

# General Plan Amendment & Rezoning Project Narrative



# REV

# Maricopa

**SEC of Porter Road and Bowlin Road  
City of Maricopa, Arizona**

Submitted to:

**City of Maricopa  
Planning Department  
39700 W. Civic Center Plaza  
Maricopa, AZ 85138**

Submitted on Behalf of:

**El Dorado Porter 27, LLC  
8501 North Scottsdale Road, Suite 120  
Scottsdale, AZ 85253**

Prepared by:

**IPLAN CONSULTING  
3317 S. Higley Road, Suite 114-622  
Gilbert, AZ 85297**

**April 2020**

## DEVELOPMENT ADVISORS



IPLAN CONSULTING  
Greg Davis  
3317 S. Higley Road, #114-622  
Gilbert, AZ 85297  
V: (480) 227-9850  
E: Greg@iplanconsulting.com



TOMECAK  
DESIGN

Tomecak Design  
Mark Tomecak  
4368 N. Civic Center Plaza #201  
Scottsdale, AZ 85251  
V: (602) 619-7751  
E: Mark@tomecakdesign.com



F2 GROUP  
Matt Franklin  
3135 S. Price Rd. #115  
Chandler, AZ 85248  
V: (480) 752-0717  
E: mfranklin@f2groupaz.com



**TERRASCOPE**  
Dave Soltysik P.E.  
1102 E. Missouri Ave.  
Phoenix, AZ 85014  
V: (480) 454-8010  
E: DSoltysik@terrascope.us



**El Dorado**  
Holdings, Inc.

**El Dorado Porter 27, LLC**  
8501 North Scottsdale Road, Suite 120  
Scottsdale, AZ 85253

**REQUEST:**

El Dorado Holdings is pleased to submit a request to amend both the General Plan land use classification and the zoning designation for an approximate 25-acre property located at the southeast corner of Porter Road and Bowlin Road in central Maricopa. The 25-acre parcel is part of a larger, 60-acre property under the same ownership.

The subject property is currently vacant and has a General Plan land use classification of Public Facility/Institutional (P) with underlying Light Industrial / Warehouse (CI-1) zoning. Our request is to change the General Plan land use classification to both High Density Residential (H) and Commercial (C) and to rezone the property to Multiple Unit Residential (RM) and Neighborhood Commercial (NC).

**SITE AERIAL PHOTO**



**SITE CONTEXT AND EXISTING CONDITIONS:**

The property currently is vacant desert and has frontage along both Porter Road to the west and Bowlin Road to the north. Across Bowlin to the north is the Redwood at Glennwilde which is a single-family detached residential neighborhood. To the east is land owned by Pinal County Community College with the Legacy Traditional Charter School beyond. To the south is the balance of the property owned by El Dorado Porter 27 LLC which is also vacant. To the west are both the recently approved Mountain Trace apartment development and an existing Banner health care facility. The overall area is growing with consistent development, making this property an infill parcel completely serviced by roads and utilities.

ADJACENT LAND USE TABLE

Direction	General Plan Land Use Classification	Existing Zoning	Existing Use
<i>On-Site</i>	P	CI-1	Vacant
<i>North</i>	MPC (Master Planned Community)	CR-3	Neighborhood
<i>South</i>	P	CI-1	Vacant
<i>East</i>	P	TR (Transitional)	Vacant / School
<i>West</i>	MU (Mixed Use)	CI-1	Apartments / Medical

PROJECT DESCRIPTION:

The proposed plans for the property include two land uses. First, on the corner of Porter and Bowlin we are proposing an approximate five-acre commercial corner. This five-acre site is intended to offer a multiple building configuration for both standalone and suite users. Vehicular access will be provided off both adjacent arterial level streets and pedestrian access is planned from the street adjacent sidewalks as well as an internal connection to the proposed neighborhood surrounding the commercial corner. Complete details regarding the commercial parcel including building layout, elevations, landscaping, signage, etc. will be provided with a future Site Plan application.

