



15, 16

Planning Commission Public Hearing

TO: PLANNING COMMISSION / DESIGN REVIEW BOARD

FROM: KEITH NEWMAN, SENIOR PLANNER *KN*
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THROUGH: ASHLEE MACDONALD, AICP, PRINCIPAL PLANNER *AM*
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MEETING DATE: SEPTEMBER 7, 2022

SUBJECT:

- 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.

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.

RECOMMENDED MOTION

- A. Move to recommend to Town Council approval of GP21-09 Fred's Place, a Minor General Plan Amendment; and
- B. For the reasons set forth in this staff report, move to recommend approval to the Town Council for Z21-12 Fred's Place, as requested, subject to the conditions.

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. |
| <i>January 5, 2022</i> | Planning Commission reviewed the Minor General Plan Amendment and Rezoning requests for GP21-09 and Z21-12 as a study session item. |

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. A companion rezone application is proposed to rezone the site 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. The General Plan amendment and rezone would allow for the development of 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 DU/acre & Residential > 14-25 DU/acre | 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 DU/acre | 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 Policies 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.

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. The applicant believes 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 San Tan 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 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 principles as the request for a General Plan amendment will not remove the site from the character area.

The project proposes 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 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 and place them as close to the building setback line as possible and have the vehicle parking lot behind on the north side of the buildings. 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 47% open space is proposed for the multi-family development and 24% for the commercial. The development plan also provides for several common landscape areas and green space around all buildings, along with landscape setback areas along the perimeter.

PAD Request

The applicant is requesting multiple modifications to the Land Development Code standards for each zoning district 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’ | 25’ (Recker Rd.) |
| Side (Street) | 20’ | 18’ (Williams Field Rd.) |
| Side (Residential) | 75’ | * 0’ (North Boundary) |

| | | |
|---|-----|--------------------------|
| Side (Non-residential) | 15' | N/A |
| Rear (Residential) | 75' | * 0' (East Boundary) |
| Rear (Non-residential) | 15' | N/A |
| Separation Between Buildings (ft.) | | |
| Single Story | 15' | 15' |
| Multiple Story | 20' | N/A |
| Minimum Required Perimeter Landscape Area (ft.) | | |
| Front | 25' | 25' (Recker Rd.) |
| Side (Street) | 20' | 18' (Williams Field Rd.) |
| Side (Residential) | 30' | * 0' (North Boundary) |
| Side (Non-residential) | 15' | N/A |
| Rear (Residential) | 35' | * 0' (East Boundary) |
| Rear (Non-residential) | 15' | N/A |
| Landscaping (% of net site area) | 15% | 24% |

** Per LDC Section 3.4.5.C the reduction or elimination of the proposed internal building and landscape setbacks within an approved master site plan is permitted.*

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' (Recker Rd.) |
| Side (Street) | 25' | 25' (Williams Field Rd.) 15' (Haskell St.) |
| Side (Adjacent to Multi-Family or Non-Residential) | 20' | 20' (south boundary) 20' (west boundary) |
| Rear Adjacent to Multi-Family or Non-Residential) | 20' | 15' (East Boundary) |
| Separation Between Buildings (ft.) | | |
| Single or two story | 20' | 10' |
| Minimum Required Perimeter Landscape Area (ft.) | | |

| | | |
|--|-----------------|---|
| Front | 20' | 20' (Recker Rd.) |
| Side (Street) | 20' | 20' (Williams Field Rd.) 15' (Haskell St.) |
| Side (Adjacent to Multi-Family or Non-Residential) | 20' | 0' (south boundary) 0' (west boundary) |
| Rear Adjacent to Multi-Family or Non-Residential) | 15' | 15' (East Boundary) |
| Private Open Space (sq. ft.) | 60 | 60 |
| Common Open Space (minimum) | 45% of net site | 47% |

**** Per LDC Section 3.4.5.C the reduction or elimination of the proposed internal building and landscape setbacks within an approved master site plan is permitted.***

Building and Landscape Setbacks

As the above table identifies, there are a total of nine (9) deviations from the MF/L zoning district development standards and two (2) 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.”*

Town Staff supports the proposed building and landscape setback deviations along Williams Field Rd., Recker Rd., and Haskell St. as the applicant has been able to meet the goals and design intent of the Gateway Character Area by pushing the buildings closer, creating a higher quality relationship with the street resulting in more pedestrian oriented streetscape. This is highly encouraged within the Cooley Station area. The elimination of the internal setbacks adjoining the proposed commercial and residential are also supported as the project is within a master plan that contains significant pedestrian paths and adequate vehicular circulation to further integrate dissimilar uses.

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.”*

Town Staff supports the reduction of the arterial to arterial landscape setback as the applicant is moving buildings and patios closer to the street creating a more urbanized feel and higher quality relationship with the street.

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.”

Staff supports this request.

Planning Commission Study Session, January 5, 2022:

During the Study Session, the following comments were brought forth by the Planning Commission Members:

- Commissioner Blaser asked if staff had information regarding land allotted to multi-family homes. Planning Manager Cutro answered 3% of total land use is zoned for multi-family. Of the residential, 11% is multi-family. Scottsdale and Mesa are approximately 48% multi-family; Chandler is around 30% multi-family; Phoenix is approximately 40% multi-family; Tempe is about 58%.
- Commissioner Jones asked how the setback request compares to other developments. It was stated by Staff that the Cooley Station PAD along the south side of Williams Field west of Verde at Cooley Station has been relaxed to eight feet. The setback for Verde at Cooley Station along Williams Field has a 19-foot setback. The intent is to bring homes close to the street to encourage pedestrian traffic.
- Chair Simon asked for information regarding parking and the larger picture for the development. Applicant Greg Davis noted that the site will have enough parking for residential and commercial. The current

recommendation is that the residential area be gated. This may be complicated for the flow of traffic.

- There will be no gates for the residential portion of the development.
- Commission Jones asked if staff were supportive. Staff confirmed support, albeit some details need to be addressed.
- There was a discussion regarding having a throughway in the residential area out to Haskell St. and gate locations for the residential component.
 - The applicant has provided a drive access out to Haskell St. that runs through the residential and commercial sites all the way to Williams Field Rd.
 - There will be no gates for the residential portion of the development.

PUBLIC NOTIFICATION AND INPUT

An official notice was posted in all the required public places within the Town and neighborhood notice was provided per the requirements of the Land Development Code (LDC) Article 6.2.6.

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.

Since the neighborhood meeting and writing of this staff report staff has not heard from any surrounding landowners.

PROPOSITION 207

An agreement to “Waive Claims for Diminution in Value” pursuant to A.R.S. § 12-1134 was signed by the landowners of the subject site, in conformance with Section 5.201 of the Town of Gilbert Land Development Code. This waiver is located in the case file.

STAFF RECOMMENDATION

- A. Recommend to the Town Council approval of GP21-09 Fred’s Place, to change the land use classification on 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; and

- B. For the following reasons: the development proposal conforms to the intent of the General Plan and can be appropriately coordinated with existing and planned development of the surrounding areas, and all required public notice and meetings have been held, the Planning Commission moves to recommend approval of Z21-12 Fred’s Place, to rezone approximately 14.47 acres of real property generally 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, subject to the following conditions:
 1. Dedication to Gilbert for Williams Field Road and Recker Road rights-of-way that are adjacent to the Property shall be completed prior to or at the time of recordation of the final plat or sooner as required by the Town Engineer. Failure to complete dedication prior to or at the time of recordation of the final plat or sooner as required by the Town Engineer may result in reversion of the zoning to the prior zoning classification.

 2. Dedication of Williams Field Road shall extend 48 feet from the monument line and dedication of Recker Road shall extend 48 feet from the monument line.

 3. Dedication to Gilbert for Haskell Street right-of-way that is adjacent to the Property shall be completed prior to or at the time of recordation of the final plat or sooner as required by the Town Engineer. Dedication of Haskell Street shall extend 30 feet from the center line.

4. Construction of off-site improvements to Haskell Street adjacent to the Property shall be completed prior to issuance of a certificate of occupancy or final approval of any unit or building constructed on the Property or at the time requested by Gilbert, whichever is earlier.
5. At the written request of Gilbert, Developer shall dedicate all necessary easements for the roadway improvements, including easements for drainage and retention and temporary construction easements. Failure to dedicate said easements within thirty (30) days after the date of Gilbert's written request may result in the reversion of the zoning of the Property to the prior zoning classification.
6. Developer shall construct, at the Developer's expense, dedicated right turn lane(s) at any proposed access from Williams Field Road and Recker Road right-of-way into the site. The dedicated Right turn lane(s) and other improvements as may be warranted, including any required improvements to the pedestrian path and sidewalk, shall be completed and accepted by the Town of Gilbert prior to certificate of occupancy for any building or unit on the site. The minimum geometry of the dedicated right turn lane(s) shall be 80 feet storage, 85 feet taper, and 12 feet wide for the storage distance.
7. Developer shall construct, at the Developer's expense, traffic signal improvements as required by the Town's Traffic Engineer at Williams Field Road and Recker Road intersection. Improvements shall be completed prior to issuance of a certificate of occupancy or final approval of any unit or building constructed on the Property or at the time requested by Gilbert, whichever is earlier.
8. Developer shall construct, at the Developer's expense, off-site improvements to the intersection of Williams Field Road and Recker Road including constructing the westbound right turn lane and other improvements as may be warranted. These improvements shall be completed prior to issuance of a certificate of occupancy or final approval of any building constructed on the Property or at the time requested by Gilbert, whichever is earlier. The minimum geometry of the dedicated right turn lane shall be 125 feet storage, 85 feet taper, and 12 feet wide for the storage distance.
9. Developer shall construct, at the Developer's expense, off-site improvements to the intersection of Williams Field Road and Haskell Street including constructing the northbound right turn lane and other improvements as may be warranted. These improvements shall be

completed prior to issuance of a certificate of occupancy or final approval of any building constructed on the Property or at the time requested by Gilbert, whichever is earlier. The minimum geometry of the dedicated right turn lane shall be 80 feet storage, 85 feet taper, and 12 feet wide for the storage distance.

