



11,  
12

## Planning Commission Study Session

**TO:** PLANNING COMMISSION / DESIGN REVIEW BOARD

**FROM:** KEITH NEWMAN, SENIOR PLANNER *KN*  
(480) 503-6812, KEITH.NEWMAN@GILBERTAZ.GOV

**THROUGH:** ASHLEE MACDONALD, AICP, PRINCIPAL PLANNER *AM*  
(480) 503-6748, ASHLEE.MACDONALD@GILBERTAZ.GOV

**MEETING DATE:** MARCH 1, 2023

**SUBJECT:**

- A. GP22-14: District at Cooley Station: Request for Minor General Plan Amendment to change the land use classification of approx. 15 acres generally located at the northwest corner of Williams Field Rd. and Recker Rd. from General Commercial (GC) to Village Center (VC) Land Use Classification.
- B. Z22-14: District at Cooley Station: Request to rezone approx. 15 acres generally located at the northwest corner of Williams Field Rd. and Recker Rd. from General Commercial (GC) to Gateway Village Center (VC) 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 GP22-14 District at Cooley Station, a Minor General Plan Amendment;
- B. For the reasons set forth in this staff report, move to recommend approval to the Town Council for Z22-14, District at Cooley Station as requested, subject to conditions.

### APPLICANT

Company: Pew & Lake PLC  
Name: Sean Lake/DJ Stapley  
Address: 1744 S Val Vista Dr., Unit. 217  
Mesa, AZ 85204  
Phone: (480) 461-4670  
Email: sean.lake@pewandlake.com

### OWNER

Company: Recker Williams 80-FCT LLC  
Name: N/A  
Address: 6859 E Rembrandt Ave., # 125  
Mesa, AZ 85212  
Phone: N/A  
Email: N/A

## BACKGROUND/DISCUSSION

### History

Date	Description
<i>December 14, 2004</i>	Town Council approved Cooley Station, GP04-12, a major General Plan for 700 acres in Resolution No. 2547.
<i>December 19, 2006</i>	Town Council adopted Annexation No. A05-03, Ordinance No. 1878.
<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 PAD.
<i>July 17, 2007</i>	The Town Council adopted Ordinance No. 1995 in case Z06-96 to rezone Cooley Station Village Center and Business Park.
<i>June 24, 2008</i>	The Town Council adopted Ordinance No. 2179 in case Z07-117 approving an amendment to approximately 300 acres in the Cooley Station PAD to revise several conditions of Ordinance No. 1900 in zoning case Z06-74, modifying development standards for building and landscape setbacks, and revising the street exhibits.
<i>October 7, 2010</i>	The Town Council adopted Ordinance No. 2304 amending approximately 97 acres of the Cooley Station PAD, adding exhibits and development standards for Parcel 11 (Heritage at Cooley Station).

<i>September 5, 2013</i>	The Town Council adopted Ordinance No. 2443 in rezoning case Z13-16 amending the development plan and the development standards for Parcel 15 (Fulton Homes).
<i>November 21, 2013</i>	The Town Council approved a technical correction to Ordinance No. 2443 for rezoning case Z13-16.
<i>January 29, 2015</i>	Town Council approved Z14-25 Cooley Station Parcels 9 and 11 amending the development plan and development standards for SF-A and SF-D zoning districts.
<i>February 19, 2015</i>	Town Council approved GP14-11/ Z14-29 a General Plan amendment and rezoning for 2.03 acres within Cooley Station, Parcel 17A.
<i>December 10, 2015</i>	Town Council approved GP15-10/ Z15-19 a General Plan amendment and rezoning for 2.03 acres within Cooley Station, Parcel 17A.
<i>December 2, 2015</i>	Planning Commission approved S15-13 a Preliminary Plat for Cooley Station Parcels 9, 11 and 17A for 576 homes on 100.35 acres.
<i>December 12, 2015</i>	Design Review Board approved S15-13 an Open Space Plan for Cooley Station Parcels 9, 11 and 17A for 576 homes on 100.35 acres.
<i>March 1, 2017</i>	Planning Commission recommended approval to Town Council for Z17-02 Cooley Station 9, 11 and 17A.
<i>April 4, 2017</i>	Town Council approved Z17-02 Cooley Station 9, 11 and 17A in Ordinance No. 2612.
<i>April 5, 2017</i>	Planning Commission approved S17-1001 a Preliminary Plat for Cooley Station Parcels 9, 11 and 17A.
<i>February 15, 2018</i>	Town Council adopted Ordinance No. 2645 in rezoning case Z17-1025 Cooley Station Parcel 26, rezoning Parcel 26 from GVC to GC.
<i>February 15, 2018</i>	Town Council adopted Resolution No. 3957 in general plan case GP17-1015 changing the general plan land use designation from VC to GC.
<i>November 2, 2022</i>	Planning Commission reviewed GP22-14, Z22-14 & UP22-54 as a study session item.

## Overview

The applicant is requesting to change the existing land use classification and zoning for approximately 15 gross acres generally located at the northwest corner of Williams Field Rd. and Recker Rd. to construct a commercial and multi-family development on Parcel 26 within Cooley Station. The land use classification is

proposed to change from General Commercial (GC) to Village Center (VC) Land Use Classification with a rezoning request from General Commercial (GC) Zoning District to Gateway Village Center (GVC) with a Planned Area Development (PAD) overlay. Staff is also processing a concurrent application for a Conditional Use Permit to allow for ground floor residential.

**Surrounding Land Use & Zoning Designations:**

	<b>Existing Land Use Classification</b>	<b>Existing Zoning</b>	<b>Existing Use</b>
North	Residential >8-14 DU/Acre & Residential >14-25 DU/Acre	Multi Family/Medium (MF/M) PAD & Single Family/Detached (SF/D)	Haskell St. then Acero Cooley Station Apartments
South	Gateway Village Center & General Office	Gateway Business Center (GBC) & Gateway Village Center (GVC) PAD	Williams Field Road then Verde at Cooley Station
East	Residential >8-14 DU/Acre & General Commercial	Shopping Center (SC) PAD & Multi-Family /Low (MF/L) PAD	Recker Road then vacant land
West	Residential >14-25 DU/Acre	Multi Family/Medium (MF/M) PAD	The Crossing at Cooley Station Apartments
Site	General Commercial	General Commercial (GC)	Vacant land

**General Plan Amendment**

The existing land use classification is General Commercial (GC). To develop the property as proposed, the applicant is requesting a minor General Plan amendment to change the land use classification from General Commercial (GC) to Village Center (VC) Land Use Classification, which is consistent with the proposed density of 46.13 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 the proposed mixed-use project, 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 Design Polices included below:



## Gateway Character Area, Village Center Design Policies:

- **Policy 1:** Provide for a classic mixed-use, pedestrian-oriented village center configuration surrounded by traditional residential neighborhoods.
- **Policy 3:** Discourage auto-oriented uses and other uses with drive-up, drive-through, or drive-in facilities.
- **Policy 4:** Design a pedestrian/transit-oriented “Main Street” along Williams Field Road. Minimal setbacks will bring buildings close to the street and promote pedestrian activity, window-shopping and street-side dining.
- **Policy 5:** Design the Village Center to allow for standard and shared parking and access. Parking garages should contain retail at the street level with plaza exposure. Rear surface parking and under building or structure parking is encouraged.
- **Policy 6:** Allow for limited on-street parking separated by landscape islands at intervals.
- **Policy 7:** Provide for shuttle bus street-side pullouts.

In addition to the General Plan’s vision for the area, the Gateway Area streetscape guidelines and standards have been key in creating a built environment that contains walkable streetscapes, creating a more pedestrian friendly, urban feel that complements the higher density development intended for the Village Center. Over the years, most of the streets and infrastructure have been constructed and the outside edges of Cooley Station have developed with various residential styles. Residential homes now frame the Village Center, also referred to as the Village Core.

## General Plan Goals

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 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, “Livability is promoted by locating this highly amenitized luxury residential use in a live-work-play mixed use development with a village center street scene. The conceptual plan has compatible commercial uses both below the loft units and one private crosswalk away. An open space paseo will give the surrounding community a landscaped connection and access to the commercial uses. Adjacency to boutique*

*commercial services and a regional bus line along Williams Field Road will increase walkability, access to services, and reduce vehicular traffic demand.*

*Land use efficiency is achieved by means of the proposed compact form of development in a “wrap around” urban residential use with a list of sustainable features on the Recker Road and Williams Field Road arterial corner. This proposal is proximate to existing services, which promotes a more efficient use of land where this kind of urban development has been planned in the Cooley Station Village Center. Where regional commercial uses have located on the south half of the intersection, this request balances the land use framework with attractive residential and commercial uses that will create synergy and business vitality in the village center.”*

**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, “This proposal offers the only wrap around vertical and horizontal mixed-use development in the Cooley Station village center. The unique housing options, work from home facilities, recreational amenities, and safety features will appeal to a variety of households. Vibrant indoor and outdoor gathering spaces and lifestyle amenities will foster social interaction, walkability, and a healthy lifestyle. The compelling architectural character and landscape plan themes will provide a quality environment for future residents.”*

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

*According to the applicant, “Compatible boutique commercial uses are integrated into the site plan with urban storefronts on both Recker Road and Williams Field Road. The easy access to planned onsite commercial uses, such as urban grocery, fitness center, and boutique commercial, offices, and community services uses will help meet the daily needs of the community. The proposed blend of uses will promote economic development, and the boutique commercial spaces will complement and balance with the regional commercial developments on the south side of the road.”*

## **Rezone Request**

The applicant is requesting to rezone the subject site from General Commercial (GC) to Gateway Village Center (GVC) with a Planned Area Development (PAD) overlay. This will allow for the construction of a mixed-use multi-family and commercial/retail development.

More specifically, the project as proposed is a mixed-use development consisting of the following elements:

- 612 apartment units in two 4-story building clusters;
- 25,500 +/- square feet of free-standing retail/commercial shop space with second story office/residential space;
- 13,500 +/- square feet of non-residential public space on the ground floor along the Williams Field and Recker Rd. frontages of the two building clusters that may include fitness center, neighborhood convenience retail store and we workspace;
- Interior clubhouse and amenity areas for each residential building.

The site will be developed in three phases. The residential will be constructed in phases 1 and 2 with each phase containing a 4-story building with two central open space amenity areas, an external secondary amenity area, and a parking garage to which the residential units will wrap around for screening. Additional internal amenities are proposed in each building. Adjacent to the residential on the same site plan, the retail parcel features corner-oriented buildings. All buildings facing Williams Field and Recker will be located as close to the street as possible to further enhance the neo-traditional pedestrian focused environment and vision of the area that is already established on the south side of Williams Field Rd.

For the overall circulation and access, one vehicular access point is provided off Williams Field Rd. on the south, Recker Rd. to the east, Haskell Street to the north and Verde Drive to the west. All parking for the apartments will take place in two parking garages on the interior of the buildings. Commercial/retail parking will have direct access off Williams Field and Recker Rds. and will be placed north of the buildings.

### PAD Request

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

### Site Development Regulations

Site Development Regulations	Standards per LDC GVC	Proposed GVC PAD
Floor Area Ratio	0.10-.75	0.10-.75
Minimum Building Height (ft.)/stories	15'/1	15'/1
Maximum Building Height (ft.)/Stories	90/6	90/6
Minimum Building Setbacks (ft.)		

Front	0'	0' (Recker Rd.)
Side (Street)	0'	0' (Williams Field Rd. & Haskell St.)
Rear (Residential)	20'	20' (West Boundary)
Build-to Line (ft.)		
Front	0'	0'
Side (Street)	0'	0'
Landscape-On-Site	Minimum 5% net lot area	Minimum 5% net lot area
Building Transparency	<p>1. When facing a public street, a minimum 75 percent of ground floor commercial or office building of frontage shall consist of windows (with non-reflective glass), window displays, doors, outdoor patios or a combination thereof. View windows, window displays, or doors shall be provided between zero (0) and eight (8) feet above grade adjacent to the primary building frontage.</p> <p>2. When facing a public street, a minimum 50 percent of ground floor residential buildings frontage shall consist of windows (with nonreflective glass),</p>	<p><b>59% (Shops A along Williams Field Rd.)</b></p> <p><b>67% (Shops B along Recker Rd.)</b></p> <p>77% (Building 1 ground floor commercial along Williams Field Rd.)</p> <p>80% (Building 2 ground floor commercial along Recker Rd.)</p> <p>74% (Building 1 along Williams Field Rd.)</p> <p>54% (Building 1 along Haskell St.)</p> <p>72% (Building 1 along Verde Dr.)</p>

	doors, porches or stoops.	55% (Building 2 along Recker Rd.) 59% (Building 2 along Haskell St.)
Parking Setback	Street level, surface parking shall be located behind or adjacent to buildings. Parking shall not be permitted within the build-to lines	Complies
Driveway Restrictions	Vehicular access shall be from a non-arterial street or alley	<b>Arterial vehicular access is permitted at existing curb-cuts.</b>

***Commercial Transparency:***

According to the applicant, *the LDC states “when facing a public street, a minimum 75 percent of ground floor commercial or office building of frontage shall consist of windows (with non-reflective glass), window displays, doors, outdoor patios or a combination thereof.” (LDC Section 3.9.5.E).* The commercial percentages of 59% for Shops A along Williams Field Rd. and 67% for Shops B along Recker Road aim to make room for the columns and structural elevation elements that are consistent with the Cooley Station neo-traditional character which calls for a blend of glazing and traditional brick-stone-natural material style required for this particular site and not an expansive mass of glass that would be more akin to a different, rigid mid-century modern style that is a stark contrast to the residential style with historic architectural elements. Also, additional glazing and windows are provided on the corner elevations where the entire lengths on the four-story building corners have windows that go much higher than the required 8 feet to a two-story window height.

***Driveway Restriction:***

According to the applicant, the LDC states, *“Vehicular access shall be from a non-arterial street or alley” (LDC Section 3.9.5.F).* In effect, this standard directs all vehicular access to Verde Drive on the west and Haskell Street on the north. Access on those residential streets is proposed as required by code. The applicant is proposing to deviate from this standard by proposing one access on both Williams Field and Recker Road only for the corner commercial buildings. This access

proposal is comparable to the Fry's center and the Verde at Cooley Station project to the south, which provide site access consistent with traffic engineering.

This PAD standard enhances circulation next to the adjacent residential uses by eliminating the commercial traffic on those streets. As further support, the circulation plan efficiently separates the residential and commercial traffic and distributes traffic more evenly, which has an overall benefit on surrounding streets by metering traffic reasonably. This proposal enhances fire access and fire code standards by creating drives that access all sides of the development. In general, multiple circulation points are customized as necessary for an urban style project to function.

### Planning Commission Study Session, November 2, 2022

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

- Commissioner Blaser asked if there will be access into the residential units from the street along the roads where they are looking for a reduction of glass and doors. Planner Keith Newman responded that the ground floor of the two residential buildings have clubhouse spaces and the potential for a grocery store. There will be entrances to the public sidewalk along the frontages of Williams Field and Recker for the residential buildings. Commissioner Blaser stated that, with so much frontage being clubhouse, they should probably be able to meet the glass requirement. For the residential units, the function must drive the design. Commissioner Blaser stated that he likes the project and that there is a return to the original intent of the building.
- Commissioner Johnson asked how many total residential units there are and what the distribution of bedroom types is. Planner Keith Newman responded that there are 612 residential units, with one-, two-, and three-bedroom units.
- Commissioner Johnson asked if there would be any impact on schools in relation to capacity. Planner Keith Newman responded that staff reached out to the school district and there was no feedback.
- Commissioner Davis asked if the amount of glass where the deviation is requested applies to the retail. Planner Keith Newman responded affirmatively. Commissioner Davis stated that she can see the glass being reduced and that the buildings shouldn't turn their backs to the street.
- Commissioner Bianchi stated that this is a substantial proposal. He would want to see a case made for why more multi family is of benefit to the Town over the loss of the general commercial which could potentially serve the

area that is already dominated by higher density around it. It would be a loss of general commercial in a key area.

- Commissioner Johnson stated that he agrees with Commissioner Bianchi on the number of units going in as opposed to commercial.
- Vice-Chair Mundt stated that the proposal states that windows have to be 0' to 8', but 0' would be no windows. The code should perhaps be reviewed to this effect. He would like to understand the business case for the density and loss of general commercial. He would like to understand why they need less glass.

### **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 April 12, 2022. One surrounding property owner/resident attended the meeting and only general questions concerning the uses of the site and construction timing were discussed.

### **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 5.8.2 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 GP22-14: District at Cooley Station: Request for Minor General Plan Amendment to change the land use classification of approx. 15 acres generally located at the northwest corner of Williams Field Rd. and Recker Rd. from General Commercial (GC) to Village Center (VC) 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 Z22-14: District at Cooley Station: Request to rezone approx. 15 acres generally located at the northwest corner of Williams Field Rd. and Recker Rd. from General Commercial (GC) to Gateway Village Center (VC) with a Planned Area Development (PAD) overlay, subject to 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 Verde Drive and 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 Verde Drive and Haskell Street shall extend 30 feet from the center line.
4. Construction of off-site improvements to Williams Field Road, Recker Road, Verde Drive, and 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. Developer shall design and construct, at the Developer's expense, dedicated right turn lane(s) and any associated improvements at any proposed access from Recker Road and Williams Field Road 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 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. 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.
6. Developer shall design and construct, at the Developer's expense, improvements at the intersection of Verde Drive and Williams Field Road, including construction of a 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 unit or 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.



7. Developer shall design and construct, at the Developer's expense, off-site improvements to the intersection of Williams Field Road and Recker Road, including constructing the southbound right turn lane and any other improvements as may be warranted. These 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. 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.
8. Developer shall design and construct dual egress lanes at any full access driveway locations entering Williams Field Road from the site. 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.
9. Developer shall design and construct the first drive aisle or parking stall from Williams Field Road right-of-way to the distanced described in the traffic study at all full access locations adjacent to the Town's right-of-way.
10. 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.
11. To the extent that any landscaping, open space, recreational facility, private street, utility, landscaping within the rights of way or other facility is held in common ownership, Developer shall create a Property Owner's Association (POA) for the ownership, maintenance, landscaping, improvements and preservation of said areas as required by the Town of Gilbert Land Development Code.
12. 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.
13. Prior to final plat approval, Developer shall pay for its proportional share of water and sewer mains benefitting the Property, as required by the Town Engineer.

14. 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	Standards per LDC GVC	Proposed GVC PAD
Building Transparency	1. When facing a public street, a minimum 75 percent of ground floor commercial or office building of frontage shall consist of windows (with non-reflective glass), window displays, doors, outdoor patios or a combination thereof. View windows, window displays, or doors shall be provided between zero (0) and eight (8) feet above grade adjacent to the primary building frontage.	<p><b>59% (Shops A along Williams Field Rd.)</b></p> <p><b>67% (Shops B along Recker Rd.)</b></p>
Driveway Restrictions	Vehicular access shall be from a non-arterial street or alley	<b>Arterial vehicular access is permitted at existing curb-cuts.</b>

15. Developer shall set forth pedestrian, sidewalk, and landscape tracts abutting Williams Field Rd. Recker Rd., Haskell Street and Verde Dr. on the final plat.

16. The maximum number of dwelling units shall be limited to the maximum allowed under the Gilbert General Plan.

17. All ground level multi-family units along Williams Field Road, Recker Road, Haskell Street, and Verde Drive must have stoops with patios and provide direct pedestrian access to the adjacent sidewalk.
18. Prior to the Town Council hearing, the applicant shall address all outstanding 3<sup>rd</sup> review comments.
19. 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.”
20. 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 Narratives (62 pages)
- 4) General Plan Exhibit
- 5) Zoning Exhibit
- 6) Development Plan
- 7) Street Cross Sections
- 8) Draft Planning Commission Study Session Minutes (November 2, 2022)

# Notice of Public Hearing

**PLANNING COMMISSION DATE:** *Wednesday, March 1, 2023\* TIME: 6:00 PM*  
**LOCATION:** *Council Chambers*  
*50 East Civic Center Drive*

**TOWN COUNCIL DATE:** *Tuesday, April 18, 2023\* TIME: 6:30 PM*  
**LOCATION:** *Council Chambers*  
*50 East Civic Center Drive*

\*Call Planning Division to verify date and time: (480) 503-6812

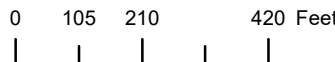
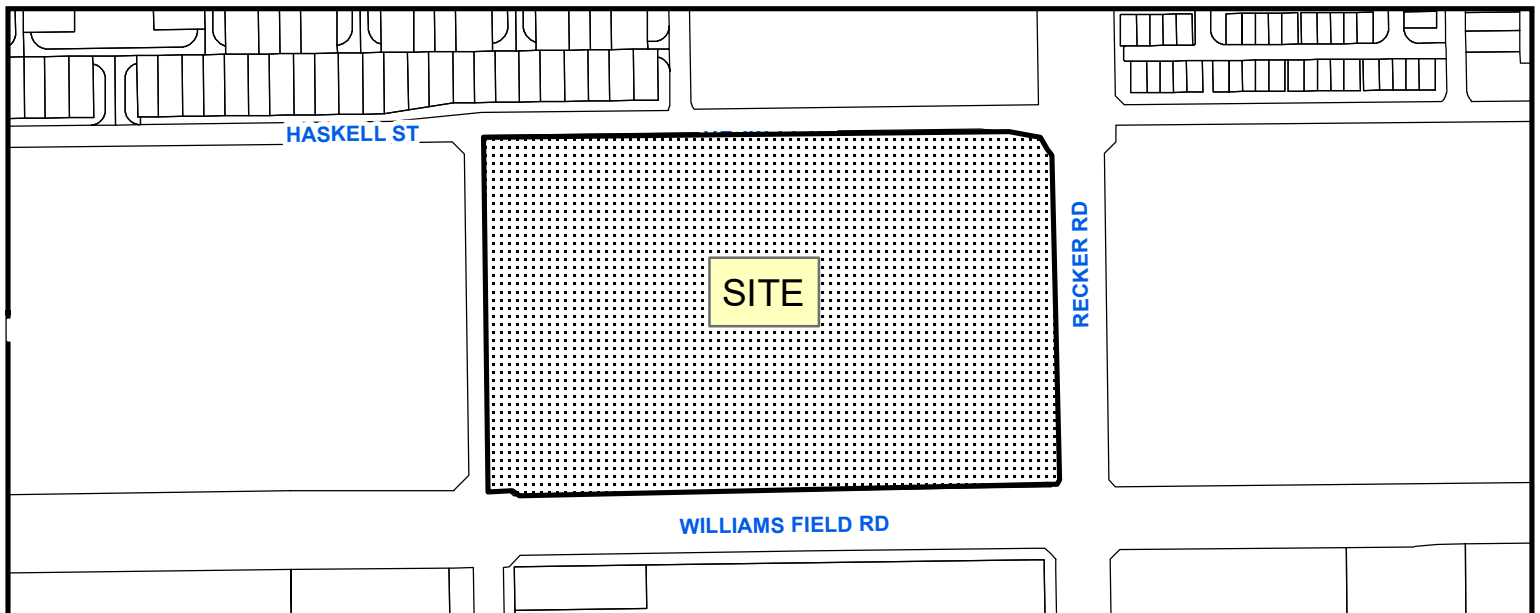
The application is available to the public for review at the Town of Gilbert Planning Division Monday - Thursday 7AM - 6PM. Staff reports and the agenda are available prior to the meeting at [www.gilbertaz.gov/departments/development-services/planning/planning-commission](http://www.gilbertaz.gov/departments/development-services/planning/planning-commission)

**REQUESTED ACTION:**

**GP22-14 DISTRICT AT COOLEY STATION:** Request for Minor General Plan Amendment to change the land use classification of approx. 15 acres generally located at the northwest corner of Williams Field Rd. and Recker Rd. from General Commercial (GC) to Village Center (VC) Land Use Classification.

**Z22-14 DISTRICT AT COOLEY STATION:** Request to rezone approx. 15 acres generally located at the northwest corner of Williams Field Rd. and Recker Rd. from General Commercial (GC) to Gateway Village Center (GVC) with a Planned Area Development (PAD) overlay. The effect of this rezone will be to permit the development of a commercial center and multi-family high density residential with modified development standards.

