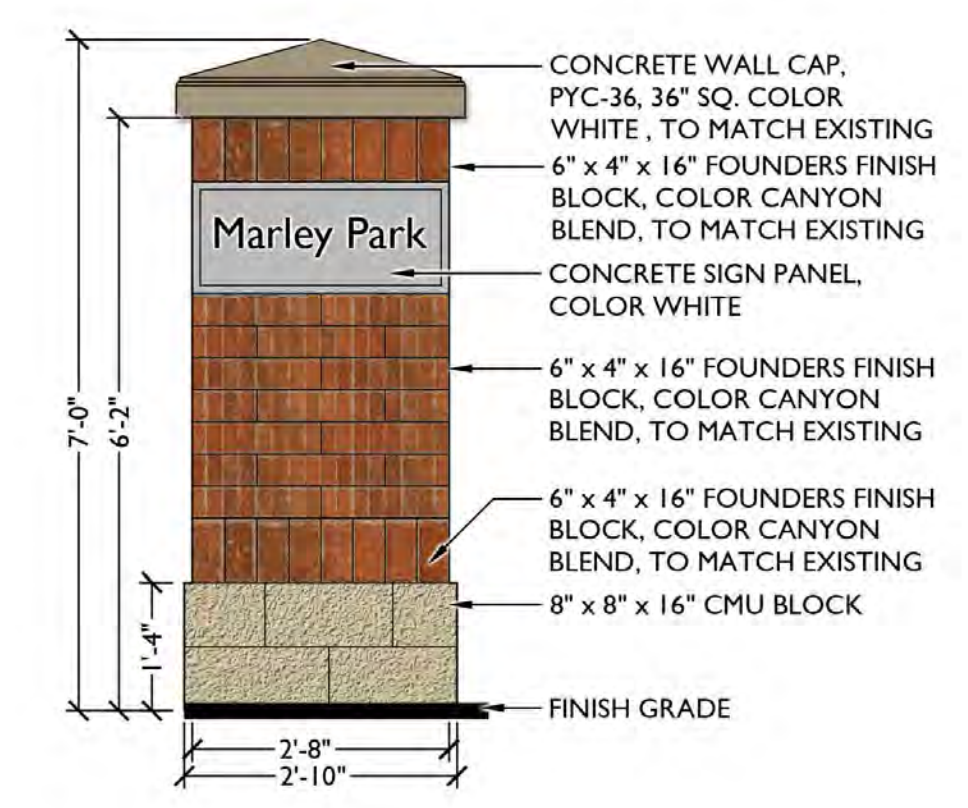
1 PRIMARY ENTRY MONUMENT
Scale: 1/2" = 1'-0"

KEYMAP



COLOR & MATERIALS SCHEDULE

ITEM	COLOR & MANUFACTURER
COLOR A (CMU)	SPLIT FACE CMU BLOCK, COLOR BONE, BY SUPERLITE OR APPROVED EQUAL
COLOR B (CMU)	FOUNDERS FINISH, COLOR SLIDE ROCK RED, BY SUPERLITE OR APPROVED EQUAL
COLOR D (STEEL)	COLOR RAL BLACK GREEN BY BERT'S PAINT, MATCH THE EXISTING, OR APPROVED EQUAL
CONCRETE CAP	COLOR OSTRICH, BY MESA PRECAST, OR APPROVED EQUAL

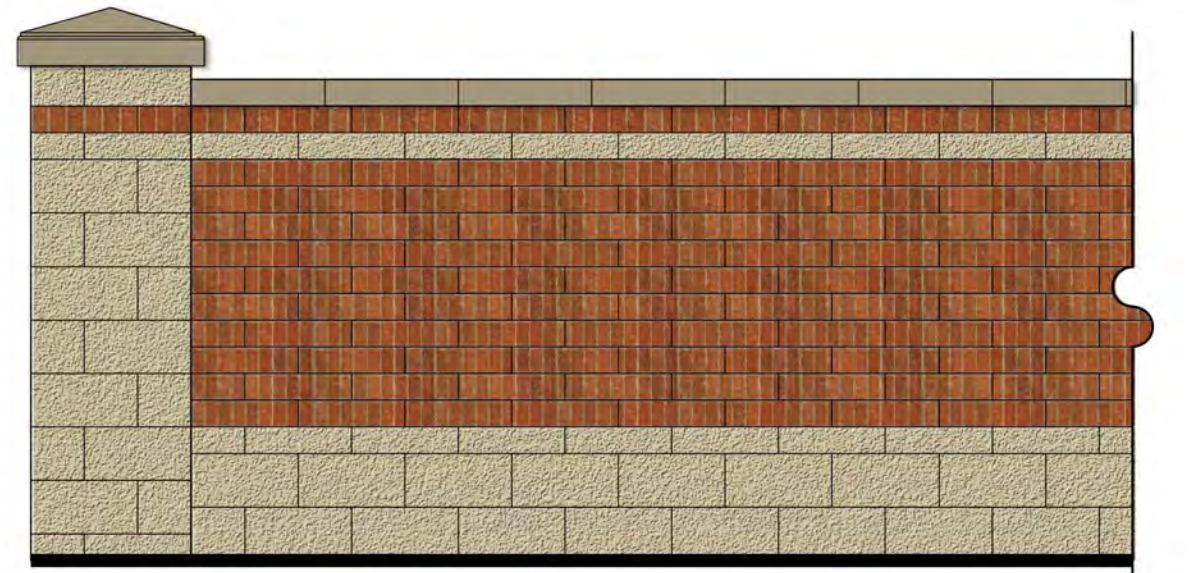


2 SECONDARY ENTRY MONUMENT COLUMN
Scale: 1/2" = 1'-0"

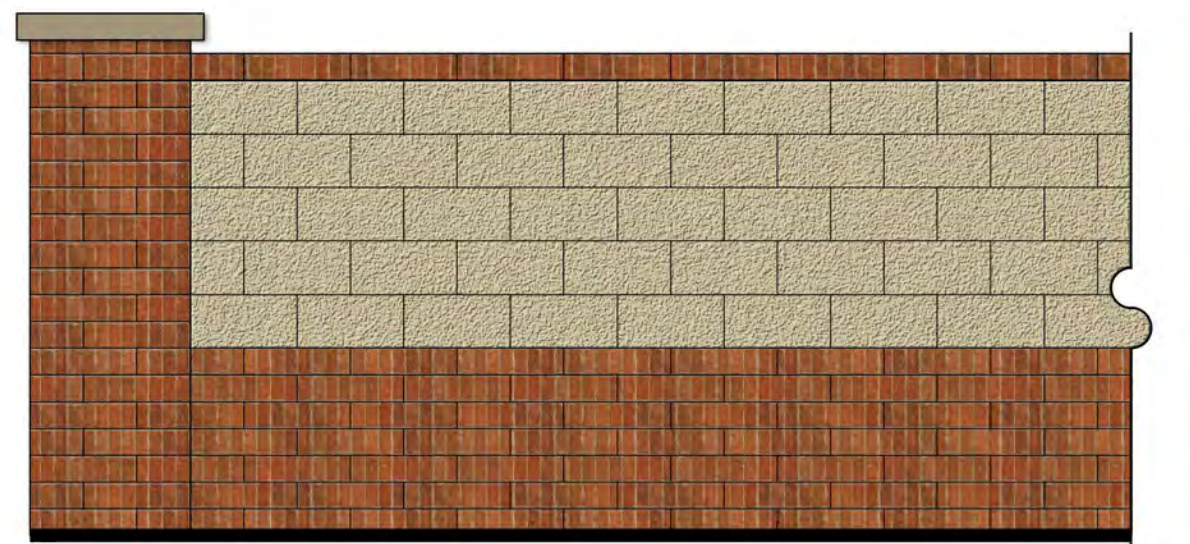


WALL LEGEND

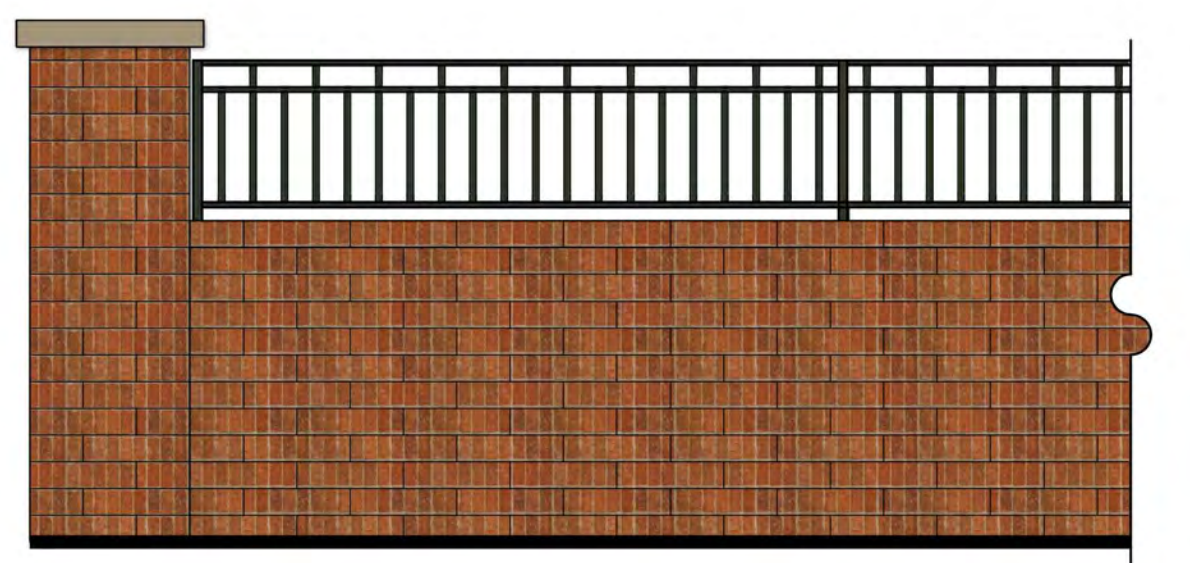
SYMBOL	ITEM
	PRIMARY WALL (MASTER DEVELOPER)
	SECONDARY WALL (PARCEL DEVELOPER)
	VIEW WALL (PARCEL DEVELOPER)
	COMMUNITY ENTRY MONUMENT
	PRIMARY ENTRY MONUMENT
	SECONDARY ENTRY MONUMENT



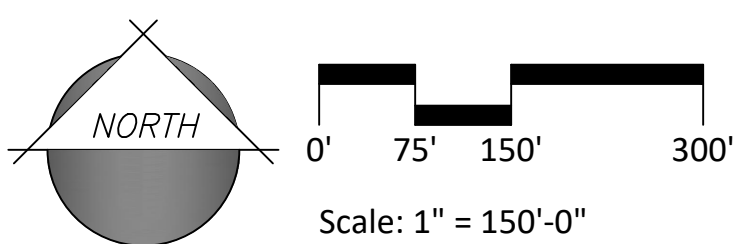
1 PRIMARY WALL



2 SECONDARY WALL



3 VIEW WALL



L-2.01
12.14.2017



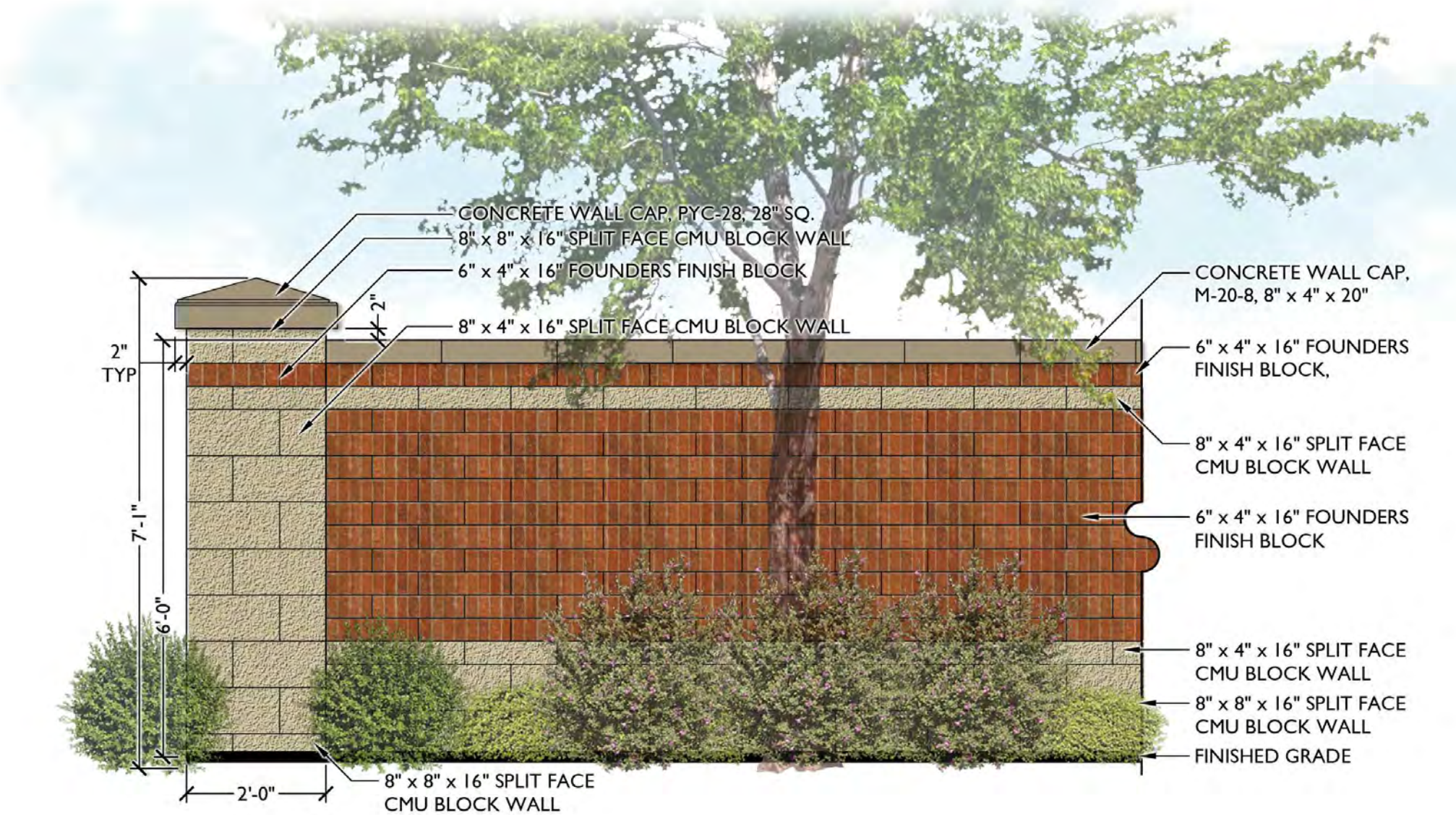
Marley Park - Phase 4 & 5

Surprise, Arizona

Conceptual Wall Plan

COLOR & MATERIALS SCHEDULE

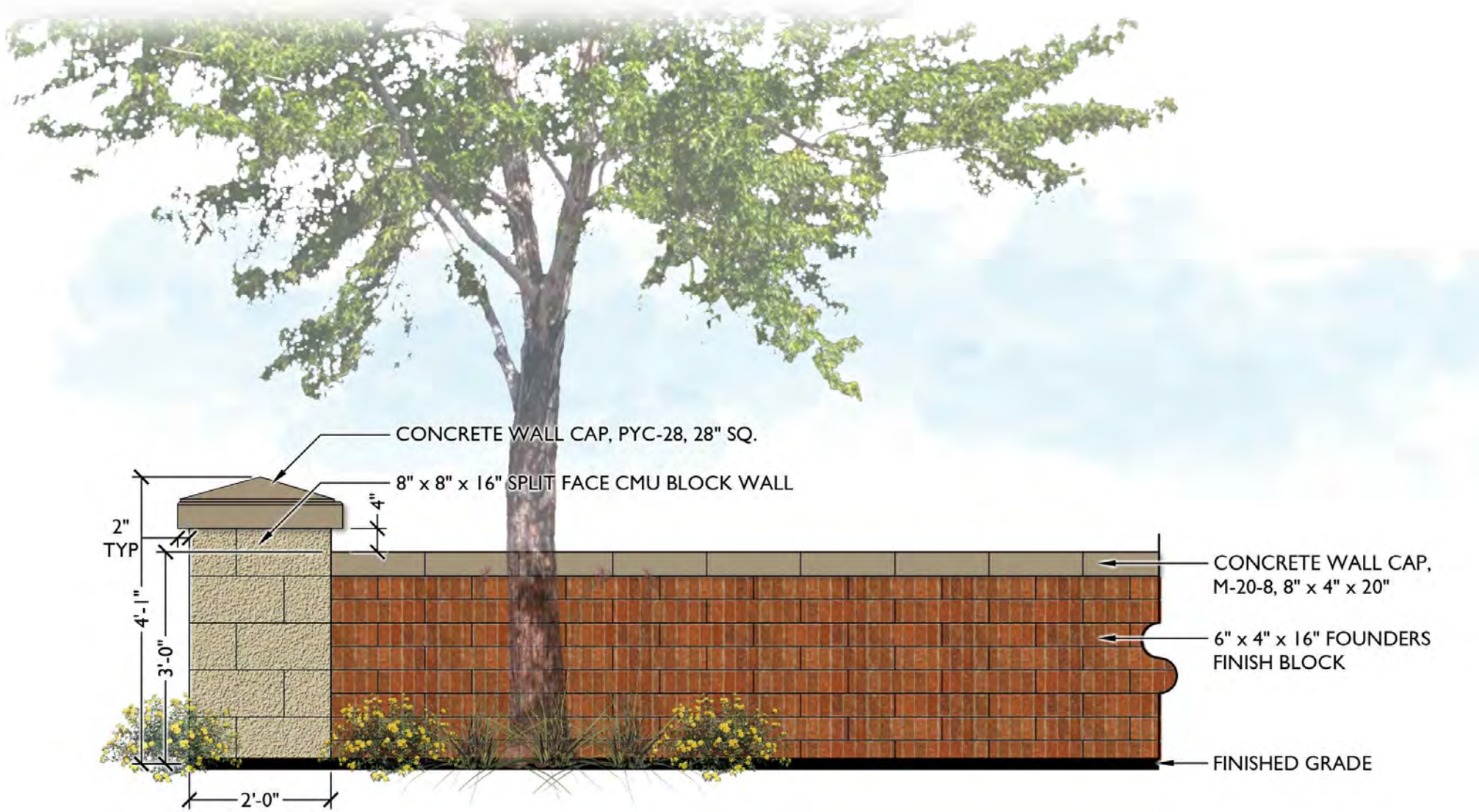
ITEM	COLOR & MANUFACTURER
COLOR A (CMU)	SPLIT FACE CMU BLOCK, COLOR BONE, BY SUPERLITE OR APPROVED EQUAL
COLOR B (CMU)	FOUNDERS FINISH, COLOR SLIDE ROCK RED, BY SUPERLITE OR APPROVED EQUAL
COLOR D (STEEL)	COLOR RAL BLACK GREEN BY BERT'S PAINT, MATCH THE EXISTING, OR APPROVED EQUAL
CONCRETE CAP	COLOR OSTRICH, BY MESA PRECAST, OR APPROVED EQUAL



