



Planning Commission Study Session

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: OCTOBER 5, 2022

SUBJECT: GP22-11, Z22-10 BELLA STORIA

STRATEGIC INITIATIVE: Exceptional Built Environment

To allow for a General Plan amendment and Rezoning to accommodate a single family residential, multi-family residential and commercial/retail master planned development on vacant property in the Gateway Character Area near the Phoenix-Mesa Gateway Airport.

REQUEST

- A. GP22-11 BELLA STORIA: Request for Minor General Plan Amendment to change the land use classification on approximately 7.18 acres located at the northwest corner of Power Rd. and Williams Field Rd. from General Commercial to Residential > 14-25 DU/Acre Land Use Classification.
- B. Z22-10 BELLA STORIA: Request to rezone approximately 79.71 acres located at the northwest corner of Power Rd. and Williams Field Rd. from Maricopa County Rural-43 (RU-43) Zoning District to 30.94 acres of Town of Gilbert Multi-Family Medium (MF/M) zoning district, 24.94 acres of Single Family Detached (SF-D) Zoning District, 16.58 acres of General Commercial (GC) zoning district and 7.25 acres of Single Family Attached (SF-A) zoning district, with a Planned Area Development overlay (PAD).

RECOMMENDED MOTION

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

APPLICANT

Company: Pew & Lake, PLC
Name: Ralph Pew/Sarah Fitzgerald
Address: 1744 S. Val Vista Drive Suite 217
Mesa, AZ 85204
Phone: 480-461-4670
Email: ralph.pew@pewandlake.com

OWNER

Name: Francesca Muscarello
Address: N/A
N/A
N/A
dibellaproperties@gmail.com

BACKGROUND/DISCUSSION

Overview

The applicant is requesting to change the general plan land use classification on 7.18 acres within a 79.71 acre master plan from General Commercial to Residential > 14-25 DU/Acre Land Use Classification; and a rezoning request from Maricopa County Rural-43 (RU-43) Zoning District to 30.94 acres of Town of Gilbert Multi-Family Medium (MF/M) zoning district, 24.94 acres of Single Family Detached (SF-D) Zoning District, 16.58 acres of General Commercial (GC) zoning district and 7.25 acres of Single Family Attached (SF-A) zoning district, with a Planned Area Development overlay (PAD) for the development of a master planned community consisting of single family residential, multi-family residential and commercial/retail at the northwest corner of Power Rd. and Williams Field Rd.

Staff notes a concurrent annexation application is being processed to bring the subject site under the jurisdiction of the Town of Gilbert.

Surrounding Land Use & Zoning Designations:

	Existing Land Use Classification	Existing Zoning	Existing Use
North	General Office (GO) & General Commercial (GC)	General Commercial (GC) & Business Park (BP)	CubeSmart Self Storage, Sunrise Pre-School & offices
South	General Office (GO) & General Commercial (GC)	Shopping Center (SC) & General Office (GO)	Vacant Land
East	Residential > 14 - 25 DU/Acre & City of Mesa	Multi-Family/Medium (MF/M) and City of Mesa	Power Rd. then RWCD Canal and Gateway Apartments

West	Residential > 5 - 8 DU/Acre, Residential > 8 - 14 DU/Acre & Residential > 14 - 25 DU/Acre	Multi-Family/Medium (MF/M) & Single Family Detached (SF-D)	University of North Dakota Aerospace dorms, Solana Town Center & The Willows
Site	Residential > 14 - 25 DU/Acre & General Commercial (GC)	Maricopa County Rural-43 (RU-43)	Vacant Land farm land and existing commercial buildings

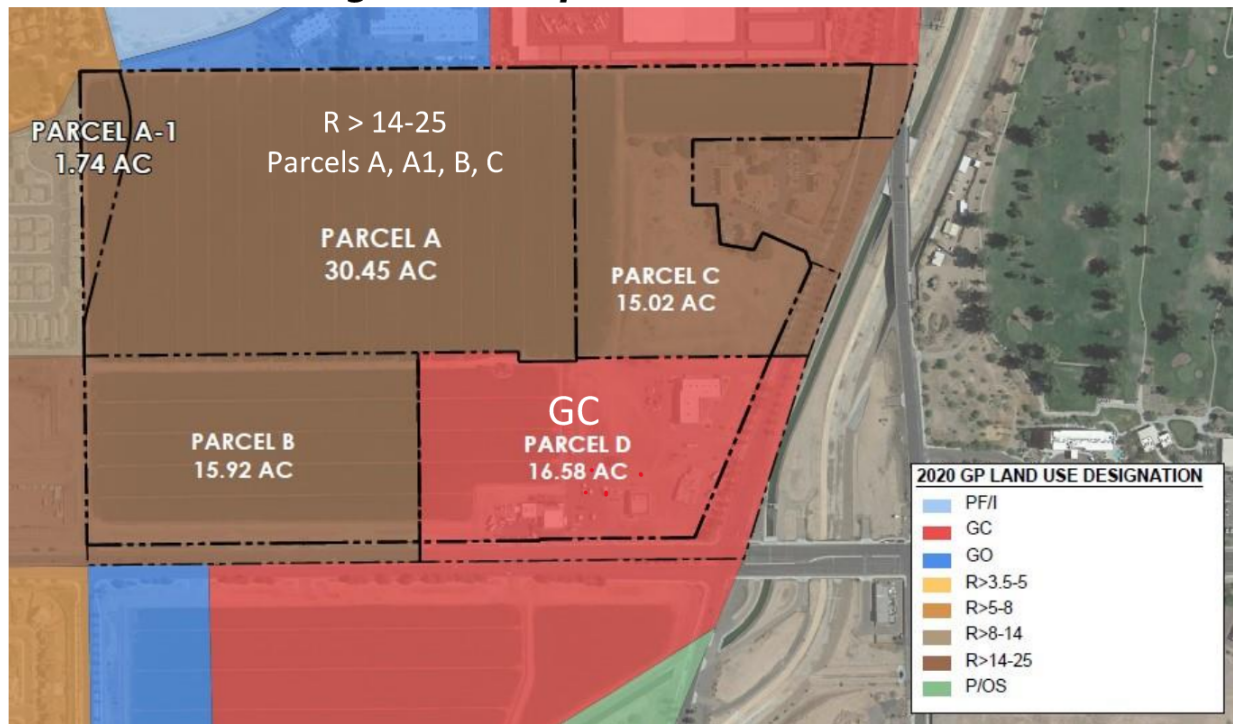
General Plan Amendment:

The existing land use classifications on the overall 79.71-acre development site consist of 55.95 acres of Residential > 14-25 DU/Acre and 23.76 acres of General Commercial. The applicant is proposing a minor General Plan Amendment to change the land use designation on approximately 7.18 acres within a 79.71-acre master plan from General Commercial to Residential > 14-25 DU/Acre Land Use Classification.

Figure 3- Existing General Plan



Figure 4- Proposed General Plan



The site which is currently located in the Gateway Character Area of the Town is a Maricopa County island and proposed to be annexed. Currently, this site is predominately used for agricultural purposes, with existing retail and service uses at the southeast corner that were permitted and developed in Maricopa County. On the north side of the property there is a self-storage facility, Fincher Fields subdivision and student housing under construction for the University of North Dakota Aerospace training center to the west, and vacant agricultural land on the south side of the property across Williams Field Road. To the east is Power Road, the entrance to Phoenix-Mesa Gateway Airport and the ASU Polytechnic campus. There is an irregularly shaped property on the north/eastern boundary of the property that is the Williams Gateway apartment complex and is under different ownership than the subject parcel.

General Plan Goals & Policies:

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

GOAL CM-1: Encourage A Balanced Land Use Framework

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

According to the Applicant, the owner is proposing a minor reduction in the total commercial acreage at this location to optimize the commercial viability and to avoid retail oversaturation. The proposed configuration will allow for integrated access to and from the surrounding residential uses.

GOAL CM-2: Focus on Quality Development

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

According to the Applicant, The Bella Storia development has been proposed to fit the Gateway Character Area design standards. The overall development is devoted to providing a high quality commercial and residential areas with connectivity and walkability. The attractive appearance that is developed throughout Gilbert will be continued. The project is designed to be a local community destination where residents have access to a variety of resources.

GOAL CM-3: Foster Vibrant Gathering Places

According to the Applicant, within the commercial and residential elements of the plan there are gathering places that will be used as a place where community members can congregate.

GOAL OP-1: Encourage Job Growth

According to the Applicant, the commercial development will consist of retail which will help provide employment opportunities for those in the area.

GOAL OP-3: Maintain Public Safety

Policy 29: Promote access management and safety in commercial areas.

According to the Applicant, the project is designed to limit the number of vehicle-vehicle and vehicle-pedestrian conflicting movements.

GOAL CN-1: Effectively Manage Congestion

GOAL CN-3: Enhance Travel Safety

According to the Applicant, the developer is working with the Town and has prepared a Traffic Impact Analysis that determined that new signals must be installed along Williams Field Road. The street improvements will manage and improve traffic congestion.

Rezoning Request:

The applicant is requesting to rezone the subject site from Maricopa County Rural-43 (RU-43) Zoning District to 30.94 acres of Town of Gilbert Multi-Family Medium

(MF/M) zoning district, 24.94 acres of Single Family Detached (SF-D) Zoning District, 16.58 acres of General Commercial (GC) zoning district and 7.25 acres of Single Family Attached (SF-A) zoning district, with a Planned Area Development overlay (PAD) for the development of a master planned community consisting of single family residential, multi-family residential and commercial/retail.