**SITE LOCATION:**



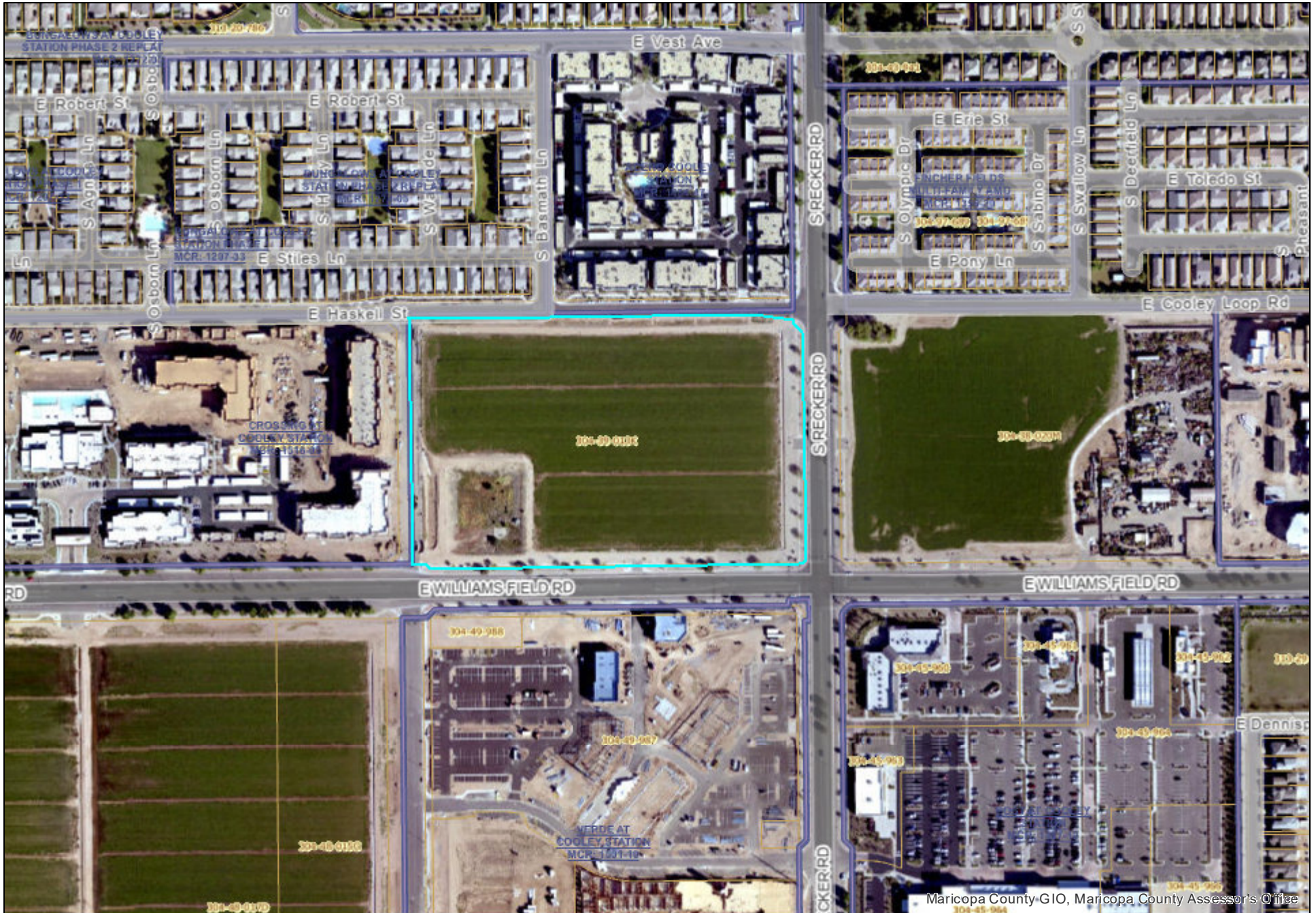
**APPLICANT:** *Pew & Lake, PLC*  
**CONTACT:** *Sean Lake*  
**ADDRESS:** *1744 S Val Vista DR Unit: 217*  
*Mesa, AZ 85204*

**TELEPHONE:** *(480) 461-4670*  
**E-MAIL:** *sean.lake@pewandlake.com*





# District at Cooley Station Parcel/Aerial Map



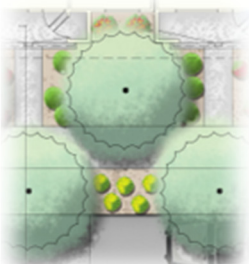




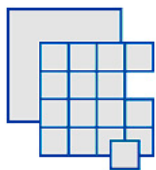
# District at Cooley Station

Mixed Use Development at Recker & Williams Field

## Narrative: Minor General Plan Amendment



Submitted by:  
**Pew & Lake, PLC**



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

Of behalf of:



January 31, 2023



## Development Team

*Developer*

**Kaplan Multifamily**

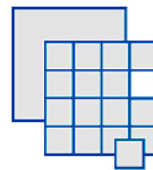
Scottsdale, AZ



*Applicant, Legal Representative*

**Pew & Lake, P.L.C.**

Sean Lake, D.J. Stapley  
1744 South Val Vista Drive, Suite 217  
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## Contents

I.	Introduction .....	1
II.	Existing Conditions and Compatibility with Surrounding Area .....	2
III.	General Plan Land Use and Zoning Classification.....	2
IV.	Project Description .....	2
V.	Cooley Station – Development Agreement .....	3
VI.	General Plan Compliance.....	4
1.	Compatibility with Surrounding Land Uses.....	5
2.	Commercial Context and Economic Benefits.....	5
3.	Consistency with Growth Area: Gateway Village Center .....	6
4.	General Plan Goals and Policies.....	7
VII.	Gateway Character Area Compliance .....	11
VIII.	Benefits to Gilbert.....	12
IX.	Conclusion.....	12

## Exhibit List

- Exhibit 1 – Site Aerial
- Exhibit 2 – Existing General Plan Land Use Map
- Exhibit 3 – Proposed General Plan Land Use Map
- Exhibit 4 – Existing Zoning Map
- Exhibit 5 – Proposed Zoning Map
- Exhibit 6 – Proximity to Regional Commercial Centers
- Exhibit 7 – Valley Metro Bus Routes
- Exhibit 8 – Gateway-Cooley Station Character Area





## I. Introduction

Pew & Lake, PLC, on behalf of Kaplan Multifamily and the Cooley Family, is pleased to submit this narrative and related exhibits in support of a Minor General Plan Amendment to allow for Gilbert’s first mixed use wrap around developments on the approximately 15 gross acres at Lot 26 of Cooley Station in the Vertical Overlay District. The Property is located at the northwest corner of Recker and Williams Field Roads (“Property”). Ideally situated across the street from the retail and office uses at Verde at Cooley Station and kiddy-corner from the Fry’s shopping center, this urban mixed use product, known as “DISTRICT AT COOLEY STATION,” will create synergy and a rich character to anchor the properties in the Cooley Station village center.

The project proposes boutique retail and commercial uses along the ground floor street frontage on Recker Road and Williams Field Road with both horizontal and vertical mixed uses that are infused with lifestyle amenities in a live-work-play environment. The street scene will create an impactful statement that will complement and enhance the surrounding area and growing businesses in Gilbert. Specifically, the applicant is submitting the following development request for Town of Gilbert approval to allow for DISTRICT AT COOLEY STATION: (1) General Plan Minor Amendment from GC to VC. Concurrent requests are proposed for Rezoning, CUP, and DRB.

**Kaplan’s Background** – This proposal is delivered by a reputable development group with extensive local experience in the East Valley, delivering projects such as The Scottsdale Grand, District at Chandler and District at Scottsdale. Formed in 1978, Kaplan Companies is a Houston based company known for its effective development, acquisition and management of high class multi-family residential, office, and retail properties. The company’s excellent reputation is based on its quality projects and success at attracting the most knowledgeable people in the industry. Kaplan has experience in many states, in addition to its significant presence in the metro Phoenix area since 2008, where it manages 1,200 units and has invested \$335 million to date.

Kaplan is thrilled to introduce a distinctive mixed use development comparable to its District at Scottsdale and Chandler projects with design themes, colors and materials that will be specifically tailored to Gilbert’s heritage and the unique Cooley Station Village Center. The imagery below are examples that illustrate the type and quality of development anticipated for this Property.

*District at Scottsdale*



*District at Chandler*





## II. Existing Conditions and Compatibility with Surrounding Area

The proposed development is suitable for the site and compatible with the surrounding context. The subject Property, Maricopa County Assessor parcel 304-39-013K, is currently vacant with unremarkable topography (see aerial map and table attached as Exhibit 1).

A unique site with an urban or village center block character, parcel 26 is zoned GC in the Vertical Overlay and surrounded on all 4 sides by public streets and the Cooley Station streetscape that buffers the site to the surrounding properties. A dynamic mix of retail, commercial, services, recreational, and residential uses encompass the area. Commercial uses are focused on the south side of the intersection; specifically, Verde at Cooley Station is located to the south with retail, office, and recreational attractions fronting Williams Field Road. To the southeast is the Fry's commercial center with retail buildings backed up to the intersection corner. Vacant land is located to the east across Recker Road. Multi-family and attached residential uses adjoin the Property's northern and western boundaries behind Haskell Street and Verde Drive.

## III. General Plan Land Use and Zoning Classification

The Gilbert General Plan land use map designates the Property as General Commercial (GC). This case will request a Minor General Plan Amendment, (concurrent Rezone-PAD overlay, and CUP) to allow a mixed use residential and commercial development (See existing and proposed maps in attached exhibits 2-5.)

Attached exhibits 4-5 indicate the existing and proposed zoning in the concurrent rezoning request. This Property and the surrounding sites in every direction are located in the zoning overlay known as Area 3 vertical overlay. In this special overlay, by right, the LDC allows building heights of 90-150 feet depending on the code provisions, which is equivalent to a mid-rise urban development. In other cities, that height would allow up to a 7-14-story building. DISTRICT AT COOLEY STATION is maximum 4 stories in height, which falls well within the allowed building heights, as is detailed in the accompanying rezone request.

## IV. Project Description

DISTRICT AT COOLEY STATION is described in detail in the concurrent rezoning and design review applications, but a summary is added here applicable to this first-in-sequence land use request. Proposed is a high-quality vertical and horizontal mixed use development. Freestanding commercial shops are proposed on the corner like the commercial uses across the street. Additional commercial-community services uses are located on the ground floor of the 4-story residential buildings facing Williams Field and Recker Roads consistent with the market support and how commercial uses function in an urban building.

While the plans are in the preliminary stage, some of the specialty commercial concepts envisioned include boutique retail, such as an urban grocer, cafés and retail shops. A fitness center is planned that has visibility to the street. The mix may also incorporate neighborhood services.



Conference rooms, work-from-home spaces, and other non-residential uses and professional offices that create a complementary balance to the existing inventory in the area.

The residential piece of DISTRICT is Cooley Station's first vertical urban style project and the Town's first "wrap around" project, where residential units literally wrap around an internal parking garage to create a quality appearance on the exterior compared to fully exposed parking structure elevations. This enhanced feature that requires immense investment promotes shorter access from parking areas to residential units. In contrast to suburban style multi-family uses where residents walk across a large surface parking area and then use stairs or an elevator to access their home, in DISTRICT they may park in the building's gated areas protected from the sun and secured from the public with quick walking distances to their homes. This sustainable design will include features attractive to residents seeking resort-lifestyle urban amenities and proximity to some of the best quality commercial spaces in Town. The corner commercial are only 1 crosswalk away.

Landscaping and hardscape consistent with the streetscape requirements in Cooley Station will soften the feel of the streetscape and implement the urban character along the primary arterial roads, consistent with the vision in the General Plan and Land Development Code for streetscapes. Cooley Station requires special sidewalks along urban-style buildings, and the proposed development will address that requirement. In addition, internal landscaping and recreational amenities will create a high quality lifestyle for the future residents tantamount to luxury housing developments. As will be detailed in the zoning and Design Review Document, layers of open space will create a quality lifestyle for residents.

Regarding architectural design, the buildings will be designed with upscale architectural features with sophisticated building form that are harmonious with Cooley Station's village center. Exterior elevations will be punctuated with various design materials, details, and colors consistent with recent trends and consistent with the surrounding properties. Ground floor design will be appropriate for the commercial store fronts with glazing, shade, pedestrian-friendly features, and the local Cooley Station red brick. Upper levels will incorporate colors and materials that integrate into a holistic design. For added creativity, balconies, roof decks, and tasteful design accents will contribute to unique sense of place. The overall architectural design will provide for enhanced visual interest, environmental comfort, and design creativity. Details will be provided in the DRB request.

### **v. Cooley Station – Development Agreement**

The overall Cooley Station master plan has substantial commercial uses in the plan and permits a residential use on the subject Property and maintain consistency with the General Plan. As part of the long-term planning efforts that have already been conducted for this Property, on June 10, 2008, a Development Agreement ("DA" or "Development Agreement") was adopted between the Town and Cooley Station property ownership-master developer. On February 15, 2018, the DA was updated when the Cooley Station plan was modified, and infrastructure commitments were made.

In an effort to promote economic development and benefits to the Town and public welfare, the



DA requires a balance of residential and commercial uses. The Agreement states that if a minimum 331,000 sq. ft. of retail-commercial space is provided in the Cooley Center area, then it will be considered to be done “in accordance with the approved General Plan.” Approximately 325,000 sq. ft. of commercial space has been approved and committed for commercial uses in Cooley Station before Fred’s place and other commercial proposals that have recently been filed. Only 6,000 square feet of commercial is left to achieve the balance, and yet 50,000+ sq. ft. of space is added in this proposal. Given that Cooley Station has exceeded its agreement for implementing the General Plan, remaining land under the DA has appropriately been planned for residential. Even though the property owner is meeting its conditions under the agreement with the Town, the proposed land use plan includes additional commercial uses that benefit the Town.

## VI. General Plan Compliance

The following is a synopsis of the General Plan evidence that supports approval of this request:

- **Compatibility** – This proposal is compatible with the surrounding land uses and is symmetrical to the designations on the east side of Recker Road. Existing Zoning established years ago allows for 90+ feet buildings, and this request is much lower. The zoning vertical overlay that has been in place for many years has given public notice of the urban nature of this site to all who have invested in this area. The neighborhood meeting was evidence of this notice, wherein the one neighbor who attended said she expected a development comparable to this kind of request, which is located at the Cooley Station village core.
- **Cooley Station** promotes high intensity developments at the Village Core, and the subject Property is in the Village Core. Residential and commercial uses support the Cooley Station Growth Area and Character Area policies. The Cooley Station Development Agreement explained that the amount of commercial currently planned has achieved the General Plan if this project were to provide approximately 5,000 square feet of commercial. Much more than that is proposed, which exceeds the requirements to satisfy the General Plan.
- **The Cooley Station Development Agreement** with the Town exceeds the retail-residential balance required and planned in 2008. The property owner has met its conditions for allowing residential uses on remaining land.
- **Proximity to Large Regional Commercial Centers** to the southwest and the Power Road commercial corridor to the east share this neighborhood and makes the proposed residential use necessary. These two competing regional commercial regional centers – in addition to the community commercial projects to the south – require additional residential households to support economic sustainability and growth. Also, Gallery Park and Cannon Beach surf park are nearby on Power Road in Mesa, which are additional regional commercial projects that will limit the demand for additional high class retail given the need for more households first to support the cost to maintain brick-and-mortar commercial uses.
- **Economic Benefits** Household income, consumer spending, and the immense investment for this project will bring tangible economic benefits to the Town.



- **Pedestrian-Transit** – Locating this project on one of the only regional bus lines between Chandler-Gilbert-Mesa and across from Verde at Cooley Station sets the stage for multi-modal access to jobs, shopping, and recreational activities, thus reducing traffic demand.
- **Compliance with General Plan objectives, the Growth Area and Character Area**

## 1. Compatibility with Surrounding Land Uses

The proposed land use mix is symmetrical to the east side of Recker Road. The proposed scale is below the maximum allowed in the zoning overlay. DISTRICT AT COOLEY STATION's ground floor boutique retail-commercial-office uses and integrated residential uses are compatible with the streetscape and intensity of development to the south. Half of the frontage is 1-story to the south and half of the frontage is 2-story. The residential component will effectively transition the project to the 2-3 story residential uses to the north and west. The proposed commercial portion is comparable to the commercial corner at the Fry's Shopping center and the many one-story commercial buildings to the south in Verde at Cooley Station.

## 2. Commercial Context and Economic Benefits

*GC category* – The Property's PAD overlay was created in 2018 without a plan, making the purpose of the PAD to approve the Cooley Station street cross-sections, which have since been constructed on Recker and Williams Field. The 2018 PAD had the effect of removing this parcel from the overall Cooley Station PAD and zoned the Property GC as a sidekick to the Fry's Marketplace project. The Fry's parcel was likewise rezoned from GVC to GC on the south side of Williams Field Road. The purpose was to allow for the big box Fry's retail center, which has an Auto Zone, Ace Hardware, fast food pads, and corner shops. For justification of this Property's 2018 GC request on this vacant parcel, lacking a site plan at the time, the staff report and proposed drawings did not present much detail other than to suggest that commercial was needed for this neighborhood that did not have access to freeways, which commercial uses ended up being built across the street.

*Where the general commercial uses located* – After the 2018 rezoning, what ended up happening in 2019 was that the larger general commercial uses were built across the street on the south side of Williams Field Road. To the southeast, Fry's Marketplace is a big box, 175,000± square feet 1-story retail-commercial project. Then, Verde at Cooley Station – on the south side of Williams Field was designated Village Center, but proposed a GBC PAD for a general 1-2 story commercial use at the intersection and multi-family behind it. (Later, additional multifamily and mixed use concepts were proposed nearby). Verde has a pedestrian paseo and 140,000± SF of commercial space broken into stand-alone commercial pads. It has a 0.2 floor area ratio, surface parking, and 24%± lot coverage. Its commercial phase has 7 planned restaurants/commercial/office space. with 1-2-story commercial and office buildings on the Williams Field Road streetscape, the remaining being 1-story and internal to the site like a mini-mall with adjacent 4-story residential to the south. In sum, the general commercial demand was satisfied south of Williams Field Road, making the subject Property prime for a multi-story center project with village center character.





The Property in this request is smaller than a regional commercial site. At 15 acres and designed as a short urban block with streets on 4 sides, large scale of GC commercial uses are not supported. This is based on this site's proximity to the airport 1 mile to the east and other nearby regional commercial centers in the area. The proposed residential use will help meet the commercial demand developing in Verde at Cooley Station. In addition, this project will offer a nice balance of additional retail-commercial businesses considering the type of mixed use project.

The added households will facilitate the growth of nearby businesses in the retail, services, and office categories. Because the San Tan Village Marketplace regional center (1,200,000 SF) is located to the west and the Power Road commercial corridor is located to the east, this project is located in an internal Town of Gilbert neighborhood (See Exhibit 6). On nearby Power Road are the Wal-Mart and Target (700,000 SF) power centers. Gallery Park (750,000 SF) and Cannon Beach (500,000 SF) are regional commercial-activity centers in phase 1 of construction also near Power Road and the 202. Cooley Station feeds the two regional commercial cores that anchor the retail and office sectors and that are only 1-2 miles away. As such, this Property is within the market area of these major commercial centers' 5-10 mile market area radius but does not have a nearby freeway or City limit boundary to create an additional attraction to support larger commercial uses. Given the abundance of nearby commercial sites, additional housing is needed to justify commercial in this in-between market.

The density of the surrounding population is important because not everyone in a neighborhood will repeatedly frequent the same specialty business sufficient to support it over time. This proposal right-fits the commercial use and brings in extensive annual buying power to the Cooley Station village center area. Further, as one of the only vertical mixed use developments in the village center environment, it will be an attractive draw to potential consumers to the benefit of businesses in Cooley Station.

Increased revenues to the Town are anticipated as a result of this proposal and the additional households and property value, which will contribute to additional investment in the Town's public services.

### **3. Consistency with Growth Area: Gateway Village Center**

According to the recently adopted General Plan Update, the Property is located in the middle of the Gateway Village Center Growth Area. Williams Field Road marks the spine for this growth area with urban properties on each side that flank this key transportation corridor.

This proposal complies with the Growth Area by proposing a pedestrian friendly horizontal and vertical mixed use development. The urban style design will provide for activity along the street and incorporate a building form that supports the planned transportation along Williams Field Road. Consisting of a major corridor, Williams Field leads to Mesa-Phoenix Gateway Airport and ASU Polytechnic Campus located a little over 1 mile to the east, well within a convenient bicycling or bus riding distance.

Pedestrian and bicycle connections will link the project site to retail and employment areas and Williams Field Road's bus Route 156 – one of the only east-west routes that cross Gilbert between



Chandler and Mesa (See attached Exhibit 7 - Valley Metro Map, and General Plan Circulation and Transit System Map, General Plan p. 94).

#### 4. General Plan Goals and Policies

The proposed development supports the vision and objectives of the General Plan, as follows:

- **Goal CM-1:** Encourage a Balanced Land Use Framework.

This project is a mixed use development with both commercial and residential elements, which adds a strategically designed mix of land uses in this area. The proposed uses help achieve the balance the General Plan is seeking in the type and scale of uses in a village center.

- **Policy 1:** Ensure the framework supports a highly livable community through efficient use of land and resources.

The mixed use multi-family lofts and wrap-around housing type is a smart growth building form and strategy that increases efficiency of housing distribution. Location and thoughtful design of this project makes more efficient use of land. Proximity of commercial uses to residential uses promotes efficiency in access and uses of resources.

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

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

Regarding quality housing, a top tier architectural and design group has been selected to design this project, which incorporates all the elements of high quality housing. The generous list of amenities with indoor and outdoor recreational opportunities and the distinctive architecture are examples of the high quality housing.

Suitability is met by the project's consistency with the residential uses north of Williams Field Road and the village center type of project in terms of the urban form and pedestrian friendly features.

Regarding diversity, proposed is a unique housing type that contributes to the General Plan's desire for a variety of housing types to accommodate a diversity household needs in the Town. Urban style development has been planned and envisioned at the corner of Recker and Williams Field Road for more than a decade.

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

This proposal plans residential uses near compatible commercial, retail, office, and live-work uses, which increases residents' access to neighborhood and business services. Compatible neighborhood-friendly commercial uses are located adjacent to urban residential uses that will attract the types of households who seek desirable housing in an urban setting.



Further regarding compatibility, the project transitions from the general commercial uses to the south to the residential uses to the north. The proposed size is smaller than allowed in the vertical zoning overlay and is symmetrical to the zoning patterns east of the intersection.

The corner commercial use is two-story in height, which size and layout are similar to the Fry's shopping center to the southeast and the street-frontage Verde buildings to the south. The remaining residential buildings are compatible with the 2-3 story residential buildings north of Williams Field Road, and the streets provide extra buffers. The scale of the project is compatible with most 1-story commercial buildings along more than half of Verde at Cooley Station to the south, which also has 2-story buildings on Williams Field Road and 4-story residential buildings behind it.

- **Policy 4:** Promote mixed use development within appropriate land use classifications. Proposed is GVC PAD zoning, which is the appropriate land use classification in the zoning vertical overlay. This zoning district allows multi-family, loft, and commercial uses proposed on the site plan with the development type proposed with 1-4 stories and buildings located along the Cooley Station required streetscape. Where maximum 4-stories is proposed, the vertical overlay allows equivalent to 8-story buildings.

- **Policy 6:** Support transitions between sites with distinct changes in types or intensities of land uses.

As noted in this narrative, the proposed residential and commercial use provides transitions to the residential neighborhoods to the north and is compatible with the commercial uses to the south. Streets and landscaped frontages on all four sides provides adequate buffering to surrounding land uses.

- **Goal CM-2:** Focus on Quality Development

- **Policy 7:** Preserve and maintain Gilbert's attractive appearance, quality development, and sense of place.

District at Cooley Station is designed to instill a sense of place and character that are harmonious with Gilbert's vision for high-quality housing. This proposal will be designed with architectural features that are high quality and compatible with the Village Center projects to the south. As shown in the Design Review Submittal, use of multiple materials create an elegant and distinctive project.

Site planning components are integrated into a cohesive whole in a concept that promotes activity that will support future commercial growth. The code allows some of the public on-street parking to count toward the site parking requirements, but in this case all parking is onsite, preserving on-street parking for public use. Design character will create an anchor for future growth and will complement the surrounding area and incorporate aesthetically pleasing design elements and amenities.

- **Policy 8:** Proactively improve the public realm to support a pedestrian friendly, high quality and distinctive built environment.

Pedestrian friendly features are integrated into the project. For example a 20,000+ square foot pedestrian paseo leads to the commercial corner bringing potential customers to that site. Wide sidewalks with shade trees are proposed along the





streetscapes consistent with the Cooley Station streetscape improvement standards. Pedestrians can access the 4-story building at multiple points along the commercial and non-residential spaces on the ground floor. Also, first floor units likewise have stoops and patios at the street level.

The patio designs, architectural elements, where none of the exterior elevation has a large expanse without vertical and horizontal architectural treatment creates an aesthetically pleasing project from the pedestrian's perspective.

Bicycle connections will link the project site to the community's retail and employment areas and Williams Field Road's bus Route 156. This regional route is one of the only east-west routes that cross Gilbert between Chandler and Mesa (See attached Exhibit 7 - Valley Metro Map, and General Plan Circulation and Transit System Map, General Plan p. 94).

- **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.

Building materials and architectural design provide a consistent design character historically applied to projects in Cooley Station and consistent with the projects across the street to the south. As requested, the Cooley Station brick and traditional style architecture has been added to the project. Included in the architecture are a sophisticated blend of colors, textures, and materials that echo the heritage-look of Cooley Station with a modern twist. For example, both vertical and horizontal architectural treatment create variety and distinction across the exterior elevations. Undulation and variation in the rooflines, trim, metal accents, and color selection provide a balanced modern flavor to the heritage look of the Cooley Station area.

- **Policy 12:** Reduce consumption of water through the landscape plan.

The landscape plan will meet or exceed Town Standards for streetscape themes on the perimeter and open space amenities on the interior. The plant species proposed adhere to the Town's recommendations and the Arizona Department of Water Resources, "Low Water Use Plant List" to incorporate native and hybrid arid region vegetation into the landscape. All the landscape material will be watered on an automatic drip irrigation system, which latest technology helps control and reduce waste.

- **Policy 32:** Design roadways to safely and efficiently accommodate multiple modes of travel while creating attractive corridors.

- **Policy 14:** Connect neighborhoods, retail and employment areas with a system of pedestrian and bicycle routes and trails. See above response to Policy 8.

The street cross-section is a complete street with vehicular, pedestrian, bus, and bicycle travel options. Pedestrian paths are separated from the street by landscaping and lighting. On-street parking is proposed, which helps activate the street. Bike storage and maintenance facilities are proposed in the amenity package.

- **Goal CM-3:** Foster Vibrant Gathering Spaces



**Policy 15:** Promote a variety of well-designed and maintained public and private parks and open spaces that will encourage and support community interaction and recreational activity for all ages.

DISTRICT AT COOLEY STATION provides all the amenities of a quality resort-lifestyle community. It has four major active open space areas and a list of indoor clubhouse-style amenities to foster social interaction and gathering spaces.

- **Goal CM-4:** Promote Our Neighborhoods

**Policy 16:** Recognize, sustain, and promote the quality and character of existing residential neighborhoods as they mature, and as new development occurs nearby.