1 PRIMARY WALL
Scale: 1/2" = 1'-0"



2 SECONDARY WALL
Scale: 1/2" = 1'-0"



3 LOW WALL
Scale: 1/2" = 1'-0"



4 VIEW WALL
Scale: 1/2" = 1'-0"



PRECAST CONCRETE CAP,
COLOR OSTRICH BY MESA PRECAST



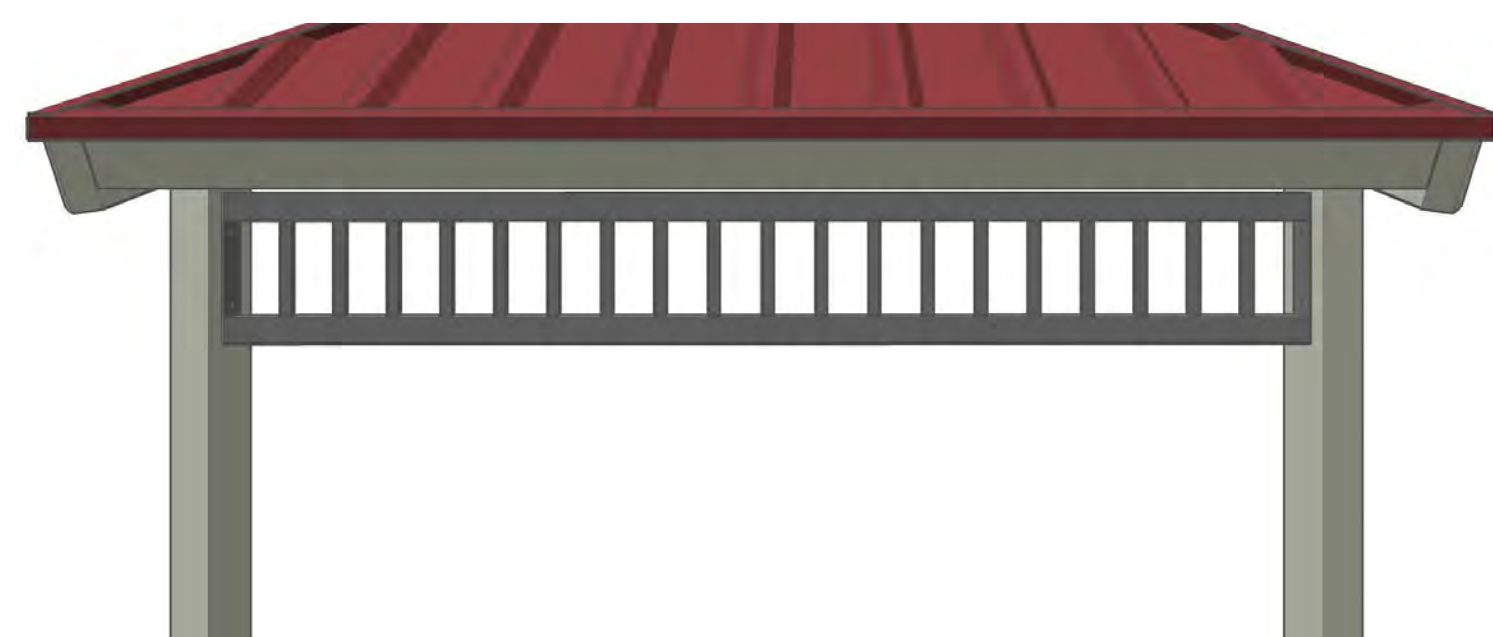
SPLIT FACE CMU BLOCK,
COLOR BONE BY SUPERLITE



FOUNDERS FINISH CMU BLOCK,
COLOR SLIDE ROCK RED BY SUPERLITE



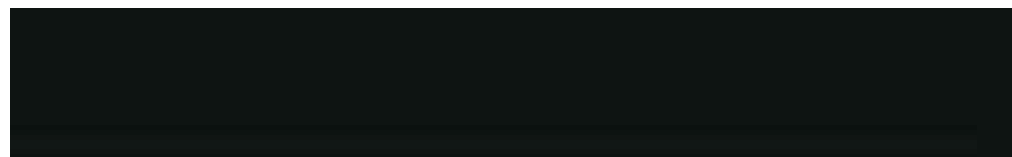
RAMADA



RAMADA OVERHEAD ORNAMENTATION
CARMEL



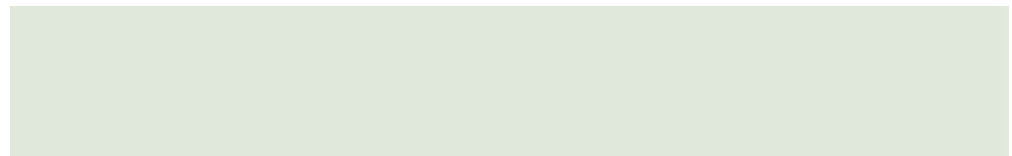
ROOF: MULTI-RIB (STANDARD)



ROOF COLOR: MATTE BLACK



DECORATIVE COLUMN: SAN JOSE



COLUMN COLOR: WHITE



PICNIC TABLE : ANOVA "MADISON"
COLOR: MAHOGANY



PICNIC TABLE : ANOVA "WAINWRIGHT"
COLOR: MAHOGANY



LANDSCAPE BENCH : ANOVA "MADISON"
COLOR: MAHOGANY

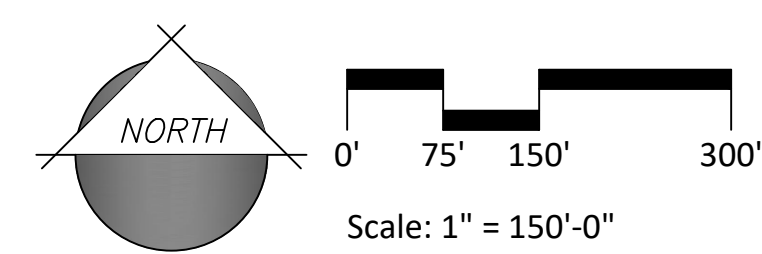


LANDSCAPE BENCH : ANOVA "MADISON"
COLOR: MAHOGANY



CONNECTIVITY LEGEND

SYMBOL	ITEM
	PEDESTRIAN CONNECTION
	SEATING NODE



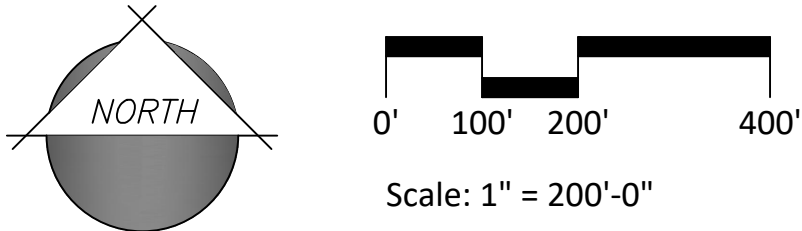


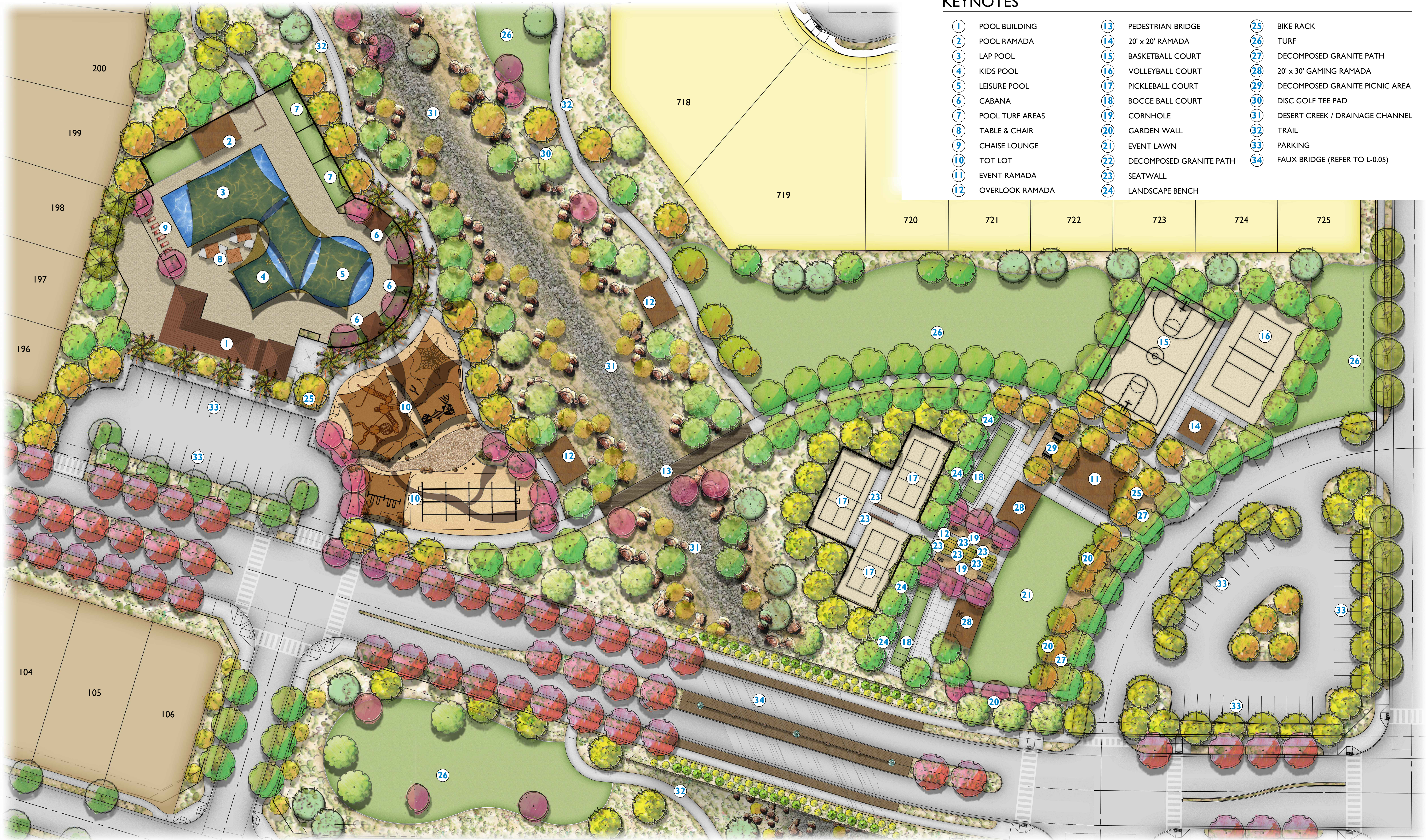
Parcel Data Table

Parcel	Lot Type	Units
Parcel 1	58'x120'	78
Parcel 1A	Aquatic Center	
Parcel 2	53'x120'	117
Parcel 3	53'x120'	134
Parcel 3*	68'x120'	3
Parcel 3*	58'x120'	4
Parcel 4	68'x130'	78
Parcel 5	45'x85'	146
Parcel 6	68'x130'	94
Parcel 7	58'x125'	100
Parcel 8	53'x120'	57
Parcel 9	53'x120'	96
Parcel 10	58'x125'	98
Total		1005

Lot Breakdown Table

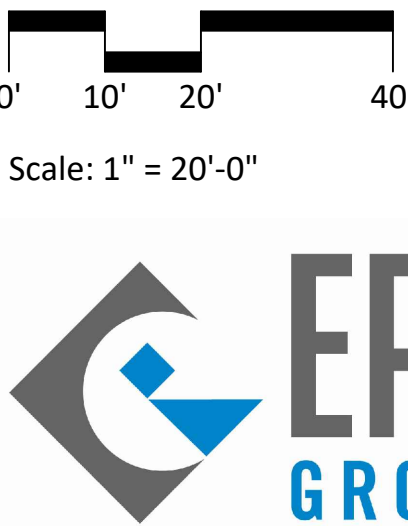
Lot Type	Units	Percentage
45' Lots	146	15%
53' Lots	404	40%
58' Lots	280	28%
68' Lots	175	17%
Total	1005	100%





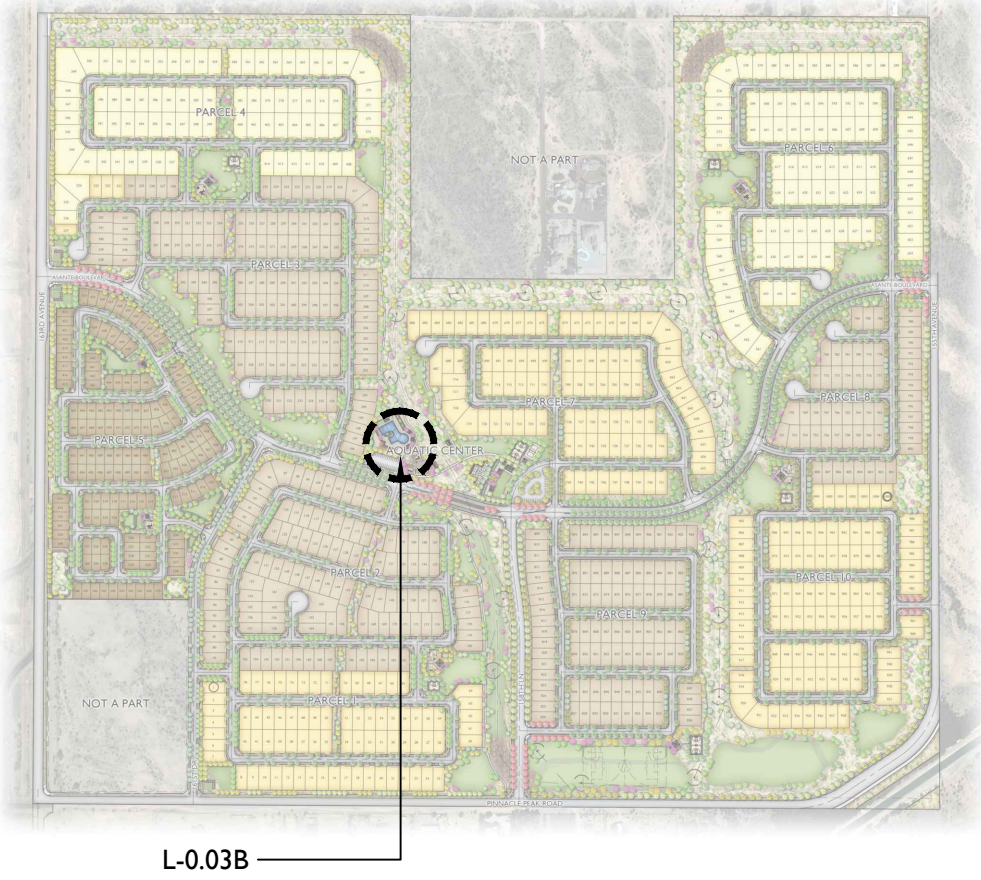
KEYNOTES

- | | | |
|--------------------|----------------------------|------------------------------------|
| 1 POOL BUILDING | 13 PEDESTRIAN BRIDGE | 25 BIKE RACK |
| 2 POOL RAMADA | 14 20' x 20' RAMADA | 26 TURF |
| 3 LAP POOL | 15 BASKETBALL COURT | 27 DECOMPOSED GRANITE PATH |
| 4 KIDS POOL | 16 VOLLEYBALL COURT | 28 20' x 30' GAMING RAMADA |
| 5 LEISURE POOL | 17 PICKLEBALL COURT | 29 DECOMPOSED GRANITE PICNIC AREA |
| 6 CABANA | 18 BOCCIE BALL COURT | 30 DISC GOLF TEE PAD |
| 7 POOL TURF AREAS | 19 CORNHOLE | 31 DESERT CREEK / DRAINAGE CHANNEL |
| 8 TABLE & CHAIR | 20 GARDEN WALL | 32 TRAIL |
| 9 CHAISE LOUNGE | 21 EVENT LAWN | 33 PARKING |
| 10 TOT LOT | 22 DECOMPOSED GRANITE PATH | 34 FAUX BRIDGE (REFER TO L-0.05) |
| 11 EVENT RAMADA | 23 SEATWALL | |
| 12 OVERLOOK RAMADA | 24 LANDSCAPE BENCH | |