Figure 2- Existing Zoning

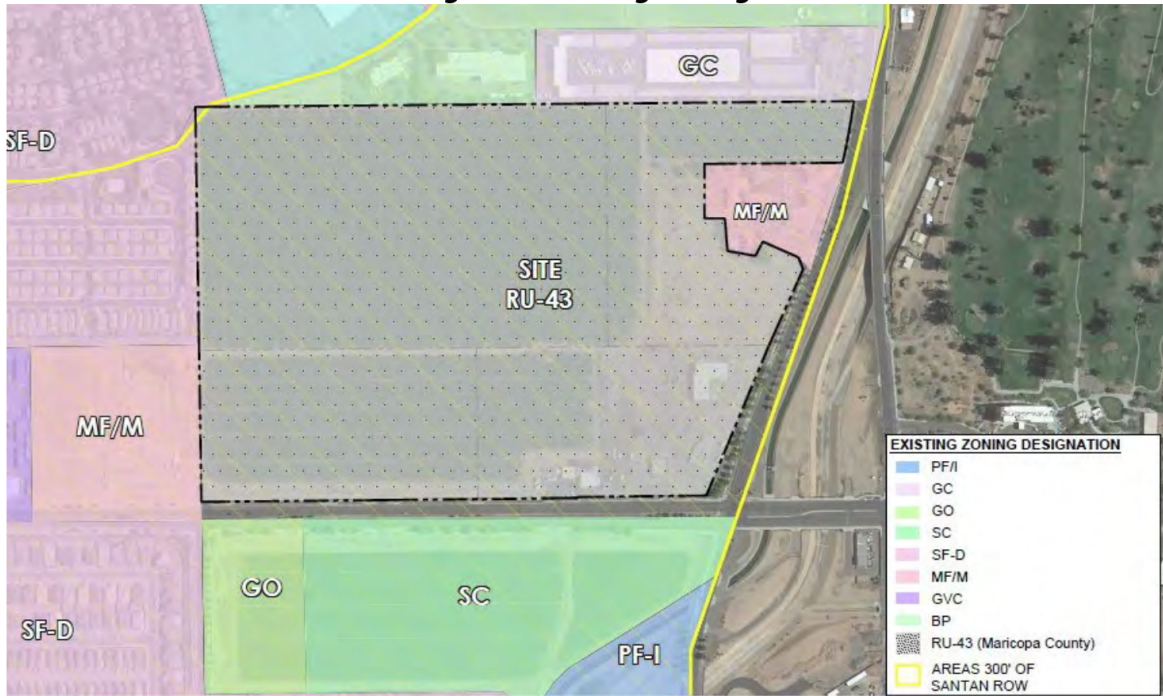
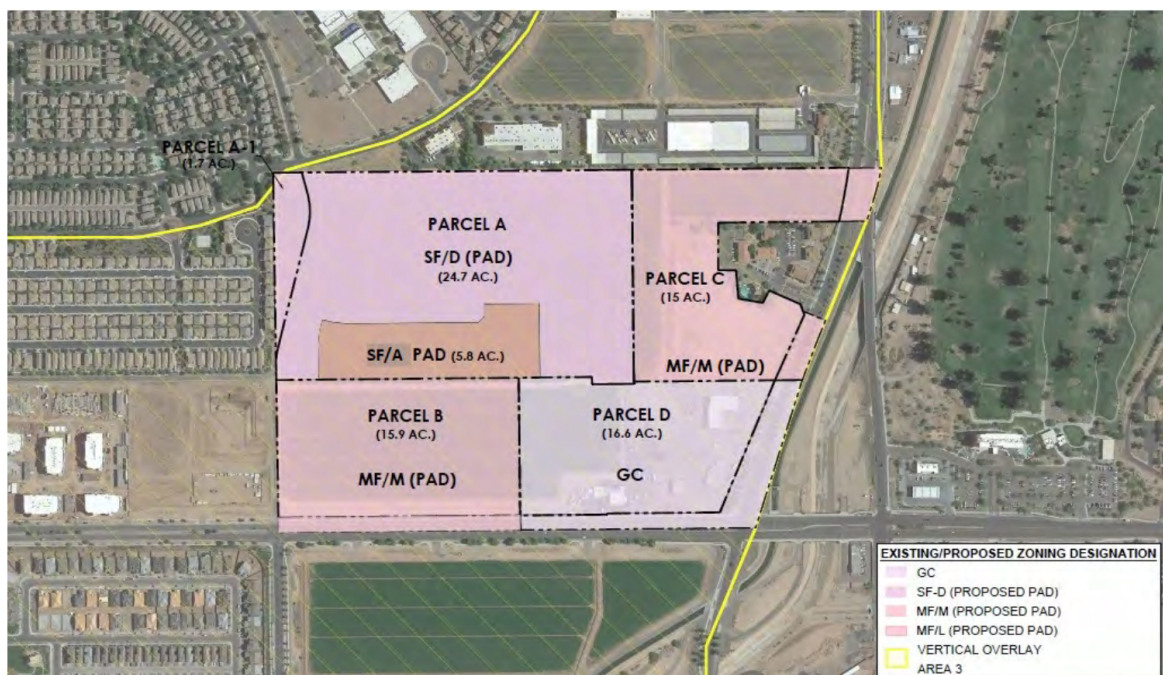


Figure 3- Proposed Zoning



Commercial:

The commercial development on the arterial corner is planned as a 16.6-acre center consisting of a total of 104,670 sf of total retail/commercial space for smaller retail users like specialty grocers, shops, and restaurants. As shown on the Conceptual Plan, there are various open and gathering spaces, including a “main street” design on the western portion of the commercial property creating a commercial space that can serve as a pedestrian friendly community gathering area, consistent with the Gateway Character Area.

Please note during first review Staff has expressed that we do not support the typical auto oriented shopping center design proposed for most of this prime corner which is located within the Gateway Character Area. A more unique pedestrian focused neo-traditional style commercial/retail design that complies with the vision of the Gateway Character Area goals and policies, and that highly complements some of the projects constructed and currently under review within the Cooley Station development to the west, is desired at this corner. In addition, Staff has also expressed that a higher level of horizontal integration consisting of enhanced pedestrian connectivity with the surrounding residential developments must be improved.

Multi-Family Residential:

Multi-family housing is proposed on the southwest and northeast portions of the site along both Williams Field and Power Roads and consists of two separate apartment complexes totaling 851 units in three story buildings, with each one consisting of approximately 22 Du/Acre with the building along the perimeter and parking in the center of each site. The multi-family buildings will contain a generous landscape buffer and parking in the center of the development with the buildings pulled right up to the street frontages. Apartments will feature one-, two- and three-bedroom units. They will range in size from approximately 680 to 1,500 square feet.

During first review Staff has expressed that all units on the ground floor facing a street and commercial development must be designed so each unit has direct pedestrian access. This will foster a more pedestrian oriented streetscape and a higher level of horizontal integration with more intense uses such as commercial development. This type of pedestrian connectivity fits in with the goals, policies and overall vision of the Gateway Character Area and is already established and planned directly to the west of this project in Cooley Station.

Single Family Residential:

Single-family attached and detached products with direct access to the commercial development are proposed at the north end of the development on approximately 30 acres abutting similar housing types within the Solana Town Center and The Willows residential developments within Cooley Station. A total of 238 lots at 7.4 Du/Acre is being proposed and will consist of cluster homes, alley duplexes and detached homes on 47' wide lots with floorplans that range in size from 1,300 to 2,554 square feet.

Upon working with Staff, the applicant is proposing to extend Haskell St. to the west of the project in Cooley Station from Somerton Blvd. to the proposed commercial development, however, Staff has commented during the first review that all single family units facing this road extension must front the street providing a similar pedestrian oriented design to what is constructed to the west along Haskell St. In addition, Staff highly recommends that a street oriented front design for all homes be provided along all streets within the development creating a higher quality pedestrian experience for future residents. Staff has also commented that enhanced horizontal integration and additional pedestrian connectivity be provided to the commercial development. Since the issuance of first review comments the applicant has informed Staff that while not represented on the renderings all homes will provide a street oriented front design and the proper horizontal integration will be provided.

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 General Commercial (GC) District

Site Development Regulations	Required per LDC GC	Proposed GC PAD
Maximum Building Height (ft.)	45'	45'
Minimum Building Setbacks (ft.)		
Front	25'	10' (Power Rd.)
Side (Street)	20'	5' (Williams Field Rd.)
Side (Residential)	75'	* 60' Northern Boundary)

Rear (Residential)	75'	* 30' (Western Boundary)
Separation Between Buildings (ft.)		
Single Story	15'	10'
Multiple Story	20'	20'
Minimum Required Perimeter Landscape Area (ft.)		
Front	25'	10' (Power Rd.)
Side (Street)	20'	5' (Williams Field Rd.)
Side (Residential)	40'	* 30' (Northern Boundary)
Rear (Residential)	40'	* 30' (Western Boundary)
Landscaping (% of net site area)	15%	15%

** 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 and no deviation is needed.*

Site Development Regulations for Multi-Family Medium (MF/M) District Parcel B

Site Development Regulations	Required per LDC MF/M	Proposed MF/M PAD
Minimum Parcel Area (sq. ft.)	20,000	20,000
Maximum Building Height (ft.)/Stories	40' (56'/4 stories per vertical overlay)	50'
Building Stepback	100 feet from any lot line of a single family dwelling unit/use, buildings shall be stepped back one (1) horizontal foot for every vertical foot of the building that rises above two (2) stories as measured from the face of the second floor including balconies and decks.	90'
Minimum Building Setbacks (ft.)		
Front	30'	30' (Somerton Blvd.)
Side (Single Family)	30'	30' (Haskell St.)

Side (Street)	30'	30' (Williams Field Rd.)
Rear (Non-Residential)	20'	20' (Eastern Boundary)
Separation Between Buildings (ft.)		
Single or two story	20'	20'
Minimum Required Perimeter Landscape Area (ft.)		
Front	20'	20' (Somerton Blvd.)
Side (Single Family)	20'	20' (Haskell St.)
Side (Street)	20'	20' (Williams Field Rd.)
Rear (Non-Residential)	20'	15' (Eastern Boundary)
Private Open Space (sq. ft.)	60	50
Common Open Space (minimum)	40% of net site	32%

Site Development Regulations for Multi-Family Medium (MF/M) District Parcel C

Site Development Regulations	Required per LDC MF/M	Proposed MF/M PAD
Minimum Parcel Area (sq. ft.)	20,000	20,000
Maximum Building Height (ft.)/Stories	40' (56'/4 stories per vertical overlay)	50'
Minimum Building Setbacks (ft.)		
Front	30'	30' (Power Rd.)
Side (Non-Residential)	20'	20' (Northern Boundary)
Side (Non-Residential)	20'	30' (Southern Boundary)
Side (Multi-Family)	20'	20' (Next to Gateway Apartments)

Rear (Single Family)	30'	20' (Western Boundary)
Separation Between Buildings (ft.)		
Single or two story	20'	20'
Minimum Required Perimeter Landscape Area (ft.)		
Front	20'	30' (Power Rd.)
Side (Non-Residential)	15'	15' (Northern Boundary)
Side (Non-Residential)	15'	15' (Southern Boundary)
Side (Multi-Family)	15'	15' (Next to Gateway Apartments)
Rear (Single Family)	20'	20' (Western Boundary)
Private Open Space (sq. ft.)	60	60
Common Open Space (minimum)	40% of net site	39.28%

Site Development Regulations for Single-Family Detached (SF/D)

