

Maricopa Towne Center

West Farrell Road and John Wayne Parkway

Planned Area Development

Narrative



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I. DESCRIPTION OF REQUEST

A. Introduction

Vestar has enjoyed the years of collaboration with the City of Maricopa culminating in this innovative development which will provide a vibrant master plan of mixed uses in the southern part of the City. The planning of the 2,170 acre Avalea Master Planned Development began in 2005. After a number of iterations to improve the plan's land uses, circulation, and other important development features, a comprehensive Planned Area Development ("PAD") complete with commercial, transitional, and residential uses was prepared. The City of Maricopa's feedback throughout this was instrumental to ensure that the development would serve the community's best interests. The result of this planning effort was the annexation of the property into the City of Maricopa, and the final Avalea PAD, which was approved by the City of Maricopa on August 1, 2006 by Ordinance 06-09. Additionally, a development agreement dated May 17, 2006 and recorded in the Pinal County Recorder's Office at fee no. 2006-076047 was approved, and defines the rights and obligations tied to the development.

After the Avalea PAD was approved but before it could be developed according to the approved site plan, however, the owners of the property learned that the City was now proposing the Pinal County East – West Corridor, now known as Sonoran Desert Parkway, which would revise the West Farrell Road alignment to travel roughly through the middle of Avalea's proposed commercial development, thereby bisecting the property. The new Sonoran Desert Parkway would end at John Wayne Parkway, at the intersection opposite the Harrah's Ak-Chin Casino. Of course, this meant that the proposal could no longer be developed as it was conceived of and the approved site plan for Avalea would have to be substantially modified as the proposed buildings would need to be relocated to sites on each side of the bisecting road. Additionally, portions of commercial land and residential lots would be lost to make room for the right-of-way needed.

Following numerous conversations with the City regarding the future of the property, the owners of the Avalea PAD have agreed to modify portions of the approved plans in order to accommodate the City's proposed West Farrell Road alignment. Proposed is the new "Maricopa Towne Center Planned Area Development", presented by Vestar.

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 PAD. 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.

The Maricopa Towne Center PAD, with its defined exhibits, shall govern site development by identifying allowable uses and defining a set of design and development standards applicable to future development.

B. Proposed Rezoning

The Property consists of two contiguous parcels. The parcel described as APN #510-73-001K is approximately 120 net acres and is zoned Avalea PAD with underlying CB-1 zoning. The parcel described as APN # 510-73-001L is approximately 64 net acres and is zoned Avalea PAD with underlying TR zoning. To allow the future development of the Maricopa Towne Center, Vestar is requesting to rezone the property from Avalea PAD (CB-2 & Transitional) to Maricopa Towne Center PAD (MU-G). **Exhibit D – Zoning Map** depicts the existing and proposed zoning designations.

C. Proposed General Plan Amendment

The Property is primarily designated under the Commercial land use designation in the 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.

A Minor General Plan Amendment from Commercial, Medium Density Residential, and Master Planned Community to Mixed Use is proposed concurrently with this application. **Exhibit C – General Plan Map** depicts the existing and proposed General Plan designations.

D. Vision

The vision for Maricopa Towne Center is to establish a framework that will provide a balance of regulatory standards and flexibility to promote the development of an iconic vibrant community within the City. Maricopa Towne Center will be a destination for residents of Maricopa as well as surrounding areas. The size, location, and accessibility of Maricopa Towne Center make it ideally situated for a complementary mix of uses. The provisions of this document will allow the overall property to develop over time with residential neighborhoods and non-residential uses to support the additional density in the area.

The planning of the Maricopa Towne Center under a PAD is beneficial because PADs create opportunities for orderly and efficient development that meets the needs of a particular area, while remaining flexible to changing conditions. The intent of the Maricopa Towne Center PAD is to allow the development of a mixed use variety of land uses that includes office, commercial, retail, entertainment, hospitality, multi-family residential, single-family residential, and other complementary land uses creating an inviting live, work, shop, and play environment. The PAD incorporates the built-in flexibility needed to respond to changing demographic and market trends, and is prepared based on information collected pertaining to:

- Transportation and Accessibility
- Population and Demographics
- Public Facilities and Services
- Land Use and Zoning
- Financial Impacts
- Development Constraints and Opportunities

II. SITE CONTEXT STUDY

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. 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.

C. 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.

D. 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 PAD under the Palo Brea PAD 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 and entertainment complex, which is located in the Ak-Chin Indian Reservation.

III. CONFORMANCE WITH THE GENERAL PLAN

As mentioned previously, a Minor General Plan Amendment from Commercial, Medium Density Residential, and Master Planned Community to Mixed Use is proposed concurrently with this application. The Maricopa Towne Center PAD 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. The PAD 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 products for the workforce in the area. This PAD proposes a mixture of single family 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 commercial development will additionally attract visitors from the city, nearby cities, and traveling visitors of Harrah’s Ak-Chin Casino and entertainment complex. For these reasons, the development of the Maricopa Towne Center helps meet the General Plan’s vision of a prosperous future.

IV. PROPOSED PAD ZONING

A. Proposed Land Use

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 which are illustrated on **Exhibit E – Conceptual Master Plan**. Area 1 is 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. Area 2 is located south of the future West Sonoran Parkway and is proposed to allow a variety of uses permitted by this PAD, 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. A conceptual land use map was created to help illustrate the possible general organization of future use types and is provided for illustration purposes only as **Exhibit F – Conceptual Use Bubble Plan**.

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. Prior to individual administrative site plan approval, each residential developer applicant will be required to calculate its respective density and the remaining residential units available for other development within the PAD.

The PAD also provides for a maximum total of 1,000,000 square feet of gross floor area for non-residential development.

B. Proposed Zoning

In order to allow the future development of the Maricopa Towne Center, Vestar is requesting to rezone the Property from Avalea PAD (CB-2 & Transitional) to Maricopa Towne Center PAD (MU-G). **Exhibit D – Zoning Map** depicts the existing and proposed zoning designations.

C. PAD Justification Statement

The proposed PAD creates a unique mixed-use area which is positioned to attract high-quality development to the City of Maricopa. The proposed Permitted Uses, Development Standards, and Design Elements reflect superior uses and standards which justify the PAD.

D. Permitted Uses

The Maricopa Towne Center PAD will support a wide variety of commercial and residential uses developed to create a vibrant mixed use area where people can work, shop, live, gather, play, and receive essential services. The following list of uses described in **Table A - Permitted Uses**, on the next page, is intended to define the permitted uses within the Maricopa Towne Center PAD. The City of Maricopa MU-G (General Mixed Use) zoning district will be the underlying zoning district for the PAD but the uses and development standards contained in the **Exhibit G – Standards & Guidelines Report** will first control. Permitted Uses are designated by the letter “P”. Uses designated with a “C” would require approval of a Conditional Use Permit. The table and associated footnotes are modeled on the permitted uses in the City of Maricopa Zoning Ordinance. Where not otherwise noted, the associated footnotes, standards in the “Additional Standards” column, and all other requirements applying to the Maricopa Towne Center PAD shall be those found in the version of the Zoning Ordinance existing at the time of approval of this PAD, except as modified by this PAD.