The second use proposed is for a 200-unit single-story, standalone and duplex, for-rent housing product that are comprised of one, two, and three-bedroom configurations. This equates to a gross project density of 10.0 DU/acre. This product is a combination of individual and duplex single-story units in one, two, and three-bedroom configurations that range from approximately 800 square feet to 1,500 square feet in living area. **Differing from traditional multi-family projects that are typically large two- and three-story structures, this neighborhood will have a much more single-family residential look and feel due to the single-story design.** Another important element of this product is the private outdoor open space afforded every unit within the project. The ground level private open space is about 10-feet deep by 20 to 40 feet long which allows for a variety of backyard recreation including BBQs, patio sets, and a turf area which is especially appreciated by the numerous pets that will live in the project.

While both the commercial parcel and the Rev Development will have two separate points of access; one each to Porter Road and one to Bowlin Road (four in all), the Rev development will be gated with the primary access from Porter Road and the secondary access from Bowlin Road. The community clubhouse / rental office is located off the primary access and allows

for guest access and parking outside of the gated interior drive. Parking is provided via private garages, covered carports, and open parking spaces and we anticipate being able to meet all of the City's parking regulations for both Rev, and the commercial parcel.

**GENERAL PLAN:**

The property's current General Plan land use classification of P was applied to this property to be what we believe is a holding category until the appropriate use or uses could be determined. In determining what is an appropriate land use classification for this site we need to look at the context of the area which includes higher intensity uses to the west and south and lower intensity uses to the north and east. As such, we believe this property is best utilized as a transition from the intensity of the urban/commercial development along the north side of the Maricopa-Casa Grande Highway to the single-family residential neighborhoods to the north of Bowlin Road. Therefore, we believe the requested H and C land use classifications which will allow for a lower intensity multi-family product and a neighborhood commercial project is most appropriate.

Furthermore, we believe the proposed land use change is consistent with the General Plan for the following reasons:

- Growth Area: The property is located in a General Plan identified Growth Area. Growth Areas in the General Plan are targeted for non-single-family projects to help spur more urban uses and services. This project will bring in two non-single-family land uses generating more demand for commercial and employment options in the community.
- Land Use: The Maricopa General Plan identifies the need for a more balanced inventory of land uses with Commercial land comprising only 4% of the total land uses and High density residential comprising a minuscule 0.3%. This proposal will improve both of those percentages bringing more balance to the community.
- Housing Element: Building upon the need for diverse land uses, the General Plan also promotes a variety of residential opportunities for residents. If the City is going to be sustainable in the long term, it needs to have lifestyle and housing opportunities for a much wider portion of the population. The Rev product succeeds in providing a new lifestyle and housing option for current and future city residents.
- Economic Development: Jobs and retail services are vital to the success of every municipality and is a specific focus of the City's General Plan vision. Both the Rev rental project and the commercial parcel will offer both jobs and retail services not only for our residents, but for the local area around the project. Also, since Rev at Maricopa is a for-rent project, it and the commercial corner will provide the City with added tax revenue.
- **Land Use Analysis: This section addresses the specific items identified in the General Plan Amendment application:**
  - o An existing and proposed Land Use Plan are included as exhibits in this application package.

- The public benefit of the project includes:
  - Transitional land use buffering the lower density neighborhoods north of Bowlin Road.
  - More diverse housing opportunities for current and future City residents.
  - Commercial site will add to the retail services offered in the City.
  - Additional employment opportunities for City residents.
  - Additional long-term tax revenue for the City.
  
- Our current proposal includes 200 for-rent residential units which equates to approximately 10 DU/acre. We are also proposing a 4.6-acre commercial site but we are too early in the process to know how much built square footage will develop on that site.
- A Conceptual Site Plan is included in the submittal package. We anticipate each land use to develop in separate phases.
- The Included Conceptual Site Plan identifies the opportunities for pedestrian circulation for both land uses.
- The Conceptual Site Plan identifies the areas that will be used for open space for both land uses.
- The project acts as a major land use buffer transitioning from the intense commercial and vehicle traffic in the south to the lower intensity single-family neighborhoods to the north.
- Both proposed land uses will be single story which helps them be compatible with one another as well as the uses surrounding them.

