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Planning Commission Study Session

TO: PLANNING COMMISSION / DESIGN REVIEW BOARD

FROM: KEITH NEWMAN, SENIOR PLANNER 
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THROUGH: EVA CUTRO, AICP, PLANNING MANAGER 
(480) 503-6729, EVA.CUTRO@GILBERTAZ.GOV

MEETING DATE: JANUARY 5, 2022

SUBJECT: GP21-09, Z21-12 FRED'S PLACE

STRATEGIC INITIATIVE: Exceptional Built Environment

To allow for a General Plan amendment and Rezoning to accommodate a commercial and multi-family residential development on vacant property within the Cooley Station Area.

REQUEST

- A. GP21-09 FRED'S PLACE: Request for Minor General Plan Amendment to change the land use classification of Approx. 14.47 acres located at the northeast corner of Recker and Williams Field Roads from Village Center (VC) to 4.95 acres of General Commercial (GC) and 9.52 acres of Residential 8-14 DU/acre Land Use Classification.
- B. Z21-12 FRED'S PLACE: Request to rezone approximately 14.47 acres located at the northeast corner of Recker and Williams Field Roads from Gateway Village Center (GVC) Zoning District to 4.95 acres of Shopping Center (SC) and 9.52 acres of Multi-Family/Low (MF/L) Zoning District with a Planned Area Development (PAD) overlay.

RECOMMENDED MOTION

- A. Request for input only. No motion required.
- B. Request for input only. No motion required.

APPLICANT

Company: Iplan Consulting Corp.
Name: Greg Davis
Address: 3317 S Higley Rd., Unit 114-622
Gilbert, AZ 85297
Phone: (480) 227-9850
Email: greg@iplanconsulting.com

OWNER

Company: Circle G Fred's Place LLC
Name: Jason Barney
Address: 4915 E Baseline Rd. #105
Gilbert, AZ 85234
Phone: (480) 632-7272
Email: info@circleg.com

BACKGROUND/DISCUSSION

History

Date	Description
<i>December 19, 2006</i>	Town Council adopted Annexation No. A05-03, Ordinance No. 1878, annexing 738 acres at Recker and Williams Field Roads.
<i>March 6, 2007</i>	The Town Council adopted Ordinance No. 1900 in case Z06-74 to rezone approximately 302 acres for the Cooley Station - Residential, Office and Shopping Center PAD.
<i>July 17, 2007</i>	The Town Council adopted Ordinance No. 1995 in case Z06-96 to rezone approximately 124.5 acres for the Cooley Station - Village and Business Center PAD.
<i>June 24, 2008</i>	The Town Council adopted Ordinance No. 2179 in case Z07-117 approving an amendment to approx. 300 acres in the Cooley Station - Residential, Office and Shopping Center PAD to revise several conditions of Ordinance No. 1900, modifying development standards for building and landscape setbacks, and revising the street exhibits.

Overview

The applicant is requesting to change the existing land use classification and zoning for approximately 14.47 gross acres located at the northeast corner of Recker and Williams Field Roads. The land use classification is proposed to change from Village Center (VC) to 4.95 acres of General Commercial (GC) and 9.52 acres of Residential 8-14 DU/acre Land Use Classification with a rezoning request from Gateway Village Center (GVC) Zoning District to 4.95 acres of Shopping Center (SC) and 9.52 acres of Multi-Family/Low (MF/L) Zoning District with a Planned Area Development (PAD) overlay to construct a commercial/retail center and a low density, for rent, multi-family residential complex.

Surrounding Land Use & Zoning Designations:

	Existing Land Use Classification	Existing Zoning	Existing Use
North	Residential > 8-14 & Residential > 14-25	Single Family-Detached (SF-D) PAD & Multi-Family Medium (MF/M) PAD	Haskell Street then Single & Multi Family Homes (Fincher Fields & Solana Town Center)

South	General Commercial (GC)	General Commercial (GC)	Williams Field Rd. then commercial (Fry's Marketplace)
East	Residential > 14-25	Multi-Family/Medium (MF/M) with PAD	Multi-Family (Springs at Cooley Station)
West	General Commercial (GC)	General Commercial (GC)	Recker Road then vacant land
Site	Village Center (VC)	Gateway Village Center (GVC) with PAD	Vacant (Farm field, metal sheds & farm equipment storage)

General Plan Amendment

The existing land use classification is Village Center (VC). To develop the property as proposed, the applicant is requesting a minor General Plan amendment to 4.95 acres of General Commercial (GC) and 9.52 acres of Residential 8-14 DU/acre Land Use Classifications, which is consistent with the proposed density of 9.7 DU/Acre. The Cooley Station area is located within the Gateway Character Area. Per the Town of Gilbert General Plan, the Gateway Character Area provides traditional village/neighborhood design concepts, which are reminiscent of the agrarian heritage of Gilbert. Additional concepts such as promoting pedestrian, bicycle and transit-oriented design are integrated into the policies, standards, and guidelines to support a denser, mixed used environment. By pursuing this combination of diverse elements, it supports the overall goal of integrating residential, commercial, and employment land uses to create a vibrant and unique community.

The proposed minor General Plan Amendment complies with the following Village Center Residential Design Polices included below:

Gateway Character Area, Village Center Residential Design Policies

- **Policy 1:** Develop a high-quality residential environment within the Village Center to include lofts, townhouses, condominiums and apartments.
- **Policy 2:** Provide on-site amenities for residents, including swimming pools, recreational facilities, clubhouses and other services. Provide covered, private outdoor space for all units, where applicable.
- **Policy 5:** Encourage a minimum of ten (10%) percent of the residential sites for on-site open space and landscaping.
- **Policy 7:** Create a safe and attractive open space and pedestrian/bicycle system to connect the mixed uses in the Village Center to parks, schools, commercial and employment services and neighborhoods.

In addition to the General Plan’s vision for the area, the Gateway Area streetscape guidelines and standards have been key in creating a built environment that contains walkable streetscapes, creating a more pedestrian friendly, urban feel that complements the higher density development intended for the Village Center. Over the years, most of the streets and

infrastructure have been constructed and the outside edges of Cooley Station have developed with various residential styles. Residential homes now frame the Village Center, also referred to as the Village Core.

According to the applicant, the direction to change the land use classification from VC to GC and Residential and downsize the intensity of both commercial and residential uses on this corner was set in motion when the Fry's Center to the south was rezoned from GVC to GC in 2018. At that time the Town and Cooley Station property owners agreed to shift the Village Center mixed use focus to the southwest corner of the Recker and Williams Field intersection and allow the remaining three corners to rezone to more conventional zoning districts. That action was accompanied by a Development Agreement template supporting the rezoning and committing the property owners to reimburse the Town for a portion of the infrastructure improvement costs originally paid for by the Town. That Development Agreement has been executed for the other three properties at this intersection and is now proposed to be executed here. Given its location, the property qualifies as an infill project and will be an excellent addition to this area of Gilbert for the following reasons:

- It activates a vacant parcel of land in a highly visible area of Gilbert.
- It provides a high-quality rental option to people who want to live in this vibrant area of Town but not have to worry about maintenance and other concerns that come with traditional single-family home ownership.
- It brings additional commercial services to an area of high-density residential housing.
- Its residents will be able to support area businesses, including those on site, the Fry's center to the south, and Santan Village.
- It will broaden Gilbert's tax base, providing new, recurring lease tax, property taxes, retail sales tax, and state-shared (population-based) revenues.