Table A: Permitted Uses

Use	District	Additional Standards
	PAD (MU-G)	
Agricultural		
Animal and Crop Production		
Urban Agriculture	P	
Residential		
Single-Unit	P	
Single Unit Detached	P	
Single Unit Attached	P	
Multiple-Unit Dwelling	P	
Senior and Long-Term Care	P	
Day Care Facility		
Small	P	MCC 18.120.080 , Day care facilities
Large	C	
Group and Residential Care Home	P	MCC 18.120.240 , Residential and group care homes
Supportive Housing	C	MCC 18.120.270 , Transitional and supportive housing facilities
Transitional Housing	C	
Public and Semi-Public		
Community Assembly	P	MCC 18.120.070 , Community assembly
Cultural Facilities	P	
Child Care Centers	P	MCC 18.120.080 , Day care facilities
Government Buildings	P	
Hospitals and Clinics		
Clinic	P	MCC 18.120.130 , Hospitals and clinics
Parks and Recreation Facilities, Public	P	
Public Safety Facility	P	
Social Service Facility	P	
Commercial		
Animal Sales, Care and Services		
Animal Sales and Grooming	P	MCC 18.80.030 , Animal keeping
Small Animal Day Care	P	
Automobile/Vehicle Equipment Sales and Services		
Automobile/Vehicle Washing, Automated or Self-Service	P	

Use	District	Additional Standards
	PAD (MU-G)	
Automobile/Vehicle Washing, Full Service	P	
Service Station	P	
Fueling Facility, Alternative	P	
Automobile/Vehicle Repair, Major	P	
Automobile/Vehicle Repair, Minor	P	
Banks and Financial Institutions		
Banks and Credit Unions	P	
Noninstitutional Banking	C	MCC 18.120.200 , Noninstitutional Banking
Business Services	P	
Commercial Entertainment and Recreation		
Small-Scale Facility	P	
Theaters	P	
Club or Lodge	P	
Eating and Drinking Establishments		
Bars and Lounges	P	MCC 18.120.030 , Alcoholic beverage sales MCC 18.120.100 , Eating and drinking uses MCC 18.120.190 , Outdoor dining and seating
Restaurants, Full Service	P	MCC 18.120.030 , Alcoholic beverage sales MCC 18.120.100 , Eating and drinking uses MCC 18.120.190 , Outdoor dining and seating
Restaurants, Limited Service (including Fast Food)	P	MCC 18.120.030 , Alcoholic beverage sales MCC 18.120.100 , Eating and drinking uses MCC 18.120.190 , Outdoor dining and seating
Restaurant, Take-Out Only	P	MCC 18.120.030 , Alcoholic beverage sales MCC 18.120.100 , Eating and drinking uses MCC 18.120.190 , Outdoor dining and seating
Food and Beverage Sales		
Convenience Market	P	MCC 18.120.030 , Alcoholic beverage sales MCC 18.120.280 , Food and beverage sales
General Market	P	
Liquor Store	P (1)	
Specialty Food Sales and Facilities	P	
Instructional Services	P (2)	

Use	District	Additional Standards
	PAD (MU-G)	
Live/Work Quarters	P (2)	MCC 18.120.140 , Live/work units
Lodging		
Hotels and Motels	P	
Maintenance and Repair Services	P	
Mobile Merchants	P	MCC 18.120.170 , Mobile merchants
Office		
Business and Professional	P	
Medical and Dental	P	
Walk-In Clientele	P	
Personal Services		
General Personal Services	P	MCC 18.120.210 , Personal services and restricted personal services
Restricted Personal Services	P	
Retail Sales		
General Retail, Small-Scale	P	(A); MCC 18.120.250 , Restricted retail uses
General Retail, Large-Scale	P	
Drive-in and Drive-Through Facilities	P	Refer to Standards and Guidelines Report Section IV
Industrial		
Artist’s Studio and Production	P	
Transportation, Communication, Utility		
Bus/Rail Passenger Facility	P	
Communication Facilities		
Antennas and Transmission Towers	Subject to existing regulations, including a conditional use permit if certain standards are not met or thresholds exceeded.	Chapter 18.130 MCC, Telecommunications Facilities
Facilities within Buildings	P	
Utilities		
Minor	P	

Use	District	Additional Standards
	PAD (MU-G)	
Accessory Uses	Subject to the same permitting requirements of the principal use unless additional review is established in MCC 18.120.010 , Accessory uses.	
Temporary Uses	Requires a temporary use permit, unless exempt; see MCC 18.120.260 , Temporary uses	
Nonconforming Uses	Chapter 18.100 MCC, Nonconforming Uses and Structures	

1. Minimum 8,000 square feet in building area required
2. Nonresidential uses on ground floors only unless approved by the planning and zoning commission

Outdoor Retail Sales and Merchandise Display.

1. *Location.* Outdoor retail sales and merchandise displays shall not obstruct ingress and egress to a building, obstruct fire lanes, interfere with vehicular circulation or sight distance, or be located in landscaped areas. Outdoor retail sales and merchandise display areas shall be adjacent to the structure containing the business selling the merchandise.
2. *Maximum Area.* Outdoor retail sales and merchandise displays shall not exceed five percent of the total gross floor area of the business, or 200 square feet, whichever is more.
3. *Height.* Display merchandise shall not exceed a height of six feet above finished grade.

With the evolution of residential and commercial trends, coupled with rapidly changing demographics and market needs, it is likely that the permitted uses currently contemplated in the Zoning Ordinance and this PAD may not be comprehensive to include unforeseen, new uses. As such, the list of uses is descriptive in nature and does not necessarily represent the full extent of uses allowed. All uses not specifically identified in the underlying land use categories within this PAD are prohibited. That said, if a specific use is not provided on the list, the property owner, developer or developer's representative may request an interpretation from the Maricopa Planning Director who may determine that the use is similar to a use listed in **Table A - Permitted Uses**. If the use is similar, the Planning Director may administratively approve the use.

E. Development Standards

The development standards for the Property are intended to implement the **Section V - Design Elements** and ensure harmonious implementation of the permitted uses. Please reference **Exhibit G – Standards & Guidelines Report** for the specific Development Regulations prescribed for the PAD including those standards delineated in **Exhibit G-2 – Non-Residential Development Standards** and **Exhibit G-3 – Residential Development Standards**. **Exhibit G-6 – Conceptual Signage Plan** provides conceptual signage locations for retail pylons with requirements governing the total aggregate sign area and sign dimensional requirements to be reviewed and approved by the City. Street standards are provided in **Exhibit G-4 – Street Sections**.

