

SRPMIC Community Development Department Planning Services Division

presents to the

Land Management Board

Dimensional Variance Application
Case 26-DV-04
Great Wolf Lodge



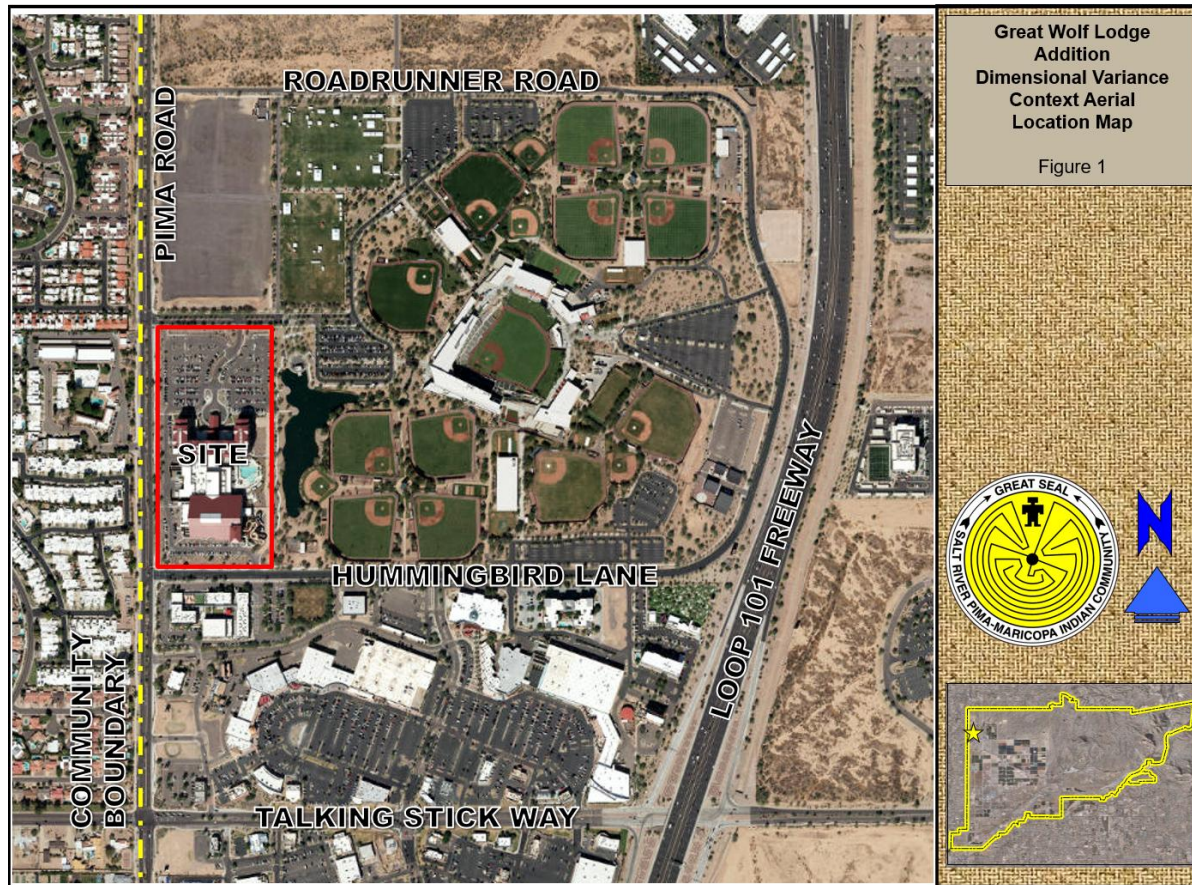
July 27, 2026

Agenda

1. Site Information
2. Applicant's Request
3. Proposed Development
4. Dimensional Variance Requirements
5. Next Steps

Site Information

- ▶ Lot Size: 811,330 square feet (18.63 acres)
- ▶ Location: 7333 North Pima Road (Northeast corner of Pima Road and Hummingbird Lane)