General Plan Goals

The applicant has stated that they believe they conform to the General Plan for the following reasons (applicant response in italics):

Community Goals:

Goal CM-1: Encourage a balanced land use framework:

According to the applicant, *"This project includes both commercial and residential elements which add to the mix of land uses in this area helping achieve the balance the General Plan is seeking."*

Policy 1: Ensure the Town maintains a land use framework that supports a highly livable community through the efficient use of land and resources.

According to the applicant, *"the need for both commercial uses and higher density residential projects will continue to grow as Gilbert matures and we believe this proposal meets both the current and future needs of the area residents by providing a sustainable mix of those two uses."*

Policy 2: Encourage high quality housing in suitable areas that can accommodate a variety of lifestyles, households, ages, market preferences, and incomes.

According to the applicant, *“the housing product proposed here is a unique and high-quality housing product that provides another attractive and viable lifestyle in this economically growing area of Gilbert.”*

Policy 3: Support placement of compatible commercial uses and community services that integrate access to daily needs into residential neighborhoods.

According to the applicant, *“by incorporating approximately 4 acres of commercial uses into this project we are providing proximate access to daily commercial services for area residents.”*

Policy 4: Promote mixed use development within appropriate land use classifications.

According to the applicant, *“meeting the intent of the Gateway Village plan, this project includes a mix of commercial and residential uses that compliment and help support each other meeting the intent of this policy.”*

Policy 5: Guide a greater diversity of housing types and densities, retail and commercial centers, and employment opportunities into identified growth areas where significant change is foreseeable.

According to the applicant, *“the Gateway Character Area promotes a range of housing opportunities mixed with walkable commercial areas which we believe our project complies with by including both commercial and residential land uses in a manner not replicated on every other corner in the Town. Our unique project helps provide the diversity that this policy speaks to.”*

Policy 6: Support the provision of appropriate transitions between sites having distinct changes in types or intensities of land uses.

According to the applicant, *“The proposal provides a successful transition of intensity by surrounding the commercial development with a medium density rental housing project which then transitions to lower density single family projects to the north.”*

Goal CM-2: Focus on Quality Development:

According to the applicant, *“Circle G has demonstrated their commitment to quality development since their first Gilbert project, Val Vista Lakes in the early 1980s and throughout the decades since. As such, this project’s design will exceed all design expectations for both residential and commercial architecture as this is a legacy project that Circle G and the Gieszl family intend to own in perpetuity.”*

Policy 7: Preserve and maintain Gilbert’s attractive appearance and quality of development that provide a sense of place.

According to the applicant, *“we are committed to providing a high level of architecture and construction for this project as not only do we want it to be successful, but this*

will be a long term investment for the ownership group and their reputation for quality is well known, especially in Gilbert.”

Policy 9: In areas of Town that have a consistent design character, encourage the design of new development to maintain and support the existing character.

According to the applicant, “the Gateway Village Center does have an established urban theme that caters to pedestrians which our proposal is consistent with by having facades and storefronts along the public street frontages and a pedestrian focus via easily identifiable walkways and wide sidewalks.”

Policy 12: Encourage substantial drought tolerant landscaping in public and private projects to maintain a heavily landscaped feel to the community while reducing the consumption of water.

According to the applicant, “one hundred percent of the landscaping proposed will be drought tolerant and on ADWR’s low water use plant list.”

Goal CM-3: Foster vibrant gathering places:

According to the applicant, “creating a place for residents to gather is precisely the goal of both elements of the proposed project which is exemplified by the placement of the centralized community clubhouse/pool area in the residential parcel, and the wide sidewalks and turf event areas in the commercial parcel.”

Policies 3, 4, 5, & 7 described above.

Policy 13: Apply principles that ensure a safe and welcoming environment when designing individual structures or master planned developments

According to the applicant, “since this project includes both residential and commercial uses, we have made an effort to ensure that there is a safe and welcoming environment by incorporating wide crosswalks, open areas, and inviting retail designs with large outdoor patios and entryways.”

Policy 14: Connect neighborhoods, retail, and employment areas with a system of pedestrian and bicycle routes and trails.

According to the applicant, “the proposed project provides a wide multi-modal route through the middle of the project that when combined with the already existing wide sidewalks along the arterial streets, successfully connects our commercial center to the neighborhoods to the north and east.”

Goal CM-4: Promote Our Neighborhoods:

According to the applicant, “this area of the Town is a mix of medium and high intensity uses and this project helps make the transition from the higher intensity uses from the Recker/Williams Field Road intersection to the lower intensity single family neighborhoods to the north which helps promote the safety and enjoyment of each neighborhood.”

Policy 6 described above.

Policy 19: Support infill development that is designed to acknowledge the surrounding context.

According to the applicant, “the proposed project not only will activate a currently vacant, in fill parcel, but will also act as a transition to protect the surrounding existing single-family homes from the intensity of the commercial development at the intersection of Recker and Williams Field Roads.”

Goal CM-5: Provide Diverse, High Quality Housing:

According to the applicant, “the Town of Gilbert has a very diverse population thanks to the many employment fields offered in the Town. This variety in people creates the need for diversity in housing/lifestyle offerings which Gilbert has historically been lacking in. The proposed residential project not only brings a unique product/lifestyle offering to the Town but does so with an accompanying commercial land use that will provide convenient goods and services for this neighborhood.”

Policies 1, 2, 4, 5, & 19 described above.

Rezoning Request

The applicant is requesting to rezone the subject site from Gateway Village Center (GVC) to 4.95 acres of Shopping Center (SC) and 9.52 acres of Multi-Family/Low (MF/L) Zoning District with a Planned Area Development (PAD) overlay. This will allow construction of a commercial/retail center and a low density (93 unit), for rent, multi-family residential complex. The existing GVC zoning district permits residential loft above units to be constructed above ground floor non-residential uses; or, traditional ground floor multi-family may also be constructed with an approved Use Permit. In order to achieve their ultimate vision for the development, the applicant deemed that a rezoning to Shopping Center (SC) and Multi-Family/Low (MF/L) zoning district is a more appropriate request to achieve their more conventional single story commercial and ground floor multi-family development.

As the applicant seeks to build a more traditional lower intensity commercial and multi-family development (with more conventional zoning and general plan designations), Town Staff has commented that the applicant must demonstrate how the development will still comply with the intent of the Gateway Character Area design principle. The request for a General Plan amendment will not remove the site from the character area.