#### **ZONING:**

As aforementioned, we are requesting to change the zoning classification of approximately 25-acres of the larger 60-acre Porter property from Light Industrial / Warehouse (CI-1) zoning to Multiple Unit Residential (RM) and Neighborhood Commercial (NC). The approximate 5-acre NC zoning is proposed at the northwest corner of the property which is at the intersection of Bowlin Roads and Porter Roads. The intent of the NC zoning is to provide neighborhood level commercial retail and services that would serve our residents as well as those in the immediate area. The NC zoning is proposed specifically to deter more intense uses that may generate too much traffic or be in conflict with the residential character along Bowlin Road. At this time, we do not have any specific users identified and we do not anticipate needing any development standard deviations from the City Zoning Code.

The RM zoning category is proposed for the approximate 20-acre balance of the subject property to allow for the previously discussed a single-story for-rent product. This low intensity multiple unit residential product creates a beneficial transition between single family neighborhoods and schools to the north and east and the more intense uses such as traditional multi-family apartments, regional level retail, and industrial/employment development to the west and south. The RM zoned parcel will have frontage along both Bowling Road and Porter Road but the primary access is proposed off of Porter Road.

Differing from traditional multi-family projects that are typically large two- and three-story structures, this neighborhood will have a much more single-family residential look and feel due to the single-story design. As such, the setbacks employed are similar to those you

would see in single family residential zoning districts (i.e. 10-foot building separation). At this time, we do not identify any necessary deviations to the City's zoning Code. With that said we are designing the site to comply with the Staff interpretations that only the clubhouse is required to comply with the principal building setbacks of the RM district as all other buildings are considered accessory structures; and that the landscape buffer required between the NC parcel and the RM parcel is 25-feet on the NC side, and 5-feet on the RM side. This also applies to the south property boundary where only 5-feet of landscape buffer is needed on the RM side, whereas 40-feet is required on the CI-1 side; the latter which is not a part of this request but does belong to the same landowner.

As is required by the City, we propose that the project meets the required Findings of Fact as described below:

Findings of Fact:

*1. The amendment is consistent with the General Plan;*

A General Plan Amendment request has been requested in concurrence with the rezoning request. Once completed, the proposed land uses will be consistent with the goals and policies set forth in the City's General Plan.

*2. Any change in District boundaries is necessary to achieve the balance of land uses desired by the City, consistent with the General Plan, and to increase the inventory of land within a given Zoning District; and*

Currently Commercial land only comprises about 4% of the total land uses in the City and High density residential comprises only 0.3%. This proposal will improve both of those percentages bringing more balance to the community.

*3. The amendment will promote the growth of the City in an orderly manner and protect the public health, safety, peace, comfort and general welfare.*

the proposed NC and RM zoning categories provide a much more effective land use transition from the intense commercial and employment land uses to the south, to the lower intensity school and single-family neighborhoods to the north.

**DESIGN:**

Although the design elements of a project are not usually well defined at the time of a General Plan Amendment and Rezoning case, El Dorado Holdings has been hard at work designing the Rev at Maricopa (RM portion of the project) to be a quality neighborhood with a heavy emphasis on the open space and amenity design. There are several aspects of the open space and amenity package that will be unique, but it is the combination of having over 20% of the site being open space, having three different types of open space (private, courtyard, and community), and of course, the quality of the amenities for the project that make the overall package special. We hope to be able to submit the details of the open space as part of a site plan package very soon.



Just as important as the open space design is to establishing the character of a neighborhood, is the project architecture. Probably the most significant difference between the proposed project and the typical multi-family project is our approach to the residential unit design. We believe that by building the residential units in smaller standalone and duplex configuration, we can avoid much of the negative elements associated with typical apartment projects. The single-story approach also allows us to design each building at a human scale with look and feel more typical of a single-family neighborhood than an apartment project. We are anticipating multiple residential unit configurations proposed for the project with two being standalone units, and three using a duplex shared wall design. Having several different designs allows for a multitude of building combinations for each residential pod thereby eliminating one of the other major complaints about multi-family projects which is that the buildings look too similar.

