



Planning Commission  
Notice & Agenda  
Wednesday, November 19, 2025

CITY COUNCIL CHAMBERS | 11465 WEST CIVIC CENTER DRIVE | AVONDALE, AZ 85323

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**REGULAR MEETING**

**6:00 PM**

*PHYSICAL ACCESS TO THE COUNCIL CHAMBERS WILL BE AVAILABLE 30 MINUTES PRIOR TO THE MEETING.*

**1. CALL TO ORDER**

**2. ROLL CALL**

**3. APPROVAL OF MINUTES**

Approval of the October 15, 2025 Planning Commission Meeting Minutes

**4. PUBLIC HEARING ITEMS**

**a. ALLURE VENUE – CONDITIONAL USE PERMIT – APPLICATION PL-25-0235**

Planning Commission will hold a public hearing and consider a request by Adriana Mendoza of Allure Venue, LLC for approval of a conditional use permit (CUP) to allow a reception center within approximately 4,605 square feet of an existing building. The subject property is located at 725 N. Central Avenue, Suites 112–115 and is zoned Community Commercial (C-2). The Commission will take appropriate action.

Staff Contact: Monika Smriti, Senior Planner

**5. COMMISSION ANNOUNCEMENTS**

**6. PLANNING DIVISION REPORT**

**7. CALENDAR**

December 17, 2025

**8. ADJOURNMENT**

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Members will attend either in person or by telephone conference call. Los miembros asistirán en persona o vía teleconferencia.

Individuals with special accessibility needs, including sight or hearing impaired, large print, or interpreter, should contact the City Clerk at 623-333-1000 or TDD 623-333-0010 at least two business days prior to the meeting. Personas con necesidades especiales de accesibilidad, incluyendo personas con impedimentos de vista u oído, o con necesidad de impresión grande o intérprete, deben comunicarse con la Secretaria de la Ciudad at 623-333-1000 o TDD 623-333-0010 cuando menos dos días hábiles antes de la junta del Concejo.

Wednesday, October 15, 2025  
6:00 pm

A **Regular Meeting** of the Planning Commission of the City of Avondale, Arizona was convened at 11465 West Civic Center Drive, Avondale, AZ 85323 in open and public session at 6:00 p.m.

**1. WELCOME AND CALL TO ORDER**

Chair White called the meeting to order at 6:00 p.m.

**2. ROLL CALL**

The following members and representatives were present.

COMMISSIONERS PRESENT IN PERSON

Chair Larry White  
Vice Chair Alex McBurney  
Commissioner Julia Jewell  
Commissioner Shaun Grimm  
Commissioner Mary Guzman  
Commissioner Olivia Pineda

COMMISSIONERS EXCUSED ABSENT

Commissioner Ryan Benson  
Alternate Crystal Lopez-Davey

CITY STAFF PRESENT

Jodie Novak, Development Services Director  
Catherine Lorbeer, Deputy Director of Planning  
Josh Orton, Lead Senior Planner, AICP  
Monika Smriti, Senior Planner  
Mary Grace McNear, Attorney II  
Arrianna Ramirez, Administrative Specialist

**3. APPROVAL OF MINUTES**

Chair White called for a motion to approve the minutes.

Commissioner Pineda made a motion to approve the Planning Commission Meeting Minutes for June 18, 2025, seconded by Commissioner Guzman.

Chair Larry White	Aye
Vice Chair McBurney	Aye
Commissioner Julia Jewell	Aye
Commissioner Shaun Grimm	Aye
Commissioner Ryan Benson	N/A
Commissioner Mary Guzman	Aye
Commissioner Olivia Pineda	Aye
Alternate Crystal Lopez-Davey	N/A

Upon vote, the motion passed 6 to 0

#### **4. PUBLIC HEARING ITEMS**

**a. AVONDALE TECH CENTER – MINOR GENERAL PLAN AMENDMENT – APPLICATION PL-25-0120**

**b. AVONDALE TECH CENTER – REZONING – APPLICATION PL-25-0121**

Monika Smriti, Senior Planner, provided an overview of Application PL-25-0120 Avondale Tech Center Minor General Plan Amendment and Application PL-25-0121 Avondale Tech Center Rezoning. The 38 net acre site that was annexed in July 1976, is located at the northwest corner of Corporate Drive and 117<sup>th</sup> Avenue. To the north of the property is a vacant county island zoned for commercial development; to the east and south there are multi-family developments; and to the west is Fairway 10, an industrial development zoned Avondale 50 Planned Area Development (PAD).

The minor General Plan amendment (GPA) is to amend the land use designation from Mixed Use to Business Park. The rezone request is to change from City Center District (CCD) to Avondale Tech Center PAD with underlying zoning of Commerce Park (CP). This is the only site in Avondale with the CCD classification, but the proposed deviations are consistent with Commerce Park zoning districts, which are the four exceptions noted below. Along with a proposal to increase the maximum building height from 35 feet to 55 feet, the following deviations are requested:

1. Motion picture productions changes from Conditional Use Permit to Permitted Use
2. Retail Sales that primarily support the business and employees of the commerce park and not the general population changes from Conditional Use Permit to permitted Use
3. Warehousing changes from Accessory Use to Permitted Use
4. Wholesaling changes from Not Permitted to Permitted use

The site plan proposes an advanced technology campus to support light industrial warehousing with office space, three buildings with an area of over 200,000 sf on site, and 720 total parking spaces. A detailed review of the site plan will occur during the administrative approval process for the site plan and design review. Semi-truck traffic will be routed to Fairway Drive Interchange using 119<sup>th</sup> Street and Corporate Drive to minimize any impacts on residential areas. To support transportation needs from I-10, the developer will contribute an agreed upon amount toward the construction of a traffic signal at the intersection of Corporate Drive and Fairway Drive.

Staff analysis finds the proposed minor GPA meets all four required findings established in the General Plan 2030, the Business Park Designation supports employment generating uses and aligns with the City's economic development goals, development is compatible with and complimentary to existing uses in the area and will meet necessary infrastructure requirements.

The proposed PAD rezone meets all required findings established in the zoning code and development is consistent with the land use and economic development goals of General Plan 2030. The project will meet Commerce Park standards with requested deviations, and development shall follow the zoning codes and subdivision regulations, design manuals, and other regulations unless modified.

A neighborhood meeting was held on September 9, 2025, with one attendee aside from the applicant's team and staff. Discussion topics included potential tenants, truck circulation, proposed amenity area, and project timeline. One public comment has been received noting the site was being advertised for lease and questioning the need for a public hearing if the project appears already approved.

Staff recommend approval of the applications for the reasons set forth in the staff report.

Steven Anderson, Esq. with Gammage & Burnham in Phoenix, Arizona spoke on behalf of the applicant, Jagger Everett, Vice President of Development at Creation Equity in Phoenix, AZ. They are comfortable with the 10 stipulations that have been worked through with staff and the applicants. A presentation was given at the community meeting, although only one citizen was in attendance. There appears to be a lack of interest that could be attributed to the isolated property, concealed from surrounding uses, and arterial streets. The site plan depicted an employment amenity area that was a pickleball court, which will be open for community use, but there are many other employee amenity areas throughout the site.

Vice Chair McBurney inquired about the timeline for installation of the traffic signal at Corporate Drive and Fairway Drive. Attorney Anderson explained that the area required for the traffic signal is only partially owned by the City, with a portion under private ownership. As such, a right-of-way acquisition process will be necessary before construction can move forward. A brief review of the stipulation indicates if the traffic signal does not get built the developer receives their contribution back. Ms. Smirti noted there is a 10-year timeline for the traffic signal to be built.

Chair White questioned the height of the surrounding buildings in relation to the requested deviations. Ms. Smirti noted the requested height is compatible with the surrounding buildings within Fairway 10, being between approximately 40 and 48 feet, and the multi-family building is similar.

Chair White opened the public hearing for 4a and 4b, noting there was one request to speak from Steven Anderson, Attorney for the developer who has already spoken. There being no additional public comments, Chair White closed the public hearing.

Commissioner Jewell moved to approve Application PL-25-0120, a request for minor General Plan amendment to change the land use designation from Mixed Use to Business Park, for the reasons set forth in the staff report. Second, by Commissioner Pineda.

Chair Larry White	Aye
Vice Chair McBurney	Aye
Commissioner Julia Jewell	Aye
Commissioner Shaun Grimm	Aye
Commissioner Ryan Benson	N/A
Commissioner Mary Guzman	Aye
Commissioner Olivia Pineda	Aye
Alternate Crystal Lopez-Davey	N/A

Upon vote, the motion passed 6 to 0.

Commissioner Guzman moved to approve Application PL-25-0121, a request for rezone from City Center District to Avondale Tech Center Planned Area Development with underlying zoning of Commerce Park, subject to ten (10) conditions of approval, for the reasons set forth in the staff report. Second, by Commissioner Pineda.

Chair Larry White	Aye
Vice Chair McBurney	Aye
Commissioner Julia Jewell	Aye
Commissioner Shaun Grimm	Aye
Commissioner Ryan Benson	N/A
Commissioner Mary Guzman	Aye
Commissioner Olivia Pineda	Aye
Alternate Crystal Lopez-Davey	N/A

Upon vote, the motion passed 6 to 0.

**c. ZONING ORDINANCE TEXT AMENDMENTS – CHAPTER 28, ARTICLE 1 (ADMINISTRATION AND PROCEDURES); ARTICLE 5 (SPECIAL DISTRICTS; OVERLAYS) – APPLICATION PL-25-0189**

Joshua Orton, Lead Senior Planner, provided an overview of Application PL-25-0189 for Text Amendments to the Zoning Ordinance. The Zoning Ordinance was adopted in 1951, and the last updates were approved by the City Council in November 2024. This amendment would align the BLVD District with the Economic Development initiatives and trends that have been introduced to the City along with adding some definitions and uses that support implementation of the BLVD Specific Plan.

- Section 28-15 amendment adds definitions that will allow more retail entertainment and service opportunities to come into the BLVD, as well as modify some conditions for existing allowed uses.
- Section 28-91(e) amendment revises the land use matrix to allow more development to come into the BLVD and adjust allowed uses for new definitions that will be added.
- Section 28-91(f) amendment removes the conditional use permit requirement for gas stations, which will only be allowed as an accessory use to a grocery store and grocery stores exceeding 36,000 sf in floor area. Along with modifying the requirement for grocery stores to contain certain components and reducing that number from four to two. Standards related to lighting and sound amplification for outdoor concert facilities or commercial recreation entertainment uses will be added.
- Section 28-9 (i) amendment revises the minimum distance from 400 feet to ¼ mile for on-street, off-street surface parking, and parking structures to be located from commercial uses. Allowing more flexibility for new uses to derive their required parking from public parking facilities.

The BLVD subdistricts affected by the amendments include Gateway, Park Avenue, Village, and Promenade. This stays away from the residential areas to the northeast and the southeast corner of Van Buren and Avondale BLVD.

All required public notifications were completed with a posting on Avondale Connect. To date, no comments or questions have been received. Staff are recommending approval of Application PL-25-0189 for reasons set forth in the staff report.