V. DESIGN ELEMENTS

This mixed use area seeks to implement vibrant commercial, residential, and public communities that seamlessly blend indoor and outdoor environments and offer connectivity between all planned elements. The PAD is focused on implementing market demand while providing a reliable framework and expectations for the public. It is designed to become a bustling residential, retail, entertainment, and community hub.

The PAD Design Elements described herein are intended to guide development and provide justification for the PAD. They are provided as other features, not specifically listed in the Maricopa Zoning Ordinance, but intended to elevate the future uses within the PAD and fully justify the PAD. The PAD Design Elements are general guidelines for development as specific site plans will be subject to future review by the Zoning Administrator.

Conformance with the standards enumerated under the **Table D – Design Elements** will be utilized by the City of Maricopa when it administratively reviews plans but each design element may not apply to each specific development plan brought forward within the PAD. Additionally, the imagery and elements provided in **Exhibit G – Architectural and Landscape Character** will govern the superior architecture and landscape design. Additional design principles will be applied to Property as it aspires to develop an iconic vibrant community within the City including by providing dynamic experiences, connectivity, and themed wayfinding. While each district within Maricopa Towne Center will maintain thematic consistency, variations will be incorporated to accommodate the diverse range of uses.

Table B: Design Elements

General Design Element Requirements for Overall PAD Implementation – Residential and Nonresidential
Emphasize walkability between varying uses.
Create a sense of place using unified signage.
Create a sense of place using unified colors and material themes.
Provide appropriate transitions between building heights.
Required Elements for Individual Development Proposals – Residential
Provide a sense of arrival utilizing landscaping, monumentation, decorative paving, etc.
Buffer the rear property lines for all lots backing onto an arterial street by 10 feet or more (no rear yard setback to be less than 20 feet for single-story and 30 feet for two-story).
Provide a minimum 30-foot landscape parkway from ROW line to fence in a common area when lots back onto an arterial street and five feet when backed to a local or collector street.
Where appropriate, provide staggers, accent paneling, horizontal offset of at least two (2) feet, decorative and capped columns, view fencing, or other visual breaks in perimeter fence walls at points no longer than 250-foot sections.
Provide irregular shaped retention basins, maximum 4:1 slope.
Enhance entry features with elements such as community signage, wall themes, and distinct landscape design.

Provide detached sidewalks within local ROWs.	
Utilize durable exterior materials and finishes on building architecture such as, but not limited to, brick, masonry, stone, or stucco.	
Conformance with the Architectural Character and Standards described in Exhibit G-1 – Architectural and Landscape Character.	
Conformance with the Exhibit G-3 – Residential Development Standards.	
Additional Required Elements for Individual Development Proposals – Single-Family Residential (Must have Minimum of Three Points for every 25 net acres of proposed development)	Value
Provide a distinctive project theme that complements adjacent development.	1
Provide view fencing along arterial and collector streets when internal streets abut the perimeter property line adjacent to an arterial or collector street.	1
Provide detached sidewalks with robust landscaping, meandering sidewalk, or minimum 6 foot wide sidewalk	1
Provide perimeter frontage that does not have walls or fencing for at least one half of the property frontage.	1
Provide an additional two percent of open space above the minimum required.	1
Provide staggers, accent paneling, horizontal offset of at least two (2) feet, decorative and capped columns, view fencing, or other visual breaks in perimeter fence walls at points no longer than 160-foot sections or every 3 residential lots, whichever is greater.	1
Provide lot sizes which are materially different from other developments within the PAD.	1
Provide varying lot sizes on perimeter lots located along perimeter street frontages.	1
Provide varying lot sizes on 50% of lots.	1
Provide a housing product (traditional, rear loaded alley, townhomes, duplex, cluster, etc.) which is different from other developments within the PAD.	1
Provide varying side setbacks on perimeter lots located along perimeter street frontages.	1
For one side of the property, provide perimeter frontage that does not have walls or fencing for at least one half of the property frontage.	1
Provide diversity on at least one of the perimeters of a development by utilizing at least one of the following: <ul style="list-style-type: none"> Single loaded streets (Slip street where an internal residential roadway is parallel with a perimeter street or open space and buffered with landscape to create a pedestrian friendly edge as well as promote architecture forward design. Minimum Block Length of the single loaded street must be no less than four (4) consecutive lots, or two hundred ten (210) feet from residential property line to residential property line, whichever is greater. Design is in conformance with imagery and plans shown on Exhibit G-1 – Architectural and Landscape Character) Open Ended Cul-De-Sacs or Knuckles. The minimum width of the open-ended cul-de-sac or knuckle shall be thirty (30) feet. 	1

<ul style="list-style-type: none"> Front Loaded Architecture. Where the neighborhood has architecture that is designed to have its primary elevation on the perimeter of the subdivision. This can be generally associated with alley-loaded product, single-family attached development, cluster product or other type of rear garage loaded architecture. 	
Restrict homes along development perimeter frontage to single-story.	1
Provide an additional five (5) feet of lot depth along perimeter frontage.	1
Provide twenty (20) foot driveways measured from back of sidewalk.	1
Provide alternative garage locations (e.g., rear or side entry, off a private lane, etc.) for 10 percent of the houses.	1
Stagger front yard setback to achieve a range of six feet or more.	1
Provide a minimum 20-foot total side yard setback width between homes for at least 50 percent of the total lots distributed throughout the subdivision.	1
Provide alternate driveway surfaces, such as tire strips, patterns, colors, or textures etc.	1
Provide at least one pedestrian connection, through open space, between two (2) perimeter roadways or adjacent developments.	1
Incorporate architectural enhancements to community mailboxes for residents such as lighting, shade, bulletin board, etc.	1
Commit to a formal street grid with no street greater than 1,600 linear feet in block perimeters.	1
Any other subdivision feature not listed as approved by the zoning administrator.	1
Additional Required Elements for Individual Development Proposals – Multi-Family Residential (Must have Minimum of Three Points for every 10 acres of proposed development)	Value
Provide a gated community with one side of the perimeter frontage not having walls or fencing for at least one half of the property frontage. Screen walls are exempt and may be provided.	1
Provide enhanced decorative design at key pedestrian crosswalks utilizing measures such as, but not limited to, stamped asphalt, pavers, etc.	1
Provide an additional two percent of open space above the minimum required.	1
Provide at least one pedestrian connection, through open space, between two (2) perimeter roadways or adjacent development(s).	1
Provide shared parking between uses to reduce the required parking when justified by an approved Parking Analysis.	1
Incorporate unique architectural and/or landscape elements at the pedestrian level.	1