More specifically, the project as proposed is a 93 unit for-rent apartment community with a mix of single and two-story units. The units offer one, two, and three-bedroom floor plans that range from approximately 800 square feet to 1,500 square feet. In addition to the 62 residential buildings, the site will feature onsite amenities including an outdoor pool, a recreation/leasing office and a fitness room. Access to the site is provided via three existing driveway locations, two along Williams Field Road and one along Recker Road. Since this site is in the Gateway Character Area which promotes placing buildings close to the street frontage, the applicant’s design intent is to “front” the commercial buildings along Williams Field Road at the minimum 20-foot building setback and have the vehicle parking lot behind

on the north side of the buildings. The applicant is proposing to emphasize this design by incorporating outdoor patios and gathering areas along the street side of the buildings as well as including storefront fenestration in the building architecture. They believe this will result in an active and engaging streetscape. At this time, one drive-through commercial use is proposed for the easternmost building which may change as end users are identified. In all, the applicant is anticipating three commercial buildings that can either be standalone uses or split into tenant suites. A total of approximately 20,000 square feet of leasable space is envisioned.

Approximately 45 percent open space is proposed and is provided through several common landscape areas and green space around the large residential buildings.

PAD Request

The applicant is requesting three modifications to the Land Development Code standards as part of the Planned Area Development (PAD) overlay zoning listed in the table below in **bold**.

Site Development Regulations for Shopping Center (SC) District

Site Development Regulations	Required per LDC SC	Proposed SC PAD
Maximum Size of Use or User (sq. ft.)	75,000	75,000
Maximum Building Height (ft.)/Stories	35'/2	35'
Minimum Building Setbacks (ft.)		
Front	25'	20' (Recker Rd.)
Side (Street)	20'	20' (Williams Field Rd.)
Side (Residential)	75'	20' (North Boundary)
Side (Nonresidential)	15'	N/A
Rear (Residential)	75'	25' (East Boundary)
Rear (Nonresidential)	15'	N/A
Separation Between Buildings (ft.)		
Single Story	15'	15'
Multiple Story	20'	N/A
Minimum Required Perimeter Landscape Area (ft.)		
Front	25'	20' (Recker Rd.)
Side (Street)	20'	20' (Recker Rd.)
Side (Residential)	30'	0' (North Boundary)
Side (Nonresidential)	15'	N/A
Rear (Residential)	35'	0' (East Boundary)
Rear (Nonresidential)	15'	N/A
Landscaping (% of net site area)	15%	15%

Site Development Regulations for Multi-Family Low (MF/L) District

Site Development Regulations	Required per LDC MF/L	Proposed MF/L PAD
Minimum Parcel Area (sq. ft.)	20,000	20,000
Maximum Building Height (ft.)/Stories	36'	36'
Minimum Building Setbacks (ft.)		
Front	25'	20' (Williams Field Rd.)
Side (Street)	25'	20' (Recker Rd.)
Side (Adjacent to Single Family Zoning District)	25'	N/A
Side (Adjacent to Multi-Family or Non-Residential Zoning District)	20'	20' (Adjacent to commercial along south boundary) 25' (Adjacent to commercial along west boundary) 15' (East Boundary)
Rear (Adjacent to Single Family Zoning District)	25'	20' (Haskell St.)
Rear Adjacent to Multi-Family or Non-Residential Zoning District)	20'	20' (Haskell St.)
Separation Between Buildings (ft.)		
Single or two story	20'	10'
Minimum Required Perimeter Landscape Area (ft.)		
Front	20'	20' (Williams Field Rd.)
Side (Street)	20'	20' (Recker Rd.)
Side (Adjacent to Single Family Zoning District)	20'	N/A
Side (Adjacent to Multi-Family or Non-Residential Zoning District)	15'	0' (Adjacent to commercial along south boundary) 0' (Adjacent to commercial along west boundary) 15' (East Boundary)
Rear (Adjacent to Single Family Zoning District)	20'	15' (Haskell St.)
Rear (Adjacent to Multi-Family or Non-Residential Zoning District)	20'	15' (Haskell St.)
Private Open Space (sq. ft.)	60	60
Common Open Space (minimum)	45% of net site	45%

Building and Landscape Setbacks

As the above table identifies, there are a total of five (5) deviations from the MF/L zoning district development standards and six (6) from the Shopping Center zoning district development standards. According to the applicant, *“in order to promote the design principles of the Cooley Station area, we have moved both the residential and commercial buildings closer to the perimeter public streets and the shared internal driveways to reflect the design intent of both the Gateway Area and Cooley Station, resulting in a more urban look and feel. A street-centric design with the buildings facing and pulled to the street is highly encourage in the Cooley Station area. As such, multiple deviations to the LDC development standards are proposed.”*

50-foot by 250-foot landscape setback at arterial to arterial intersection (Williams Field & Recker Road)

According to the Applicant, *“this specific intersection defines the center of Cooley Station and the neo-traditional design concept promotes the placing of buildings close to the street frontage to create a vibrant urban atmosphere. This deviation accommodates that design goal where the Code Standard does not.”*

Separation Between Buildings in MF/L Zoning District

According to the Applicant, *“the project is designed to look and live very much like a single-family neighborhood and due to that, we do not have any large masses of buildings which is typical in a multi-family project, and we instead have all single-family detached units. For that reason, we believe the internal setbacks should be similar to what single-family home neighborhoods use which is typically 10-feet between homes.”*

PUBLIC NOTIFICATION AND INPUT

A virtual neighborhood meeting was held on September 23, 2021. Approximately 20 surrounding property owners/residents attended the meeting. Below is a summary of all concerns and questions brought up at the meeting:

- The number of apartments being constructed in the immediate area. Some residents mentioned they would rather see businesses and restaurants developed in this area.
- The focal point of the proposed development is the apartments and not the commercial.
- Increasing traffic congestion in the area and whether additional traffic signals will be added.
- Does the developer plan to add solar covered parking to reduce the heat island effect?
- Will new schools be necessary to accommodate all the additional children?
- Some residents would prefer retail like Verde at Cooley Station or Ray and Higley Rd area.
- Reduce density and size of multi-family to 4 acres and increase commercial to 8 acres.

The proposed project will require public notice as specified under Land Development Code (LDC) Section 5.602.A.3.