10. Developer shall create a Property Owner’s Association (POA) for the ownership, maintenance, landscaping, improvements and preservation of all common areas and open space areas, and landscaping within the rights-of-way. “Maintenance responsibilities for common areas and open space areas shall be specified on the approved site plan or final plat.”
11. Developer shall record easements to be owned by the POA for pedestrian, bicycle, multi-use or trail system purposes as determined by the final plat, at the time of final plat recordation, or earlier if required by the Town Engineer. In recognition of the modifications to the underlying zoning regulations set forth herein, such easements shall be open to public access and use.
12. The Project shall be developed in conformance with Gilbert’s zoning requirements for the zoning districts and all development shall comply with the Town of Gilbert Land Development Code, except as modified by the following:

Site Development Regulations for Shopping Center (SC) District

| Site Development Regulations | Required per LDC SC | Proposed SC PAD |
|---|----------------------------|---------------------------------|
| Minimum Building Setbacks (ft.) | | |
| Side (Street) | 20’ | 18’ (Williams Field Rd.) |
| Minimum Required Perimeter Landscape Area (ft.) | | |
| Side (Street) | 20’ | 18’ (Williams Field Rd.) |

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

| Site Development Regulations | Required per LDC MF/L | Proposed MF/L PAD |
|-------------------------------------|------------------------------|--------------------------|
|-------------------------------------|------------------------------|--------------------------|

| | | |
|--|-----|---|
| Minimum Building Setbacks (ft.) | | |
| Front | 25' | 20' (Recker Rd.) |
| Side (Street) | 25' | 15' (Haskell St.) |
| Rear Adjacent to Multi-Family or Non-Residential) | 20' | 15' (East Boundary) |
| Separation Between Buildings (ft.) | | |
| Single or two story | 20' | 10' |
| Minimum Required Perimeter Landscape Area (ft.) | | |
| Side (Street) | 20' | 15' (Haskell St.) |
| Side (Adjacent to Multi-Family or Non-Residential) | 20' | 0' (south boundary) 0' (west boundary) |
| Rear Adjacent to Multi-Family or Non-Residential) | 15' | 15' (East Boundary) |

13. Developer shall set forth pedestrian, sidewalk, and landscape tracts abutting Williams Field and Haskell Street on the final plat.
14. The maximum number of dwelling units shall be limited to the maximum allowed under the Gilbert General Plan.
15. Prior to Planning Commission, the applicant must submit revised General Plan, Zoning and Development Plan exhibits showing 48' of right-of-way along Recker Rd.
16. The following fair disclosure agreement and covenant, which would include the following disclosure, shall be recorded as a condition of development approval: "This property, due to its proximity to Phoenix-Mesa Gateway Airport, will experience aircraft overflights, which are expected to generate noise levels that may be of concern to some individuals. The mix of aviation activities and types of aircraft expected to be located and operate at the Airport now and in the future include: scheduled and unscheduled commercial charters, commercial air carriers and commercial air cargo operations, all of which are expected to use large commercial aircraft; general aviation activity using corporate and executive jets, helicopters, and propeller aircraft; aviation flight training schools using training aircraft; and military activity using high performance military jets. The size of

aircraft and frequency of use of such aircraft may change over time depending on market and technology changes.”

17. Any proposed permanent, or temporary, structure is subject to an FAA filing for review in conformance with CFR Title 14 Part 77 (Form 7460) to determine any effect to navigable airspace and air navigation facilities.

Respectfully submitted,



Keith Newman,
Senior Planner

Attachments and Enclosures:

- 1) Notice of Public Hearing
- 2) Aerial Map
- 3) Applicant’s Narrative (31 pages)
- 4) General Plan Exhibit
- 5) Zoning Exhibit
- 6) Development Plan
- 7) Street Cross Sections (2 pages)

Notice of Public Hearing

GP21-09, Z21-12 Fred's Place
Attachment 1: Notice of Public Hearing
September 7, 2022

PLANNING COMMISSION DATE:

Wednesday, September 7, 2022* TIME: 6:00 PM

LOCATION: Gilbert Police Department - Amphitheater
75 E Civic Center Dr., Gilbert, AZ 85296

TOWN COUNCIL DATE:

Tuesday, October 18, 2022* TIME: 6:30 PM

LOCATION: Public Safety Training Facility
6860 S Power Rd., Gilbert, AZ 85297

*Call Planning Division to verify date and time: (480) 503-6589

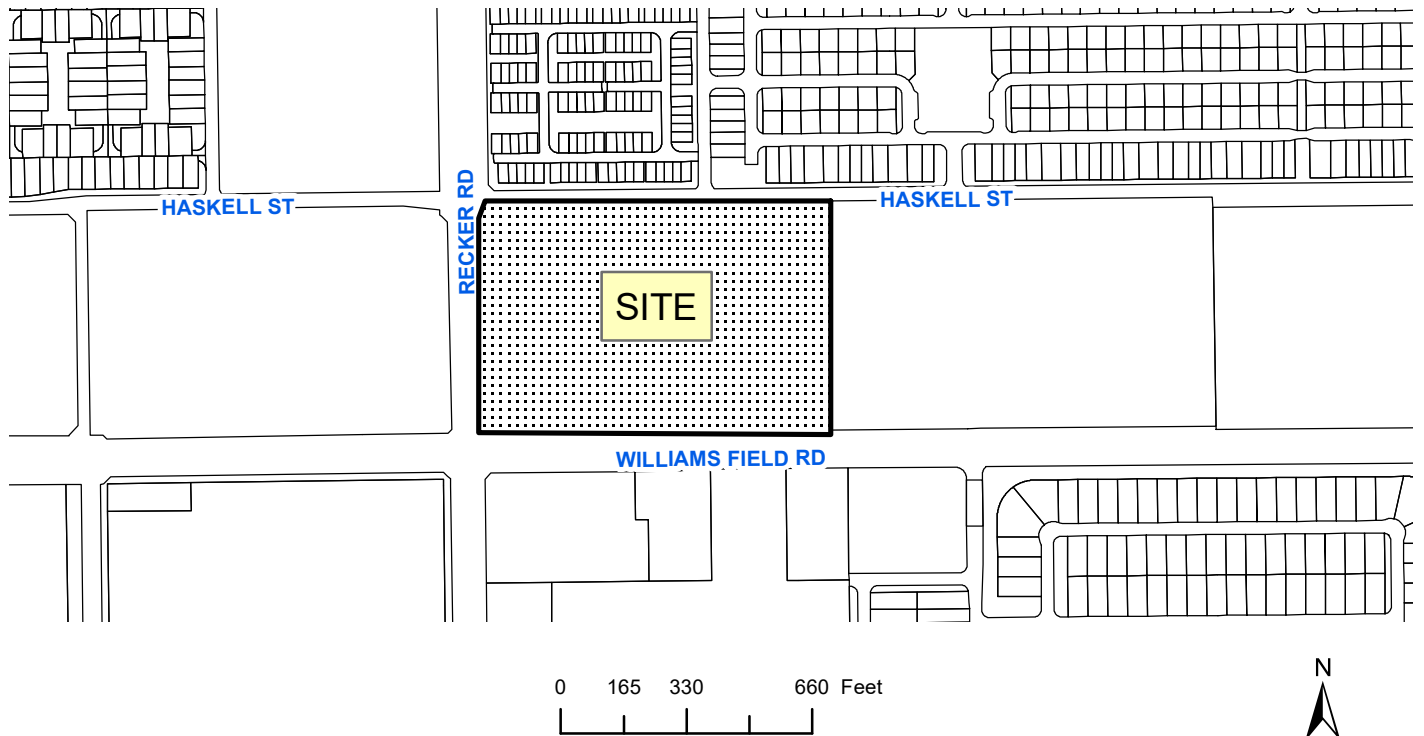
The application is available to the public for review at the Town of Gilbert Planning Division Monday - Thursday 7AM - 6PM. Staff reports are available prior to the meeting at www.gilbertaz.gov/departments/development-services/planning/planning-commission and www.gilbertdocs.com/gilbertagendaonline.

REQUESTED ACTION:

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. The effect will be to permit the development of a commercial center and a low density multi-family residential development.

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. The effect of this rezone will be to allow commercial and multi-family residential development with modified development standards as follows: reduction of perimeter building setbacks, perimeter landscape setbacks, interior landscape setbacks, building separation and arterial/arterial intersection landscape setbacks.

SITE LOCATION:



APPLICANT: IPlan Consulting Corp
CONTACT: Greg Davis
ADDRESS: 3317 S Higley RD Unit: 114-622
Gilbert, AZ 85297

TELEPHONE: (480) 227-9850
E-MAIL: greg@iplanconsulting.com

Aerial Map



Minor General Plan Amendment

Fred's Place

PZN-2021-00009

Submitted to:



Town of Gilbert
90 E. Civic Center Drive
Gilbert, AZ 85236

Submitted by:



Iplan Consulting
3317 S. Higley Rd. #114-622
Gilbert AZ, 85297

Submitted: August 2022

Request:

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 allow for an approximate 9.5-acre low intensity standalone and semi-detached unit rental home community and an approximate 5-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 proposed Land Use Classification change (and concurrent zoning district change) will allow for a horizontally mixed-use development including both commercial uses and a multi-family residential community. The commercial portion of the site is approximately five (5) acres and occupies the majority of frontage along Williams Field Road which is the primary traffic carrier for this area. The residential portion is approximately 9.5 acres and surrounds the commercial parcel to the north and east sides which frontage on Williams Field Road, Recker Road, and Haskell Street. Access to the project is provided via four (4) existing driveway locations, two along Williams Field Road, one along Recker Road, and one along Haskell Street.