Provide enhanced architectural design where rear elevations are adjacent to an arterial or collector street or open space.	1
Provide varied roof elements to break up the main ridgelines or roof horizons.	1
Provide front building entrances accentuated by architectural elements, lighting and/or landscaping. All front doors that open to the outside are well lit and visible from the street, parking area or neighboring units.	1
Provide an enhanced pedestrian path that crosses the site to provide connectivity to adjacent development(s).	1
Locate at least one building on each perimeter frontage with parking located internal to the development.	1
Promote human comfort by providing shaded areas, courtyards, colonnades, and other areas as site amenities.	1
Provide a clubhouse which includes an outdoor recreation area and an indoor area for meetings, exercise, entertainment, etc.	1
Any other multifamily feature not listed as approved by the zoning administrator.	1
Required Elements for Individual Development Proposals – Nonresidential	
Provide four-sided architecture especially for portions of building visible from arterial street.	
Incorporate architectural and landscape elements at the pedestrian level.	
Enhance rear elevations along arterial and collector streets and open spaces.	
Provide variety of roofing colors, textures, and shapes where available.	
Utilize durable exterior materials and finishes on building facades such as, but not limited to, brick, masonry, stone, stucco, etc.	
Provide at least one body color and two accent colors and/or accent materials for each commercial, office or industrial building.	
Provide at least four building materials and finishes such as, but not limited to, brick, masonry, metal, stone, stucco, etc.	
Break up the main ridgelines on roof slopes.	
Provide front building entrances accentuated by architectural elements, lighting and/or landscaping. All front doors that open to the outside are well lit and visible from the street, parking area or neighboring units.	
Conform with the Architectural Character and Standards described in Exhibit G-1 – Architectural and Landscape Character.	
Conformance with the Exhibit G-2 – Non-Residential Development Standards.	
Conformance with the City of Maricopa Nonresidential Design Guidelines.	
Additional Required Elements for Individual Development Proposals – Nonresidential (Must have Minimum of Three Points for every 15 acres of proposed development)	Value
Provide shared parking between uses to reduce the required parking when justified by an approved Parking Analysis.	1

Provide enhanced design at key pedestrian crosswalks utilizing measures such as, but not limited to, stamped asphalt, pavers, etc.	1
Provide an additional two percent of open space above the minimum required.	1
Provide at least one pedestrian connection, through open space, between two (2) perimeter roadways or adjacent development(s).	1
Provide an enhanced pedestrian path that crosses the site to provide connectivity to adjacent developments.	1
Locate buildings on perimeter frontage with parking located internal to the development.	1
Match the overall development theme but provide at least one primary color, a contrasting color, and two accent colors and/or materials.	1
Provide a minimum of 3,000 square feet of open space area for pedestrians with a minimum dimension of thirty (30) feet.	1
Provide all front doors with one or more of the following usable entry transition elements attached or otherwise integrated: covered porches; arbors; pergola; low-walled, shaded front patio areas and courtyards.	1
Incorporate meaningful variation in building height.	1
Integrate commercial and light manufacturing in ways to foster local production and market.	1
Incorporate a public art installation.	1
Incorporate enhanced landscaping and shade along pedestrian pathways.	1
Incorporate alternative intermodal transportation parking such as roller blade lockers, skate board locks, bicycle racks, etc.	1
Incorporate a water feature in the common area.	1
Incorporate drinking fountains in the common area.	1
Any other nonresidential development feature not listed as approved by the zoning administrator.	1

Walkability Connecting Commercial and Residential

Developing walkability from residential areas to commercial zones through connected pathways utilizing open space and landscaped buffers are key strategies essential to wayfinding and establishing mixed-use developments. This facilitates shorter walking distances for residents to access essential services and amenities. Designing pedestrian-friendly streetscapes with wide sidewalks, ample crosswalks, and pedestrian crossings enhances safety and encourages walking. The Maricopa Towne Center incorporates green spaces and well-designed lighting to further promote a memorable experience for residents and visitors. Lastly, it will implement traffic calming measures which prioritize pedestrian safety and create an interconnected pathways allowing seamless connectivity between residential and commercial areas.

Unified Signage Throughout Commercial and Residential Zones

Incorporating signage between commercial and residential areas requires a thoughtful approach to ensure clarity, accessibility, and an aesthetic in creating a sense of place. These signs should be clear, legible, and informative, providing information about nearby amenities and points of interest. Utilizing consistent design elements and branding across signage reinforces a cohesive visual identity throughout the Property. Signage will be permitted in accordance with the conceptual signage plan and a future Maricopa Towne Center comprehensive sign plan will be submitted prior to development.

Unified Color and Material Themes

Unified color and material themes should be used in Maricopa Towne Center to create the benefit of a cohesive and visually appealing environment that enhances the overall aesthetic of the community. Consistent color schemes across buildings, streetscapes, and public spaces establish a sense of identity and belonging, constructing a stronger sense of community pride and cohesion among residents. Additionally, unified color and material themes can contribute to wayfinding and navigation, making it easier for residents and visitors to orient themselves within the community. Overall, unified color themes play a crucial role in shaping the character and livability promoting a sense of unity, coherence, and well-being among residents while enhancing the overall urban experience. Maricopa Towne Center can create appropriate theme zones that differentiate disparate areas yet unify the totality of the development.

Transitional Building Heights

In the Maricopa Towne Center incorporating transitional building heights offers benefits including visual harmony, a balanced skyline, avoiding abrupt transitions between tall structures and low-rise developments. Gradual progression in building heights should be sought to enhance the overall aesthetics of the community and preserve views and natural light for residents. Additionally, transitional building heights facilitate a smoother integration of different land uses within the community. Specific building stepback requirements for the Property perimeter are being established under **Exhibit G-5 – Building Height Stepback Requirements**.

VI. ADMINISTRATION

This PAD establishes certain generalized plans describing development themes, development standards, guidelines, and allowed uses. Unless modified or otherwise stated in this PAD, development within the Maricopa Towne Center PAD shall conform to the Maricopa Zoning Ordinance.

Development and any land use patterns described within this 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 this PAD.

Modifications to the provisions outlined in the Maricopa Towne Center Standards & Guidelines may be made administratively by the Planning Director to ensure alignment with the overarching objectives established within the PAD.

VII. CONCLUSION

The proposed Maricopa Towne Center aims to provide an authentic and welcoming experience inclusive to both local and visiting residents of Arizona and beyond. This PAD sets the standards for a diverse array of mixed use elements, including office spaces, commercial venues, retail outlets, entertainment options, hospitality services, multi-family residences, single-family homes, and other complementary land uses creating a dynamic environment for living, working, shopping, and playing. We look forward to collaborating with the City of Maricopa's staff, officials, and residents, to develop this destination within the City of Maricopa.