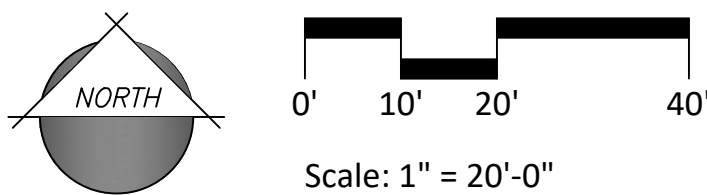
KEYMAP

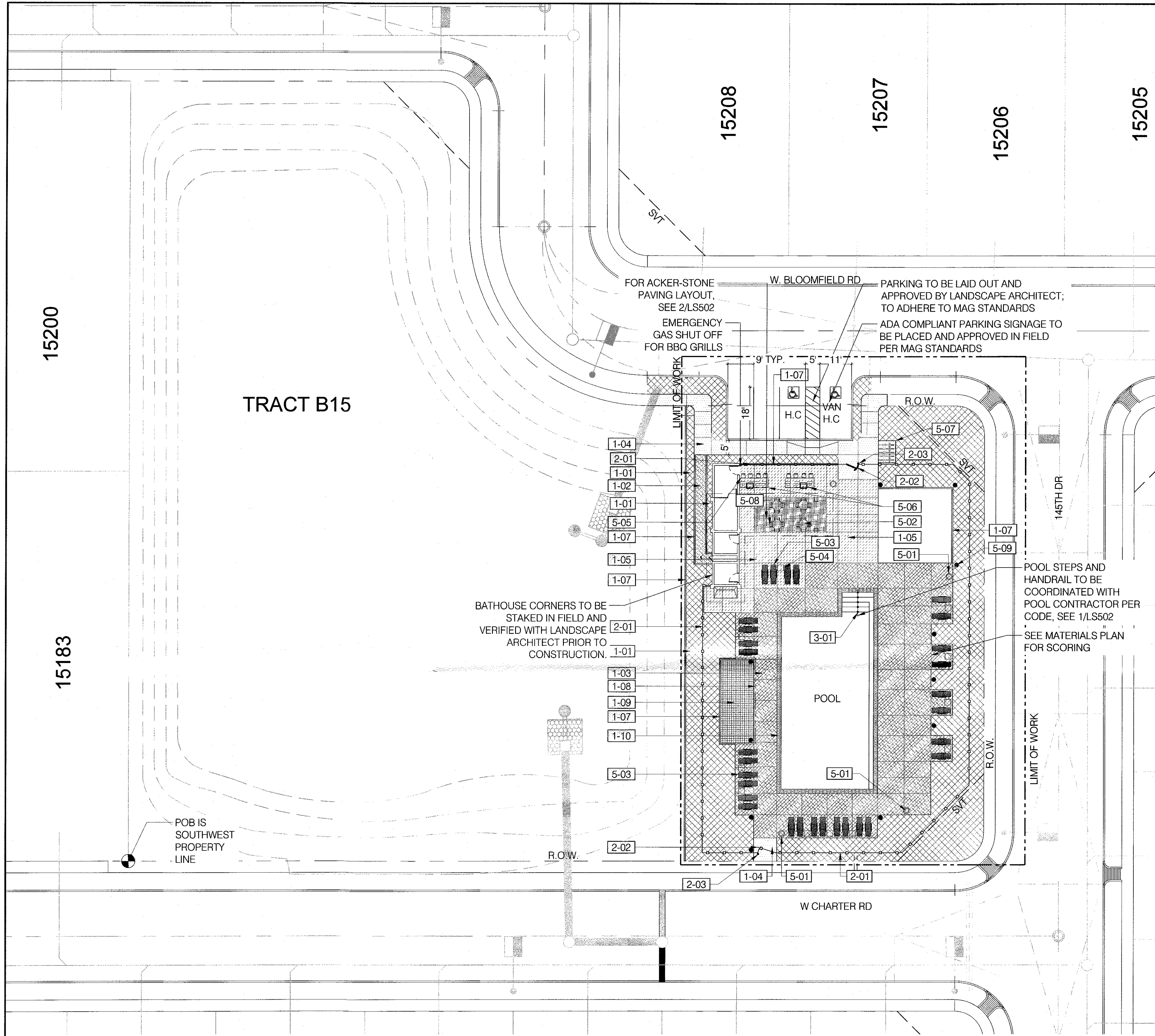


KEYNOTES

- 1 POOL BUILDING
- 2 POOL RAMADA
- 3 LAP POOL
- 4 KIDS POOL
- 5 LEISURE POOL
- 6 CABANA
- 7 POOL TURF AREA
- 8 TABLE & CHAIR
- 9 CHAISE LOUNGE
- 10 TOT LOT
- 11 PLAY CREEK
- 12 OVERLOOK RAMADA
- 13 PEDESTRIAN BRIDGE
- 14 BIKE RACK
- 15 TURF
- 16 DISC GOLF TEE PAD
- 17 DESERT CREEK / DRAINAGE CHANNEL

1 MAIN PARK WEST
Scale: 1" = 20'-0"





A LAYOUT PLAN
1" = 20'-0"

ADMINISTRATIVE APPROVAL

COMMUNITY DEVELOPMENT DIRECTOR

CITY ENGINEER

DATE: 9/17/18

DATE: 9/17/2018

REFERENCE NOTE SCHEDULE

1 - PAVING & SURFACING: DIVISION 32		
CODE	DESCRIPTION	MANUFACTURER
1-01	DECOMPOSED GRANITE 1/2" SCREENED	GRANITE EXPRESS
1-02	DECOMPOSED GRANITE 1/4" MINUS	GRANITE EXPRESS
1-03	POOL DECK WITH ACRYLIC ADDITIVE/KOOLDECK	KEYSTONE
1-04	4" THK CONCRETE PAVING TYPE 1 (LIGHT BROOM)	
1-05	4" THK CONCRETE PAVING TYPE 2 (MED. SANDBLAST)	DAVIS COLORS
1-06	ACKER-STONE PAVING	ACKER-STONE
1-07	6" CONCRETE HEADER	
1-08	CONCRETE PAVEMENT WITH TURNDOWN	
1-09	SYN LAWN SYNTHETIC TURF	SYN LAWN
1-10	POOL COPING	DAVIS COLORS
1-11	JOINTS BETWEEN EXISTING AND NEW CONCRETE	
1-12	CONTROL AND EXPANSION JOINTS	
2 - WALLS & FENCES: DIVISION 32		
CODE	DESCRIPTION	MANUFACTURER
2-01	POOL FENCE	AMERISTAR
2-02	POOL GATE WITH CARD READER	AMERISTAR
2-03	COMMUNITY ACCESS CARD READER	SEE NOTE 1
3 - METALS: DIVISION 05		
CODE	DESCRIPTION	FINISH
3-01	HANDRAIL AT POOL	STAINLESS STEEL
5 - FURNISHINGS: DIVISION 12		
CODE	DESCRIPTION	MANUFACTURER
5-01	TRASH RECEPTACLE	LANDSCAPE FORMS
5-02	CHIPMAN TABLE AND CHAIRS	LANDSCAPE FORMS
5-03	COCHRAN CHAISE LOUNGE	LANDSCAPE FORMS
5-04	COCHRAN SIDE TABLE	LANDSCAPE FORMS
5-06	BARBEQUE GRILL AND PREP STATION	FIRE MAGIC AURORA
5-07	FLO BIKE RACK	LANDSCAPE FORMS
5-08	CHIPMAN ARMLESS CHAIR (STOOL)	LANDSCAPE FORMS
5-09	GUIDE ILLUMINATED BOLLARD	LANDSCAPE FORMS

SITE DATA

PROJECT ADDRESS	MARLEY PARK PHASE 3 SURPRISE, ARIZONA		
PARCEL #:	APN 509-19-274		
CURRENT ZONING:	MARLEY PARK PAD00-091		
GROSS SITE AREA:	69,877 SF	1.60 ACRES	
NET SITE AREA:	69,877 SF	1.60 ACRES	
EXISTING USE:	VACANT		
PROPOSED USED:	COMMUNITY POOL & OPEN SPACE		

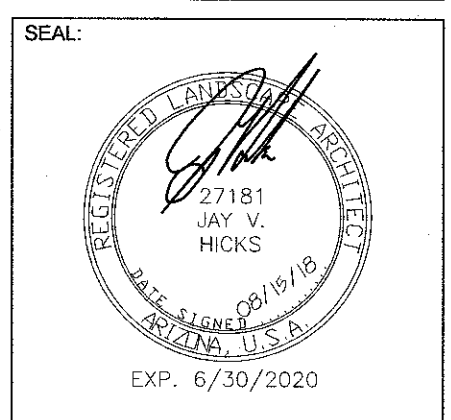
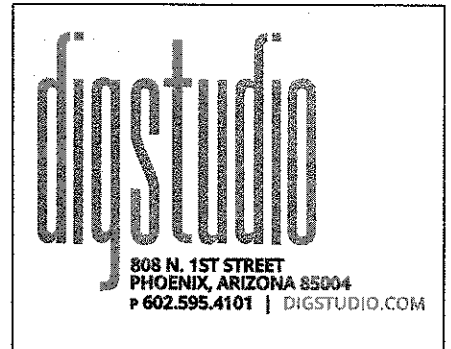
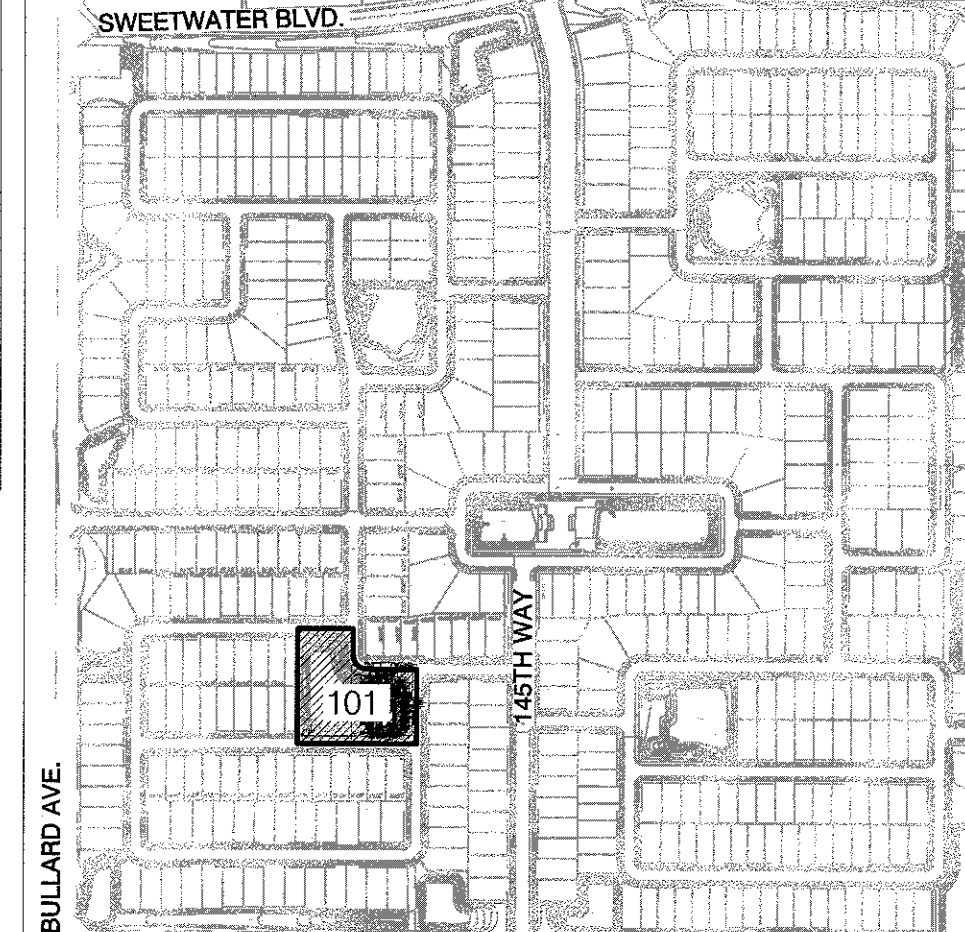
PARKING

USE / SPACE REQUIREMENT	AREA	REQUIRED	PROVIDED
POOL DECK: REQ. 2 PER LANE	5 LANES	10 REQUIRED SPACES	4 ON SITE / 6 ON STREET
ADA PARKING: REQ 1 PER 6 VEH. SPACE	N/A	2 REQUIRED SPACE	2 ON SITE
ACTIVITY AREA PARK: REQ. 0 PER 1000 SF	N/A	0 SPACES	19 ON-STREET
TOTAL REQUIRED PARKING SPACES	N/A	20 SPACES 1/600 SF	19 ON STREET / 4 ON SITE
			23 TOTAL SPACES
BIKE SPACES: REQ 1 PER 10 VEH. SPACE	N/A	3 REQUIRED SPACES	5 SPACES

DESIGNER INFORMATION

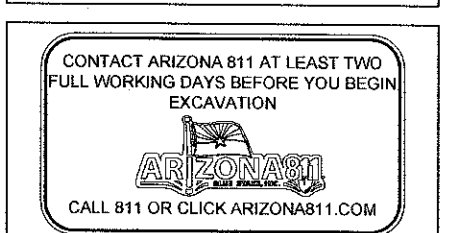
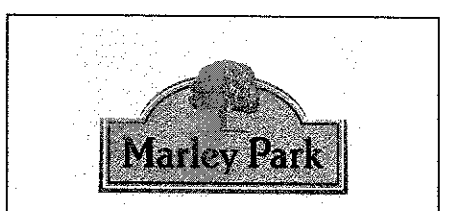
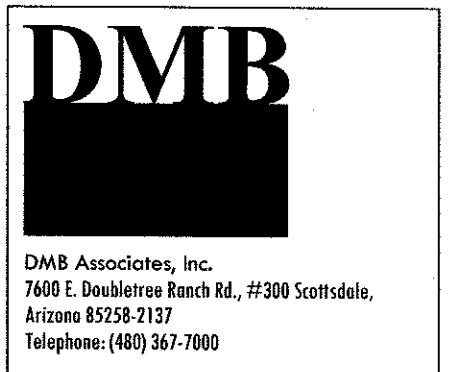
ARCHITECT CW ARCHITECTURE CORY WEBERS, AIA 6514 EAST ASTER DRIVE SCOTTSDALE, ARIZONA 85254 P. 480.364.7273	LANDSCAPE ARCHITECT DIG STUDIO, INC JAY HICKS 600 N. 4TH STREET, SUITE D PHOENIX, ARIZONA 85004 P. 602.595.4101
POOL DESIGNER PRESIDENTIAL POOLS EDWARD FLETCHER 15170 W. BELL RD. #108 SURPRISE, ARIZONA 85374 P. 623.505.2800	CIVIL WOOD PATEL MICHAEL YOUNG 2051 WEST NORTHERN AVE SUITE 100 PHOENIX, ARIZONA 85021 P. 602.336.7966
OWNER/DEVELOPER DMB DAVE NILSEN 7600 E. DOUBLE TREE RANCH RD. SUITE 300 SCOTTSDALE, ARIZONA 85268 P. 480.367.7673	

KEY MAP:

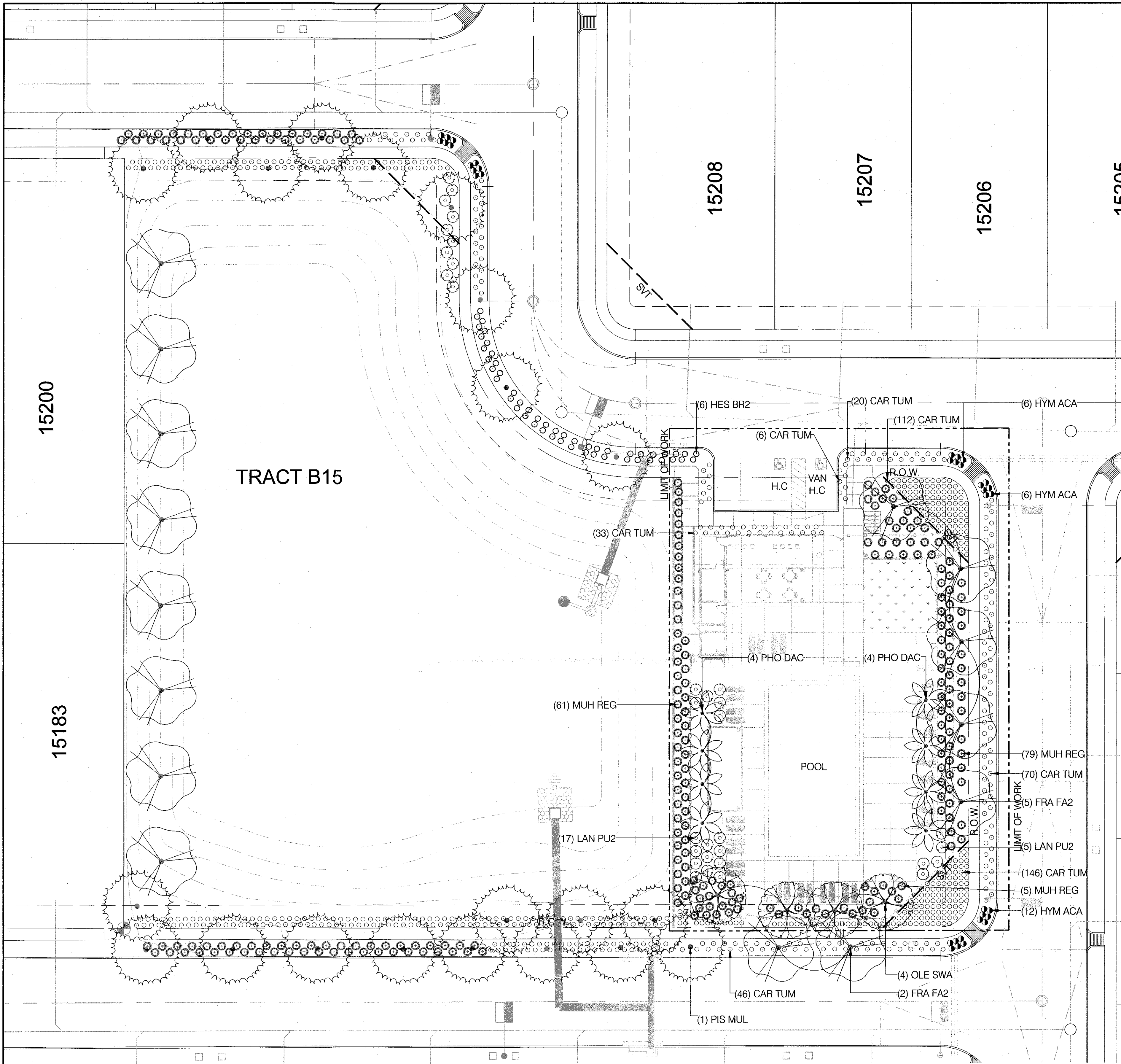


REVISIONS		BY
NO.	DATE	DESCRIPTION

MARLEY PARK
SURPRISE, ARIZONA
PARCEL 15 MARLEY PARK POOL
SITE PLAN



DESIGNED BY: DIG
DRAWN BY: JM/JM/VV
CHECKED BY: JH
DATE ISSUED: 08/15/18
SHEET NO:
LS101
SHEET: 1 OF 2



LANDSCAPE PLAN
1" = 20'-0"

NOTE:
DECOMPOSED GRANITE AT ALL PROPOSED
LOCATIONS TO MATCH MARLEY PARK STANDARD.

PLANT SCHEDULE				
TREES	CODE	QTY	BOTANICAL NAME	SIZE
	FRA FA2	15	FRAXINUS VELUTINA 'FAN-TEX' FAN-TEX ASH	24" BOX
	OLE SWA	4	OLEA EUROPAEA 'SWAN HILL' TM SWAN HILL OLIVE	24" BOX
	PHO DAC	8	PHOENIX DACTYLIFERA DATE PALM	14-16" TALL
	PIS MUL	21	PISTACIA CHINENSIS CHINESE PISTACHE MULTI-TRUNK	24" BOX
SHRUBS	CODE	QTY	BOTANICAL NAME	SIZE
	CAR TUM	745	CAREX TUMULICOLA BERKELEY SEDGE	1 GAL
	HES BR2	50	HESPERALOE PARVIFLORA 'BRAKELIGHTS' TM BRAKELIGHTS RED YUCCA	5 GAL
	HYM ACA	36	HYMENOXYS ACAULIS ANGELITA DAISY	1 GAL
	LAN PU2	32	LANTANA MONTEVIDENSIS 'PURPLE' TRAILING LANTANA	5 GAL
	MUH REG	246	MUHLENBERGIA CAPILLARIS 'REGAL MIST' TM MUHLY	5 GAL
GROUND COVERS	CODE	QTY	BOTANICAL NAME	SIZE
	TG	654 SF	TURF GRASS SOD	1 GAL

DESIGNER INFORMATION

ARCHITECT
CW ARCHITECTURE
CORY WEBERS, AIA
6514 EAST ASTER DRIVE
SCOTTSDALE, ARIZONA 85254
P. 480.364.7273

LANDSCAPE ARCHITECT
DIG STUDIO, INC
JAY HICKS
600 N. 4TH STREET, SUITE D
PHOENIX, ARIZONA 85004
P. 602.595.4101

POOL DESIGNER
PRESIDENTIAL POOLS
EDWARD FLETCHER
15170 W. BELL RD. #108
SURPRISE, ARIZONA 85374
P. 623.505.2800

CIVIL
WOOD PATEL
MICHAEL YOUNG
2051 WEST NORTHERN AVE
SUITE 100
PHOENIX, ARIZONA 85021
P. 602.336.7966

OWNER/DEVELOPER
DMB
DAVE NILSEN
7600 E. DOUBLE TREE RANCH RD.
SUITE 300
SCOTTSDALE, ARIZONA 85258
P. 480.367.7673

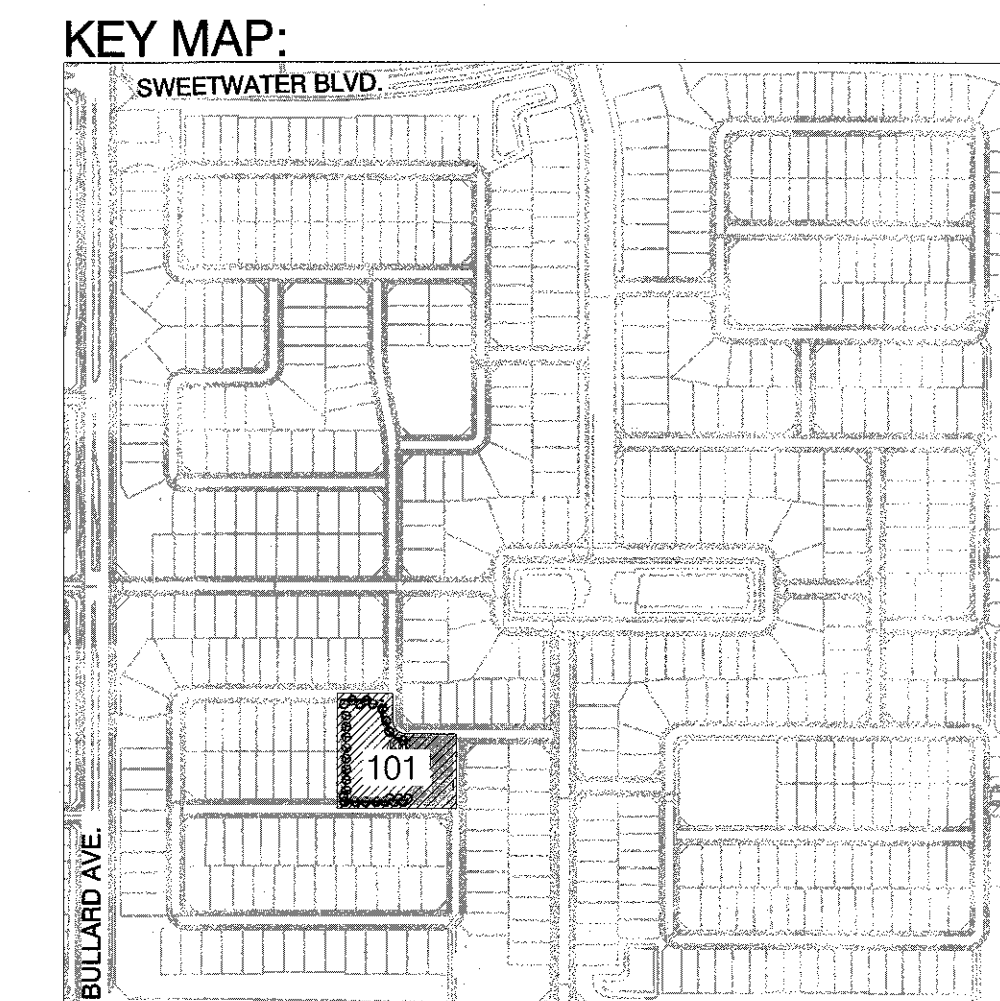
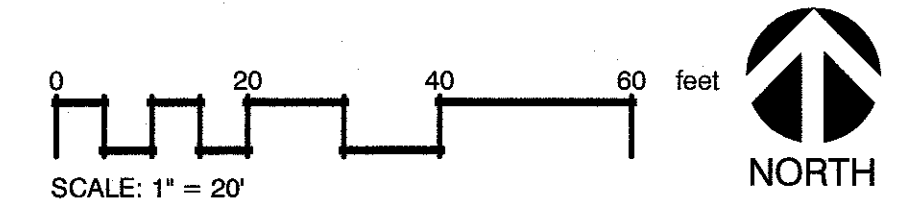
ADMINISTRATIVE APPROVAL

COMMUNITY DEVELOPMENT DIRECTOR

DATE: 9/17/18

CITY ENGINEER

DATE: 9/17/2018



808 N. 1ST STREET
PHOENIX, ARIZONA 85004
P. 602.595.4101 | DIGSTUDIO.COM

SEAL:

REVISIONS

NO.	DATE	DESCRIPTION	BY

MARLEY PARK
SURPRISE, ARIZONA
PARCEL 15 MARLEY PARK POOL
PLANTING PLAN

SHEET NAME:

DMB Associates, Inc.
7600 E. Doubletree Ranch Rd., #300 Scottsdale,
Arizona 85258-2137
Telephone: (480) 367-7000

CONTACT ARIZONA 811 AT LEAST TWO
FULL WORKING DAYS BEFORE YOU BEGIN
EXCAVATION

CALL 811 OR CLICK ARIZONA811.COM

DESIGNED BY: DIG
DRAWN BY: JM/JM/VC
CHECKED BY: JH
DATE ISSUED: 08/15/18
SHEET NO:
LP101
SHEET: 2 OF 2

PLZ 17-00073

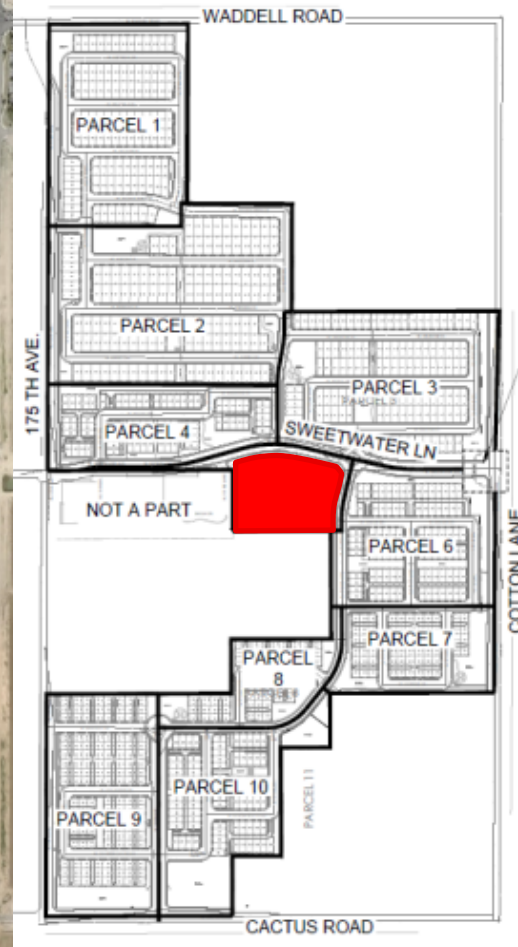
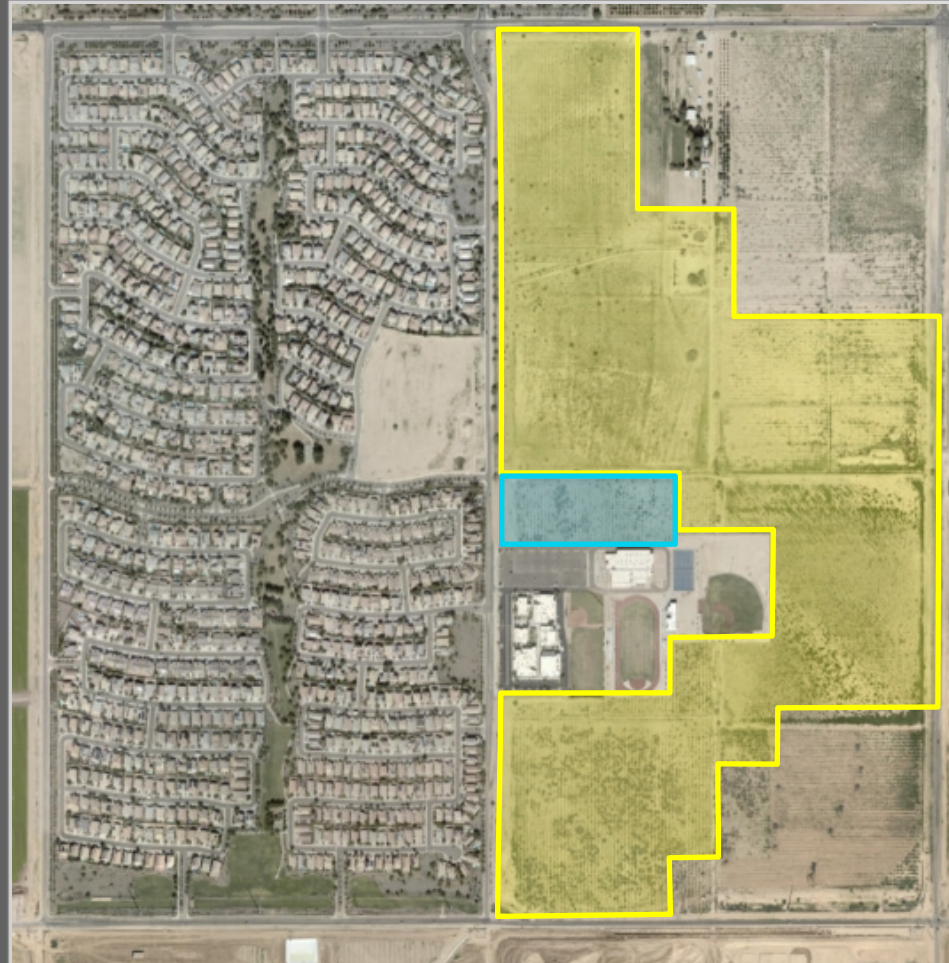