REQUESTED INPUT

1. Proposed General Plan Amendment
2. Proposed PAD Rezone
3. Gateway Character Area Compliance

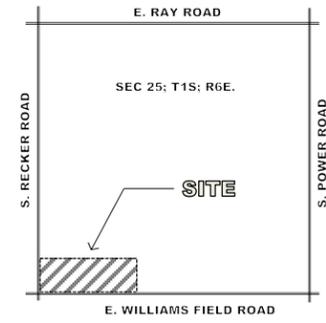
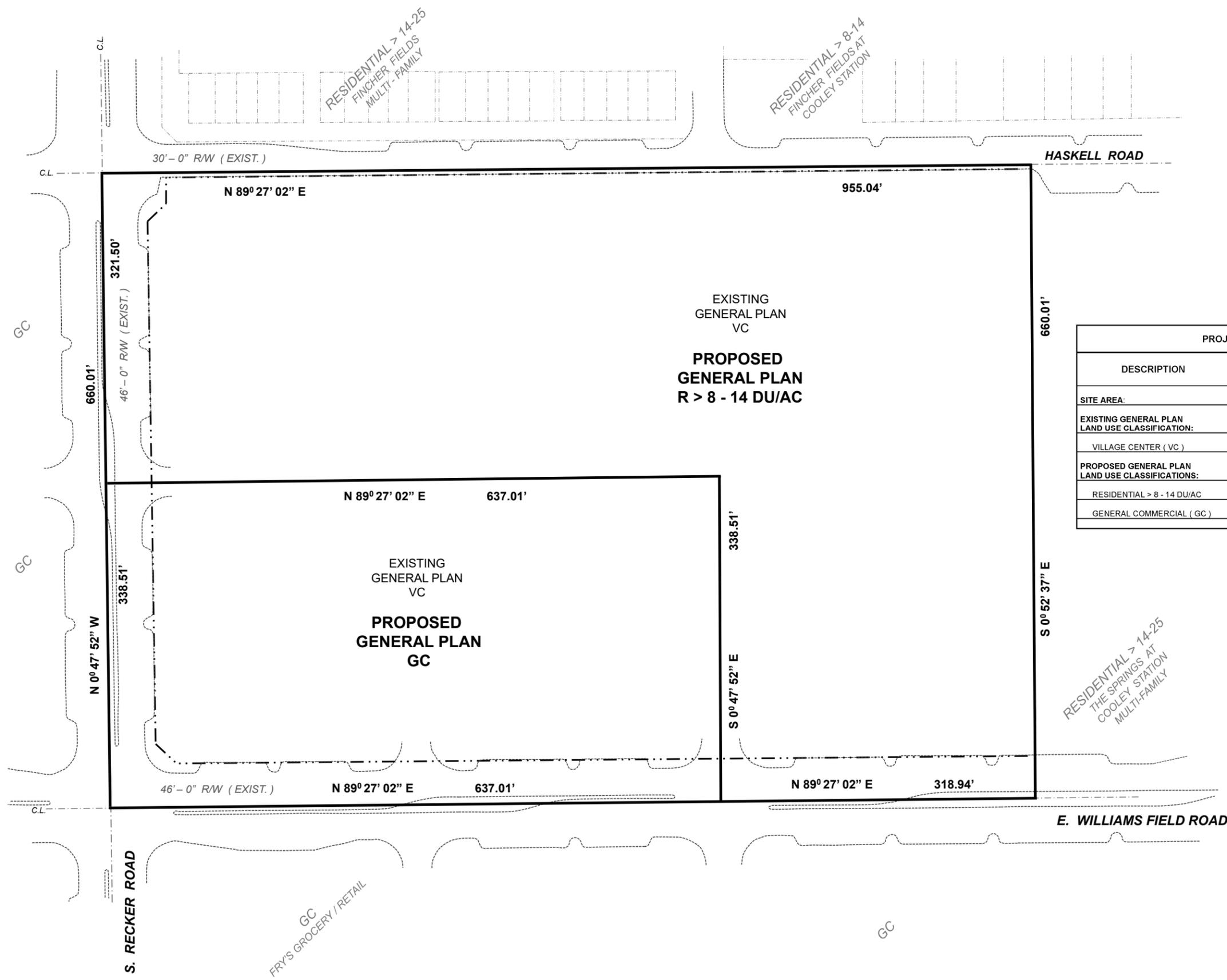
Respectfully submitted,



Keith Newman,
Senior Planner

Attachments and Enclosures:

- 1) Aerial Photo
- 2) General Plan Exhibit
- 3) Zoning Exhibit
- 4) Development Plan
- 5) Applicant's Narrative



VICINITY MAP
N.T.S.

PROJECT DATA TABLE			
DESCRIPTION	ACREAGE (+/- GROSS)	ACREAGE (+/- NET)	PERCENTAGE GROSS AREA (%)
SITE AREA:			
	14.47	12.70	100
EXISTING GENERAL PLAN LAND USE CLASSIFICATION:			
VILLAGE CENTER (VC)	14.47	12.70	100
PROPOSED GENERAL PLAN LAND USE CLASSIFICATIONS:			
RESIDENTIAL > 8 - 14 DU/AC	9.52	8.76	66
GENERAL COMMERCIAL (GC)	4.95	3.94	34

DEVELOPER CONTACT:
CIRCLE G FRED'S PLACE, LLC
 4915 E. BASELINE RD., #105
 GILBERT, AZ 85234
 V: (480) 632-7272

ENTITLEMENTS:
IPLAN CONSULTING
 3317 S. HIGLEY RD., STE. 114-622
 GILBERT, AZ 85297
 CONTACT: GREG DAVIS
 V: (480) 227-9850

RESIDENTIAL > 14-25
 THE SPRINGS AT
 COOLEY STATION
 MULTI-FAMILY

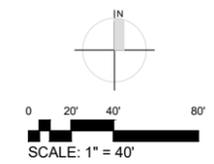
RESIDENTIAL > 14-25
 FINCHER FIELDS
 MULTI-FAMILY