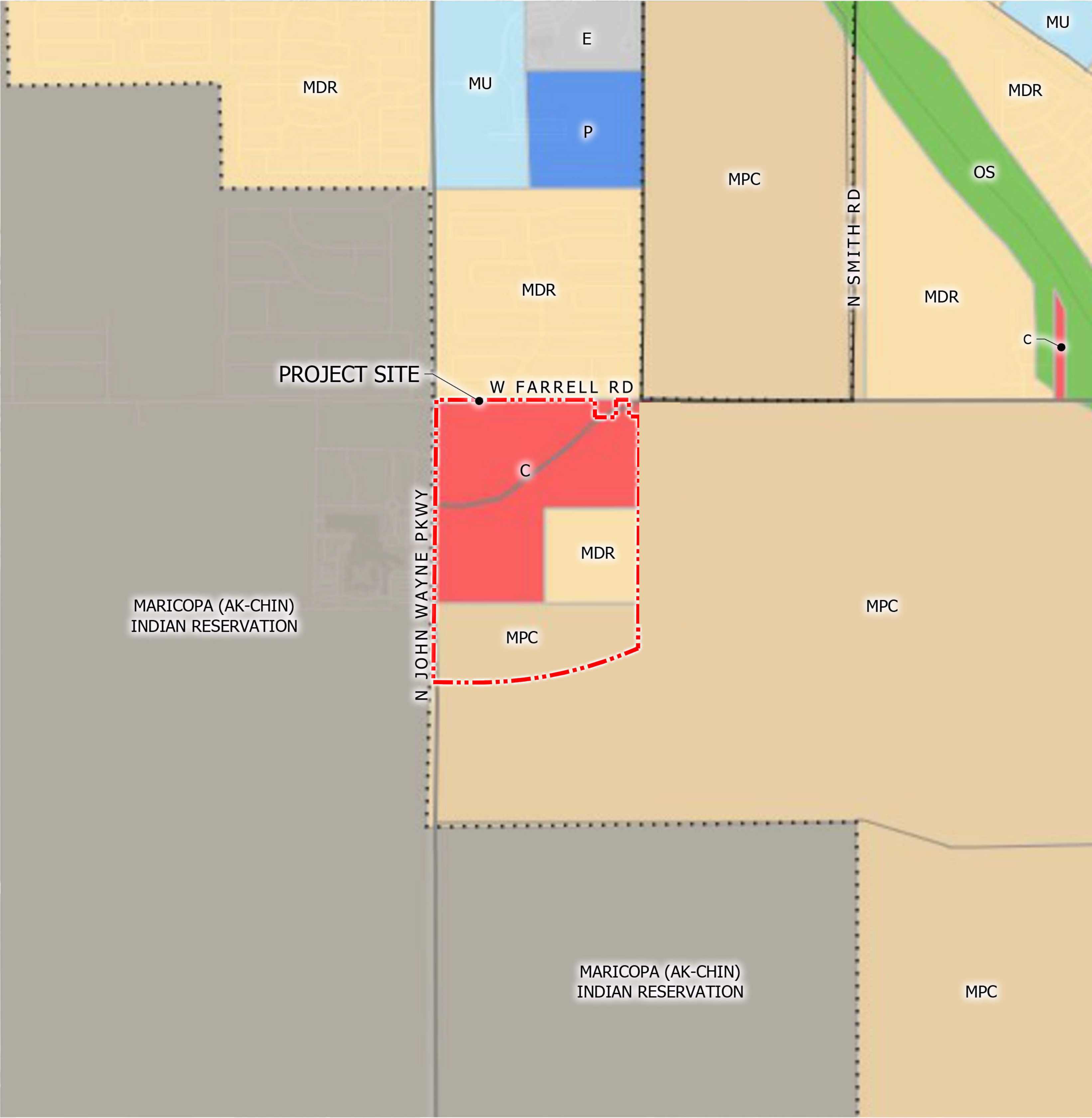


AVALEA
Vicinity Map



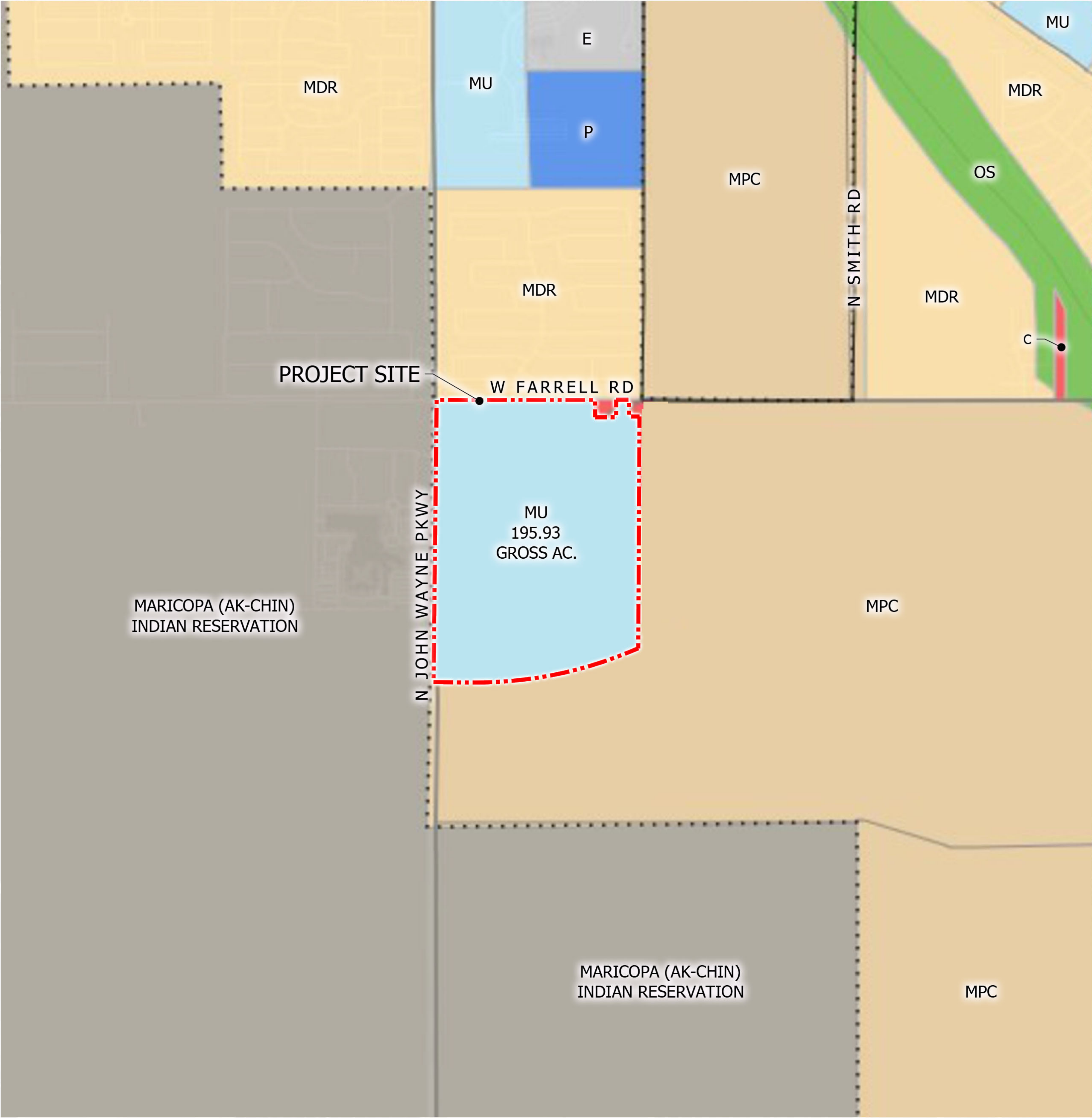
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EXISTING GENERAL PLAN LAND USE

