

SRPMIC Community Development Department
Planning Services Division

presents to the

Land Management Board
and Community

Conditional Use Permit Application
Case 24-CUP-02
Reverb Hotel by Hard Rock



May 27, 2025

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Agenda

1. Applicant's Request
2. Conditional Use Permit Application
 - What is a Conditional Use Permit (CUP)?
 - CUP Findings
 - Staff Recommended Conditions
3. Next Steps

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Applicant's Request

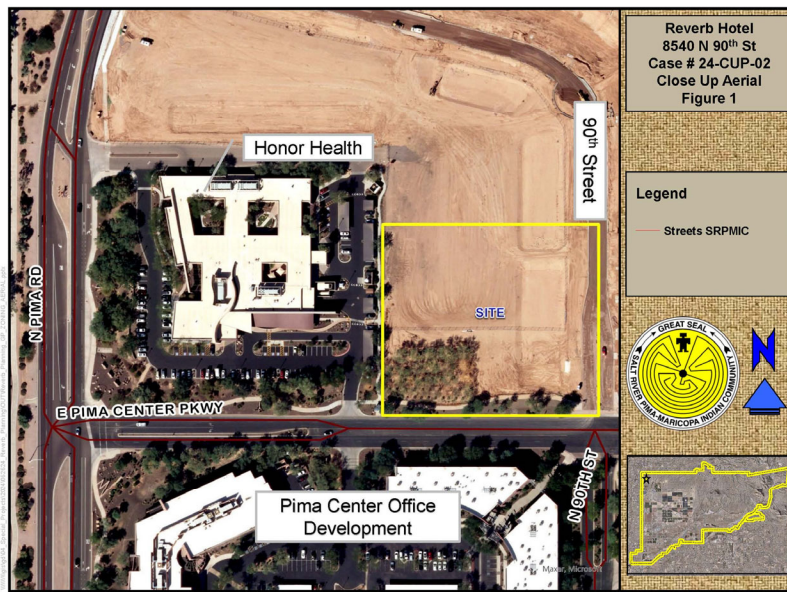
- ▶ ERES Capital, LLC. requests a Conditional Use Permit to allow a hotel use within The Sydney development.
- ▶ The Reverb Hotel by Hard Rock will have the following:
 - 5 stories
 - 195 hotel rooms
 - Select service hotel catering to music enthusiasts
 - Amenities will include a rooftop bar with outdoor patio, large outdoor pool deck, indoor and outdoor public space, fitness center, co-working space and upscale design and furnishings throughout the hotel.
- ▶ Lot Size: 3.49 Acres
- ▶ Location: 8540 North 90th Street



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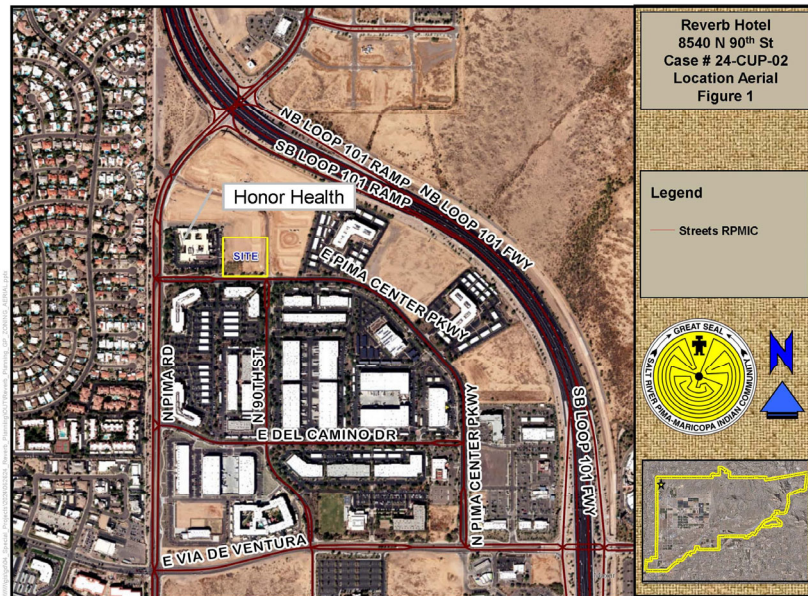
Aerial - Close Up



