



MEMO

**TO:** Planning and Zoning Commission  
**FROM:** Ray Erlandsen, Acting Community Development Director  
**DATE:** March 15, 2010  
**SUBJECT: Conditional Use Permit Request**  
401 E. Hwy 260, Safeway Inc.

**CUP10-003**

**Background**

This case is a request by Safeway Inc., property owner, for a conditional use permit (CUP) to allow outside display of merchandise on the site of their grocery business located at 401 E. Hwy 260.

**Analysis**

The applicant's property is located in a C-2 zoning district. The Unified Development Code (UDC) requires a CUP in Commercial Two-General Commercial Districts for "outside display or storage of merchandise or equipment."

The proposed display areas are located under the existing colonnade canopy near the front entrance of the business. The area is wide enough to accommodate both pedestrian access and the proposed displays.

Staff finds that the applicant's request could be compatible with the surrounding area.

**Staff Recommendation:**

Approval with conditions listed below:

1. Display area shall be limited to the areas depicted on the site plan as submitted, sealed 2/10/10.
2. Commodities displayed on the exterior of the store shall be similar to grocery type commodities allowed to be stored or offered for sale within the store, with the exception of bundled firewood contained on the display rack as shown in "D. Firewood Display" of the accompanying submittal materials. Seasonal displays not specifically depicted in the submittal materials, and other special event displays shall comply with all adopted fire code standards. Where uncertainty exists, the decision of the Fire Marshal shall govern.

3. The length of this conditional use permit shall run concurrent with the use of this property. So long as the display area is used for display of products typically carried on the interior of a grocery store, then this permit is valid. Expansion of the approved use, change in uses, or additional uses shall be subject to review and approval by the Planning and Zoning Commission if not expressly permitted in the C-2 zoning district.
4. Failure to comply with the above conditions shall be grounds for zoning citations and possible revocation of the Conditional Use Permit. If alleged violations of the conditions of this CUP are brought to the attention of the Community Development Department, with a 24 hour notification to the property owner, a zoning inspection shall be allowed at the site. If violations of the conditions of this CUP persist, a request for review may be brought before the P & Z Commission at the discretion of the Zoning Administrator.

**Suggested Motion to Approve:**

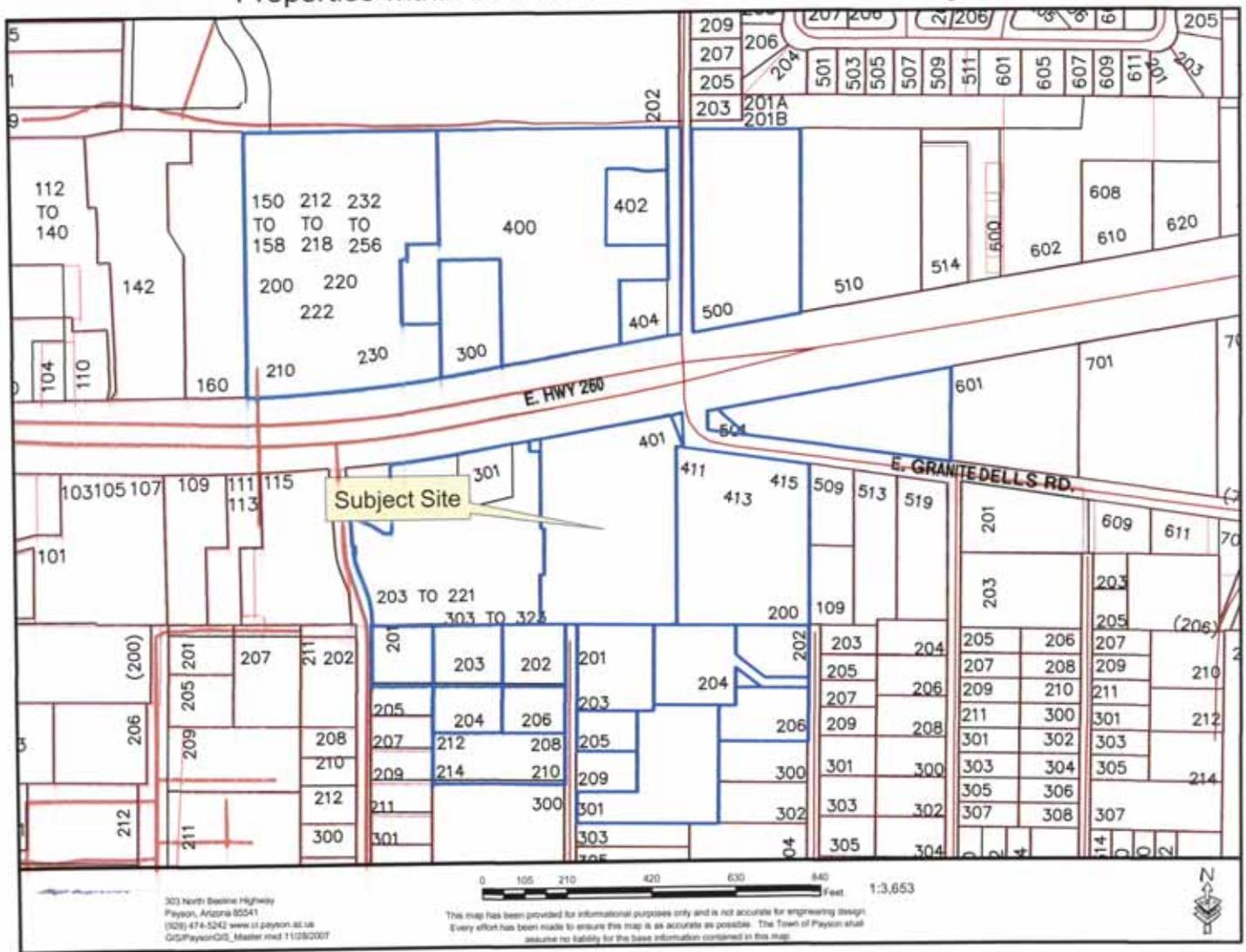
“I move the Planning & Zoning Commission approve CUP10-003, a request to allow outside display of merchandise in a C-2 zoning district at 401 E. Hwy 260 subject to the conditions recommended by staff.”