El Dorado Holdings and Tomecak Design are working on a very attractive architectural theme for this community. Below are a few examples of the proposed design which builds on the traditional Spanish influence of the southwestern United States. Smooth sand finish stucco, framed windows, concrete tile roofing, and iron work details work in harmony to create an interesting design that when combined with usable front porches and dynamic color schemes, will result in an attractive and inviting neighborhood environment.

#### CONCEPTUAL ARCHITECTURE





**CONCLUSION:**

We are very excited about the synergy of the neighborhood commercial and multiple unit residential land uses of this proposal due to its central and transitional location within the City. Incorporating a variety of residential lifestyle housing opportunities has been one of the prime goals for the City and we believe the Rev product is a perfect fit at this location. We expect the Rev project to be a huge success as we have seen a significant increase in the market for multiple family projects that look and live more like single family neighborhoods than the typically 3-story large building apartment complexes but still have the amenities of and zero maintenance lifestyle they traditionally offer. The proposed Rev at Maricopa product addresses this market driven request and will be a benefit to the area. We look forward to realizing this vision in cooperation with the City.

# Land Use Analysis

SITE AERIAL PHOTO



## GENERAL PLAN:

The property's current General Plan land use classification of P was applied to this property to be what we believe is a holding category until the appropriate use or uses could be determined. In determining what is an appropriate land use classification for this site we need to look at the context of the area which includes higher intensity uses to the west and south and lower intensity uses to the north and east. As such, we believe this property is best utilized as a transition from the intensity of the urban/commercial development along the north side of the Maricopa-Casa Grande Highway to the single-family residential neighborhoods to the north of Bowlin Road. Therefore, we believe the requested H and C land use classifications which will allow for a lower intensity multi-family product and a neighborhood commercial project is most appropriate.

Furthermore, we believe the proposed land use change is consistent with the General Plan for the following reasons:

- Growth Area: The property is located in a General Plan identified Growth Area. Growth Areas in the General Plan are targeted for non-single-family projects to help spur more urban uses and services. This project will bring in two non-single-family land uses generating more demand for commercial and employment options in the community.
- Land Use: The Maricopa General Plan identifies the need for a more balanced inventory of land uses with Commercial land comprising only 4% of the total land uses and High density residential comprising a minuscule 0.3%. This proposal will improve both of those percentages bringing more balance to the community.

- Housing Element: Building upon the need for diverse land uses, the General Plan also promotes a variety of residential opportunities for residents. If the City is going to be sustainable in the long term, it needs to have lifestyle and housing opportunities for a much wider portion of the population. The Rev product succeeds in providing a new lifestyle and housing option for current and future city residents.
  
- Economic Development: Jobs and retail services are vital to the success of every municipality and is a specific focus of the City's General Plan vision. Both the Rev rental project and the commercial parcel will offer both jobs and retail services not only for our residents, but for the local area around the project. Also, since Rev at Maricopa is a for-rent project, it and the commercial corner will provide the City with added tax revenue.
  
- **Land Use Analysis: This section addresses the specific items identified in the General Plan Amendment application:**
  - o An existing and proposed Land Use Plan are included as exhibits in this application package.
  
  - o The public benefit of the project includes:
    - Transitional land use buffering the lower density neighborhoods north of Bowlin Road.
    - More diverse housing opportunities for current and future City residents.
    - Commercial site will add to the retail services offered in the City.
    - Additional employment opportunities for City residents.
    - Additional long-term tax revenue for the City.
  
  - o Our current proposal includes 200 for-rent residential units which equates to approximately 10 DU/acre. We are also proposing a 4.6-acre commercial site but we are too early in the process to know how much built square footage will develop on that site.
  - o A Conceptual Site Plan is included in the submittal package. We anticipate each land use to develop in separate phases.
  - o The Included Conceptual Site Plan identifies the opportunities for pedestrian circulation for both land uses.
  - o The Conceptual Site Plan identifies the areas that will be used for open space for both land uses.
  - o The project acts as a major land use buffer transitioning from the intense commercial and vehicle traffic in the south to the lower intensity single-family neighborhoods to the north.
  - o Both proposed land uses will be single story which helps them be compatible with one another as well as the uses surrounding them.