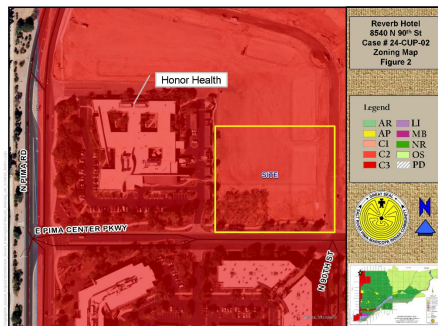
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Aerial – Pima Center

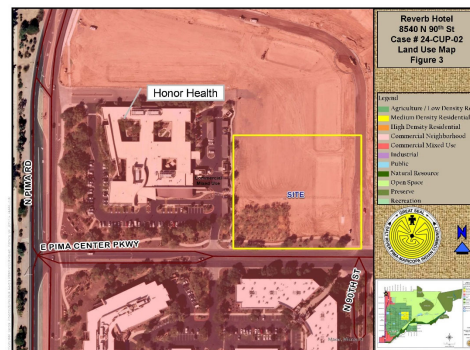


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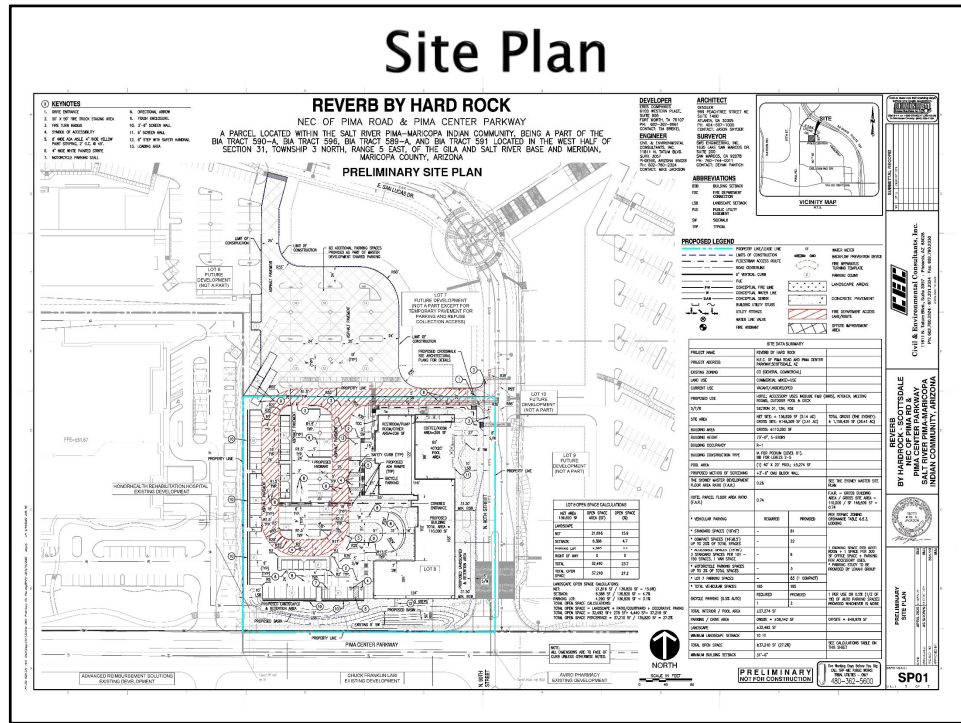


