

Maricopa Towne Center

West Farrell Road and John Wayne Parkway

Minor General Plan Amendment

Narrative

1st Submittal: June 19, 2023
2nd Submittal: April 18, 2024
3rd Submittal: November 12, 2024

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I. Project Overview & Proposed Amendments

The planning of the 2,170 acre Avalea Master Planned Development began in 2005. The result of this planning effort was the Avalea Planned Area Development, which was approved by the City of Maricopa in 2006. Due to market conditions at the time, Avalea did not develop as envisioned, and remains undeveloped today.

Vestar is a nationally recognized leader in the acquisition, development, and management of mixed use retail and entertainment destinations in the western United States. Through its innovative development practices, Vestar has been creating unique destinations that exhibit a unique sense of place since 1989. Vestar, in cooperation with the property owner, is planning development on 184 net acres of property within Avalea, and is excited to bring to the City of Maricopa the new “Maricopa Towne Center Planned Area Development”. The Maricopa Towne Center PAD proposes a thoughtfully integrated community district that allows for a variety of land uses. The PAD features common unifying elements through architecture, landscaping, pedestrian systems, and streetscape themes which will result in the development of complementary uses based on the needs of the community as they are discovered.

a. Proposed General Plan Amendment

The 195 gross acres are primarily designated under the Commercial land use designation in the City’s General Plan, with a portion on its south side designated Master Planned Community and a portion in the middle of the Property designated Medium Density Residential. This request is for a Minor General Plan Amendment from Commercial (approximately 120 acres), Medium Density Residential (approximately 40 acres), and Master Planned Community (approximately 35 acres) to Mixed Use.

b. Proposed Zoning Amendment

An application for a requested rezoning to Planned Area Development is submitted concurrently with the General Plan Amendment request. The Maricopa Towne Center PAD shall govern site development by identifying allowable uses and defining a set of design and development standards applicable to future development. A summary of the proposed General Plan and Zoning changes is provided in the table below:

APN	Acreage	Existing Use	Existing General Plan	Proposed General Plan	Existing Zoning	Proposed Zoning
510-73-001K	120	Vacant land	Commercial, Master Planned Community	Mixed Use	Avalea PAD (CB-1)	Maricopa Towne Center PAD (MU-G)
510-73-001L	64	Vacant land	Commercial, Medium Density Residential, Master Planned Community	Mixed Use	Avalea PAD (CB-2, Transitional)	Maricopa Towne Center PAD (MU-G)

II. Site Context Study, Project Location and Description

a. Location

The 195.85 gross acre property is located at the southeast corner of North John Wayne Parkway and West Farrell Road, directly across from Harrah's Ak-Chin Casino. The property is comprised of the following described Pinal County Assessor Parcel Numbers (the "Property"), which are depicted in **Exhibit A – Vicinity Map**. A legal description for the Property is included in **Exhibit B – Legal Description**.

- 510-73-001K
- 510-73-001L

b. Compatibility with Adjacent Land

The Property is located in a rapidly developing area with existing and planned new development. The current surrounding land uses include:

North – The area directly north of the Property is zoned CR-3 and is designated Medium Density Residential in the Maricopa General Plan. This property contains the newly developed Palo Brea single family residential community.

East – East of the Property is undeveloped land contained within the Avalea PAD, with underlying CR-3 zoning. The undeveloped land is currently used for farming purposes and is designated Master Planned Community in the General Plan.

South - South of the Property is undeveloped land contained within the Avalea PAD, with underlying TR zoning. The undeveloped land is currently used for farming purposes and is designated Master Planned Community in the General Plan.

West – Immediately west of the Property is North John Wayne Parkway and Harrah's Ak-Chin Casino, which is located in the Ak-Chin Indian Reservation.

As outlined above, the areas surrounding the Property contain existing and planned residential and commercial uses. This request for a General Plan Amendment is highly compatible with the surroundings as it will result in a mix of commercial, employment, and entertainment uses that will serve the needs of surrounding communities. Additional residential uses proposed by this request will promote and support future commercial and employment uses. Finally, the proposal is uniquely located near the Harrah's Ak-Chin Casino, which complements and benefits the proposal.

c. Proposed Development & Phasing

The Maricopa Towne Center PAD establishes certain generalized plans describing development themes, development standards, and allowed uses. Development and any land use patterns described within the PAD are proposed as conceptual. The intent of the Maricopa Towne Center

PAD is to allow development plans with specific site plans to be deferred to the time of future development.