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

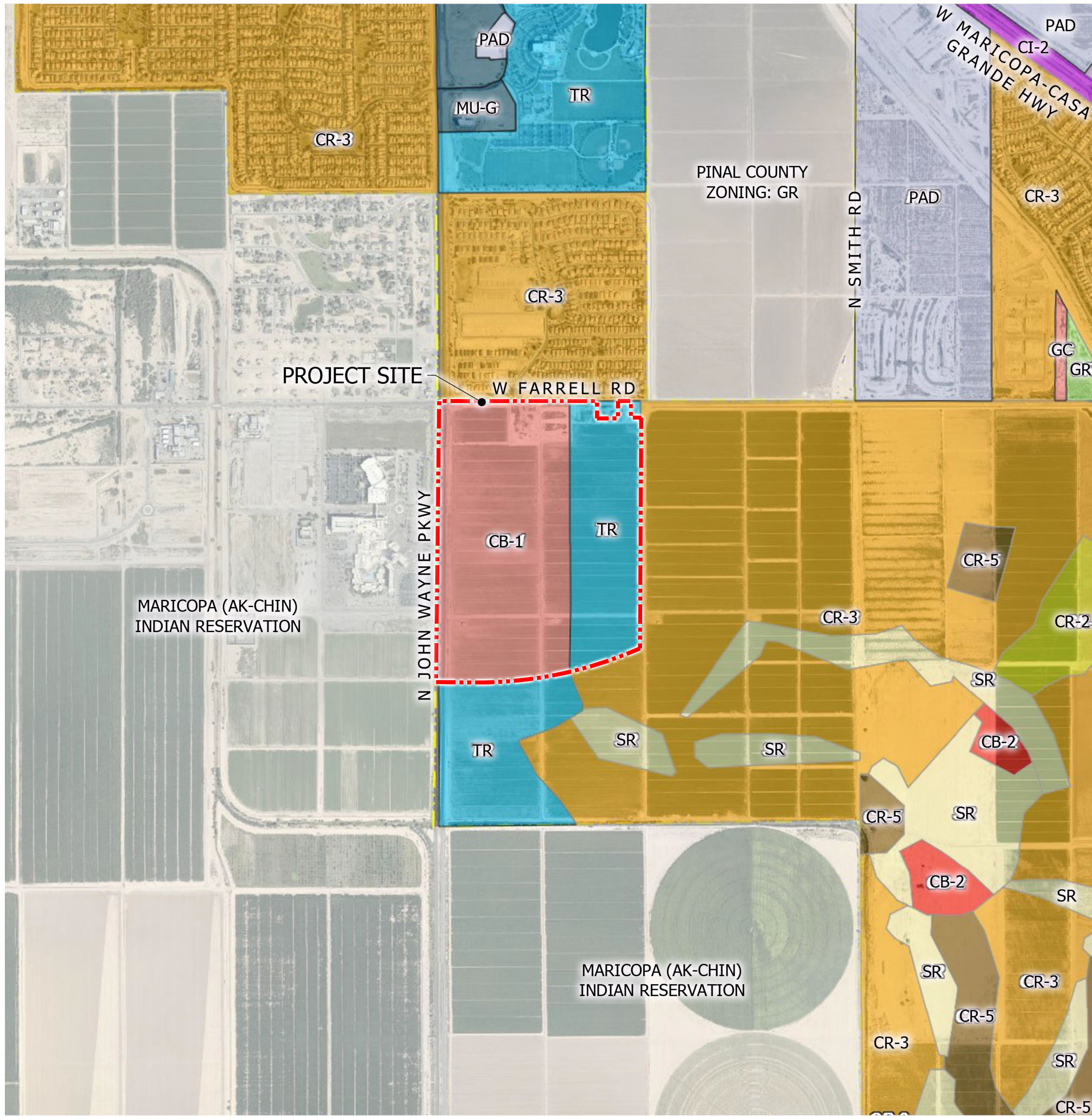


PROPOSED GENERAL PLAN LAND USE

<div></div> MARICOPA (AK-CHIN) INDIAN RESERVATION	<div></div> MU	MIXED USE
<div></div> C	<div></div> OS	PARKS/OPEN SPACE
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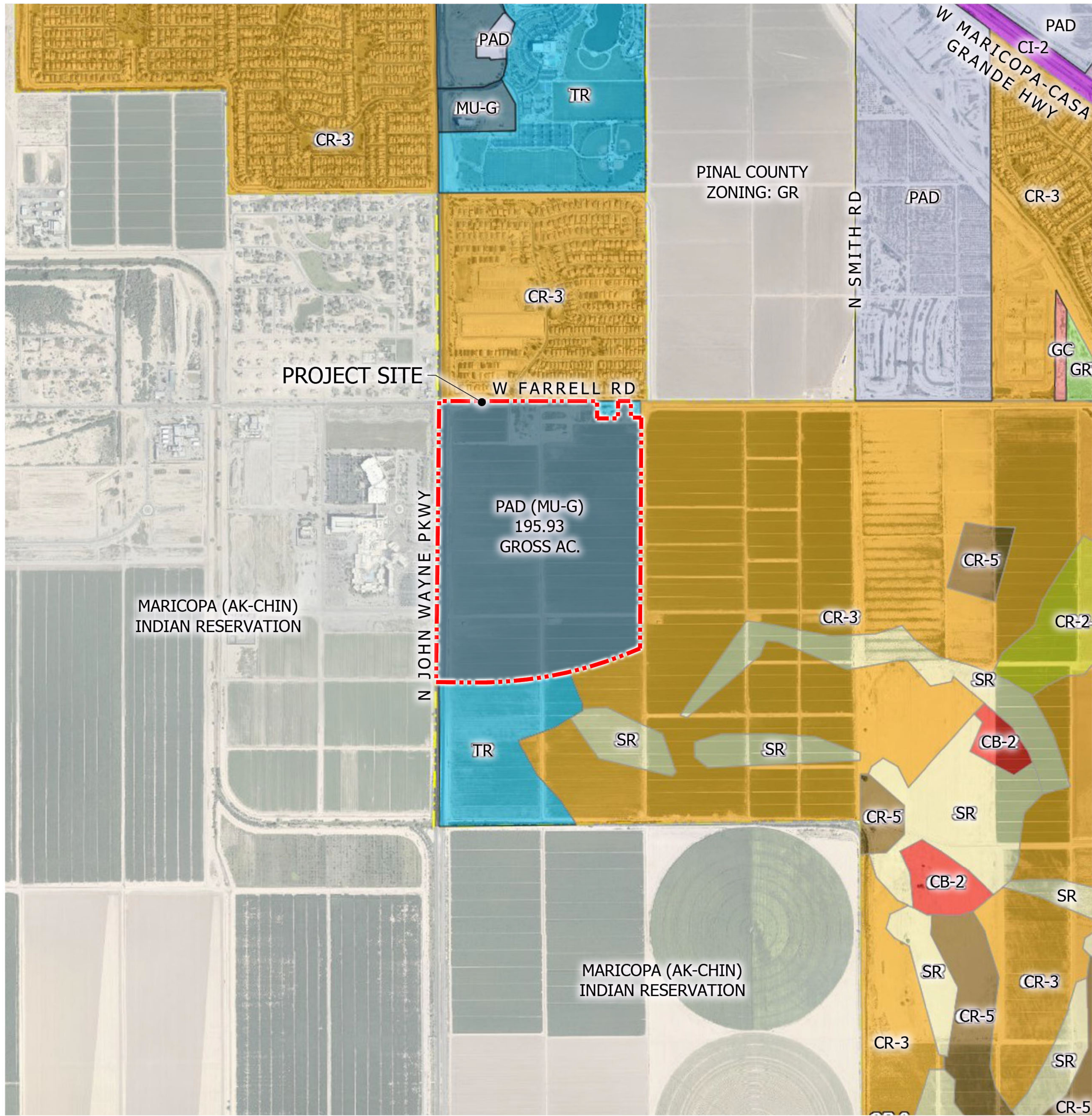
CITY OF MARICOPA
PLANNING & ZONING
REVIEWED FOR CODE COMPLIANCE
01/22/2025
GPA23-05





EXISTING ZONING

CB-1	LOCAL BUSINESS ZONE	CR-3	SINGLE FAMILY RESIDENCE	PAD	PLANNED AREA DEVELOPMENT
CB-2	GENERAL BUSINESS ZONE	CR-5	MULTIPLE RESIDENCE ZONE	SR	SUBURBAN RANCH ZONE
CI-1	LIGHT INDUSTRY & WAREHOUSE ZONE	GC	GENERAL COMMERCIAL	TR	TRANSITIONAL ZONE
CI-2	INDUSTRIAL ZONE	GR	GENERAL RURAL ZONE		
CR-2	SINGLE FAMILY RESIDENCE	MU-G	GENERAL MIXED USE		



PROPOSED ZONING

CB-1	LOCAL BUSINESS ZONE	CR-3	SINGLE FAMILY RESIDENCE	PAD	PLANNED AREA DEVELOPMENT
CB-2	GENERAL BUSINESS ZONE	CR-5	MULTIPLE RESIDENCE ZONE	SR	SUBURBAN RANCH ZONE
CI-1	LIGHT INDUSTRY & WAREHOUSE ZONE	GC	GENERAL COMMERCIAL	TR	TRANSITIONAL ZONE
CI-2	INDUSTRIAL ZONE	GR	GENERAL RURAL ZONE		
CR-2	SINGLE FAMILY RESIDENCE	PAD (MU-G)	GENERAL MIXED USE		