The design of DISTRICT AT COOLEY STATION recognizes and sustains the quality character of the Cooley Station neighborhoods by incorporating harmonious landscaping, architectural details and materials into the project. Because this project is resort quality, this investment will promote the quality and value of the surrounding area. The existing improvements to the right-of-way and streetscape will be preserved and enhanced with the development of the Property.

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

Proposed is the first luxury wrap-around housing of its kind in the Cooley Station area and one of the first in the Town of Gilbert. The urban style of housing complies with the intent to provide for housing needs of diverse households and the Town's growing workforce.

- **Goal OP-5:** Protect our natural environment. See also page 5 of General Plan that notes the desire to seek a framework to propose fiscally and environmentally sustainable growth in the future. Sustainable and energy efficient practices will be incorporated into the proposed development. The multi-family housing type is a smart growth building form that increases efficiency of housing distribution and reduces the development footprint and carbon footprint. Kaplan has proposed distinctive characteristics that indicate its commitment to the environment. Details regarding sustainable practices other than shown above are detailed in the rezoning application.

- **Goal OP-1:** Encourage Job Growth:

Targeting Gilbert's business growth goals, the proposed multi-family housing will address statements in the Town Council's previous discussions on attracting employment uses in the Town. Presentations regarding economic development and Gilbert's demographic trends noted that additional diverse housing types are a critical part of attracting employers and entrepreneurs to locate in Gilbert (February 12, 2021 Gilbert Town Council Retreat; General Plan Goal OP-1 – Job Growth, p. 67).

- **Policy 40:** Develop a skilled workforce that supports and attracts future economic growth. The proposed wrap-around mixed use type of housing with the mixed-use model, proximity to commercial uses will help the Town develop a diverse skilled workforce more than under the Property's current designation. (Policies 40, 42, p. 67).

- **Policy 71:** Growth the Town's fiscal health.

The quality nature of DISTRICT AT COOLEY STATION will attract additional households that will support local professional services, and commercial businesses. (Policy 71, p. 67).



- **Policy 63:** Provide public facilities and infrastructure for current and future generations that balance quality and affordability  
Locating a project of this nature adjacent to existing infrastructure will create efficiencies and reduce costs per capita for capital improvements and maintenance of private and public services. The developer will construct the required right-of-way improvements adjacent to the property (OP-4, *Infrastructure*, Policies 63-64).

## VII. Gateway Character Area Compliance

This mixed use development is tailored to serve the urban center of Cooley Station and is compatible with the Gateway Character Area policies that are encouraged in the General Plan. The Property is located in the heart of the Gateway Character Area, also known as Cooley Station – see the attached Exhibit 8 (General Plan, p. 41). Like the Growth Area, the Gateway Character Area goals and policies go hand-in-hand with the directive to promote mixed uses and quality developments that are harmonious with the urban character of the Village Center. This area contemplates the development of a pedestrian friendly center, with commercial and residential uses at the village core. Many times, residential uses are specified in the character area plan as an anticipated use at the project location:

“Develop a Village Center at **Williams Field Road and Recker Road** to include a mix of retail shops, restaurants, offices, hotels, entertainment and **residential** units, all fostering pedestrian interaction.”

“Develop very high density residential uses within the Village Center”  
(General Plan, p. 131).

The GVC zoning district and Vertical Overlay help implement the Gateway Village requirements. Together, these districts allow 90-foot high buildings, where this proposal is well below that. The vision is to provide the framework to allow projects with multiple uses on the same site.

DISTRICT AT COOLEY STATION will implement the mixed-use, urban design objective on one of the remaining parcels at Recker and Williams Field. This proposal is the only loft project in the Gateway village center area. Where suburban style mixed use projects have parking lots between residential and commercial uses, this mixed use urban village center project has commercial uses at the ground floor and one cross-walk away on the same site plan, which integrates the uses.

It is noted that the General Plan does not define mixed use, but generally the concept requires horizontal or vertical proximity, compatible uses, consistency in landscape and architectural design, and connectivity. Details of this project’s mixed use features will be addressed in the associated zoning and design review applications. The PAD narrative requires consistency and harmony between the various mixed uses onsite and in the development plan.

Exhibit 8 includes a detailed list of the project attributes that address the additional District at Cooley Station Village Center policies.



### VIII. Benefits to Gilbert

The following summarizes some of the project's benefits to the Town:

- Implements the first wrap around project in Gilbert. Also, this is the one of the first vertical and horizontal mixed use project in the Gateway area as intended in the Town's policies for the center of the Gateway Growth Area and the vertical development zoning overlay;
- Includes ground floor boutique commercial fronting Recker Rd. and Williams Field Rd;
- Compliance with Growth Area and Character Area;
- Adherence to height requirements of the vertical overlay district;
- Built-in transitions to the surrounding area;
- Creates synergy next to the retail and office buildings at Verde at Cooley Station;
- Offers a diverse housing option that is balanced with the land use fabric;
- Brings significant investment to the Cooley Center Village Center area;
- Attracts households that will create enhanced purchasing power and support the sustainability and growth of nearby commercial, offices and professional services;
- Construction fees and assessments will benefit local schools and public projects;
- Exciting architectural design and highly demanded lifestyle choice; and
- Provides a quality package of recreational amenities

### IX. Conclusion

This proposed DISTRICT AT COOLEY STATION mixed use development provides the missing piece in the heart of the Gateway Character Area and Cooley Station. As envisioned in the General Plan and Zoning Code, this development offers a mix of commercial and residential uses that will support and interact with the adjacent commercial uses south of Williams Field Road. Buildings will make an impactful architectural statement appropriate to the neighborhood and will create an active street scene. The development will integrate all the elements of a distinctive project that will enhance the area and create a viable and sustainable place in which to live.



# EXHIBITS

**Exhibit 1 – Site Aerial**



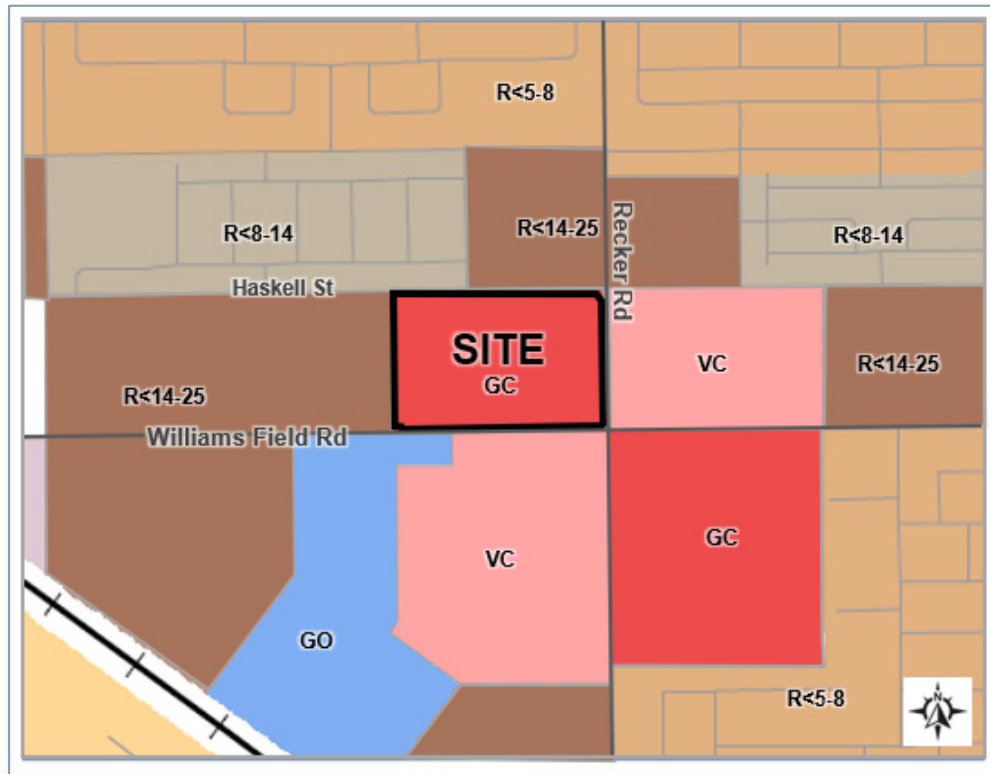
**Table 1 - Existing and Surrounding Land Uses and Designations**

Direction	General Plan	Existing Zoning	Existing Use
Site	GC	GC	Vacant
North	R<14-25, R<8-14	MF/M, SF-D	Haskell St., multi-family residential
South	VC, GO	GVC, GBC	Williams Field Road, retail, office (under construction)
East	VC	GVC	Recker Road, vacant
SE	GC	GC	Retail/Commercial
West	R<14-25	MF/M	Verde Dr., Multi-family residential

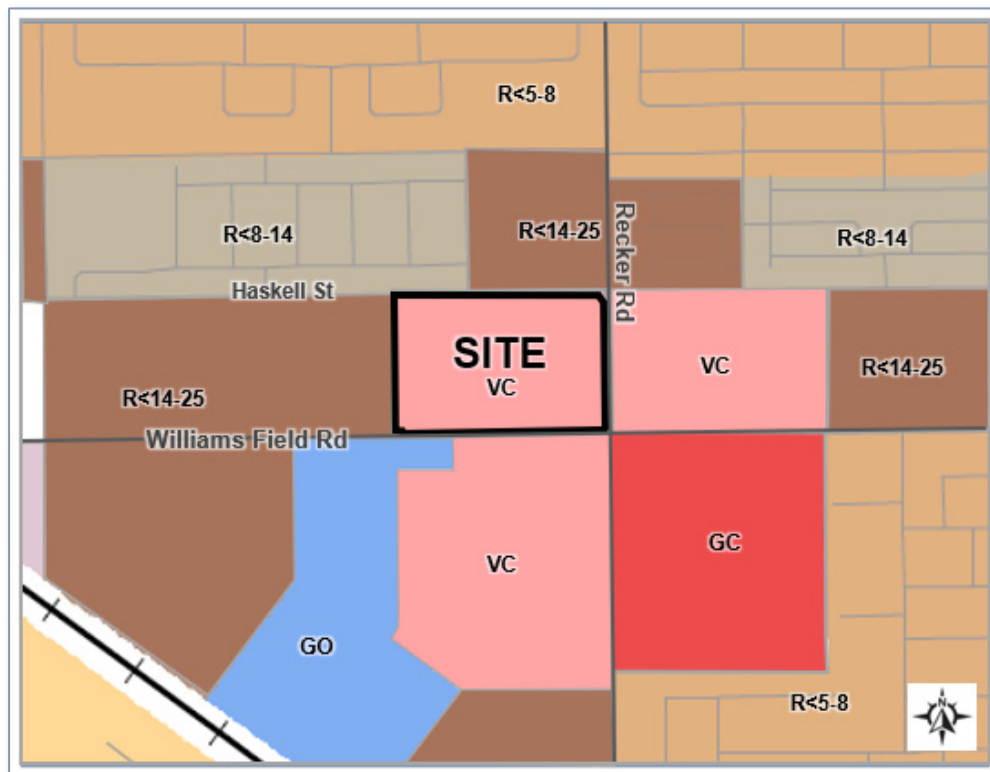


# EXHIBITS

**Exhibit 2 – Existing General Plan Land Use Map**



**Exhibit 3 – Proposed General Plan Land Use Map**

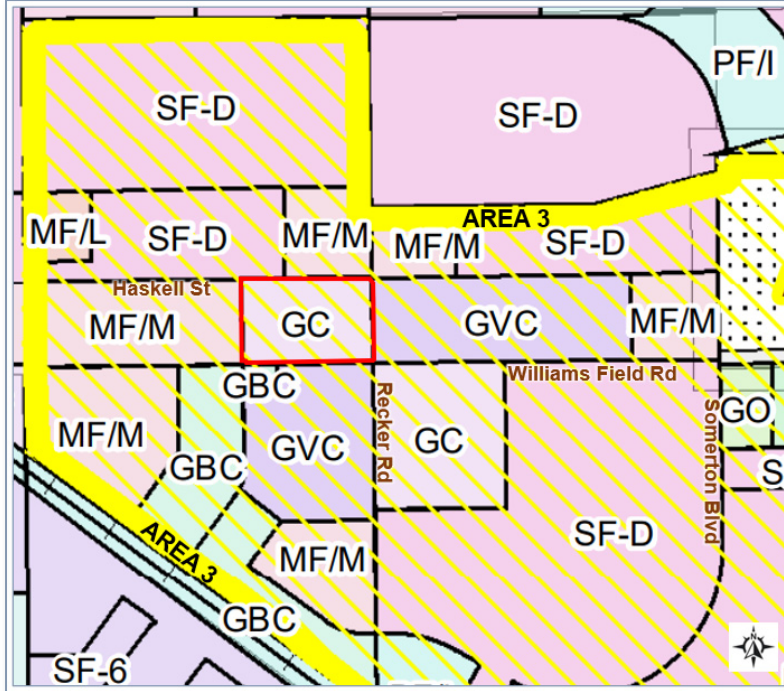




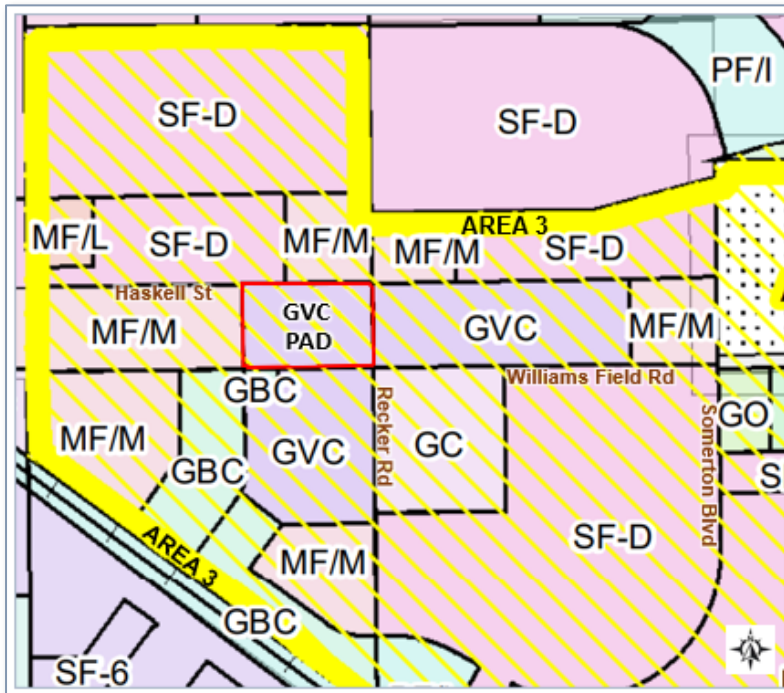


EXHIBITS

**Exhibit 4 – Existing Zoning Map**  
(Concurrent application)



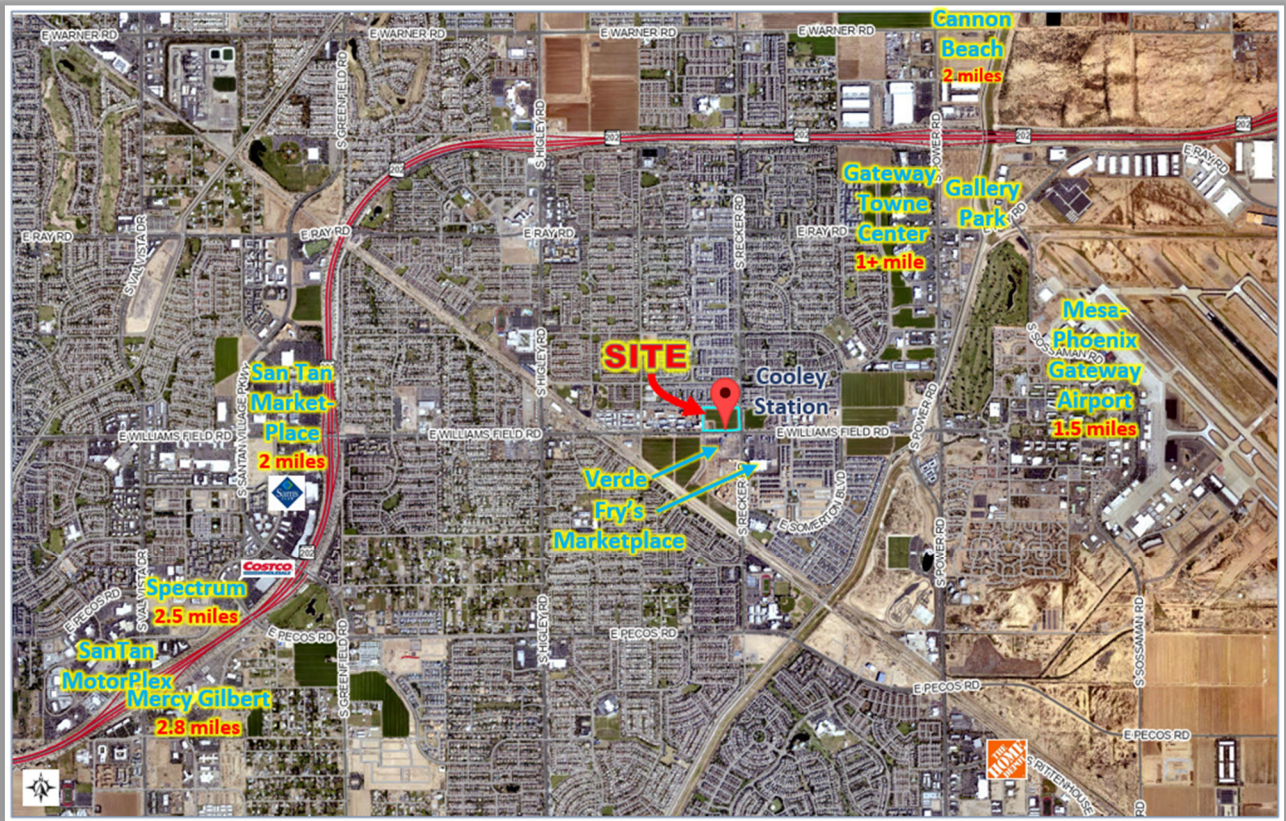
**Exhibit 5 – Proposed Zoning Map**  
(Concurrent application)





# EXHIBITS

**Exhibit 6 – Proximity to Regional Commercial Centers**



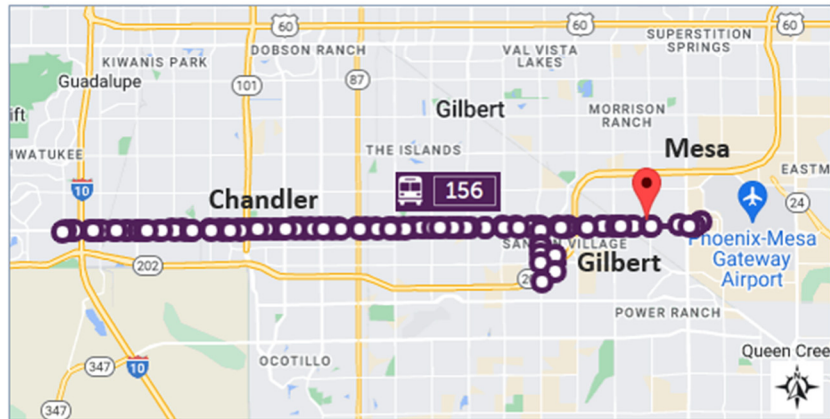




# EXHIBITS

## Exhibit 7 – Valley Metro Bus Routes

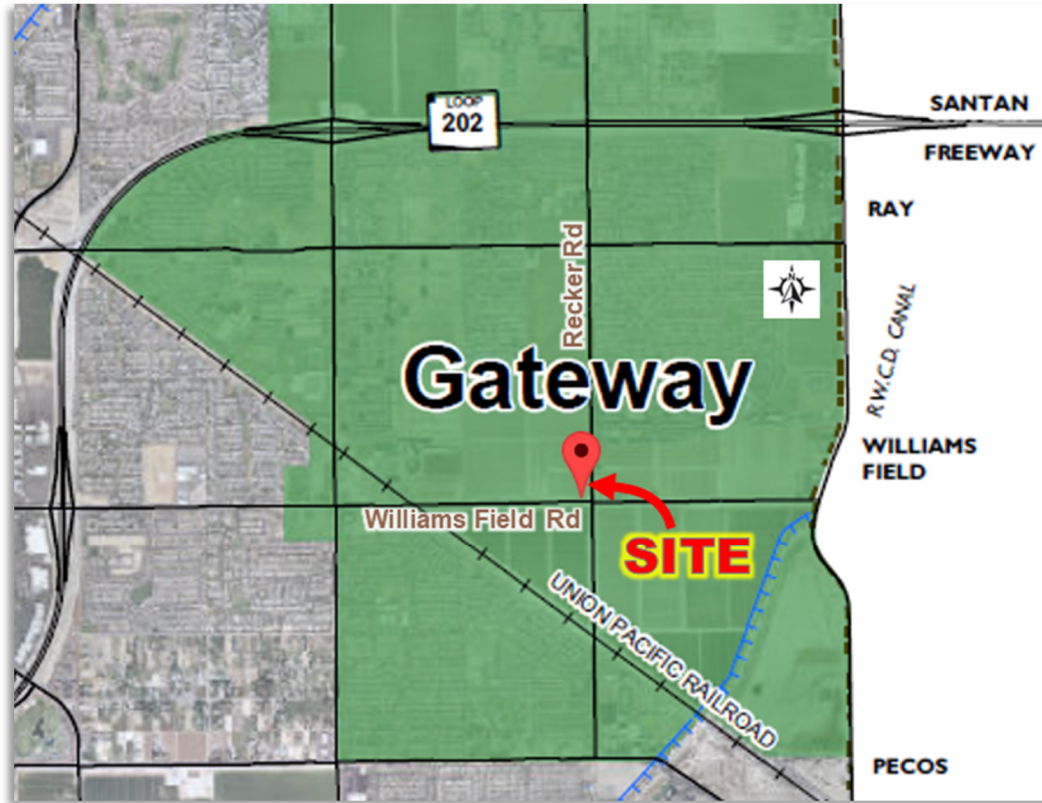
Williams Field Road Bus Route 156 is one of the only 2 complete east-west Routes in Gilbert and extends from Chandler to the Airport



Source: Valleymetro.org



*Exhibit 8 – Gateway Character Area Map and Compliance*



General Plan, pp. 43

“Develop a Village Center at **Williams Field Road and Recker Road** to include a mix of retail shops, restaurants, offices, hotels, entertainment and residential units, all fostering pedestrian interaction.”  
(General Plan, p. 131)



District at Cooley Station addresses the goals and policies of the General Plan Gateway Character Area, as follows:

Village Center (General Plan, Gateway, pp. 127):

1. Provides a classic look of a mixed-use development because of the use of the red brick heritage look and feel along the exterior elevations of the building. Four stories along a wide pedestrian walkway is also a traditional massing that promotes quality perspective from the pedestrian's angle. Colors and materials of the building offer an enhanced, classic look. The wrap around type of housing product has a traditional, urban center look as has been desired for the Cooley Station village center.
2. Architectural plans provide articulated and interesting building facades with ground floor non-residential space and upper floor residential along the arterial streets where nonresidential uses would be used for the visibility available. Defined corner main entries and varied roof lines offer a more quality look to the classic style. The multiple building materials and different kinds of brick create an elegant and distinctive look that meets the intent of the General Plan.
3. Auto-oriented drive-through facilities are discouraged with the present site design. The type of commercial proposed on the corner compared to those across the street at Verde and Fry's.
4. A Main Street, pedestrian, transit-oriented theme is provided as intended along Williams Field Road and Recker Road. The project provides the street cross-sections that provide for the desired village center look with buildings fronting the streets and activating the public realm with multiple access points into the building along the street.
5. Parking structures are encouraged, and surface parking are recommended to be located to the side of and behind buildings, not in front. These goals are accomplished in the project by screening from view the parking garages and placing the corner commercial buildings at the sidewalk-streetscape as was planned for this part of the Gateway Village Center. Shared parking occurs because residents will be able use their residential parking and then walk to bike to nearby commercial uses.
6. On-street parking is promoted in the General Plan for the Gateway Area and carried out in this development plan, which parking spaces will be open to the public and not counted in the project's parking requirements.
7. A bus pull-out is proposed, and pull-outs for shared parking are possible in the parking structures and surface parking area.
8. Pedestrian-friendly hardscape lines the entire frontage along both Williams Field Road and Recker Road, also the north and west frontages. In the middle of the project, a pedestrian paseo that will be open to the public will connect from the north to south, offering a valuable community asset with landscape amenities along the shaded paths.



9. The residential portion of the project incorporates amenities such as swimming pools, clubhouse, and other recreational facilities. Internal parks provide different kinds of amenities for the residents to enjoy. They form focal points in the architecture and attractive view corridors for upper level housing units.
10. Attractive, urban oriented signage that projects from the building is proposed. Details will be provided during the sign permit, and any required comprehensive sign plan.

Village Center Residential (General Plan, Gateway, pp. 127):

1. This project provides a high quality residential environment in the Village Center and includes lofts, and multi-family urban apartments with luxury living amenities.
- 2, 5. As noted above, on-site amenities are provided, including multiple swimming pools, clubhouse, and other services. Covered, private outdoor spaces are provided for all units, where applicable. Some of the units will have rooftop patios as well.
3. Patios and balconies are part of the project design.
4. Designed into the architecture are visual relief, detail, and horizontal and vertical interest to fulfill the Town's high quality architectural expectations in the Cooley Station Village Center.
6. Parking structures are proposed, which are screened from view to the exterior. Service areas are in the structure for trash collection and compacting.
7. As noted previously, proposed is a safe and attractive open space system. Also proposed are pedestrian/bicycle amenities in the form of pathways, bicycle parking and storage, and bike repair facilities.
8. The proposed density below 50 du/acre as recommended in the General Plan. The development form complies with the intent to provide for urban housing opportunities and building form in the zoning vertical overlay. The amount of commercial space proposed meets the expectations of the Development Agreement that set forth the minimum balance of commercial space for the Cooley Station area.