Site Development Regulations	Required per LDC SF/D	Proposed SF/D PAD
Minimum Lot Area (sf.)	3,000	2,300
Minimum Lot Dimensions (ft.) Width Depth	N/A	
Maximum Height (ft./stories)	36'/3 stories	36'/3 stories
Minimum Building Setbacks (ft.)		
Front	10'	10'
Side	0' or 5'	0' or 5'
Rear	10'	10'
Maximum Lot Coverage (%)		
One Story	60%	N/A
Two/Three Story	50%	65%

Site Development Regulations for Single-Family Attached (SF/A)

Site Development Regulations	Required per LDC SF/D	Proposed SF/D PAD
Minimum Lot Area (sf.)	2,000	2,000

Minimum Lot Dimensions (ft.) Width Depth	N/A	
Maximum Height (ft./stories)	36'/3 stories	36'/3 stories
Minimum Building Setbacks (ft.)		
Front	10'	10'
Side	0' or 5'	0' or 5'
Rear	10'	0'
Maximum Lot Coverage (%)		
One Story	65%	N/A
Two/Three Story	55%	60%
Separation Between Buildings	15'	10'

Building and Landscape Setbacks:

As the above tables identify, the applicant is requesting deviations from some of the building and landscape setbacks required per the GC, MF/M, SF-A and SF-D zoning districts development standards. According to the applicant, *“The proposed deviations allow the project to develop in a manner that reflects the design intent and visions of both the Gateway Character Area and Bella Storia by orienting buildings closer to the perimeter boundary for the purpose of activating the streetscape and creating a more connected walkable mixed-use urban project.”*

A large majority of the building and landscape setbacks are being requested in the GC zoning district. Staff does not support large reductions in the setbacks along Williams Field and Power Roads as the proposed 10' and 5' setbacks would leave little room for appropriate street trees along the frontages and place the buildings, parking spaces and drive through lanes too close to the street providing an unsafe and unsightly environment. Town Staff has approved a more urban cross section further west of the site within Cooley Station with larger more prominent buildings setback as close as 18'-20' all the way to the front setback including direct pedestrian access out to the street, high quality hardscaping and street trees creating a higher quality pedestrian environment.

100' Building Stepback for MF/M Parcel B:

A deviation for the required 100' step back has not been added to the applicant's request, but it has been mentioned by Town Staff during the first review.

Town Staff will not support a reduction in the required 100' step back requirement as there appears to be plenty of room to move the buildings 10' to comply with the requirement.

50-foot by 250-foot landscape setback at arterial to arterial intersection (Power and Williams Field Intersection) and landscape island spacing:

A deviation for the required 50'x250' landscape setback at the corner of Power Rd. has not yet been added to the applicant's request but has been mentioned by Town Staff during the first review.

Town Staff does not support a reduction to the required 50'x250' landscape setback at the intersection at Power Rd & Williams Field Rd. as it is a primary intersection in the Town where the 50'x250' landscape setback is necessary to create a high quality street presence and to minimize negative impacts to the public and the proposed development at such a busy intersection/corner.

Increase of Building Heights in the MF/M zoning districts:

Please note that both MF/M developments are located in Vertical Development Overlay Zoning District Area 3 which allows a base max height of 56'/4 stories by right. However base and bonus building heights and reduced setbacks per LDC Section 4.5.5 are only permitted 200 ft. or more from property designated for residential uses at a density less than 14 DU/Acre in the General Plan. It doesn't appear based on the gross density of 13.48 DU/Acre of the proposed residential GP designation to the north that the applicant will qualify for the additional height.

During first review Staff made the applicant aware that additional density is needed to meet the minimum density range of 14 Du/Acre to comply with the proposed General Plan designation for the residential portion of the development.

Reduction in Private and Common Open Space:

Staff does not support a reduction in the common open space percentages as there is plenty of site area to provide the required 40%.

PUBLIC NOTIFICATION AND INPUT

A virtual neighborhood meeting was held on January 27, 2022. Two surrounding property owners/residents attended the meeting. The general site design was shared with the attendees who asked questions about where the potential grocery store would go and whether or not only two-story homes will be proposed. Both residents were in support of the project and had no concerns.

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

REQUESTED INPUT

1. Proposed General Plan Amendment
2. Proposed PAD Rezone and deviations
3. Horizontal Integration

4. Pedestrian Access to streets and adjacent commercial

Respectfully submitted,



Keith Newman,
Senior Planner

Attachments and Enclosures:

- 1) Aerial Photo
- 2) Applicant's Narratives (11 pages)
- 3) General Plan Exhibit
- 4) Zoning Exhibit
- 5) Development Plan (6 pages)



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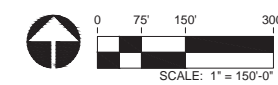
Aerial Photography Date:



4900 N. Scottsdale Rd. Suite 1200
Scottsdale, Arizona 85251
Tel: 480.994.0994
www.rviplanning.com

BELLA STORIA • PARCEL MAP

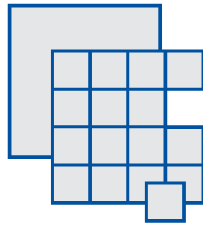
- GILBERT, AZ
- 2022-06-07
- # 21003363
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Information furnished regarding this property is from sources deemed reliable. RVI has not made an independent investigation of these sources and no warranty is made as to their accuracy or completeness. This plan is conceptual, subject to change, and does not represent any regulatory approval.

Bella Storia

Northwest corner of Power Road & Williams Field Road
- Minor General Plan Amendment Project Narrative -



Pew & Lake, P.L.C.
Real Estate and Land Use Attorneys

Applicant

W. Ralph Pew, PEW & LAKE, PLC
Sarah Fitzgerald, PEW & LAKE, PLC
1744 S. Val Vista Dr. Suite 217
Mesa, AZ 85204

On Behalf of

Power Road – Williams Field LLC
“Owner”/Commercial Developer



DAVIS
DEVELOPMENT

Residential Developer



Residential Developer

07/11/2022

Introduction

Pew & Lake, on behalf of Power Road Williams Field LLC (Di Bella Family), The New Home Company and Davis Development, is pleased to submit this project narrative and exhibits for a proposed Minor General Plan Amendment. The property is approximately 79.71 acres located at the northwest corner of Power and Williams Field Roads on unincorporated Maricopa County land within the Town of Gilbert planning area. The proposed development site is also known as Maricopa County Assessor's Parcel number 304-38-015N and shown in the **Figure 1** below.

Figure 1: Site Aerial



Relationship to Surrounding Properties

The site is predominately used for an agricultural purpose, with a smattering of retail uses at the southeast corner. On the north side of the property there is a self-storage facility, on the west side of the property there is the Fincher Fields subdivision and student housing is under construction for the University of North Dakota Aerospace training center. On the south side of the property, across Williams Field Road, is vacant agricultural property. To the east is Power Road, the entrance to Phoenix-Mesa Gateway Airport and the ASU Polytechnic campus. There is an irregularly shaped property on the north/eastern boundary of the property that is the Williams Gateway apartment complex and is under different ownership than the subject parcel. **Table 1** on the next page illustrates the Property's relationship to the surrounding area.

The adjacent properties include health care offices, self-storage, multi-family residential, single-family residential, and student housing.

Table 1- Relationship to Surrounding Area

	General Plan Designation	Zoning Classification	Existing Use
North	General Office and General Commercial	General Commercial	Apria Healthcare, CubeSmart Self Storage
South	General Commercial and General Office	Shopping Center and General Office	Vacant Agricultural
East	Specialty District (City of Mesa)	RS-43	Williams Gateway Apartments, Power Road, RWCD canal
West	Residential >8-14, and 14-25	Multifamily/Medium & Single Family-Detached	Fincher Fields Community, UND Student Housing
Project Site	General Commercial & Residential >14-25 DU/AC	RU-43	Vacant/Commercial

Existing General Plan Designations and Zoning Classification

The site is currently designated in the Town’s General Plan as both Residential > 14-25 du/ac and General Commercial GC, as shown in **Figure 2** below. The site lies within the Gateway Character Area of the General Plan. “The Gateway purpose is to enhance Gilbert’s unique identity and encourage development of traditional village/neighborhood design concepts, which are reminiscent of the heritage of Gilbert. It promotes pedestrian, bicycle, transit-oriented design and integrates residential, commercial, employment land uses.” (pg.126 2020 Gilbert General Plan) The site is located in area 3 of the Vertical Development Overlay District.

Figure 2: Town of Gilbert General Plan Designation

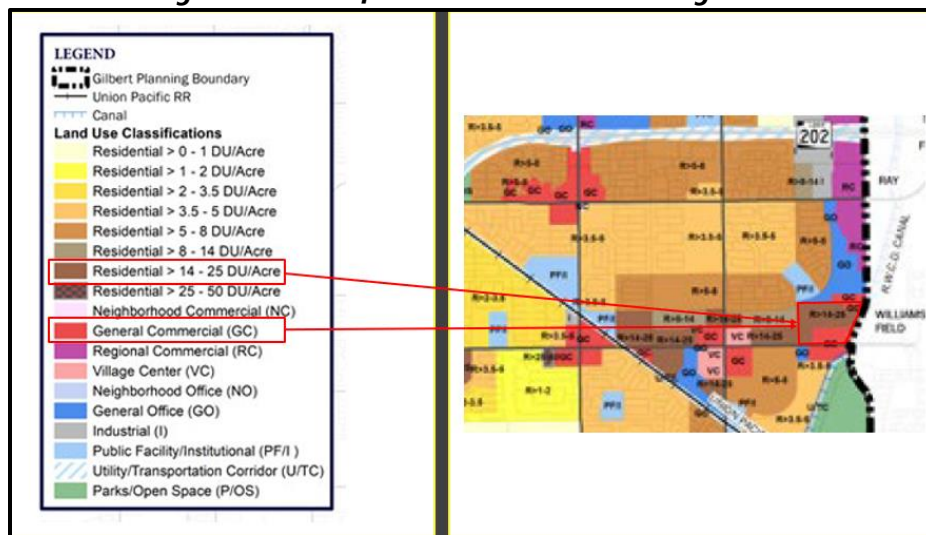
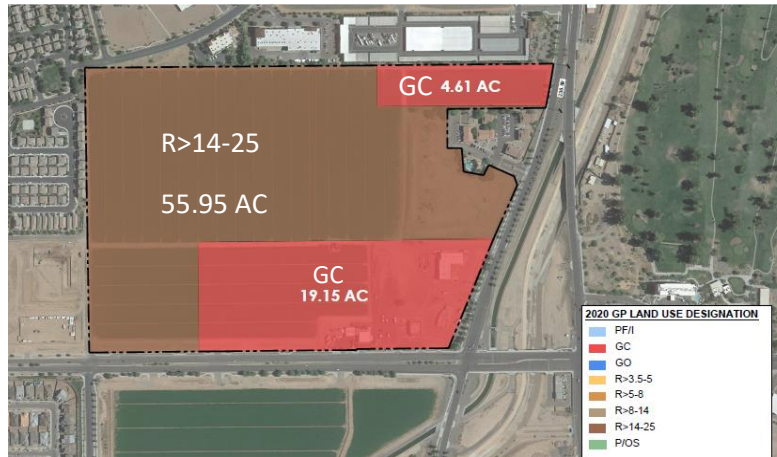


Figure 3, shown below, illustrates the current General Plan designations on the property.