**Neighborhood Involvement**

The applicant held a Citizens Participation Meeting at the business location on February 10, 2010. A report from that meeting is attached to this report along with correspondence received related to this request.

\* Note: There is a 30 day appeal period before the action of the Planning and Zoning Commission becomes effective.

## Properties within 300' Notification Area of 401 E. Hwy 260



303 North Baseline Highway  
 Payson, Arizona 85541  
 (928) 474-5242 www.ci.payson.az.us  
 GIS\PaysonGIS\_Master.mxd 11/28/2007



This map has been provided for informational purposes only and is not accurate for engineering design. Every effort has been made to ensure this map is as accurate as possible. The Town of Payson shall assume no liability for the base information contained in this map.





303 North Baseline Highway  
 Payson, Arizona 85941  
 (928) 474-5242 www.ci.payson.az.us  
 GISPaysonGIS\_Master.mxd 11/09/2007



This map has been provided for informational purposes only and is not accurate for engineering design. Every effort has been made to ensure this map is as accurate as possible. The Town of Payson shall assume no liability for the base information contained in this map.



**TOWN OF PAYSON  
PLANNING AND ZONING COMMISSION OR  
BOARD OF ADJUSTMENTS APPLICATION**

The undersigned Applicant(s) hereby applies for:

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Abandonment Request               | <input type="checkbox"/> General Plan or Land Use Plan Amendment | <input type="checkbox"/> Guest Quarters |
| <input type="checkbox"/> Administrative Appeal             | <input type="checkbox"/> Minor Land Division                     | <input type="checkbox"/> ADU            |
| <input type="checkbox"/> Code Amendment                    | <input type="checkbox"/> P & Z Commission Appeals                |   |
| <input checked="" type="checkbox"/> Conditional Use Permit | <input type="checkbox"/> Preliminary Subdivision Plat            |   |
| <input type="checkbox"/> Development Master Plan           | <input type="checkbox"/> Temporary Use Permit                    |   |
| <input type="checkbox"/> Devel. Agreement, PAD & SPD       | <input type="checkbox"/> Variance                                |   |
| <input type="checkbox"/> Final Subdivision Plat            | <input type="checkbox"/> Zone Change                             |   |

Aug, 2009

Project Address: 401 E Highway 260 Tax Parcel Number: 304-02-018 H.  
 Subdivision: Ponderosa Village Lot Number: \_\_\_\_\_  
 Name of Applicant(s): Safeway Inc. Phone #: 480-894-4159 4/201  
 Mailing Address: 2750 S. Priest Drive Town: Tempe St: AZ Zip: 85282  
 Name of Property Owner(s): Safeway Inc  
 Mailing Address: 2750 S. Priest Drive Town: Tempe St: AZ Zip: 85282  
 Contact Person: Jan Martin Phone #: 480-894-4159 Fax #: \_\_\_\_\_  
 Payson Business License # PY 2358 Sales Tax # 4201 09-00-1611-E

Detailed Description of Request:

Temporary outdoor display of existing merchandise  
along existing pedestrian walkway

(Note: Additional Description area can be included in an attachment)

Certification: I hereby certify that the data submitted on or with this application is true and correct, that I am the Owner of the property at this address, or that for the purpose of obtaining this approval I am an authorized agent in his behalf.

JAN MARTIN Print Name      By: Jan Martin Signature      2/9/2010 Date  
 For: Safeway Inc.

**STAFF USE ONLY - PERTINENT DATA**

APPLICATION	DATE	INITIALS	APPLICATION FEE:
DATE FILED	<u>2/10/10</u>	<u>SLD</u>	Conditional Use Permit Application Fee: <u>\$1000.00</u>
COMPLETED APPLICATION	<u>2/17/10</u>	<u>SLD</u>	
NEWSPAPER PUBLICATION	<u>2/26/10</u>	<u>SLD</u>	
300' NOTIFICATION MAILOUT	<u>2/25/10</u>	<u>SLD</u>	
POSTING DATE	<u>2/25/10</u>	<u>SLD</u>	
			CHECK NUMBER: <u>53-292</u> <u>113</u> DATE: <u>2/10/10</u>