Site Data

| | |
|-------------------------------|---------------------------------------|
| 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 |

Entitlement History:

The direction to change the land use classification/zoning districts 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, after lengthy discussion about the limited viability of the Cooley Station vision, the Town and Cooley Station property owners

agreed to downsize the amount of mixed-use by shifting 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 as well as the Gieszl parcel to the east of this site and is now proposed to be executed here. This northeast corner is the only parcel from the 2018 discussions that has not completed the rezoning to conventional land use. Fry's went forward on the southeast corner. The northwest corner was rezoned from GVC to GC and remains vacant. Verde has moved forward on the southwest corner with a horizontal mixed-used project albeit not as intense, vertical, or dense as the original GVC vision. The parcel east of this subject parcel was rezoned to conventional multifamily with construction now being completed by Continental. In addition to the other corners being rezoned, the rezoning of the parcel east of this subject parcel set in motion the northeast corner transitioning to conventional development. In addition, because that project reduced the remaining acreage from approximately 26 to 12 acres, the original Village Center vision is even less viable from a scale, design, and constructability standpoint. It is simply too small and isolated by surrounding conventional development to work as vertical mixed-use. With all the history leading up to this proposal, all the surrounding rezoning to conventional uses, and with the Continental project already having moved forward, this is not an isolated request, rather, the completion of a negotiated agreement between the Town and the landowners set in motion five years ago.

The project includes both commercial and residential land uses which are supported by the current General Plan land use designation (VC) when proposed via a vertically mixed-use development. Circle G and the Gieszl family have been marketing this property for a vertically mixed-use project for over a decade with zero interest. Recently with the highly escalated market conditions, very limited multifamily supply, and historic multifamily demand, there have been isolated discussions of vertically integrated projects with one, Epicenter, actually under construction. While we hope the best for other developments in Gilbert, vertical mixed-use is a highly risky proposition that requires extremely unique location and market conditions. Vertically integrated commercial/ residential development is very expensive and complicated and thus requires economics that typically only occur in special areas such as regional shopping malls, major hospital complexes, and large/dense employment nodes. Unfortunately, none of those unique regional uses exists here. In fact, what does exist at this location is very typical suburban development of medium residential density and one level commercial uses which does not help the viability for vertically mixed-use development on the subject site. Access to freeways is also

critical. Epicenter is very close to a freeway interchange. This site is several miles removed from a freeway. While others may be willing to risk the viability of vertical mixed-use in escalated market conditions like we have seen recently, under normal market conditions that can be virtually impossible to underwrite, finance, and build. When the market resets, downturns, or normalizes, as it always does, vertical mixed-use project will be the first to be deemed non-viable. Without the proposed rezoning, this corner at the heart of Cooley Station will likely remain undeveloped and un-activated long into the future.

Even if vertical mixed-use were to become viable at this location, the Gieszl family very much wants to build and own this as a legacy project. Fred Gieszl bought this land himself in the 1970's right out of high school, has farmed it his whole life, and wants to build here. The capital, risk, and financing complexities of a vertical mixed-use project completely rules out the Gieszl family's ability to build and own this project as a legacy for the future.

It is also important to note that over the past several years, Gilbert has seen an ever-increasing amount of citizen pushback against multifamily developments and the traffic they create. This proposal introduces a significant reduction in the density and traffic permitted under the GVC zoning. If this site were required to be built as vertical mixed-use per the existing zoning, it would likely generate significant opposition from adjacent neighborhoods and the community at large. This was a key topic in our neighborhood meetings and is the primary reason neighbors generally appreciate and support this zoning change. This proposal presents the Town with a unique opportunity to appease the citizenry by reducing the permitted multi-family density at a time when where there is market pressure to actually increase density.

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.

Justification:

GENERAL PLAN:

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 housing option to people who want to live in this vibrant area of Town but do not want to worry about maintenance and other concerns that come with traditional single-family home ownership.
- It brings additional commercial services to an area of existing medium-density residential neighborhoods.
- The project's future residents will be able to support area businesses, including those on site, the Fry's center to the south, and San Tan Village.
- It will broaden Gilbert's tax base, providing new, recurring lease tax, property taxes, retail sales tax, and state-shared (population-based) revenues.

Additionally, the proposed land use change promotes the following Goals of the 2020 Gilbert General Plan:

COMMUNITY:

Goal CM1: Encourage a balanced land use framework:

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.

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.

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.

By incorporating approximately five 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.

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.

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.

We believe our 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 CM2: Focus on Quality Development:

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.

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.

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.

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:

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

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.

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:

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/Willaims 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.

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:

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.

OPPORTUNITY:

Goal OP-1: Encourage Job Growth:

Fred's Place not only will offer new employment opportunities onsite, but also addresses the call of this goal by offering a different product type and lifestyle choice that will help this area of the Town appeal to potential employers. The single-family type lifestyle offered here, the private garages, separate entrances, and private yard spaces combined with the no-maintenance and resort like amenities is very appealing to young professionals who may not be ready to commit to a home purchase and that is what employers need their location to be able to offer.

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

Fred's Place is a unique and high-quality housing product that provides another attractive and viable lifestyle in this economically growing area of Gilbert.

Policy 65: Strategically provide water resources for a continuous, sustainable water supply that can be delivered at a reasonable cost.

By connecting to and extending (via looped line) Gilbert's existing water line infrastructure, Fred's Place is adding to the efficiency and sustainability of the Town's water supply.

Goal OP-2: Promote Health and Wellness:

In today's technology driven lifestyle, it is important for people to get outside and recreate. With over 50% of the Fred's Place project being open space, the residents will have a variety of options to recreate including the highly programmed community spaces which include a swimming pool, clubhouse area, dog park, and walking trails along the perimeter. In addition, each unit will also offer a private yard for further recreational opportunities.

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

The need for commercial and higher density projects will continue to grow as Gilbert matures and we believe this product type is ideal for today's Gilbert as it offers the higher density needed to make the Town more sustainable and attractive to employers, but does so in a very low intensity product that is compatible with the single family neighborhoods in the area. Furthermore, the commercial component will allow walkable and proximate access to goods and services for area residents.

Policy 2 described above.

Goal OP-4: Manage Our Infrastructure:

By developing this property, we will be making the existing infrastructure more efficient and bringing a better economic return on the Town's investment in infrastructure in this area. We will also be connecting looped lines to add stability to the existing Town utility lines.

Policy 65 described above.

Policy 72: Increase efficiency of Town services.

Similar to the above, by Fred's Place connecting to the Town's existing infrastructure lines, we are maximizing the efficiency of the Town infrastructure without any added costs by the Town.

Goal OP-5: Protect Our Natural Environment:

The proposed project will offer over 50% of the site as open space area which helps limit the urban heat island effect but also creates a healthier environment for the residents of the project. Furthermore, all of the proposed plant materials will be drought tolerant which will help preserve the Town's water supply.

Policy 11: Encourage the reduction of the Urban Heat Island Effect.

By increasing the residential density but still offering a product that is attractive to would-be single-family homeowners, we are effectively reducing the area per person ratio which allows more of the land to be left vacant or in agriculture, thus reducing the Urban Heat Island Effect.

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.

One hundred percent of the landscaping proposed will be drought tolerant and on ADWR's low water use plant list.

Policy 65 described above.

Policy 72: Increase efficiency of Town services.

Similar to the above, by Fred's Place connecting to the Town's existing infrastructure lines, we are maximizing the efficiency of the Town infrastructure without any added costs by the Town.

GATEWAY CHARACTER AREA COMPLIANCE:

Although the proposed land use change proposes to utilize the more conventional SC and Residential 8-14 DU/acre classifications, the project is still subject to the Gateway Character Area guidelines which have been used to guide the design of the project and area illustrated in the design elements:

Overall Proposal:

- Horizontally integrating commercial and residential land uses.
- Interconnecting the commercial and residential land uses via vehicular drives and pedestrian sidewalks.

Commercial Proposal:

- Positioning the commercial buildings adjacent to Williams Field Road utilizing the minimum setbacks encouraged to create an urban, pedestrian oriented streetscape.
- Locating the off-street parking behind the commercial buildings, minimizing their visibility from the adjacent public streets.
- Including pedestrian patios and gathering spaces in the site design.
- Designing the commercial buildings to appear as double-frontage adding fenestration and storefront elements to the Williams Field Road frontage.
- Moving the auto-oriented drive-thru to the interior of the site, minimizing the visibility of it from the adjacent public streets.

Residential Proposal:

- Positioning the residential units to front onto Recker Road and Haskell Street creating a welcoming non-walled streetscape.
- Including usable front patios along both Recker Road and Haskell Street to promote visibility out to the community “eyes on the street”.
- Providing non-gated vehicular and pedestrian circulation through the community connecting the area neighborhoods to the adjacent commercial corner.

In addition to the above design elements, below is a description of how we believe the proposal is in conformance with the Gateway Character Area’s design and land use policies.

Gateway Design Policies:

Village Center

- Policy 1: Fred’s Place is a classic horizontal mixed-use project surrounded by more traditional SFD neighborhoods.
- Policy 4: By maintaining minimum building setbacks along Williams Field Road we are continuing the desired “Main Street” design.
- Policy 6: On-street parking is proposed along Haskell Street frontage as permitted by Gilbert’s Traffic Department.
- Policy 8: A pedestrian “plaza” is planned for the north side of the commercial parcels with direct sidewalk connections from Recker Road, Williams Field Road, and the residential neighborhoods to the north to welcome area residents into the retail area.
- Policy 9: The wide sidewalk along Williams Field Road is pedestrian oriented by providing wide walkable areas with shade trees and periodic seating opportunities.

Village Center Residential

- Policy 1: Fred's Place is a high-quality rental housing project.
- Policy 2: Fred's Place includes amenities such as a swimming pool, dog park, and private outdoor space for every unit.
- Policy 3: Patios are included for every residential unit in the project.
- Policy 4: Fred's Place features a custom architectural design meant to be unique and interesting.
- Policy 5: Over 50% of the net site area is offered in open space area in both community and private areas.
- Policy 7: A dedicated pedestrian walkway is provided through the residential project to the adjacent commercial project.

Gateway Land Use Policies:

Village Center

- Policy 1: Fred's Place includes a mix of retail, restaurants, and residential land uses.
- Policy 6: A pedestrian "plaza" is planned for the north side of the commercial parcels with direct sidewalk connections from Recker Road, Williams Field Road, and the residential neighborhoods to the north to welcome area residents into the retail area.
- Policy 8: The commercial portion of the Fred's Place proposal positions all of the vehicular parking behind the retail buildings fronting Williams Field Road minimizing their visibility from the street.
- Policy 10: On-street parking is proposed along Haskell Street frontage as permitted by Gilbert's Traffic Department.
- Policy 11: This project will support the public transportation already planned along Williams Field and Recker Road.