Figure 3- Existing General Plan

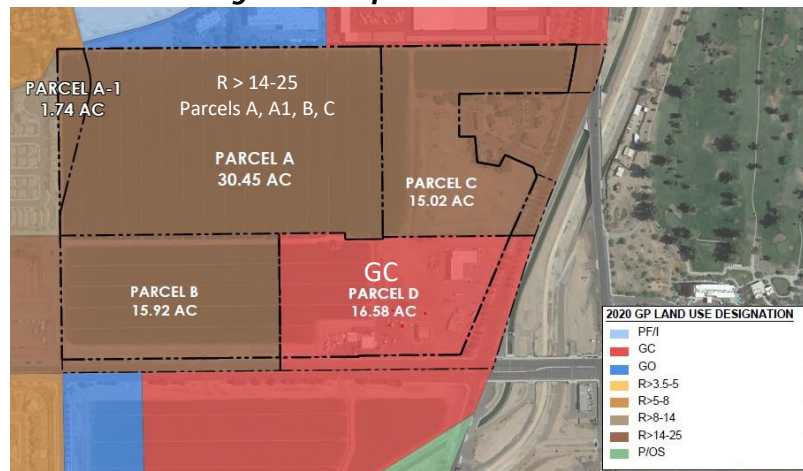


Our Request

The Minor General Plan Amendment will: (i) change the General Commercial designation to Residential > 14-25 on the 4.61-acre orphaned land in the northeast corner of the parcel and (ii) change 2.57 acres from general commercial to Residential > 14-25 to right size the General Commercial designation to 16.58 acres at the northwest corner of Williams Field & Power Road.

Based on market exposure and retail absorption in the area, the Owner has been advised by experienced and reputable industry experts the 16.58 acres of General Commercial development. The proposed configuration at this intersection is optimal and achievable. The right in and right out on Power Road is a practical impediment to a larger development. Because this Property is in the GCA the goal is to achieve a commercial center that is well integrated with the surrounding residential uses and will promote sustainability. In that regard, the 16.58 acres of commercial at this intersection will create a vibrant and synergetic retail center.

Figure 4- Proposed General Plan



General Plan Analysis

The Town's Minor General Plan Amendment application procedures require that the Applicant address the following findings in support of the proposed amendment:

1. Why is the current General Plan designation not suitable?

- ✓ The portion of the land designated GC in the northeast corner has only 230 feet of frontage on Power Road and is more than 700 feet long. Limited visibility and access along with the narrow depth of this property results in the extreme lack of commercial development potential. The land is much more suitable for the Residential > 14-25 designation that is consistent with the surrounding property.
- ✓ This minor GPA also proposes to change approximately 2.57 acres of GC at the NWC of Williams Field Road and Power from GC to Residential >14-25. This will facilitate the development of a GC retail shopping area that is optimal in size and configuration for the Bella Stora PAD.

2. How the proposed change is compatible with adjacent properties and other elements of the General Plan.

- ✓ The proposed minor amendment to the Town's General Plan results in approximately 6.83 acres of land being reclassified as Residential >14-25 which is seamlessly compatible and consistent with the Residential >14-25 designation on land adjacent to the areas being proposed for change.

3. Any unique physical characteristics of the site that present opportunities or constraints for development under the existing designation.

- ✓ There are no unique characteristics of this property that would present either a constraint or unique opportunity for development.

4. Explanation on the availability of public utilities and services.

- ✓ As noted in the pre-app comments received from the Town staff and included with this submittal, there are 8" sewer and water lines existing along Williams Field Road. Additionally, there is an existing 12" water line along Power Road. Overhead utility lines less than 69 kV, including utility lines attached to such poles, will be placed underground as part of the development of this project. Accordingly, there are adequate utilities in place to support this Minor General Plan Amendment.

Table 2- Public Utilities and Services

Utility/Service	Provider Contact
Water	Gilbert – Utilities Division 480-503-6800
Gas	Southwest Gas – swgas.com
Electric	Salt River Project – srpnet.com
Telecommunications/Internet	COX, CenturyLink
Police	Gilbert Police – 480-503-6500
Ambulance	Ambulance Services – 480-503-6137
Fire	Gilbert Fire Administration – 480-503-6300
Trash/Recycle	Gilbert Solid Waste – gilbertaz.gov/SolidWaste
Sewer	Gilbert – Utilities Division – 480-503-6800

5. Proposed fiscal impact for future development based on evaluation of projected revenues and additional cost of providing public facilities and services to accommodate project increases or decreases in population and development

- ✓ The minor changes in the land use designation in this application will have a de minimis impact on future economic and demographic models.

6. How the proposed amendment affects the ability to the community to sustain the physical and cultural resources, including air quality, water quality, energy, natural and human-made resources necessary to meet demands of present and future residents

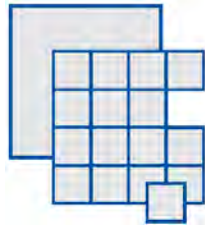
- ✓ The minor changes in the land use designation will not have an impact on the community’s ability to sustain physical and cultural resources.

Conclusion

The requested minor amendment to the Town’s General Plan will preserve the two existing general plan categories on the 79.71-acre parcel today and will simply reconfigure approximately 6.83 acres of the total project area into optimal land use designations and configurations.

Bella Storia

Northwest corner of Power Road & Williams Field Road
- Rezone Project Narrative -



Pew & Lake, P.L.C.
Real Estate and Land Use Attorneys

Applicant

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On Behalf of

Power Road – Williams Field LLC
"Owner"/Commercial Developer



DAVIS
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Figure 1: Site Aerial



History

Cosimo & Mary Di Bella, and daughter Giovanna, moved from Chicago, IL to Mesa, AZ in 1966. Cosimo chose the East Valley for two reasons: climate and opportunity. Shortly after arriving, a family friend rented them a small café at the corner of Higley & Williams Field and Cosmo's Italian Restaurant was born. It quickly became a hit with nearby residents, farmers, and numerous armed service members stationed at Williams Field Air Force Base. At the time, "Willy," as it was affectionately known, was the largest Air Force flight training base in the U.S. with tens of thousands of student pilots from around the world passing through its doors – and visiting Cosmo's Italian Restaurant. The restaurant outgrew its original location and in 1970 the Family relocated to a building that Cosimo himself built at the northwest corner of Power & Williams Field, where it operated with

Italian pride for 32 years until it was closed in 2002. Starting in 1966, the Family began acquiring the land around the restaurant, which eventually became the parcel it is today. Over the years, Cosimo built other commercial buildings on the property that have served dozens of local businesses and numerous residents. Giovanna Di Bella Muscarello has continued the Family real estate business along with her two children, Francesca and Vincenzo. This new generation of the Di Bella Family is now ready to redevelop the property and is proud partners with The New Home Company and Davis Development as they collectively bring Bella Stora to Gilbert.

Design Guidelines

General design guidelines have been created with the coordination and harmonious working relationship among the owner and developers. Even though it is understood that each parcel will go through an independent Design Review process with the Town, the attached commercial, single family and multifamily design guidelines will establish the framework for cohesive and symbiotic design concepts in the Bella Stora PAD.

Proposed Product Description

The Bella Stora development consists of three different products that are being cohesively planned to ensure the Gateway Character is seen throughout. The proposed development includes commercial property located on the northwest corner of Power and Williams Field Roads. Multi-Family housing is proposed on the southwest and northeast portions of the site, along the arterial roadways. Additionally, Single-Family housing is being proposed on the northwest section of the project.

The commercial development on the arterial corner is planned as a small center that will be attractive to smaller retail users like specialty grocers, shops, and restaurants. As shown on the Conceptual Plan, there is abundant open and gathering space, including a "main street" design on the western portion of the commercial property, which is important to the Property Owner for creating a commercial space that can serve as a pedestrian friendly community gathering area, consistent with the Gateway Character Area.

The multifamily buildings will contain a generous landscape buffer and parking. Apartments in the Davis multifamily communities will feature one-, two- and three-bedroom units. They will range in size from approximately 680 to 1,500 square feet. The luxury apartment communities will feature resort-stye amenities that are typical of Davis Development properties nationwide.

New Home Company is proposing a traditional single-family neighborhood placed in the northwest corner of the site. Within this portion of the community there will be single-

family courtyard, detached and paired homes with floorplans that range in size from 1,300 to 2,554 square feet.

General Plan & Zoning Compliance

The Property is located in the unincorporated area of Maricopa County and is zoned RU-43. Upon annexation, the zoning districts presented in this application will be consistent with the existing Town General Plan for this area as modified by the presented Minor General Plan Amendment.

Proposed Base Zoning Districts & Uses

Pending Annexation and Minor General Plan Amendment approval in the Town of Gilbert, the property would be assigned Town of Gilbert zoning districts of Single-Family Attached (SF/A), Multi-Family Medium Density (MF/M), Single-Family Detached (SF-D), and General Commercial (GC) with a Planned Area Development Overlay (PAD). Below, in **figures 2 and 3**, the existing and proposed zoning is shown.