Open Space and Parks (General Plan, Gateway, p. 128)

1. A variety of facilities are proposed in the open space park areas to meet the required recreational and cultural needs of the project.
2. Public pathways, nodes, and a paseo are provided. Also, commercial uses will provide services that are open to the public. The public paseo is a large amount of public amenity considering the small size of the parcel in question.
3. Safe and attractive pedestrian ways, bike paths, and the existing Cooley Station streetscape improvements are preserved and enhanced with this request.



Transit (General Plan, Gateway, p. 129)

1. The project is design in the transit-oriented format with the traditional 4-story urban project with on-street parking, but pullout, and seating.
2. As noted above, pedestrian connections are provided at multiple points throughout the site. The pedestrian paseo will allow neighbors from the north to access the bus line to the south.
3. Bicycle parking and storage facilities are proposed in the project. The proximity of this project to the many commercial establishments in the area will encourage bicycle travel and reduce dependency on the automobile, taking some cars off the streets.

Williams Field and Recker Road (General Plan, Gateway, p. 130, 135)

1. Along Williams Field Road, a cross-section is proposed that maintains the existing Cooley Station streetscape, with 4-travel lanes, landscaped medians, and bike lanes as designed and already implemented in the Town's transportation network.
2. Min. 15 ft. of sidewalks and paver paths are provided along Williams Field Road and Recker Road, and sidewalks, which have been built and will be maintained consistent with other sidewalks in the area. Existing trees and those approved will be planted between the sidewalk and the street.
3. The Gateway Area Right-of-Way improvement Standards and Streetscape Design Guidelines for Recker Road and Williams Field Road, as updated by Cooley Station PAD cross-sections, will be designed, improved, and maintained in perpetuity alongside this proposal.
4. Street lighting along sidewalks will be maintained. Any required right-of-way improvements to traffic signals, signage, and special paving at key intersections will be provided as necessary.

Village Center (General Plan, Gateway, p. 131)

1. Proposed is a Village Center at Williams field Road and Recker Road that includes a mix of retail shops, restaurants, offices, and residential units, all fostering pedestrian interaction. As noted before, these uses are combined into a single, mixed use site plan. Looking more broadly, this request fits into the mix of uses with residential character north of Williams Field Road and a commercial character on the south side of Williams Field Road.
2. Commercial and non-residential uses are focused on the first floor of the buildings fronting onto Williams Field and Recker Roads.
3. Parking areas are located behind buildings and internal to the parking garages. Retail shops are proposed, not standard drive-throughs.



4. A minimum 0.75 FAR is suggested in the General Plan and approximately 0.1 FAR suggested in the first phase. Not accounting for the phases of the Village Center on the other sides of the intersection, this proposal complies with the minimum 0.75 FAR on this Property with a total, approximately 1.03 FAR proposed.
5. The General Plan promotes the development of mid-rise buildings to accommodate mixed-use development in accordance with the standards of the Vertical Development Overlay Area 3 and limit the height the single-story buildings with arterial frontage to 25% of the streetscape.

This proposal adheres to the intent of the Vertical Overlay, which stated purpose for this district is to permit mid-rise buildings and to facilitate mixed use residential and commercial projects. The vertical overlay allows mixed use buildings by right at a base maximum building height of 90 feet (comparable to 8-stories). The GVC zoning with a PAD Overlay is requested because it implements the vertical overlay's stated purpose and is a suitable fit for the type of mixed use project.

Like Verde to the south, 1-4 story buildings are proposed along the Williams Field Road Frontage. The Zoning Ordinance has a minimum 15 ft. height limit, and the proposed 28-foot tall buildings on the retail corner are 2-story height that exceed that minimum requirement.

6. As noted previously, pedestrian-oriented design is proposed as noted above under Village Center item 8.
7. On-street parking has been constructed along Williams Field and Recker Roads, which will be maintained and enhanced as approved in this application.

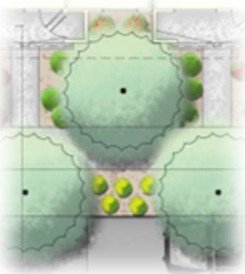




# District at Cooley Station

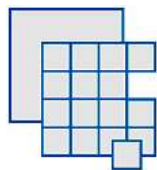
Mixed Use Development at Recker & Williams Field

## Narrative: Rezone PAD



Submitted by:  
**Pew & Lake, PLC**

Of behalf of:



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



December 21, 2022



## Development Team

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**Kaplan Multifamily**

Scottsdale, AZ



*Applicant, Legal Representative*

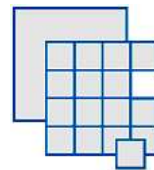
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## Contents

I.	Introduction .....	1
II.	Existing Conditions and Compatibility with Surrounding Area.....	2
III.	Support for GVC Zoning/PAD.....	2
1.	Applicable Regulations and Policies.....	4
2.	Permitted Uses.....	5
3.	Project Description.....	5
4.	PAD Development Standards: .....	7
IV.	Phasing and Management .....	10
V.	Public Utilities and Infrastructure.....	10
VI.	Neighborhood Outreach.....	10
VII.	General Plan Compliance.....	11
VIII.	Gateway Character Area and Cooley Station Compliance .....	16
IX.	Conclusion.....	17

## Exhibit List

Exhibit 1 – Site Aerial

Exhibit 2 – Existing General Plan Land Use Map

Exhibit 3 – Proposed General Plan Land Use Map

Exhibit 4 – Existing Zoning Map

Exhibit 5 – Proposed Zoning Map

Exhibit 6 – Valley Metro Bus Routes

Exhibit 7 – General Plan Gateway Character Area Map and Compliance

Exhibit 8 – PAD Project Guidelines District at Cooley Station



## I. Introduction

Pew & Lake, PLC, on behalf of Kaplan Multifamily and the Cooley Family, is pleased to submit this rezoning application for Gilbert’s first mixed use wrap around developments on the 13.3± acres at Lot 26 of Cooley Station in the Vertical Overlay District. The Property is located at the northwest corner of Recker and Williams Field Roads (“Property” – See attached Aerial Map in Exhibit 1). Ideally situated across the street from the regional commercial uses at Verde at Cooley Station and the Fry’s Marketplace shopping center, this mixed use product known as “DISTRICT AT COOLEY STATION” will create synergy and a rich character to anchor the Cooley Station village center. The project proposes boutique retail and commercial uses along the ground floor street frontage on Recker and Williams Field Roads with both horizontal and vertical loft-style mixed uses that are infused with lifestyle amenities in a live-work-play environment. As designed, the street scene will create an impactful statement that will complement and enhance the surrounding area and growing businesses in Gilbert. Total planned commercial area exceeds 50,000 square feet, and if outdoor patios and live-work are included, the non-residential uses exceed 90,000 square feet. The proposed commercial uses exceed the requirement in the approved 2018 development agreement for Cooley Station that set the minimum required commercial-residential balance to implement the General Plan’s land use mix objectives.

**Kaplan’s Background** – This proposal is delivered by a reputable development group with extensive local experience in the East Valley, delivering projects such as The Scottsdale Grand, District at Chandler and District at Scottsdale. Formed in 1978, Kaplan Companies is a Houston based company known for its effective development, acquisition and management of high class multi-family residential, office, and retail properties. The company’s excellent reputation is based on its quality projects and success at attracting the most knowledgeable people in the industry. Kaplan has experience in many states, in addition to its significant presence in the metro Phoenix area since 2008, where it manages 1,200 units and has invested \$335 million to date.

Kaplan is thrilled to introduce a distinctive mixed use development comparable to its District at Scottsdale and Chandler projects with design themes, colors and materials that will be specifically tailored to Gilbert’s heritage and the unique Cooley Station Village Center. The imagery below are examples that illustrate the type and quality of development anticipated for this Property.

*District at Scottsdale*



*District at Chandler*





**Request:** The applicant is submitting the following development request for Town of Gilbert approval to allow for DISTRICT AT COOLEY STATION: Rezoning from General Commercial (GC) Vertical Overlay (VO) PAD to Gateway Village Center (GVC) VO PAD. Concurrent requests are proposed for Minor General Plan Amendment to VC, CUP to allow the horizontal residential mixed use, and DRB for the site plan and project design.

## II. Existing Conditions and Compatibility with Surrounding Area

The proposed development is suitable for the site and compatible with the surrounding context. The subject Property, Maricopa County Assessor parcel 304-39-013K, is currently vacant with unremarkable topography (see aerial map attached as Exhibit 1). A unique site with an urban or village center block character, parcel 26 is zoned GC in the Vertical Overlay and surrounded on all 4 sides by public streets that buffer it to surrounding properties. A dynamic mix of retail, commercial, services, recreational, and residential uses encompass the area. Commercial uses are focused on the south side of the intersection; specifically, Verde at Cooley Station is located to the south with 1-2 story retail, office, and shopping mall attractions fronting Williams Field Road and 4-story residential behind it. To the southeast is the Fry's Marketplace center with retail buildings backed up to the intersection corner. Vacant land is located to the east across Recker Road. 2-3 story residential uses adjoin the Property's northern and western boundaries behind Haskell Street and Verde Drive. The table in Exhibit A summarizes the existing land use context.

## III. GVC Zoning/PAD Justification and Description

This application requests to rezone the Property from GC VO PAD to GVC VO PAD, which is justified as follows. The intent behind a PAD Overlay is to create a special, enforceable zoning and development plan for a project with special design qualities, such as the proposed DISTRICT AT COOLEY STATION. This project PAD implements the only truly urban style project that is village center like with its 4-story urban wrap around design fronting the streetscape. Residential lofts are designed above commercial space, and the plan integrates corner retail fronting the arterials. DISTRICT is the only project investing in an onsite parking garage discrete in appearance and preserving on-street parking for the public. Where 90-foot building height is possible, this PAD protects the 4-story proposal with onsite commercial, two resort-lifestyle swimming pools, 4 park areas, 25,000+ square feet of dedicated public paseo and 10,000+ square feet of indoor recreational amenities. The requested zoning with a PAD overlay provides a tool to enforce and protect this project's special quality design and development plan not seen elsewhere in Cooley Station. This proposal achieves the PAD's purpose is to incorporate creativity, flexibility, and consistency with the General Plan objectives and purposes of the Gilbert Land Development Code and Cooley Station streetscape standards ("LDC"). Conceptual plans are provided to guide future development. Actual final plans may vary but must comply with the intent of the PAD and the guidelines attached as Exhibit 8.

*GVC Vertical Overlay* – On the Zoning Map, the Property is located in Area 3 of the Vertical Development Overlay, which extends from the Gateway Character Area village center, east along Williams Field Road, and connects to Area 2 north along Power Road (See attached zoning map).



This proposal adheres to the intent of the Vertical Overlay, which stated purpose for this district is to permit mid-rise buildings and to facilitate mixed use residential and commercial projects. The vertical overlay allows mixed use buildings by right at a base maximum building height of 90 feet. Zoning standards and drawings will be expected to sew together Cooley Station's unique streetscape landscape standards, buffering to the adjacent residential, and the General Plan's vision for vertical, urban projects in the village center.

*Previous 2018 PAD* – The Property's PAD overlay was created in 2018 without a plan, making the purpose of the PAD to approve the Cooley Station street cross-sections, which have since been constructed on Recker and Williams Field. The 2018 PAD had the effect of removing this parcel from the overall Cooley Station PAD and zoned the Property GC as a sidekick to the Fry's Marketplace project. The Fry's parcel was likewise rezoned from GVC to GC on the south side of Williams Field Road. The purpose was to allow for the big box Fry's retail center, which has an Auto Zone, Ace Hardware, fast food pads, and corner shops. For justification of this Property's 2018 GC request on this vacant parcel, lacking a site plan at the time, the staff report and proposed drawings did not present much detail other than to suggest that commercial was needed for this neighborhood that did not have access to freeways, which commercial uses ended up being built across the street.

*Where the general commercial uses located* – After the 2018 rezoning, what ended up happening in 2019 was that the general commercial uses were built across the street. To the southeast, Fry's Marketplace is a big box, 175,000± square feet 1-story retail-commercial project. Then, Verde at Cooley Station – on the south side of Williams Field was designated Village Center, but proposed a PAD for a general commercial use. It is a unique commercial project because it is an outdoor shopping mall-Gateway village center attributes. While its pedestrian-friendly paseo is distinct from the Fry's next door, the project has a traditional general commercial ratio with a suburban 0.2 floor area ratio, surface parking, 24% lot coverage like many retail centers. It has more than 140,000 SF of commercial space broken up into stand-alone pads. Verde has 7 planned restaurants/commercial/office space, a pedestrian paseo, and 4-story traditional apartments behind it to the south. The only semi urban buildings in Verde are 1-2-story commercial and office buildings facing Williams Field that were slated for future development. No residential lofts were planned. In sum, the general commercial demand was satisfied south of Williams Field Road, making the Property prime for a multi-story village center project.

*Trends in regional commercial uses support this project:* The proposed commercial-residential balance is strategically planned in an area with an abundance of regional commercial projects. Additional commercial demand is not expected to grow exponentially in Cooley Station because there are larger regional malls to the south and north that satisfy the demand of Cooley Station and homes in a 5-10 mile market area. In addition to Verde at Cooley Station and the Fry's Marketplace, Santan marketplace (1,200,000 SF) is 1 mile to the southwest. There are also nearby Wal-Mart and Target (700,000 SF) power centers on the more visible Power Road-202 frontage. Gallery Park (750,000 SF) and Cannon Beach (500,000 SF) are regional commercial-activity centers in phase 1 of construction also near Power Road and the 202. These projects have anchored the commercial demand for the area and have not achieved buildout.



The Property in this request is smaller than a regional commercial site. At 13 acres, and designed as a short urban block with streets on 4 sides, large scale of GC commercial uses are not supported. This is based on this site's proximity to the airport 1 mile to the east and other nearby regional commercial centers in the area. The proposed residential use will help meet the commercial demand developing in Verde at Cooley Station. In addition, this project will offer a nice balance of additional retail-commercial businesses considering the type of mixed use project.

*Land Use Compatibility* – This proposal offers a nice urban village character that is compatible with surrounding properties. This Property's General Plan land use mix and proposed zoning mirror the designations on the east side of Recker Road, so this proposed use has comparable compatibility. Approved streetscapes are provided with special emphasis on the arterial streets and trees and pedestrian paths to buffer this project to the north and west. The scale, design and character of the project will contribute to the budding urban environment at a major intersection in Cooley Station. Additionally, the streets located on all 4 sides of the site provide additional buffering to surrounding uses. The attached Exhibit 8 provides a description and guidelines for the project design.

### 1. Applicable Regulations and Policies

For convenience in reviewing this new and innovative proposal on a unique parcel, the applicable rules and policies are summarized below. State law authorizes elected Town Councils to adopt zoning, codes, agreements, and guidelines and enables the administrative branch to enforce them. As a general principle, zoning and building codes are hard regulations, and General Plan policies and development guidelines are generally applicable policies that are analyzed and applied to each site. State Statutes require application of Council-adopted codes and guidelines published on the Town's website, and Gilbert successfully achieves this in its conveniently published General Plan, Codes, and Guidelines. See the applicable codes and policies below:

- *General Plan* – see General Plan section above and the concurrent General Plan request.
- *Land Development Code* for GVC zoning, CUPs, and the Vertical Overlay District.
- *Cooley Station Streetscape Standards* as modified in the Cooley Station PAD approvals.
- *Development Agreements for Cooley Station*. These govern infrastructure improvements and commercial area requirements. For example, a 2018 development agreement states that the General Plan land use balance in Cooley Station would be achieved if 331,000 sq. ft. of commercial were provided. So far, 325,000 sq. ft. has been approved. Only 6,000 square feet of commercial is left to achieve the balance, and yet 50,000+ sq. ft. of space is added in this proposal, thus exceeding the requirement. It is noted Fred's Place east of this Property and other new proposals in Cooley Station are also proposing commercial uses.
- *Town of Gilbert Commercial Guidelines*. The Commercial portion will comply with the Town's Commercial guidelines. The Town does not have residential or PAD guidelines, but the design team sensitively designed DISTRICT to be high quality and in conformance with the surrounding context with residential uses on the north and commercial uses on the south. No plain exterior elevations are proposed, but enhanced design with vertical and horizontal architectural features and embellishments at every interval, as will be shown in the design review application.





## 2. Permitted Uses

DISTRICT AT COOLEY STATION adopts and complies with the land use regulations in the Gilbert LDC for the GVC VO zoning.

## 3. Project Description

This rezoning request contemplates a high-quality mixed use residence development with 26,000± square feet of free-standing retail-commercial shops plus over 25,000 square feet of non-residential space that may include a public fitness center, URBO retail, community center spaces shared with the public, and other kinds non-residential located on the ground floor non-residential space fronting Williams Field and Recker Roads (Please see exhibit 8 for details). Interior clubhouse and amenity areas are also provided in each of the residential buildings.

The total non-residential square footage, including retail and non-residential space, is anticipated to be 51,000± SF plus patios and live-work units, which is consistent with the site location, size, and the land use fabric in the surrounding area. The remaining space onsite is planned for residential uses known as lofts or multi-family in the General Plan. The project will comply with zoning and PAD criteria and will contain a robust amenity package that will create a high-quality lifestyle for its residents.

Specifically, Phases 1 and 2 each include a 4-story building with two central open space amenity areas, an external secondary amenity area, and a parking garage to which the residential units will wrap around for screening. As requested, additional internal amenities are proposed in each building. Adjacent to the residential on the same site plan, the retail phase features a corner-oriented buildings comparable in size to southeast side of Recker Road and Williams Field Road. It has a two-story building height of 28 feet and architectural elements that interact with the corner landscaping on the intersection corner for a distinctive Village Center appeal.

### **Proposed District at Cooley Station, Conceptual Imagery**







### Shops Conceptual Rendering



The table below provides a conceptual list and possible break-down of the non-residential spaces along Williams Field Road and Recker Road. The final data will be clarified during permitting.

**Table 1 – Summary of Conceptual Commercial Uses**

<b>Corner Commercial Phase</b>	
Free standing retail	26,000 (10,500 SF, 15,500 SF)
Outdoor dining space	6,000 SF
<b>Total Commercial Phase</b>	<b>32,000 SF</b>
<b>4-story Residential-Loft-Commercial Phases</b>	
URBO Market	2,500 SF (possible added outdoor café )
Fitness Center (2) open to public	7,000 SF
We Work Space, open to public	4,000 SF
<b>Subtotal:</b>	<b>13,500 SF</b>
<b>Subtotal:</b> Clubhouse, conference rooms, lounge, leasing	<b>11,500 SF</b>
<b>Total Phases 1-2</b>	<b>25,000 SF*</b>
<b>Live-work Residential (ground level)</b>	
<b>Subtotal:</b> 35 Live/Work Units	<b>33,175 SF</b>
<b>GRAND TOTAL</b>	
<b>Indoor Nonresidential</b>	<b>51,000 SF</b>
<b>Indoor+Outdoor+ Live/Work</b>	<b>90,175 SF</b>

\*Plus amenities and work space in the open space-recreational amenities and other patios.

**Circulation and Parking** – Pedestrian connectivity is a highlight of this project. It has indoor and outdoor pedestrian pathways that connect to the public streets. For the overall circulation and access, multiple vehicular access points from the arterial streets and from Verde Drive will provide for efficient and well distributed traffic circulation. Unlike other apartment projects in Gilbert, residents in this luxury apartment arrangement will access their unit without having to walk across a suburban parking field and use stairs or an elevator, but by parking on the same level as their unit in a secured parking garage. As indicated on the preliminary plans, parking will be urban style and situated behind the retail buildings and behind the prominent arterial street-facing residential units. On-street parking is preserved as well. Parking counts will exceed the



requirements for counts for both residential and commercial uses. Parking areas will also comply with the dimensions for driveway access for emergency vehicles.

***Landscaping and open space*** – Landscaping and hardscape will comply with the Cooley Station streetscapes and cross-sections, which are updated for this PAD. The streetscape will soften the feel of the project and implement the urban character along the primary arterial roads, consistent with the vision in the General Plan, land development code, and approved PAD. Internal landscaping and recreational amenities create a high quality lifestyle for the future residents tantamount to luxury housing developments. While details are provided in exhibit 8, some of the proposed open space amenities include the following: 4 outdoor active open space courtyards, 2 resort style pools and spas, roof decks, game areas, outdoor kitchenette/BBQ, fire pit, and other features. Additional indoor amenities are also proposed, such as a large club house, fitness center, we/work space, pet spas, bike maintenance facilities, an upper level club room with kitchenette and deck, among other lifestyle amenities.

***Architectural Massing and Design*** – The maximum building height is likely going to be 50-60 feet and 4-stories, which is below the 90-foot base height in both GVC zoning and the Vertical Overlay District. The buildings are broken up into different massings with open space recreational areas that foster creativity in landscape design and opportunities for social interaction and outdoor recreational activities. Residential units will have approximately 15 different floorplans and natural lighting by facing the open space amenities or outward to the surrounding area. Enhanced features are also provided with walk-out decks above the balconies facing the arterial roads.

Regarding architectural design, as represented in the conceptual imagery, the buildings will be designed with upscale architectural features with sophisticated building form that are harmonious with Cooley Station's village center. Exterior elevations will be punctuated with various design materials, details, and colors consistent with recent trends and consistent with the surrounding properties. Ground floor design will be appropriate for the commercial store fronts with glazing, shade, and pedestrian-friendly features. Upper levels will incorporate colors and materials that integrate into a holistic design. For added creativity, artwork, balconies, roof decks, and tasteful lighting accents will contribute to unique sense of place. The overall architectural design will create enhanced visual interest, environmental comfort, and design creativity. Details will be provided in the DRB request.

#### 4. PAD Development Standards:

The PAD zoning overlay creates a uniquely crafted zoning district for a specific site. This tool benefits the Town by establishing an enforceable development plan that preserves the quality design. PAD zoning also promotes creativity under challenging development conditions while increasing certainty and vetting of the approved plan to enable a development that furthers the zoning and General Plan objectives. District at Cooley Station will comply with the development standards for the proposed zoning district, except for a few minor modifications that are justified by the quality design, characteristics that exceed zoning standards, and unique constraints. Table 2 below lists the modifications in **bold and underlined** in the last column.



Table 2 –Development Standards

Standard	Gilbert LDC Required	PAD Provided
Minimum Building height (ft./stories)	15/1	15/1
Maximum Building height (ft./stories)	90/6	50-60/4
Minimum Building setback (ft.) <ul style="list-style-type: none"> <li>• Front (east-Recker)</li> <li>• Side street (south)</li> <li>• Side Street (north)</li> <li>• Rear (west-street)</li> </ul>	0 0 0 20	0 to Cooley Station sidewalk-streetscape 12 <b>12 for consistent streetscape</b>
Build-to Line <ul style="list-style-type: none"> <li>• Front (Recker)</li> <li>• Side, Street (Williams Field and Haskell)</li> </ul>	0 0	0 0
Transparency: <u>Commercial uses:</u> <ul style="list-style-type: none"> <li>• 75% of ground floor windows/doors/patios</li> <li>• Windows min. 0-8 feet of ground floor</li> </ul> <u>Residential Uses</u> <ul style="list-style-type: none"> <li>• 50% ground floor windows, doors, porches</li> </ul>	75% Min. 8 ft.  50%	75% Min. 8 ft.  50%
Driveway Restriction – access only allowed on streets other than an arterial	Yes	<b>Existing approved access points on Williams Field and Recker Road</b>
Parking Setback	Yes	Yes
Sidewalk and pedestrian amenities	Yes	Yes

As depicted above, the project substantially complies with development standards, except as modified in two instances to accommodate the enhancements in this urban-style development. The modified standard include the following:

- **Vehicular access** – The LDC states, “Vehicular access shall be from a non-arterial street or alley” (§3.9.5.F). In effect, this standard directs all vehicular access to the lower level streets: Verde Drive on the west and Haskell Street on the north. In this case, access on the residential streets is proposed as required by code. In addition, one access is proposed on both Williams Field and Recker Road only for the corner commercial buildings located approximately at the existing curb cuts. This access plan is comparable to the Fry’s center and the Verde project to the south, which provide site access consistent with traffic engineering solutions for distributed traffic circulation.

This PAD standard enhances circulation next to the adjacent residential uses by eliminating the commercial traffic on those streets. As further support, the circulation plan efficiently separates the residential and commercial traffic and distributes traffic more evenly, which has an overall benefit on surrounding streets by metering traffic reasonably. This proposal enhances fire access and fire code standards by creating drives that access all sides of the development. In general, multiple circulation points are customized as necessary for an urban style project to function.

In addition to the above modified standard, below are explanations of how the project complies with the build-to requirement and transparency requirement.

The development plans says you are proposing 50%. Which is it? Make sure they match.



- **Setbacks** – The proposed setbacks implement the Cooley Station Village center streetscapes and the Streetscape Guidelines as recommended by staff. As such, a min. 12-foot streetscape setbacks are proposed with trees and pedestrian paths along the project’s north and west residential frontages. Where typically 20 feet is proposed on the rear setback, in this case the proposed streetscape is designed to provide consistency on both residential frontages. Also, on-street parking is provided in the right-of-way. The setbacks along the arterial streets comply with the built-to line requirements described below.

- **Build-to Line** – The project complies with the Built-to line requirements. LDS Section 3.9.5.C requires that 75% of the front and side street frontages be located at the sidewalk/streetscape to achieve the traditional village center character. The purpose was to avoid suburban style buildings from being pushed too far back to be used for wide sidewalks, patios, trees, on-street parking, and non-residential uses at the street. Here, effectively 100% street frontages are built-to and oriented at the perimeter pathways and streetscapes. This project intentionally was designed to implement the LDS’s goal to locate buildings at the sidewalk/streetscape of arterial frontages and street side frontages. LDS Section 3.9.5.C notes that the build-to line may be measured to the adjacent sidewalk, pedestrian way, or landscape tract, and may encroach up to 10 feet into these areas, suggesting that the building footprint need not be flat or plain. Buildings that comply with undulation requirements, columns required to achieve the historic look, and vertical and horizontal variation are permitted, as long as the building is located at the sidewalk and approved streetscape. Please see the submitted cross-sections.