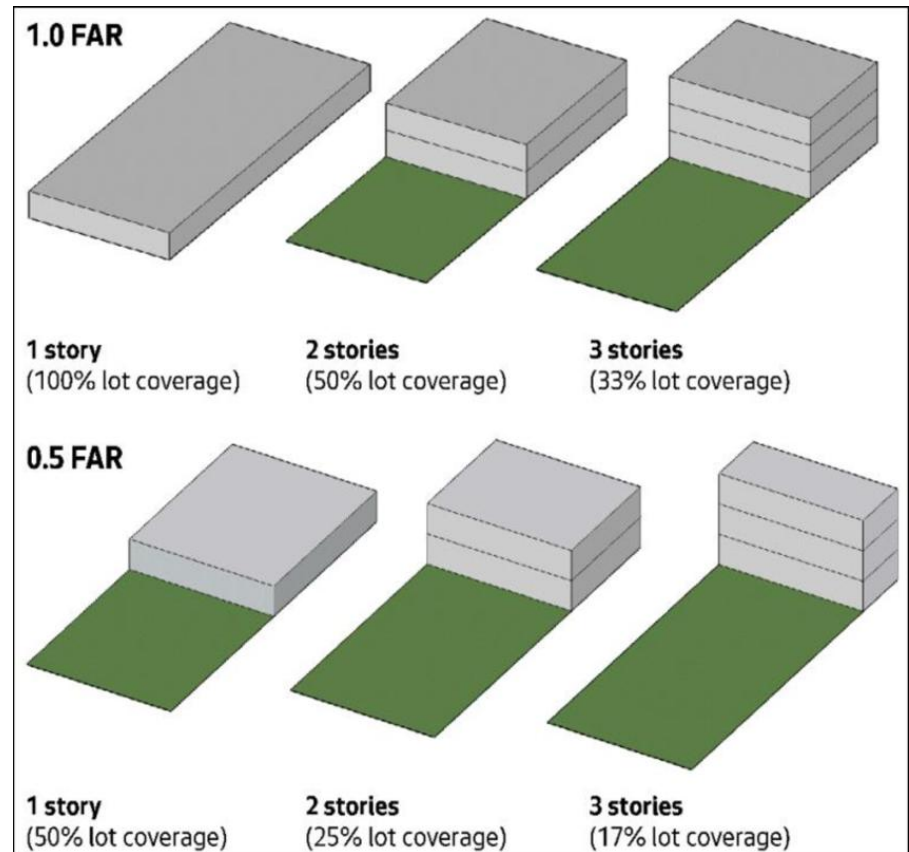
Applicant's Request

- ▶ Alfonso de Gortari with GWR Arizona, LLC requests a Dimensional Variance to permit the maximum allowable Floor Area Ratio (F.A.R.) from 0.50 to 0.54 for the existing Great Wolf Lodge property.
- ▶ This increase will permit the construction of a suite tower intended to host large families.



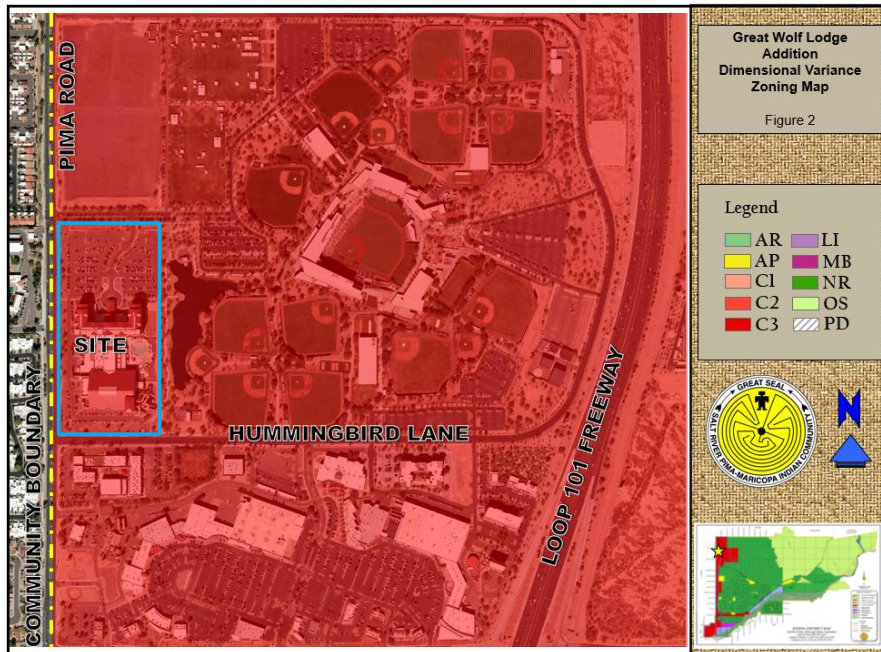
What is Floor Area Ratio (F.A.R.)?