Figure 2- Existing Zoning

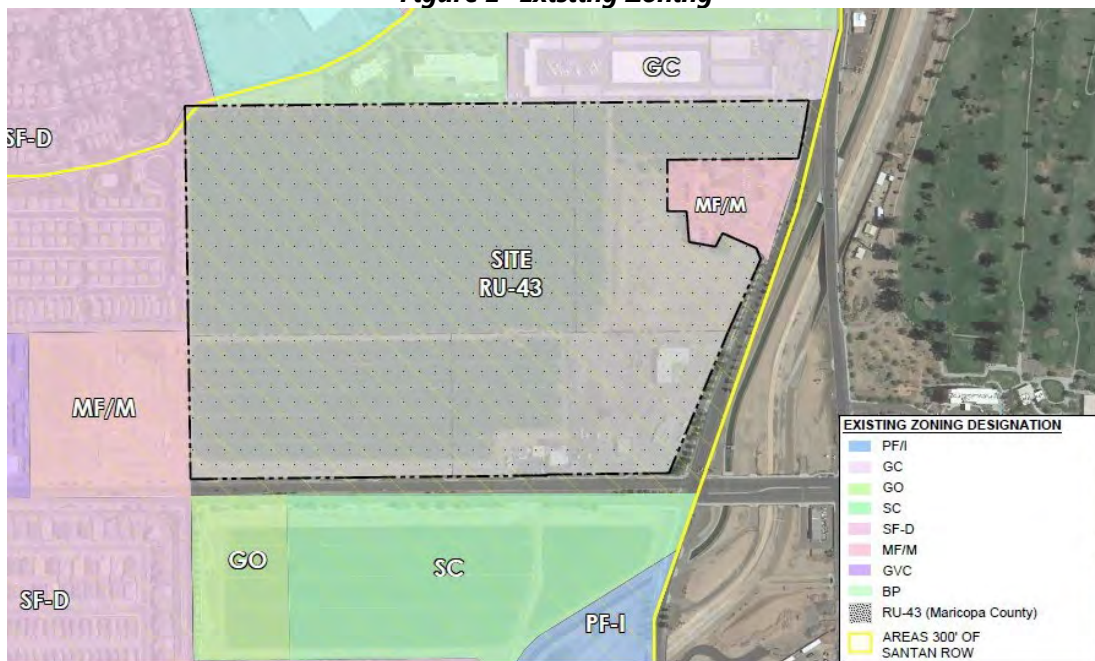
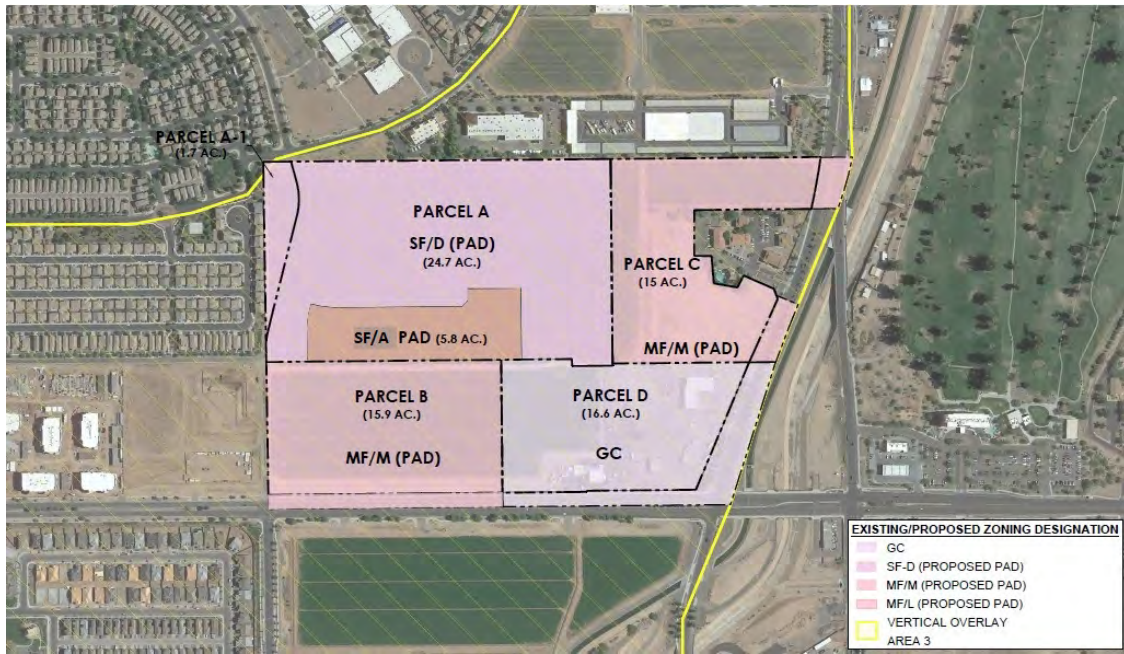
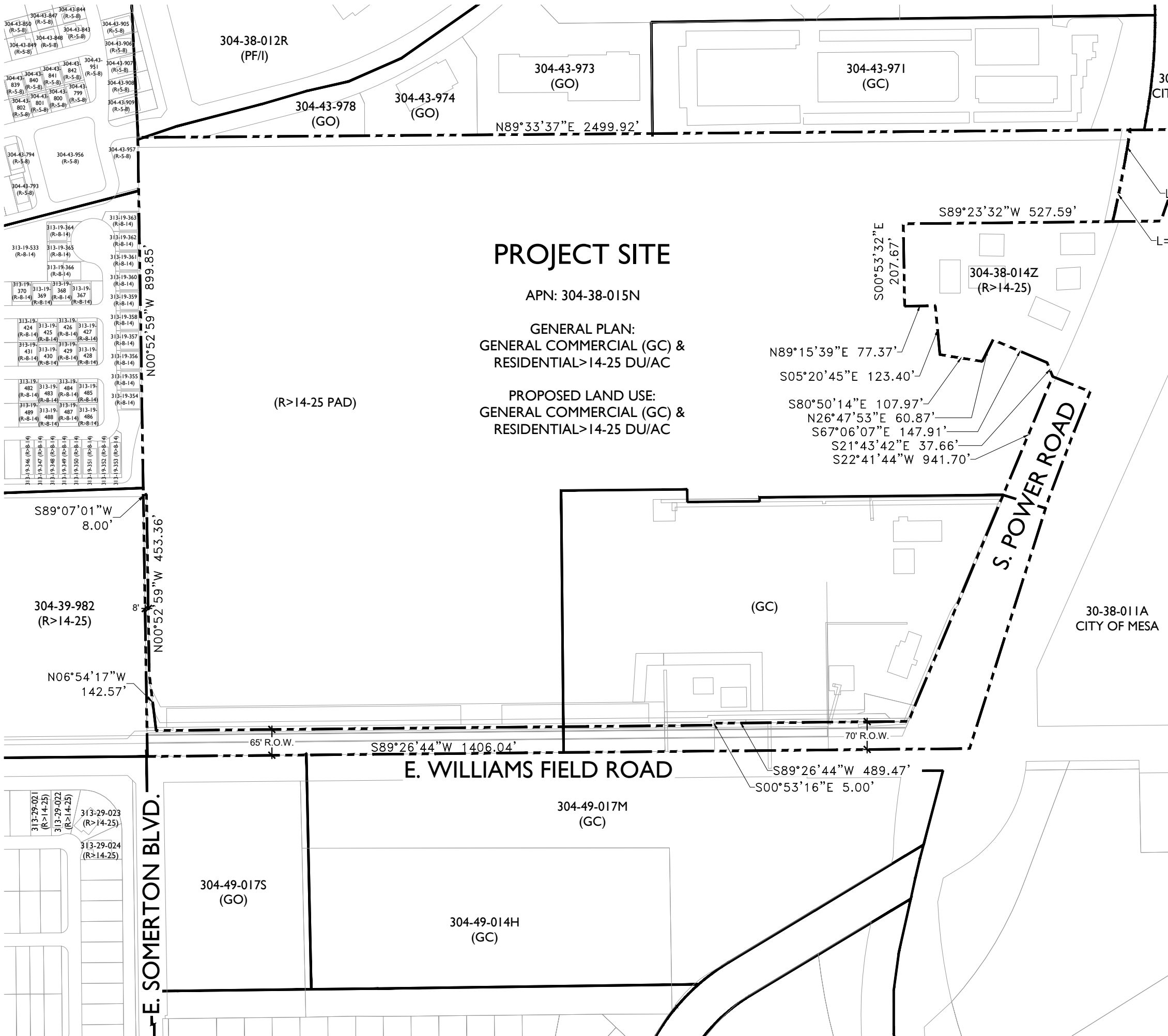


Figure 3- Proposed Zoning





PROJECT SITE

APN: 304-38-015N

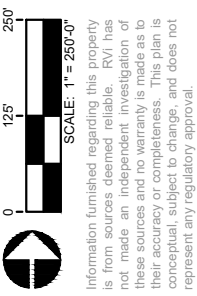
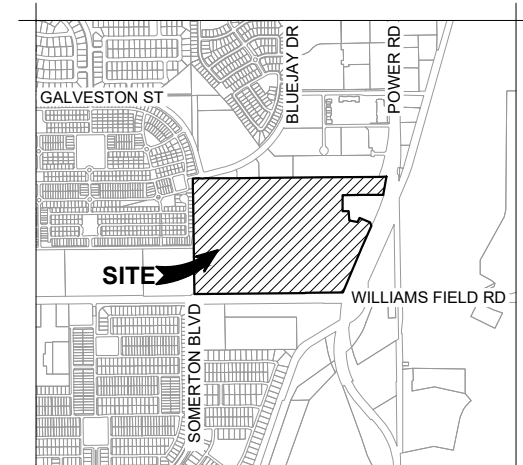
GENERAL PLAN:
 GENERAL COMMERCIAL (GC) &
 RESIDENTIAL >14-25 DU/AC