Any future development under the PAD for any portion of the Property shall require the review and approval of a specific site plan. A submitted site plan shall be reviewed for conformance with the requirements and standards in the PAD.

Prior to the approval of any specific site plan, preliminary plat, building permit or other application for development within the Property, Vestar will provide a set of Architectural Design Guidelines, a Vehicular Circulation Plan, and Landscape Plan that will be reflective of the elements described within the PAD. The city's review of such guidelines and plans may run concurrently with reviews of site plans, preliminary plats, and other applications for development. Development within the PAD shall be subject to the development theming and guidelines described in the Architectural Design Guidelines, Vehicular Circulation Plan, and Landscape Plan, which will be available for review with the City of Maricopa.

d. Existing Landscape & Topography

The property has no formal landscaping and is utilized for agricultural purposes. The Property is relatively flat and does not have any meaningful topographical deviation.

e. Existing Grading & Drainage

The Property is located within the Vekol Wash watershed and west of the Santa Rosa Wash watershed. Smith Wash, which is located approximately 1,800 feet south of the Property, represents the boundary for much of the watershed south of the Property and is intended to convey flows to the west and away from the Property. However, this wash is also the source of the discharge for the Zone AE SFHA that passes through the Property. This discharge was determined to breakout from Smith Wash as a result of the crossing with State Route 347. The Santa Rosa Wash watershed boundary is located approximately 4,400 feet east of the Property. Stormwater runoff east of this boundary flows northeast away from the Property. Local watersheds are located south and southeast of the Property, primarily between the Smith Wash boundary and the Property boundary. These watersheds have been delineated as part of this drainage report and are almost exclusively comprised of farmland. The Property's existing drainage all drains to the north passed Farrell Road and eventually joins with Vekol Wash and Smith Wash several miles north of the Property.

III. Land Use Analysis

The intent of the Maricopa Towne Center PAD is to permit a variety of uses such as residential in varying levels of density and product type (i.e. attached and detached single-family, multifamily, manufactured housing), along with office, commercial, hospitality, mixed-use, and employment. Together, these uses encourage pedestrian activity which will result in a vibrant, mixed-use district where residents and visitors can live, work, shop, and play.

The Property is divided into two land areas with Area 1 located north of the Sonoran Desert Parkway. A portion of Area 1 is intended for commercial uses that will benefit from frontage

along North John Wayne Parkway and Sonoran Desert Parkway, which portion shall be determined at site plan submittal. Area 2 is located south of the future West Sonoran Parkway and is proposed to allow a variety of uses permitted by this PAD, which specific uses and locations will be determined by the owner during site plan review. As a flexible PAD, Maricopa Towne Center establishes the higher-level character of Maricopa Towne Center through development standards, uses, and guidelines which will allow development to occur according to community and market needs.

The PAD provides for an overall maximum density of 2,113 dwelling units (11.48 dwelling units per acre). Each residential development is permitted a density up to 65 units/net acre subject to the Design Elements and Development Standards of the PAD. It also provides for a maximum total of 1,000,000 square feet of gross floor area for non-residential development.

IV. Conformance with the General Plan

The requested amendment, which is illustrated in **Exhibit C – General Plan Map** is in conformance with the Maricopa General Plan’s vision which is:

“Our Vision for the Year 2040: The City of Maricopa is a family friendly, vibrant community that offers diverse opportunities in culture, technology, education, business, entrepreneurship, transportation, entertainment, and recreation for all ages. A close knit community of committed leaders, engaged citizens, and diverse partners with pride in our history, and a shared vision for a prosperous future.”