RESIDENTIAL > 8-14
 FINCHER FIELDS AT
 COOLEY STATION

GC
 FRY'S GROCERY / RETAIL

FRED'S PLACE
GENERAL PLAN EXHIBIT
 GILBERT, ARIZONA





SITE DATA

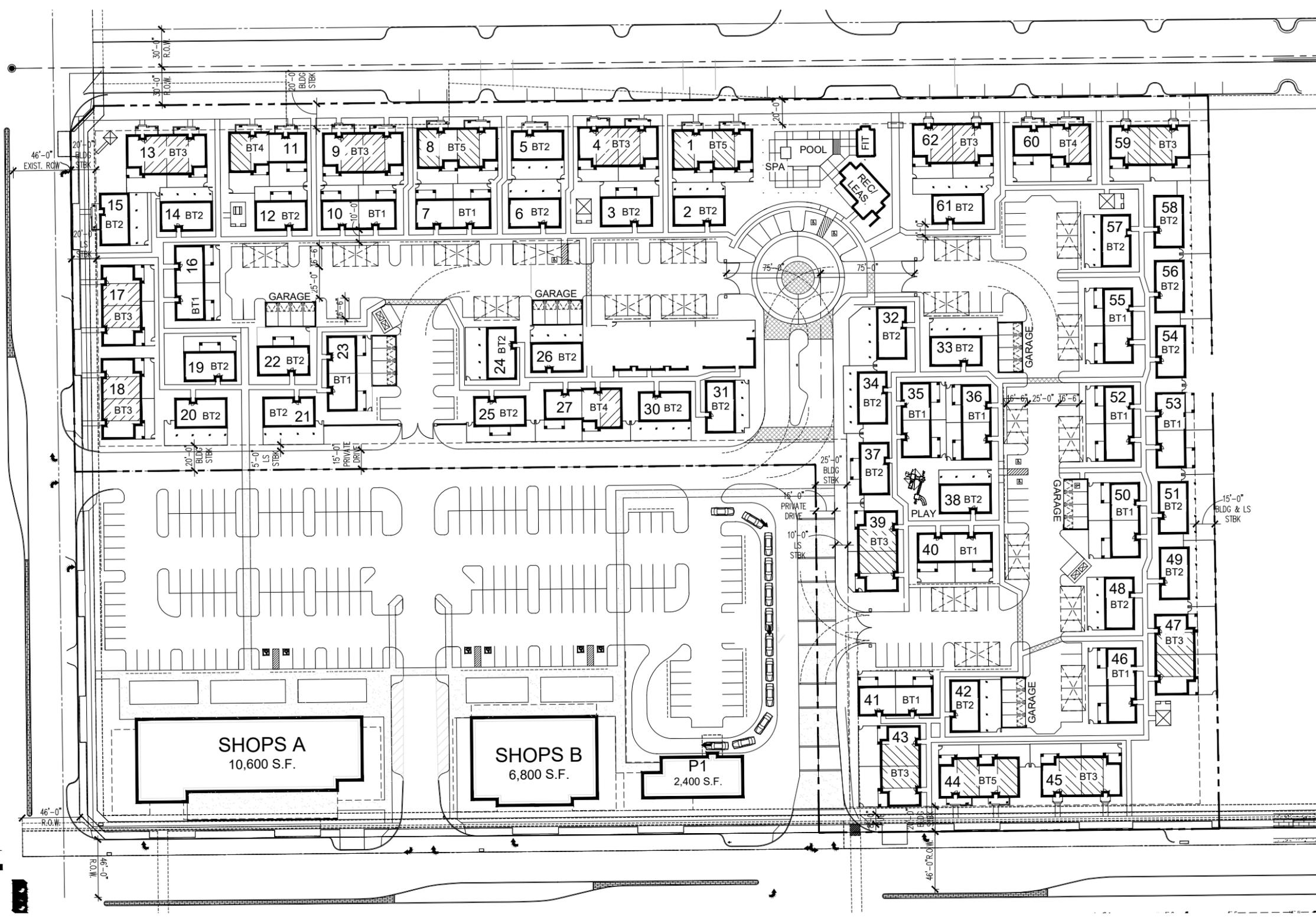
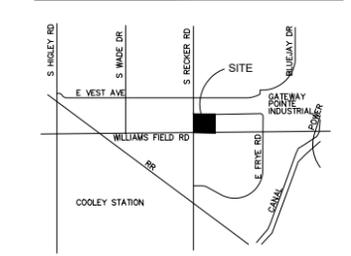
Gross Area: 630,625 S.F. (14.5 AC.)
 Net Site Area: 553,419 S.F. (12.7 AC.)

PROJECT DATA

PARCEL 1A
 APN#: 304-38-020M
 CURRENT LAND USE: UNDEVELOPED
 EXISTING ZONING: VILLAGE CENTER (VC)
 PROPOSED USE: MF/L PAD
 GROSS AREA: 422,559.65 SF (9.7 AC)
 NET AREA: 357,532 SF (8.2 AC)

PARCEL 1B
 APN#: 304-38-020M
 CURRENT LAND USE: UNDEVELOPED
 EXISTING ZONING: VILLAGE CENTER (VC)
 PROPOSED USE: SC PAD
 GROSS AREA:
 NET AREA:

VICINITY MAP



DEVELOPMENT PLAN
 NEC Williams Field Road and Recker Road
 Gilbert, Arizona





Fred's Place

Minor General Plan Amendment

This narrative accompanies a request for a minor General Plan Amendment for the approximately 14.5 gross acres of undeveloped land located at the northeast corner of Recker and Williams Field Road in the Cooley Station area of Gilbert. More specifically we are proposing to change the land use classification of the property from Village Center (VC) to Shopping Center (SC) & Residential 8-14 DU/acre. A concurrent rezoning application to the Town's Zoning Map to change the zoning district from Gateway Village Center (GVC) to both Shopping Center (SC) and Multi-Family/Low (MF/L) is also being made. The purpose of these requests is to remove the collection of historical farm implements and allow for an approximate 9-acre low intensity standalone and semi-detached unit rental home community and an approximate 4-acre commercial project.

Site Aerial



The subject property fronts onto Williams Field Road to the south with the Fry's Retail shopping center across the street. Recker Road and a vacant General Commercial (GC) zoned parcel exist

to the west. Haskell Street comprises the north boundary with Solara (townhomes) and Fincher Fields at Cooley Station (single-family) neighborhoods beyond. The east boundary of the site is shared with Continental Properties Springs at Cooley Station which is a traditional multi-family apartment project.