- ▶ F.A.R. is the ratio of the floor area of a building to the total area of a property.
- ▶ The allowable F.A.R. within the Pima Corridor is 0.45.
- ▶ Great Wolf Lodge was granted an Administrative Variance to increase the F.A.R. of their site to 0.50 in 2018 (case number 18-AV-02)

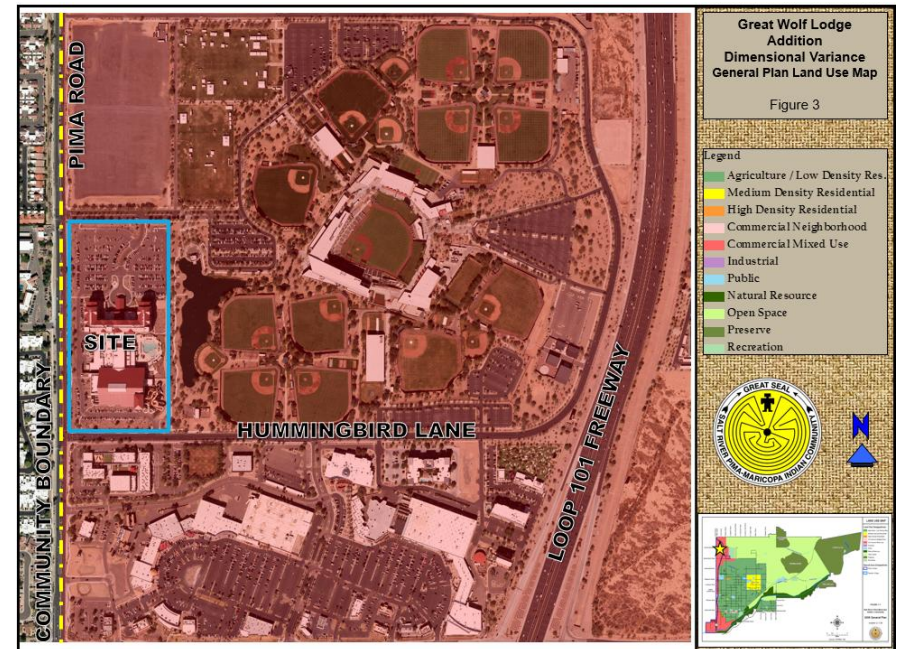


Zoning and Land Use

Zoning – C3 Zoning District within the Pima Corridor Overlay District



General Plan – Commercial Mixed Use



Existing Site Photos



Existing Site Photos



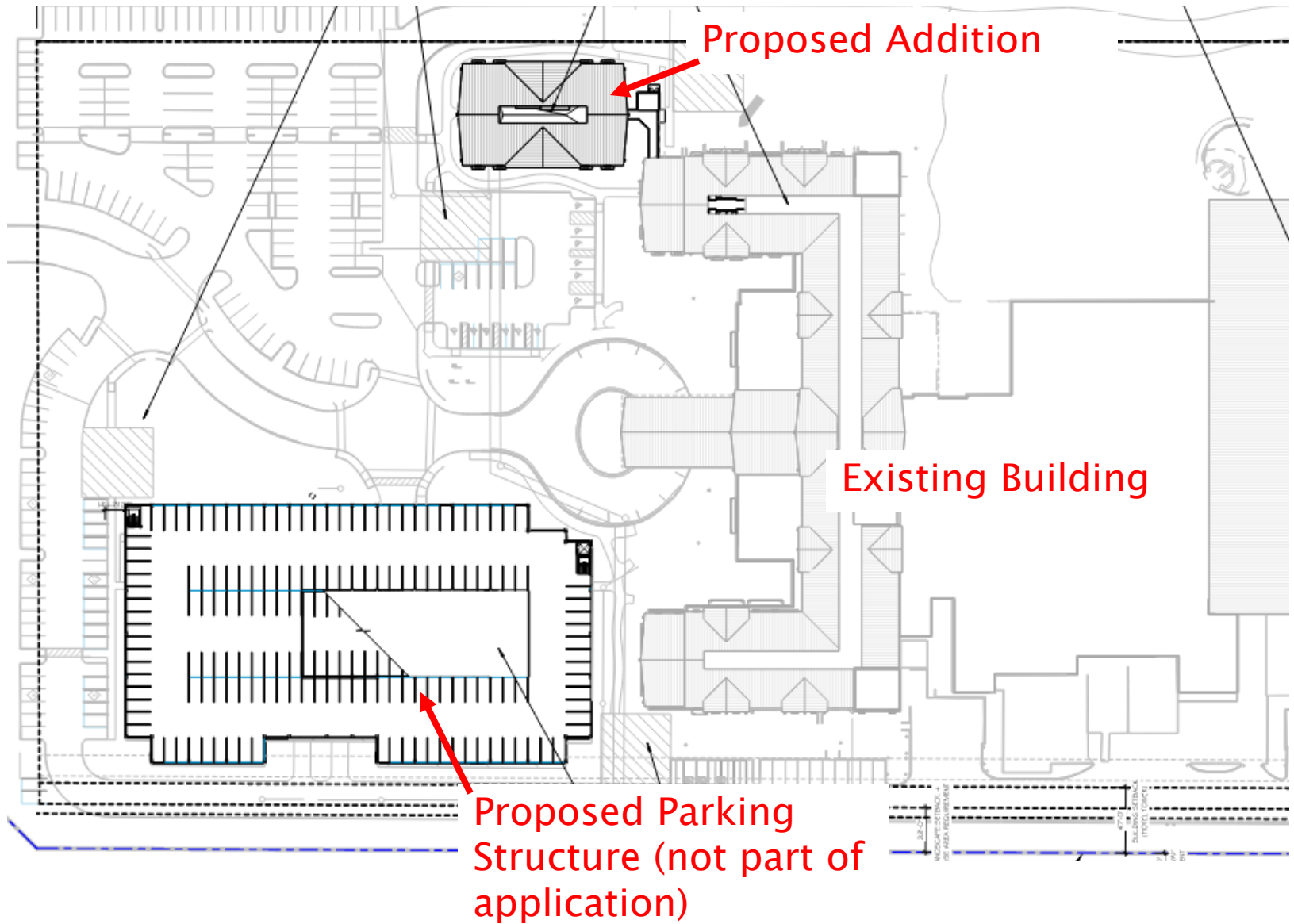
Existing Site Photos



Proposed Suite Tower Addition



Site Plan



What is a Dimensional Variance?

- ▶ A Dimensional Variance allows, when needed, a change from the requirements of the SRPMIC Zoning Ordinance.
- ▶ A Dimensional Variance seeks to reduce unnecessary hardships for some situations that may be created by the SRPMIC Zoning Ordinance.
- ▶ A Dimensional Variance follows the public hearing process through the Land Management Board and Council.
- ▶ A Dimensional Variance must meet 7 requirements in order to be approved.



Dimensional Variance Requirements

1. There are exceptional conditions unique to the property involved or to the intended use of the property.

The applicant states that...

- ▶ The existing building cannot accommodate large family groups.
- ▶ Unforeseen changing market conditions have caused large family groups to be an increasingly large portion of the resort's customer base.
- ▶ The requested variance would allow for Great Wolf Lodge to build an addition that would serve large families far into the future.



Dimensional Variance Requirements

2. The variance is necessary for the preservation and enjoyment of a substantial property right of the applicant, that is possessed by other property owners under similar conditions in the same zoning district.

The applicant states that...

- ▶ Great Wolf Lodge enjoys the right to serve its guests in a manner that best accommodates their needs.
- ▶ This includes the opportunity to stay with extended family and enjoy the company of loved ones.
- ▶ This can be best accomplished by having larger accommodation, which is possible with the requested variance.



Dimensional Variance Requirements

3. The variance will not be detrimental to the public welfare or the use of adjacent properties, and will not adversely alter the character of the surrounding area.

The applicant states that...

- ▶ The addition is architecturally consistent with the existing building.