The Property is located at the highly accessible corner of North John Wayne Parkway and West Farrell Road, less than three miles south of the West Maricopa-Casa Grande Highway. In addition, the first phase of Sonoran Desert Parkway will connect to Porter Road, which provides a direct connection to the Maricopa-Casa Grande Highway. The request conforms with this vision by providing a variety of land uses including single-family residential, multifamily, office, commercial, mixed-use, and employment at a favorable location, which will allow for the development of a vibrant and diverse community. The Property’s unique location across Harrah’s Ak-Chin will help spur economic growth in the region with new entertainment, retail, and other commercial concepts that benefit from the congregation of business activity. This business activity will require a diverse selection of housing product for the workforce in the area. This request proposes a mixture of single family detached and multifamily residential, at varying densities, which will house the workforce that in turn utilizes the nearby commercial and supports local business. The Maricopa Towne Center will additionally attract visitors from the city, nearby cities, and traveling visitors of Harrah’s Ak-Chin. For these reasons, the development of the Maricopa Towne Center helps meet the General Plan’s vision of a prosperous future.

V. General Plan Goals, Objectives, and Policies

The request meets the elements of the General Plan as described in the paragraphs below.

Growth Area. The Property is identified within the General Plan’s “Growth Area”, which is intended to “*broadly reflect the community vision to achieve a sustainable balance of uses within Maricopa and the greater planning area.*” The request proposes a variety of land uses allowing

for a complementary mix of commercial, employment, and residential uses at various levels of density.

Objective A1.3: *Implement the long range goals and strategies of the Transportation Master Plan. Designate future high volume transit corridors, such as southern SR-347 as opportunities for commerce and employment.*

This 184-acre site is situated at the intersection of two high volume transit corridors, SR-347 and the Sonoran Desert Parkway. It will be a mixed-use community allowing for commercial and employment uses that will utilize these high-volume transit corridors to create thriving commercial and employment uses for the City.

Objective A2.1: *Support land use requests that improve the balance between housing and employment within the Maricopa Planning Area.*

The proposed mixed-use project envisions a balance of commercial, employment, and residential uses. It envisions providing multiple employment opportunities which are integrated with housing at various densities, commercial, hospitality, retail, and entertainment uses.

Objective A2.3: *Encourage, through land use controls, the development of hospitality uses including hotels, resorts and restaurants.*

Restaurants and hotels are key commercial uses which are proposed at Maricopa Towne Center and will be supported by the mixed-use context.

Land Use. The purpose of the Land Use Element is to guide development and re-development in an orderly manner and balance growth with preservation of the community's assets. The aim is to foster growth in the Maricopa economy with thriving neighborhoods that are integrated with, and highly accessible to good jobs, shopping, amenities and recreation. This request aligns with this element by proposing a complementary mix of uses in a highly accessible area along the John Wayne Parkway and Sonoran Desert Parkway.

Objective B1.1.4: *Develop a walkable community with commercial nodes and amenities for residents.*

The proposed mixed-use development encourages a community where people can work, live, and play. The Maricopa Towne Center design elements provide for a community which utilizes pedestrian connections to integrate a variety of uses and amenities to the benefit of residents.

Objective B1.1.5: *Promote commercial and office development in close proximity to neighborhood nodes, along arterials, and other appropriate locations.*

The proposed development is nestled between two major arterial streets and will include commercial and office uses alongside diverse housing options. Additionally, the existing single-family residential community to the north and Ak Chin Casino patrons and staff to the west, will also benefit from the commercial and office uses.

Objective B1.2.1: *Proactively manage future development and partner with developers to create distinctive communities.*

This proposed development will provide a distinctive community that has not yet been developed in this portion of the state. Vestar is a recognized leader who is known for developing high-quality mixed-use areas such as Tempe Marketplace and Desert Ridge Marketplace.

Objective B1.3.1: *Encourage the location of neighborhood commercial and mixed uses adjacent to or within residential communities. Implement 2014 Zoning Code provisions to encourage the infill of existing residential areas with neighborhood serving commercial uses.*

The location of the site on the NEC of John Wayne Parkway and Sonoran Desert Parkway, adjacent to a single-family subdivision to the north, and within a three (3) mile radius of hundreds of Maricopa residents, provides a strategic location that supports the objective of integrating neighborhood commercial and mixed-use developments within residential communities.