Zoning – C3 Zoning District
within the Pima Corridor
Overlay District

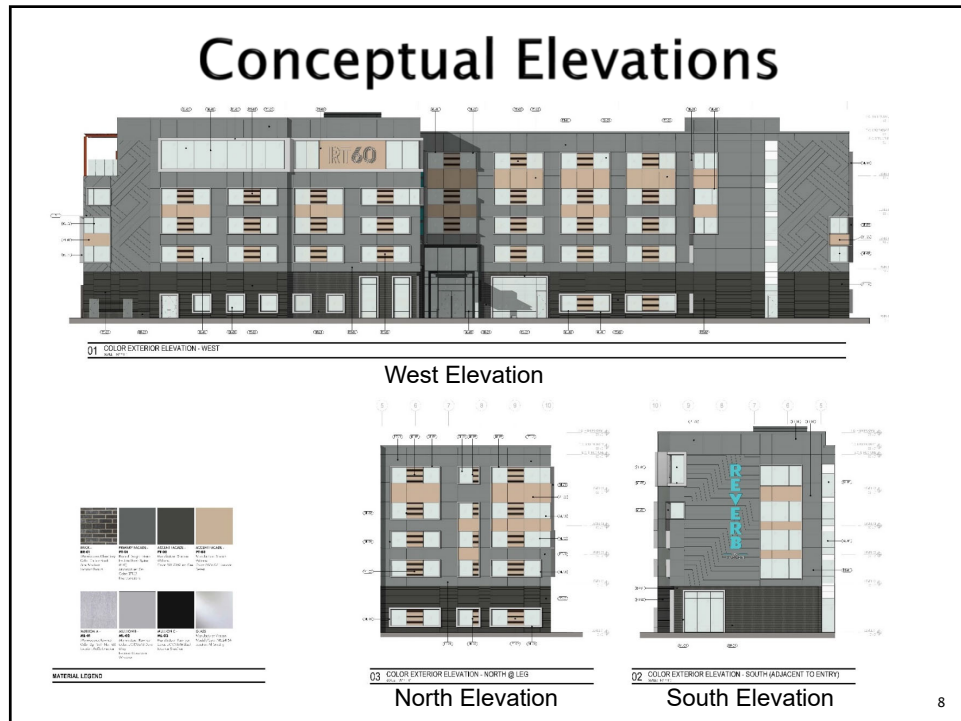
General Plan –
Commercial Mixed Use



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Conceptual Elevations



01 COLOR EXTERIOR ELEVATION - EAST

East Elevation



MATERIAL LEGEND



02 COLOR EXTERIOR ELEVATION - NORTH

North Elevation

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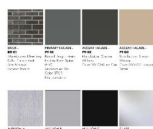
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Conceptual Elevations



01 COLOR EXTERIOR ELEVATION - SOUTH

South Elevation



MATERIAL LEGEND

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Conceptual Renderings

View from Northeast Corner



01 EXTERIOR PERSPECTIVE - NE CORNER

View from Northwest Corner



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Conceptual Renderings

View from Southwest Corner



01 EXTERIOR PERSPECTIVE - SW CORNER

View from Southeast Corner



02 EXTERIOR PERSPECTIVE - SE CORNER

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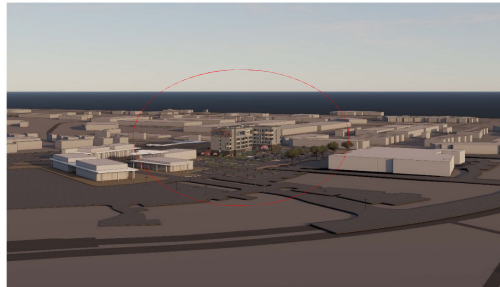
Conceptual Renderings

View 1 from Pima Freeway



01 LOOP 101 PIMA FREEWAY - VIEW 1

View 2 from Pima Freeway



02 LOOP 101 PIMA FREEWAY - VIEW 2

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The Sydney - South View

aerial | south view



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The Sydney – North View



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What is a Conditional Use Permit (CUP)?

- ▶ All Community lands are divided into different zoning districts that allow particular sets of uses. Each zoning district has certain uses permitted by right.
- ▶ Certain other uses may be allowed through a CUP, which must be approved through the community hearing process by Land Management Board (LMB) and Community Council.
- ▶ The CUP process gives the LMB and Council more control over land uses to ensure their compatibility with the surrounding environment and consistency with the General Plan.
- ▶ The CUP process provides flexibility in zoning districts to allow certain uses with Council approval.