October 1, 2019 City Council
October 3, 2019 Planning and Zoning Commission

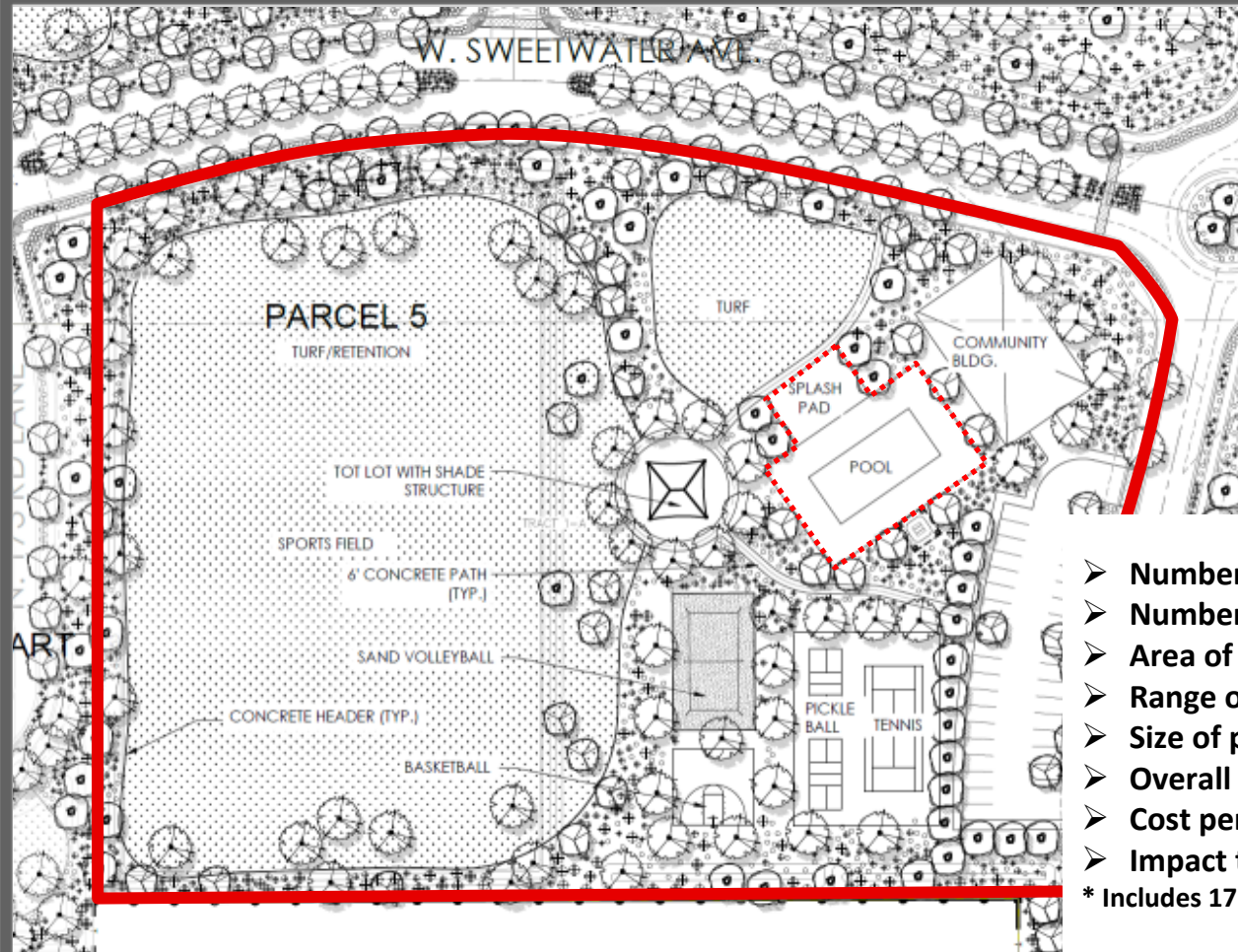
Community Pool Amenities

HOW THIS ALL STARTED

Magnolia

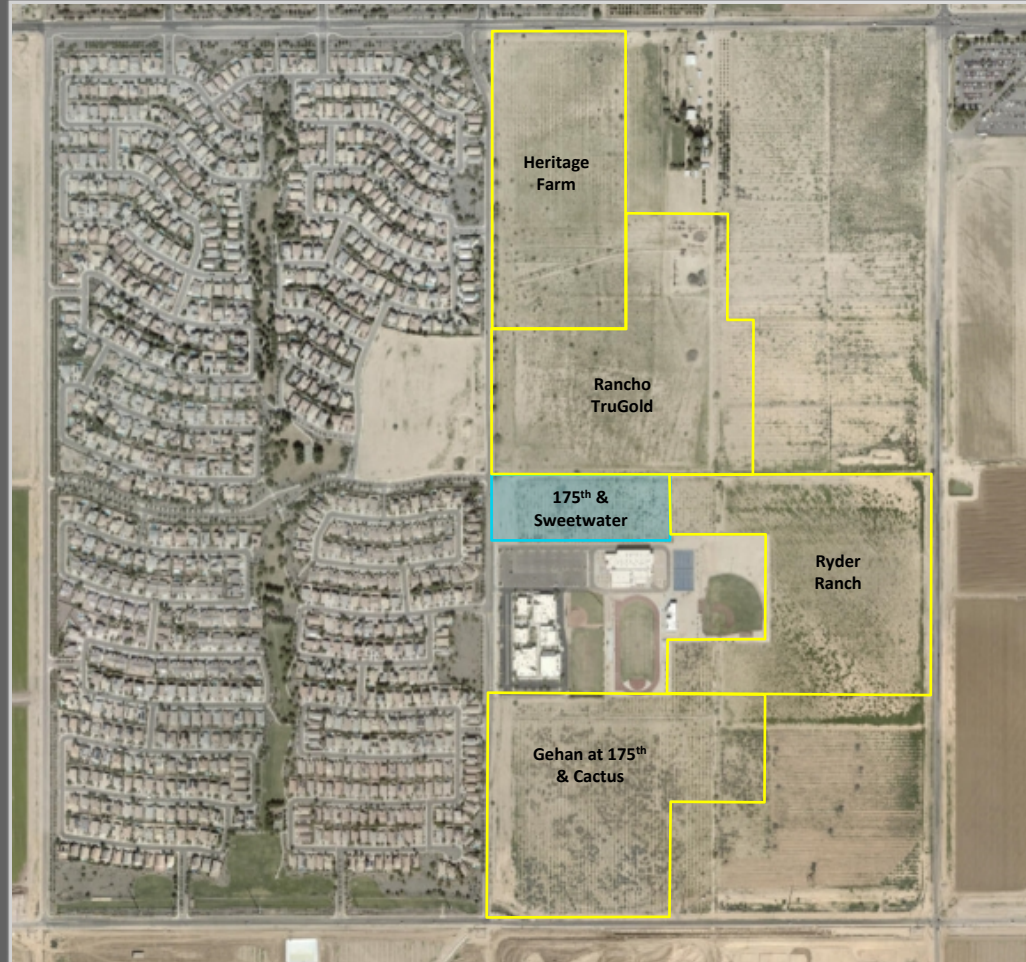


Magnolia



- Number of pool amenities = 1
- Number of dwelling units served = 856*
- Area of community served = 184 acres*
- Range of lot sizes = 3,150 SF to 6,325 SF
- Size of pool = TBD
- Overall cost = TBD
- Cost per dwelling unit = TBD
- Impact to HOA dues = TBD

* Includes 175th & Sweetwater



“Magnolia” became:

Heritage Farm

- 137 dwelling units over 33 acres

Rancho TruGold

- 139 dwelling units over 41 acres

Ryder Ranch

- 145 dwelling units over 39 acres

Gehan at 175th & Cactus

- 157 dwelling units over 42 acres

(175th & Sweetwater)

- 44 dwelling units over 10 acres

TOTAL

- **622 dwelling units over 165 acres**

RL vs RM Zoning

Standard Euclidean Zoning = R1, R2, R3, etc.

R1 further classified based on minimum lot size e.g:

- R1-5 = Single-Family Residential on 5,000 SF lots
- R1-10 = Single-Family Residential on 10,000 SF lots
- R1-18 = Single-Family Residential on 18,000 SF lots

RL vs RM Zoning

SUDC uses density based districts:

- RM-12 = Medium Density Residential at not more than 12 DU/Ac.
- RM-9 = Medium Density Residential at not more than 9 DU/Ac.
- RM-6 = Medium Density Residential at not more than 6 DU/Ac.
- RL-5 = Low Density Residential at not more than 5 DU/Ac.
- RL-4 = Low Density Residential at not more than 4 DU/Ac.
- RL-3 = Low Density Residential at not more than 3 DU/Ac.
- RL-2 = Low Density Residential at not more than 2 DU/Ac.

RL vs RM Zoning

Problem:

If a developer proposes a single-family residential subdivision with 5,900 square foot lots and an overall density of 3.8 DU/Ac, which zoning district is most appropriate?

RL vs RM Zoning

	Rancho TruGold vs RL-4		Rancho TruGold vs RM-9	
DEVELOPMENT STANDARD	Proposed	RL-4	Proposed	RM-9
Maximum Density	3.8 DU/Ac.	4.0 DU/Ac.	3.8 DU/Ac.	9.0 DU/Ac.
Minimum Lot Area	5,900 SF	9,000 SF	5,900 SF	4,500 SF
Minimum Lot Width	50'	70'	50'	40'
Minimum Lot Depth	100'	100'	100'	100'
Minimum Front Setback (Livable)	12'	15'	12'	12'
Minimum Front Setback (Garage)	20'	15'	20'	20'
Minimum Side Yard Setback (each)	5'	5'	5'	TBD
Minimum Side Yard Setback (total)	10'	20'	10'	TBD
Rear Setback (minimum)	20'	20'	20'	20'

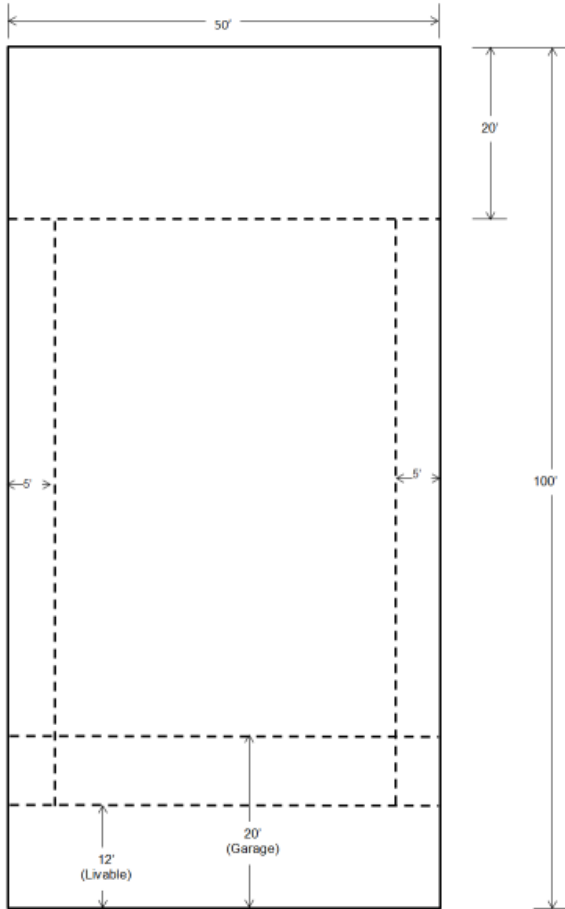
Option A: Rezone to RL-4 with a PAD Overlay that decreases lot parameters.

Option B: Rezone to RM-9 with a PAD Overlay that *increases* lot parameters.

RL vs RM Zoning

Regardless of which zoning district;

- Same size lot (5,900 SF)
- Same lot yield (84 lots)
- Same land mass (22 acres)
- Same density (3.8 DU/Ac.)



SUDC Section 122-137(r):

(r) Medium density residential pool amenity.

- (1) Medium density residential projects containing 60 residential units or greater shall be provided a swimming pool amenity, unless there is community pool included as part of the overall development.
- (2) The swimming pool area shall have a minimum of one ramada, picnic table, and trash receptacle.
- (3) The swimming pool area shall have a perimeter view fence constructed.

POOL REQUIREMENT DOES NOT APPLY TO RL ZONING DISTRICTS

RL vs RM Zoning

	Rancho TruGold vs RL-4		Rancho TruGold vs RM-9	
DEVELOPMENT STANDARD	Proposed	RL-4	Proposed	RM-9
Maximum Density	3.8 DU/Ac.	4.0 DU/Ac.	3.8 DU/Ac.	9.0 DU/Ac.
Minimum Lot Area	5,900 SF	9,000 SF	5,900 SF	4,500 SF
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Minimum Lot Depth	100'	100'	100'	100'
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Minimum Side Yard Setback (each)	5'	5'	5'	TBD
Minimum Side Yard Setback (total)	10'	20'	10'	TBD
Rear Setback (minimum)	20'	20'	20'	20'

Option A: Rezone to RL-4 with a PAD Overlay that decreases lot parameters.

POOL REQUIREMENT DOES NOT APPLY TO RL ZONING DISTRICTS

WHEN IS A COMMUNITY POOL APPROPRIATE?

Is it a function of:

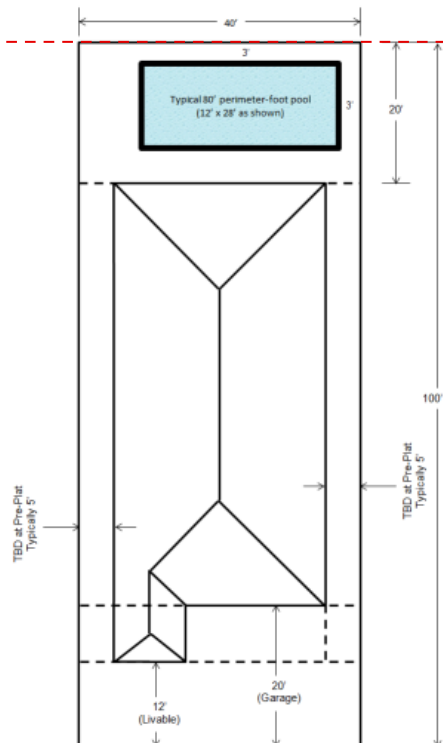
- Rear yard area (the homeowner's ability to reasonably construct their own pool)?
- Overall lot yield (60 lots vs 600 lots)?
- Market (lifestyle)?

WHEN IS A COMMUNITY POOL APPROPRIATE?

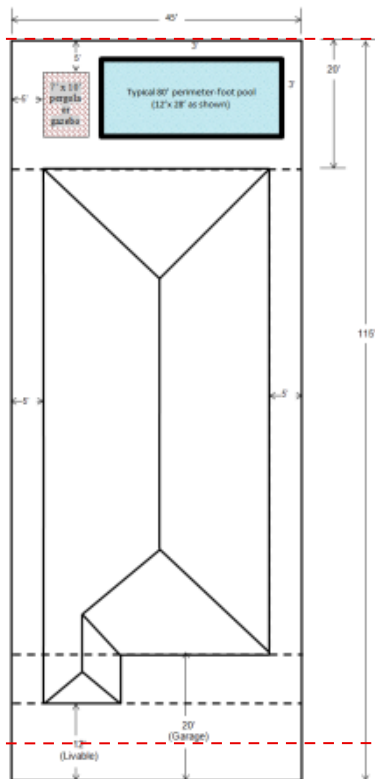
Rear Yard Area:

- Analysis of Effect Lot Width and Rear Setback

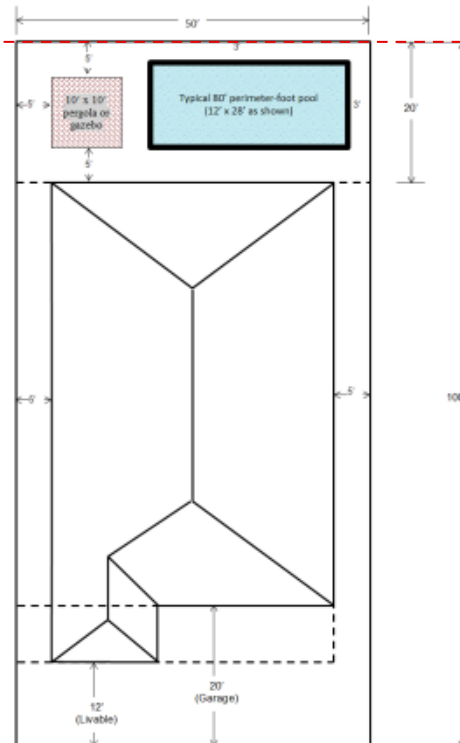
Typical RM-9 Lot
(w/ 80' perimeter pool. No pergola shown.)



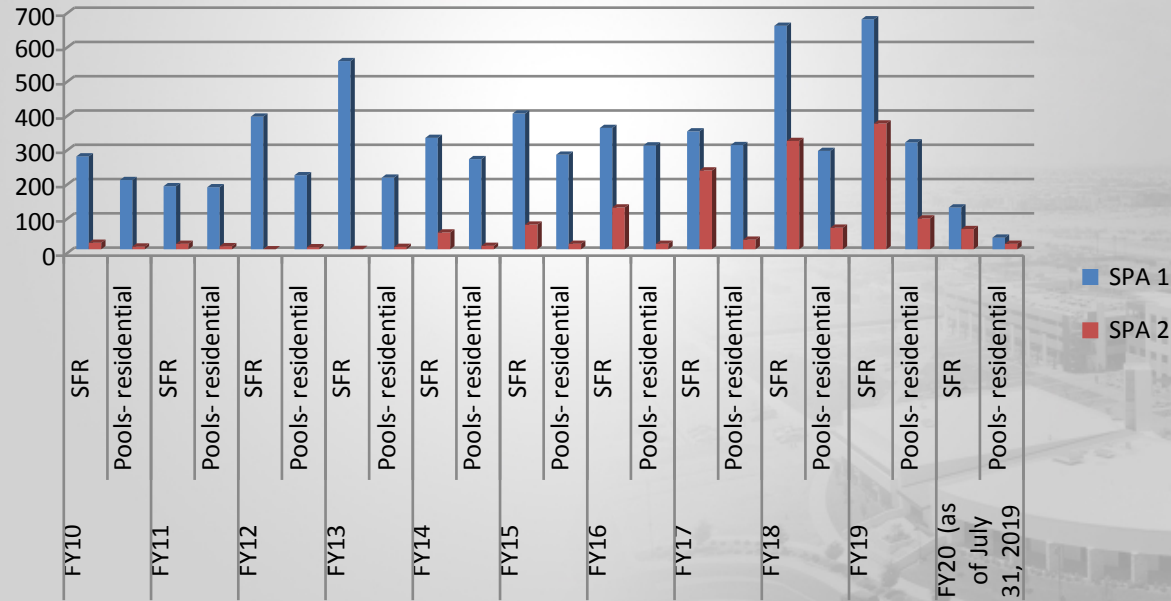
Paloma Creek RM-9 PUD Lot (45' x 115')
(w/ 80' perimeter pool and 70s.f. pergola shown)



Rancho TruGold RM-9 PUD Lot
(w/ 80' perimeter pool and 100s.f. pergola shown)



Private Pools - Trend



WHEN IS A COMMUNITY POOL APPROPRIATE?