Circulation & Connectivity. The Property is located at the SEC of W Farrell Rd and John Wayne Parkway (State Route 347) an arterial defined as a Parkway for residents of Maricopa and the surrounding communities to utilize. The new extension for Sonoran Desert Parkway was routed to bisect the subject property and connect with the AK Chin Casino. This creates an opportunity for successful mixed-use development and results in improved connectivity. As a result of its accessible location, improved circulation and connectivity, and thoughtful building and site design elements, the Maricopa Towne Center complies with the City's Circulation & Connectivity goals and objectives.

Economic Development. As mentioned previously, the request proposes to allow the development of a variety of land uses that includes office, commercial, retail, entertainment, hospitality, multi-family, residential, and other complementary land uses creating an inviting live, work, shop, and play environment. This meets the city's goal of providing an economically prosperous, dynamic and sustainable community. This mixed-use community will attract high quality companies aligned with the local labor profile, promoting workforce growth and benefiting Maricopa residents. Its strategic location will bolster nearby residents quality of life and its flexible land use entitlements will make it Maricopa's most sustainable business attraction.

Exhibit A – Vicinity Map



AVALEA
Vicinity Map

1,000' 2,000' 3,000'
Plan Scale 1:1,000 Date: 04-05-2023
ABLASTUDIO.COM



Exhibit B – Legal Description

**LEGAL DESCRIPTION
A VALEA
MARICOPA, ARIZONA**

October 2, 2024
Job No. P6611
Page 1 of 1

LOCATED IN THE WEST HALF OF SECTION 3, TOWNSHIP 5 SOUTH, RANGE 3 EAST, OF THE GILA AND SALT RIVER BASE AND MERIDIAN, PINAL COUNTY, ARIZONA, BEING MORE PARTICULARLY DESCRIBED AS FOLLOWS:

BEGINNING AT THE NORTHWEST CORNER OF SAID SECTION 3, FROM WHICH THE WEST QUARTER OF SAID SECTION BEARS SOUTH 0°38'23" WEST, A DISTANCE OF 2611.77 FEET;

THENCE SOUTH 89°50'44" EAST, ALONG THE NORTH LINE OF THE NORTHWEST QUARTER OF SAID SECTION 3, A DISTANCE OF 1,986.84 FEET TO THAT PARCEL OF LAND RECORDED IN DOCKET 1323, PAGE 983, P.C.R.;

THENCE SOUTH 00°07'09" WEST, A DISTANCE OF 220.00 FEET;

THENCE SOUTH 89°50'44" EAST, A DISTANCE OF 264.00 FEET;

THENCE NORTH 00°07'09" EAST, A DISTANCE OF 220.00 FEET;

THENCE ALONG THE NORTH LINE OF SAID NORTHWEST QUARTER, SOUTH 89°50'44" EAST, A DISTANCE OF 161.85 FEET TO THE WEST LINE OF THAT PARCEL OF LAND RECORDED IN DOCKET 1323, PAGE 982, P.C.R.;

THENCE SOUTH 00°07'03" WEST, A DISTANCE OF 210.00 FEET;

THENCE SOUTH 89°50'44" EAST, A DISTANCE OF 131.08 FEET;

THENCE DEPARTING SAID PARCEL OF LAND, SOUTH 00°07'11" WEST, A DISTANCE OF 2,833.49 FEET;

THENCE SOUTH 67°48'21" WEST, A DISTANCE OF 175.47 FEET TO A NON-TANGENT CURVE CONCAVE NORTH, OF WHICH THE RADIUS POINT BEARS NORTH 22°11'36" WEST, A RADIAL DISTANCE OF 5,000.00 FEET;

THENCE WESTERLY ALONG THE ARC OF SAID CURVE, THROUGH A CENTRAL ANGLE OF 22°48'30", A DISTANCE OF 1,990.40 FEET;