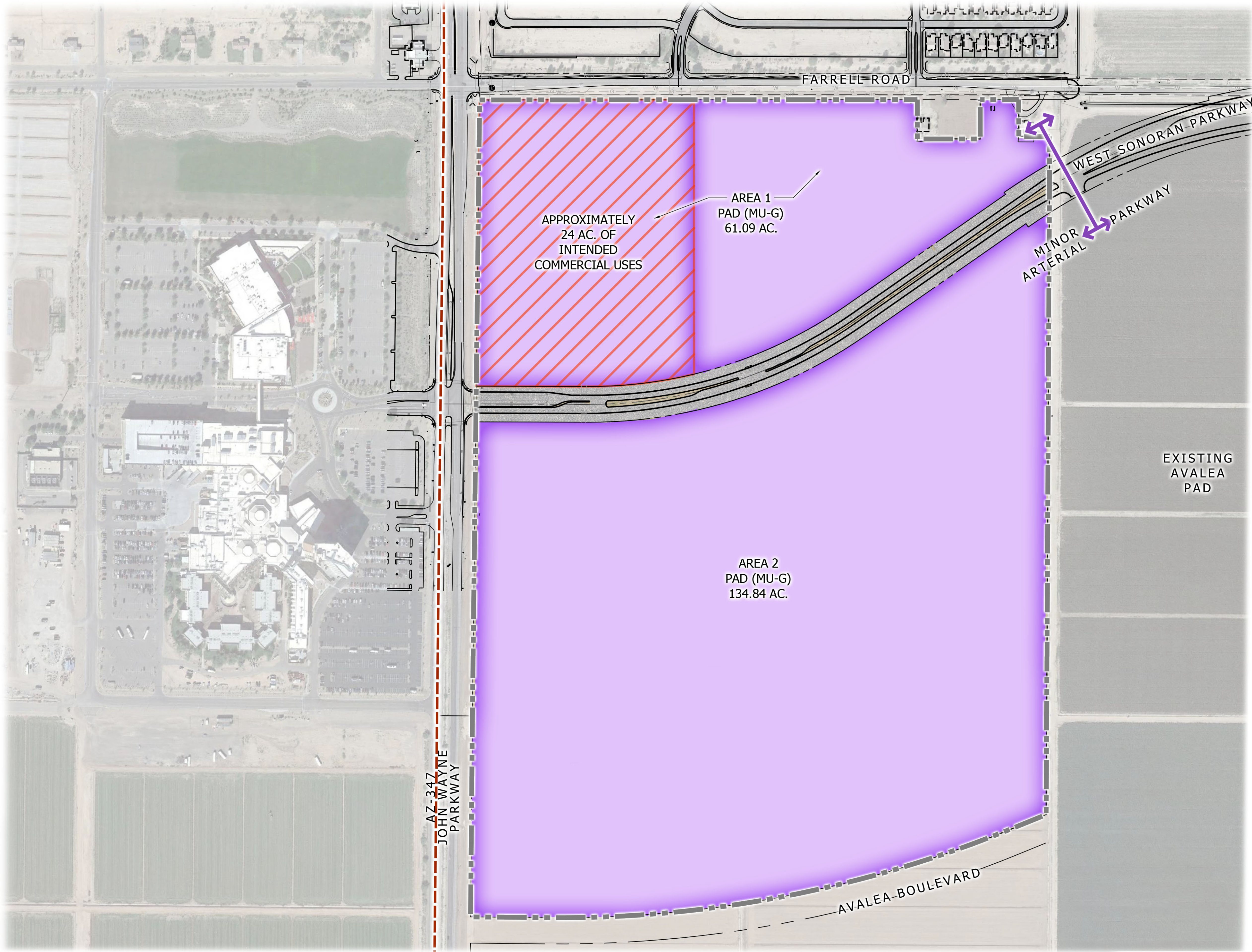


AVALEA
Zoning Map



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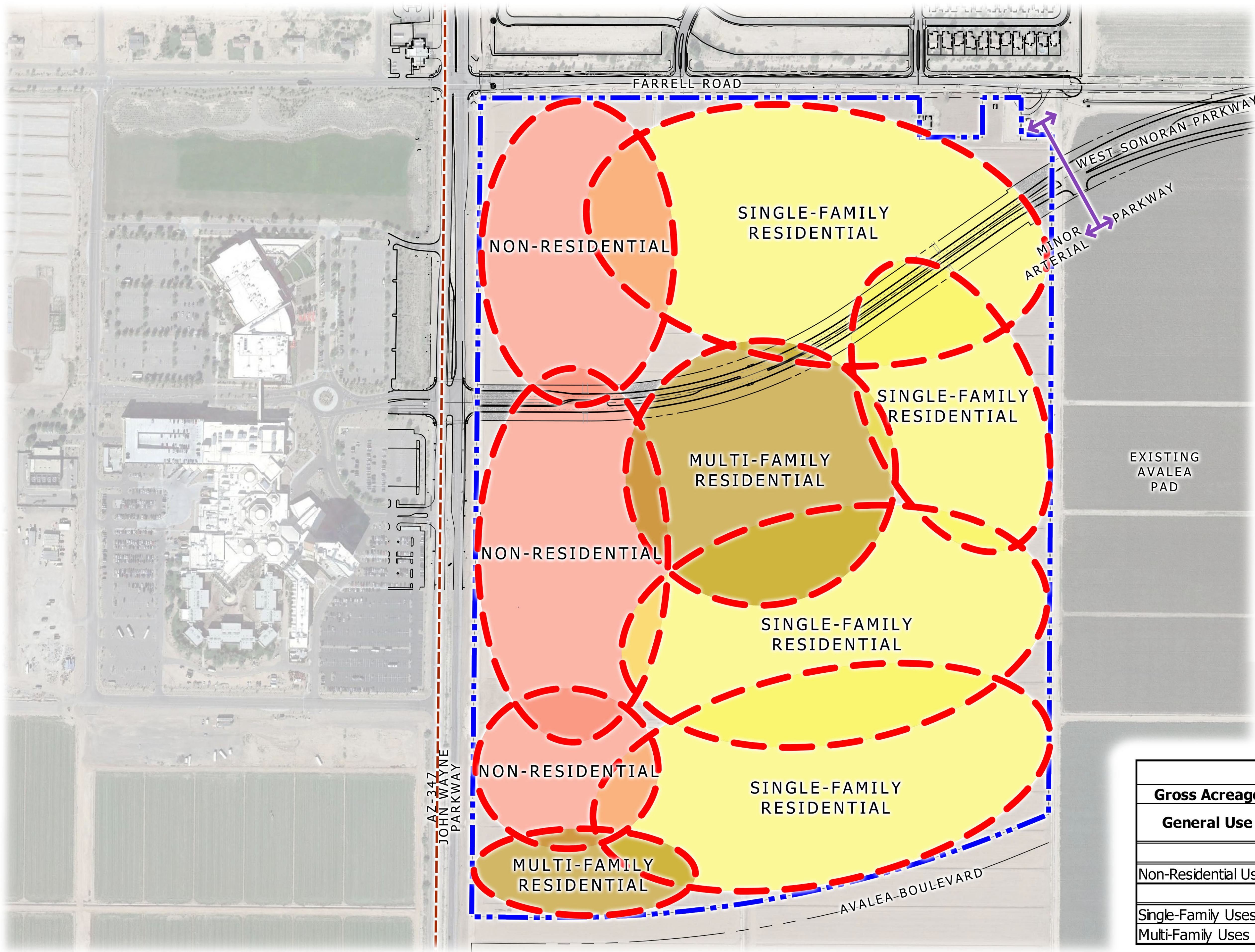


LEGEND

- SITE BOUNDARY
- CITY LIMITS
- PARCEL BOUNDARY
- ↔ MINOR ARTERIAL PARKWAY

Site Data					
Gross Acreage	195.93 AC				10.78 DU/AC
*Net Acreage	172.16 AC				
Description	Acreage	Use	Floor Area (FAR)	Floor Area Percentage	Units
Area 1	61.09 AC	PAD (MU-G)			594 DU
Area 2	134.84 AC	PAD (MU-G)			1,519 DU
Totals					
PAD (MU-G)	195.93 AC	PAD (MU-G)	1,000,000 SF	100.00%	2,113 DU
Total	195.93 AC		**1,000,000 SF		2,113 DU

*Net Acreage Excludes Farrell Road and east-west corridor roadway.
**Areas 1 & 2 are permitted to have a total combined floor area of up to 1,000,000 SF.



LEGEND

- NON-RESIDENTIAL
- SINGLE-FAMILY RESIDENTIAL
- MULTI-FAMILY RESIDENTIAL