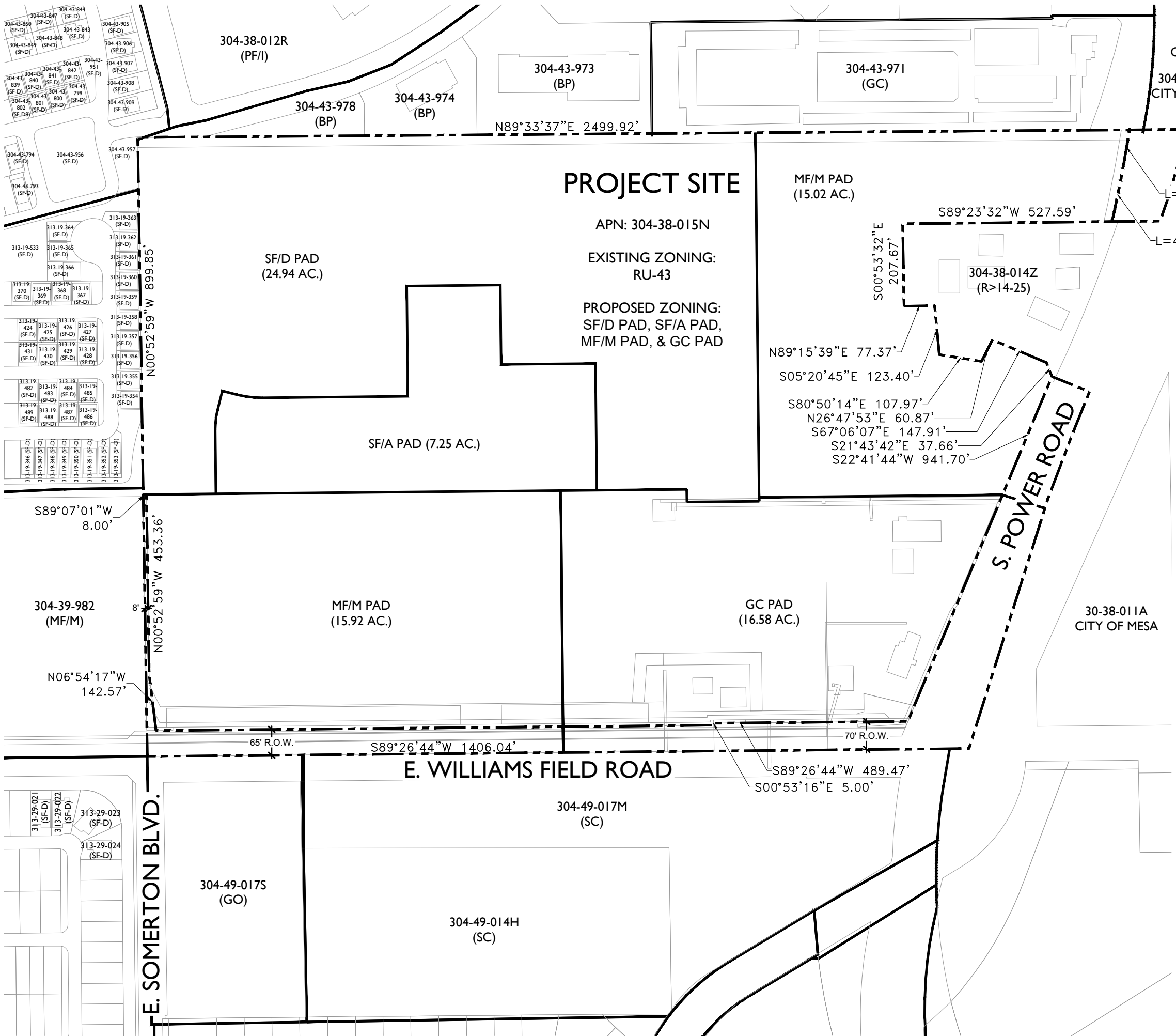
PROPOSED LAND USE:
 GENERAL COMMERCIAL (GC) &
 RESIDENTIAL >14-25 DU/AC

SITE PLAN DATA

GROSS AC.	79.71 AC.
NET AC.	73.05 AC.
APN#:	304-38-015N
EXISTING GP LU:	GC (23.41 AC. - 29.4%) & RESIDENTIAL > 14-25 DU/AC (56.30 AC. - 70.6%)
PROPOSED GP LU:	GC (16.58 AC. - 20.8%) & RESIDENTIAL > 14-25 DU/AC (63.13 AC. - 79.2%)
TOTAL # OF UNITS:	PARCEL A: 238 UNITS PARCEL B: 309 UNITS PARCEL C: 304 UNITS TOTAL: 851 UNITS
DENSITY (GROSS):	13.48 DU/AC
DENSITY (NET):	14.20 DU/AC

VICINITY MAP

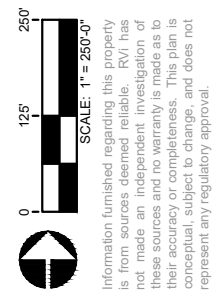
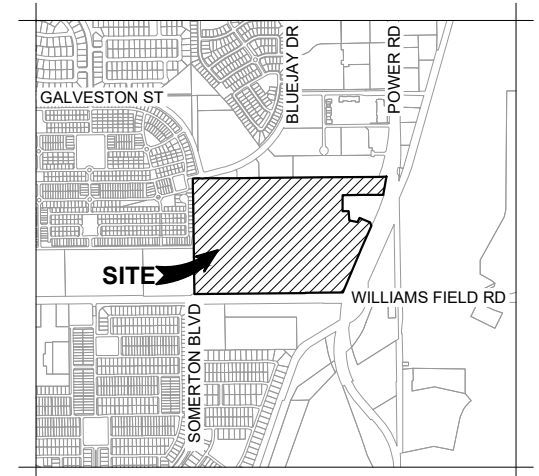




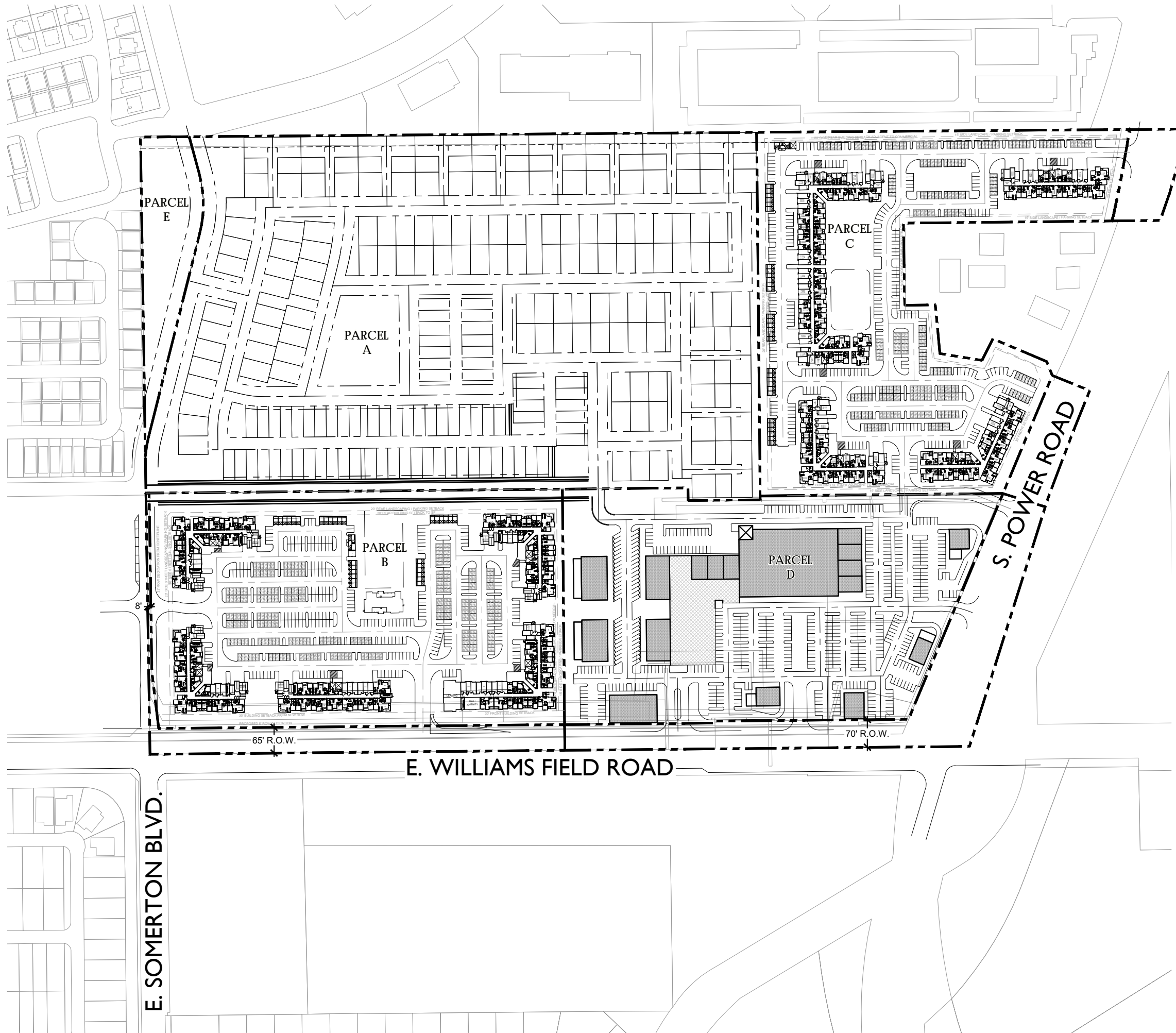
SITE PLAN DATA

GROSS AC.	79.71 AC.
NET AC.	73.05 AC.
APN#:	304-38-015N
EXISTING ZONING:	RU-43 (73.18 AC. - 100% OF NET)
PROPOSED ZONING:	SF/D PAD (24.94 AC. - 31.3%), SF/A PAD (7.25 AC. - 9.1%), MF/M PAD (30.94 AC. - 38.8%), & GC PAD (16.58 AC. - 20.8%)
TOTAL # OF UNITS:	PARCEL A: 238 UNITS PARCEL B: 309 UNITS PARCEL C: 304 UNITS TOTAL: 851 UNITS
DENSITY (GROSS):	13.48 DU/AC
DENSITY (NET):	14.20 DU/AC

VICINITY MAP



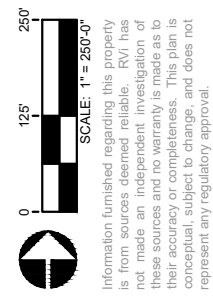
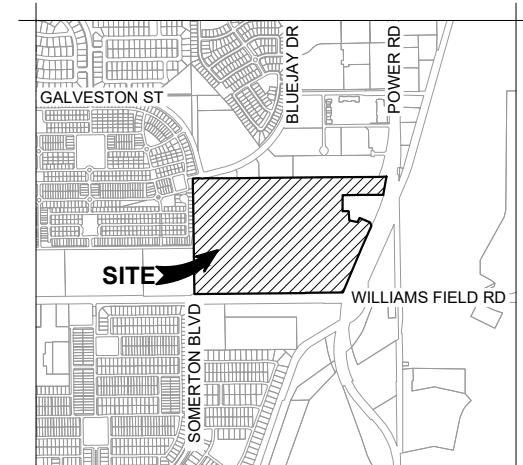
**GP22-11, Z22-10 Bella Storia
Attachment 5: Development Plan**



SITE PLAN DATA

GROSS AC.	79.71 AC.
NET AC.	73.05 AC.
APN#:	304-38-015N
EXISTING ZONING:	RU-43 (73.05 AC. - 100% OF NET)
PROPOSED ZONING:	SF/D PAD (24.94 AC. - 31.3%), SF/A PAD (7.25 AC. - 9.1%), MF/M PAD (30.9 AC. - 38.8%), & GC PAD (16.58 AC. - 20.8%)
EXISTING GP LU:	GC (23.41 AC. - 29.4%) & RESIDENTIAL > 14-25 DU/AC (56.30 AC. - 70.6%)
PROPOSED GP LU:	GC (16.58 AC. - 20.8%) & RESIDENTIAL > 14-25 DU/AC (63.13 AC. - 79.2%)
TOTAL # OF UNITS:	PARCEL A: 238 UNITS PARCEL B: 309 UNITS PARCEL C: 304 UNITS TOTAL: 851 UNITS
DENSITY (GROSS):	13.48 DU/AC
DENSITY (NET):	14.20 DU/AC

VICINITY MAP



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E. SOMERTON BLVD.

