

**CITY OF TEMPE
DEVELOPMENT REVIEW COMMISSION**

**Meeting Date: 07/22/2014
Agenda Item: 2**

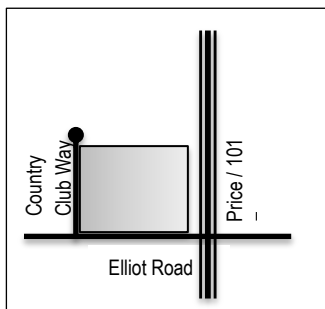
ACTION: Request for a street name change from South Country Club Way to Shutterfly Way between East Elliot Road and the Western Canal for SHUTTERFLY, located at 7195 S Country Club Way. The applicant is Manjula Vaz of Gammage and Burnham for the owner - Tempe Campus SPV, LLC.

FISCAL IMPACT: While this change does not directly impact revenue, the planned development will result in collection of the standard development fees, calculated according to the approved fee structure at the time of permit issuance. The applicant also will pay all fees relating to creation and installation of new street signs.

RECOMMENDATION: Staff –Approval, subject to conditions

BACKGROUND INFORMATION: SHUTTERFLY (PL140127) is located within the Discovery Business Campus within a Planned Area Development in the GID General Industrial District. Tempe City Code requires that all street name changes be made by Resolution, with review by the Development Review Commission (Tempe City Code Section 25-45). No neighborhood meeting was required for this request. There are no businesses or residences along Country Club Way that would be impacted by a change in name; Shutterfly is the only business with an address on this dead end cul-de-sac serving Discovery Business Park. City departments impacted by this change were asked to provide any comments or concerns. Economic Development was of the opinion that the renaming of the street would help identify a major Corporate Development and promote business attraction to the Discovery Business Campus, while a Building Safety Fire representative indicated concern about emergency response times, internal maps will be updated to including those for Fire and Police Department dispatch.. The owner will pay all costs of renaming the street. Corporate street names are generally approved with new subdivision plats such as those for ASU Research Park, Emerald Center, Agave Center, Fountainhead, Autoplex, and most of Papago Park Center. Changes to street names by Resolution for corporate developments have been made for Arizona Mills Mall, Westcourt, Ikea, Medtronics, Rockford and Microage. The Commission recommendation for this request will be presented to Council on July 31, 2014.

RES2014.____



Property Owner
Applicant

Tempe Campus SPV, LLC
Manjula Vaz, Gammage & Burnham

ATTACHMENTS: Development Project File

STAFF CONTACT(S): Gregg Kent, Principal Civil Engineer, 480-350-2738

Department Director: Dave Nakagawara, Community Development Director

Legal review by: N/A

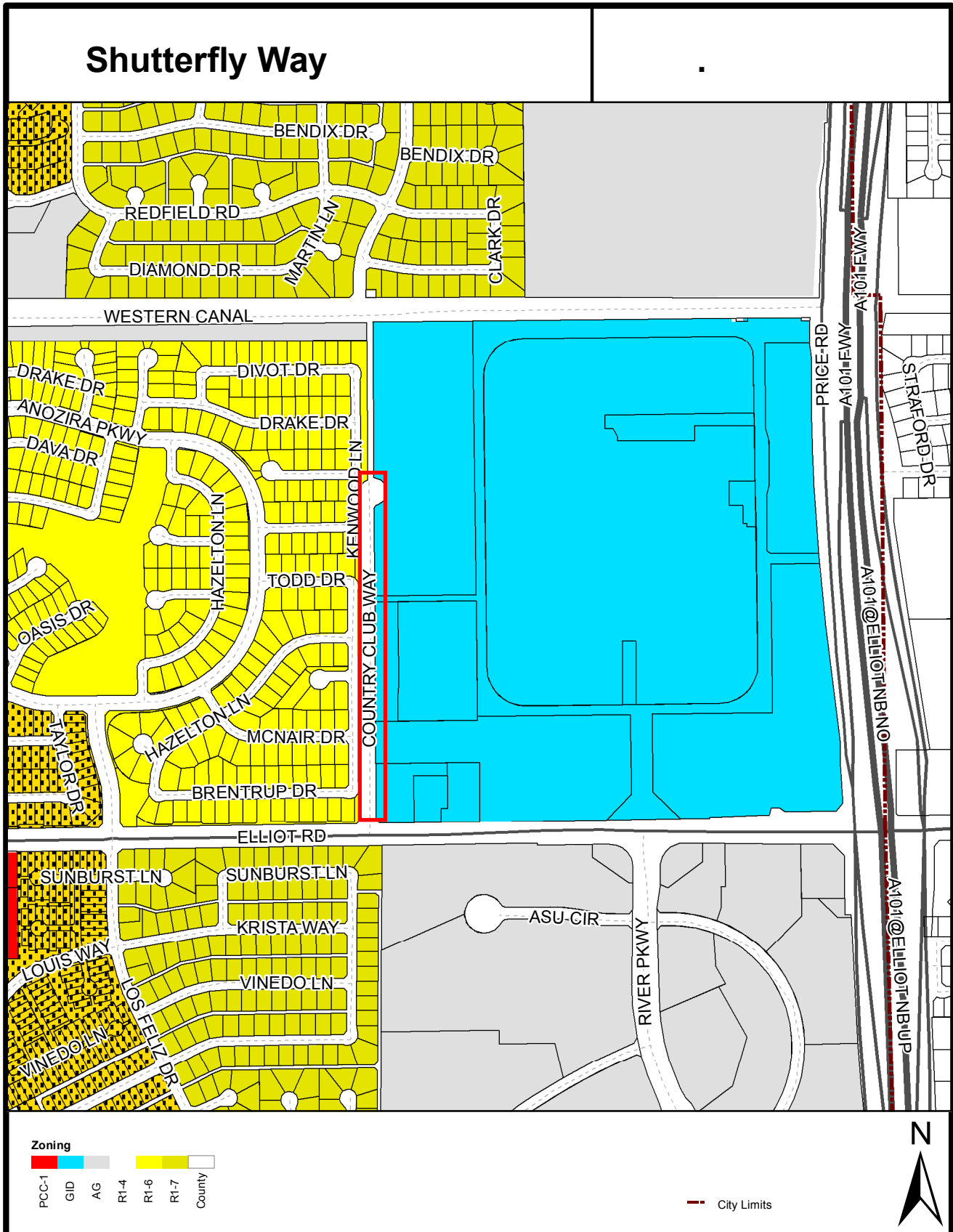
Prepared by: Diana Kaminski, Senior Planner