Commissioner Grimm inquired about ADA compliance with the distance and undeveloped areas. Mr. Orton explained the commercial site is required to have ADA parking per specific requirements and they can use public parking when their parking lot is full. Ms. Lorbeer noted all ADA parking would remain in the appropriate proximity, and this amendment provides the ability for new projects to count some of the garage parking spaces toward their project.

Commissioner Grimm sought clarification on how the counts are being taken and if the parking spaces are being double counted. Mr. Orton noted this is part of the intent of the urban design, being they would park the car in one location, but walk to multiple commercial opportunities.

Chair White opened the public hearing. There being no public comments, Chair White closed the public hearing.

Commissioner Jewell moved to approve Application PL-25-0189, a request for text amendments to the Zoning Ordinance for the reason set forth in the staff report. Second, by Commissioner Grimm.

Chair Larry White	Aye
Vice Chair McBurney	Aye
Commissioner Julia Jewell	Aye
Commissioner Shaun Grimm	Aye
Commissioner Ryan Benson	N/A
Commissioner Mary Guzman	Aye

Commissioner Olivia Pineda  
Alternate Crystal Lopez-Davey

Aye  
N/A

Upon vote, the motion passed 6 to 0

**d. GENERAL PLAN TEXT AMENDMENT – CENTRAL BUSINESS DISTRICT FOR MIDDLE HOUSING – APPLICATION PL-25-190**

**e. ZONING ORDINANCE TEXT AMENDMENTS – CHAPTER 28, ARTICLE 1 (ADMINISTRATION AND PROCEDURES); NEW ARTICLE 14 (MIDDLE HOUSING) – APPLICATION PL-25-0188**

Monika Smriti, Senior Planner, provided an overview of Applications PL-25-0190 and PL-25-0188 for Text Amendments. The amendments are in response to HB2721, which allows duplex, triplex, fourplex, or townhome as a permitted use on a lot zoned for single-family (SF) residential use within one mile of the City's Central Business District (CBD) and at least 20 percent of a new development of more than 10 contiguous acres zoned for SF residential use, referred to as "Middle Housing". The regulations are required to be adopted by January 1, 2026, otherwise the middle housing would be allowed on all parcels zoned SF residential use without any limitations.

The City has proposed the following three steps to comply with the State law.

- Designation of CBD for Middle Housing purposes by Resolution
  - Establish the definition of CBD that also aligns with the State law.
  - Rezone three nonresidential areas of the BLVD for City Council to consider adopting as CBD Middle Housing by Resolution.
  - Gateway, Village, and Park Avenue are centrally located and have been selected as they best align with the State's definition of a CBD.
- Amend the General Plan 2030 to incorporate the CBD designation
  - *"The Gateway, Village, and Park Avenue Districts have been designated as the Central Business District for Middle Housing, to comply with ARS § 9-462.13 as amended."*
- Amend the Zoning Codes to adopt the Middle Housing regulations as required by State law.
  - Establish a new article specifically for Middle Housing.
    - The Article includes four subsections:
      - ◆ Eligibility criteria, Development Standards, and Design Standards
  - Update the definition section of the code, including new and updated terms related to Middle Housing and maintain consistency of said definitions throughout the code.
  - Private covenants, conditions, and restrictions by Homeowner Associations (HOA) governing single family zoned property will remain a private matter.

All required public notifications have been completed and staff recommends approval.

Chair White opened the public hearing. There being no public comments, Chair White closed the public hearing.

Commissioner Guzman moved to approve Application PL-25-0190, a request for text amendments to the Avondale General Plan 2030, for the reasons set forth in the staff report. Second, by Commissioner Jewell.

Chair Larry White  
Vice Chair McBurney  
Commissioner Julia Jewell  
Commissioner Shaun Grimm  
Commissioner Ryan Benson  
Commissioner Mary Guzman  
Commissioner Olivia Pineda  
Alternate Crystal Lopez-Davey

Aye  
Aye  
Aye  
Aye  
N/A  
Aye  
Aye  
N/A

Upon vote, the motion passed 6 to 0

Commissioner Jewell moved to approve Application PL-25-0188, a request for text amendments to the Zoning Code, for the reasons set forth in the staff report. Second, by Commissioner Pineda.

Chair Larry White	Aye
Vice Chair McBurney	Aye
Commissioner Julia Jewell	Aye
Commissioner Shaun Grimm	Aye
Commissioner Ryan Benson	N/A
Commissioner Mary Guzman	Aye
Commissioner Olivia Pineda	Aye
Alternate Crystal Lopez-Davey	N/A

Upon vote, the motion passed 6 to 0

**5. COMMISSION ANNOUNCEMENTS**

None presented.

**6. PLANNING DIVISION REPORT**

Ms. Lorbeer advised as of September 30, 2025, there are 130 active planning applications, of which 30 are new for September, indicating a continued healthy amount of activity.

**7. CALENDAR**

The next Planning Commission meeting is scheduled for November 19, 2025.

**8. ADJOURNMENT**

With no further business before the Commission, Chair White called for a motion to adjourn.

Commissioner Jewell made a motion to adjourn, seconded by Vice Chair McBurney.

Chair Larry White	Aye
Vice Chair McBurney	Aye
Commissioner Julia Jewell	Aye
Commissioner Shaun Grimm	Aye
Commissioner Ryan Benson	N/A
Commissioner Mary Guzman	Aye
Commissioner Olivia Pineda	Aye
Alternate Crystal Lopez-Davey	N/A

Upon vote, the motion passed 6 to 0

The meeting adjourned at 6:36 p.m.

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Chair, Larry White

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Date

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**ITEM NUMBER:** 4.a.

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**SUBJECT:** Allure Venue – Conditional Use Permit – Application PL-25-0235

**MEETING DATE:** 11/19/2025

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**TO:** Planning Commission

**FROM:** Monika Smriti, Senior Planner

**THROUGH:** Jodie Novak, Director of Development Services

**PURPOSE:**

Planning Commission will hold a public hearing and consider a request by Adriana Mendoza of Allure Venue, LLC for approval of a conditional use permit (CUP) to allow a reception center within approximately 4,605 square feet of an existing building. The subject property is located at 725 N. Central Avenue, Suites 112–115 and is zoned Community Commercial (C-2). The Commission will take appropriate action.

**BACKGROUND:**

The subject site is located at 725 N. Central Avenue, Suites 112-115 on Assessor Parcel No. 500-18-097, on the east side of Central Avenue, approximately one-half mile between Van Buren Street and Western Avenue. The commercial center site is approximately 2.6 net acres and the proposed reception center proposes to encompass approximately 4,605 square feet (see Exhibits A and B). Planning Commission approval of a conditional use permit (CUP) is required for the proposed reception center in the C-2 zoning district. The property is developed as Central Avenue Plaza, a single commercial building with a total footprint of 24,120 square feet, comprising Suites 101 through 115. Current tenants include restaurants, a dental clinic, a place of worship, personal service providers, and other commercial uses.

The site is designated Local Commercial in the City’s General Plan and is located within the Old Town/Cashion/Las Ligas/Rio Vista Specific Area Plan (Exhibit C). The Local Commercial land use category is used primarily for providing daily needs of goods and services to the residents residing within the surrounding area. The types of uses allowed in this category specifically for local residents may include grocery stores, gas stations, neighborhood/retail services, and office and medical uses serving consumers residing in adjacent residential areas, which promotes a walkable community.

The site was annexed into the City’s corporate limits on April 8, 1959. The original site plan for the commercial complex was approved in 2002 and amended in 2003, permitting 20,906 square feet of enclosed building area, along with a 3,214-square-foot covered walkway extending along the building’s front façade. The development includes a total of 92 parking spaces with four (4) ADA-accessible spaces provided to serve the entire complex.

Since the initial development, the commercial suites have been occupied by a variety of tenants. Most recently, Suites 111–115 have been used as a church. The current proposal seeks to repurpose Suites 112–115 from church space into a reception center.

The existing land uses and zoning of the surrounding properties are as follows:

**North of Camino Estrella:** Place of worship, zoned C-2 (Community Commercial).

**East of 1st Street:** Single-family residential subdivision, zoned R1-6 (Urban Residential).

**South of Lawrence Boulevard:** Professional offices, zoned C-2 (Community Commercial).

**West of Central Avenue:** School and place of worship campus, located within the jurisdiction of the City of

Goodyear.

### **SUMMARY OF REQUEST:**

The applicant is requesting approval of a conditional use permit (CUP) to allow the operation of a reception center within approximately 4,605 square feet of an existing building located at 725 N. Central Avenue, Suites 112-115. The proposed reception center would occupy a portion of the previous church space. If approved, the CUP would permit the use of Suites 112–115 as a venue for events and gatherings, with a maximum occupancy of 50 guests. Further details are provided in the project narrative (Exhibit D).

As outlined in the project narrative, the proposed reception center, Allure Venue, is intended to host a variety of private events, including weddings, quinceañeras, anniversary dinners, birthday celebrations, prayer gatherings, community meetings, and corporate functions. The venue will operate seven days a week, Monday through Sunday, from 8:00 a.m. to 12:00 a.m. (midnight). Most events are anticipated to occur on Friday evenings and throughout the weekend. All the event-related music/sound, lighting, and other activities will be held indoors.

No exterior modifications to the existing building or site are proposed as part of this application. Vehicular and pedestrian access will remain unchanged, and existing outdoor lighting will not be altered. A parking study included in the project narrative demonstrates that the site provides sufficient parking to accommodate both the proposed use and the existing tenants within the building. The proposed use is not expected to generate significant traffic impacts or place additional demands on public services. For reference, a site plan is included as Exhibit E.

Regarding the interior layout, the total space of 4,605 square feet will be organized with approximately 2,910 square feet designated as the primary assembly area and the remaining space will accommodate a pantry, restrooms, storage, and other support functions (see Exhibit F). During the building permit process, the applicant will need to evaluate whether any existing or new fire sprinklers are needed to comply with current Fire Codes for the proposed new occupancy.

If the Planning Commission is inclined to approve the proposed conditional use permit, the applicant's next steps will include applying for building, sign, and/or fire permits. Additionally, any proposed landscape improvements that differ from the originally approved 2003 amended site plan will require separate approvals.

### **PUBLIC PARTICIPATION:**

A neighborhood meeting to discuss the proposal with neighboring property owners and other interested parties was held on October 28, 2025. An overview of the discussion topics is outlined in the Neighborhood Meeting Summary, attached as Exhibit G, along with letters of support. In addition to City staff, the applicant's team, family, and friends, no other members of the public attended the meeting. No questions or concerns were raised during the meeting.

All required notifications for the Planning Commission public hearing have been completed. To date, staff have received three (3) emails in support of the project from attendees of the neighborhood meeting. No public comments have been submitted through the City's Avondale Connect online public forum.