E. WILLIAMS FIELD ROAD

S. POWER ROAD

BELLA STORIA • DEVELOPMENT PLAN

GILBERT, ARIZONA
JUNE 29, 2022
21003363



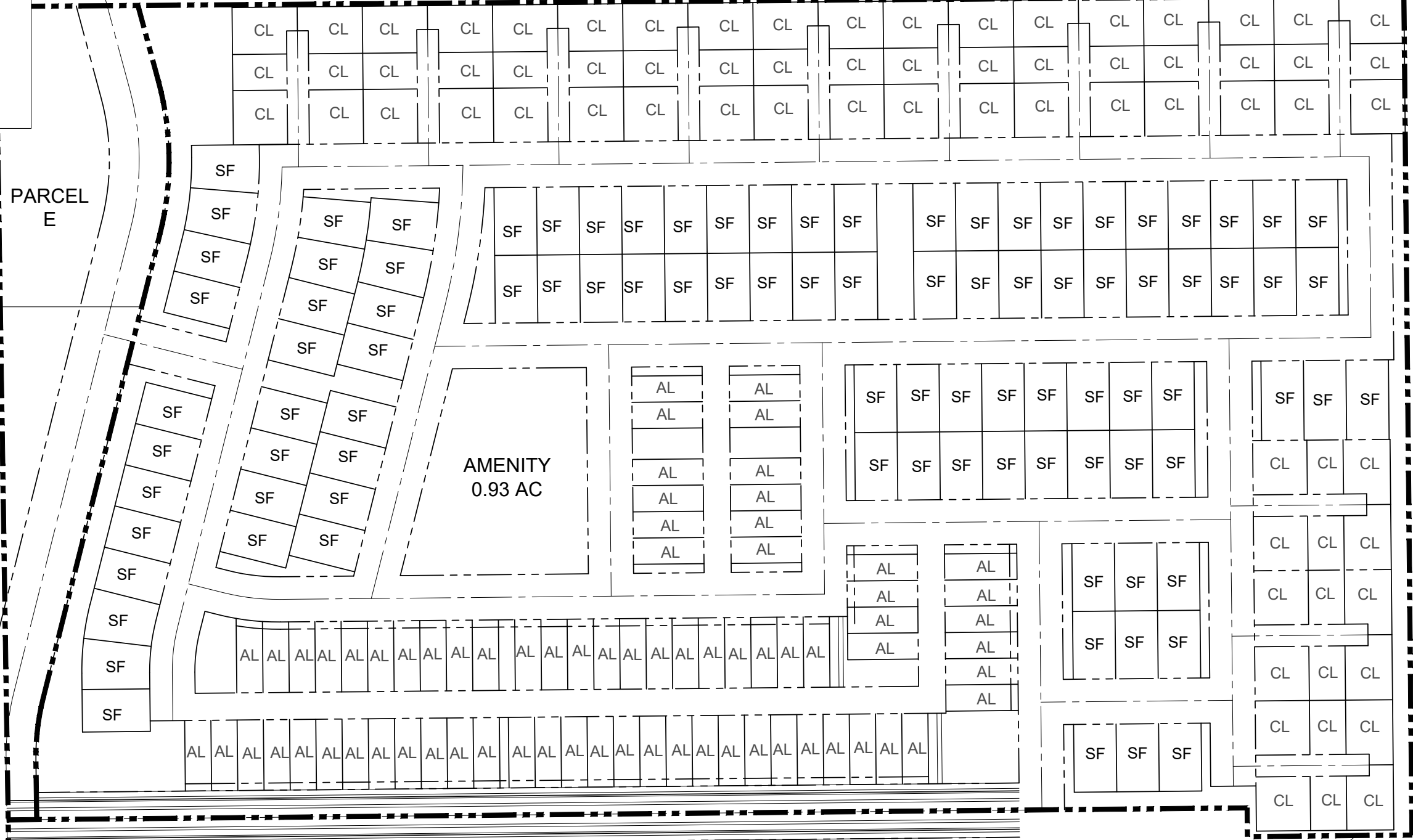
SITE DATA
 GROSS AREA: 32.2 AC.
 NET AREA: 29.8 AC.
 GROSS DENSITY: 7.4 DU/AC

LOT COUNT
 CLUSTER HOMES: 72 (30.3%)
 ALLEY DUPLEX: 72 (30.3%)
 SF 47'x75': 94 (39.4%)
 TOTAL: 238 LOTS

GROSS BOUNDARY

NET BOUNDARY

PARCEL E



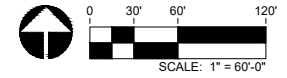
ADJUSTED BOUNDARY

Copyright RVI



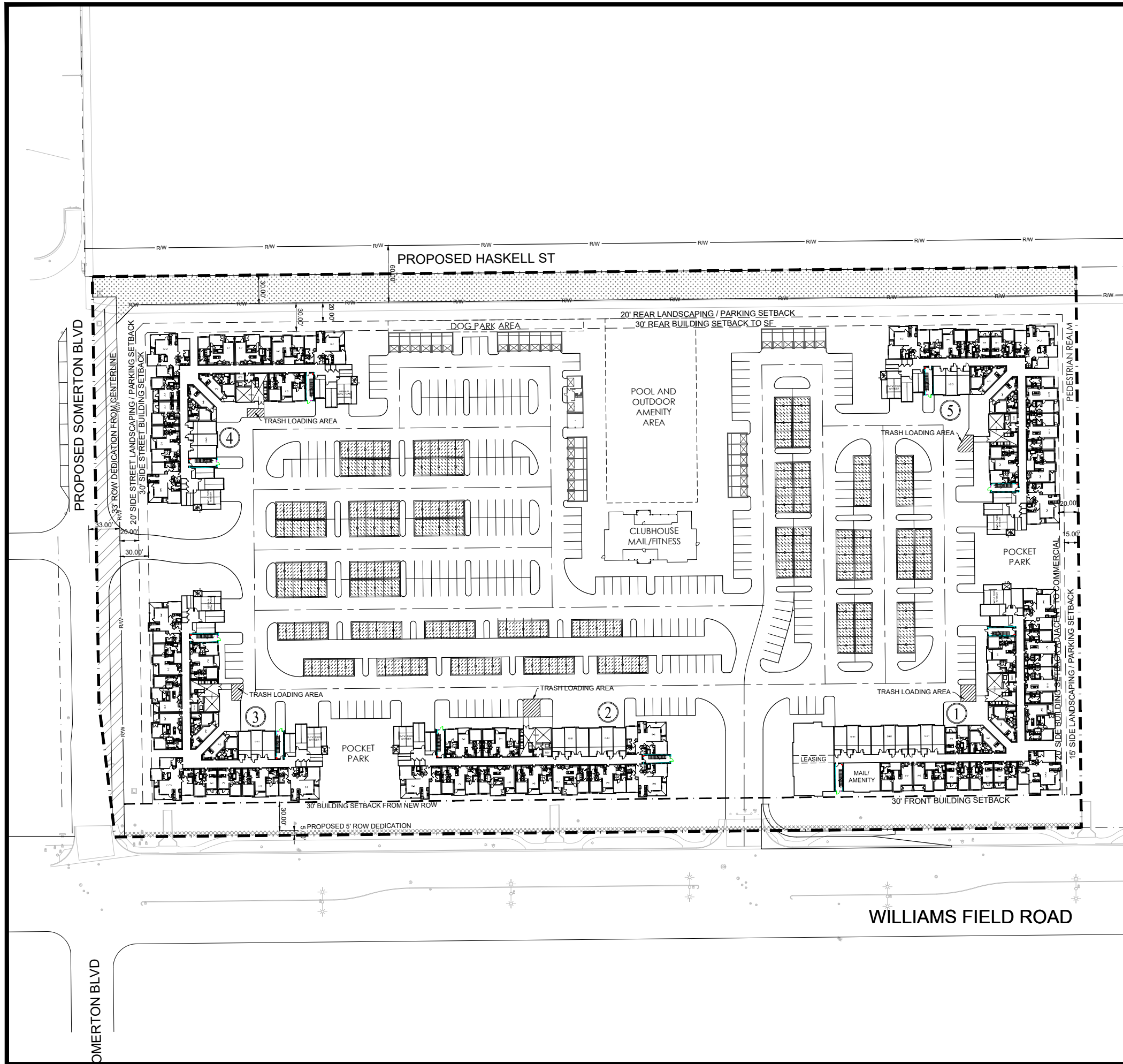
BELLA STORIA • PARCEL A & E CONCEPT PLAN

GILBERT, AZ
 2022-06-15
 # 21003363
 THE NEW HOME COMPANY



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L:\21003363 - WILLIAMSFIELD AND POWER ROAD-PLANNING-CAD\11-XREF\PAR3363-SITE PLAN.rvt



SITE CALCULATIONS				
	PERMITTED		PROVIDED	
TOTAL UNITS (+/-)			309	
1 BEDROOM	NA		107	35%
2 BEDROOM	NA		163	53%
3 BEDROOM	NA		39	13%
AVERAGE UNIT SIZE	NA			
GROSS ACREAGE	NA		14.22	
GROSS DENSITY	NA			
NET ACREAGE (EXCLUDES SOMERTON, HASKELL, AND WILLIAMS FIELD RD ROW DEDICATION)	NA		13.08	
NET DENSITY	NA			
OPEN SPACE (ACRES / %)	5.38	40%	4.82	36.88%
HEIGHT (STORIES / FEET)	4	56	4	<56'

PARKING CALCULATIONS				
PARKING REQUIRED				
CATEGORY	MIX	SPACES	RATIO	
1 BEDROOM	107	107	1	
2 BEDROOM	163	326	2	
3 BEDROOM	40	80	2	
GUEST/VISITOR (0.25 PER UNIT)		78		
TOTAL		591	1.91	

PARKING PROVIDED				
CATEGORY	SPACES			
	STANDARD	TOTALS	RATIO	
RESIDENTIAL UNCOVERED	286	286		
RESIDENTIAL COVERED	234	234	75%	
ATTACHED GARAGE	48	48	15%	
DETACHED GARAGE	30	30	10%	
TOTAL	598	598		

LEGEND

- COVERED PARKING STALL
- SOMERTON RIGHT OF WAY DEDICATION
- HASKELL RD RIGHT OF WAY DEDICATION
- WILLIAMS FIELD ROAD RIGHT OF WAY DEDICATION