- **Patios, doors, windows** – The LDC requires 75% of the frontage consisting of patios, windows, and doors for nonresidential uses and 50% for residential uses on the ground floor (LDS, Section 3.9.5.E). Like the build-to requirement, the transparency requirement encourages wide paver sidewalks at the building fronts, and windows and doors to enable pedestrians to view into the first floor and access the buildings directly from the street in a pedestrian-friendly environment.

This project complies with all of these requirements. Sidewalks, patios, and wide pedestrian ways are provided at the street-level frontages. The patios, windows, and doors are located not setback from, but along a wide pedestrian thoroughfare along both Williams Field Road and Recker Road. The use of patios, doors, and windows and pavers along the building fronts, focused on the commercial frontages along the arterial streets, achieves the urban look planned for the Cooley Station village center.

Moreover, 4-sided architecture is planned, and the 75% and 50% requirements are met. The use of the Cooley Station Red brick and other structural features comply with the standard and the objective for Cooley Station. The Cooley Station village center residential theme calls for a blend of glazing and traditional brick-stone-natural material style required for this particular site, not an expansive mass of glass that would be more akin to a different, rigid mid-century modern style that is a stark contrast to the residential style with historic architectural elements. Also, additional glazing and windows are provided on the corner elevations where the entire lengths on the four-story building corners have windows that go much higher than the required 8 feet to a two-story window height.



#### **IV. Phasing and Management**

The Preliminary Site Plan is arranged in 3 phases. The residential portion constitutes phases 1 and 2. Phase 3 is a commercial parcel designated for a future phase. The public pedestrian paseo will be built in Phase 1 and is on the residential-loft phase. Phases 1-2 will be owned by a single owner, in which all common open space areas and project areas will be maintained by a professional management entity. Commercial businesses will maintain their premises consistent with property owner and tenant agreements.

#### **V. Public Utilities and Infrastructure**

The proposed development will comply with all applicable Town of Gilbert regulations and standards regarding right-of-way and infrastructure improvements. Utilities in the Property's vicinity include Town of Gilbert for water, sewer, police, fire, and waste disposal. The property is in Southwest Gas's service area for natural gas, and in SRP's electric supply service area, and based on a preliminary analysis, there is adequate capacity to service DISTRICT AT COOLEY STATION.

Based on the applicant's experience with the proposed housing product, it anticipates negligible effect on the surrounding public schools. According to a preliminary analysis, there are approximately 14 elementary, middle school, and high schools, traditional and non-traditional, within an approximately 8-minute drive, and there are approximately 19 schools within a 10 minute drive. Improvement of the property as planned will increase the assessments in a manner that will contribute to the long-term sustainability and investment in local schools. The urban nature of the project and proximity to the ASU-Chandler Gilbert campus, based on experience, is expected attract smaller households with often 1-2 people per unit and fewer children per capita. It is attractive to retirees and young professionals seeking the urban, active lifestyle experience.

Regarding fire services, there is a fire station located 4 minutes to the west on Williams Field Road (Fire Station #1) and two stations located 6 minutes to the north and south (Fire Station #5 and #6), all within reasonable proximity.

Proposed Drainage for the project will comply with the Town standards. The volume of retention will accommodate any runoff from onsite flows and Gilbert Road's half street offsite flows. Given the proposed development will have single-owner for each phase of development, retention areas will be professionally maintained by a single-owner entity.

#### **VI. Neighborhood Outreach**

This application exceeds the minimum requirements for neighborhood outreach. The applicant has personally met with some of the neighboring property owners, and 39 surrounding property owners signed a petition of support. The applicant for ALTA GILBERT held a neighborhood meeting on April 12, 2022 consistent with Town requirements, which afforded an opportunity for nearby property owners to learn about the proposed development and discuss comments with the applicant. A notice letter was sent to property owners on the notice list that met or exceeded requirements. One nearby neighbor to the north attended the meeting, and she supported the





proposal, has anticipated development here, and asked general questions. Her only concern was to avoid lower end fast food drive-thrus, which are not proposed.

During this application process, the applicant welcomes additional feedback from the community and will respond to any questions or comments provided.

## VII. General Plan Compliance

The Gilbert General Plan land use map and zoning map designate the Property as General Commercial (GC). This case will request a Rezone and PAD overlay (concurrent Minor General Plan Amendment and CUP) to allow a mixed use residential and commercial development (See existing and proposed maps in attached Exhibits 2-5.) The proposed development complies with the proposed VC category as discussed in the associated Minor General Plan Amendment. Goals and policies of the General Plan are supported by this rezoning as follows:

- **Goal CM-1:** Encourage a Balanced Land Use Framework.

This project is a mixed use development with both commercial and residential elements, which adds a strategically designed mix of land uses in this area. The proposed uses help achieve the balance the General Plan is seeking in the type and scale of uses in a village center.

The proposed residential and commercial balance are supported by market demand. The Multi-family use category in the Gilbert-Chandler market area has the highest occupancy and highest demand of the various categories, having the lowest vacancy rates of 4.4% and highest absorption of the market areas in the Metro-Phoenix Area (Cushman & Wakefield, Multi-family data, 2022). Data indicates that demand is outpacing the availability of new residential units.

Colliers and CBRE's 2022 research suggests that the growth in multi-family housing demand is attributable to: (1) the aftermath of pent-up COVID housing demand, (2) the growth in industry and jobs, and (3) the changes in demographic trends and housing preferences. Demographics have changed owing to baby boomers retiring in large numbers, many of them downsizing and millennials that are aging into their professions with higher preferences toward living in multi-family, mixed use developments nearby work and commercial uses. Demand for housing with high quality amenities such as those proposed in District at Cooley Station is causing new residential units to fill up quickly

- **Policy 1:** Ensure the framework supports a highly livable community through efficient use of land and resources.

The mixed use multi-family lofts and wrap-around housing type is a smart growth building form and strategy that increases efficiency of housing distribution. Location and thoughtful design of this project makes more efficient use of land. Proximity of commercial uses to residential uses promotes efficiency in access and uses of resources.



- **Policy 2:** Encourage high quality housing in suitable areas that can accommodate a variety of lifestyles, households, ages, market preferences, and incomes.  
**Policy 5:** Guide a greater diversity of housing types and densities and retail-commercial centers into growth areas where significant change is foreseeable.  
Regarding quality housing, a top tier architectural and design group has been selected to design this project, which incorporates all the elements of high quality housing. The generous list of amenities with indoor and outdoor recreational opportunities and the distinctive architecture are examples of the high quality housing.  
Suitability is met by the project's consistency with the residential uses north of Williams Field Road and the village center type of project in terms of the urban form and pedestrian friendly features.  
Regarding diversity, proposed is a unique housing type that contributes to the General Plan's desire for a variety of housing types to accommodate a diversity household needs in the Town. Urban style development has been planned and envisioned at the corner of Recker and Williams Field Road for more than a decade.
- **Policy 3:** Support placement of compatible commercial uses and community services that integrate access to daily needs into residential neighborhoods.  
This proposal plans residential uses near compatible commercial, retail, office, and live-work uses, which increases residents' access to neighborhood and business services. Compatible neighborhood-friendly commercial uses are located adjacent to urban residential uses that will attract the types of households who seek desirable housing in an urban setting.  
Further regarding compatibility, the project transitions from the general commercial uses to the south to the residential uses to the north. The proposed size is smaller than allowed in the vertical zoning overlay and is symmetrical to the zoning patterns east of the intersection.  
The corner commercial use is two-story in height, which size and layout are similar to the Fry's shopping center to the southeast and the street-frontage Verde buildings to the south. The remaining residential buildings are compatible with the 2-3 story residential buildings north of Williams Field Road, and the streets provide extra buffers. The scale of the project is compatible with most 1-story commercial buildings along more than half of Verde at Cooley Station to the south, which also has 2-story buildings on Williams Field Road and 4-story residential buildings behind it.
- **Policy 4:** Promote mixed use development within appropriate land use classifications. Proposed is GVC PAD zoning, which is the appropriate land use classification in the zoning vertical overlay. This zoning district allows multi-family, loft, and commercial uses proposed on the site plan with the development type proposed with 1-4 stories and buildings located along the Cooley Station required streetscape. Where maximum 4-stories is proposed, the vertical overlay allows equivalent to 8-story buildings.
- **Policy 6:** Support transitions between sites with distinct changes in types or intensities of land uses.  
As noted in this narrative, the proposed residential and commercial use provides transitions to the residential neighborhoods to the north and is compatible with the



commercial uses to the south. Streets and landscaped frontages on all four sides provides adequate buffering to surrounding land uses.

- **Goal CM-2:** Focus on Quality Development

- **Policy 7:** Preserve and maintain Gilbert’s attractive appearance, quality development, and sense of place.

District at Cooley Station is designed to instill a sense of place and character that are harmonious with Gilbert’s vision for high-quality housing. This proposal will be designed with architectural features that are high quality and compatible with the Village Center projects to the south. As shown in the Design Review Submittal, use of multiple materials create an elegant and distinctive project.

Site planning components are integrated into a cohesive whole in a concept that promotes activity that will support future commercial growth. The code allows some of the public on-street parking to count toward the site parking requirements, but in this case all parking is onsite, preserving on-street parking for public use. Design character will create an anchor for future growth and will complement the surrounding area and incorporate aesthetically pleasing design elements and amenities.

- **Policy 8:** Proactively improve the public realm to support a pedestrian friendly, high quality and distinctive built environment.

Pedestrian friendly features are integrated into the project. For example a 25,000+ square foot pedestrian paseo leads to the commercial corner bringing potential customers to that site. Wide sidewalks with shade trees are proposed along the streetscapes consistent with the Cooley Station streetscape improvement standards. Pedestrians can access the 4-story building at multiple points along the commercial and non-residential spaces on the ground floor. Also, first floor units likewise have stoops and patios at the street level.

The patio designs, architectural elements, where none of the exterior elevation has a large expanse without vertical and horizontal architectural treatment creates an aesthetically pleasing project from the pedestrian’s perspective.

Bicycle connections will link the project site to the community’s retail and employment areas and Williams Field Road’s bus Route 156. This regional route is one of the only east-west routes that cross Gilbert between Chandler and Mesa (See attached Exhibit 6 - Valley Metro Map, and General Plan Circulation and Transit System Map, General Plan p. 94).

- **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.

Building materials and architectural design provide a consistent design character historically applied to projects in Cooley Station and consistent with the projects across the street to the south. As requested, the Cooley Station brick and traditional style architecture has been added to the project. Included in the architecture are a sophisticated blend of colors, textures, and materials that echo the heritage-look of Cooley Station with a modern twist. For example, both vertical and horizontal architectural treatment create variety and distinction across the exterior elevations.



Undulation and variation in the rooflines, trim, metal accents, and color selection provide a balanced modern flavor to the heritage look of the Cooley Station area.

- **Policy 12:** Reduce consumption of water through the landscape plan.  
The landscape plan will meet or exceed Town Standards for streetscape themes on the perimeter and open space amenities on the interior. The plant species proposed adhere to the Town's recommendations and the Arizona Department of Water Resources, "Low Water Use Plant List" to incorporate native and hybrid arid region vegetation into the landscape. All the landscape material will be watered on an automatic drip irrigation system, which latest technology helps control and reduce waste.
- **Policy 32:** Design roadways to safely and efficiently accommodate multiple modes of travel while creating attractive corridors.
- **Policy 14:** Connect neighborhoods, retail and employment areas with a system of pedestrian and bicycle routes and trails. See above response to Policy 8.

The street cross-section is a complete street with vehicular, pedestrian, bus, and bicycle travel options. Pedestrian paths are separated from the street by landscaping and lighting. On-street parking is proposed, which helps activate the street. Bike storage and maintenance facilities are proposed in the amenity package.

- **Goal CM-3:** Foster Vibrant Gathering Spaces

**Policy 15:** Promote a variety of well-designed and maintained public and private parks and open spaces that will encourage and support community interaction and recreational activity for all ages.

DISTRICT AT COOLEY STATION provides all the amenities of a quality resort-lifestyle community. It has four major active open space areas and a list of indoor clubhouse-style amenities to foster social interaction and gathering spaces.

- **Goal CM-4:** Promote Our Neighborhoods

**Policy 16:** Recognize, sustain, and promote the quality and character of existing residential neighborhoods as they mature, and as new development occurs nearby.

The design of DISTRICT AT COOLEY STATION recognizes and sustains the quality character of the Cooley Station neighborhoods by incorporating harmonious landscaping, architectural details and materials into the project. Because this project is resort quality, this investment will promote the quality and value of the surrounding area. The existing improvements to the right-of-way and streetscape will be preserved and enhanced with the development of the Property.

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

Proposed is the first luxury wrap-around housing of its kind in the Cooley Station area and one of the first in the Town of Gilbert. The urban style of housing complies with the intent to provide for housing needs of diverse households and the Town's growing workforce.

- **Goal OP-1:** Encourage Job Growth:

Targeting Gilbert's business growth goals, the proposed multi-family housing will address statements in the Town Council's previous discussions on attracting employment uses in the Town. Presentations regarding economic development and Gilbert's demographic trends noted that additional diverse housing types are a critical part of attracting



employers and entrepreneurs to locate in Gilbert (February 12, 2021 Gilbert Town Council Retreat; General Plan Goal OP-1 – Job Growth, p. 67).

- **Policy 40:** Develop a skilled workforce that supports and attracts future economic growth. The proposed wrap-around mixed use type of housing with the mixed-use model, proximity to commercial uses will help the Town develop a diverse skilled workforce more than under the Property's current designation. (Policies 40, 42, p. 67).
- **Policy 71:** Growth the Town's fiscal health.  
The quality nature of DISTRICT AT COOLEY STATION will attract additional households that will support local professional services, and commercial businesses. (Policy 71, p. 67).
- **Policy 63:** Provide public facilities and infrastructure for current and future generations that balance quality and affordability  
Locating a project of this nature adjacent to existing infrastructure will create efficiencies and reduce costs per capita for capital improvements and maintenance of private and public services. The developer will construct the required right-of-way improvements adjacent to the property (OP-4, *Infrastructure*, Policies 63-64).

### **Sustainable Practices:**

**Goal OP-5** Protect our natural environment. See also page 5 of General Plan that notes the desire to seek a framework to propose fiscally and environmentally sustainable growth in the future.

Kaplan's commitment to sustainability, one of the General Plan goals, is shown in the preliminary plan for DISTRICT AT COOLEY STATION. Some of the sustainable features are as follows

- The multi-family wrap-around housing type is a smart growth building form that increases efficiency of housing distribution and reduces the development footprint and carbon footprint. The zoning code contemplates parking garages in the GVC district.
- Mixed use live-work-play uses are on the site plan well below the ¼ mile walking distance.
- We work/co-work spaces address the energy efficiency work-from-home trends.
- The street cross-section is a complete street with vehicular, pedestrian, bus, and bicycle options. Pedestrian paths are separated from the street by landscaping and lighting.
- Pedestrian and bicycle connections will link the project site to retail and employment areas and Williams Field Road Bus Route 156 – one of the only east-west routes that cross Gilbert (See attached Exhibit 6 - Valley Metro Map, and General Plan Circulation and Transit System Map, General Plan p. 94).
- As designed, the proposed use is attractive for alternative transportation types (Policies 8, 14, 32, pp. 28, 70-71; CN-2 Mobility Choice, p. 88).
  - Two bike rep bike maintenance stations are proposed, one in each phase.
  - Bike parking is incorporated into the parking garages with secured areas for the bike storage.
  - Site circulation allows for drop-off points and ride sharing.





- Proximity to onsite commercial and shopping centers across the street will reduce the need for auto travel to access the live-work-play locations.
- Addressing the increased water use, Kaplan is the only apartment developer in the Valley that uses using WaterSense program, which reduces water consumption by 25%. This is a partnership program that incentivizes installation of water-efficient products, such as:
  - WaterSense compact hot water distribution
  - Low water facets, showerheads, toilets.
  - ENERGY STAR qualified dishwashers and clothes washers will have lower energy and lower water use factors.
- Landscape themes will incorporate low water use, regionally appropriate regionally appropriate plant material that is suitable for the Sonoran Desert to create an attractive experience for those who work, shop, and live at The District at Cooley Station.
- Four to five amenity areas will incorporates landscaping and trees that will reduce the heat island effect.
- Trash compacters are proposed, which will reduce solid waste impacts.
- All the plant species proposed adhere to the Arizona Department of Water Resources, "Low Water Use Plant List" in order to incorporate native and hybrid arid region vegetation into the landscape. All the landscape within the boundary of the Site will be watered on an automatic drip irrigation system
- Building code materials and practices in the windows and construction of the buildings will be built in accordance with the Town's adopted sections of the energy code (Goal OP-5, *Environment*, and Policies 3-74, 76).

## VIII. Gateway Character Area and Cooley Station Compliance

Exhibit 7 includes a detailed list of the project attributes that address the Gateway Character Area policies, and a summary is provided in this section.

DISTRICT AT COOLEY STATION is located in the Gateway Character Area, also known as Cooley Station (See map attached Exhibit 7). Like the above growth area, the Gateway Character Area goals and policies go hand-in-hand with the directive to promote urban style developments, mixed uses and quality uses that are harmonious with the character of the Cooley Station Village Center. Regional commercial developments have been planned south of Williams Field Road in the Cooley Station Village core. Located on the north side of Williams Field Road, this Property is located at the heart of the 7 square mile character area, where it contemplates the development of a "traditional, mixed-use pedestrian friendly village center, with commercial shops, offices and loft apartments at the core of the village center" as envisioned in the Gateway Character Area. To date, no lofts or vertical mixed uses have been planned or developed at the Village Center zoning at Recker Road and Williams Field Road, and no wrap around product has been used yet in Gilbert to create a true urban style development. This proposed DISTRICT AT COOLEY STATION will



implement the key Character Area objectives on an appropriately located parcel.

District at Cooley Station addresses the tenets of the General Plan concerning the Gateway Character Area. The purpose of the Gateway Character Area is to encourage development of traditional neighborhoods with a village center. As outlined in the General Plan, the core of the Village center is envisioned for commercial shops, offices, and loft apartments. Also promoted are the integration of residential and commercial uses, which this proposal accomplishes both horizontally and vertically. Because of the nearby large scale malls and regional centers, the commercial uses on this project provides a balanced neighborhood-scale mix with uses such as an urban market, fitness center, office space, conference rooms, and live-work opportunities built into the development plan. (General Plan, Gateway, p. 126, 131)

Located at the heart of Cooley Station this proposal furthers the vision for the Gateway Area by promoting pedestrian, bicycle, and transit oriented design. The project's pedestrian connections, internal and external pathways, building proximity to the sidewalk, and other amenities encourage pedestrian access. Housing units along the exterior streets will have direct access to the streets, which is a popular feature for residents seeking to work from home and enjoy convenient access to their home and surrounding live-work-play locations. The subject site is strategically located proximate to bus transit that leads to the Phoenix-Mesa Gateway Airport and the ASU Polytechnic campus, and accordingly incorporates a new bus pullout to maintain that connection (General Plan, Gateway, p. 126)

## **IX. Conclusion**

This proposed mixed use urban style development provides the missing piece in the heart of the Gateway Character Area and Cooley Station. As envisioned in the General Plan and Zoning Code, DISTRICT AT COOLEY STATION development offers a mix of commercial and residential uses on the same site plan that will support and interact with the adjacent commercial uses south of Williams Field Road. Buildings will make an impactful architectural statement appropriate to this neighborhood create an active street scene. Public access to the project via a paseo leading to the corner commercial is an enhanced element. The proposed development will integrate all the elements of a distinctive project that will enhance the area and create a viable and sustainable place in which to live.



*Exhibit 1 – Site Aerial*

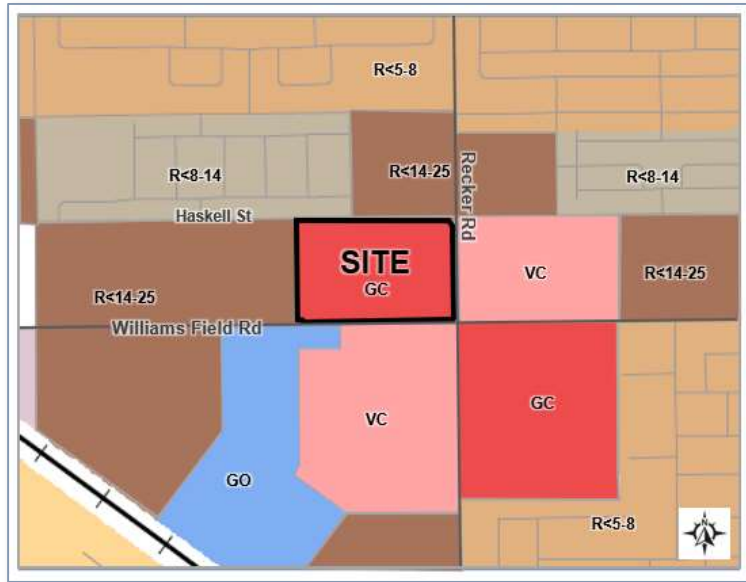


*Existing and Surrounding Land Uses and Designations Table*

Direction	General Plan	Existing Zoning	Existing Use
Site	GC	GC	Vacant
North	R<14-25, R<8-14	MF/M, SF-D	Haskell St., multi-family residential
South	VC, GO	GVC, GBC	Williams Field Road, retail, office (under construction)
East	VC	GVC	Recker Road, vacant
SE	GC	GC	Retail/Commercial
West	R<14-25	MF/M	Verde Dr., Multi-family residential