### **ANALYSIS:**

To grant a conditional use permit, five (5) findings must be met as outlined in Avondale Zoning Ordinance Section 28-8. Each finding is presented below along with Staff's analysis:

**1. That the proposed use (a) is consistent with the land use designation set forth in the general plan, (b) will further the City's general guidelines and objectives for development of the area, as set forth in the general plan, and (c) will be consistent with the desired character for the surrounding area.**

The land use designation for the subject property is Local Commercial in the General Plan 2030. This land use category is used primarily for providing daily needs of goods and services to the residents residing within the surrounding area. The proposed reception center is consistent with this land use designation as it will serve the local population by providing a venue for community events such as weddings, birthdays, and other gatherings.

In addition, the project supports several General Plan goals and polices, most notably:

- Land Use Element Goal #1 Policy E: “Consider adaptive reuse of existing vacant buildings”.
- Land Use Element Goal #2, Policy B: “Utilize public and private spaces within Old Town to increase pedestrian activity”.
- Redevelopment Element Goal #3, Policy F: “Provide development incentives that encourage retrofitting existing, obsolete retail centers.”

The project is also consistent with the Old Town/Cashion/Las Ligas/Rio Vista Specific Area Plan, which encourages adaptive reuse projects that preserve the architectural character of the Old Town area while introducing new, community-serving uses.

**2. That the use will be (a) compatible with other adjacent and nearby land uses and (b) will not be detrimental to persons residing or working in the area, adjacent property, the neighborhood or the public welfare in general.**

The proposed reception center is compatible with surrounding commercial and institutional uses, including restaurants, offices, and places of worship. The use will occupy existing suites within an established commercial plaza and will not alter the building exterior, circulation, or site design. Operations will be fully contained indoors, with limited noise and activity consistent with other commercial uses in the area. Adequate on-site parking is available, and no issues related to traffic, lighting, or public service are anticipated.

The project represents an appropriate adaptive reuse of existing space and will not be detrimental to nearby residents, businesses, or the public welfare.

**3. That the site is adequate in size and shape to accommodate the proposed use, allow safe on-site circulation, and meet all required development standards including, but not limited to, setbacks, parking, screening, and landscaping.**

The site is adequate in size and configuration to accommodate the proposed reception center. The use will occupy existing suites within an established commercial building that meets all applicable development standards for the C-2 zoning district, including setbacks, parking, lighting, and screening. Landscape maintenance for the entire property, including the reception center area, will be brought into compliance as needed. Appropriate on-site vehicular and pedestrian circulation is already in place, and no site modifications are proposed.

**4. That the site has appropriate access to public streets with adequate capacity to carry the type and quantity of traffic generated by the proposed use.**

The property has direct access to Central Avenue, Camino Estrella, and Lawrence Boulevard. The proposed use is low in intensity and is not expected to generate traffic levels exceeding those of prior or existing tenants. The site’s existing driveways and internal circulation provide adequate access for vehicles and pedestrians.

**5. That adequate conditions have been incorporated into the approval to ensure that any potential adverse effects will be mitigated.**

Conditions of approval, as detailed in the “Recommendation” section below, are proposed to ensure the reception center operates in compliance with City regulations regarding noise and parking. The use is limited to indoor events within Suites 112-115, with a guest capacity limit, reducing potential effects on surrounding residents and businesses. These conditions, combined with the existing site layout and operational restrictions, effectively address any potential adverse effects.

**DISCUSSION:**

Staff recommend approval of the request for the following reasons:

- The proposed land use meets the five (5) required findings for a conditional use permit (CUP) per the Zoning Ordinance.
- Approval of the proposal will result in development compatible with Local Commercial General Plan land use designation, the Old Town/Cashion/Las Ligas/Rio Vista Specific Area Plan, and existing

development in the area.

- The proposed reception center within the existing site plan meets all the required on-site circulation and other development standards, including but not limited to setbacks, lighting, parking, etc.
- Adequate public infrastructure to support the proposed development presently exists on site. The proposed land use will not be detrimental to persons residing or working in the area, on adjacent properties, or to public welfare in general.
- The recommended conditions of approval are reasonable to ensure conformance with the provisions of the Zoning Ordinance and all other applicable City codes, ordinances, and policies.

#### **BUDGET IMPACT:**

No budget impacts.

#### **RECOMMENDATION:**

The Planning Commission will conduct a public hearing and **APPROVE** Application PL-25-0235 Allure Venue, a request for a conditional use permit (CUP) to allow a reception center within approximately 4,605 square feet of an existing building located at 725 N. Central Avenue, Suites 112–115, subject to the following eight (8) conditions of approval:

1. Except as modified by these conditions, and use of the site shall conform to the Allure Venue Conditional Use Permit (CUP) Narrative (Exhibit D), and the Conceptual Site Plan (Exhibit E), dated November 19, 2025.
2. Hours of operation of the reception center are between 8:00 a.m. and 12:00 a.m. (midnight), seven days per week, as stated in the approved project narrative.
3. The occupancy of the reception center shall not exceed 50 guests, as stated in the approved project description, or as otherwise further limited by Building and/or Fire Code requirements. All existing and new fire sprinklers must comply with the current Fire Codes for the new occupancy.
4. All events, gatherings, and related activities shall be conducted indoors within the approved suites. No events, amplified sound, or activities are permitted outdoors. Noise generated by the use shall comply with the City's Noise Ordinance and shall not create a nuisance for surrounding properties.
5. On-site parking shall be provided and maintained in accordance with the parking study included in the approved project narrative. Parking shall be limited to designated spaces within the Central Avenue Plaza property.
6. Prior to issuance of the certificate of occupancy, all required landscaping within parking islands serving the reception center shall be brought into compliance with the approved 2003 landscape plan, as amended.
7. In accordance with Section 28-8(d) of the Avondale Zoning Code, the conditional use permit shall expire two (2) years from the date of Planning Commission approval if the use has not commenced.
8. All development shall be completed in accordance with the City of Avondale General Engineering Requirements (GER) Manual and the City of Avondale Supplement to MAG Uniform Specifications and Details unless a standards deviation has been approved.