Village Center Residential

- Policy 1: Fred's Place is a high-quality rental housing project.
- Policy 3: Fred's Place includes amenities such as a swimming pool, dog park, and private outdoor space for every unit.
- Policy 4: Every unit of the Fred's Place project includes a private open space area.
- Policy 6: A dedicated pedestrian walkway is provided through the residential project to the adjacent commercial project.

Railroad Areas Employment and Commercial

- Policy 1: The commercial parcel is proposed to be zoned SC which will help meet the commercial needs of the surrounding area.

Conclusion:

The Gieszl family has been a part of the Gilbert community since 1902 and have been farming this land since the 1970s. The family has contributed to the community and have always been proud to call Gilbert home. The entire Gieszl family has worked hand in hand with the Town leaders over the last five decades to help make this part of Gilbert the special and unique place that it is today. The project proposed continues that tradition and will result in an attractive, viable development that is consistent with the vision of this area and is compatible with the Cooley family projects built on the other corners of the Recker and Williams Field intersection. This parcel is the last acreage of the farmstead to develop and because of that, the family intends to retain ownership to design, construct and manage the residential portion of the project for the long-term. We can think of nothing more appropriate for the Gieszl family and the Town.

PAD Rezoning

Fred's Place

PZN-2021-00012

Submitted to:



Town of Gilbert
90 E. Civic Center Drive
Gilbert, AZ 85236

Submitted by:



Iplan Consulting
3317 S. Higley Rd. #114-622
Gilbert AZ, 85297

Submitted: August 2022

Request:

This narrative accompanies a request for a Planned Area Development (PAD) Rezoning 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 zoning of the property from Gateway Village Center (GVC) to Shopping Center (SC) & MF/L (Multifamily/Low) with a PAD overlay. A concurrent minor amendment to the Town General Plan to change the land use category from Village Center (VC) to both Shopping Center (SC) and Residential 8.0 – 14.0 DU/acre is also being made. The purpose of these requests is to allow for an approximate 9.5-acre low intensity standalone and semi-detached unit rental home community and an approximate 5-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 |
|------------------|---------------------------------------|------------------------|---------------------|
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| <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 proposed zoning change (and concurrent land use classification change) will allow for a horizontally mixed-use development including both commercial uses and a multi-family residential community. The commercial portion of the site is approximately 5-acres and occupies the majority of frontage along Williams Field Road which is the primary traffic carrier for this area. The residential portion is approximately 9.5 acres and surrounds the commercial parcel to the north and east sides which frontage on Williams Field Road, Recker Road, and Haskell Street. Access to the project is provided via four (4) existing driveway locations, two along Williams Field Road, one along Recker Road, and one along Haskell Street.

Site Data

| | |
|---------------------------------|---------------------------------------|
| Gross Site Area: | 14.47 acres |
| Net Site Area: | 12.7 acres |
| Commercial Site Area: | 4.95 acres |
| Residential Site Area: | 9.52 acres |
| Land Use Classification: | SC & Residential 8-14DU/ac |
| Proposed Zoning: | SC & MF/L with PAD overlay |
| Proposed Units: | 93 |
| Proposed Density: | 9.76 DU/acre |

Entitlement History:

The direction to change the land use classification/zoning districts 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, after lengthy discussion about the limited viability of the Cooley Station vision, the Town and Cooley Station property owners

agreed to downsize the amount of mixed-use by shifting 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 as well as the Gieszl parcel to the east of this site and is now proposed to be executed here. This northeast corner is the only parcel from the 2018 discussions that has not completed the rezoning to conventional land use. Fry's went forward on the southeast corner. The northwest corner was rezoned from GVC to GC and remains vacant. Verde has moved forward on the southwest corner with a horizontal mixed-used project albeit not as intense, vertical, or dense as the original GVC vision. The parcel east of this subject parcel was rezoned to conventional multifamily with construction now being completed by Continental. In addition to the other corners being rezoned, the rezoning of the parcel east of this subject parcel set in motion the northeast corner transitioning to conventional development. In addition, because that project reduced the remaining acreage from approximately 26 to 12 acres, the original Village Center vision is even less viable from a scale, design, and constructability standpoint. It is simply too small and isolated by surrounding conventional development to work as vertical mixed-use. With all the history leading up to this proposal, all the surrounding rezoning to conventional uses, and with the Continental project already having moved forward, this is not an isolated request, rather, the completion of a negotiated agreement between the Town and the landowners set in motion five years ago.

The project includes both commercial and residential land uses which are supported by the current General Plan land use designation (VC) when proposed via a vertically mixed-use development. Circle G and the Gieszl family have been marketing this property for a vertically mixed-use project for over a decade with zero interest. Recently with the highly escalated market conditions, very limited multifamily supply, and historic multifamily demand, there have been isolated discussions of vertically integrated projects with one, Epicenter, actually under construction. While we hope the best for other developments in Gilbert, vertical mixed-use is a highly risky proposition that requires extremely unique location and market conditions. Vertically integrated commercial/ residential development is very expensive and complicated and thus requires economics that typically only occur in special areas such as regional shopping malls, major hospital complexes, and large/dense employment nodes. Unfortunately, none of those unique regional uses exists here. In fact, what does exist at this location is very typical suburban development of medium residential density and one level commercial uses which does not help the viability for vertically mixed-use development on the subject site. Access to freeways is also

critical. Epicenter is very close to a freeway interchange. This site is several miles removed from a freeway. While others may be willing to risk the viability of vertical mixed-use in escalated market conditions like we have seen recently, under normal market conditions that can be virtually impossible to underwrite, finance, and build. When the market resets, downturns, or normalizes, as it always does, vertical mixed-use project will be the first to be deemed non-viable. Without the proposed rezoning, this corner at the heart of Cooley Station will likely remain undeveloped and un-activated long into the future.

Even if vertical mixed-use were to become viable at this location, the Gieszl family very much wants to build and own this as a legacy project. Fred Gieszl bought this land himself in the 1970's right out of high school, has farmed it his whole life, and wants to build here. The capital, risk, and financing complexities of a vertical mixed-use project completely rules out the Gieszl family's ability to build and own this project as a legacy for the future.

It is also important to note that over the past several years, Gilbert has seen an ever-increasing amount of citizen pushback against multifamily developments and the traffic they create. This proposal introduces a significant reduction in the density and traffic permitted under the GVC zoning. If this site were required to be built as vertical mixed-use per the existing zoning, it would likely generate significant opposition from adjacent neighborhoods and the community at large. This was a key topic in our neighborhood meetings and is the primary reason neighbors generally appreciate and support this zoning change. This proposal presents the Town with a unique opportunity to appease the citizenry by reducing the permitted multi-family density at a time when where there is market pressure to actually increase density.

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.

Zoning:

The proposed rezoning will result in a development including both commercial/retail uses and a multi-family residential community. The commercial portion of the site is approximately 5 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-thru commercial use for the easternmost building which has internalized the drive-thru to minimize the visual impact from the adjacent public streets. 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 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. Similar to the commercial project, all of the buildings adjacent to public streets front onto the streets with front doors, porches, and patios which is consistent with the goals of the Gateway Character Area. 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 residential neighborhood via one direct access to Haskell Street to the north and three access points from the internal driveway shared with the commercial parcel. The open space for the project is provided via both active and passive community spaces as well as private yard spaces enjoyed by each unit. The primary amenity area is centrally located 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.

To promote the design tenants of the Gateway Character 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 – COMMERCIAL PARCEL

| 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>West – Recker Road</i> | 25' / 25' | 25' / 25' |
| Side setback Building/Landscape <i>North – multi-family residential</i> | 75' / 35' | 75' / 0' ¹ |
| Side setback Building/Landscape <i>South - Williams Field Road</i> | 20' / 20' | 18' / 18' |
| Rear setback Building/Landscape <i>East – multi-family residential</i> | 75' / 35' | 75' / 0' ¹ |
| Landscaping (% of net area) | 15% | 15% |
| Building separation | 20' | 20' |
| Landscaping (% of net area) | 15% | 15% |

BOLD – Proposed Deviation to LDC

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

DEVELOPMENT STANDARDS – RESIDENTIAL PARCEL

| 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>West – Recker Road</i> | 25' / 25' | 20' ² / 20' ² |
| Side setback Building/Landscape <i>North – Haskell Street</i> | 25' / 20' | 20' ² / 20' ² |
| Side setback Building/Landscape <i>South - Williams Field Road</i> | 25' / 20' | 20' ¹ / 20' |
| Side setback Building/Landscape <i>South & West – SC Commercial</i> | 20' / 20' | 20' / 0' ¹ |
| Rear setback Building/Landscape <i>East – MF/M Apartments</i> | 20' / 20' | 15' / 15' |
| Building separation | 20' | 10' |
| Private open space | 60 sf per unit | 60 sf per unit |
| Community open space | 45% | 47% ³ |

BOLD – Proposed Deviation to LDC

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

Note 2 – Front porches permitted to encroach up to 5-feet.

Note 3 – This calculation is exclusive of the driveways shared with the SC parcel.

The setback deviations proposed above are a combination of the Gateway Character Area's direction to bring the buildings closer to the site perimeter as well as provide a compact but livable integrated site plan. By reducing the setbacks along the street frontages, the architecture

and activity along the street is significantly enhanced which is one of the goals of the Gateway Character Area. The pedestrian sidewalk areas are widened and the street narrowed to create an urban environment that is geared towards safe and effective pedestrian circulation. The horizontal integration of the land uses affords the efficiency of sharing interior drives and sidewalks which occupy the otherwise landscape perimeters for both uses which justifies the deviations proposed. The request to allow front porches to encroach up to five feet into the landscape setback along Recker and Haskell Road is an attempt to make those less busy streets feel more urban and the neighborhood more inviting. The livable areas of the homes all maintain a 20-foot setback.