**Exhibit 2 – Existing General Plan Land Use Map**



**Exhibit 3 – Proposed General Plan Land Use Map  
(Concurrent application)**

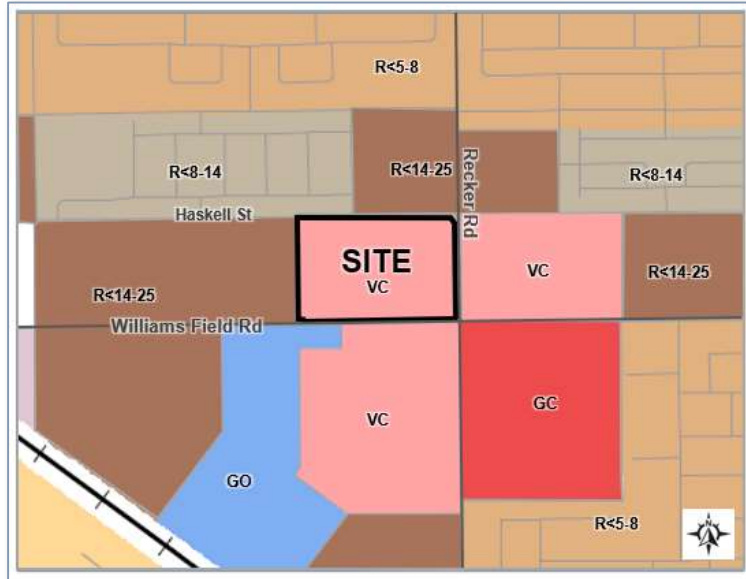






Exhibit 4 – Existing Zoning Map

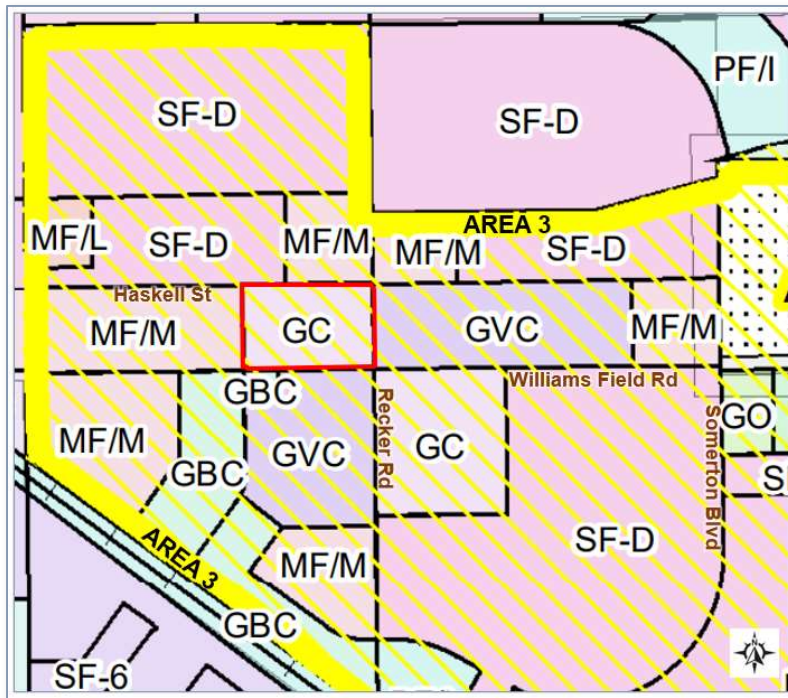


Exhibit 5 – Proposed Zoning Map

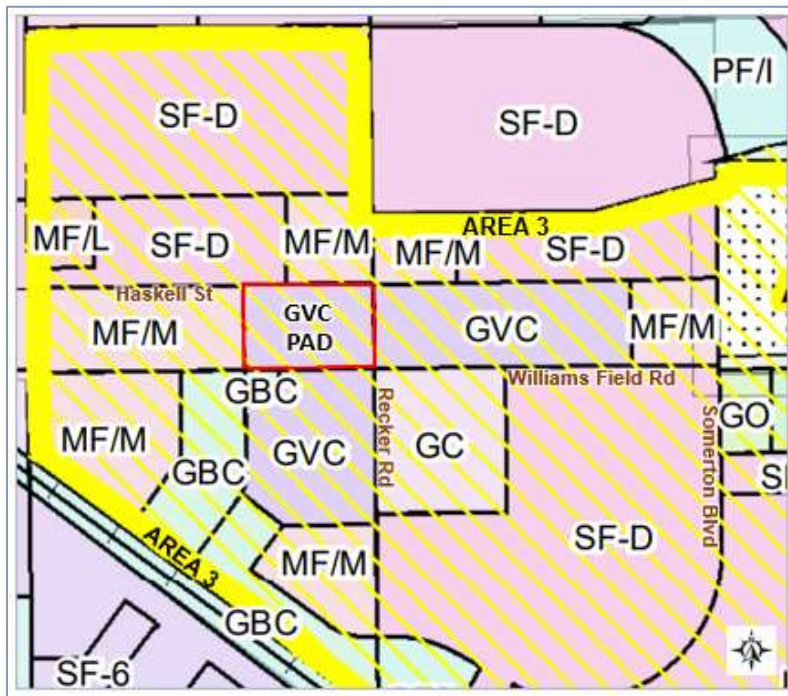
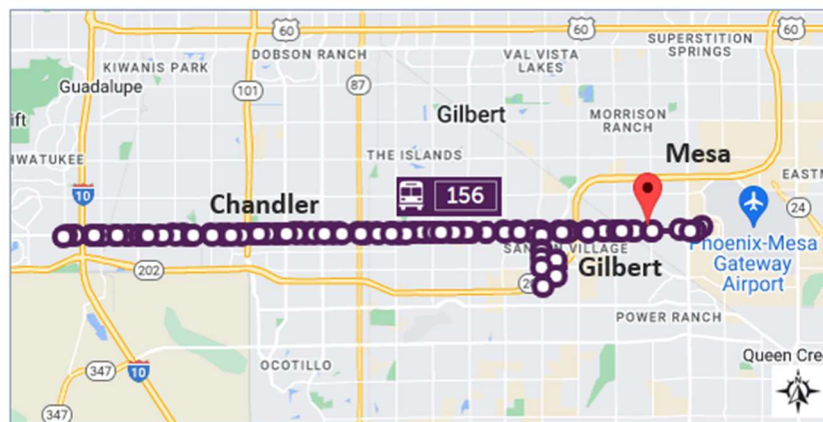
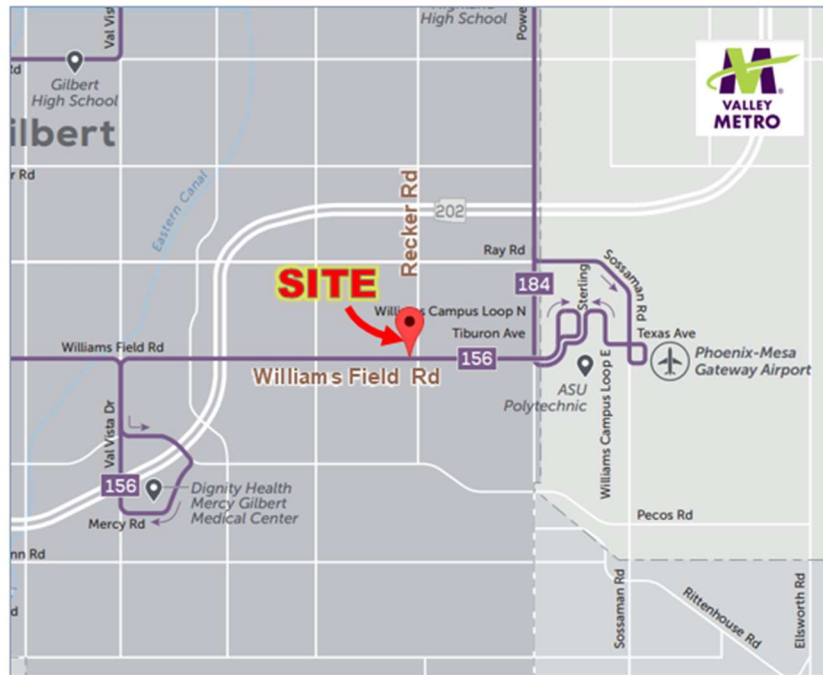






Exhibit 6 – Valley Metro Bus Routes

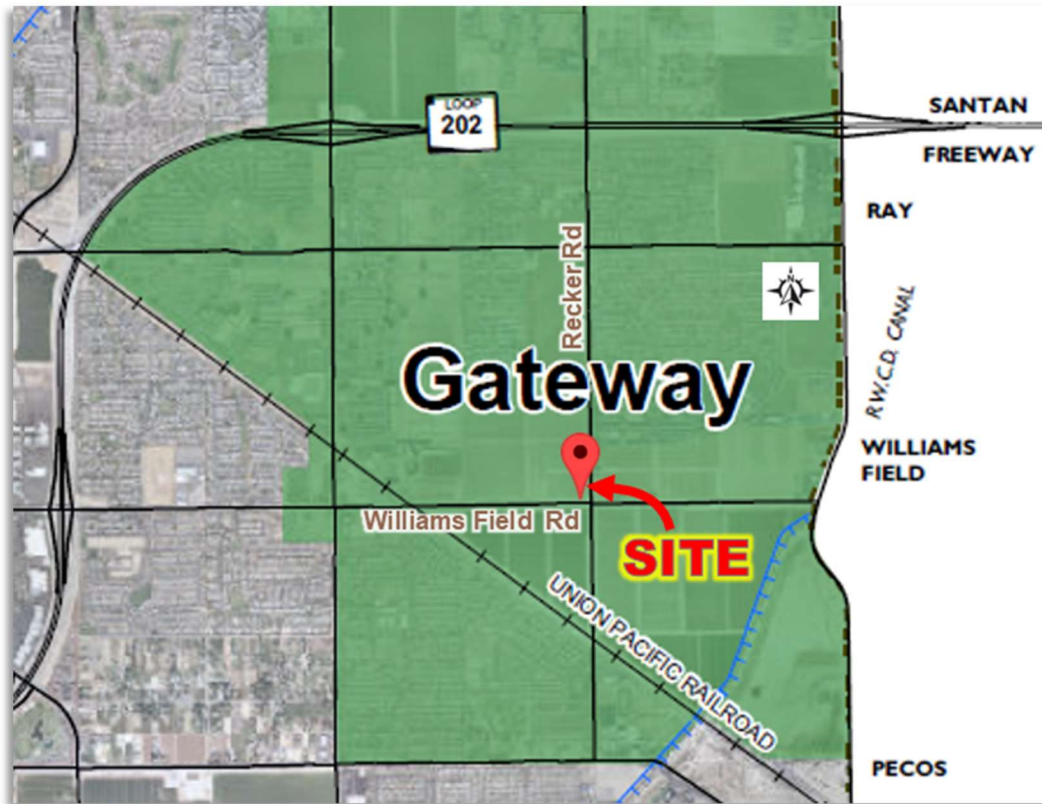
Williams Field Road Bus Route 156 is one of the only 2 complete east-west Routes in Gilbert and extends from Chandler to the Airport



Source: Vallemetro.org



*Exhibit 7 – General Plan Gateway Character Area Map and Compliance*



General Plan, pp. 43

“Develop a Village Center at **Williams Field Road and Recker Road** to include a mix of retail shops, restaurants, offices, hotels, entertainment and residential units, all fostering pedestrian interaction.”  
(General Plan, p. 131)



District at Cooley Station addresses the goals and policies of the General Plan Gateway Character Area, as follows:

Village Center (General Plan, Gateway, pp. 127):

1. Provides a classic look of a mixed-use development because of the use of the red brick heritage look and feel along the exterior elevations of the building. Four stories along a wide pedestrian walkway is also a traditional massing that promotes quality perspective from the pedestrian's angle. Colors and materials of the building offer an enhanced, classic look. The wrap around type of housing product has a traditional, urban center look as has been desired for the Cooley Station village center.
2. Architectural plans provide articulated and interesting building facades with ground floor non-residential space and upper floor residential along the arterial streets where nonresidential uses would be used for the visibility available. Defined corner main entries and varied roof lines offer a more quality look to the classic style. The multiple building materials and different kinds of brick create an elegant and distinctive look that meets the intent of the General Plan.
3. Auto-oriented drive-through facilities are discouraged with the present site design. The type of commercial proposed on the corner compare to those across the street at Verde and Fry's.
4. A Main Street, pedestrian, transit-oriented theme is provided as intended along Williams Field Road and Recker Road. The project provides the street cross-sections that provide for the desired village center look with buildings fronting the streets and activating the public realm with multiple access points into the building along the street..
5. Parking structures are encouraged, and surface parking are recommended to be located to the side of and behind buildings, not in front. These goals are accomplished in the project by screening from view the parking garages and placing the corner commercial buildings at the sidewalk-streetscape as was planned for this part of the Gateway Village Center. Shared parking occurs because residents will be able use their residential parking and then walk to bike to nearby commercial uses.
6. On-street parking is promoted in the General Plan for the Gateway Area and carried out in this development plan, which parking spaces will be open to the public and not counted in the project's parking requirements.
7. A bus pull-out is proposed, and pull-outs for shared parking are possible in the parking structures and surface parking area.
8. Pedestrian-friendly hardscape lines the entire frontage along both Williams Field Road and Recker Road, also the north and west frontages. In the middle of the project, a pedestrian paseo that will be open to the public will connect from the north to south, offering a valuable community asset with landscape amenities along the shaded paths.



9. The residential portion of the project incorporates amenities such as swimming pools, clubhouse, and other recreational facilities. Internal parks provide different kinds of amenities for the residents to enjoy. They form focal points in the architecture and attractive view corridors for upper level housing units.
10. Attractive, urban oriented signage that projects from the building is proposed. Details will be provided during the sign permit, and any required comprehensive sign plan.

Village Center Residential (General Plan, Gateway, pp. 127):

1. This project provides a high quality residential environment in the Village Center and includes lofts, and multi-family urban apartments with luxury living amenities.
- 2, 5. As noted above, on-site amenities are provided, including multiple swimming pools, clubhouse, and other services. Covered, private outdoor spaces are provided for all units, where applicable. Some of the units will have rooftop patios as well.
3. Patios and balconies are part of the project design.
4. Designed into the architecture are visual relief, detail, and horizontal and vertical interest to fulfill the Town's high quality architectural expectations in the Cooley Station Village Center.
6. Parking structures are proposed, which are screened from view to the exterior. Service areas are in the structure for trash collection and compacting.
7. As noted previously, proposed is a safe and attractive open space system. Also proposed are pedestrian/bicycle amenities in the form of pathways, bicycle parking and storage, and bike repair facilities.
8. The proposed density below 50 du/acre as recommended in the General Plan. The development form complies with the intent to provide for urban housing opportunities and building form in the zoning vertical overlay. The amount of commercial space proposed meets the expectations of the Development Agreement that set forth the minimum balance of commercial space for the Cooley Station area.

Open Space and Parks (General Plan, Gateway, p. 128)

1. A variety of facilities are proposed in the open space park areas to meet the required recreational and cultural needs of the project.
2. Public pathways, nodes, and a paseo are provided. Also, commercial uses will provide services that are open to the public. The public paseo is a large amount of public amenity considering the small size of the parcel in question.
3. Safe and attractive pedestrian ways, bike paths, and the existing Cooley Station streetscape improvements are preserved and enhanced with this request.



Transit (General Plan, Gateway, p. 129)

1. The project is design in the transit-oriented format with the traditional 4-story urban project with on-street parking, but pullout, and seating.
2. As noted above, pedestrian connections are provided at multiple points throughout the site. The pedestrian paseo will allow neighbors from the north to access the bus line to the south.
3. Bicycle parking and storage facilities are proposed in the project. The proximity of this project to the many commercial establishments in the area will encourage bicycle travel and reduce dependency on the automobile, taking some cars off the streets.

Williams Field and Recker Road (General Plan, Gateway, p. 130, 135)

1. Along Williams Field Road, a cross-section is proposed that maintains the existing Cooley Station streetscape, with 4-travel lanes, landscaped medians, and bike lanes as designed and already implemented in the Town's transportation network.
2. Min. 15 ft. of sidewalks and paver paths are provided along Williams Field Road and Recker Road, and sidewalks, which have been built and will be maintained consistent with other sidewalks in the area. Existing trees and those approved will be planted between the sidewalk and the street.
3. The Gateway Area Right-of-Way improvement Standards and Streetscape Design Guidelines for Recker Road and Williams Field Road, as updated by Cooley Station PAD cross-sections, will be designed, improved, and maintained in perpetuity alongside this proposal.
4. Street lighting along sidewalks will be maintained. Any required right-of-way improvements to traffic signals, signage, and special paving at key intersections will be provided as necessary.

Village Center (General Plan, Gateway, p. 131)

1. Proposed is a Village Center at Williams field Road and Recker Road that includes a mix of retail shops, restaurants, offices, and residential units, all fostering pedestrian interaction. As noted before, these uses are combined into a single, mixed use site plan. Looking more broadly, this request fits into the mix of uses with residential character north of Williams Field Road and a commercial character on the south side of Williams Field Road.
2. Commercial and non-residential uses are focused on the first floor of the buildings fronting onto Williams Field and Recker Roads.
3. Parking areas are located behind buildings and internal to the parking garages. Retail shops are proposed, not standard drive-throughs.





4. A minimum 0.75 FAR is suggested in the General Plan and approximately 0.1 FAR suggested in the first phase. Not accounting for the phases of the Village Center on the other sides of the intersection, this proposal complies with the minimum 0.75 FAR on this Property with a total, approximately 1.03 FAR proposed.
5. The General Plan promotes the development of mid-rise buildings to accommodate mixed-use development in accordance with the standards of the Vertical Development Overlay Area 3 and limit the height the single-story buildings with arterial frontage to 25% of the streetscape.

This proposal adheres to the intent of the Vertical Overlay, which stated purpose for this district is to permit mid-rise buildings and to facilitate mixed use residential and commercial projects. The vertical overlay allows mixed use buildings by right at a base maximum building height of 90 feet (comparable to 8-stories). The GVC zoning with a PAD Overlay is requested because it implements the vertical overlay's stated purpose and is a suitable fit for the type of mixed use project.

Like Verde to the south, 1-4 story buildings are proposed along the Williams Field Road Frontage. The Zoning Ordinance has a minimum 15 ft. height limit, and the proposed 28-foot tall buildings on the retail corner are 2-story height that exceed that minimum requirement.

6. As noted previously, pedestrian-oriented design is proposed as noted above under Village Center item 8.
7. On-street parking has been constructed along Williams Field and Recker Roads, which will be maintained and enhanced as approved in this application.



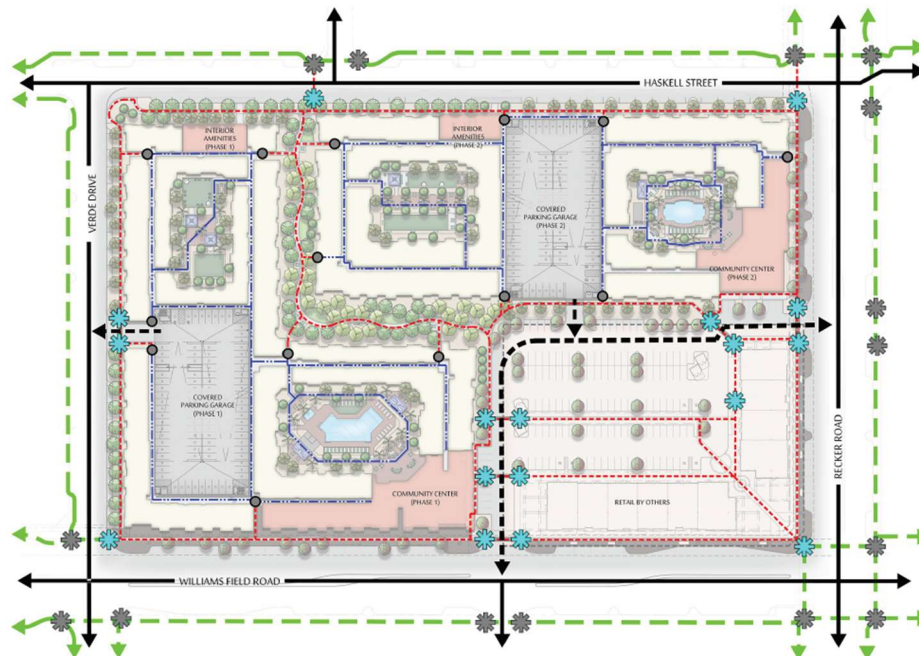
## 1. Introduction

This project description and guidelines exhibit supplement the Zoning/PAD for DISTRICT AT COOLEY STATION. The submitted character imagery, policies in this PAD, and these guidelines demonstrate how the requested zoning could be implemented consistent with the area’s themes and character. The intent is to also ensure that all buildings, landscaping, streetscape, and hardscape on the development plan will be consistent with one another. Each business may have its unique feel for artistic and sustainable business purposes, but the overall design should create a holistic development plan. Final plans are required to substantially comply with the character and design themes in these documents. During permitting the throughout life of each phase, other solutions that are consistent with the quality in this PAD and guidelines will also be acceptable. Detailed plans may vary based on progression of development trends if they respect to equivalent type and quality of project colors, materials, and design character in this case, subject to implementing the goals and purposes of the PAD and Town standards.

## 2. Access, Circulation, and Parking

Circulation for the residential portion of DISTRICT AT COOLEY STATION includes vehicular access to internal parking garages at Verde Drive to the west and Haskell Street to the north. The dimensions, location, and layout will comply with traffic engineering and zoning standards. Access for the corner commercial phase will be on Williams Field Road and Recker Road. The Preliminary Circulation Exhibit below illustrates the organization of the vehicular and pedestrian circulation. Black lines indicate vehicular circulation.

**Preliminary Circulation Plan**



### PEDESTRIAN CIRCULATION LEGEND

- EXISTING PUBLIC PEDESTRIAN CIRCULATION
- NEW PUBLIC PEDESTRIAN CIRCULATION
- PRIVATE PEDESTRIAN CIRCULATION
- EXISTING A.D.A. ACCESSIBLE RAMP

- PROPOSED A.D.A. ACCESSIBLE RAMP
- PRIVATE/PUBLIC TRANSITION

### VEHICULAR CIRCULATION LEGEND

- EXISTING ROADWAYS
- PROPOSED VEHICULAR ACCESS

Onsite parking facilities shown on the site plan will meet or exceed with standards for parking. On preliminary plans, both the residential and commercial portions exceeds standards, and the retail corner exceeds parking standards. That data does not include the additional public parking provided along Recker Road and Verde Drive that will be provided with this project.

### 3. Pedestrian Circulation

As required by the Code, this site has a pedestrian-friendly environment and enhanced pedestrian circulation compared to traditional developments. This project places pedestrian-scale spaces at high priority with the proposed paseo that runs north-south through the project toward the commercial corner. Street frontages comply with Cooley Station's streetscapes on all 4 sides.

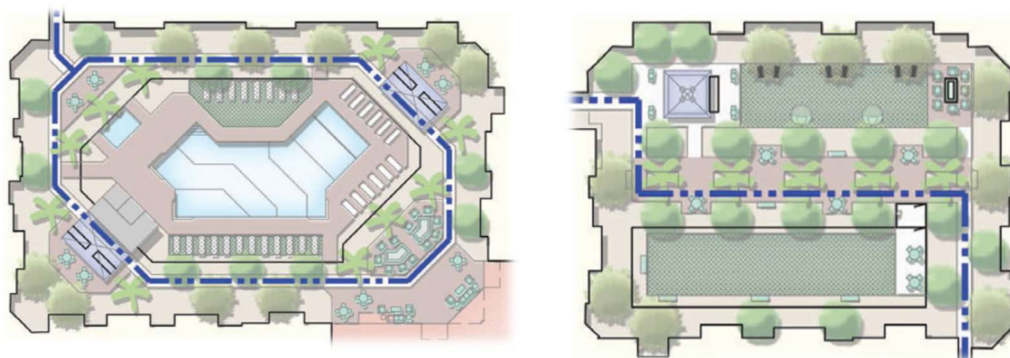
#### *Conceptual Landscape Paseo Plan*



The pedestrian paseo will be designed for not only private, but public use, offering a courtesy amenity for any residents to the north seeking pedestrian or bicycle access to the commercial shops on at the corner. Public sidewalks access the street front spaces. Benches and sitting areas accessorize the paseo, creating opportunities for recreation or outdoor live-work amenities.

To address pedestrian connectivity, buildings front onto the open space areas to create direct access to the outdoor amenities. Internal hallways and internal amenity areas shield the residents from the weather until they leave the buildings. Along the perimeter, buildings will have direct access to the public sidewalks on all 4 sides of the project.

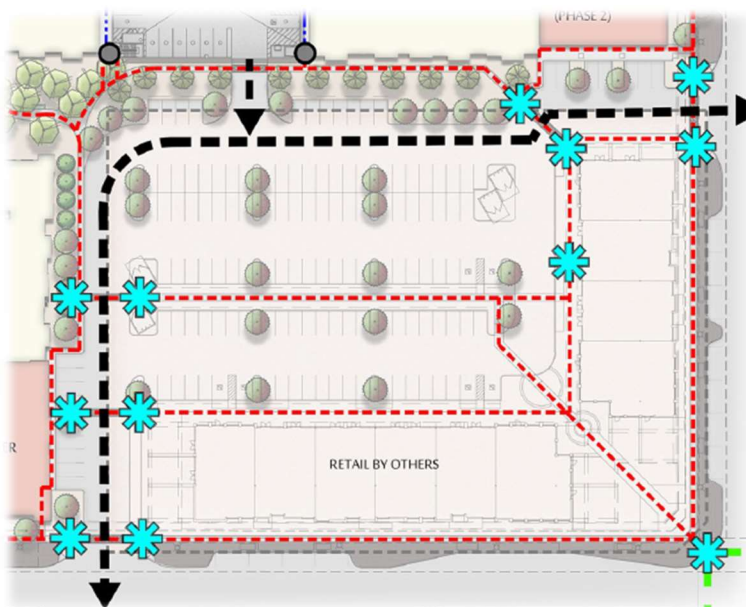
### *Direct access to open space*



 *Pedestrian path*

Connectivity is also provided to the commercial uses. Ground level commercial spaces in the loft residential buildings will have no separation to the residential uses facilitating easy access. The corner commercial buildings are only one crosswalk away, which is much less than the typical 1/4 mile to 1/3 mile walkable distance.

### *Pedestrian Connections to Retail*

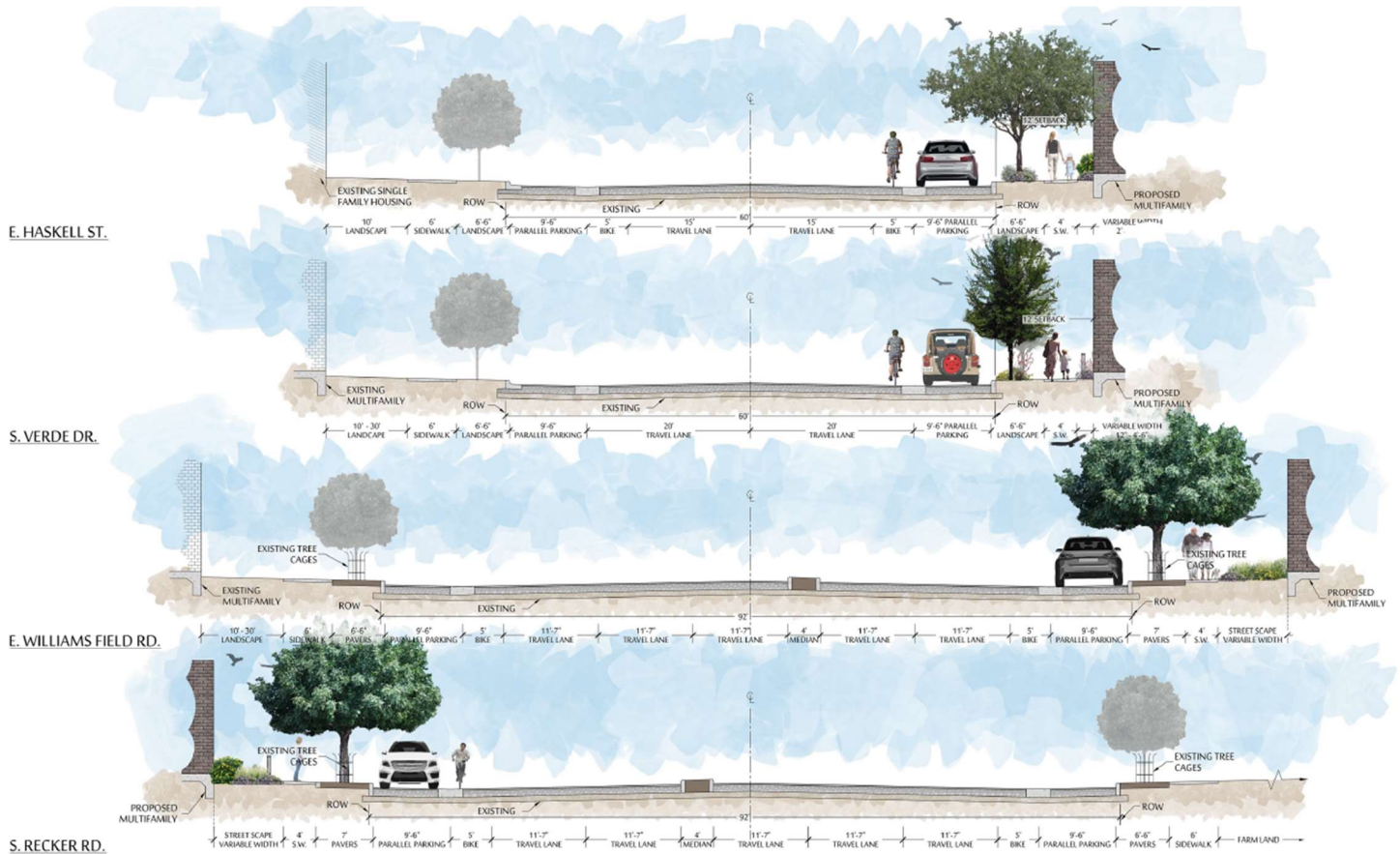


As shown above, major pedestrian connections are provided in every direction from the residential buildings, which is enhanced considering the scale of the buildings. Pedestrian paths and connections are minimum 2 in the east-west direction and minimum 2 paths that are north-south, which provide linkages to the commercial buildings. Crossings at vehicular driveways will be denoted with enhanced paving. All phases of the project link to the public sidewalks and bus route.