Overall Lot Yield:

- Overview of currently proposed (or recently constructed) community pools
 - ❖ Cost to build
 - ❖ Number of lots served
 - ❖ Effect on HOA Dues
- Overview of existing community pools
 - ❖ Number of lots served
 - ❖ Effect on HOA Dues

HOA Pools – Proposed and Existing

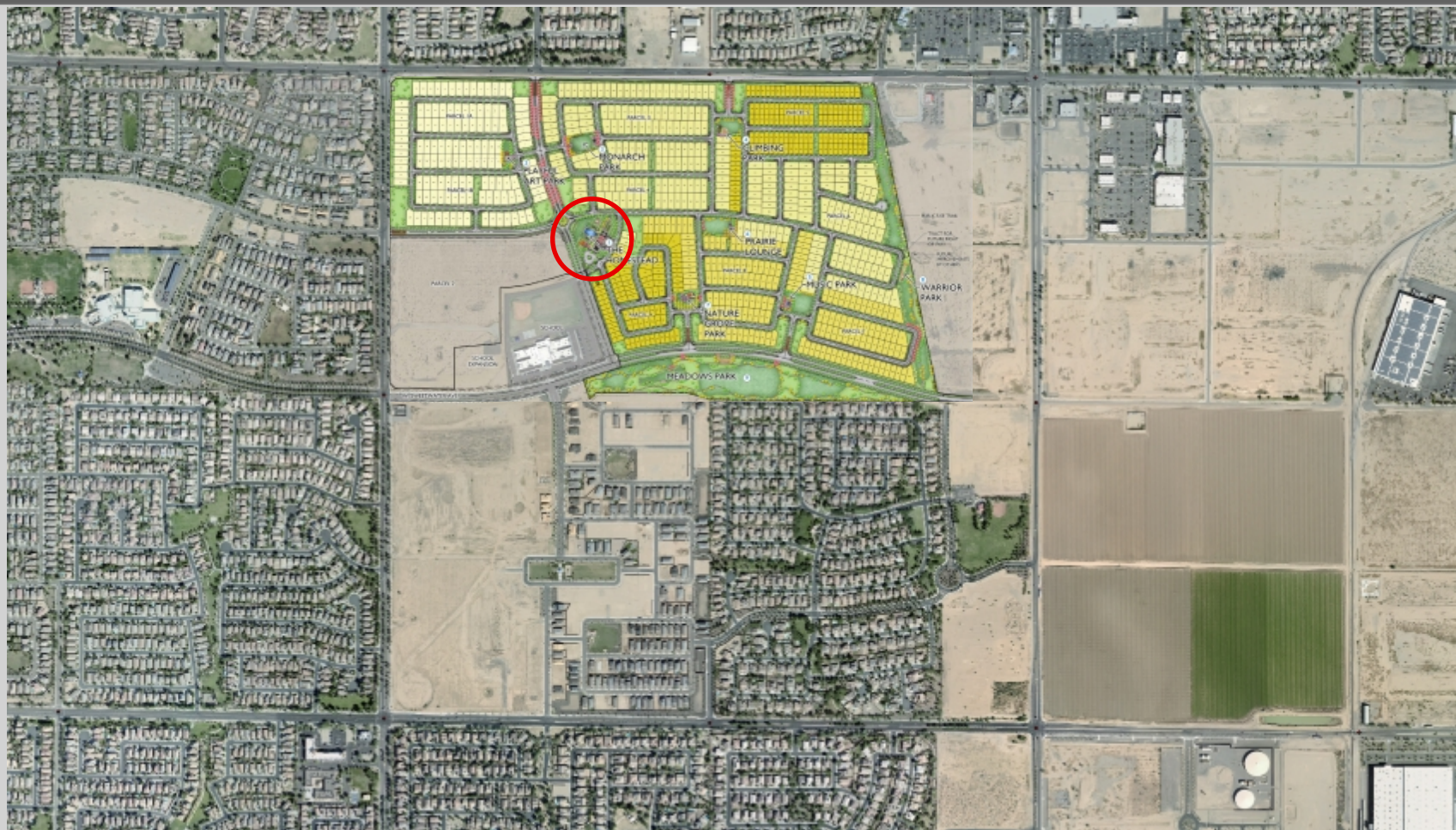
Two Examples of Proposed:

- Homestead at Marley Park (Meritage)
- Escalante (Fulton Homes)

Four Examples of Existing:

- Ashton Ranch
- Desert Oasis
- Marley Park
- Sun City Grand





Homestead at Marley Park

- Number of pool amenities = 1
- Number of dwelling units served = 900±
- Area of community served = 224 acres
- Range of lot sizes = 3,600 SF to 7,861 SF
- Size of pool = 380 perimeter feet
- Overall cost - \$800,000
- Cost per dwelling unit = \$900
- Impact to HOA dues = \$15 per month

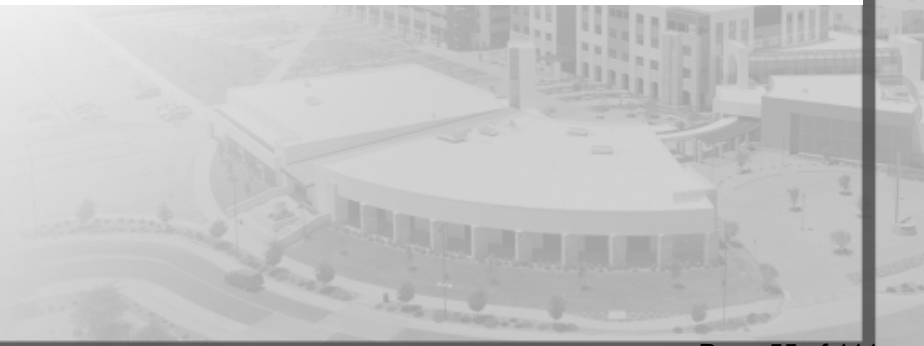


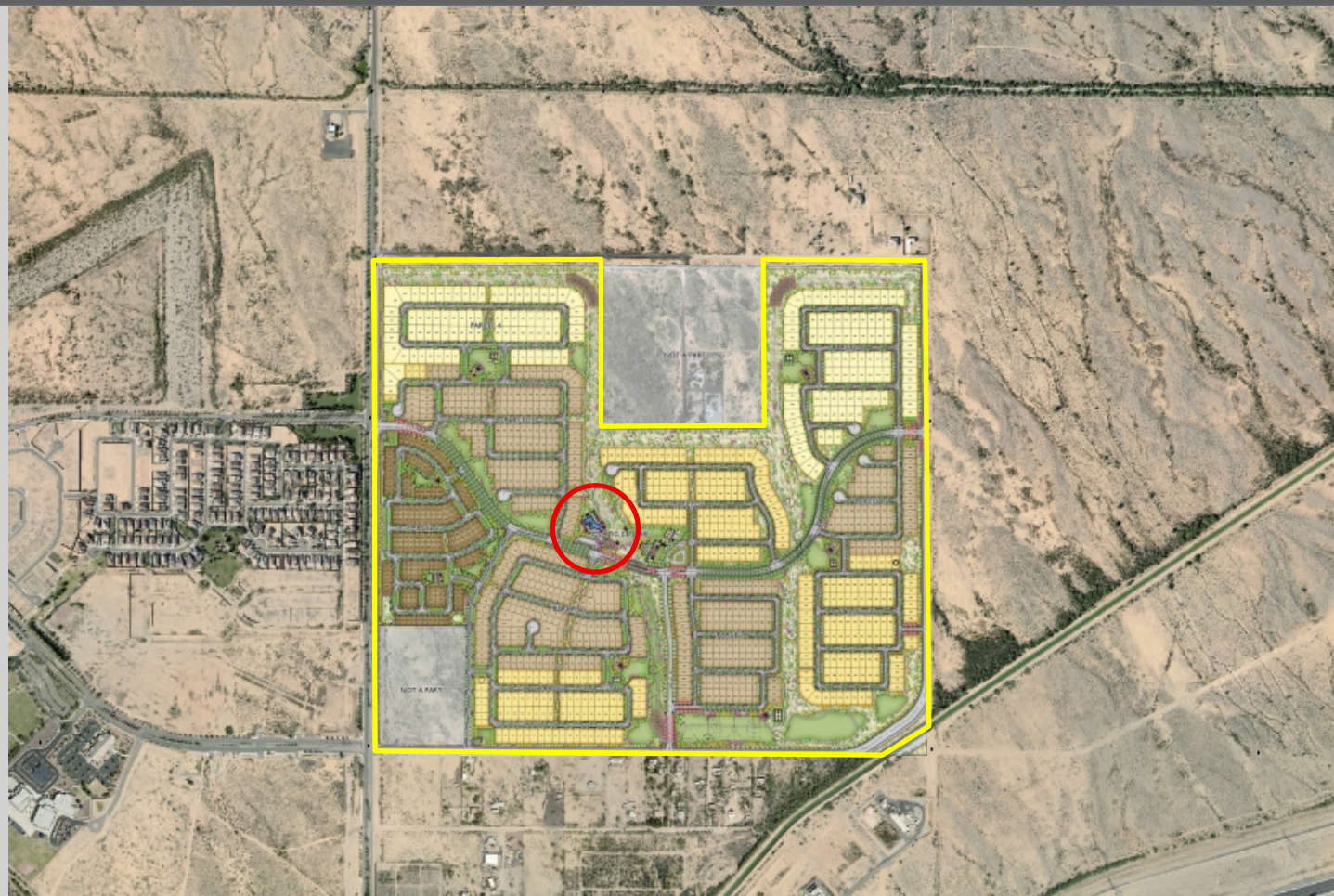


FULTON HOMES



Fulton Homes Escalante





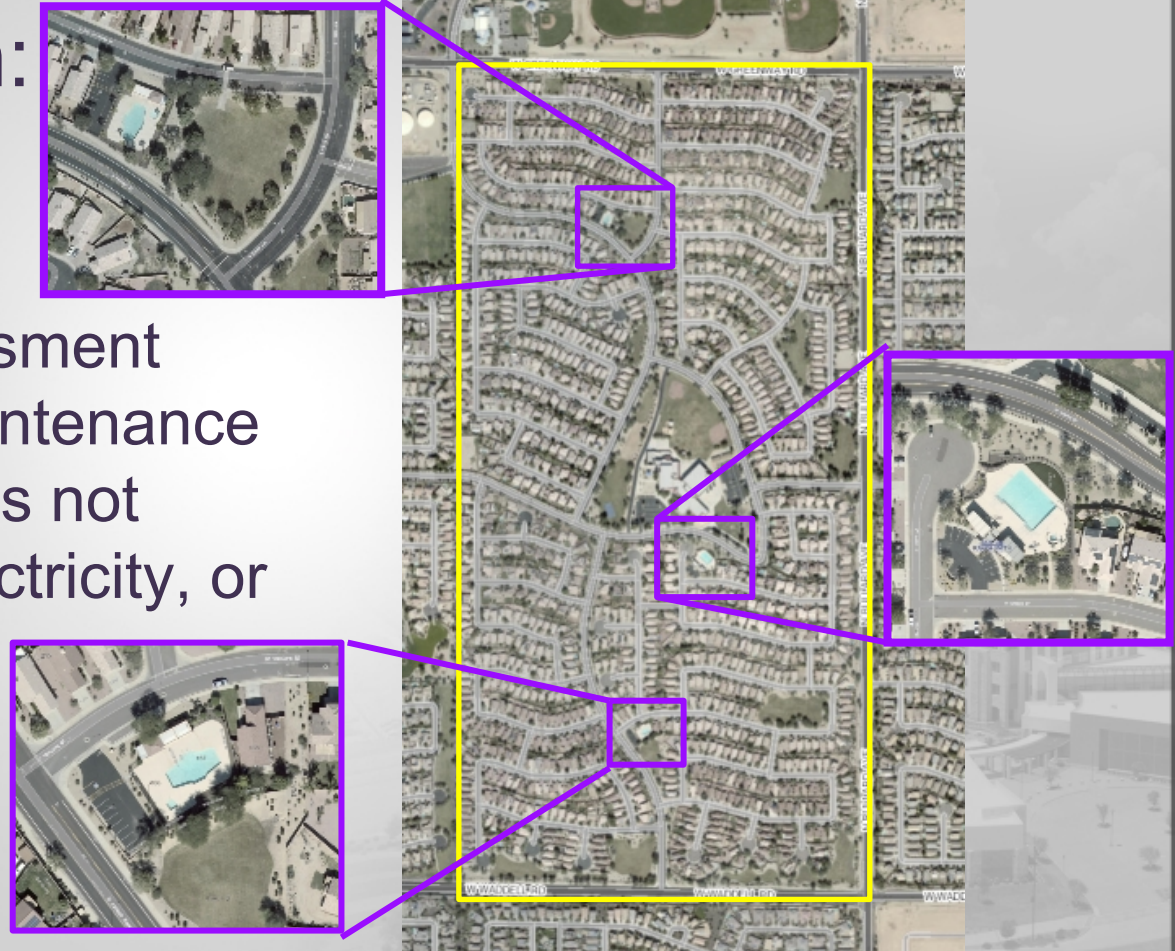
Escalante

- Number of pool amenities = 1
- Number of dwelling units served = 1005
- Area of community served = 346 acres
- Range of lot sizes = 3,825 SF to 8,840 SF
- Size of pool = 500 perimeter feet ±
- Overall cost - \$1.8M to \$2M
- Cost per dwelling unit = \$2,000
- Impact to HOA dues = \$10 per month



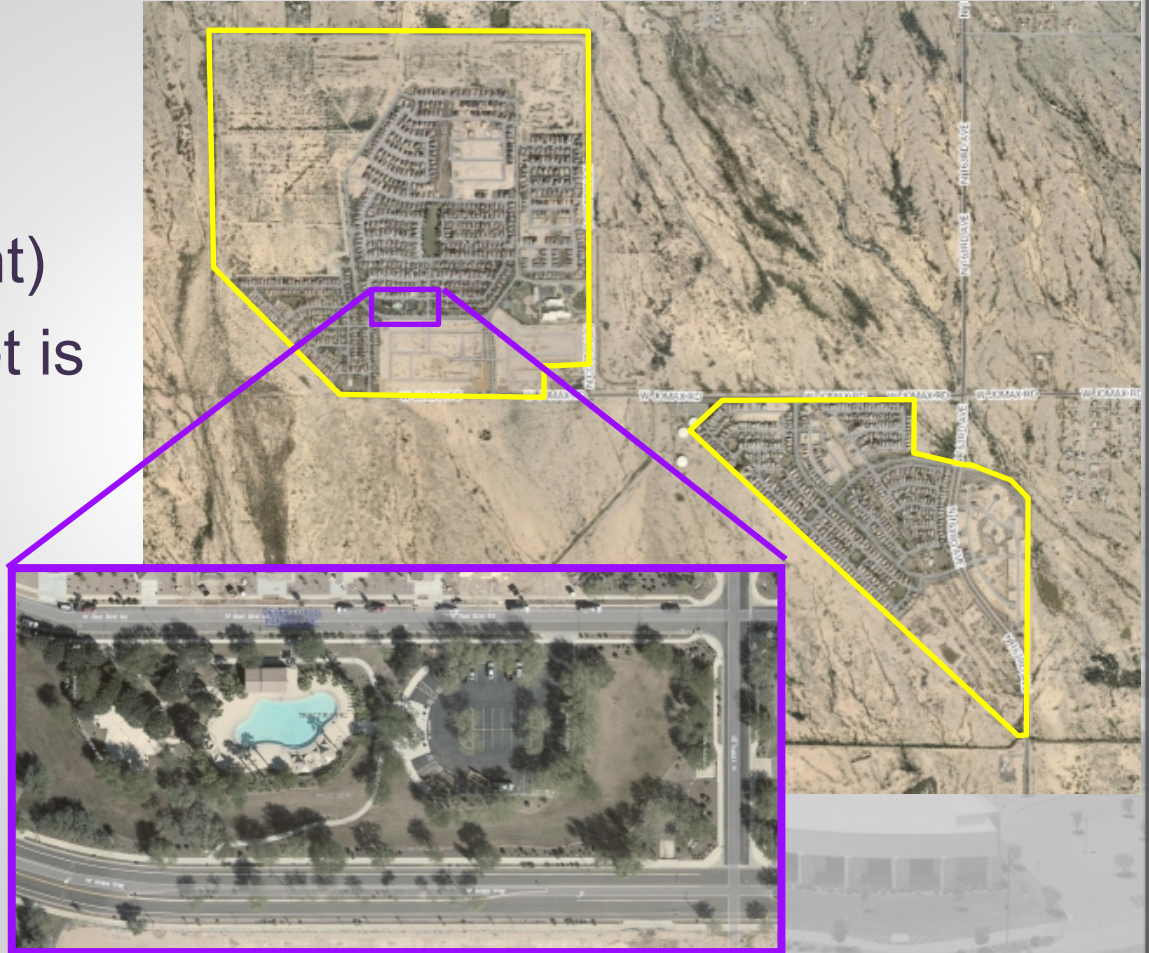
- Ashton Ranch:

- 3 pools
- 1,217 homes
- 40% of the assessment goes towards maintenance and upkeep. Does not include water, electricity, or reserve.