Additional Deviations:

Deviation: Eliminate the 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. Also, this deviation was approved on the southwest and southeast corners of this intersection clearly indicating the Town's acceptance at this location.

Deviation: 10-foot building separation (20-feet required) for the residential parcel.

Justification: The project is designed to look and live very much like a single-family neighborhood which uses a 10-foot separation as we have proposed. The 20-foot requirement is rooted in traditional multi-family projects that have large three-story buildings and need more internal separation. The proposal does not have any large masses of buildings and instead has standalone and duplex units which do not need the larger building separation. In addition, this parcel is in the Gateway Character Area which encourages smaller setbacks for a more urban character which we believe is achieved with the reduced setback.

General Plan Compliance:

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 housing option to people who want to live in this vibrant area of Town but do not want to worry about maintenance and other concerns that come with traditional single-family home ownership.
- It brings additional commercial services to an area of existing medium-density residential neighborhoods.
- The project's future residents will be able to support area businesses, including those on site, the Fry's center to the south, and San Tan Village.
- It will broaden Gilbert's tax base, providing new, recurring lease tax, property taxes, retail sales tax, and state-shared (population-based) revenues.

Additionally, the proposed land use change promotes the following Goals of the 2020 Gilbert General Plan:

COMMUNITY:

Goal CM1: Encourage a balanced land use framework:

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.

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.

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.

By incorporating approximately five 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.

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.

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.

We believe our 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 CM2: Focus on Quality Development:

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.

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.

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.

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:

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

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.

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:

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/Willaims 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.

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:

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.

OPPORTUNITY:

Goal OP-1: Encourage Job Growth:

Fred's Place not only will offer new employment opportunities onsite, but also addresses the call of this goal by offering a different product type and lifestyle choice that will help this area of the Town appeal to potential employers. The single-family type lifestyle offered here, the private garages, separate entrances, and private yard spaces combined with the no-maintenance and resort like amenities is very appealing to young professionals who may not be ready to commit to a home purchase and that is what employers need their location to be able to offer.

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

Fred's Place is a unique and high-quality housing product that provides another attractive and viable lifestyle in this economically growing area of Gilbert.

Policy 65: Strategically provide water resources for a continuous, sustainable water supply that can be delivered at a reasonable cost.

By connecting to and extending (via looped line) Gilbert's existing water line infrastructure, Fred's Place is adding to the efficiency and sustainability of the Town's water supply.

Goal OP-2: Promote Health and Wellness:

In today's technology driven lifestyle, it is important for people to get outside and recreate. With over 50% of the Fred's Place project being open space, the residents will have a variety of options to recreate including the highly programmed community spaces which include a swimming pool, clubhouse area, dog park, and walking trails along the perimeter. In addition, each unit will also offer a private yard for further recreational opportunities.

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

The need for commercial and higher density projects will continue to grow as Gilbert matures and we believe this product type is ideal for today's Gilbert as it offers the higher density needed to make the Town more sustainable and attractive to employers, but does so in a very low intensity product that is compatible with the single family neighborhoods in the area. Furthermore, the commercial component will allow walkable and proximate access to goods and services for area residents.

Policy 2 described above.

Goal OP-4: Manage Our Infrastructure:

By developing this property, we will be making the existing infrastructure more efficient and bringing a better economic return on the Town's investment in infrastructure in this area. We will also be connecting looped lines to add stability to the existing Town utility lines.

Policy 65 described above.

Policy 72: Increase efficiency of Town services.

Similar to the above, by Fred's Place connecting to the Town's existing infrastructure lines, we are maximizing the efficiency of the Town infrastructure without any added costs by the Town.

Goal OP-5: Protect Our Natural Environment:

The proposed project will offer over 50% of the site as open space area which helps limit the urban heat island effect but also creates a healthier environment for the residents of the project. Furthermore, all of the proposed plant materials will be drought tolerant which will help preserve the Town's water supply.

Policy 11: Encourage the reduction of the Urban Heat Island Effect.

By increasing the residential density but still offering a product that is attractive to would-be single-family homeowners, we are effectively reducing the area per person ratio which allows more of the land to be left vacant or in agriculture, thus reducing the Urban Heat Island Effect.

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.

One hundred percent of the landscaping proposed will be drought tolerant and on ADWR's low water use plant list.

Policy 65 described above.

Policy 72: Increase efficiency of Town services.

Similar to the above, by Fred's Place connecting to the Town's existing infrastructure lines, we are maximizing the efficiency of the Town infrastructure without any added costs by the Town.

GATEWAY CHARACTER AREA COMPLIANCE:

Although the proposed land use change proposes to utilize the more conventional SC and MF/L zoning districts, the project is still subject to the Gateway Character Area guidelines which have been used to guide the design of the project and area illustrated in the design elements:

Overall Proposal:

- Horizontally integrating commercial and residential land uses.
- Interconnecting the commercial and residential land uses via vehicular drives and pedestrian sidewalks.

Commercial Proposal:

- Positioning the commercial buildings adjacent to Williams Field Road utilizing the minimum setbacks encouraged to create an urban, pedestrian oriented streetscape.
- Locating the off-street parking behind the commercial buildings, minimizing their visibility from the adjacent public streets.
- Including pedestrian patios and gathering spaces in the site design.
- Designing the commercial buildings to appear as double-frontage adding fenestration and storefront elements to the Williams Field Road frontage.
- Moving the auto-oriented drive-thru to the interior of the site, minimizing the visibility of it from the adjacent public streets.

Residential Proposal:

- Positioning the residential units to front onto Recker Road and Haskell Street creating a welcoming non-walled streetscape.
- Including usable front patios along both Recker Road and Haskell Street to promote visibility out to the community “eyes on the street”.
- Providing non-gated vehicular and pedestrian circulation through the community connecting the area neighborhoods to the adjacent commercial corner.

In addition to the above design elements, below is a description of how we believe the proposal is in conformance with the Gateway Character Area’s design and land use policies.

Gateway Design Policies:

Village Center

- Policy 1: Fred’s Place is a classic horizontal mixed-use project surrounded by more traditional SFD neighborhoods.
- Policy 4: By maintaining minimum building setbacks along Williams Field Road we are continuing the desired “Main Street” design.
- Policy 6: On-street parking is proposed along Haskell Street frontage as permitted by Gilbert’s Traffic Department.
- Policy 8: A pedestrian “plaza” is planned for the north side of the commercial parcels with direct sidewalk connections from Recker Road, Williams Field Road, and the residential neighborhoods to the north to welcome area residents into the retail area.
- Policy 9: The wide sidewalk along Williams Field Road is pedestrian oriented by providing wide walkable areas with shade trees and periodic seating opportunities.

Village Center Residential

- Policy 1: Fred's Place is a high-quality rental housing project.
- Policy 2: Fred's Place includes amenities such as a swimming pool, dog park, and private outdoor space for every unit.
- Policy 3: Patios are included for every residential unit in the project.
- Policy 4: Fred's Place features a custom architectural design meant to be unique and interesting.
- Policy 5: Over 50% of the net site area is offered in open space area in both community and private areas.
- Policy 7: A dedicated pedestrian walkway is provided through the residential project to the adjacent commercial project.

Gateway Land Use Policies:

Village Center

- Policy 1: Fred's Place includes a mix of retail, restaurants, and residential land uses.
- Policy 6: A pedestrian "plaza" is planned for the north side of the commercial parcels with direct sidewalk connections from Recker Road, Willaims Field Road, and the residential neighborhoods to the north to welcome area residents into the retail area.
- Policy 8: The commercial portion of the Fred's Place proposal positions all of the vehicular parking behind the retail buildings fronting Williams Field Road minimizing their visibility from the street.
- Policy 10: On-street parking is proposed along Haskell Street frontage as permitted by Gilbert's Traffic Department.
- Policy 11: This project will support the public transportation already planned along Williams Field and Recker Road.

Village Center Residential

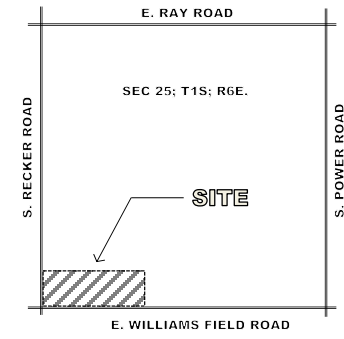
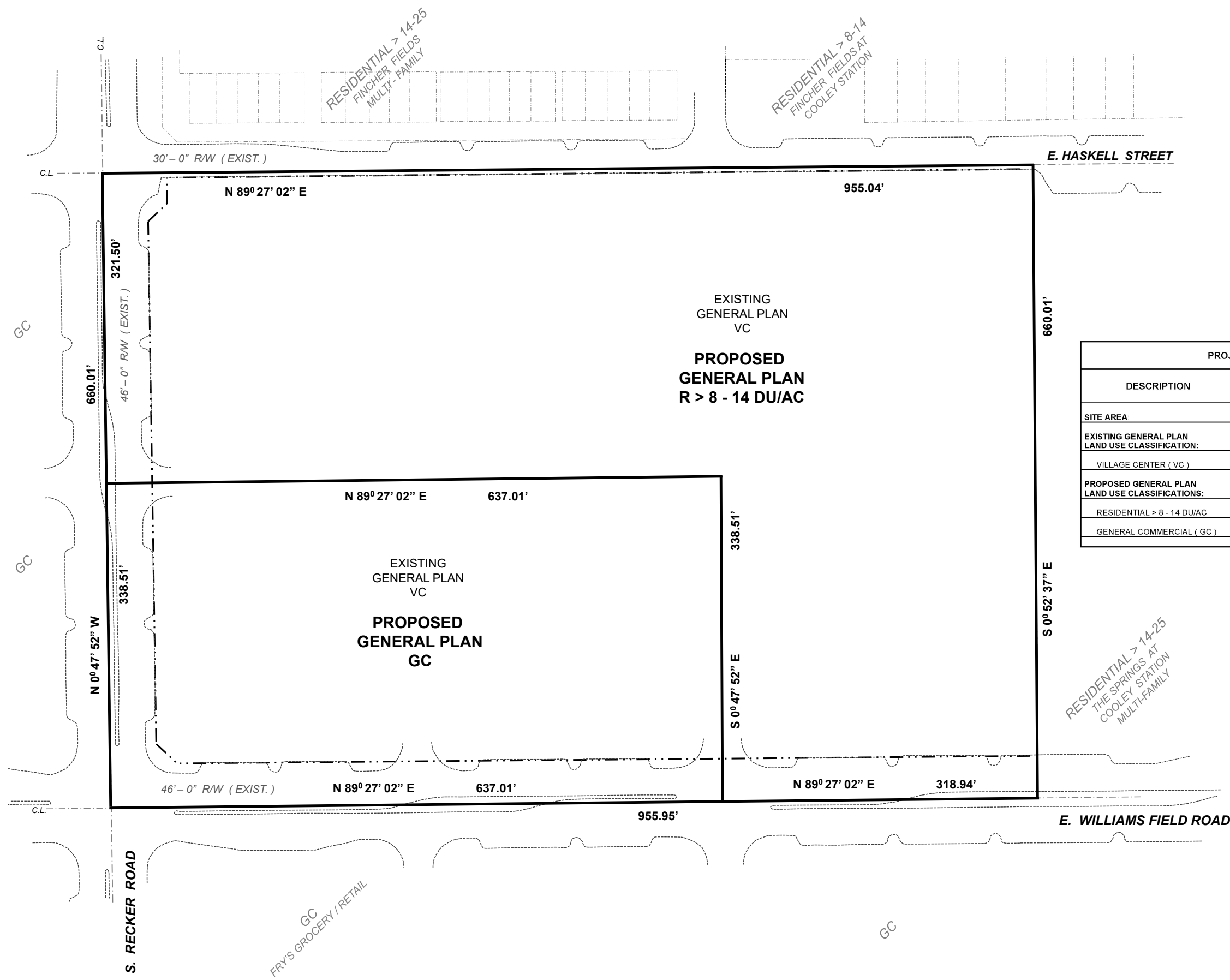
- Policy 1: Fred's Place is a high-quality rental housing project.
- Policy 3: Fred's Place includes amenities such as a swimming pool, dog park, and private outdoor space for every unit.
- Policy 4: Every unit of the Fred's Place project includes a private open space area.
- Policy 6: A dedicated pedestrian walkway is provided through the residential project to the adjacent commercial project.