City of Goodyear

E CAMINO ESTRELLA

W LOMA LINDA BLVD

N CENTRAL AVE

N 1ST ST



E LOMA LINDA BLVD

W LAWRENCE BLVD

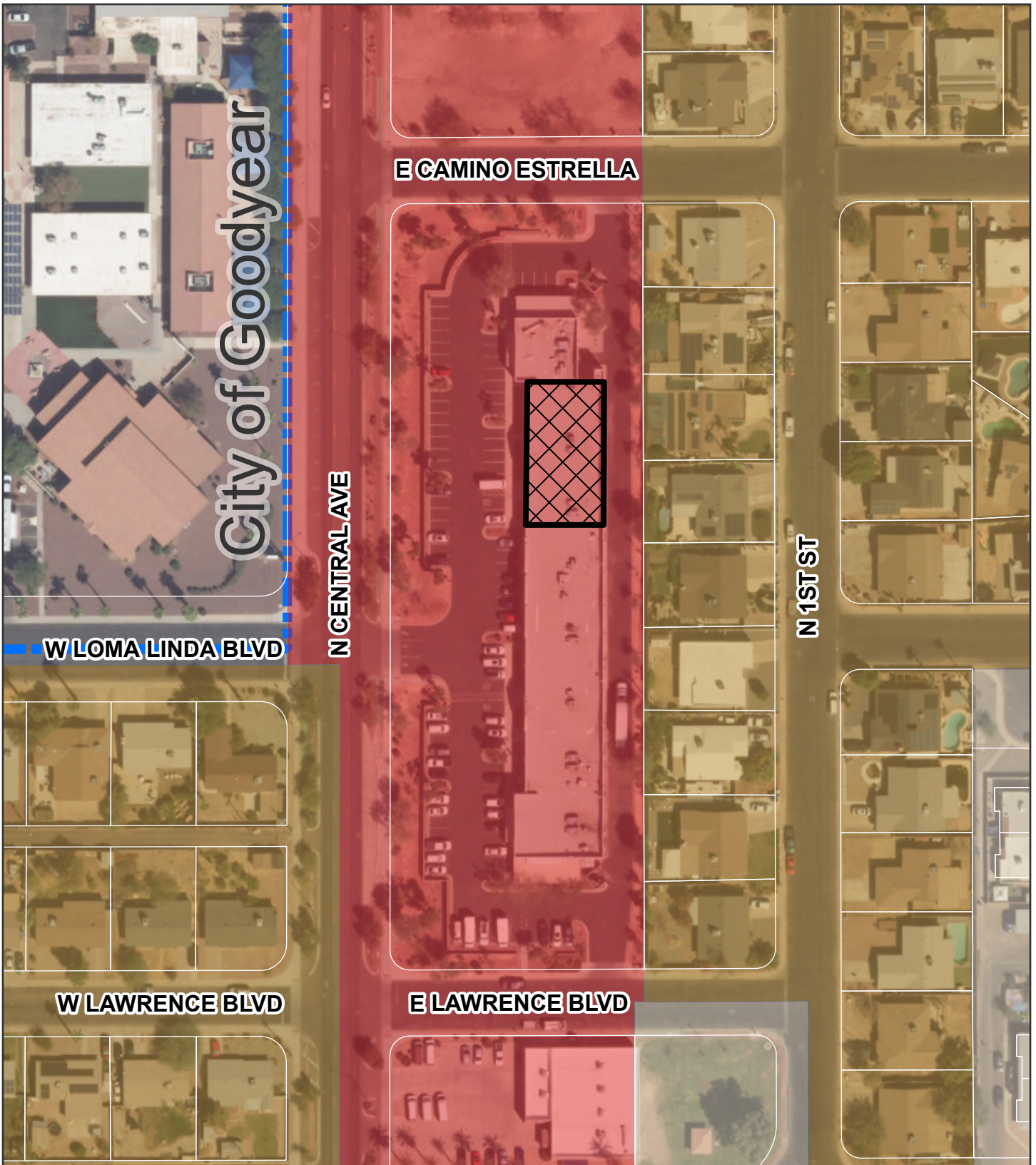
E LAWRENCE BLVD

### Aerial Map







-  Project Location
-  City Boundary



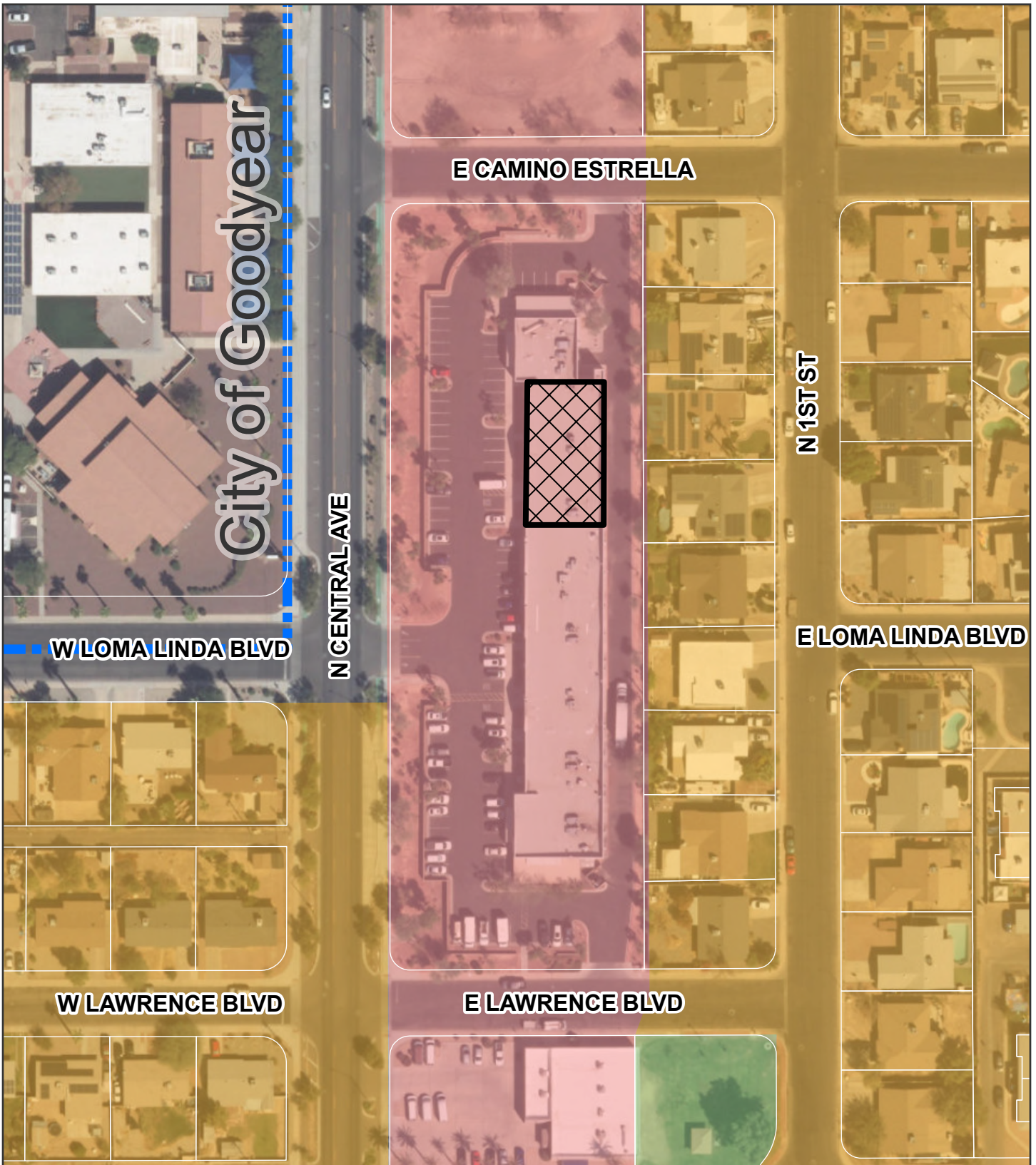


### Zoning Map








-  Project Location
-  C-2
-  R-3
-  R1-6
-  City Boundary





### General Plan Land Use Map



-  Project Location
-  Medium Density Residential
-  Local Commercial
-  Open Space and Parks
-  City Boundary





Allure Venue

Where elegance meets experience

**Project Narrative  
for  
Conditional Use Permit Application**

Application PL-25-0235

Applicant: Adriana Mendoza (Allure Venue, LLC)

# Project Team

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**Allure Venue Owner/ CUP Applicant:**

Adriana Mendoza, Allure Venue LLC

623.332.3090

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**Central Plaza Property Management:**

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**Architect:**

Rocco Menaguale, Rocco Designs

602.432.9883

[rocco@Roccodesigns.com](mailto:rocco@Roccodesigns.com)

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# Project Narrative

Allure Venue at Central Avenue Plaza  
 725 N Central Avenue, Suites 112–115, Avondale, AZ 85323

## Project Introduction

The applicant, Adriana Mendoza (Allure Venue LLC), requests approval of a Conditional Use Permit (CUP) to operate a Reception Center within the Central Avenue Plaza at 725 N. Central Avenue, Suites 112–115, 4,605 square feet, Avondale, Arizona.

- **Assessor’s Parcel Number (APN):** 500-18-097
- **Property Owner:** XRaptor Investments, LLC
- **Business Operator:** Allure Venue, LLC
- **General Plan Designation:** Local Commercial
- **Specific Area Plan:** Old Town/Cashion/Las Ligas/Rio Vista
- **Zoning:** C-2 (Community Commercial)
- **Proposed Use:** Reception Center (requires CUP approval in C-2 district). Suites 112–115 offer an ideal size and layout to comfortably accommodate guests while providing space for amenities such as a photo booth, DJ, buffet tables, gift and cake displays, a dance area, and other features that enhance the celebration experience.

## Project Description

Allure Venue will provide a modern, professional reception center where customers may host private events, including weddings, quinceañeras, anniversary dinners, birthday celebrations, prayer gatherings, community meetings, and corporate functions.

Currently suites, 111 - 115 are used as a church, with up to 140 guests, of which we anticipate a much less guest count of 50 guests in the reception center.

**Figure 1: Site Plan - Aerial View:**



- **Business Operating days/hours:**

The reception center will be open seven days a week, Monday through Sunday, 8:00 AM to Midnight, with the latest event ending at 12:00 AM. Most events are expected Friday, Saturday and Sunday evenings, 5 PM and later.

- **Guest Capacity:**

Events up to 50 guests. While the venue is available seven days a week, most events are expected to take place on Friday, Saturday, and Sunday evenings after 5 PM, with an average of 25 - 40 guests. On Monday through Friday, we anticipate 1 to 3 smaller events, such as business meetings or book clubs, typically with fewer than 25 guests.

- **Indoor Activities:**

Guests will engage in activities such as dancing, dining, enjoying beverages (both alcoholic and non-alcoholic), mingling, and socializing. Some events may feature on-site DJs, live musical entertainment such as bands, professional event decorators, photo booths, and photographers.

- **Food Preparation:**

Allure Venue will not prepare, provide, or sell food or beverages. The kitchen is not designed or approved for cooking and will not be used for that purpose. It will be equipped with a microwave, refrigerator, sink, and counter space intended solely for food storage and preparation.

Food service at the venue will be limited to items brought in by the customer renting the facility or by licensed and insured caterers. The kitchen may be used only for storing, plating, and preparing food, desserts, and beverages for serve to guests. Chafing dishes may be utilized to keep food warm; these use small gel or liquid fuel cans to heat a water pan, creating steam that maintains food temperature in a safe and controlled manner.

- **Liquor Service/Licensing:**

Alcoholic beverages may be served during events held at Allure Venue; however, all service must be conducted by licensed and insured bartenders in compliance with all applicable state and local regulations. Neither the owner nor any Allure Venue employee will purchase, sell, serve, or consume alcohol during an event.

Guests may supply their own alcoholic beverages for service at their event, but self-service is strictly prohibited. All alcohol brought onto the premises must be handled and served exclusively by the licensed bartender(s) retained by the event host.

All liquor service will comply with the Arizona Department of Liquor Licenses and Control regulations and any applicable City of Avondale requirements to ensure responsible and lawful alcohol management.

- **Proposed Modification to Existing Building:**

No modification to the exterior or interior of the building will be done. Fresh paint and new flooring will be added, and missing or damaged ceiling tiles will be replaced.

- **Interior Layout/Floor plan:**

Allure Venue will occupy Suites 112 through 115, totaling approximately 4,605 square feet, of which 2,910 square feet is designated as the primary assembly area for events. The facility also contains three storage rooms, an office, three restrooms, janitor's room, electrical room, and a kitchen intended for food storage and preparation only (no cooking).

The floor plan has been designed to ensure safe and efficient circulation, compliance with applicable building and fire codes, and accessibility in accordance with the Americans with Disabilities Act (ADA). Please refer to the submitted floor plan for a visual representation of

the space and its functional areas. Architectural firm, Rocco Designs, prepared a floor plan (Exhibit A-201), illustrating relevant information required by the city.

- **Landscaping:**

The proposed reception center will not introduce any new landscaping modifications. Instead, the existing landscaping throughout the plaza will be refreshed and brought back into full compliance with the previously approved site plan. This ensures that the property continues to contribute positively to the overall visual character and streetscape of the surrounding community.

In coordination with the property owner, all missing trees, shrubs, and ground cover will be replaced, totaling 116 items. These items are clearly identified on the submitted landscape exhibits, each marked with a red "X" for reference:

- Image L1.1 showing 87 missing items
- Image L1.2 showing 29 missing items

The property owner has committed to completing all replacements. This proactive approach demonstrates compliance with the City of Avondale's landscaping standards and supports the community's expectations for well-maintained commercial centers. By restoring the landscaping to the approved plan, the site will enhance curb appeal, strengthen compatibility with neighboring uses, and further the City's commitment to high-quality development that promotes community well-being and economic vitality.

## Site Access & Circulation

The site provides safe and efficient circulation for vehicles, pedestrians, and bicycles, with appropriate access to adjacent public streets.

- **Vehicular Access:** Provided via existing driveways on Central Avenue and Camino Estrella for Allure Venue guests to use. There is another driveway on Lawrence Blvd.
- **Emergency Access:** Rear service road and fire lanes allow direct access for emergency vehicles.
- **Deliveries:** Vendors may load/unload via the rear service road or front parking spaces.
- **Pedestrian Access:** Sidewalks along Central Avenue and Camino Estrella provide safe access.
- **Alternative Transportation:** Indoor storage will be available for bicycles; the site is also accessible via nearby public transit routes.

Architectural firm, Rocco Designs, prepared the site plan (Exhibit AS-101), which illustrates site access, fire truck turning radii, drive aisle dimensions, parking layout, sidewalks, lighting, and other details required by the city.

Allure Venue is committed to maintaining clear communication with neighboring tenants to minimize potential disruptions. Security personnel and/or on-site staff will ensure guest parking, vehicle movement, and pedestrian traffic does not impede access to neighboring tenant entrances or interfere with their operations.

## Parking

The Central Avenue Plaza contains a total of 92 off-street parking spaces, including four (4) ADA-accessible parking stalls. Parking is shared among tenants, with no spaces reserved for individual businesses. Historically, this supply has been adequate to support three restaurants, retail tenants, and a church that occupied Suites 111–115. The church regularly hosted up to 140 attendees without causing parking deficiencies. Allure Venue will occupy Suites 112–115 and anticipates an average of 25 - 40 guests per event, with a maximum of 50 guests. This is a lower attendee count compared to the church that previously occupied these suites.

While the venue is available seven days a week, most events are expected to occur Friday, Saturday and Sunday evenings after 5 PM, when many tenants are closed. Monday through Thursday we anticipate one to three smaller events, such as business meetings or book clubs, typically with fewer than 25 guests.