NOTES:

1. BUILDING FOOTPRINTS WERE PROVIDED BY THE PROJECT ARCHITECT. THESE FOOTPRINTS ARE SUBJECT TO CHANGE.
 2. ALL RESIDENTIAL BUILDINGS ARE 4-STORY
 3. PARKING OVERAGE INCLUDED TO ACCOUNT FOR 2% ACCESSIBLE PARKING REQUIRED THAT IS NOT SHOWN
 4. **ACREAGE**
 - 4.1. **GROSS: 14.22 AC**
 - 4.1.1. **SOMERTON ROW: 0.30 AC**
 - 4.1.2. **WILLIAMS ROW: 0.12 AC**
 - 4.1.3. **HASKELL ROW: 0.72 AC**
 - 4.2. **NET: 13.08 AC**
- ASSUMPTIONS:**
1. ALL FIRE LANES ARE 26-FEET WIDE
 2. ALL FIRE LANE RADII ARE 35-FT (FACE OF CURB)

PRELIMINARY
NOT FOR
CONSTRUCTION

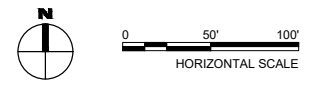
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SUITE 102
TEMPE, ARIZONA 85281

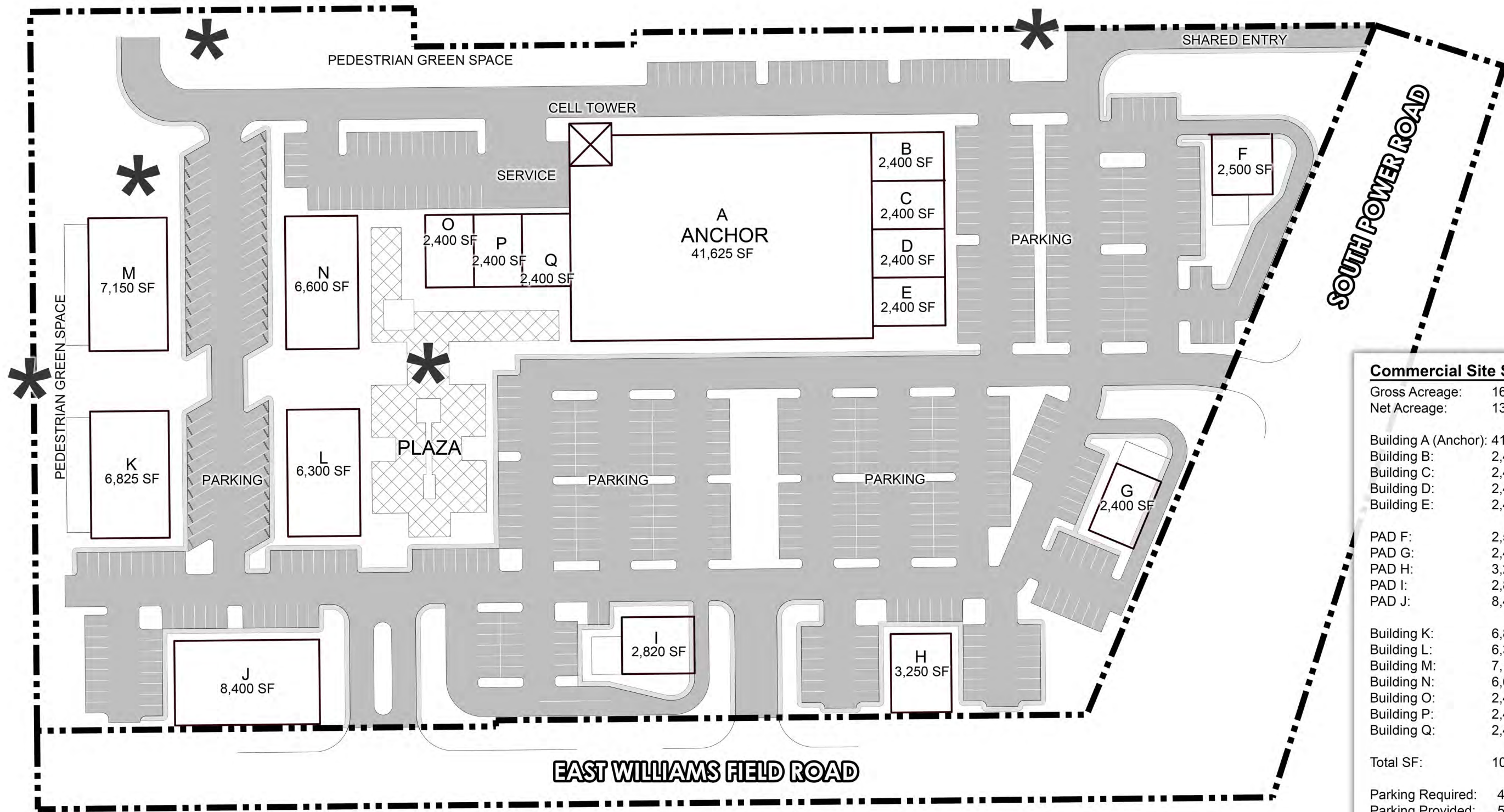


DAVIS DEVELOPMENT
PARCEL B
CONCEPT PLAN

NO.	DESCRIPTION	DATE

JOB NO:	59979
DATE:	6/13/2022
DESIGNED BY:	RC
DRAWN BY:	RC
CHECKED BY:	JR
APPROVED BY:	JR
SCALE:	1"=50'





Commercial Site Summary

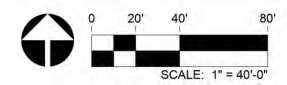
Gross Acreage:	16.58	AC
Net Acreage:	13.09	AC
Building A (Anchor):	41,625	SF
Building B:	2,400	SF
Building C:	2,400	SF
Building D:	2,400	SF
Building E:	2,400	SF
PAD F:	2,500	SF
PAD G:	2,400	SF
PAD H:	3,250	SF
PAD I:	2,820	SF
PAD J:	8,400	SF
Building K:	6,825	SF
Building L:	6,300	SF
Building M:	7,150	SF
Building N:	6,600	SF
Building O:	2,400	SF
Building P:	2,400	SF
Building Q:	2,400	SF
Total SF:	104,670	SF
Parking Required:	499	spaces
Parking Provided:	531	spaces

* Focal Element

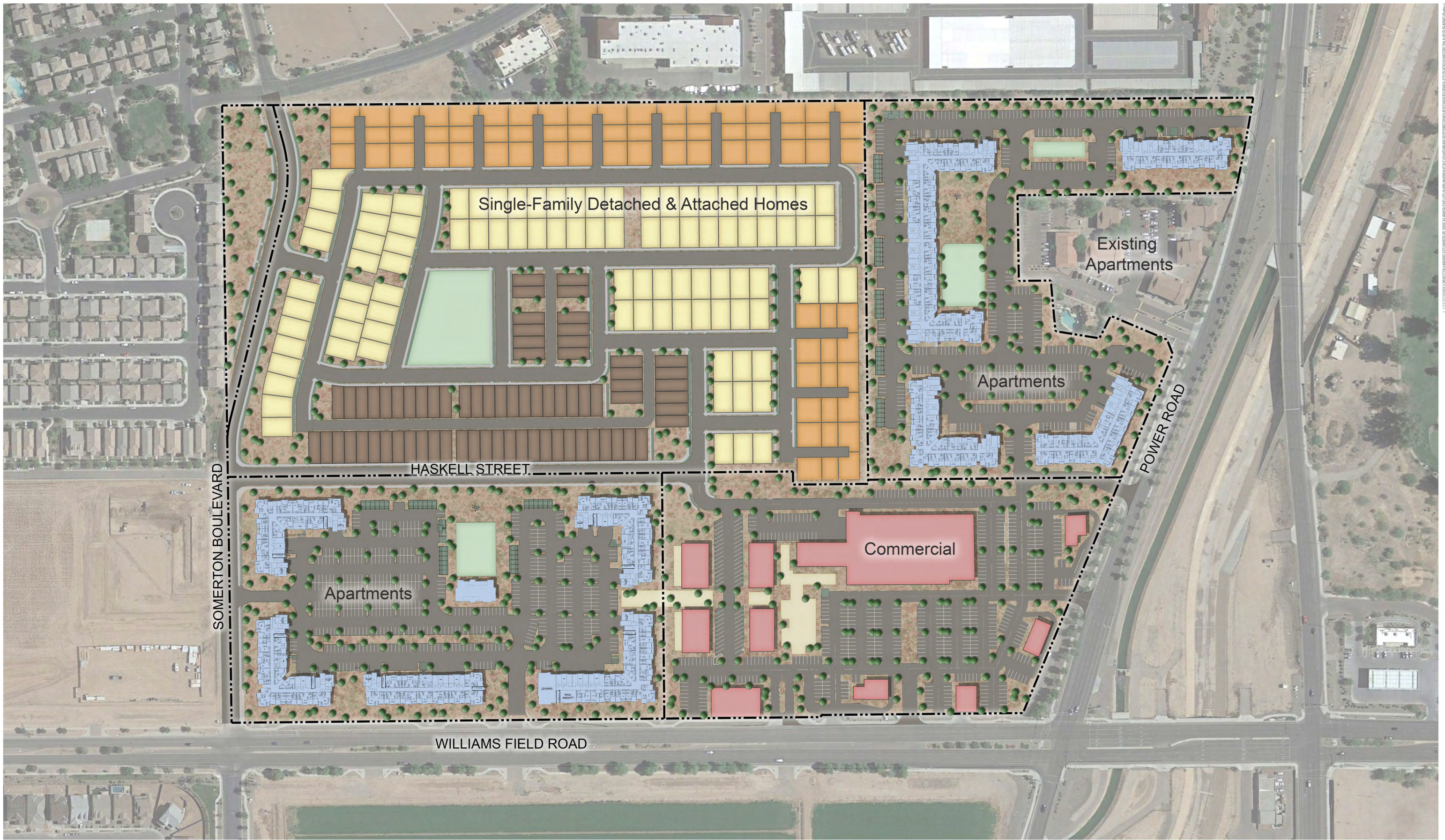


BELLA STORIA • PARCEL D CONCEPT PLAN

Gilbert, Arizona
 2022-06-28
 # 21003775



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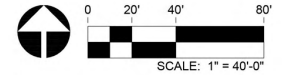
Copyright RVI

Aerial Photography Date:



BELLA STORA • FULL SITE PLAN RENDERED CONCEPT

📍 Gilbert, Arizona
 📅 06/09/2022
 # 21003775
 👤



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