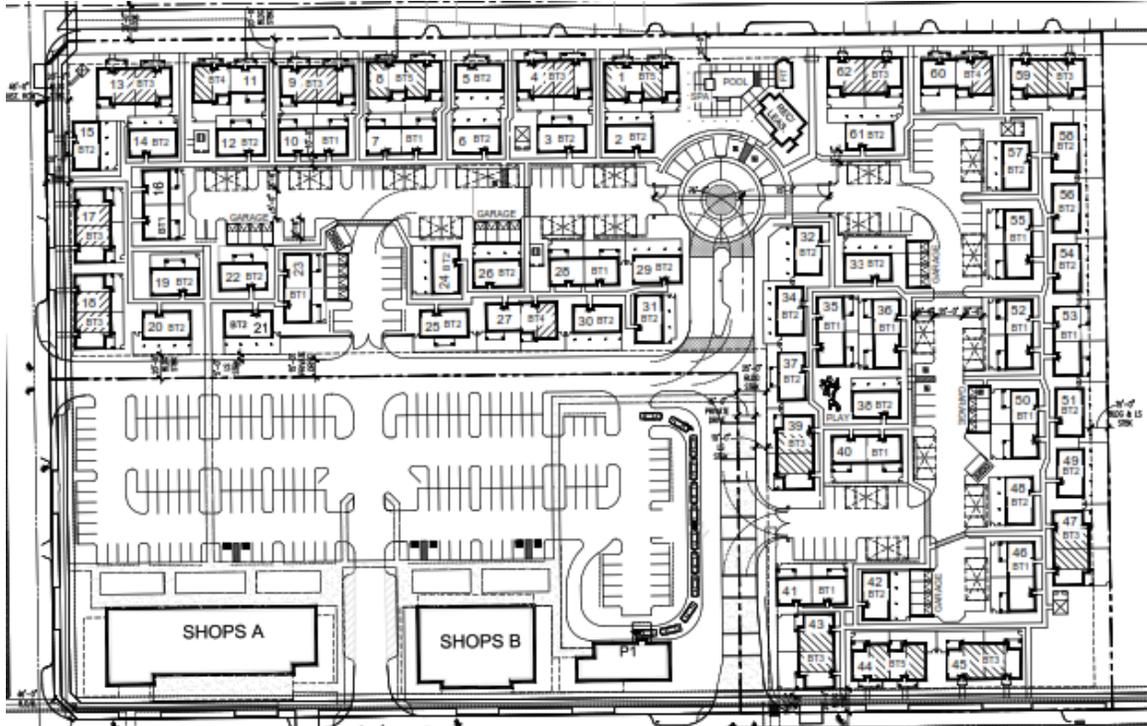
Adjacent Land Use Table

Direction	General Plan Classification	Zoning	Existing Use
<i>On-Site</i>	Village Center	Gateway Village Center	Vacant
<i>North</i>	Residential 8-14 Residential 14-25	SF-D MF/M	Residential
<i>East</i>	Residential 14-25	MF/M	Apartments
<i>South</i>	General Commercial	Shopping Center	Retail
<i>West</i>	General Commercial	Shopping Center	Vacant

The project includes both commercial and residential land uses which are supported by the current General Plan land use designation (VC), but only if proposed via a vertically mixed-use development which the economics required are not viable in our opinion. The exponential transitioning of commercial uses to online platforms has significantly reduced the demand for physical commercial buildings which impacts every commercially designated property in the Town. That said, physical commercial uses such as food/beverage, personal services, and boutique retail are still needed and we expect there to be demand for them at this location. As such, we are retaining a portion of the property for commercial uses, while the balance of the site is proposed for a residential land use which will also help support the commercial corner.

Gross Site Area:	14.5 acres
Net Site Area:	12.7 acres
Commercial Site Area:	5.0 acres
Residential Site Area:	9.5 acres
Proposed Land Use:	SC & Residential 8-14DU/ac
Proposed Zoning:	SC & MF/L with PAD overlay
Proposed Units:	93
Proposed Density:	9.8 DU/acre

Conceptual Site Plan



The proposed entitlements will result in a development including both commercial/retail uses and a multi-family residential community. The commercial portion of the site is approximately five acres and occupies the majority of frontage along Williams Field Road which is the primary traffic carrier for this area. The commercial parcel also has frontage along Recker Road which is a minor arterial street. Access to the commercial (and residential) site is provided via three existing driveway locations, two along Williams Field Road and one along Recker Road. Since this site is in the Gateway Character Area which promotes placing buildings close to the street frontage, our design intent is to “front” the commercial buildings along Williams Field Road at the minimum 20-foot building setback and have the vehicle parking lot behind on the north side of the buildings. We plan to emphasize this design by incorporating outdoor patios and gathering areas along the street side of the buildings as well as including storefront fenestration in the building architecture which should result in an active and engaging streetscape. At this time, we are showing one drive-through commercial use for the easternmost building which may change as end users are identified. In all we are anticipating three commercial buildings that can either be standalone uses or split into tenant suites. A total of approximately 20,000 square feet of leasable space is envisioned.

For the approximate 9.5 acre residential parcel, we are planning for an approximate 93 unit for-rent standalone and duplex building community. The single and two-story rental homes offer

one, two, and three bedroom floor plans that range from approximately 800 square feet to 1,500 square feet. The homes front onto shared open space corridors that feature pedestrian paths to the parking areas, the amenity areas, and to the perimeter of the site. All of the parking is internal to the site, again following the design elements of the Gateway Character Area, resulting in an attractive and urban streetscape. Vehicles access the gated community via the shared internal driveway on the south side of the residential parcel. One vehicular entrance and two exits are proposed.

The direction to change the land use classification from VC to SC/Residential and downsize the intensity of both commercial and residential uses on this corner was set in motion when the Fry's Center to the south was rezoned from GVC to GC in 2018. At that time the Town and Cooley Station property owners agreed to shift the Village Center mixed use focus to the southwest corner of the Recker and Williams Field intersection and allow the remaining three corners to rezone to more conventional zoning districts. That action was accompanied by a Development Agreement template supporting the rezoning and committing the property owners to reimburse the Town for a portion of the infrastructure improvement costs originally paid for by the Town. That Development Agreement has been executed for the other three properties at this intersection and is now proposed to be executed here.

The Gieszl family has been a part of Gilbert since 1902 and have been farming this land since the 1970s. They have always been proud to call Gilbert home and have worked hand in hand with the Town leaders to help make Gilbert what it is today. This parcel is the last acreage of the farmstead to develop and they plan to continue that cooperative spirit as we work with the Town Staff on this proposal. We believe we have proposed a viable and sustainable combination of land uses for this site and look forward to developing another successful corner of this special intersection in Cooley Station.



Fred's Place

This narrative accompanies a request for Rezoning for the approximately 13 gross acres of undeveloped land located at the northeast corner of Recker and Williams Field Road in the Cooley Station area of Gilbert. More specifically we are proposing to change the zoning of the property from Gateway Village Center (GVC) to Shopping Center (SC) & MF/L (Multifamily/Low) with a PAD (Planned Area Development) overlay. A concurrent minor amendment to the Town General Plan to change the land use category from Village Center (VC) to both General Commercial (GC) and Residential 8.0 – 14.0 DU/acre is also being made. The purpose of these requests is to remove the collection of historical farm implements and allow for an approximate 8-acre low intensity standalone and semi-detached unit rental home community and an approximate 4-acre commercial project.

Site Aerial



The subject property fronts onto Williams Field Road to the south with the Fry's Retail shopping center across the street. Recker Road and a vacant General Commercial (GC) zoned parcel exist to the west. Haskell Street comprises the north boundary with Solara (townhomes) and Fincher

Fields at Cooley Station (single-family) neighborhoods beyond. The east boundary of the site is shared with Continental Properties Springs at Cooley Station which is a traditional multi-family apartment project.