### Parking Demand Analysis

Suite #	Use	Business Operation Days & Hours						Suite Sq Ft	Patio Sq Ft	Usable Sq Ft	Required Parking Spaces Based on "Usable" Sq Ft				
		Business Days	Monday Hours	Tues - Thurs Hours	Friday Hours	Saturday Hours	Sunday Hours				City Req'd	Mon - Fri	Sat & Sun	Sat after 7 PM	Sun after 5 PM
101	Restaurant	Tues - Fri	Closed	8 AM - 8 PM	8 AM - 8 PM	7 AM - 8 PM	7 AM - 3 PM	1,632	950	850	22	22	22	22	0
102	Retail	Mon - Fri	9 AM - 5 PM	9 AM - 5 PM	9 AM - 5 PM	Closed	Closed	1,632	-	950	3	3	0	0	0
103 -104	Restaurant	Mon - Sun	6 AM - 7 PM	6 AM - 7 PM	6 AM - 7 PM	6 AM - 7 PM	6 AM - 5 PM	2,400	420	915	20	20	20	0	0
105	Retail	Mon - Sun	11 AM - 5 PM	11 AM - 5 PM	11 AM - 8 PM	11 AM - 8 PM	11 AM - 8 PM	1,200	-	900	3	3	3	3	3
106	Retail	Mon - Sat	10 AM - 7 PM	10 AM - 7 PM	10 AM - 7 PM	10 AM - 7 PM	11 AM - 5 PM	1,200	-	800	3	3	3	0	0
107	Retail	Mon - Fri	8 AM - 4 PM	8 AM - 4 PM	8 AM - 4 PM	Closed	Closed	1,200	-	700	2	2	0	0	0
108	Retail	Mon - Fri	10 AM - 5 PM	10 AM - 5 PM	10 AM - 5 PM	Closed	Closed	1,200	-	800	3	3	0	0	0
109	Retail	Mon - Thurs	9 AM - 5 PM	9 AM - 5 PM	Closed	Closed	Closed	1,200	-	1,000	3	3	0	0	0
110	Retail	Mon - Sun	10 AM - 7 PM	10 AM - 6 PM	10 AM - 7 PM	10 AM - 7 PM	10 AM - 2:30 PM	1,200	-	900	3	3	3	0	0
111	Vacant	-	-	-	-	-	-	1,207	-	960	3	3	3	3	3
112 - 115	Reception Center	Mon - Sun	8 AM - 12 AM	8 AM - 12 AM	8 AM - 12 AM	8 AM - 12 AM	8 AM - 12 AM	4,605	-	2,910	12	12	12	12	12
116	Retail	Mon - Sat	8 AM - 5 PM	8 AM - 5 PM	8 AM - 5 PM	8 AM - 5 PM	Closed	850	-	455	2	2	2	0	0
117	Restaurant	Mon - Sun	11 AM - 8 PM	11 AM - 8 PM	11 AM - 9 PM	11 AM - 9 PM	11 AM - 7 PM	2,200	-	420	9	9	9	9	9
											<b>Total Parkings Spaces Required by City</b>				
											88	88	77	49	27
											<b>Surplus of Spaces</b>				
											4	4	15	43	65
											<b>Parking Spaces provided in Complex</b>				
											92				
<b>Use</b>		<b>Parking space required per City</b>													
Restaurant	1 space/ 50 sq ft indoor public area														
Retail	1 space/ 300 sq ft floor area														
Reception Hall	1 space/ 250 sq ft assembly area														

\*Larger image of table is in the Appendix

As shown in the table above, the total complex demand is 88 spaces, leaving a surplus of 4 spaces against the 92 provided. In addition, based on neighboring tenant operational days and hours and staggered demand, the shared use analysis demonstrates that actual parking demand is significantly lower during Allure Venue's peak operating hours:

- Saturday & Sunday: surplus of 15 spaces
- Saturday, after 7pm: surplus of 43 spaces
- Sunday after 5pm: surplus of 65 spaces

These findings confirm that the plaza has more than adequate parking capacity to accommodate Allure Venue without creating a deficiency for neighboring tenants. The Site Plan exhibit (AS-101), prepared by Architectural Company, Rocco Designs, also demonstrates that the complex has adequate parking and illustrates compliance with applicable parking requirements.

## **Methodology**

- This study applies the City of Avondale Zoning Ordinance Section 28-164 (Parking Schedule) and Section 28 -168 (Parking Demand Studies). The following parking ratios were used:
  - Reception Hall: 1 space/250 SF of assembly area
  - Restaurant: 1 space/50 SF indoor public area and 1 space/200 SF outdoor area
  - Restaurant (patio): 1 space/200 SF public area
  - Retail: 1 space/300 SF floor area
  - Church: 1 space/100 SF of assembly area or 1 per 4 seats, whichever is greater
- Business operating days and hours for each business within each suite. Operating hours were confirmed by tenant surveys and site observation.
- “Usable square footage” for suites was provided by Capital Asset Management, the property management firm, due to incomplete city records. Please reference the appendix for City of Avondale Commercial Department response to request for suite floor plans.

## **Management Commitments**

To ensure parking adequacy and mitigate conflicts, Allure Venue will:

- Coordinate scheduling of events to avoid conflicts with neighboring tenant peak hours
- Encourage guests to use ride share (i.e. Uber) and carpool
- Communicate with neighboring tenants regarding parking
- Provide staff monitoring during events to prevent interference

## **EV Infrastructure**

In the Pre-Application Meeting Review held July 15, 2025, the City of Avondale representative advised the requirement of having an Electronic Vehicle (EV) charging station will be waived.

## **Parking Demand Conclusion**

Based on City code requirements, shared-use analysis, and historical occupancy, the Central Avenue Plaza provides adequate parking for Allure Venue. Parking demand is balanced through shared use, temporal distribution, and management practices. Therefore, the proposed reception center will not create a parking deficiency and complies with Avondale’s requirements.

## Outdoor Lighting

No modifications to the existing exterior lighting are proposed. The suites currently feature recessed (“canned”) lighting within the covered walkway, designed to illuminate the immediate pedestrian area without producing glare beyond the walkway. Additionally, the parking lot is equipped with pole-mounted light fixtures that provide adequate illumination for safety, security, and visibility.

All existing lighting complies with the City of Avondale Outdoor Lighting Ordinance, which includes provisions for shielding, glare control, and adherence to dark-sky principles to minimize light spillover onto adjacent properties. The architectural firm, Rocco Designs, has prepared the site plan (Exhibit AS-101), which illustrates outdoor light pole fixtures.

Please refer to the below photographs for visual documentation of the existing lighting conditions showing the front suites view at night, and the parking lot lighting during the day:



## Public Services

The proposed reception center is not anticipated to negatively impact public services, utilities, nearby schools, or recreational facilities. Although the venue will be available for use seven days a week from 8:00 a.m. to midnight, most events are expected to occur on Friday, Saturday and Sunday evenings after 5:00 p.m., with an average of 25 - 40 guests, maximum of 50 guests. On Monday through Friday, we anticipate hosting one to three smaller events, such as business meetings or book clubs, typically with fewer than 25 guests.

Based on the City of Avondale Public Works Department's review at the July 15, 2025 meeting, the proposed use is consistent with existing utility capacities and land use designations, and no negative impacts are anticipated. The department's findings are summarized below:

- Current General Plan land use designation for this parcel is Local Commercial. Estimated water usage in the Avondale Integrated Utility Master Plan (IUMP) is based on Local Commercial land use. This project's proposed use is consistent with estimated water usage assumed in the IUMP. No further action required.
- Existing sewer service. Direct sewer service to this project is provided by an onsite private sewer collection system which discharges to the public sewer in Central Avenue. The proposed use seems to be consistent with the previous use from a utility perspective. No further actions required.
- Existing water service. Direct water service is provided through a metered water service for the entire commercial building complex. The proposed use seems to be consistent with the previous use from a utility perspective. No further actions required.
- Approved back flow protection devices are shown on all water services (domestic and landscape) and fire lines for this complex. No further action required.
- Avondale Public Works does not provide solid waste disposal services for commercial, multi-family, or industrial projects. Said projects must contract with private services for solid waste disposal.
- Avondale Public Transit Division has no public transit requirements for this project.

These findings confirm that Allure Venue will operate within the existing capacity of public services and utilities, without creating additional demand or requiring off-site infrastructure improvements.

## Traffic

The proposed reception center is not anticipated to generate traffic volumes that would adversely affect the surrounding roadway network. Based on the City of Avondale Traffic Department's review, the proposed use is estimated to generate fewer than 100 vehicle trips during AM and PM peak hours. As stated in the department's July 15, 2025 correspondence:

"Proposed site use is estimated to generate fewer than 100 AM/PM peak hour trips; therefore, the site is anticipated to have negligible impact on surrounding roadway infrastructure, and the requirement for a traffic study for this site use is waived."

Given these findings, no traffic study is required, and the project is considered to have a negligible impact on the existing transportation infrastructure. Vehicle access will occur via the existing driveways on Central Avenue and Camino Estrella, as illustrated in the submitted site plan. Architectural firm, Rocco Designs, prepared the site plan (Exhibit AS-101), which illustrates site access, fire truck turning radii, drive aisle dimensions, and other details required by the city.

## Operational Impact

The proposed reception center is not anticipated to create adverse operational impacts to neighboring tenants in the plaza, nearby residents, or surrounding businesses.

### Noise Control:

- All entertainment will be conducted indoors with doors closed and sound-limiting measures in place.
- An additional interior layer of drywall will be installed on the suite walls, with noise insulation between existing and new walls, to further reduce sound transmission.
- All events will conclude by Midnight.
- Noise control requirements will be incorporated into the rental agreement, and Allure Venue staff will actively monitor compliance throughout events.

### Security & Supervision:

- Licensed and insured security guards will be onsite for all events beginning at or after 5:30 PM, or for any event where alcohol is served, regardless of time.
- Security personnel will patrol the surrounding area to identify risks, address disruptions, assist guests, and protect property.
- Security cameras will be installed to monitor both indoor and outdoor areas.
- In the event of a crime, medical emergency, or fire, security staff, the venue owner, or event attendants will take appropriate action and contact emergency services as needed.
- The reception center owner or an event attendant will be onsite for the full duration of each event, including setup and cleanup, to ensure:
  - Timely execution of event setup and teardown.
  - Compliance with contracted event end times, including music and guest departure.
  - Ongoing monitoring of cleanliness, safety, and regulatory compliance.
  - Assistance to clients and vendors as needed.

### Fire & Safety

Allure Venue is committed to maintaining the highest standards of fire and life safety in accordance with applicable City of Avondale and State of Arizona codes.

- Employee Training and Procedures:
  - Employees will receive training in emergency response procedures, including guest safety protocols.
  - Staff will be trained to ensure fire exits remain unobstructed at all times, to conduct regular inspections of fire extinguishers and alarms, and to follow the approved evacuation plan, including directing guests to designated assembly areas.
- Facility Safety Features:
  - Suites 112–115 are equipped with a fire sprinkler system, four illuminated exit doors (two at the front and two at the rear of the suites), and clearly marked egress signage.
  - The facility will be maintained to meet or exceed current fire and building codes applicable to assembly uses.
- Occupancy and Compliance:
  - Allure Venue will comply with the city's calculated maximum occupancy limits.
  - A proposed floor plan layout has been provided to ensure that all guests can exit the building safely in the event of an emergency.
  - Final approval for occupancy will be contingent upon successful completion of all required fire and life safety inspections.

Architectural firm, Rocco Designs, prepared a floor plan (Exhibit A-201), illustrating the exits, square foot and occupancy calculations, and other relevant information required by the city.