- ▶ Surface parking would be replaced with landscaping and structured parking, enhancing the aesthetic of the site.
- ▶ The project does not introduce any new uses to the site.



Dimensional Variance Requirements

4. The reason for the variance claimed by the applicant is not self-inflicted or caused by an act of omission of the person in control of the property.

The applicant states that...

- ▶ The need for additional floor area is the result of changing market demands and guest preferences that were not anticipated when the resort was originally constructed.



Dimensional Variance Requirements

5. The variance is the minimum required to overcome unique circumstances or preservation of a property right.

The applicant states that...

- ▶ The request is to increase the allowable F.A.R. from 0.50 to 0.54. This is the minimum increase required to construct the proposed suite tower.



Dimensional Variance Requirements

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

The applicant states that...

- ▶ Utility service for the proposed addition will be provided through a combination of existing and new infrastructure.
- ▶ This includes electrical service from a new transformer, emergency power from the existing generator system, and water service from an existing on-site water main.



Dimensional Variance Requirements

7. The variance is not contrary to the goals of the Community's General Plan.

- ▶ The property is located within an established tourism and entertainment area that serves as a significant economic driver for the Community.
- ▶ This project would support continued tourism activity and investment while remaining consistent with the property's existing use.
- ▶ This proposal is consistent with the Economic Development Element of the General Plan, which seeks to expand the Community's economy and to raise the standard of living for Community members.



Environmental Review

- An Environmental Review was conducted by CDD Environmental Protection and Natural Resources (CDD-EPNR) on March 3, 2026. The memo accepts the proposed scope of work.
- A Concurrence memo was issued by the SRPMIC Tribal Historic Preservation Office (THPO) on March 2, 2026, and found “No Historic Properties Affected”.

Community Hearing Approval Process

- ▶ Land Management Board Recommendation
- ▶ SRPMIC Council Community Hearing
- ▶ SRPMIC Council Determination



Thank you!

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