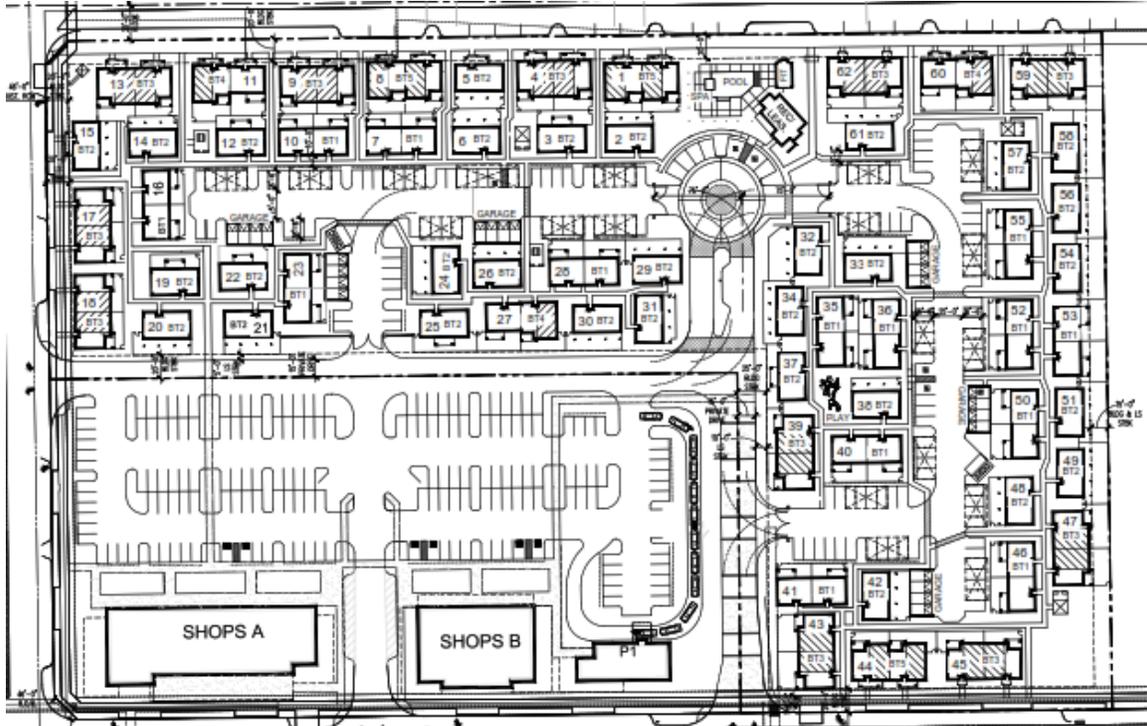
Adjacent Land Use Table

Direction	General Plan Classification	Zoning	Existing Use
<i>On-Site</i>	Village Center	Gateway Village Center	Vacant
<i>North</i>	RESIDENTIAL 8-14 RESIDENTIAL 14-25	SF-D MF/M	Residential
<i>East</i>	RESIDENTIAL 14-25	MF/M	Apartments
<i>South</i>	General Commercial	Shopping Center	Retail
<i>West</i>	General Commercial	Shopping Center	Vacant

The project includes both commercial and residential land uses which are supported by the current General Plan land use designation (VC), but only if proposed via a vertically mixed-use development which the economics required are not viable in our opinion. The exponential transitioning of commercial uses to online platforms has significantly reduced the demand for physical commercial buildings which impacts every commercially designated property in the Town. That said, physical commercial uses such as food/beverage, personal services, and boutique retail are still needed and we expect there to be demand for them at this location. As such, we are retaining a portion of the property for commercial uses, while the balance of the site is proposed for a residential land use which will also help support the commercial corner.

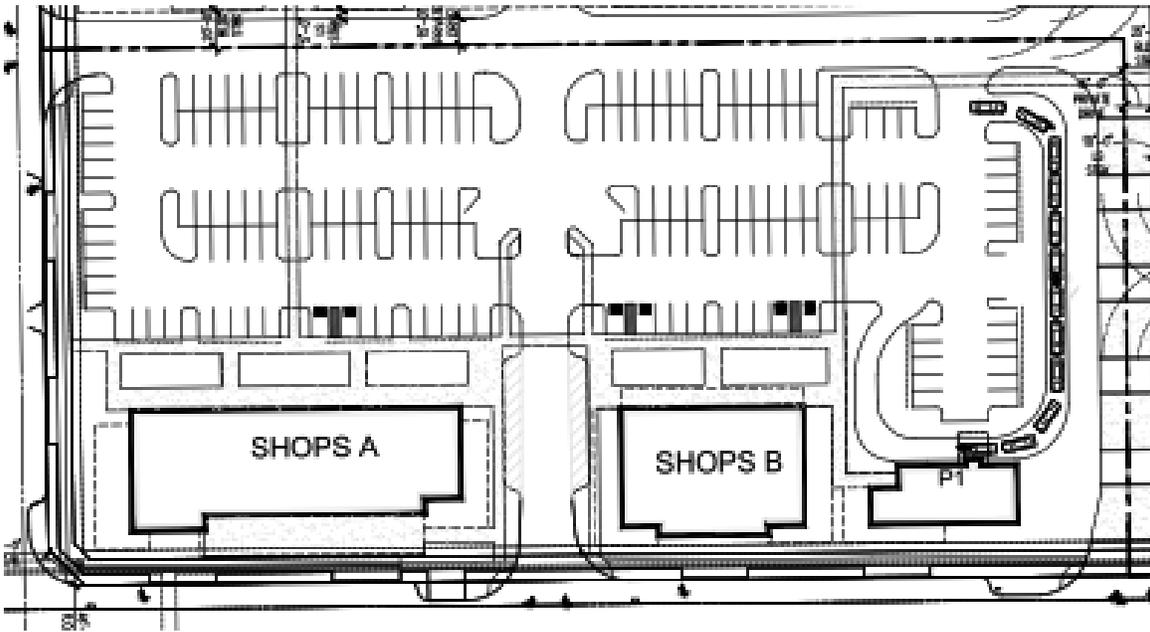
Gross Site Area: 14.5 acres
Net Site Area: 12.7 acres
Commercial Site Area: 4.2 acres
Residential Site Area: 8.5 acres
Proposed Zoning: SC & MF/L with PAD overlay
Proposed Units: 93
New Density: 10.9 DU/acre

Conceptual Site Plan



The proposed entitlements will result in a development including both commercial/retail uses and a multi-family residential community. The commercial portion of the site is approximately 4 acres and occupies the majority of frontage along Williams Field Road which is the primary traffic carrier for this area. The commercial parcel also has frontage along Recker Road which is a minor arterial street. Access to the commercial (and residential) site is provided via three existing driveway locations, two along Williams Field Road and one along Recker Road. Since this site is in the Gateway Character Area which promotes placing buildings close to the street frontage, our design intent is to “front” the commercial buildings along Williams Field Road at the minimum 20-foot building setback and have the vehicle parking lot behind on the north side of the buildings. We plan to emphasize this design by incorporating outdoor patios and gathering areas along the street side of the buildings as well as including storefront fenestration in the building architecture which should result in an active and engaging streetscape. At this time, we are showing one drive-through commercial use for the easternmost building which may change as end users are identified. In all we are anticipating three commercial buildings that can either be standalone uses or split into tenant suites. A total of approximately 20,000 square feet of leasable space is envisioned.