Allure Venue is fully committed to ensuring that the facility meets or exceeds all fire code requirements prior to opening and remains in continuous compliance thereafter.

### **Lighting & Odors**

- All event-related lighting, including strobe or special effects lighting, will be contained within the facility; no exterior illumination from events will occur.
- Because food service will occur indoors only, no odor impacts to surrounding properties are anticipated.

### **Insurance & Liability**

- Allure Venue will maintain active business licensing along with \$2 million in General Liability Insurance.
- Requirements for Facility Renters:
  - Sign an Event Contract.
  - Sign a Renter Agreement.
  - Sign a Hold Harmless & Indemnification Agreement.
- Requirements for Vendors:
  - Sign the Allure Venue Vendor Agreement.
  - Provide a current Certificate of General Liability Insurance, and \$1 million Liquor Liability Insurance if applicable, naming Allure Venue as an additional insured.
  - Sign a Hold Harmless & Indemnification Agreement.
- These measures ensure compliance with risk management best practices, provide adequate liability protection for all parties, and help maintain a safe, well-managed event environment.

### **Restrooms**

- The facility includes a total of five restrooms, three of which are ADA-compliant:
  - Separate men's and women's restrooms, each containing two stalls (one ADA-compliant stall in each) and sinks.
  - One non-gender restroom that is fully ADA-compliant, equipped with a toilet and sink.
- Architectural firm, Rocco Designs, prepared a floor plan (Exhibit A-201), illustrating the restrooms within the suites.

## **Findings Required for Conditional Use Permit (CUP)**

- **Consistency with General Plan & Area Plan**  
The reception center use is consistent with the Local Commercial designation and supports the Old Town/Cashion/Las Ligas/Rio Vista Specific Area Plan by introducing community-serving amenities.
- **Compatibility with Surroundings**  
The use is compatible with adjacent retail, restaurant, and commercial tenants. All events are indoors and professionally managed to minimize impacts.
- **Adequacy of Site**  
The 4,605 SF suite space is adequate to accommodate up to 50 guests, safe circulation, ADA accessibility, and all development standards (setbacks, parking, landscaping).
- **Traffic & Access**  
The site is served by Central Avenue and Camino Estrella, with adequate roadway capacity. The City's Traffic Engineering Division determined no traffic study is required.
- **Mitigation of Adverse Effects**  
Conditions including soundproofing, professional security, EV parking, fire safety compliance, and landscaping upgrades ensure potential adverse impacts are mitigated.

## Project Conclusion

Allure Venue will repurpose existing commercial space from a church into a safe, compliant, and community-serving reception center.

Allure Venue is consistent with the City of Avondale's land use designation and compatible with existing and planned uses in the surrounding area. The operation of this facility will not adversely affect nearby residents, businesses, or the general public welfare. Allure Venue will meet a demonstrated community need in the West Valley for a modern, accessible, and professionally managed reception center.

The project directly supports the objectives outlined in Avondale's 2025 Strategic Plan, including Economic Growth, Community Well-Being, and Connected & Engaged Community. This will be achieved by employing local residents, generating business for area vendors and restaurants, and providing a versatile venue for families, community organizations, and entrepreneurs. Allure Venue will function as more than a commercial enterprise; it will serve as a community asset that celebrates life's milestones, fosters social connection, and contributes to the vitality and economic health of Avondale.

# Appendix

Image: Parking Demand Analysis

Suite #	Use	Business Operation Days & Hours							Suite Sq Ft	Patio Sq Ft	Usable Sq Ft	Required Parking Spaces Based on "Usable" Sq Ft				
		Business Days	Monday Hours	Tues - Thurs Hours	Friday Hours	Saturday Hours	Sunday Hours	City Req'd				Mon - Fri	Sat & Sun	Sat after 7 PM	Sun after 5 PM	
101	Restaurant	Tues - Fri	Closed	8 AM - 8 PM	8 AM - 8 PM	7 AM - 8 PM	7 AM - 3 PM	1,632	950	850	22	22	22	22	0	
102	Retail	Mon - Fri	9 AM - 5 PM	9 AM - 5 PM	9 AM - 5 PM	Closed	Closed	1,632	-	950	3	3	0	0	0	
103 -104	Restaurant	Mon - Sun	6 AM - 7 PM	6 AM - 7 PM	6 AM - 7 PM	6 AM - 7 PM	6 AM - 5 PM	2,400	420	915	20	20	20	0	0	
105	Retail	Mon - Sun	11 AM - 5 PM	11 AM - 5 PM	11 AM - 8 PM	11 AM - 8 PM	11 AM - 8 PM	1,200	-	900	3	3	3	3	3	
106	Retail	Mon - Sat	10 AM - 7 PM	10 AM - 7 PM	10 AM - 7 PM	10 AM - 7 PM	11 AM - 5 PM	1,200	-	800	3	3	3	0	0	
107	Retail	Mon - Fri	8 AM - 4 PM	8 AM - 4 PM	8 AM - 4 PM	Closed	Closed	1,200	-	700	2	2	0	0	0	
108	Retail	Mon - Fri	10 AM - 5 PM	10 AM - 5 PM	10 AM - 5 PM	Closed	Closed	1,200	-	800	3	3	0	0	0	
109	Retail	Mon - Thurs	9 AM - 5 PM	9 AM - 5 PM	Closed	Closed	Closed	1,200	-	1,000	3	3	0	0	0	
110	Retail	Mon - Sun	10 AM - 7 PM	10 AM - 6 PM	10 AM - 7 PM	10 AM - 7 PM	10 AM - 2:30 PM	1,200	-	900	3	3	3	0	0	
111	Vacant	-	-	-	-	-	-	1,207	-	960	3	3	3	3	3	
112 - 115	Reception Center	Mon - Sun	8 AM - 12 AM	8 AM - 12 AM	8 AM - 12 AM	8 AM - 12 AM	8 AM - 12 AM	4,605	-	2,910	12	12	12	12	12	
116	Retail	Mon - Sat	8 AM - 5 PM	8 AM - 5 PM	8 AM - 5 PM	8 AM - 5 PM	Closed	850	-	455	2	2	2	0	0	
117	Restaurant	Mon - Sun	11 AM - 8 PM	11 AM - 8 PM	11 AM - 9 PM	11 AM - 9 PM	11 AM - 7 PM	2,200	-	420	9	9	9	9	9	
Use	Parking space required per City								Surplus of Spaces		4	4	15	43	65	
Restaurant	1 space/ 50 sq ft indoor public area								Total Parkings Spaces Required by City		88	88	77	49	27	
Retail	1 space/ 300 sq ft floor area								Parking Spaces provided in Complex		92					
Reception Hall	1 space/ 250 sq ft assembly area															

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### PARKING CALCULATIONS FOR ALL TENANTS

SUITE NUMBER	USE	SUITE SQ FT	USABLE SQ FT	PATIO SQ FT	PARKING SPACES REQUIRED	NOTES
101	RESTAURANT	1,632	850	950 SF	22	
102	RETAIL	1,632	950	-	3	
103-104	RESTAURANT	2,400	915	420 SF	20	
105	RETAIL	1,200	900	-	3	
106	RETAIL	1,200	800	-	3	
107	RETAIL	1,200	700	-	2	
108	RETAIL	1,200	800	-	3	
109	RETAIL	1,200	1,000	-	3	
110	RETAIL	1,200	900	-	3	
111	VACANT	1,207	960	-	3	
112-115	RECEPTION HALL (*)	2,910 (*)	-	-	12	ASSUMED RETAIL (*) SEE CALCULATIONS IN PROJECT INFORMATION ON A-201 & AS-101
116	RETAIL	850	455	-	2	
117	RESTAURANT	2,200	420	-	9	
				TOTAL	88	
				PROVIDED	92	4 ACCESSIBLE SPACES ARE INCLUDED IN THIS TOTAL

**CITY OF AVONDALE PARKING REQUIREMENTS:**  
 RESTAURANT (INDOOR): 1 SPACE / 50 SQ FT  
 RESTAURANT (PATIO): 1 SPACE / 200 SQ FT  
 RETAIL: 1 SPACE / 300 SQ FT  
 RECEPTION HALL: 1 SPACE / 250 SQ FT

### PROJECT INFORMATION

PRE-APP #: PL-25-0140  
 ZONING: C-2  
 SITE AREA GROSS: 137,634 SQ FT (3.16 ACRES)  
 SITE AREA NET: 112,066 (2.75 ACRES)

**BUILDING AREA CALCULATIONS**  
 TOTAL: 20,906 SQ FT  
 COVERED WALK: 3,214 SQ FT  
 TOTAL FOOTPRINT: 24,120 SQ FT

COVERAGE: 23%

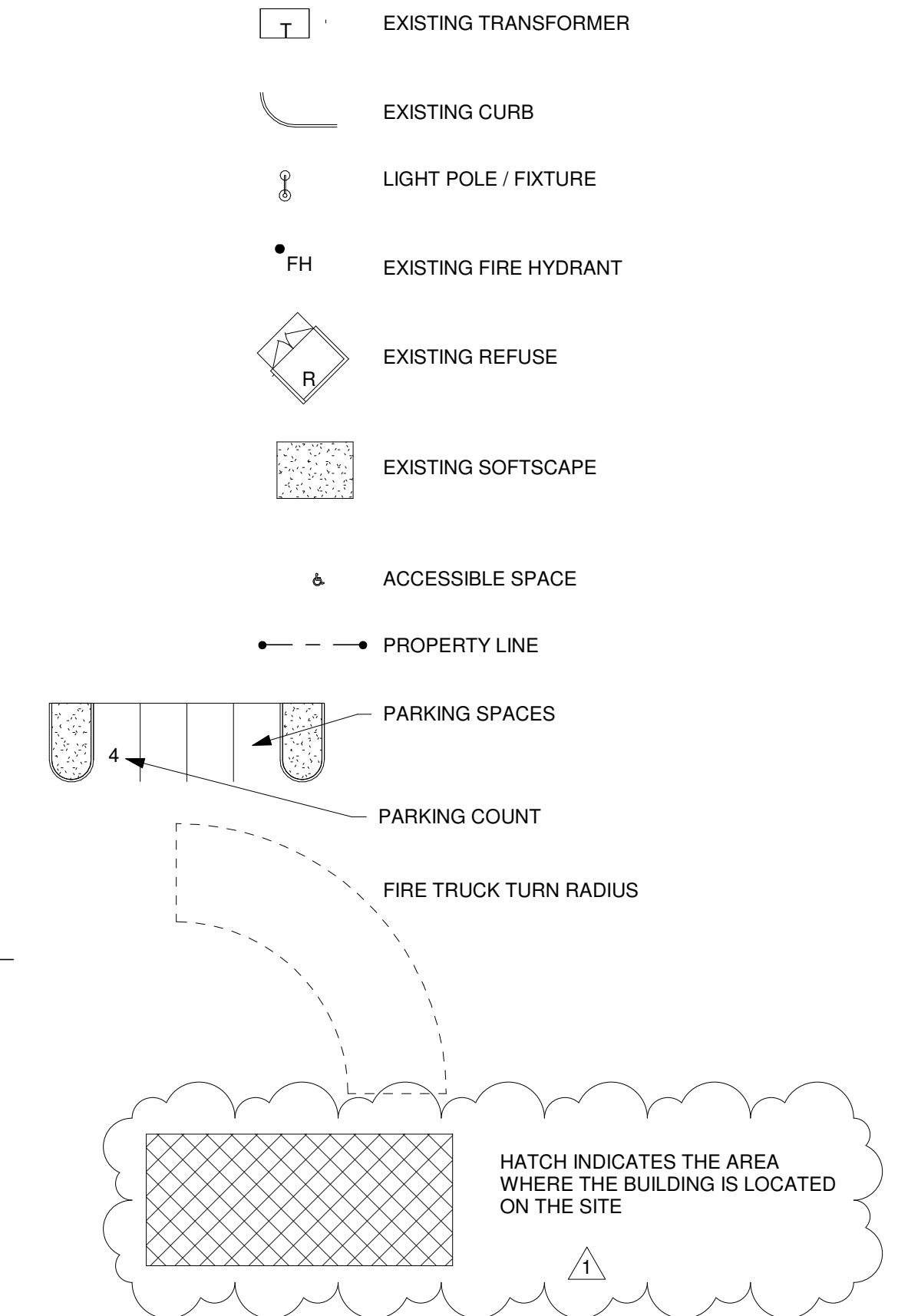
CONSTRUCTION TYPE: V-N (A.F.E.S.)  
 OCCUPANCY (THIS PROJECT): ASSEMBLY WITHOUT FIXED SEATS (A)