Railroad Areas Employment and Commercial

- Policy 1: The commercial parcel is proposed to be zoned SC which will help meet the commercial needs of the surrounding area.

Conclusion:

The Gieszl family has been a part of the Gilbert community since 1902 and have been farming this land since the 1970s. The family has contributed to the community and have always been proud to call Gilbert home. The entire Gieszl family has worked hand in hand with the Town leaders over the last five decades to help make this part of Gilbert the special and unique place that it is today. The project proposed continues that tradition and will result in an attractive, viable development that is consistent with the vision of this area and is compatible with the Cooley family projects built on the other corners of the Recker and Williams Field intersection. This parcel is the last acreage of the farmstead to develop and because of that, the family intends to retain ownership to design, construct and manage the residential portion of the project for the long-term. We can think of nothing more appropriate for the Gieszl family and the Town.



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 | 69 |
| GENERAL COMMERCIAL (GC) | 4.95 | 3.94 | 31 |

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

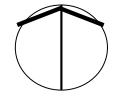
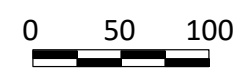
ENTITLEMENTS:
IPLAN CONSULTING
 3317 S. HIGLEY RD., STE. 114-622
 GILBERT, AZ 85297
 CONTACT: GREG DAVIS
 V: (480) 227-9850

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

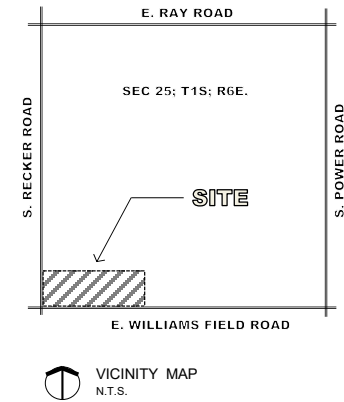
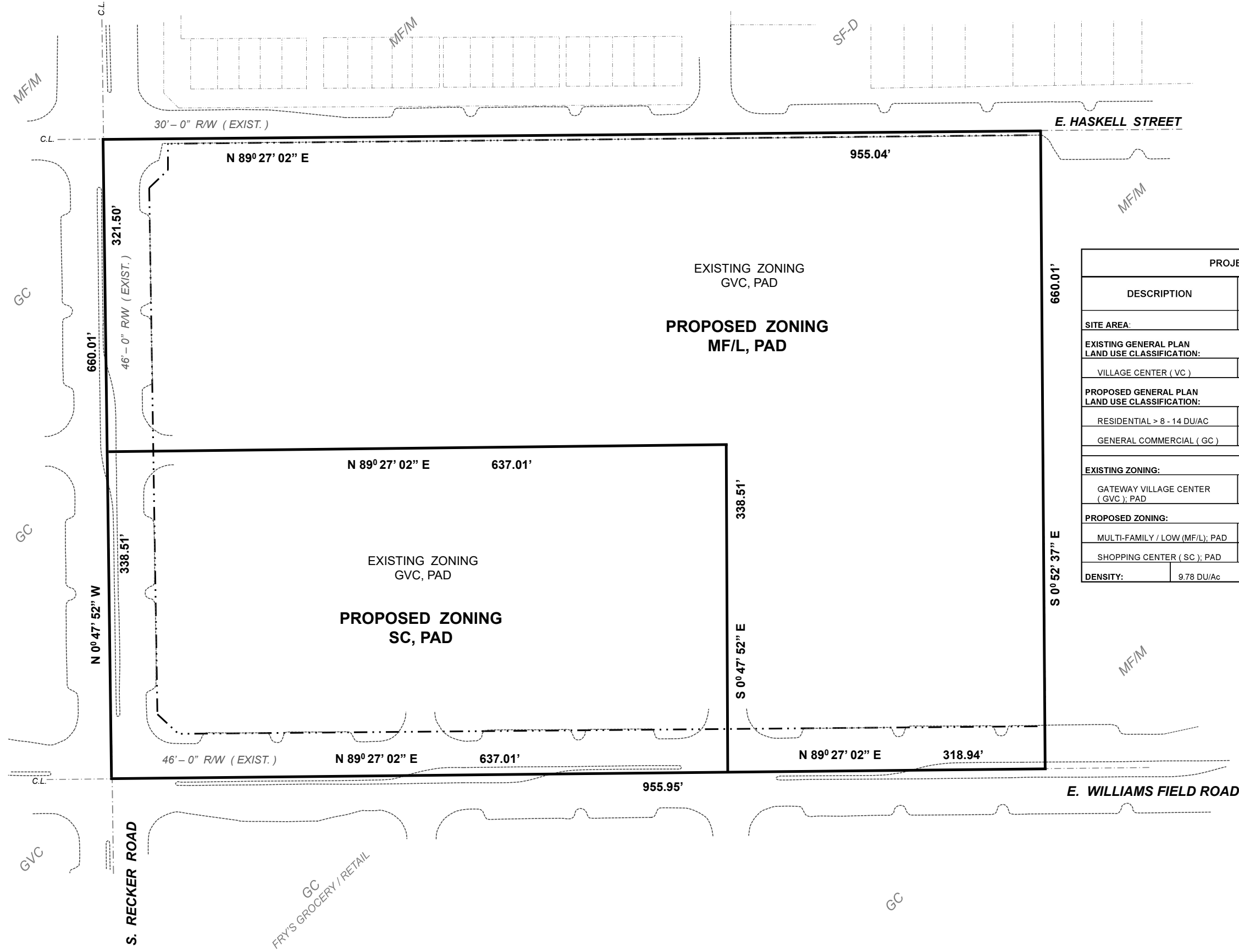
RESIDENTIAL > 14-25
 FINCHER FIELDS
 MULTI-FAMILY

RESIDENTIAL > 8-14
 FINCHER FIELDS AT
 COOLEY STATION

GC
 FRY'S GROCERY / RETAIL



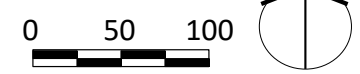
FRED'S PLACE
GENERAL PLAN EXHIBIT
 GILBERT, ARIZONA



| 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 CLASSIFICATION: | | | |
| RESIDENTIAL > 8 - 14 DU/AC | 9.52 | 8.76 | 69 |
| GENERAL COMMERCIAL (GC) | 4.95 | 3.94 | 31 |
| EXISTING ZONING: | | | |
| GATEWAY VILLAGE CENTER (GVC); PAD | 14.47 | 12.70 | 100 |
| PROPOSED ZONING: | | | |
| MULTI-FAMILY / LOW (MF/L); PAD | 9.52 | 8.76 | 69 |
| SHOPPING CENTER (SC); PAD | 4.95 | 3.94 | 31 |
| DENSITY: | 9.78 DU/Ac | | |

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



FRED'S PLACE
ZONING EXHIBIT
 GILBERT, ARIZONA

E. HASKELL STREET

SITE DATA

Gross Area: 633,653 S.F. (14.6 AC.)
Net Site Area: 528,957 S.F. (12.7 AC.)

PROJECT DATA COMMERCIAL

Zoning: SC-PAD
APN#: 304-38-020M
Gross Site Area: 215,638.6 S.F. (4.95 AC.)
Net Site Area: 171,460 S.F. (3.9 AC.)
Building Area: 19,752 S.F.
Building Area % Coverage: 11.5%
Landscape Area: 42,073 S.F.
Landscape Area % Coverage: 24.4%

Parking Required

Shopping Center (19,752 S.F. @ 1:250 S.F.): 79 Spaces
District
Patios (6,874 S.F. @ 1:400 S.F.): 17 Spaces
Total Parking Required: 96 Spaces
Parking Provided: 146 Spaces

PROJECT DATA MULTIFAMILY

Zoning: MF/L PAD
APN#: 304-38-020M
Gross Site Area: 414,996 S.F. (9.52 AC.)
Net Site Area: 357,497 S.F. (8.2 AC.)
Total Building Area: 111,934 S.F.
Unit Building Area: 110,554 S.F.
Leasing/Fitness Building Area: 1,380 S.F.