RECOMMENDATION	DECISIONS
By: _____ Date: _____	By: _____ Date: _____

# Gila County Parcel Information Search

## Assessor Information 304-02-018H

<b>Parcel/Tax ID</b>	304-02-018H
<b>Tax Year</b>	2010
<b>Site Address</b>	401 E HWY 260 , PAYSON
<b>Owner Name</b>	SAFEWAY INC, STORE #1536
<b>Owner Address</b>	C/O COMPREHENSIVE PROPERTY TAX SERVICE 1371 OAKLAND BLVD STE 200 WALNUT CREEK, CA 94596
<b>Tax Area</b>	1053
<b>Land Value</b>	\$831,050.00
<b>Improvement Value</b>	\$1,908,684.00
<b>Full Cash Value</b>	\$2,739,734.00
<b>Assessed Full Cash Value</b>	\$575,345.00
<b>Limited Value</b>	\$2,739,734.00
<b>Assessed Limited Value</b>	\$575,345.00
<b>Value Method</b>	Reconciled
<b>Exempt Amount</b>	\$0.00
<b>Exempt Type</b>	
<b>Use Code</b>	1140
<b>Property Use</b>	1140-SUPERMARKET GROCER
<b>Class Code</b>	Commercial
<b>Assessment Ratio</b>	21.000000
<b>Sale Price</b>	
<b>Sale Date</b>	
<b>Instrument Type</b>	
<b>Book</b>	
<b>Page</b>	
<b>Parcel Size</b>	3.96
<b>Township, Range, Section</b>	10N, 10E, 3
<b>Legal Description</b>	PORTION OF SECTION 3 T10N R10E; BEG AT SE COR OF NW 1/4 SAID SEC 3; TH N89-27-27W 356.73'; TH N0-8-37E 122.29'; TH S89-27-27E 9.77 ' ; TH N0-31-30E 114.04'; TH N89-27-27W 8.90'; TH N0-8-37E 223.02' ; TH N79-57-54E 329.06'; TH S21-4-22E 90.92'; TH S0-8-37W 435.40' TO POB; = 3.96 ACRES M/L (OUT OF 304-02-018E & F)
<b>Property Type</b>	REAL

Bldg ID	Occupancy	Built As	Quality	Sq Ft	Year	Cash Value
---------	-----------	----------	---------	-------	------	------------

**TOWN OF PAYSON  
PRINCIPAL / AGENT FOR ZONING SUBMITTALS**

A **Principal** (owner) / **Agent** (acts for the owner) **relationship** has been created between

Safeway Inc, Jan Martin [Principal(s)] and  
Esencia, llc Jeff Winter (Agent),

for the purpose of:

Application and related paperwork for  
outdoor display at the existing store #1536  
located at 401 E Highway 260, Payson, Arizona.

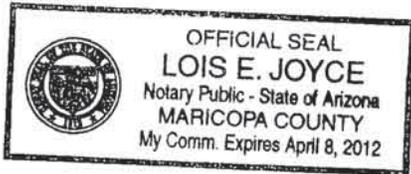
By: Jan Martin  
Principal for: Safeway Inc. Principal  
(Need both signatures, if husband and wife)

The foregoing Principal / Agent Relationship Statement was signed before me this 9<sup>th</sup> day of

February, 2010, by Jan Martin [Principal(s)],

known to me to be the person(s) who signed said statement.

IN WITNESS WHEREOF, I have hereunto set my hand and official seal.



Lois E. Joyce  
Notary Public

My commission expires: 4/8/12

December 2, 2009

Town of Payson  
Planning Department  
Payson, Arizona

Regarding: **Safeway Outdoor Display Project Narrative**  
Safeway, Inc.

Dear Town of Payson,

Safeway, Inc. would like to submit the attached documents to the Town of Payson for review and approval of an outdoor display's zone along the front of their store located at 401 E. Highway 260. This outdoor display zone would be established for miscellaneous, temporary in nature, displays that would depend on the time of year. Typically, this zone would be located under the existing colonnade canopy (see attached plan for designated area's). These display carts area approximately 3' x 8' and will be rolled out in the morning and pulled inside at night. No cashier will be located outside.

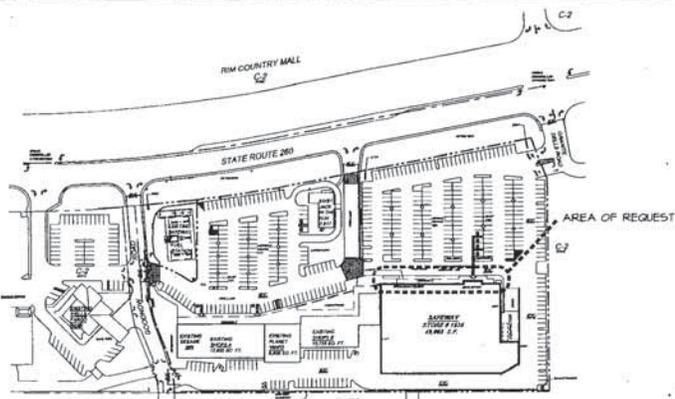
One cart may hold fresh flowers and the second may carry whole fresh fruit (oranges, apples, etc.). During the winter months firewood may be displayed and the fruit would not. At one time Safeway may have one, two or four carts out for display. Safeway is interested in providing this enhanced presentation at their stores across Arizona. We have supplied cut sheets display carts for your review to illustrate the physical cart.

We intend to position the display carts close to the entry while maintaining the path of travel and accessible route both in the store and along the colonnade.

This is the extent of our current application. We do not propose any site modifications. It is our opinion that this display does not cause any vehicular or pedestrian traffic issues. It will not cause any nuisance to the area and will not deteriorate the shopping center and is compatible with the existing surrounding facility.

Safeway is excited about this project and feels the display will improve the store and character of the center.

Jeff Winter  
*Esencia*



2 EXIST. SITE PLAN (REFERENCE ONLY)  
SCALE: N.T.S.

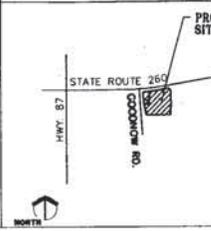
**PROJECT DIRECTORY**

**APPLICANT:**  
SAFeway INC. FOODS RETAIL DIVISION  
CONSTRUCTION DEPARTMENT  
2700 S. PAVENHAWK BLVD.  
MESA, ARIZONA 85204  
MARK PALMER, DIRECTOR OF CONSTRUCTION  
TEL: 480-834-8294

**ARCHITECT/ENGINEER:**  
ESERCIA, L.L.C.  
1743 S. INDIAN DRIVE, SUITE 300  
TAMPA, FLORIDA 33629  
JEFFREY HUNTER, P.E., A.I.A.  
TEL: 781-231-0200