Cooley Station requires shaded pathways and streetscapes that are urban character. DISTRICT AT COOLEY STATION provides tree lined paths not only on Recker and Williams Field, but on all 4 sides of the project that are designed sensitive to required easements and right-of-way requirements.

### Conceptual Streetscape Typical Plan



## 4. Landscaping and Open Space

DISTRICT AT COOLEY STATION offers a vibrant streetscape that softens the feel along the public streets. The above-mentioned tree-lined sidewalks and streetscape will be consistent with the Cooley Station streetscapes, thus creating a quality aesthetic along the boundaries. Also, the paseo creates a buffer between phases 1 and 2 and will be built with phase 1.

Internal to the project are themed open space areas with more than the usual 1-2 primary amenity.



In this project are 4 open space park amenities and the paseo of equivalent quality to the enlargement plans in this application. A generous amenity list with indoor and outdoor active and passive recreational features exceed typical expectations for multi-family housing. The illustrations on the next page exhibit the typical quality of outdoor open spaces. Each area is programmed with different themes that play to different interests of prospective residents, such as pet friendly spaces, active lifestyle amenities, or more peaceful options. In addition to outdoor amenities are more expensive, conditioned interior spaces with recreational amenities. As requested by staff, each phase offers indoor and outdoor amenities accessible to all residents.

**Conceptual Open Space Amenity Area**



Beside the exhibit below is a list of some of the kinds of amenities proposed in DISTRICT AT COOLEY STATION.

**Sample Open Space Amenity Area**



**Sample Outdoor Amenities**

- ✓ 4 primary amenity areas
- ✓ 2 Resort style pools and spas
- ✓ Lounge seating
- ✓ Shaded outdoor dining
- ✓ Outdoor kitchenette/BBQ
- ✓ Game lawns and turf areas
- ✓ Fire pit
- ✓ Paseo with seating
- ✓ Multiple dog park areas
- ✓ Outdoor kitchen
- ✓ Game areas
- ✓ Roof decks
- ✓ Secure bike storage areas

**Sample Indoor-Misc. Amenities**

- ✓ Fitness Center
- ✓ Conference room
- ✓ We/Work work space
- ✓ Clubhouse
- ✓ Pet spas
- ✓ Wi-Fi in Common Areas
- ✓ On-Site Maintenance
- ✓ On-Site Management Team
- ✓ Package Delivery Service
- ✓ Valet trash service
- ✓ 2 bike maintenance facilities
- ✓ Upper level clubroom with kitchenette and deck

The urban style of DISTRICT AT COOLEY STATION is consistent with the surrounding Village Center. The resort lifestyle opportunities will attract residents who will expect a certain level of activity in the surrounding area and proximity to employment and commercial destinations.

## 5. Design Character

The proposed design and character will celebrate the heritage inherent to Gilbert and its Cooley Station area. Its heritage is epitomized by a sense of pride in its traditions and values centering on its recreational amenities, quality neighborhoods, and family-oriented communities. The proposed design themes and character of this PAD will extend this experience into the project design through a combination of landscaping, colors, textures, and building materials consistent with the General Plan and zoning standards.

DISTRICT AT COOLEY STATION has been designed by a nationally recognized design team, which envisions designing a rich design character in the project that provides elements of the traditional design elements while at the same time providing contemporary features that offer a nice, contemporary aesthetic. The community components will be holistically designed and applied to the exterior elevations, signage, open space walls and hardscape, streetscape, landscaping, amenities, and overall design.

Details regarding design will be addressed in the drawings in the Design Review application. The PAD Guidelines indicate the quality of this development and holistic design themes that will evoke a unique sense of place for this unique project. The goal is to allow for separate development of the future commercial parcels and sufficient flexibility to allow for creativity and free expression of the built form, but also provide some guidance to help unify the various landscape and common elements for the mixed-use concept.

For this PAD, the imagery below indicates the kind of architecture on the preliminary plans.

### ***Conceptual Architectural Character***



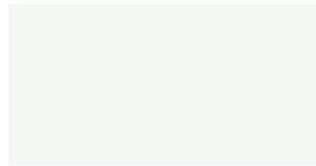


The following themes provide guidance for the site landscaping and design for any development in this PAD:

- Buildings will be designed with massing and architectural arrangements that include both traditional and modern trends in the area.
- Buildings are required to be built to the streetscape level.
- Site amenities will be holistically designed into the project's architectural themes and a pedestrian friendly environment that embraces multi-modes of transit to the various commercial centers and services in the surrounding area.
- Architectural design will include upscale, architectural details features with sophisticated building form. The overall architectural design will provide for enhanced visual interest, environmental comfort, and design creativity.
- Exterior elevations will be designed with a tasteful balance of design materials, details, and colors harmonious with recent trends and the intent to provide a successful and attractive mixed-use development at a key intersection in the Town.
- Preliminary materials will incorporate minimum 5-6 colors/hues, with traditional brick, stone or related accent, glazing, and metal railing-aluminum storefront accents.
- The proposed colors and materials in this request are shown in the submitted board, as depicted below (next page). The color palette exhibits a blend of warm colors with some cooler accent colors, and utilizes generous amount of the rustic brick accent, especially on the corner architectural feature. The brick color is typical for Cooley Station and in appropriate amounts for this vertical type of project. The overall appearance is consistent with the proposed residential use with glazing on the first floor commercial uses.



### **Preliminary Colors and Materials**



Body Color 1 & Doors - BM 2123-70 Ice Mist



Body Color 2 - DE 6206 Desert Suede



Body Color 3 - BM CSP-80 Gothic Arch



Trim - BM CSP-60 City Shadow



Railing - DEA187 Black



Brick Veneer - Summit Face 601TBL Lexington



Stone Veneer - Arriscraft - Arristile - Limestone - Smooth



Accent Color - BM 2102-30 Pueblo Brown



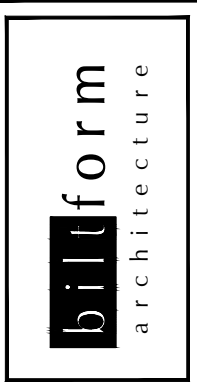
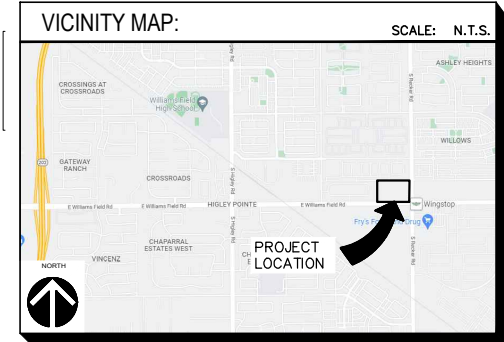
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- Landscaping and hardscape themes along the streets and publicly visible areas will be of consistent design throughout the project. This applies to the streetscape themes, paseo, and landscape design of outdoor parking areas.
- Pedestrian connections will link the residential units to the public system, adjacent bus stops, and the many live-work-play opportunities in the area (see Exhibit 6 – Bus Routes).
- Landscaping will facilitate a holistic design and transition between the residential and commercial portions of the overall site.



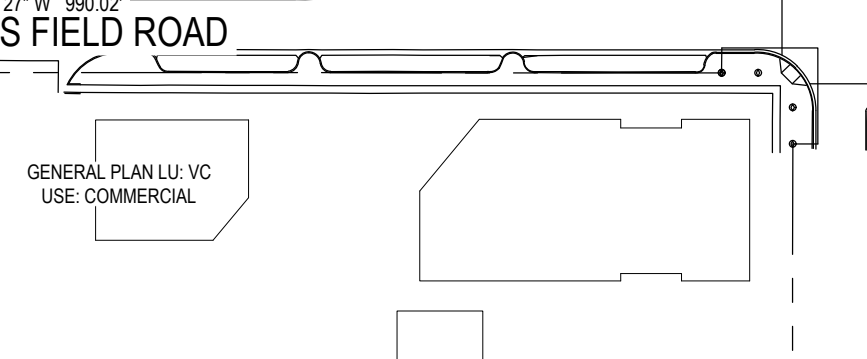
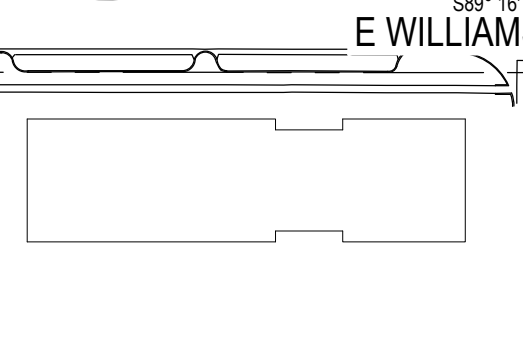
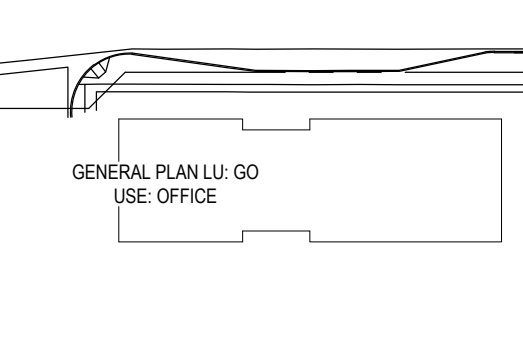
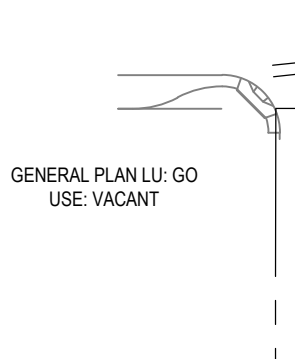
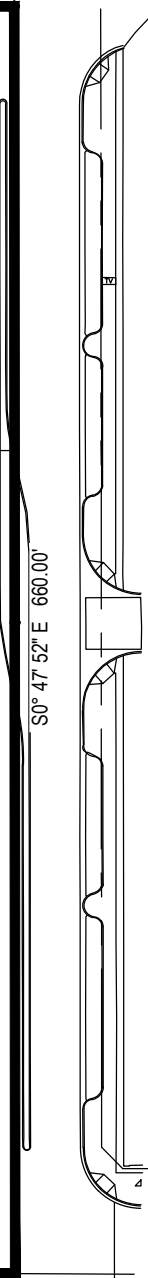
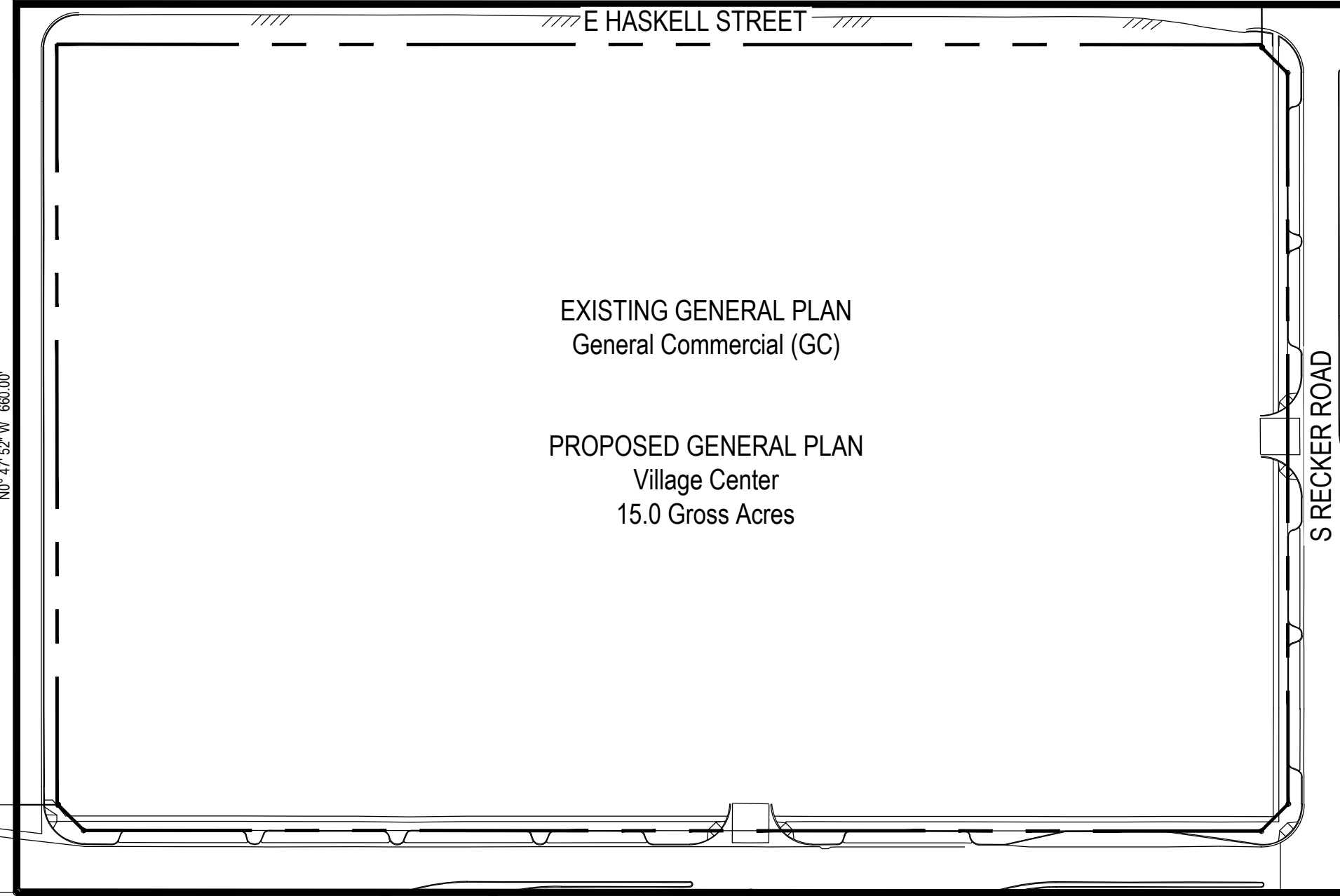
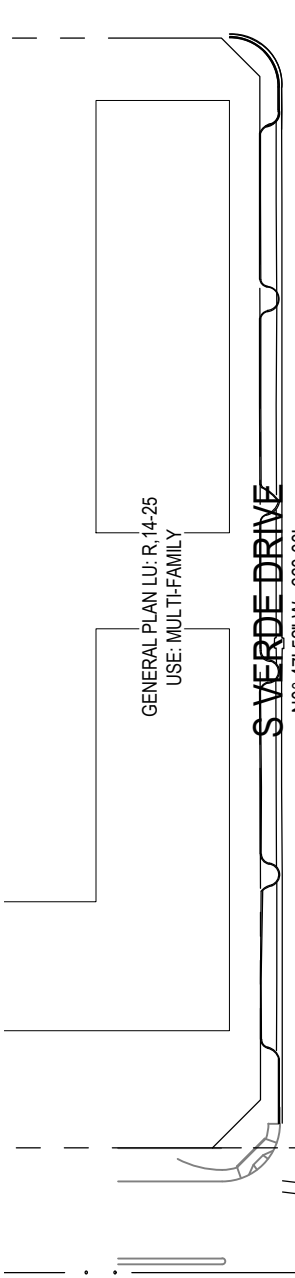
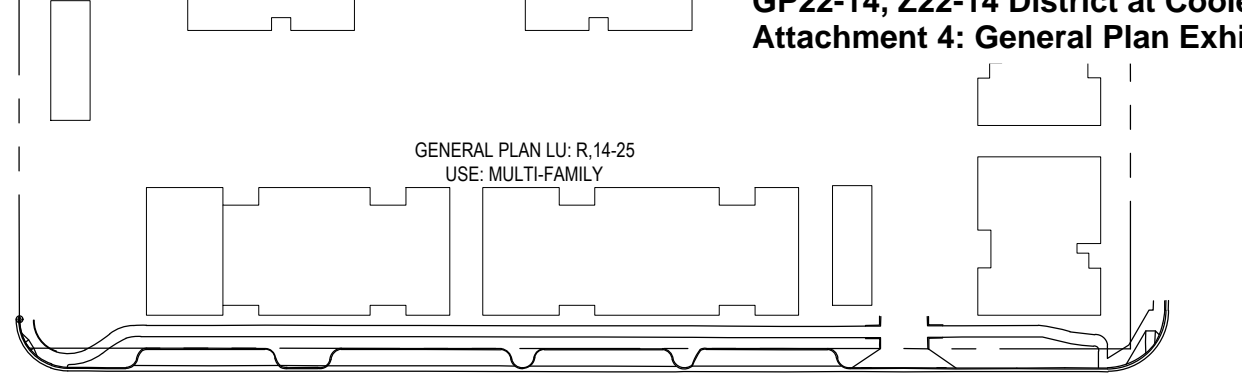
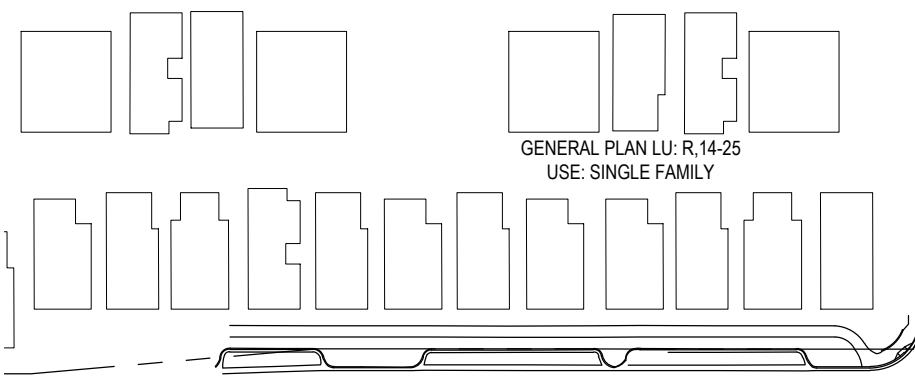
**GP22-14, Z22-14 District at Cooley Station  
Attachment 4: General Plan Exhibit**

PROJECT DATA	
GROSS ACERAGE:	±12.24 NET ACRES / 15.0 GROSS ACRES
GENERAL PLAN CLASSIFICATION:	EXISTING: GENERAL COMMERCIAL (GC) PROPOSED: VILLAGE CENTER



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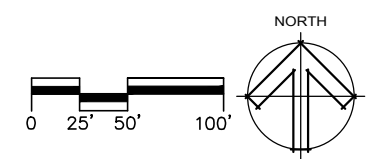


**DISTRICT at COOLEY STATION**  
MIXED USE DEVELOPMENT  
3800 EAST WILLIAMS FIELD ROAD  
**KAPLAN ACQUISITIONS, LLC**  
7150 E. CAMELBACK ROAD, SUITE 444 SCOTTSDALE, AZ 85251

REVISIONS:

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JOB NO. 21-053  
DATE: JULY 10, 2022  
SCALE: 1" = 100'  
SHEET NO.



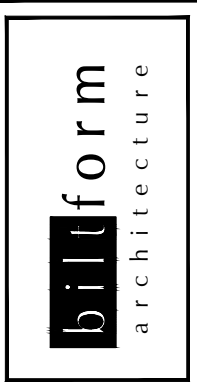
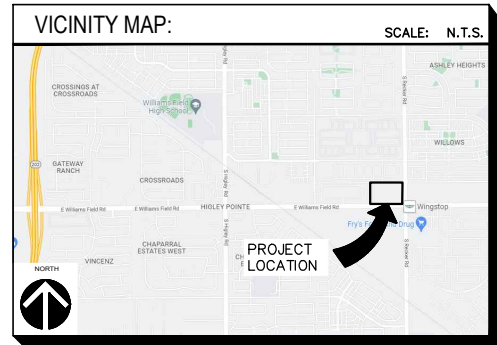
GENERAL PLAN EXHIBIT

**EXHIBIT 5**



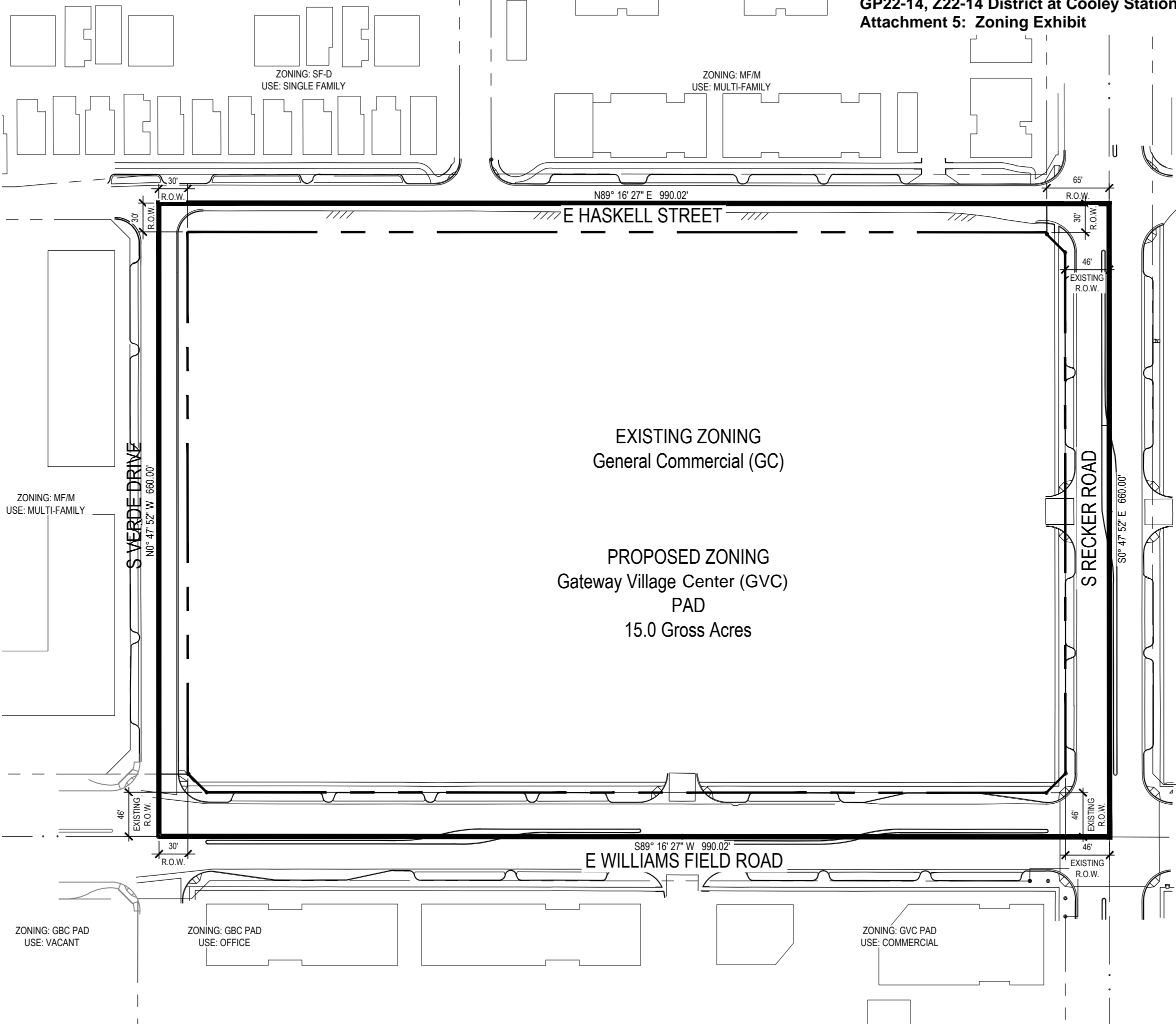
**GP22-14, Z22-14 District at Cooley Station**  
**Attachment 5: Zoning Exhibit**

PROJECT DATA	
GROSS ACERAGE:	±12.24 NET ACRES / 15.0 GROSS ACRES RESIDENTIAL: 11.54 GROSS ACRES (76.9%) COMMERCIAL: 3.46 GROSS ACRES (23.1%)
DENSITY:	46.13 NET LAND AREA/UNIT
EXISTING ZONING:	GENERAL COMMERCIAL (GC)
EXISTING GENERAL PLAN:	GENERAL COMMERCIAL (GC)
PROPOSED ZONING:	GATEWAY VILLAGE CENTER (GVC) PAD
PROPOSED GENERAL PLAN:	VILLAGE CENTER



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EXISTING ZONING  
 General Commercial (GC)

PROPOSED ZONING  
 Gateway Village Center (GVC)  
 PAD  
 15.0 Gross Acres

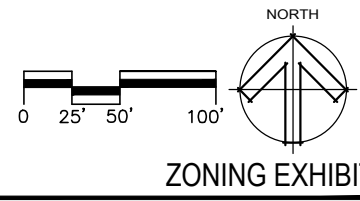
**DISTRICT at COOLEY STATION**  
 MIXED USE DEVELOPMENT  
 3800 EAST WILLIAMS FIELD ROAD

**KAPLAN ACQUISITIONS, LLC**  
 7150 E. CAMELBACK ROAD, SUITE 444 SCOTTSDALE, AZ 85251

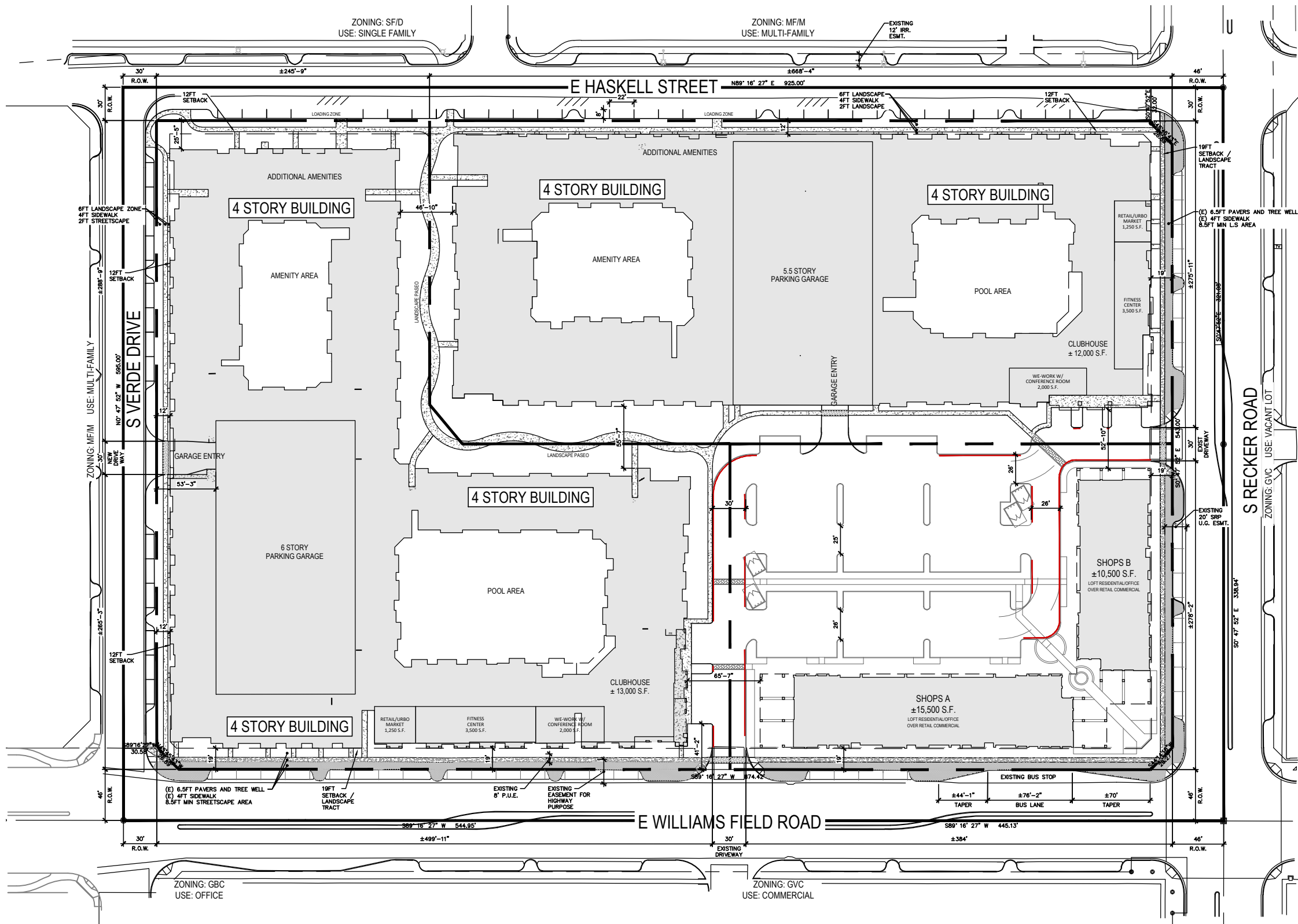
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JOB NO. 21-053  
 DATE: JULY 10, 2022  
 SCALE: 1" = 100'  
 SHEET NO.