Coverage: 31%
Residential Unit Mix # of Units
1 Bedroom Unit 29 Units
2 Bedroom Unit 33 Units
3 Bedroom Unit 31 Units
TOTAL 93 Units

Density: 93/9.52 = 9.8 Unit/Acre
Parking Required: 178 Spaces
Parking Provided: 181 Spaces
Parking Ratio: 1.95 Spaces/Unit

Common Open Space

Required: 45% of Net Site
Net Site (NIC Private Roads) 338,580 S.F.
Required: 338,580 x 45% = 152,361 S.F.
Provided: 159,430 S.F. or 47%

Private Open Space

Required: 60 SF/Unit = 5,580 S.F.
Provided: 51,898.5 S.F. (558 S.F. AVERAGE)

DEVELOPMENT STANDARDS - COMMERCIAL PARCEL

| 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 | 25' / 25' | 25' / 25' |
| West - Recker Road | | |
| Side setback Building/Landscape | 75' / 35' | 75' / 0' |
| North - multi-family residential | | |
| Side setback Building/Landscape | 20' / 20' | 15' / 18' |
| South - Williams Field Road | | |
| Rear setback Building/Landscape | 75' / 35' | 75' / 0' |
| East - multi-family residential | | |
| Landscape (% of net area) | 15% | 15% |
| Building separation | 30' | 20' |
| Landscape (% of net area) | 15% | 15% |

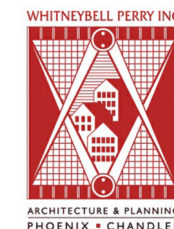
Note 1 - Property line is the center of an internal driveway where no landscaping is possible.

DEVELOPMENT STANDARDS - RESIDENTIAL PARCEL

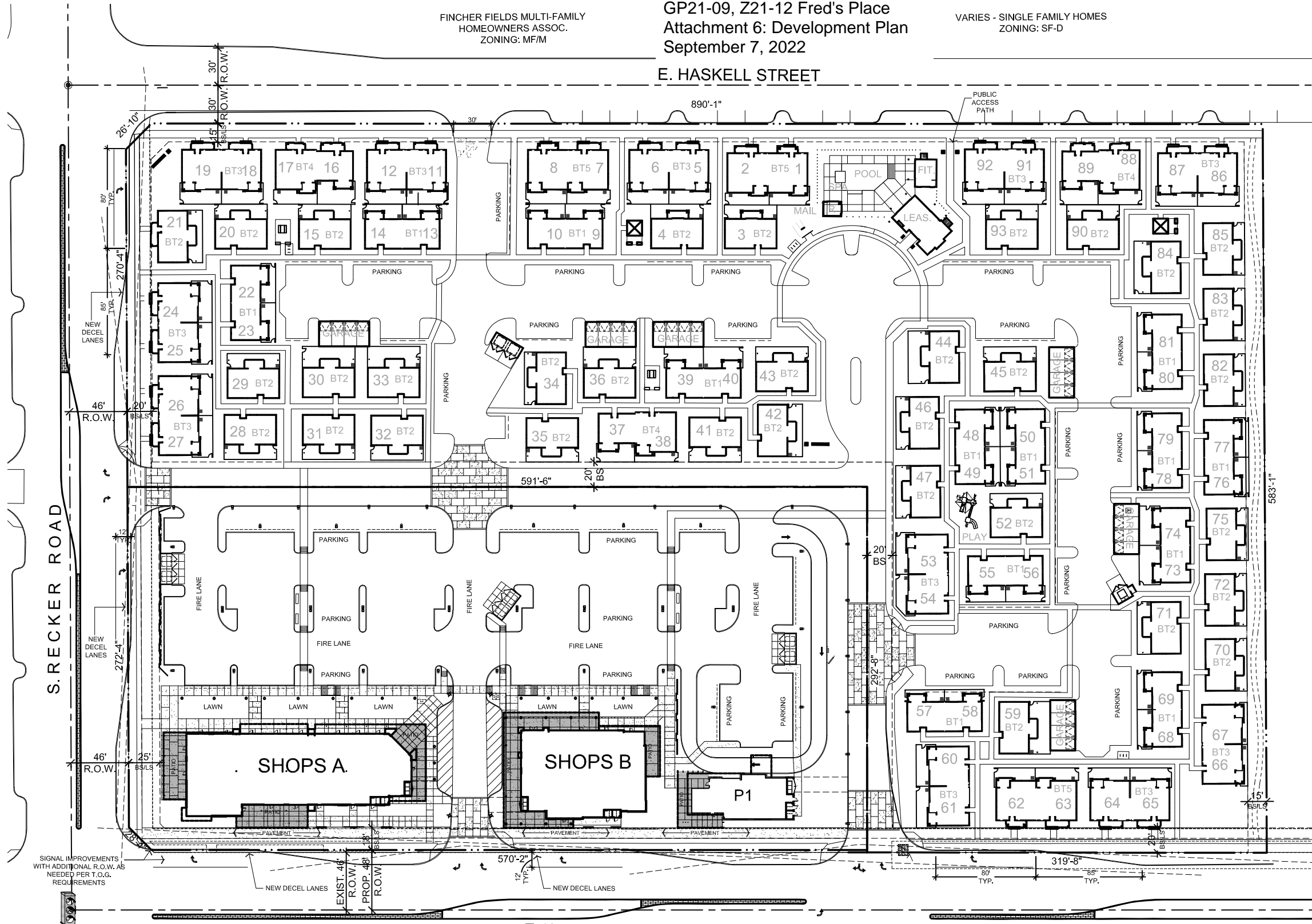
| MF/L Zoning District | | |
|----------------------------------|----------------|----------------|
| Development Standard | LDC | Proposed |
| Minimum parcel area | 23,000 sf | 20,000 sf |
| Building height | 36' | 36' |
| Front setback Building/Landscape | 25' / 25' | 20' / 20' |
| West - Recker Road | | |
| Side setback Building/Landscape | 25' / 20' | 15' / 15' |
| North - Haskell Street | | |
| Side setback Building/Landscape | 25' / 20' | 20' / 15' |
| South - Williams Field Road | | |
| Side setback Building/Landscape | 20' / 20' | 20' / 0' |
| South & West - SC Commercial | | |
| Rear setback Building/Landscape | 20' / 20' | 15' / 15' |
| East - MF/M Apartments | | |
| Building separation | 20' | 10' |
| Private open space | 60 sf per unit | 60 sf per unit |
| Common open space | 4% | 4% |

BOLD - Proposed Deviation to LDC
Note 1 - Property line is the center of an internal driveway where no landscaping is possible.
Note 2 - This calculation is exclusive of the driveway shared with the SC parcel.

08-24-2022
18073-ST15



Butler Design Group, Inc
architects & planners



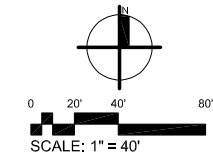
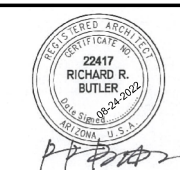
STANDARD SA INVESTMENTS
ZONING: GC

GILBERT BURGER LLC.
ZONING: GC

RALPHS GROCERY COMPANY
ZONING: GC

TRIPLE Z RANCH LLC.
ZONING: GC

MASTER SITE PLAN -
DEVELOPMENT PLAN



FRED'S PLACE

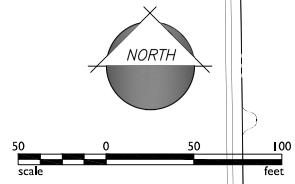
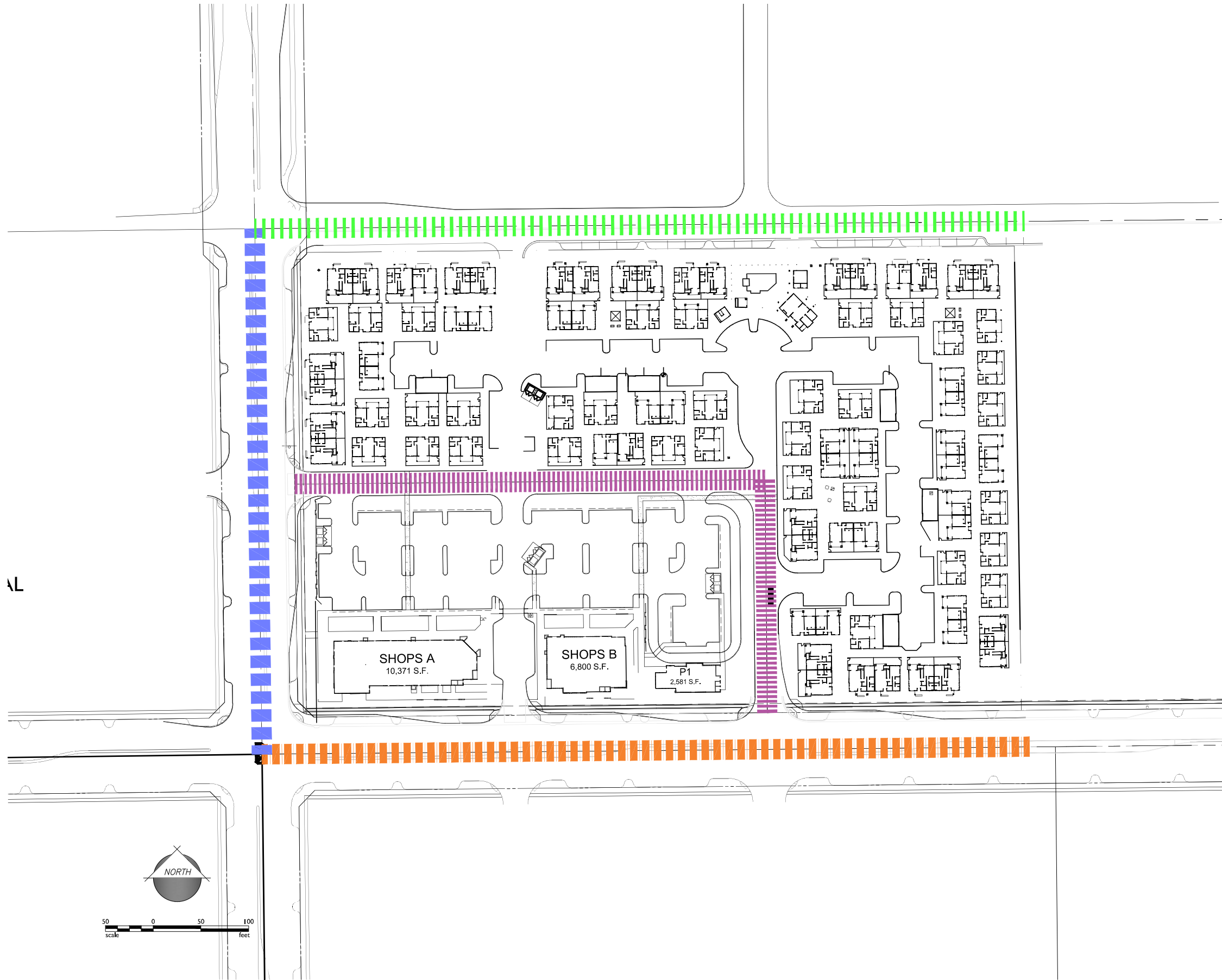
NEC Williams Field Road and Recker Road
Gilbert, Arizona