**BUILDING DEPARTMENT:**  
TOWN OF PAYSON  
CONSENT DEVELOPMENT  
BUILDING DEPT.  
2000 S. MARSHALL BLVD.  
PAYSON, ARIZONA 85541  
PHONE: 414-9342

**VICINITY MAP**



**PROJECT DATA**

- |                            |   |
|----------------------------|---|
| 1. PROJECT NAME:           | STORE # 1536 PERFORMANCE PROGRAM  |
| 2. PROJECT ADDRESS:        | SAFeway # 1536<br>402 E. WERNATTY BLVD.<br>PAYSON, ARIZONA 85541  |
| 3. OCCUPANCY TYPE:         | R RETAIL STORE (EXIST. UN-CHANGED)  |
| 4. CONSTRUCTION TYPE:      | 11-B SPARKLE SEPARATION - 3 SIDES (EXIST. UN-CHANGED)   |
| 5. OCCUPANT LOAD:          | 1241 (EXIST. UN-CHANGED)  |
| 6. LOT NO.:                | 3 (EXIST. UN-CHANGED)   |
| 7. PHASE NO.:              | 304-02-001  |
| 8. SECTION TOWNSHIP RANGE: | 3-SIT-10UR-02   |
| 9. ZONED:                  | C-2 EXISTING UN-CHANGED   |
| 10. FIRE SPRINKLING:       | YES (A.P.S. EXISTING UN-CHANGED)  |
| 11. EXISTING SQ. FT.:      | 14068 SQ. FEET UN-CHANGED   |
| 12. PROJECT SCOPE:         | REMOVE FACE LIFT TO EXISTING STOREFRONT<br>CONSTITUTE OF PAINTING EXTERIOR SAFEWAY<br>BUILDING ALL 4 SIDES  |
| 13. ADVERTISING CODES:     | BUILDING: 2008 I.R.C.<br>MECHANICAL: 2008 I.R.C.<br>PLUMBING: 2008 I.P.C.<br>ELECTRICAL: 2008 N.E.C.<br>FIRE: 2008 I.F.C.<br>ACCESSIBILITY: A.P.S. / A.D.A.B. CURRENT |
| 14. PARKING:               | 284 SPACES PROVIDED (EXISTING UN-CHANGED)   |
| 15. OWNER:                 | SAFeway INC.<br>1910 S. BUCKENBERRY HALL RD.<br>PLEASANTON, CA 94588  |

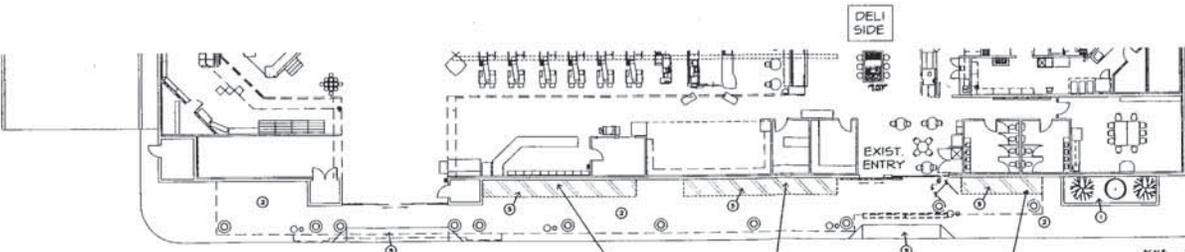
**GENERAL NOTES**

- A. ALL FIXTURES AND PORTABLE HOODLINE CARTS, NO FIXTURES WILL BE PERMANENTLY APPLIED TO EXTERIOR.
- B. FIXTURES ARE FURNISHED AND INSTALLED BY SAFEWAY INC.
- C. FIXTURE CARTS SHALL NOT BLOCK PATH OF TRAVEL, LINES SAFEWAY BUILDING WITH ADJACENT STORES BUILDINGS.
- D. FIXTURE CARTS SHALL COMPLY WITH ALL ADA ACCESSIBILITY CODES AND SHALL BE INSTALLED / PLACED AT STOREFRONT SHALL NOT BLOCK A.D.A. PATH OF TRAVEL, AND OR BLOCK FIRE EXITS OR BUILDING ENTRANCE / EXITS.

**KEYED NOTES**

1. EXIST. LANDSCAPED AREA TO REMAIN SHOW FOR REFERENCE ONLY.
2. EXIST. CONC. CURB / SIDEWALK TO REMAIN NO CHANGE.
3. EXIST. A.D.A. COMPLIANT CONC. CURB RAMPS TO REMAIN NO CHANGE.
4. NOT USED.
5. NON-FIRED EXTERIOR PERIMETER DISPLAY AREA REFER TO FUTURE DETAILS. FURN. AND INSTALLED BY SAFEWAY. NO FIXTURES SHALL BE PLACED AND INSTALLED ACCESSIBILITY THROUGH OUT UNDER EXIST. CANOPY AND ON SIDEWALK AREA. EXTERIOR SHALL NOT BLOCK EXTERIOR FACE EXITS OR PATH OF TRAVEL, LINES PROTECT ACCESSIBILITY BETWEEN SAFEWAY BUILDING AND ADJACENT STORES BUILDINGS.