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CUP Requirements

1. The use in the proposed location is not detrimental to the public health, safety, or welfare of the Community.

- ▶ *Examples of detriment include elevated risk of hazard, nuisance or damage by explosion, fire, smoke, dust, odor, contamination, or vibration.*
- ▶ All food preparation will take place inside the kitchen.
- ▶ No outdoor wood fires are proposed for the site.
- ▶ No heavy machinery or other causes of vibration will be used at the hotel during operations.
- ▶ Outdoor areas will be either have hardscape or native landscaping to minimize the risk of dust.
- ▶ All waste materials will be stored in containers with closeable lids, and operations will be conducted in accordance with applicable requirements.
- ▶ Pool chemicals will conform to the Community's requirements.



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CUP Requirements (cont.)

2. The type and characteristics of the use are reasonably compatible with the uses existing or planned in the immediate surrounding area.

- *Examples of compatibility considerations include scale, architecture, intensity, sound levels, volume and character of traffic, appearance, hours of operation and potential adverse impacts.*
- Reverb by Hard Rock is proposed within The Sydney, which is planned for other compatible C3 uses including entertainment venues, restaurants and retail.
- Reverb by Hard Rock describes the hotel use as a sustainable select service hotel that caters to music enthusiasts with themed amenities and rooms – i.e. Smart guestrooms, 2 sound booths each equipped with an amp and a Fender Guitar. Reverb Radio, unique Roadie Bunk Bed Room and two music-themed bars – Constant Grind and RT60.
- If approved, the hotel will be reviewed through the Design Review application process to ensure high quality design and include Pima and Maricopa cultural influences.

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CUP Requirements (cont.)

2. The type and characteristics of the use are reasonably compatible with the uses existing or planned in the immediate surrounding area.

- A Noise Study was submitted with this application for review. The noise study was reviewed by a 3rd party consultant and meets the Community's noise regulations of 65 dBA from 7am to 10pm and 65 dBA from 10pm to 7am at the site property line.
- The applicant will orient outdoor speakers for the rooftop outdoor patio area away from the Honor Health Rehabilitation Hospital.
- Maximum sound levels projected at speaker location will be 83 dBA between 7AM to 10PM, and 73 dBA between 10PM and 7AM.

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CUP Requirements (cont.)

2. The type and characteristics of the use are reasonably compatible with the uses existing or planned in the immediate surrounding area.

- A Traffic Impact Study was submitted with this application. The hotel use will generate 717 trips per day and the traffic engineer reports there will be no significant impacts to traffic in this vicinity.
- A Shared Parking Study was submitted with this application. This study states that all parking for The Sydney will be provided throughout the development and all parking will be shared by all parcels. The hotel project requires 195 spaces. 112 spaces will be within the Reverb site and the remaining 83 spaces will be included as part of the entire development parking calculations.

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CUP Requirements (cont.)

3. Adequate infrastructure to serve the use exists in the proposed location, or the applicant can demonstrate that adequate infrastructure will be provided or addressed by an acceptable means.

- *Examples of infrastructure include adequate street capacity or traffic control, water and sewer lines, and public safety service.*
- The hotel use will be serviced by existing utilities within The Sydney. These include water, sewer, storm drain, gas, telecommunications, and power.
- Hotel proposal reviewed by SRFD and SRPD. There were no concerns or issues with this particular use.



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CUP Requirements (cont.)

4. The use in the proposed location is consistent with the goals and policies of the General Plan.

- ▶ Goal 1.7 – To ensure that the built environment is aesthetically pleasing and compatible with the natural surroundings and Pima and Maricopa cultural values.
- ▶ Goal 1.9 – To achieve environmental stewardship in the design and construction of all public and private projects.

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Recommended Stipulation

1. This Conditional Use Permit expires if the use is not commenced within seven (7) years of the adoption date of this resolution.

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Environmental Review

- An Environmental Review was completed by CDD Environmental Protection and Natural Resources (CDD-EPNR) on July 10, 2024 and determined that there are “no environmental or archaeological concerns known for this specific area”.
- A Cultural Clearance memo was issued by the SRPMIC Tribal Historic Preservation Office (THPO) on June 25, 2024 and found ‘No Historic Properties Affected’.

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Community Hearing Approval Process

- ▶ SRPMIC Council Notification
- ▶ SRPMIC Council Community Hearing
- ▶ SRPMIC Council Determination



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Thank you!

- ▶ **Contact information:**
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