21-1131 - The Traditions at Cooley Station

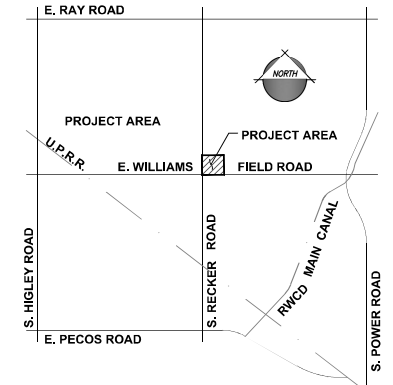
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Street Sections for The Traditions at Cooley Station

GP21-09, Z21-12 Fred's Place
Attachment 7: Street Cross Sections
September 7, 2022



VICINITY MAP
N.T.S.



LEGEND

- SECTION B-B
WILLIAMS FIELD ROAD - MINOR ARTERIAL ROAD (VILLAGE CENTER)
- SECTION E-E
RECKER ROAD - MINOR ARTERIAL ROAD (VILLAGE CENTER)
- SECTION F-F
COOLEY LOOP ROAD GBC/GVC WITH ADJACENT PASEO
- SECTION C-C
PRIVATE DRIVE (NO PARKING)

2045 S. Vineyard Ave., Suite 101
Mesa, AZ 85210
T: 480.503.2250 | F: 480.503.2258
WWW.EPSGROUPINC.COM



The Traditions at Cooley Station
Gilbert, Arizona

Street Sections

Project:

Revisions:



Designer: DBA
Drawn by: DBA

Preliminary
Not For
Construction
Or
Recording

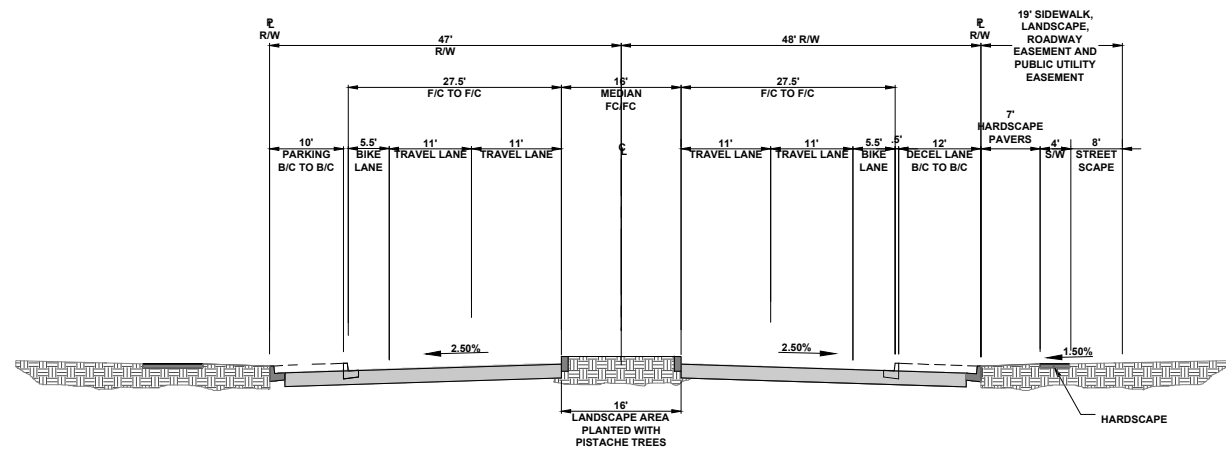
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21-1131

SS01

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of 2

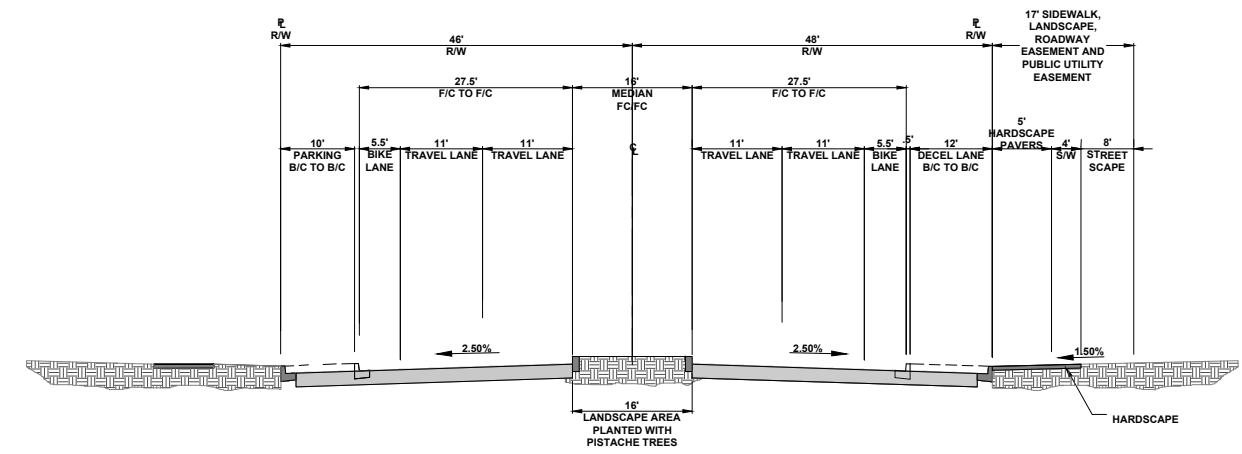
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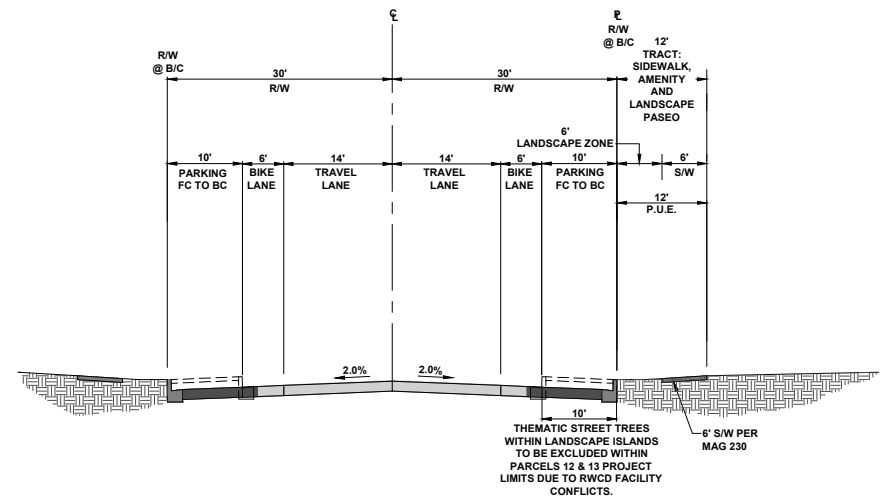
WILLIAMS FIELD ROAD - EXISTING MINOR ARTERIAL STREET (LOOKING WEST) B-B

N.T.S.
(MULTI-FAMILY AND RESIDENTIAL ZONED FRONTAGE WITHIN COOLEY LOOP)
NOTE: SETBACKS SHALL BE MEASURED FROM PROPERTY LINE (P/L). NO BUILDING OR STRUCTURE SHALL ENCR OACH INTO AN EASEMENT OR TRACT.



RECKER ROAD - EXISTING MINOR ARTERIAL STREET (LOOKING NORTH) E-E

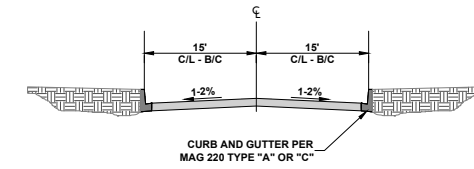
N.T.S.
(MULTI-FAMILY AND RESIDENTIAL ZONED FRONTAGE WITHIN COOLEY LOOP)
NOTE: SETBACKS SHALL BE MEASURED FROM PROPERTY LINE (P/L). NO BUILDING OR STRUCTURE SHALL ENCR OACH INTO AN EASEMENT OR TRACT.



HASKELL STREET (LOOKING EAST) F-F

N.T.S.

THEMATIC STREET TREES WITHIN LANDSCAPE ISLANDS TO BE EXCLUDED WITHIN PARCELS 12 & 13 PROJECT LIMITS DUE TO RWCD FACILITY CONFLICTS.



PRIVATE DRIVE (NO PARKING) C-C

N.T.S.

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The Traditions at Cooley Station
Gilbert, Arizona

Street Sections

Revisions:

| No. | Description |
|-----|-------------|
| | |
| | |
| | |



Designer: DBA
Drawn by: DBA

Preliminary
Not For
Construction
Or
Recording

Job No.
21-1131

Sheet No.
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