1 STOREFRONT HARDSCAPE FLOOR PLAN  
SCALE: 3/32" = 1'-0"



**SAFeway**

**esercia**

1743 S. INDIAN DRIVE, SUITE 300  
TAMPA, FLORIDA 33629  
TEL: 781-231-0200

REVISIONS

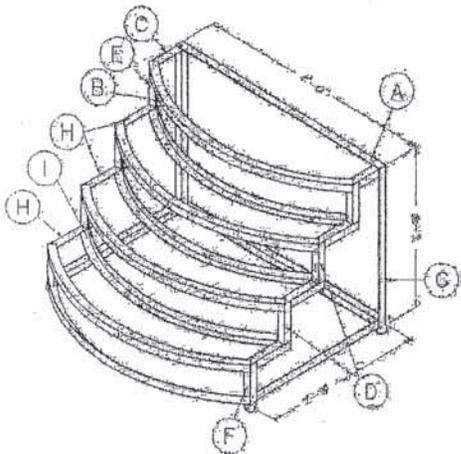
NO.	DATE	DESCRIPTION

PROJECT NO.: 00023  
DRAWN BY: AJL  
CHECKED BY: DAN POLIN  
CADD SHEET NAME:  
DATE: 10-8-2008

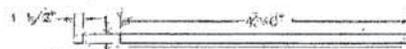
EXTERIOR MAINTENANCE FOR:  
SAFeway STORE # 1536  
PAYSON, ARIZONA  
PROJECT # 1536-001  
1743 S. INDIAN DRIVE, SUITE 300  
TAMPA, FLORIDA 33629  
TEL: 781-231-0200

SHEET TITLE:  
PROJECT DATA  
SITE PLAN &  
HARDSCAPE PLAN

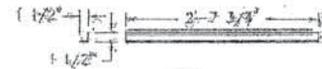
SHEET NO:  
A-203



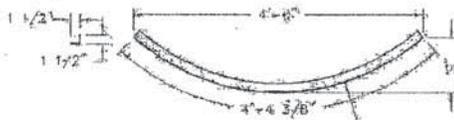
REVISIONS					
REV.	DESCRIPTION	JOB	DATE	BY	APPROV
A.	Expanded drawing	8064	07/20/04	msc	Ray



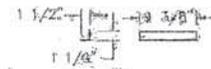
⊙PART (A) 2 REQ'D  
MATERIAL: 1 1/2" ANGLE IRON



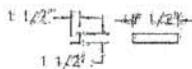
⊙PART (C) 2 REQ'D  
MATERIAL: 1 1/2" ANGLE IRON



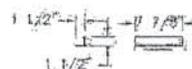
⊙PART (B) 5 REQ'D  
MATERIAL: 1 1/2" ANGLE IRON



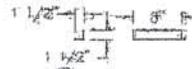
⊙PART (H) 6 REQ'D  
MATERIAL: 1 1/2" ANGLE IRON



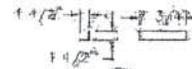
⊙PART (G) 2 REQ'D  
MATERIAL: 1 1/2" ANGLE IRON



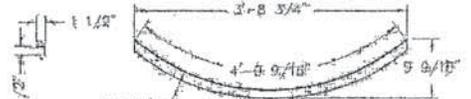
⊙PART (E) 2 REQ'D  
MATERIAL: 1 1/2" ANGLE IRON



⊙PART (D) 4 REQ'D  
MATERIAL: 1 1/2" ANGLE IRON



⊙PART (F) 2 REQ'D  
MATERIAL: 1 1/2" ANGLE IRON



⊙PART (I) 3 REQ'D  
MATERIAL: 1 1/2" ANGLE IRON

**A. Floral Display - Center**

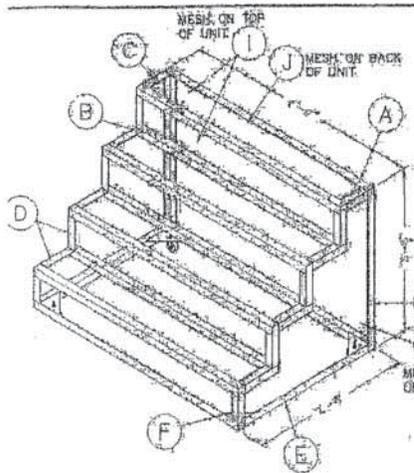
**NOTES**

- (4) CASTERS TO BE ATTACHED TO BOTTOM OF UNIT
- COVER ALL SIDES, BACK AND FACE OF UNIT WITH 1" EXPANDING WIRE
- OVERALL FINISH: GALVANIZED
- ALL ANGLES TO BE 90 DEGREES

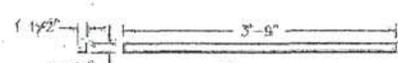
PROPERTY OF PROGRAMMED PRODUCTS CORPORATION	DRAWN: NRG 02.07.04
	DESIGNED: RM 02.12.04
	PROJECT: XXX MM.DD.YY
	DRAWN: XXX MM.DD.YY
	DESIGNED: XXX MM.DD.YY
	PROJECT NO: NONE
	DO NOT SCALE DRAWING

CODE ON PLAN: (E)	
QUANTITY PART NO:	NONE
DATE: 02.07.04	SCALE: 1/4" = 1'-0"
DRAWN BY: NRG	
CHECKED BY: RM	
PROJECT: XXX MM.DD.YY	
DRAWN: XXX MM.DD.YY	
DESIGNED: XXX MM.DD.YY	
PROJECT NO: NONE	
DO NOT SCALE DRAWING	

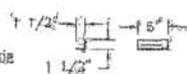
UNIT BASE NO:	SAF AA-06 370
SCALE: 3/4" = 1'-0"	SHEET: 1 OF 1



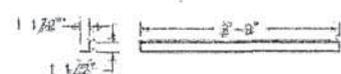
①PART A 7 REQ'D  
MATERIAL: 1 1/2" ALUM. ANGLE