**EXHIBIT 8**



### PROJECT DATA

**OVERALL SITE DATA:**

SITE AREA: ±12.24 NET ACRES / 15.0 GROSS ACRES  
 RESIDENTIAL: 11.54 GROSS ACRES  
 COMMERCIAL: 3.46 GROSS ACRES

ZONING: EXISTING: GC VO  
 PROPOSED: GVC VO PAD  
 304-39-013K  
 RETAIL/MULTI-FAMILY

APN NO'S.:  
 PROPOSED USE:  
 PROPOSED DENSITY: 46.13 DU/GROSS AC (OVERALL)

MAXIMUM BUILDING HEIGHT: TBD  
 PROPOSED BUILDING HEIGHT: 50 FEET(4 STORIES).

**RETAIL DATA:**

SITE AREA: ±2.7 NET ACRES  
 LOT COVERAGE: 22.2%

SHOPS "A" ±15,500 S.F.  
 SHOPS "B" ±10,500 S.F.  
 TOTAL: ±26,000 S.F.

**MULTI-FAMILY DATA (PHASE 1):**

SITE AREA: ±5.1 NET ACRES  
 LOT COVERAGE: 60.5%

URBO MARKET 1,250 S.F.  
 WE-WORK 2,000 S.F.  
 FITNESS 3,500 S.F.

**TOTAL UNIT MIX:**

ONE BEDROOM UNITS: 167 (52%)  
 TWO BEDROOM UNITS: 156 (48%)  
 TOTAL: 323 D.U.

UNIT TYPE	UNITS
UNIT A1	1
UNIT A1 RD	3
UNIT A2	22
UNIT A2 RD	2
UNIT A3	27
UNIT A3 RD	3
UNIT A4	21
UNIT A4 RD	2
UNIT A5	21
UNIT A6	12
UNIT A7	20
UNIT B1	53
UNIT B1 RD	4
UNIT B2	26
UNIT B2 RD	2
UNIT B3	44
UNIT B4	13
UNIT B4 RD	5
UNIT B5	10
TOTAL	323 D.U.

**MULTI-FAMILY DATA (PHASE 2):**

SITE AREA: ±4.4 NET ACRES  
 LOT COVERAGE: 62.1%

URBO MARKET 1,250 S.F.  
 WE-WORK 2,000 S.F.  
 FITNESS 3,500 S.F.

**TOTAL UNIT MIX:**

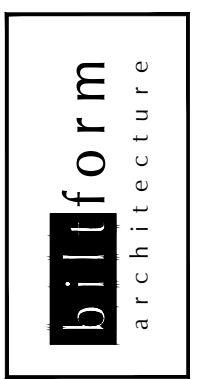
ONE BEDROOM UNITS: 163 (56%)  
 TWO BEDROOM UNITS: 126 (44%)  
 TOTAL: 289 D.U.

UNIT TYPE	UNITS
UNIT A1	25
UNIT A1 RD	3
UNIT A2	16
UNIT A2 RD	1
UNIT A3	15
UNIT A3 RD	5
UNIT A4	23
UNIT A4 RD	1
UNIT A5	52
UNIT A6	22
UNIT A7	0
UNIT B1	59
UNIT B1 RD	4
UNIT B2	39
UNIT B2 RD	2
UNIT B3	0
UNIT B4	10
UNIT B4 RD	4
UNIT B5	8
TOTAL	289 D.U.

**OVERALL DATA:**

SITE AREA: ±12.2 NET ACRES  
 LOT COVERAGE: 52.6%

NOTE: DECELERATION LANES TO BE PROVIDED IF REQUIRED, TO BE DESIGNED IN ACCORDANCE WITH A TRAFFIC STUDY AND TOWN STANDARDS PRIOR.



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 MIXED USE DEVELOPMENT  
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### PAD STANDARDS

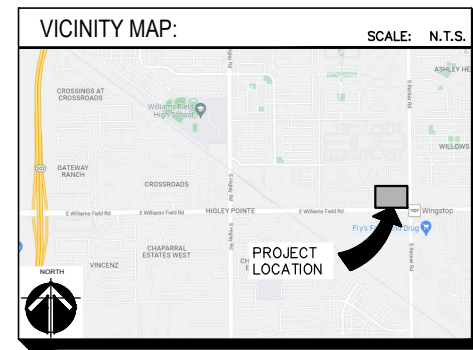
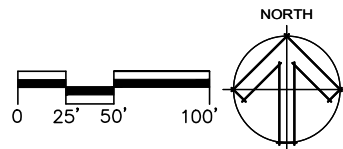
Standard	Gilbert LDC Required	PAD Provided
Minimum Building height (ft./stories)	15/1	15/1
Maximum Building height (ft./stories)	90/6	50-60/4
Minimum Building setback (ft.)		
• Front (east-Recker)	0	0 to Cooley Station
• Side street (south)	0	sidewalk-streetscape
• Side Street (north)	0	12
• Rear (west-street)	20	12 for consistent streetscape
Build-to Line		
• Front (Recker)	0	0
• Side, Street (Williams Field and Haskell)	0	0
Transparency: Commercial uses:		
• 75% of ground floor windows/doors/patios	75%	Bligs 1-2 75% Shops A-B 59-67%
• Windows min. 0-8 feet of ground floor	Min. 8 ft.	Min. 8 ft.
Residential Uses		
• 50% ground floor windows, doors, porches	50%	50%
Driveway Restriction – access only allowed on streets other than an arterial	Yes	Existing approved access points on Williams Field and Recker Road
Parking Setback	Yes	Yes
Sidewalk and pedestrian amenities	Yes	Yes

### NON-RESIDENTIAL SUMMARY

Corner Commercial Phase: Shops A & B	
Shops A & B	26,000
Outdoor dining space	6,000 SF
<b>Total Shops A &amp; B</b>	<b>32,000 SF</b>
4-story Residential-Loft-Commercial Phases 1-2	
Urban Market open to public	2,500 SF (possible added outdoor café)
Fitness Center (2) open to public	7,000 SF
We Work Space, open to public	4,000 SF
<b>Subtotal Public Amenities:</b>	<b>13,500 SF</b>
Subtotal Private amenities: Clubhouse, conference rooms, lounge, leasing*	
	11,500 SF
<b>Total Phases 1-2</b>	<b>25,000 SF</b>
Live-work Residential (ground level)	
<b>Subtotal: 35 Live/Work Units</b>	<b>33,175 SF</b>
<b>GRAND TOTAL</b>	
Indoor Nonresidential	57,000 SF
Indoor+Outdoor+Live/Work	90,175 SF

\*Plus amenities and work space in the open space-recreational amenities and other patios. Some of the conference rooms and outdoor amenities are public.

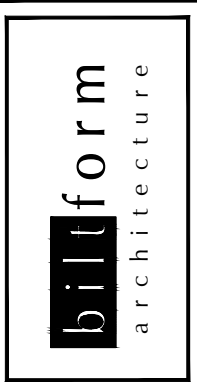
**GP22-14, Z22-14 District at Cooley Station**  
**Attachment 6: Development Plan**



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CONSTRUCTION

EXPIRES 9/30/25

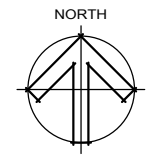
DISTRICT at COOLEY STATION  
MIXED USE DEVELOPMENT  
3800 EAST WILLIAMS FIELD ROAD

KAPLAN ACQUISITIONS, LLC  
7150 E. CAMELBACK ROAD, SUITE 444 SCOTTSDALE, AZ 85251

REVISIONS:

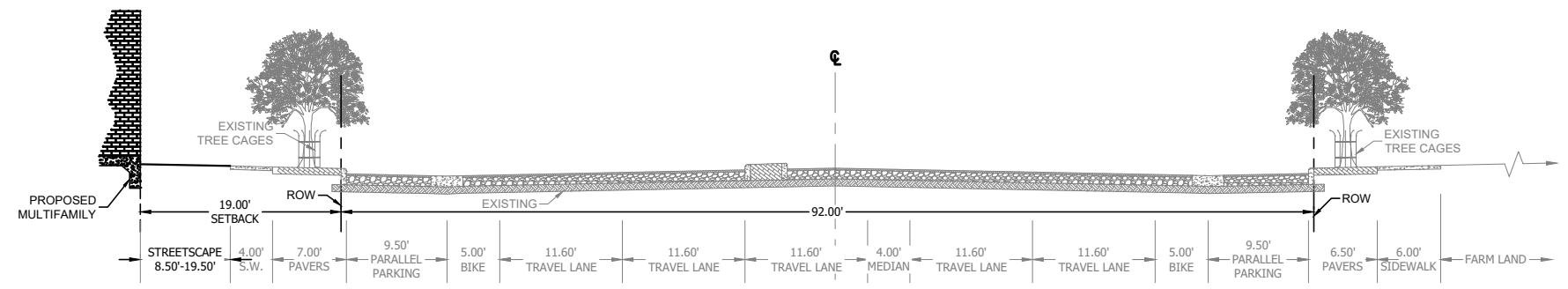
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JOB NO: 21-053  
DATE: JULY 10, 2022  
SCALE: N.T.S.  
SHEET NO:

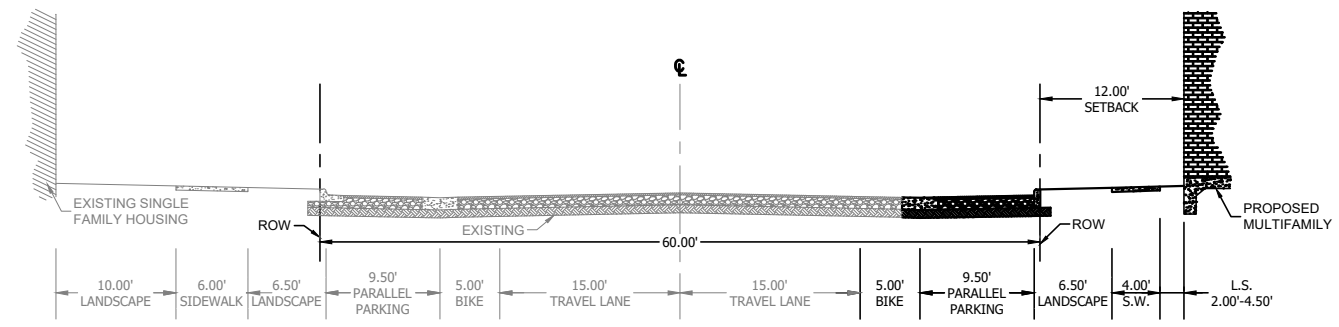


STREET CROSS SECTIONS

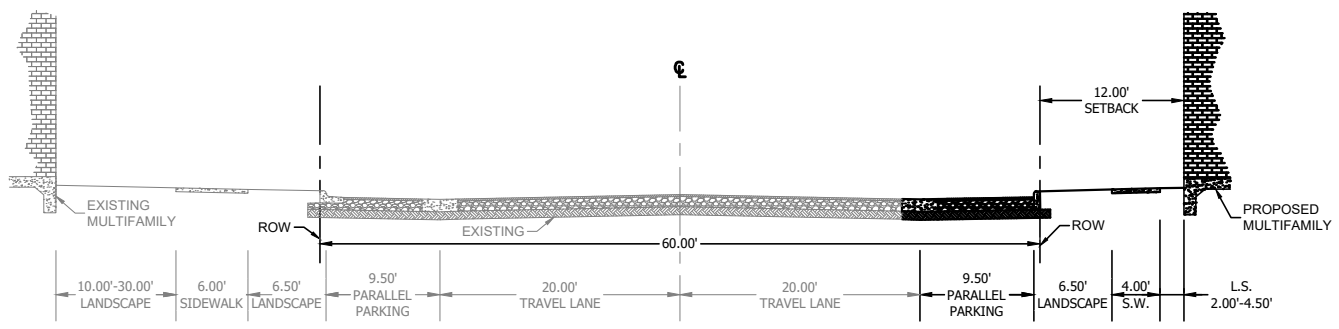
EXHIBIT  
23  
© BILTFORM ARCHITECTURE GROUP, INC.



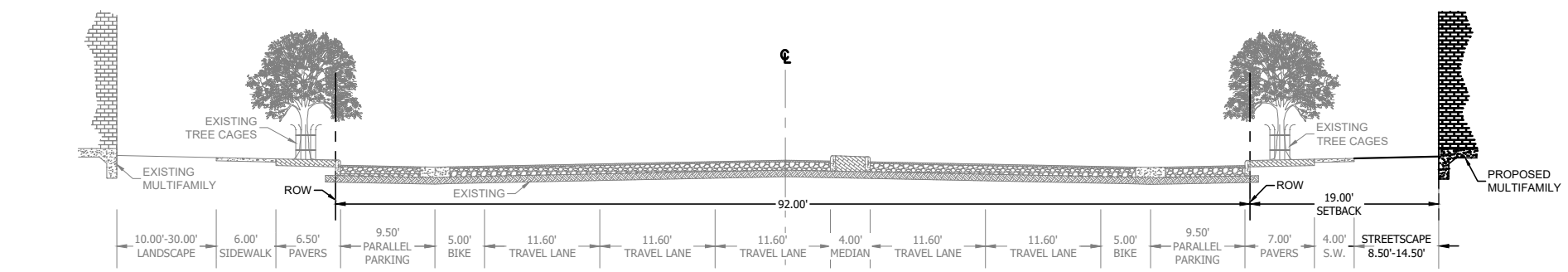
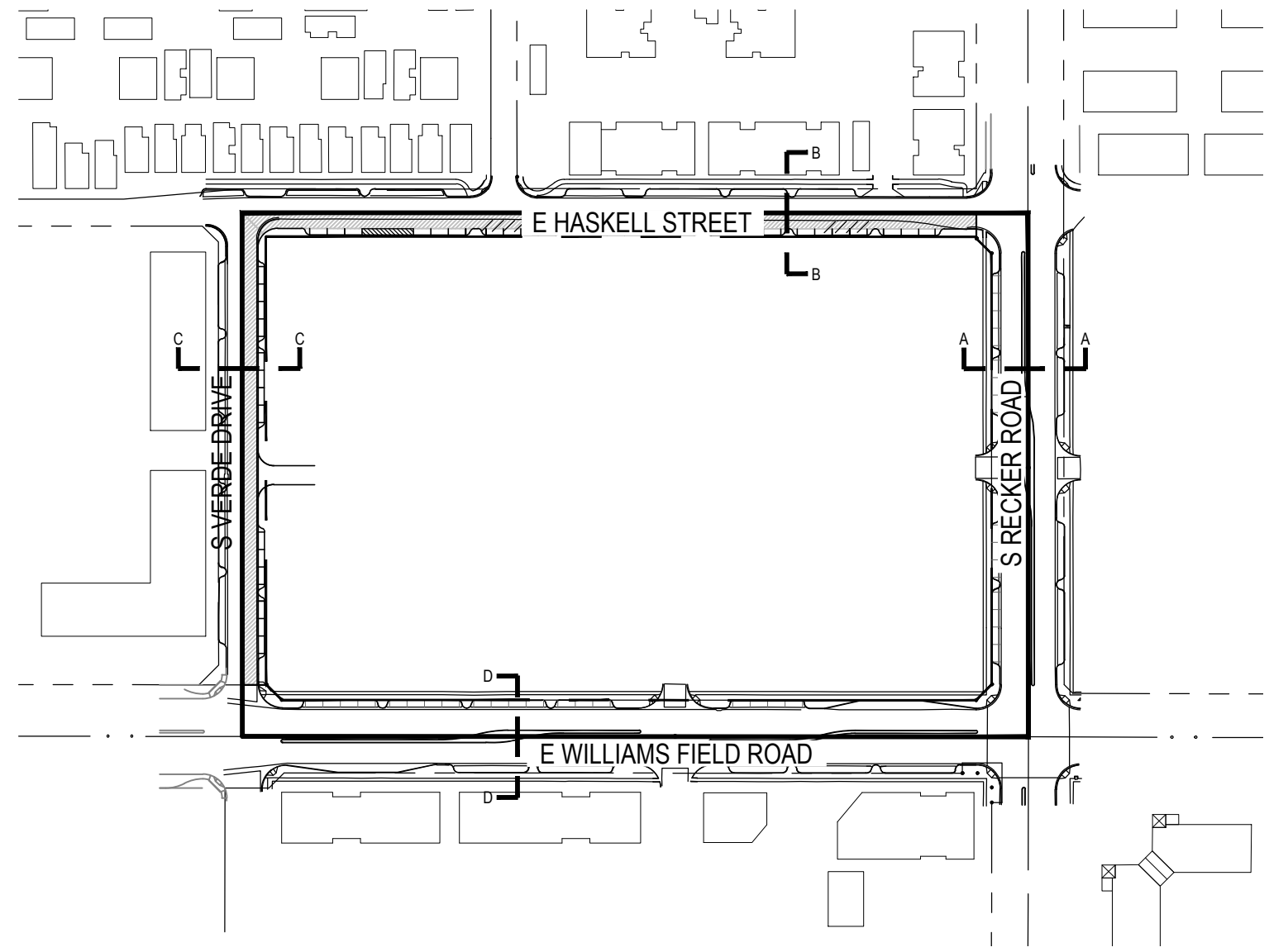
SOUTH RECKER ROAD  
SECTION A-A



EAST HASKELL STREET  
SECTION B-B



SOUTH VERDE DRIVE  
SECTION C-C



EAST WILLIAMS FIELD ROAD  
SECTION D-D

Vice-Chair Mundt asked if the garages are in lieu of the commercial, or if it is on the rear sides in areas where there is commercial. Planner Keith Neman responded that the garages would remain regardless. Vice-Chair Mundt agreed that the elevations are monotonous. The colors match the area. He encouraged the applicant to heed the advice of staff, as they have put a lot of work into the vision of this area. Planner Keith Neman noted that the commercial and office could include services like medical offices.

- 3. GP22-14: District at Cooley Station: Request for Minor General Plan Amendment to change the land use classification of approximately 13.26 acres generally located at the northwest corner of Williams Field Road and Recker Road from General Commercial (GC) to Village Center (VC) Land Use Classification.**

**Z22-14: District at Cooley Station: Request to rezone approximately 13.26 acres generally located at the northwest corner of Williams Field Road and Recker Road from General Commercial (GC) to Gateway Village Center (VC) with a Planned Area Development (PAD) overlay.**

**UP22-54 District at Cooley Station: Request to approve a Conditional Use Permit for approximately 13.26 acres located at the northwest corner of Williams Field Road and Recker Road to allow residential on the ground floor on the site pending rezoning to Gateway Village Center (GVC) zoning district with a Planned Area Development (PAD) overlay. Keith Newman (480) 503-6812.**

Planner Keith Newman stated that the site is currently zoned General Commercial (GC) and there are two requests to create ground-floor residential: a general plan amendment and proposed PAD rezone and deviations. The site is 10.58 net acres. The site consists predominately of multi-family residential. There are three four-story buildings, with 612 total units, at 30 dwelling units per acre. Village Center (VC) allows for 50 dwelling units per acre. There are two main site accesses: one off of Wrecker Road and one off of Williams Field Road. Each building has a pool and open space amenities. The applicant is requesting deviations for the building transparency percentage.

#### **COMMISSION QUESTIONS/COMMENTS**

Commissioner Blaser asked if there will be access into the residential units from the street along the roads where they are looking for a reduction of glass and doors. Planner Keith Newman responded that the ground floor of the two residential buildings have clubhouse spaces and the potential for a grocery store. There will be entrances to the public sidewalk along the frontages of Williams Field and Wrecker for the residential buildings. Commissioner Blaser stated that, with so much frontage being clubhouse, they should probably be able to meet the glass requirement. For the residential units, the function must drive the design. Commissioner Blaser stated that he likes the project and that there is a return to the original intent of the building.

Commissioner Johnson asked how many total residential units there are and what the distribution of bedroom types is. Planner Keith Newman responded that there are 612 residential units, with one-, two-, and three-bedroom units. Commissioner Johnson asked if there would be any impact on schools in relation to capacity. Planner Keith Newman responded that staff reached out to the school district and there was no feedback.

Commissioner Davis asked if the amount of glass where the deviation is requested applies to the retail. Planner Keith Newman responded affirmatively. Commissioner Davis stated that she can see the glass being reduced and that the buildings shouldn't turn their backs to the street.

Commissioner Bianchi stated that this is a substantial proposal. He would want to see a case made for why more multi family is of benefit to the Town with over the loss of the general commercial which could potentially serve the area that is already dominated by higher density around it. It would be a loss of general commercial in a key area.

Commissioner Johnson stated that he agrees with Commissioner Bianchi on the amount of units going in as opposed to commercial.

Vice-Chair Mundt stated that the proposal states that windows have to be 0' to 8', but 0' would be no windows. The code should perhaps be reviewed to this effect. He would like to understand the business case for the density and loss of general commercial. He would like to understand why they need less glass.

#### **4. DISCUSSION OF REGULAR MEETING AGENDA**

Item 8 DR-22-61 The Gilmore was moved from the Consent Agenda to the Non-Consent Agenda. Item 11 DR22-40 Gravity Energy & PAD B, Item 16 DR22-64 BBQ Island, and Item 20 UP22-48 Dogtopia were moved from the Non-Consent Agenda to the Consent Agenda. Item 13 S22-02 Arboreta Estates, Item 18 GP22-12 Aldi, and Item 19 Z22-11 Aldi were continued to December 7, 2022.

#### **ADJOURN STUDY SESSION**

Vice-Chair Noah Mundt adjourned the Study Session at 5:53 p.m.

#### **CALL TO ORDER OF REGULAR MEETING**

Vice-Chair Noah Mundt called the November 2, 2022, Regular Meeting of the Planning Commission to order at 6:05 p.m.

#### **PLEDGE OF ALLEGIANCE**

Vice-Chair Noah Mundt led the Pledge of Allegiance.

#### **ROLL CALL**

Planning Manager Eva Cutro called roll and determined that a quorum was present.

#### **5. APPROVAL OF AGENDA**

Vice-Chair Noah Mundt called for a motion to approve the agenda.

**MOTION:** On a motion made by Commissioner Bianchi and seconded by Commissioner Johnson, it was moved to approve the agenda, as amended. **Motion passed 7-0.**

#### **COMMUNICATIONS**

#### **6. COMMUNICATIONS FROM CITIZENS**

At this time, members of the public may comment on matters within the Town's jurisdiction but not on the agenda. Therefore, the Commission's response is limited to responding to