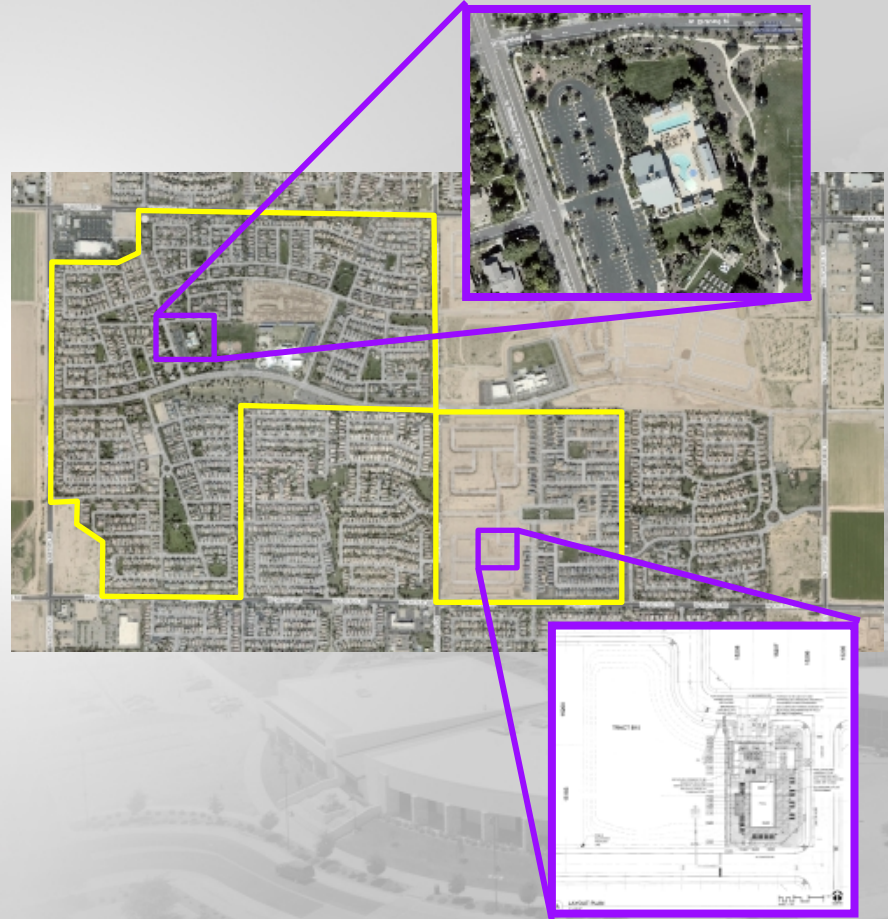


- Desert Oasis:

- 1 pool
- 857 homes (current)
- Annual pool budget is \$164,000
- \$16 per month per homeowner



- Marley Park:
 - 2 pools existing
 - 1 pool proposed
 - 1,530 homes (current)
 - Annual pool budget is \$83,000
 - \$54 per month per homeowner



- Sun City Grand:

- 4 pools, 3 spas
- 10,020 homes
- Annual pool assessment is \$710,500
- \$71 per month per homeowner



City Facilities

- Parks and Recreation Plan
- Pool vs. Aquatic Center
- Funding Mechanisms



QUESTIONS OR COMMENTS?

Thank You



CITY OF SURPRISE Regular City Council Work Session

Council Meeting Date: October 1, 2019 Contact Person: Stephen Chang
Submitting Department: Community Development District: Citywide
Staff Recommendations: None

Consent: No Regular: Yes Public Hearing: No Report/Discussion: No

Agenda Wording:

Presentation and discussion pertaining to Arizona state legislation on electric scooters and Shared Active Transportation Vehicle pilot program within the City limits.

Motion:

Discussion only.

Background:

Station-based bike-share systems have been operating in the United States since 2010. Shared Active Transportation Vehicles (SATV) has expanded to include pedal bikes, electric bikes, dockless bike-share, and electric scooters (e-scooters). Dockless e-scooters and e-bikes use an app-based technology to allow end-users to rent each vehicle for short trips.

In the Spring of 2019 the AZ Legislature passed Senate Bill 1398 outlining definitions and regulation for electric stand-up scooters and providing municipalities additional authority to regulate same. Generally, the new law provides that e-bicycles and e-scooters be subject to the same requirements as bicycles, unless otherwise regulated by a jurisdiction.

Objective Analysis:

Senate Bill 1398, Chapter 120, Laws of 2019, granted riders of electric stand-up scooter, among other vehicles, all the rights and privileges, and made the rider subject to, all the duties of a person riding a bicycle. The law also restricts local jurisdiction from requiring certain licensing of riders of e-bicycles and e-scooter, or imposing a vehicle license tax, or rider's insurance.

Shared e-scooters present both opportunities and challenges for municipalities across the country. These shared vehicles offer riders convenient and quick personalized transportation for short trips around town. They have the potential to relief traffic congestion on city streets and are environmentally friendly to operate. However, parking and staging these vehicles have been a challenge for local municipalities as they have been known to block sidewalks and create other safety issues.

Cities in the region and across the country are exploring ways to curb the visual clutter and safety issues posed by these vehicles. Many cities are providing designated parking areas for e-scooters and other dockless shared active transportation vehicles within the public rights-of-way through striping and/or using flexible delineators. Geo-fencing can be a tool to control the location and speed of SATVs.

Cities manage and regulate e-scooters and other SATVs through permits, licenses, policies and pilot programs. Typical topics addressed are: permit/license fees, vehicle operating fees, relocation fees, operating areas, maximum number of vendors, fleet size, operating hours, speed restrictions, staging and deployment requirements, parking restrictions, and data sharing requirements.

Policy Compliant:

This is compliant with the City of Surprise Strategic Plan under Transportation – Goal 8: Develop and maintain a balanced transportation system for alternative modes of travel, including bicycling, walking, and electric cars. This is also compliant with City of Surprise General Plan 2035 Transportation Chapter Alternative Modes Element – Goal 1: Develop and promote safe bicycle and pedestrian systems, and provide connectivity throughout Surprise. At the time these documents were prepared, shared active transportation vehicles such as shared e-bikes and e-scooters were not available in Phoenix metropolitan area.

Financial Impact:

None at this time; however, topics covered in this presentation may lead to future actions which may have a fiscal impact.

Budget Impact:

None at this time; however, topics covered in this presentation may lead to future actions which may have a budget impact.

FTE Impact:

N/A

ATTACHMENTS:

1. Final Council Work Session Report - 10-1-19 E-Scooters - Shared Active Transportation Vehicles
 2. Final City Council WS Pres-10-01-19
-

Date: October 1, 2019
To: Mayor and City Council
From: Stephen Chang, Transportation Planner – Senior
Chris Boyd, Interim Community Development Director
Re: Shared Active Transportation Vehicles

Background

What is an E-Scooter - Shared Active Transportation Vehicle (SATV)

Senate Bill 1398, effective August 27, 2019, defines an electric standup scooter as a vehicle that weighs less than 75 lbs, has two or three wheels, has handlebars and floorboard, is powered by electric motor or human power or both, and has a maximum speed not to exceed 20 mph. An operator of an electric standup scooter is granted all the rights and privileges and is subject to all the duties of a person riding a bicycle.

Station-based bike-share systems have been operating in the United States since 2010. This form of shared active transportation has expanded to include pedal bikes, electric bikes, and dockless bike sharing systems. In 2017 electric scooters emerged as a new form of shared active transportation vehicles (SATV). Dockless e-scooters and e-bikes, which are tracked by built-in GPS, use an app-based technology to allow end-users to rent each vehicle for short trips. According to the National Association of City Transportation Officials, 84 million trips were taken on SATVs, including 38.5 million on e-scooters, in 2018 in the United States.

Community Engagement

No community engagement activities have been performed.

Discussion

In the 2019 session, the Arizona Legislature passed Chapter 120. That bill defined both electric miniature and standup e-scooters and mandated that they be treated as bicycles. The bill also prohibited the city from requiring a certificate of title, requiring vehicle

E-Scooters

registration, imposing a vehicle license tax, requiring an operator's license and from requiring the operator to possess insurance covering the e-scooter. The bill does allow local jurisdictions to completely ban e-scooters if it so chose.

Advantages of E-Scooters

Shared e-scooters present both opportunities and challenges for municipalities across the country. E-scooters are gaining popularity because they offer convenient, quick personal transportation for short trips, especially first and last mile connections to transit. E-scooters can be a tool for congestion relief by reducing the number of motor vehicles on the road and are environmentally friendly to operate. Unlike Uber, Lyft, or public transit, e-scooters offer riders on-demand personalized transportation; riders do not have to wait for a vehicle to arrive and they do not have to share a space with strangers.

Disadvantages of E-Scooters

Many cities have experienced the negative effects of having large numbers of small dockless shared active transportation vehicles in their cities. Irresponsible riders have left e-scooters blocking sidewalks and obstructing doorways creating tripping hazards and impeding the movements of strollers and wheelchairs. E-scooters scattered in landscaped areas and public spaces create visual clutter and a disorderly streetscape. Some business owners have expressed frustration with e-scooters parked in front of their stores. Careless riders pose a danger to themselves and pedestrians when they ride in an unsafe manner. Public nuisance complaints charge that these e-scooters are out of control on city streets and private properties. Because of these reasons, some cities have banned them from operating in their cities.

Possible Solutions to Address the Negative Impacts of E-Scooters

Designated parking areas: Cities across the country are searching for solutions to combat the negative effects of e-scooters. Some cities have provided designated e-scooter and dockless bike parking areas within the public right-of-way through striping and/or using flexible delineators. Designated SATV parking areas can also be provided within existing bike racks. Sidewalks can be widened by approximately 2 feet into the landscaping to provide parking for all shared active transportation vehicles.

Technological Solutions: Through geo-fencing, e-scooter companies can control the location and speed of their vehicles. When entering a geo-fenced area, the app will alert the rider of the restrictions of the area he/she is entering. When entering a low speed zone, the e-

scooter will automatically reduce its top speed. If a rider is attempting to end a ride in a prohibited area, the app will inform the rider that it is prohibited and he/she must move to a non-prohibited area. Staff recommends a limited geo-fenced operating area for SATVs during the pilot program that includes the Civic Center, Surprise Stadium, the commercial areas around City Hall to Grand Avenue, and the commercial area at Waddell and Litchfield Roads.

E-Scooter Safety

In April 2019, the Austin Public Health Department with assistance from the Center for Disease Control and Prevention and others published the Dockless Electric Scooter-Related Injuries Study. The study examined e-scooter related injuries occurring in Austin, Texas between September 5, 2018 and November 30, 2018. During the study period, a total of 936,110 trips were taken on e-scooters and 192 persons were injured. This equates to approximately 20 persons injured per 100,000 e-scooter trips. Of the 192 injured persons, 190 were e-scooter riders, one was a pedestrian and one was a bicyclist. Almost half (48%) of injured riders were 18-29 year old males (55%). Of the riders with a head injury, 15% had a possible traumatic brain injury. Almost half of the injured riders had a severe injury, including bone fractures, nerve, tendon or ligament injuries, spending more than 48 hours in the hospital, severe bleeding, or organ damage.

Typical Topics Addressed in SATV Policies, Permits and Ordinances, or Agreements

Through policies, permits, licenses, and pilot programs many cities in Arizona are beginning to manage and regulate SATVs. Most cities charge a permit/license fee to operate within their city; these fees vary from:

- \$100 annually in Mesa,
- \$5,000 per 6-month term in Phoenix,
- \$2,500 Surprise SATV Pilot Program.

Other fees include a vehicle operating fee:

- Phoenix charges \$0.10 per ride,
- Tempe charges \$1.06 per day,
- Surprise SATV Pilot Program: \$2.50 per vehicle per month.

Relocation fees are charged to the e-scooter company if City staff must remove a vehicle that is blocking the public right-of-way or pose a health and safety risk. These charges vary from:

- \$50 per vehicle in Mesa,

E-Scooters

- \$100 per vehicle in Tempe,
- \$25 per vehicle in Surprise SATV Pilot Program.

Operating areas also vary greatly between cities:

- Phoenix's pilot program restricts e-scooters to the downtown area,
- Mesa does not restrict e-scooters in their city limits,
- Surprise SATV Pilot Program would geo-fence an operating area that includes the Civic Center, Surprise Stadium, major commercial areas around City Hall to Grand Avenue, and the commercial area at Waddell and Litchfield Roads.

Some cities also cap the number of e-scooter companies and the number of e-scooters per company.

- Mesa caps the number of companies at two,
- Phoenix caps the fleet size at 300 vehicles per company,
- Surprise SATV Pilot Program would limit the total number of SATVs to 100.

Electric scooters require nightly charging and e-scooter companies are required to pick up all SATVs every night and deploy them in the morning. Operating hours vary between cities:

- 5 AM-10PM in Gilbert,
- 5 AM-12AM in Phoenix,
- 6 AM-9PM in Surprise SATV Pilot Program.

SATVs can be technically and mechanically restricted by the company to have a maximum speed. Many cities regulate the maximum speed of these vehicles for the safety of riders and those around them.

- Gilbert limits e-scooters to 15 mph, but in dense pedestrian areas they are limited to 10 mph,
- Phoenix limits e-scooters to 15 mph,
- Surprise SATV Pilot Program limits the maximum speed of e-scooters to 12 mph, and e-bikes to 20 mph.

Cities regulate where and how companies can stage and deploy their vehicles.

- Scottsdale require them to be deploy in groups of no more than 5 vehicles spaced at least 200 feet apart,
- Tempe requires groups of 10 or less to be at least 150 feet apart,
- Surprise SATV Pilot Program requires groups of 3 vehicles at least 300' apart.

They are typically required to be deployed upright, facing the same direction on concrete, asphalt bricks, pavers or other hard surfaces. They must not block pedestrian traffic, and must maintain a clear width of ADA travel. Areas around all fire hydrants, call boxes and other emergency facilities must be kept clear, and deployed SATVs must not interfere with the use of windows, bike racks, or newspaper racks.

Similarly, SATV parking by riders after a ride is regulated by cities. SATVs parking must:

- Not be in sidewalks, roadways or ADA parking zones,
- Not block building doorways,
- Not be in landscaping, medians, or greenbelts,
- Receive permission from the property owner if on private property.

Companies are required to remove incorrectly parked or unsafe/inoperable SATV within 2 hours of receiving notice. However, if a SATV is incorrectly parked, unsafe/inoperable or in another condition which poses a health and safety risk or violates federal, state or local law, the City may immediately impound the vehicle.

Data sharing is often required so cities can better understand e-scooter usage; the types of data include:

- The total number of users and total miles ridden,
- Total trips per month and trips per vehicle,
- Trip Origin & destination,
- Average trip distance and duration,
- Parking compliance,
- Number and types of complaints,
- Vehicle maintenance reports.

Several cities are currently conducting pilot programs to assess the practicality of operating e-scooters in their city. Arizona cities include Phoenix which began their pilot program on September 16, 2019, Tucson began their six-month pilot program in July 2019, and Gilbert began their pilot program in April 2019, with an indefinite end date. The Surprise SATV Pilot Program would begin on November 1, 2019, for a duration of 180 days.

Next Steps

Staff will return to City Council near the conclusion of the Pilot Program with SATV operating data and seek City Council direction for a permanent ordinance. The timeline for the Pilot Program is shown below:

E-Scooters



ATTACHMENTS:

1. PowerPoint Presentation



Shared Active Transportation Vehicles

City Council Work Session, October 1, 2019
Community Development Department



Overview of Presentation

- Background
 - Review of New State Law
 - Advantages and Disadvantages of Shared Active Transportation Vehicles (SATV)
 - Possible Solutions
 - SATV Pilot Program
- 



Background

- Arrived in Tempe, Phoenix, Mesa, Peoria in 2018
- Effective August 27th, 2019 Senate Bill 1398 – Amending Section 28-101
 - Section 28-819: An operator of an electric standup scooter is granted all the rights and privileges and is subject to all the duties of a person riding a bicycle. An electric standup scooter is subject to the same provisions of this title as a bicycle.
 - Problems associated with SATV: blocking sidewalks, tripping hazard, visual clutter, rider & pedestrian safety, public nuisance.