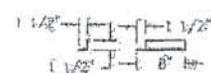
②PART B 3 REQ'D  
MATERIAL: 1 1/2" ALUM. ANGLE



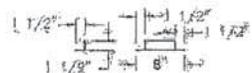
③PART C 2 REQ'D  
MATERIAL: 1 1/2" ALUM. ANGLE



⑤PART E 2 REQ'D  
MATERIAL: 1 1/2" ALUM. ANGLE

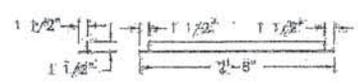


④PART D 12 REQ'D  
MATERIAL: 1 1/2" ALUM. ANGLE

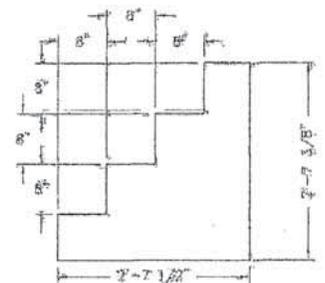


⑥PART F 2 REQ'D  
MATERIAL: 1 1/2" ALUM. ANGLE

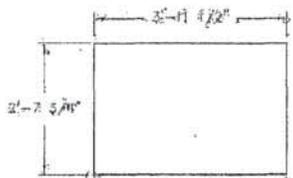
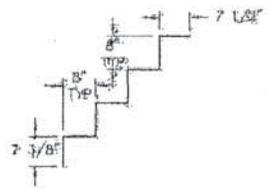
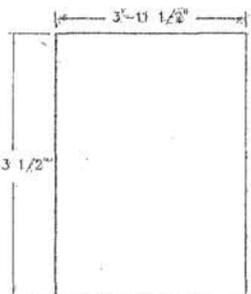
REVISIONS					
REV	RESPONSIBLE	DATE	BY	APPROV.	REASON
0	DRG	02/07/04	NONE		ISSUE FOR FABRICATION



⑦PART G 2 REQ'D  
MATERIAL: 1 1/2" ALUM. ANGLE



⑧PART H 3 REQ'D  
MATERIAL: 1" ALUM. EXPANDING WIRE



⑨PART I 1 REQ'D  
SCALE: 1/2" = 1'-0"  
MATERIAL: 1" ALUM. EXPANDING WIRE

FINISH: BRUSHED ALUM.

**B. Floral Display - Side**

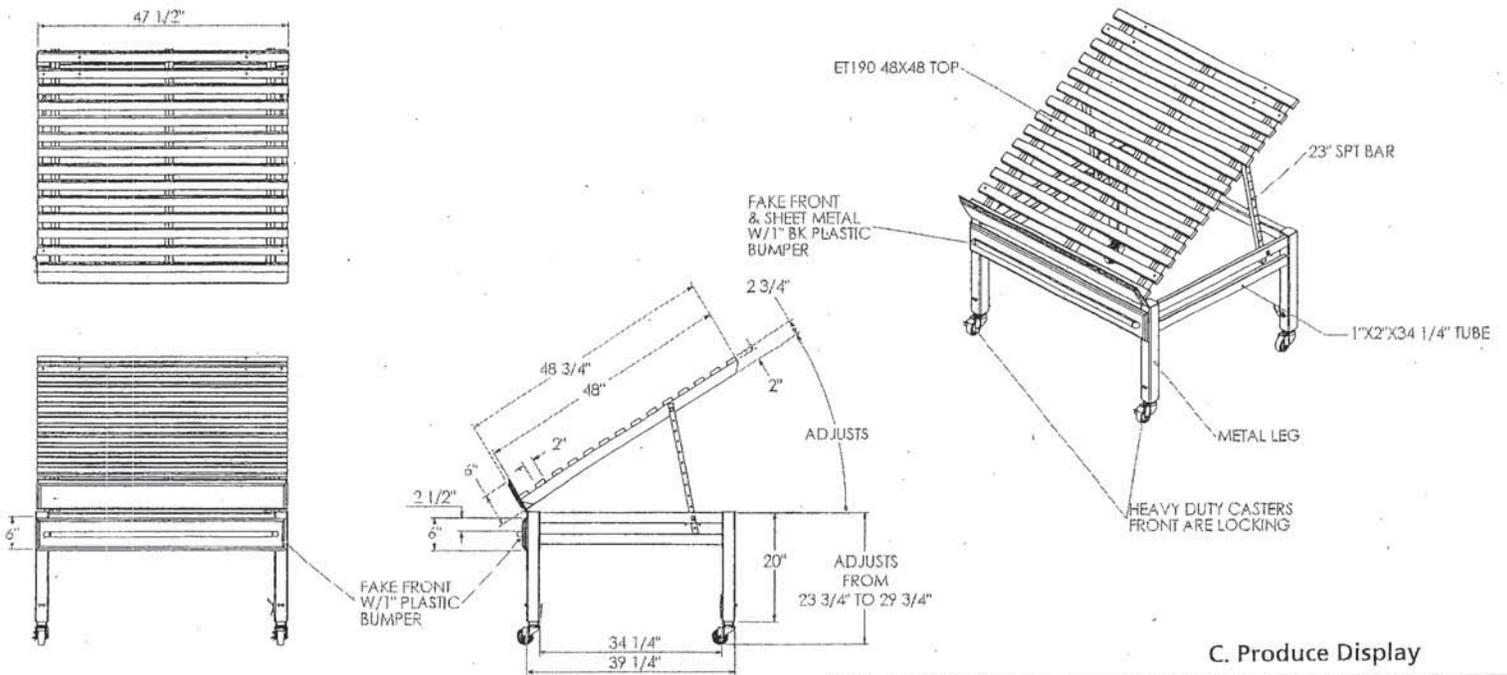
CODE ON PLAN		CUSTOMER PART NO.	
E1		NONE	
DRAWN: HRS 02/07/04 CHECKED: RM 02/13/04 DESIGNED: KKK 02/02/04 MANUFACTURED: KKK 02/02/04 PRODUCT NO.: NONE		ADDR - 4434 Grand River Avenue, N.W. Atlanta, GA 30328 WEST - 1305 Indian Canyon Dr. Suite 300, Irving, GA 30088	
<b>STEPPED UNIT, EXTERIOR, STRAIGHT</b> 32"H X 48"W X 32"D WITH CASTERS			
SAF AA-06 360		REV B	