Commercial Parcel Site Plan

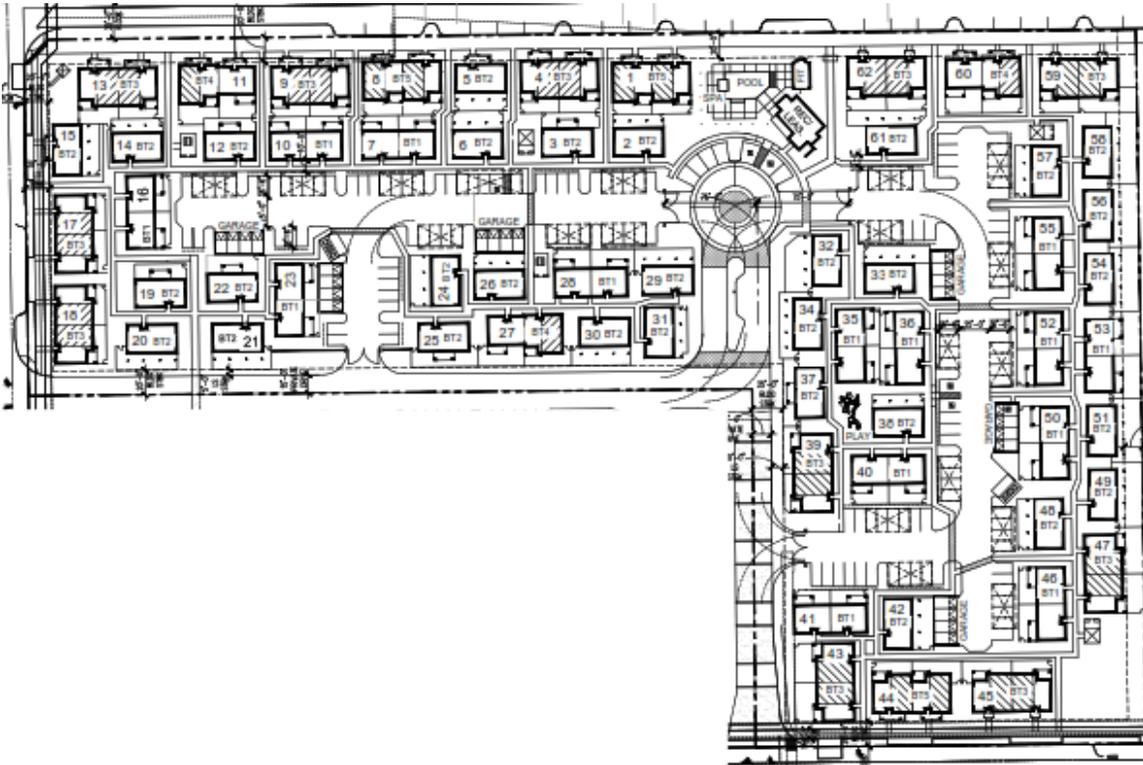


Commercial Parcel Elevations



For the residential parcel, we are planning for an approximate 95 unit for-rent standalone and duplex building community. The single and two-story rental homes offer one, two, and three bedroom floor plans that range from approximately 800 square feet to 1,500 square feet. The homes front onto shared open space corridors that feature pedestrian paths to the parking areas, the amenity areas, and to the perimeter of the site. All of the parking is internal to the site, again following the design elements of the Gateway Character Area, resulting in an attractive and urban streetscape. Vehicles access the gated community via the shared internal driveway on the south side of the residential parcel. One vehicular entrance and two exits are proposed.

Residential Parcel Site Plan



The open space for the project complies with the MF/L minimum requirement of 45% of the net site area and is provided via both active and passive spaces. The primary amenity area is centrally located adjacent to the community entrance area and will include, at a minimum, a swimming pool, sun deck, and covered patio. Pedestrian paths circulate the site connecting the residents to the amenity area. In addition, we have designed a public pathway through the ungated central portion of the site connecting the residents living north of the site to the commercial corner.

We are proposing a modern farmhouse architectural style for the residential portion of the project which we believe fits the Neo-Traditional theme of the Gateway Character area. The buildings are both standalone and duplex and both single and two-story, but in an effort to promote the goals of the Cooley Station area, we are placing numerous two-story units along the adjacent street frontages and these units will front onto the street providing an attractive and engaging streetscape.

Conceptual Elevations



Conceptual Corner Rendering



To promote the design tenants of the Cooley Station area, we have moved both the residential and commercial buildings close to the perimeter public streets and the shared internal driveway. As such, multiple deviations to the LDC development standards are proposed and are identified in the two tables below.

**DEVELOPMENT STANDARDS
SC Zoning District**

Development Standard	LDC	Proposed
Maximum size of user	75,000 sf	75,000 sf
Building height	35'	35'
Front setback Building/Landscape <i>South - Williams Field Road</i>	25' / 25'	25' / 20'
Side setback Building/Landscape <i>East – multi-family</i>	75' / 30'	50' / 0'¹
Side setback Building/Landscape <i>West – Recker Road</i>	20' / 20'	20' / 20'
Rear setback Building/Landscape <i>North – multi-family</i>	75' / 35'	75' / 0'¹
Building separation	15'	15'
Landscaping (% of net area)	15%	15%

BOLD – Proposed Deviation to LDC

Note 1 – Property line is an internal driveway where no landscaping is possible.

MF/L Zoning District		
Development Standard	LDC	Proposed
Minimum parcel area	20,000 sf	20,000 sf
Building height	36'	36'
Front setback Building/Landscape <i>South - Williams Field Road</i>	25' / 20'	20' / 20'
Side setback Building/Landscape <i>East – multi-family</i>	20' / 15'	15' / 15'
Side setback Building/Landscape <i>West – Recker Road</i>	25' / 20'	20' / 20'
Side setback Building/Landscape <i>Internal to adjacent commercial</i>	20' / 15'	20' / 0'¹
Rear setback Building/Landscape <i>North – Haskell Street</i>	25' / 20'	20' / 15'
Building separation	20'	10'
Private open space	60 sf per unit	60 sf per unit
Community open space	45%	45%

BOLD – Proposed Deviation to LDC

Note 1 – Property line is an internal driveway where no landscaping is possible.

Additional Deviations:

Deviation: 50-foot by 250-foot landscape setback required at the intersection of two arterial streets (Williams Field & Recker Road).

Justification: This specific intersection defines the center of Cooley Station and the neo-traditional design concept promotes the placing of buildings close to the street frontage to create a vibrant urban atmosphere. This deviation accommodates that design goal where the Code Standard does not.

Deviation: 10-foot building separation (20-feet required).

Justification: The project is designed to look and live very much like a single-family neighborhood and due to that, we do not have any large masses of buildings which is typical in a multi-family project, and we instead have all single-family detached units. For that reason, we believe the internal setbacks should be similar to what single-family home neighborhoods use which is typically 10-feet between homes.

The direction to rezone from GVC to SC and downsize the intensity of both commercial and residential uses on this corner was set in motion when the Fry's Center to the south was rezoned from GVC to GC in 2018. At that time the Town and Cooley Station property owners agreed to shift the village center mixed use focus to the southwest corner and allow the remaining corners

to rezone to more conventional zoning districts. That action was accompanied by a Development Agreement template supporting the rezoning and committing the property owners to reimburse the Town for a portion of the infrastructure improvements originally paid for by the Town. That Development Agreement has now been executed for all but this remaining 13 acres.

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