1 STORY

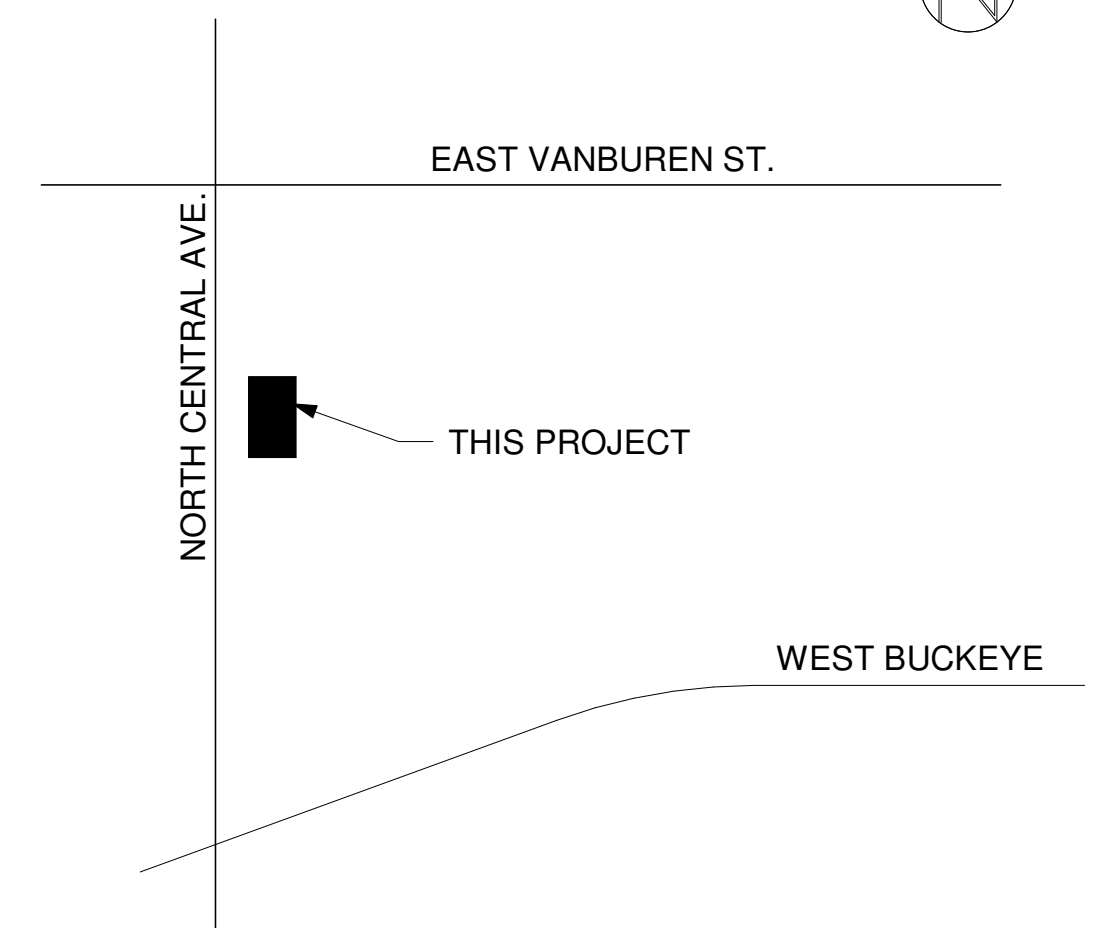
**PARKING CALCULATIONS FOR THIS PROJECT:**  
 RECEPTION HALLS : 1 / 250SQ FT..... 2,910 / 250 (12) SPACES REQUIRED  
 TOTAL PARKING SPACES REQUIRED: 12

**PARKING CALCULATIONS FOR ADJACENT TENANT SPACES:**  
 SEE PARKING CALCULATIONS FOR ALL TENANTS ON THIS SHEET

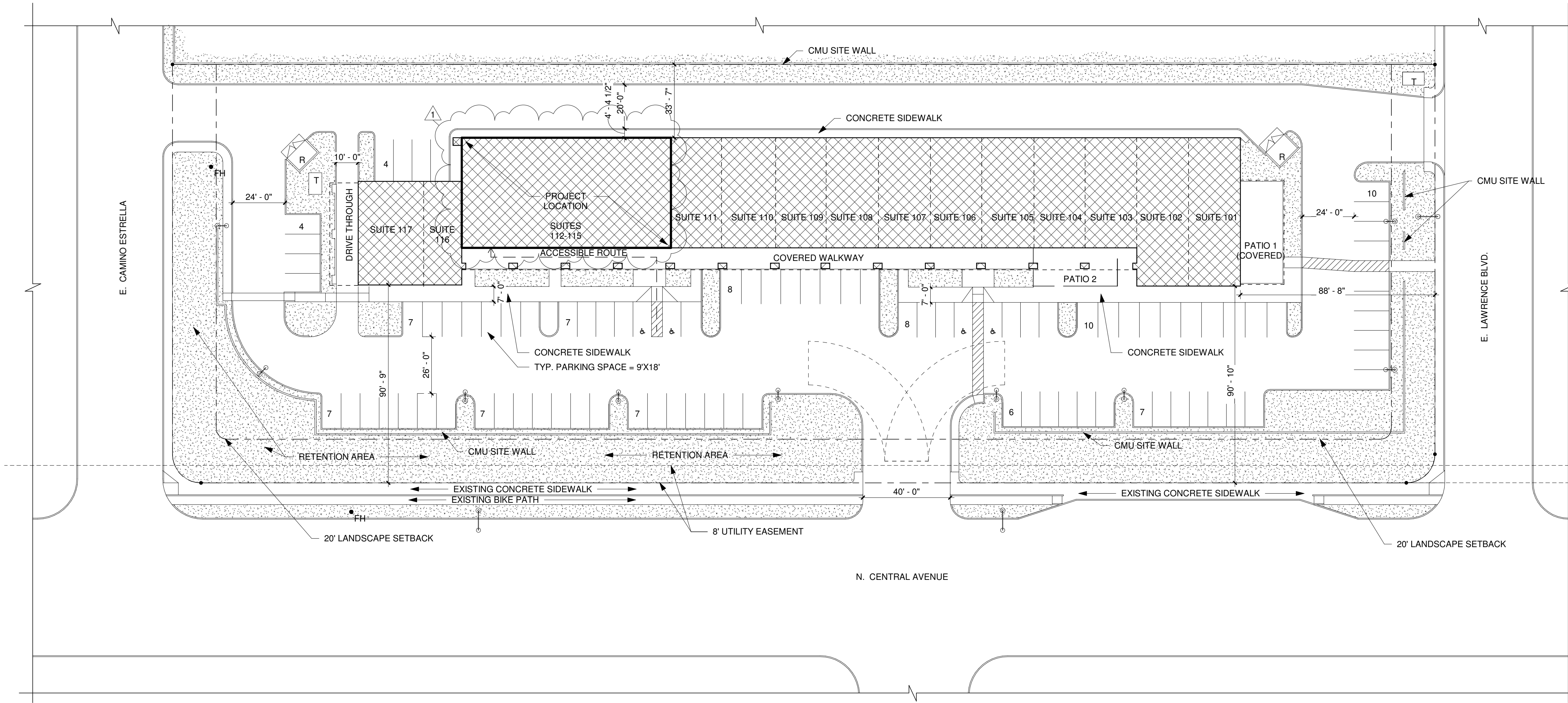
### SITE PLAN LEGEND



### VICINITY MAP



NOTE: ALL SHOWN BELOW IS EXISTING NO NEW SITE WORK SHALL OCCUR AS PART OF THIS PROJECT



1 SITE  
 1" = 30'-0"

REV	DATE	DESCRIPTION
1	10-17-25	CITY COMMENT

Rocco Designs:  
 700 W. Campbell Ave.  
 Suite 6  
 Phoenix AZ 85013  
 602.432.9883  
 rocco@roccodesigns.com