- NOTES**
- (4) CASTERS TO BE ATTACHED TO BOTTOM OF UNIT
  - ALL ANGLES NEED TO BE 90 DEGREES

PROPERTY OF  
PROGRAMMED PRODUCTS  
CORPORATION  
All rights reserved.  
Copyright © 2003  
All rights reserved.

DO NOT SCALE DRAWING

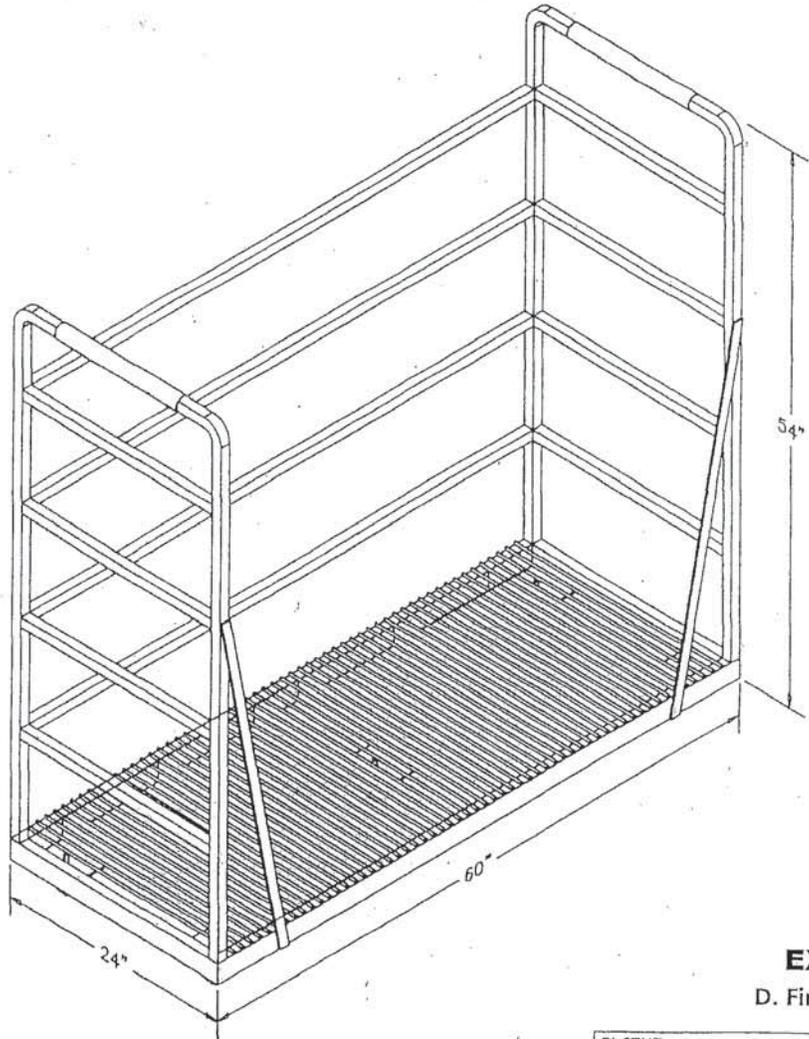
THIS DOCUMENT CONTAINS INFORMATION PROPRIETARY AND CONFIDENTIAL TO THE MARCO COMPANY AND MAY NOT BE REPRODUCED, PUBLISHED, OR DISTRIBUTED IN ANY FORM OR DISCLOSED IN WHOLE OR IN PART WITHOUT THE AUTHORIZATION OF THE MARCO COMPANY.



**C. Produce Display**

**NOTE:**  
ET190 48X48 (NO DRAWER) FAKE FRONT

REV.	BY	CHECKED	DESCRIPTION	APPROVED	DATE
B	TN	SC	ADD THE 1/2" DIA. X 3/4" L" METAL TO FRONT & ADD (2) SUPPORT 1"X2" TUBE FOR LEG		1-21-04
UNLESS OTHERWISE SPECIFIED DIMENSIONS ARE IN INCHES AND TOLERANCES ARE:			APPROVALS	DATE	
FRACTIONS DECIMALS ANGLES			DRAWN BY:	SC	9-2-03
1/16" .005 30"			CHECKED BY:	TN	9-2-03
1/32" .002 30"			APPROVED BY:	APPROVED	DATE
1/64" .001 30"			APPROVED BY:	APPROVED	DATE
1/128" .0005 30"			APPROVED BY:	APPROVED	DATE
1/256" .00025 30"			DRAWN ON:	SOLIDWORKS 2001PLUS	
1/512" .000125 30"			DATE	4364	4364
1/1024" .0000625 30"			SCALE	1:18	SHEET 1 OF 2
1/2048" .00003125 30"			REV.	B	B



**EX-10385**  
D. Firewood Display

PAGE:      PART #:      TITLE:

CLIENT: SAFEWAY/	TOP SHELF FIXTURES, LLC 1-800-289-8245 5663 Schroeder Ave. Chino, CA 91710
SALESPERSON: DENNIS PRINCE	DR BY: DHF