The Good

What are the Advantages of e-scooter?

- Convenient, quick, good for short trips
- First mile/last mile connection to transit
- Congestion relief
- Environmental friendly
- Personal transportation



The Bad

What are the Disadvantages of e-scooters?

- Blocking Sidewalk



The Bad

What are the Disadvantages of e-scooters?

- Illegal parking – within ADA accessible space



The Bad

What are the Disadvantages of e-scooters?

- Public Nuisance
- Tripping Hazard
- Blocking Sidewalk

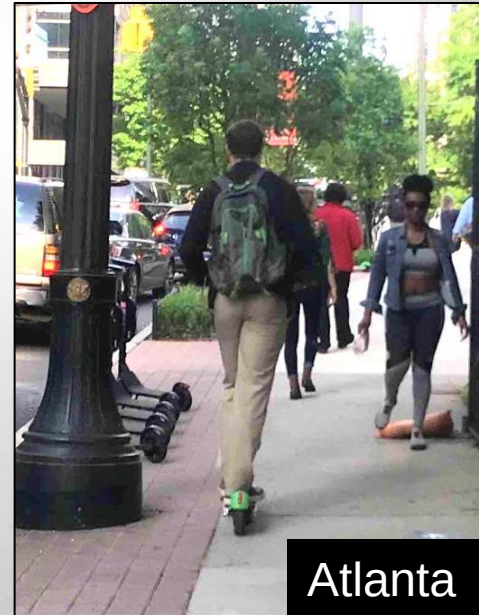


San Diego

The Bad

What are the Disadvantages of e-scooters?

- Riding in the pedestrian zone
- Pedestrian Safety



The Bad

What are the Disadvantages of e-scooters?

- Distracted riding –
Using mobile device



Santa Monica

The Ugly

What is the Ugly side of e-scooters?

- Visual Clutter
- Tripping hazard



San Diego

The Ugly

What is the Ugly side of e-scooters?

- Unwanted by some private business owners



Tempe

Possible Solutions

What are some solutions to help alleviate these issues?

- Designated SATV parking – parking corrals



Possible Solutions

- Designated SATV parking – parking corrals



Phoenix

Possible Solutions

- Striped parking for e-scooters



Possible Solutions

- Widen sidewalk to provide e-scooter parking



Possible Solutions

- Narrow landscaping area to provide e-scooter parking



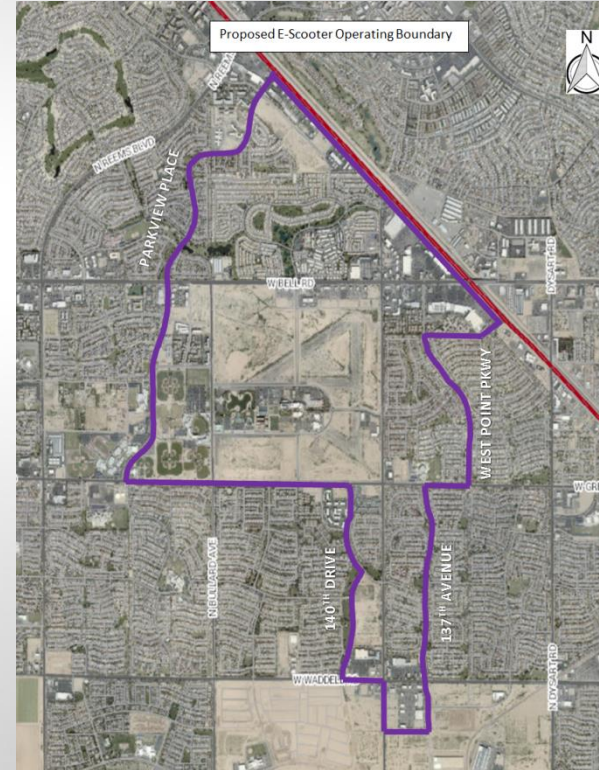
Possible Solutions

- Designated SATV parking at existing bike racks



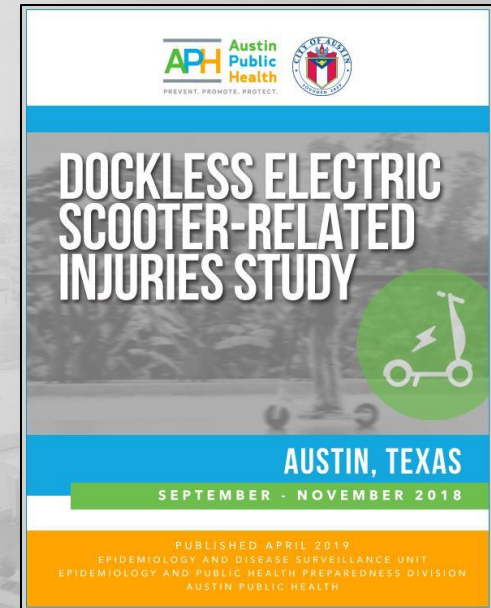
Possible Solutions

- Geo-fencing
 - Control e-scooter location & speed



Dockless E-Scooters Injuries Study – Sept-Nov 2018

- 936,110 trips. 192 injured persons
 - 190 riders, 1 pedestrian, 1 bicyclist
 - 20 persons injured/100,000 e-scooter trips
- 48% 18-29 year-old, 55% males
- 15% possible traumatic brain injury
- Almost half had a severe injury
 - Bone fractures, nerve, tendon, or ligament injuries, +48 hr hospital stay, severe bleeding





Surprise & other AZ cities

Typical issues in a SATV policy, permit, ordinance, or agreement

- Permits/license fee: \$100 (Mesa) – \$5,000 (6-month, Phoenix)
 - Surprise: \$2,500
- Operating fee: \$0.10/ride (Phoenix) – \$1.06/day (Tempe)
 - Surprise: \$2.50/month
- Relocation fee: \$50 (Mesa) – \$100 (Tempe)
 - Surprise: \$25
- Operating area: Downtown Phoenix – No limits in Mesa
 - Surprise: Civic center, Surprise Stadium, major commercial centers



Surprise & other AZ cities

- Number of companies: Two (Mesa) – No limit (Phoenix)
 - Surprise: No limit
- Max vehicle: 300 per company (Phoenix) – (No limit) Tempe
 - Surprise: 100 total
- Operating hours: 5AM-10PM (Gilbert) – 5AM-12AM (Phoenix)
 - Surprise: Sunrise to Sunset; Operator may deploy 6AM- 1hr past Sunset 7 days/week
- Speed Restrictions: 15MPH/10MPH (Gilbert) – 15 MPH (Phoenix)
 - Surprise: 12 MPH



Surprise & other AZ cities

- Staging/Deployment: Groups of 5, 200' (Scottsdale) – 10, 150' (Tempe)
 - Surprise: Groups of 3, 300' apartOn Concrete, asphalt bricks, or pavers.
Not block pedestrian traffic, maintain minimum of 48" clear width. Keep clear of all fire hydrants, call boxes, or other emergency facilities. Not interfere with the use of windows, bike racks, or newspaper racks.
- Parking Restrictions: Sidewalk, roadway, ADA parking zone, building doorways, landscaping, medians or greenbelts, private property without permission.



Surprise & other AZ cities

- **Parking Violation:** Illegally parked or unsafe/inoperable SATVs shall be removed within 2 hours of notice. If it poses health and safety risk, City may remove it immediately.
- **Data Sharing:** Number of users, total trips, trips origin & destination, average trip distance, parking compliance, maintenance reports.
- **Pilot Programs:**
 - Phoenix: One year began September 2019
 - Tucson: Six-month began July 2019
 - Gilbert: Began April 2019 until terminated
 - Surprise: 180 days, begins November 1, 2019

Next Steps

Staff will return to City Council near the conclusion of the Pilot Program with SATV operating data and seek City Council direction for a permanent ordinance.





SURPRISE
ARIZONA

QUESTIONS OR COMMENTS?

Thank You



CITY OF SURPRISE
Regular City Council Work Session

Council Meeting Date: October 1, 2019

Contact Person: Kendra Pettis, DIR -
SPORTS/TOURISM

Submitting Department: Sports and Tourism

District: Citywide

Staff Recommendations: None

Consent: No

Regular: No

Public Hearing: No

Report/Discussion: Yes

Agenda Wording:

Presentation and discussion pertaining to a Sports and Tourism department update.

Motion:

Discussion only.

Background:

The Sports & Tourism department will give a brief overview of 2019 initiatives and 2020 objectives.

Objective Analysis:

Update the Council on the progress of the Sports & Tourism department.

Policy Compliant:

Financial Impact:

N/A

Budget Impact:

N/A

FTE Impact:

N/A

ATTACHMENTS:

1. Sports and Tourism Update October 2019_Final



Sports & Tourism Department Update

October 1, 2019

SPORTS & TOURISM UPDATE:

- **Industry Update:**
 - Tourism in Arizona
 - Sports Tourism
- **Department Update:**
 - New events
 - New business structure / Contract management / Increased ROI
 - Increased marketing efforts
 - Development partnerships
- **2020 Focus & Initiatives:**
 - Signature events
 - New development
 - Increase visitor traffic
 - Safety & Security
- **Upcoming Events**

WHY IT MATTERS - IMPACT



45.4
MILLION

Domestic and international visitors to Arizona

⬆ **3.3%** annual increase



\$24.4
BILLION

Direct travel spending generated within Arizona

⬆ **7.8%** annual increase



192,300

Industry-related jobs directly generated by visitor spending

⬆ **2.3%** annual increase



\$7.4
BILLION

Earnings generated by Arizonans employed by tourism

⬆ **6.2%** annual increase



\$3.63
BILLION

Local, state and federal tax revenues generated by direct visitor spending

⬆ **9.6%** annual increase

VISITOR IMPACT

Tax Revenue Breakdown

Federal

\$1.5
BILLION

42%

State

\$1.0
BILLION

28%

Local

\$1.1
BILLION

31%


\$1,360

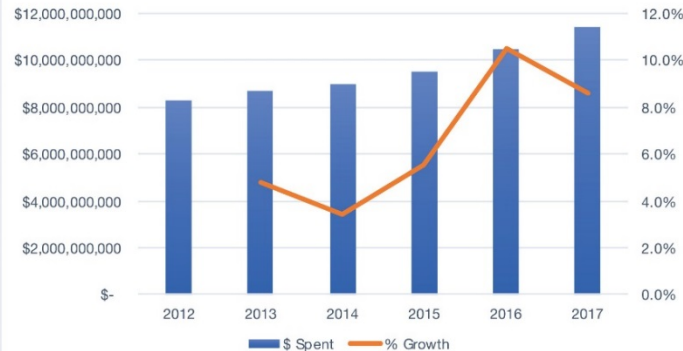


Taxes generated by tourism reduces the average annual tax burden for Arizona households by more than **\$1,360.**

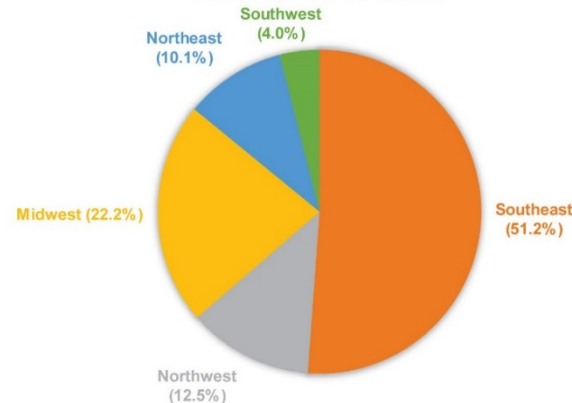
SPORTS TOURISM INDUSTRY

- Sports Tourism is growing and has proven to be recession resistant in the past
 - \$11.4B Industry with projected growth to \$30B over next 10 years
- Southwest region is currently under served (demand exceeds supply)
- There is opportunity for Surprise to continue to grow our year round visitor base through sports tourism

Direct Spending - Youth and Amateur Sports Tourism



EVENTS BY REGION



SPORTS & TOURISM UPDATE:

- **Added 28 New Events/Tournaments/Rentals since inception of department** (less than 2 yrs)
- **Highlights:**
 - Artisan Treasures hosted 2 Festivals (3500 total attendees)
 - Vermillion Surprise Festival of the Arts (3000 attendees)
 - Spring Training 5K (2019 – 474 runners / 60 % increase from 2018 / 21 states, Canada, UK)
 - Wilson Premier, USA Baseball, Perfect Game, PBR (40-70+ teams per tournament)
 - Oracle Intercollegiate Tennis Association Fall National Championships (200 participants)
 - Grand Canyon State Games – Pickleball (675 participants)
- **Maximized Facility Use Year-round:**
 - Ottawa Facility Usage
 - Baseball: 8 mos per year (4-6 days/wk) / 40+ games
 - Tennis: 8 mos per year (5 days/wk) / 30+ matches
 - Increased MLB Use on auxiliary fields



SPORTS & TOURISM UPDATE – ROI INCREASES:

- Increase of a minimum of 40% on 4 Major Initiatives

College Baseball Tournament	FY18	FY19
Total Revenue	\$108,802.00	\$194,629.31
Total Expenditures	\$168,410.00	\$102,917.00
Return on Investment	-35%	89%

- Focus on cost savings
- Increased Marketing efforts

Summer Baseball Tournaments	FY18	FY19
# of Teams	166	279
# of Games	270	513
# of Participants/Attendance	3,320	18,870
Total Revenue	\$58,453	\$98,447
Total Expenditures	\$64,609	\$51,715
Return on Investment	-23%	90%

- New strategy for tournaments
- Focus on cost savings
- **10+ games** per day - July 2019

SPORTS & TOURISM UPDATE – ROI INCREASES:

Pickleball	FY18	FY19
Total Revenue	\$9,686	\$23,527
Total Expenditures	\$4,626	\$3,500
Return on Investment	109%	572%

- Addition of 8 new courts
- New partnerships/events

Tennis Tournaments	FY18	FY19
Total Revenue	\$133,914	\$145,873
Total Expenditures	\$222,140	\$146,327
Return on Investment	-40%	0%

- Focus on cost savings
- Strategic partnerships

SPORTS & TOURISM UPDATE – MARKETING:

Increased focus on tourism marketing:

- **Collaboration with Communications dept.**
 - ExploreSurprise.com
 - Find Your Surprise Campaign
 - New Social Media Accounts
- **Strategic Media Partnerships**
 - ABC 15, AZ Central / AZ Republic
 - NBC, Fox Sports, Phoenix New Times

Recognitions/Awards:

- **Voted #1 Stadium in Cactus League**
 - USA Today 2018
- **Outstanding Marketing Campaign**
Find Your Surprise Campaign
AZ Governor's Conference on Tourism 2019



SPORTS & TOURISM UPDATE – OTTAWA DEVELOPMENT:

- Facility Use Agreement
- Access to:
 - Indoor Activity Center
 - 100,000 sf / \$24M facility
 - Indoor Meeting Space
 - 10,000 sf
 - Competition Field
 - Football/Soccer
- Coordination w/ OUAZ, ED & Recreation on programming



SPORTS & TOURISM UPDATE - RANGERS DEVELOPMENT

- 68,000 sf
- Houses up to 180 players/staff
- Residential
- Classroom & Meeting Space
- Fitness Area / Sports Lab



SPORTS & TOURISM UPDATE – 2020 FOCUS:

- **Add Signature Events:**
 - Strategic Partnerships (Working with 10 potential event groups)
 - Increased Bidding Opportunities (Working on 16 new bids for 2022-2026 cycle)
 - Tourism Fund Marketing (Dedicated website and campaign to attract events)
- **Increase Visitor Traffic:**
 - Continued focus on marketing efforts
 - Increased Destination Marketing Org. Funding in 2020 (up 47% from 2019)
 - Collaboration with key partners
 - Arizona Office of Tourism, Cactus League, MLB, USTA
- **Long Term Planning and New Development:**
 - Sports & Entertainment Venues
 - Hotel/Resort Partnerships
- **Safety & Security:**
 - Coordination with Emergency Manager, Police, Fire/EMS

UPCOMING SPORTS & TOURISM EVENTS:

- **Fall Tennis Tournaments:**
 - Surprise hosting 6 USTA League National Tournaments
 - October 4-6: 18 and over 3.5 Men & Women
 - October 11-13: 40 and over 4.0 Men & Women
 - October 18-20: 18 and over 4.5 Men & Women
 - October 25-27: 55 and over 7.0 Men & Women
 - November 1-3: 55 and over 8.0 Men & Women
 - November 8-10: 55 and over 6.0 / 9.0 Men & Women
- **Super Senior Pickleball Tournament: September 30-October 3**
- **Classic Baseball Tournaments: October 4-6, 11-13, 18-20, 25-27**
- **Men's Senior Baseball League: October 14-31**
- **Pickleball Monster Smash Tournament: October 30-November 3**
- **Vermillion Surprise Festival of the Arts: November 29-December 1**
- **Artisan Treasures Holiday Affair: November 30**



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**QUESTIONS OR
COMMENTS?**

Thank You