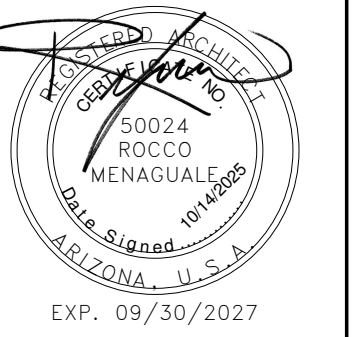
PROJECT NUMBER: 25-013

ISSUE DATE:  
 10/14/25

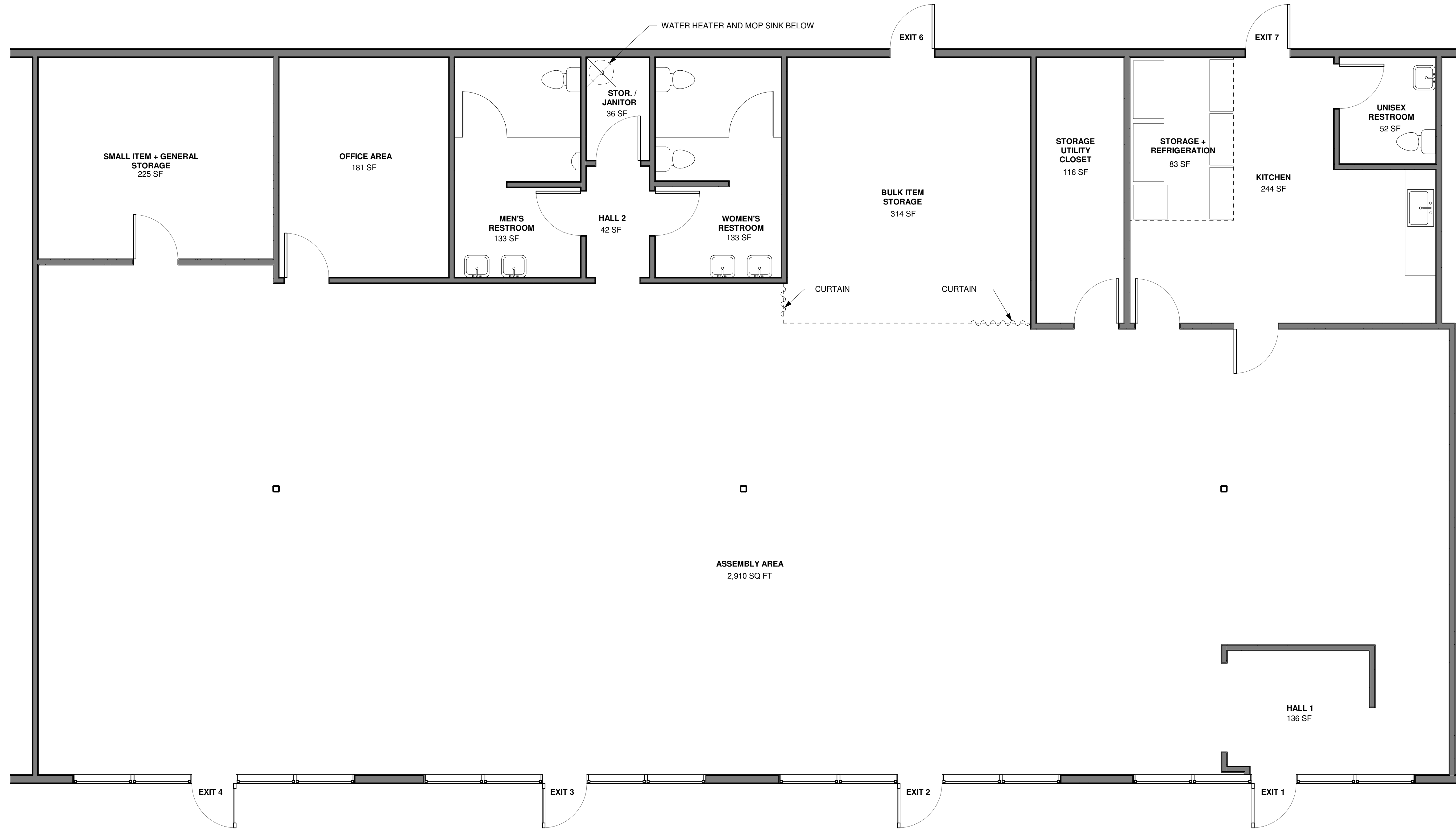
SHEET TITLE:  
 SITE PLAN

SHEET NUMBER:  
 AS-101

ROCCO  
 DESIGNS



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 C:\Users\rocco\Downloads\001 PROJECTS\ALLURE VENUUE\ALLURE VENUUE.rvt 9/15/2025 1:43:11 PM



**PROJECT INFORMATION**

SQ FT CALCULATIONS

HALLWAYS 178 SQ FT  
 STORAGE 774 SQ FT  
 RESTROOMS 318 SQ FT  
 KITCHEN 244 SQ FT  
 OFFICE 181 SQ FT  
 ASSEMBLY 2,910 SQ FT

TOTAL SQ FT 4,605 SQ FT

OCCUPANCY CALCULATIONS

KITCHEN: 244 / 200 = 1.2  
 OFFICE: 181 / 150 = 1.2  
 ASSEMBLY: 2910 / 15 = 194

TOTAL OCCUPANTS: 197

PLUMBING FIXTURE CALCULATIONS

ASSEMBLY (BANQUET HALLS):

WATER CLOSETS: 98/75 = (2) MALE WATER CLOSETS (1 PROVIDED + 1 URINAL)  
 99 / 75 = (2) FEMALE WATER CLOSETS (2 PROVIDED)

LAVATORIES: (1) MALE (2 PROVIDED)  
 (1) FEMALE (2 PROVIDED)

OFFICE/BUSINESS:

WATER CLOSETS MALE: 1 / 25 FOR THE FIRST 50 PEOPLE \*

WATER CLOSETS FEMALE: 1 / 25 FOR THE FIRST 50 PEOPLE \*

LAVATORIES: 1/40 FOR THE FIRST 80 PEOPLE \*

\* SEPARATE FACILITIES NOT REQUIRED AS PER IBC 2018 IBC SECTION 2902.2.

EMPLOYEE RESTROOM WITH (1) WATER CLOSET AND (1) LAVATORY PROVIDED.

(1) SERVICE SINK REQUIRED, (1) PROVIDED

NUMBER OF EXITS REQUIRED:

PER IBC SECTION 1006 (2) EXITS ARE REQUIRED, (7) EXITS PROVIDED

FIRE SPRINKLERS: YES

EXIT WIDTHS PER IBC 2018 1005.3.2 :

EGRESS CAPACITY FACTOR = .15 (FOR SPRINKLERED BUILDINGS)  
 0.15 X 197 OCCUPANTS = 29.55" MIN. EXIT WIDTH

**1** NOT USED  
 1/4" = 1'-0"

**ROCCO**  
 D E S I G N S



ALLURE VENUUE  
 725 NORTH CENTRAL AVENUE  
 AVONDALE, AZ 85323

REV	DATE	DESCRIPTION

Rocco Designs:  
 700 W. Campbell Ave.  
 Suite 6  
 Phoenix AZ 85013  
 602.432.9883  
 rocco@roccodesigns.com  
 PROJECT  
 NUM 25-013

ISSUE DATE:  
 09/15/25

SHEET TITLE:  
 FLOOR PLAN

SHEET NUMBER:  
**A-201**

## **Allure Venue Neighborhood Meeting Summary**

Date & Time: 10.28.25, 6 PM - 7 PM

The neighborhood meeting was conducted successfully, covering topics and information outlined in the *Allure Venue Conditional Use Permit Application -Project Narrative*. The presentation began at 6:15 PM and was delivered using a PowerPoint slide deck projected for all attendees to view.

Attendees included some of my friends and family members who are residents of Avondale, along with two City of Avondale employees.

The presentation was well-received, and attendees appeared to understand the information presented. No questions or concerns were raised during the meeting.



# NEIGHBORHOOD MEETING

## Sign-In Sheet

Date & Time: 10/28/25 6pm

PRINT FIRST & LAST NAME:

Magali Arredondo

Jose Arredondo

Xaiya Arredondo

Martin Moreno

Serena Mulherin

Arturo Ramirez

Andres Aruana

Agustin Arredondo

Anthony Acosta

Angelina Arredondo

## Monika Smriti

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**From:** Andrea Arellano <drea.acosta@hotmail.com>  
**Sent:** Friday, October 31, 2025 3:55 PM  
**To:** Monika Smriti  
**Subject:** Support for the Establishment of Allure Venue in Avondale, AZ

**This Message Is From an Untrusted Sender**

You have not previously corresponded with this sender.

To the City of Avondale,

I am writing to express my full support for the establishment of Allure Venue in Avondale, Arizona. This reception center will serve as a valuable space for our community—providing families, residents, and local businesses with a well-managed venue to gather and celebrate meaningful milestones such as births, birthdays, weddings, and business achievements.

Allure Venue, under the ownership and leadership of Adriana Mendoza, will reflect the city's commitment to fostering community connection and local engagement. Ms. Mendoza is dedicated to creating a welcoming, professional, and family-oriented environment that aligns with Avondale's goals for growth, inclusion, and community pride. As a resident of Avondale, I am excited to have Allure established in our community!

I respectfully ask that the City of Avondale give full consideration and approval for the Allure Venue project. This establishment will enhance our city's offerings and provide a much-needed space for positive, community-centered events. Should you have any questions, please contact me at your earliest convenience.

Thank you for your time and consideration.

Sincerely,

Andrea Arellano  
11014 W. Jefferson, Street, Avondale, AZ 85323  
602-332-1309

## Monika Smriti

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**From:** Magali Arredondo <magaliarredondo5@gmail.com>  
**Sent:** Friday, October 31, 2025 4:19 PM  
**To:** Monika Smriti  
**Subject:** Allure Venue

### This Message Is From an Untrusted Sender

You have not previously corresponded with this sender.

Dear Ms. Smriti,

I am writing to express my support for the Conditional Use Permit application submitted by **Adriana Mendoza, Allure Venue Owner** to operate a reception center in Avondale. I believe this business will be a wonderful addition to our community—providing a beautiful, well-managed space for local celebrations, business events, and family gatherings. My family and I live down the street from the proposed location of the venue; it's an ideal location.

Allure Venue's focus on quality service, safety, and community connection aligns well with the City's goals for local growth and engagement. I respectfully ask that you consider and approve this application.

Thank you for your time and consideration!

Sincerely,

Magali Arredondo

Resident of Avondale

## Monika Smriti

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**From:** John Canada <john@burnitbuilditfitness.com>  
**Sent:** Friday, November 7, 2025 7:29 AM  
**To:** Monika Smriti  
**Subject:** Support for Proposed Reception Hall – 725 N Central Ave, Avondale, AZ

### This Message Is From an Untrusted Sender

You have not previously corresponded with this sender.

Dear Ms. Smriti,

I am writing to express support for the proposed reception hall located at 725 N Central Ave in Avondale. As a nearby business owner, I believe this venue would be a positive addition to the community.

The concept provides residents with a flexible space for gatherings, celebrations, meetings, and other events. Beyond serving local families and organizations, the project is expected to create job opportunities and contribute to local economic activity, which benefits surrounding businesses.

In my view, a professionally operated reception hall enhances community engagement and aligns well with the area's ongoing growth.

Thank you for your consideration of this application.

Sincerely,

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### John Canada

Burn It Build It Fitness



<https://burnitbuilditfitness.com/>

## Monika Smriti

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**From:** Amaxx Hair Salon <amaxxhairsalon@gmail.com>  
**Sent:** Tuesday, November 11, 2025 8:34 AM  
**To:** Monika Smriti  
**Subject:** Letter of Recommendation for Adriana M.

**This Message Is From an Untrusted Sender**

You have not previously corresponded with this sender.

November 11th, 2025

To whom it may concern:

It is my pleasure to provide a reference for Adriana Mendoza of Allure Venue LLC.

Although we have not directly worked with Adriana Mendoza she has been a loyal friend and customer of Amaxx hair salon for many years

We can vouch that she has consistently demonstrated positive traits reliability, prompt communication, and professionalism.

We would not hesitate to recommend Adriana Mendoza to any organization seeking the approval to operate a reception center. If you require further information, please feel free to contact me directly at 623-907-3260 or [Amaxxhairsalon@gmail.com](mailto:Amaxxhairsalon@gmail.com). Sincerely,

Enaly Jaimes

Manager - Amaxx hair salon

623-907-3260

[Amaxxhairsalon@gmail.com](mailto:Amaxxhairsalon@gmail.com)