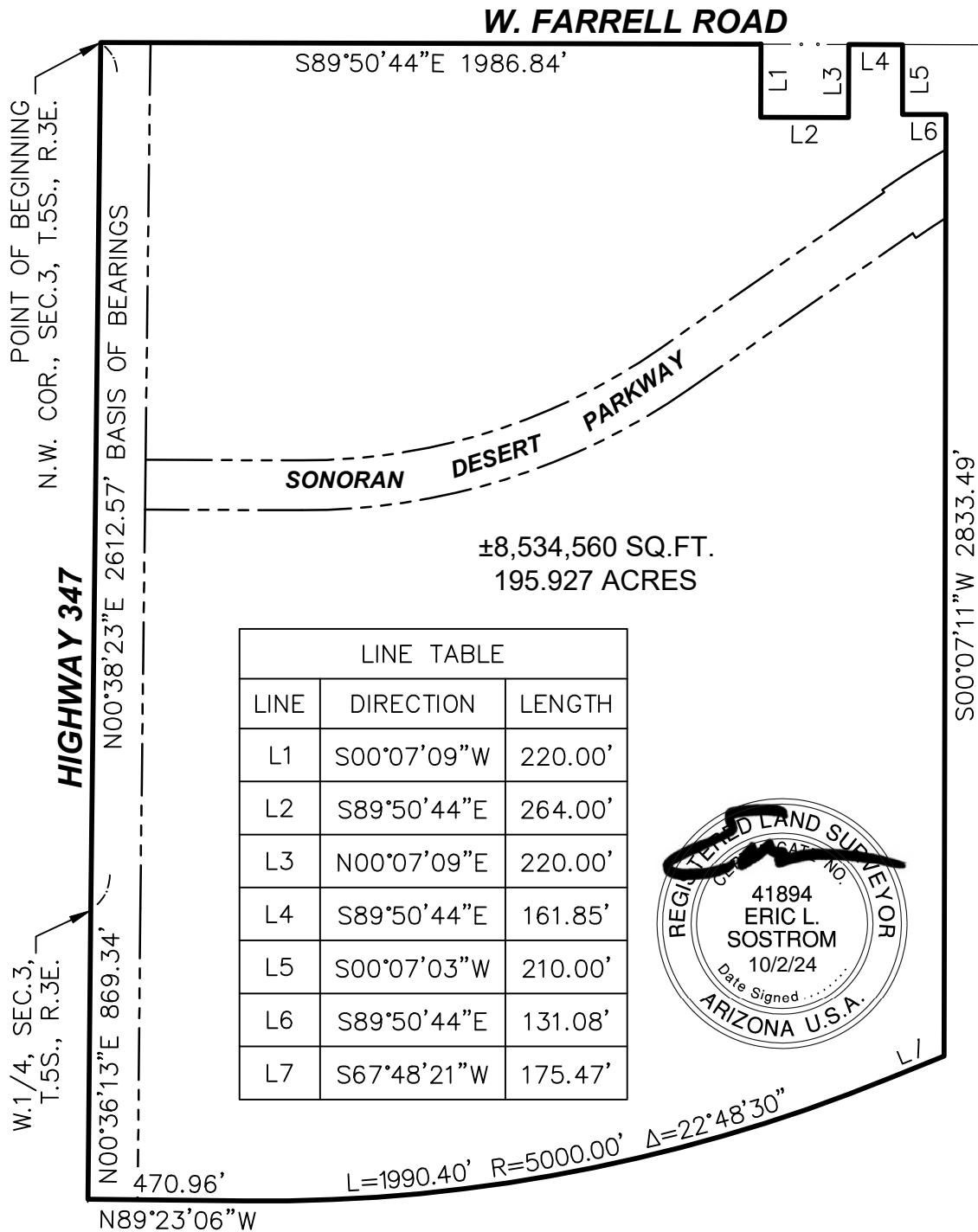
THENCE NORTH 89°23'06" WEST, A DISTANCE OF 470.96 FEET TO THE WEST LINE OF THE SOUTHWEST QUARTER OF SAID SECTION 3;

THENCE ALONG SAID WEST LINE, NORTH 00°36'13" EAST, A DISTANCE OF 869.34 FEET TO THE WEST QUARTER CORNER OF SAID SECTION 3;

THENCE ALONG THE WEST LINE OF THE NORTHWEST QUARTER OF SAID SECTION 3, NORTH 00°38'23" EAST, A DISTANCE OF 2,612.57 FEET TO THE **POINT OF BEGINNING**.