CITIZENS  
PARTICIPATION  
MATERIAL

**esencia**

Architecture and Urban Design

1743 E. McNair Drive, #200 Tempe, Arizona 85283

www.esencia.org 480.755.0959 Fax 480.755.0956

February 11, 2010

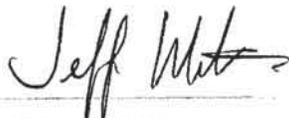
Regarding: Neighborhood Meeting Results  
Safeway, Inc.  
401 E. Highway 260 – Ponderosa Village  
Payson, Arizona

Dear Town of Payson,

This letter is to notify the Town of Payson that a neighborhood meeting was held at the Safeway Store on the tenth of February, 2010. During the hours of 3:00 pm to 4:00 pm we had no one show up and inquire about the project. Jan Martin with Safeway Real estate and myself discussed the project with the store manager who did not have any inquiries before the meeting as well. We have instructed the manager to let us know if he does receive and questions or concerns regarding the outdoor display approval application in the coming weeks.

Thank you for your time.

Sincerely,  
esencia, llc.  
Architecture and Urban Design



Jeffrey Winter

**RECEIVED**

FEB 17 2010

COMMUNITY DEVELOPMENT  
DEPARTMENT

e

**esencia**

Architecture and Urban Design

1743 E. McNair Drive, #200 Tempe, Arizona 85283

www.esencia.org 480.755.0959 Fax 480.755.0956

January 19, 2010

Regarding: Notification of Application  
Safeway, Inc.  
401 E. Highway 260 – Ponderosa Village  
Payson, Arizona

Dear Property Owner, Resident, or Interested Citizen,

The purpose of this letter is to inform you that Safeway will be filling a Use Permit Application for temporary outdoor displays at their site located within the Ponderosa Village at 401 E. Highway 260, Payson, Arizona. Our request is for a use permit to allow for temporary outside displays within a C-2 zoning district.

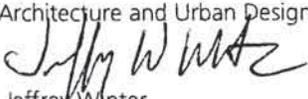
A pre-application neighborhood introductory meeting will be held at the store on Wednesday, February 10<sup>th</sup> from 3:00 to 4:00 p.m. Safeway personal and myself will be on hand to discuss the project and hear any concerns regarding the outdoor display.

You may attend the meeting to learn about the case and make your opinions known. You may also express your feelings known on this case by writing to the Town of Payson, Planning Department at 303 N. Beeline Highway, Payson, Arizona 85541, attention: Sheila DeSchaaf. Please reference Safeway's Temporary Outdoor Display. Your letter will be made part of the case file.

I would be happy to answer any questions or hear any concerns that you may have regarding this proposal. You may reach me at 480-755-0959 or fax to 480-755-0956.

Thank you for your time.

Sincerely,  
esencia, llc.  
Architecture and Urban Design

  
Jeffrey Winter

cc: Safeway proposed Hardscape Plan  
Project Narrative

December 2, 2009

Town of Payson  
Planning Department  
Payson, Arizona

Regarding: **Safeway Outdoor Display Project Narrative**  
Safeway, Inc.

Dear Town of Payson,

Safeway, Inc. would like to submit the attached documents to the Town of Payson for review and approval of an outdoor display's zone along the front of their store located at 401 E. Highway 260. This outdoor display zone would be established for miscellaneous, temporary in nature, displays that would depending on the time of year. Typically, this zone would be located under the existing colonnade canopy (see attached plan for designated area's). These display carts area approximately 3' x 8' and will be rolled out in the morning and pulled inside at night. No cashier will be located outside.

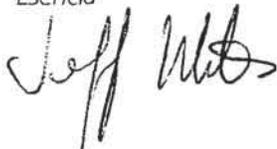
One cart may hold fresh flowers and the second may carry whole fresh fruit (oranges, apples, etc.). During the winter months firewood may be displayed and the fruit would not. At one time Safeway may have one, two or four carts out for display. Safeway is interested in providing this enhanced presentation at their stores across Arizona. We have supplied cut sheets display carts for your review to illustrate the physical cart.

We intend to position the display carts close to the entry while maintaining the path of travel and accessible route both in the store and along the colonnade.

This is the extent of our current application. We do not propose any site modifications. It is our opinion that this display does not cause any vehicular or pedestrian traffic issues. It will not cause any nuisance to the area and will not deteriorate the shopping center and is compatible with the existing surrounding facility.

Safeway is excited about this project and feels the display will improve the store and character of the center.

Jeff Winter  
Esencia







**L A R S E N**  
**B A K E R**  
Development ■ Brokerage  
Management

January 30, 2010

Town of Payson  
Planning Department  
Attn: Sheila DeSchaaf  
303 North Beeline Highway  
Payson, Arizona 85541

Dear Payson Planning Department,

Larsen Baker, LLC and Payson Development Associates, LLC is in full support of the Safeway Outdoor Display Project. This project and other like it, serve many roles least of which bring in increased sales for the vendor Safeway. Improvements such as the outdoor displays also increase sales tax revenue for the Town of Payson. Reinvestment by business in to projects like the Safeway Outdoor Display should be encouraged, especially in theses economic times.

The project architects at Esencia have addressed all the issues of safety, access and visibility with the provided plan and where informative during recent phone conversations and meetings regarding the outdoor display project.

If you have any questions or concerns, please do not hesitate to contact our office at: (520) 296-0200.

Sincerely,

Steve Russell

On-Site Development Coordinator  
Payson Development Associates, LLC  
Larsen Baker, LLC  
[Steve@larsenbaker.com](mailto:Steve@larsenbaker.com)

**RECEIVED**

FEB 10 2010

COMMUNITY DEVELOPMENT  
DEPARTMENT