DEVELOPMENT PROJECT FILE
for
SHUTTERFLY

ATTACHMENTS:

1. Location Map
2. Aerial
- 3-6. Letter of Explanation with Exhibits
- 7-8. Resolution



Location Map

Shutterfly Way



GAMMAGE & BURNHAM

A PROFESSIONAL LIMITED LIABILITY COMPANY

ATTORNEYS AT LAW

TWO NORTH CENTRAL AVENUE

15TH FLOOR

PHOENIX, ARIZONA 85004

June 4, 2014

TELEPHONE (602) 256-0566
FACSIMILE (602) 256-4475

WRITER'S DIRECT LINE
(602) 256-4461
mvaz@gblaw.com

VIA ELECTRONIC-DELIVERY

Andy Goh, P.E., City Engineer
c/o Gregg Kent, P.E. C.F.M., Principal Civil Engineer
Tempe City Hall Municipal Complex
31 East Fifth Street, Garden Level
Tempe, AZ 85281

RE: Request to Rename Country Club Wy. (Elliot Rd. to Western Canal) to Shutterfly Wy.

Dear Andy:

This firm represents Tempe Campus SPV, LLC ("Tempe Campus"), the owner and developer of the approximate 136-acre Discovery Business Campus (the "Campus") generally located at the northeast corner of the Loop 101 freeway and Elliot Road in Tempe (the "Site").

As part of the continuing redevelopment of the Campus, Shutterfly, Inc. ("Shutterfly") will be constructing an office and production / warehouse facility on Development Site 6 (Maricopa County APN 301-49-818) this year. Shutterfly, a family of brands offering personalized photo products and services, was included on Forbes 2013 list of America's Best Small Companies. As the leader in the digital personalized photo products and services market, Shutterfly helps its customers turn precious memories into lasting keepsakes (e.g. photo books, holiday cards, announcements, invitations, stationary etc.).

On behalf of Tempe Campus, the purpose of this correspondence is to request that the segment of Country Club Way located between Elliot Road and the Western Canal be renamed to Shutterfly Way. As reflected by the enclosed overall site plan for the Campus and the enclosed 2014 aerial photograph of the Site, the noted segment of Country Club Way only provides vehicular access to the Campus. The noted segment of Country Club, which does not extend beyond the Shutterfly site, does not provide access to the Oasis at Anozira subdivision to the west. Furthermore, the Shutterfly site is the only property within the Campus that is primarily served by Country Club. As a result, the requested renaming, if approved, will:

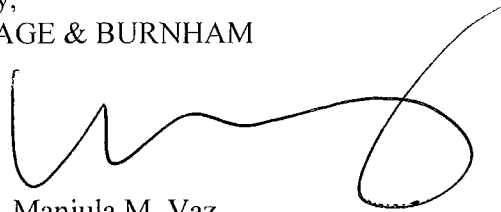
- assist motorists in finding the only property primarily served by the subject segment of Country Club Way;
- eliminate any confusion for motorists who may otherwise believe that Country Club Way continues to the north past the Shutterfly site; and,
- not adversely impact any properties located along the subject segment of Country Club Way

Tempe Campus is very excited about Shutterfly and the continuing redevelopment of the Campus. We respectfully request that the City Council approve the renaming of the subject segment of Country Club Way to Shutterfly Way.

Please let us know if you require additional information or documents to address this renaming request.

Sincerely,
GAMMAGE & BURNHAM

By


Manjula M. Vaz

Enclosures
MMV/rl

RESOLUTION NO. 2014. _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF TEMPE, ARIZONA, RENAMING THAT PORTION OF SOUTH COUNTRY CLUB WAY, A STREET LOCATED BETWEEN EAST ELLIOT ROAD AND THE WESTERN CANAL.

WHEREAS, the City is authorized by Section 25-45 of the Tempe City Code to adopt resolutions renaming existing or newly established streets; and

WHEREAS, the portion of South Country Club Way between East Elliot Road and the Western Canal is a street constructed as a cul-de-sac serving Discovery Business Campus, and containing a single business, namely the headquarters of Shutterfly; and

WHEREAS, the owner of the adjacent property, Tempe Campus SPV, LLC has asked that the City rename the street "Shutterfly Way" in recognition of the new tenant;

WHEREAS, the City Council is willing to rename the street in recognition of this major corporate headquarters within the City of Tempe.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF TEMPE, ARIZONA, as follows:

Section 1. That effective immediately South Country Club Way between East Elliot Road and the Western Canal, shall be and hereby is, renamed Shutterfly Way.

Section 2. That the Director of Public Works is hereby authorized and directed to make the necessary change to the official maps of the City and install new street name signs, at the cost and expense of the owner of the adjacent property.

PASSED AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF TEMPE, ARIZONA, this _____ day of _____, 2014.

Mark W. Mitchell, MAYOR

ATTEST:

Brigitta M. Kuiper, CITY CLERK

APPROVED AS TO FORM:

Judith R. Baumann, CITY ATTORNEY