CONTAINS 8,534,560 SQUARE FEET OR 195.927 ACRES, MORE OR LESS.



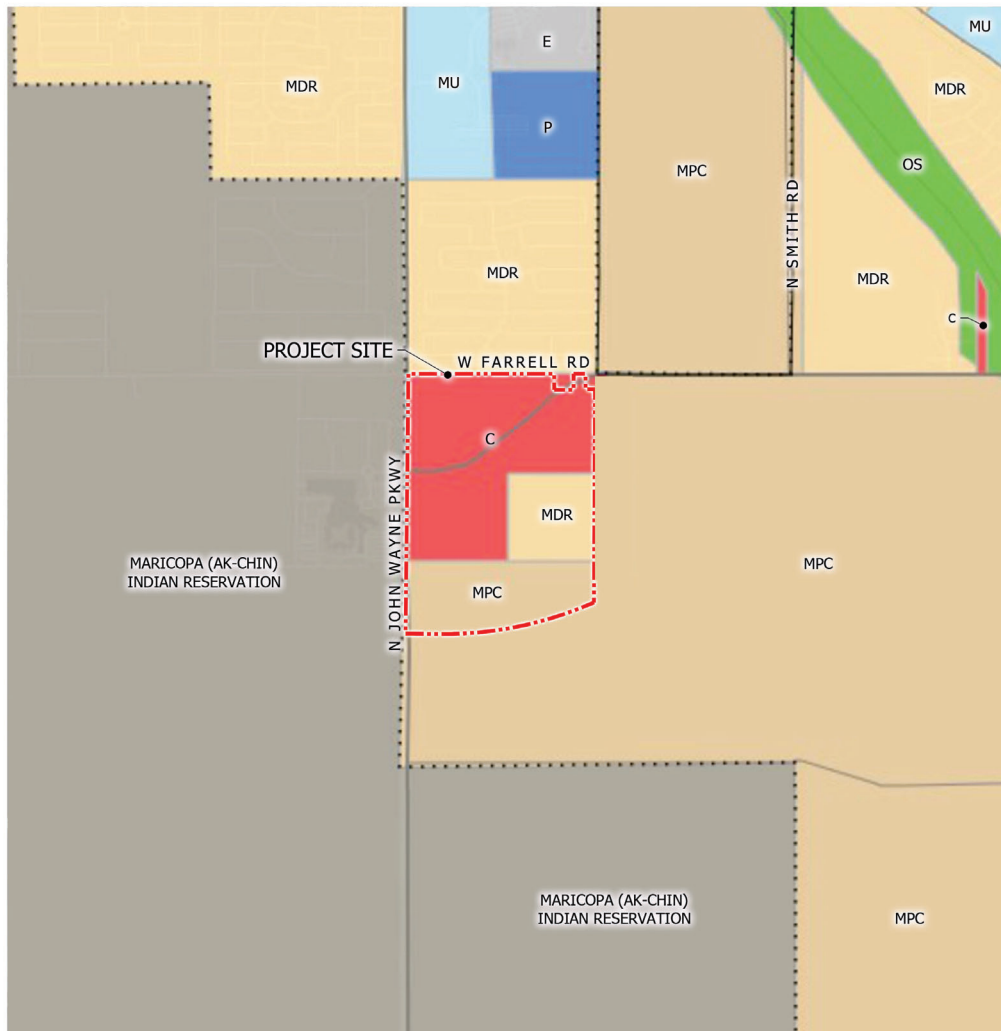


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LEGAL DESCRIPTION
GROSS DESCRIPTION
MARICOPA, ARIZONA

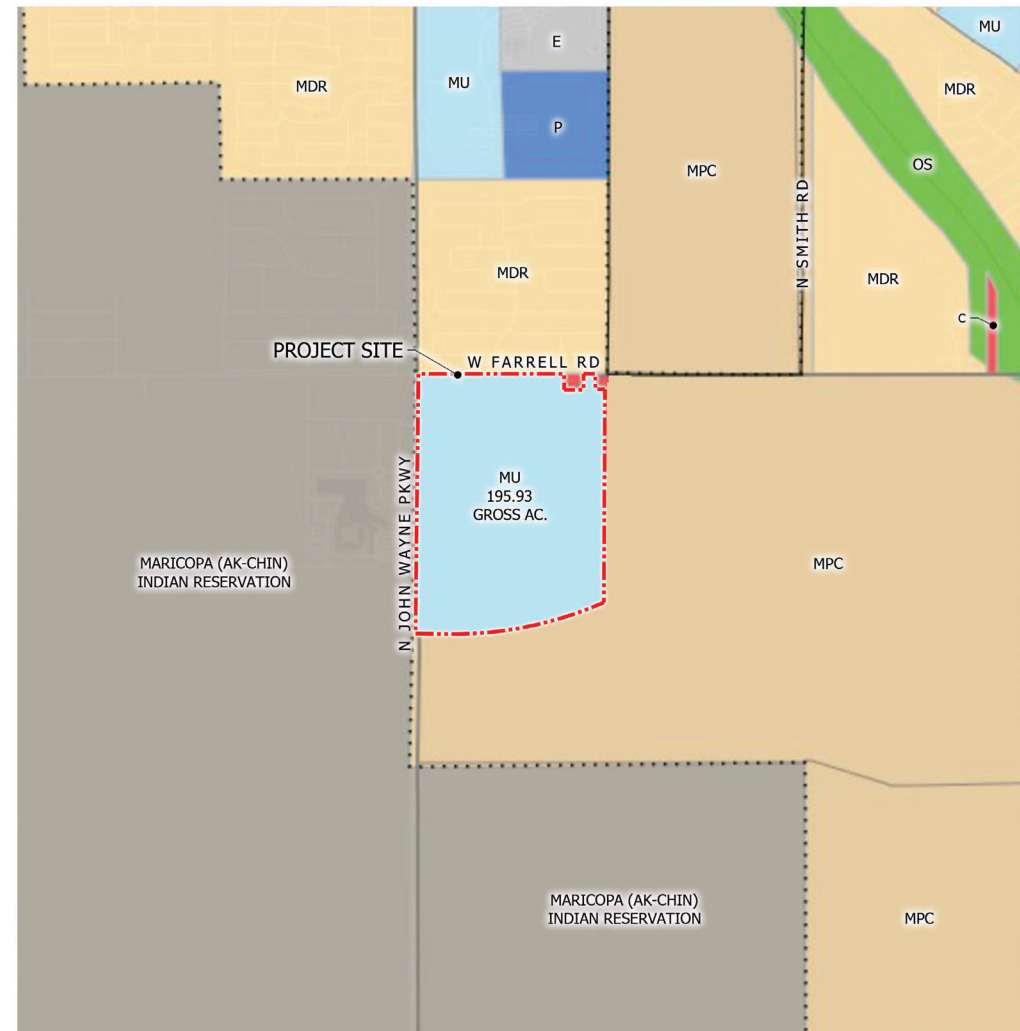
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JOB#	P6611	SCALE:	NTS
DRAFTER:	ELS	CHK:	PJE
		SHT:	1 OF 1
		DATE:	10/2/24

Exhibit C – General Plan Map



EXISTING GENERAL PLAN LAND USE

MARICOPA (AK-CHIN) INDIAN RESERVATION	MU	MIXED USE
C	OS	PARKS/OPEN SPACE
E	P	PUBLIC/INSTITUTIONAL
MDR		MEDIUM DENSITY RESIDENTIAL
MPC		MASTER PLANNED COMMUNITY



PROPOSED GENERAL PLAN LAND USE

MARICOPA (AK-CHIN) INDIAN RESERVATION	MU	MIXED USE
C	OS	PARKS/OPEN SPACE
E	P	PUBLIC/INSTITUTIONAL
MDR		MEDIUM DENSITY RESIDENTIAL
MPC		MASTER PLANNED COMMUNITY



AVALEA
General Plan Land Use Map

800' 1,600' 2,400'
Plan Scale 1" = 800' Date: 10-03-2024
ABLASTUDIO.COM



Exhibit D – One Mile Radius Proximity Exhibit