- SITE BOUNDARY
- MINOR ARTERIAL PARKWAY
- CITY LIMITS

NOTE: THE **CONCEPTUAL USE PLAN** IS INTENDED TO SERVE SOLELY AS AN ILLUSTRATIVE EXAMPLE OF ONE POTENTIAL APPROACH TO THE DEVELOPMENT OF THE MIXED-USE SITE. THE REPRESENTATIONS WITHIN THIS CONCEPTUAL GRAPHIC SHOULD NOT BE CONSTRUED AS MANDATING SPECIFIC SHAPES, TYPES OF USES, OR THE PRECISE LOCATIONS OF USES ON ANY PART OF THE SITE. THE FINAL LAYOUT AND DESIGN ARE SUBJECT TO CHANGE AND WILL NOT NECESSARILY REFLECT THE ARRANGEMENT DEPICTED IN THE CONCEPTUAL GRAPHIC.

Conceptual Use Data				
Gross Acreage	195.93 AC			
General Use	Minimum		Maximum	
	Acres	Percent	Acres	Percent
Non-Residential Uses				
Non-Residential Uses	24.00 AC	12.25%	125.00 AC	63.80%
Residential Uses				
Single-Family Uses	30.00 AC	15.31%	168.00 AC	85.74%
Multi-Family Uses	4.00 AC	2.04%	75.00 AC	38.28%

