

Bungalows on Bowlin

Hwy 347 & Bowlin Rd.

Minor General Plan Amendment Narrative



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On Behalf of:



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Minor General Plan Amendment Narrative

1. Introduction & Request

This Minor General Plan Amendment request seeks to modify the General Plan land use designation for the approximately 16.95-acre vacant property (“the Property” or “Site” or “Project”) located at Bowlin Road west of Maricopa Road in the City of Maricopa. The 16.95-acre Property is part of a larger 30-acre parcel (APN#510-27-016L), with the remaining 13+/- acres to maintain the existing CB-2 zoning for future commercial development. As such, this property is not included in this amendment request. This request seeks to amend the Property’s current land use designation from E-Employment to HDR-High Density Residential. The change is needed to create a more viable mix of uses for the 30-acre property and will fill a need for much-needed alternative housing product in the City of Maricopa.

The proposed minor General Plan Amendment requests will allow the property to also be rezoned to RM (Residential Multi-Family) to permit development of a professionally managed, single family detached and duplex gated residential community with one-story rental homes designed in a cluster configuration on a single lot. The proposed development will incorporate various lifestyle amenities and a lush landscape and open space plan that will offer a luxury residential rental community to support the growing population within the City of Maricopa.

This request is a suitable land use designation based on the surrounding context while still leaving a large E-Employment parcels for future commercial uses on the eastern portion of the site.

2. Site Context Study

2a. Location

The Site is located on Bowlin Road approximately 400-feet west of N. John Wayne Parkway. The Site is part of a larger 30-acre parcel (APN#510-27-016L) and is located within the City of Maricopa in the Southeast Quarter of Section 28, Township 4 South, Range 3 East of the Gila and Salt River Meridian, Pinal County, Arizona. See **Figure 1: Vicinity Map** below for the location of the Site.

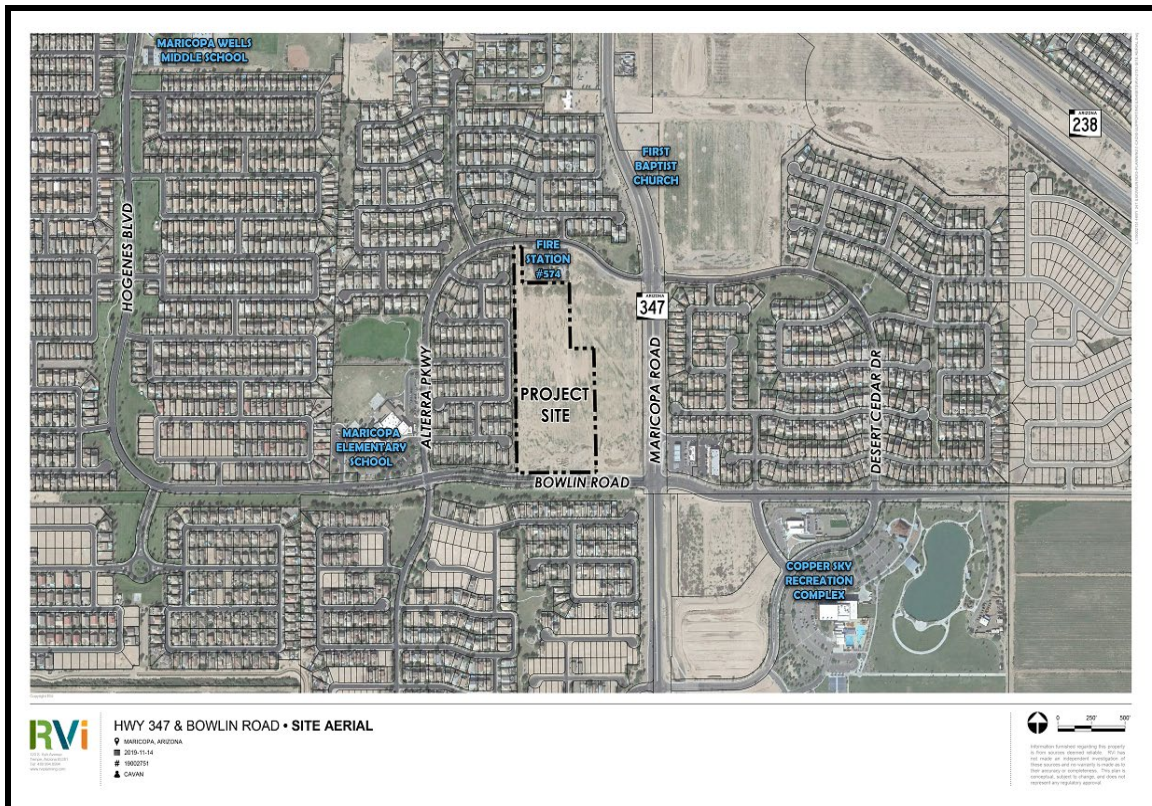


Figure 1: Vicinity Map

2b. Surrounding Properties

The Property is currently surrounded by the Alterra subdivision to the north, west and south. To the immediate north is an existing fire station that accessed directly onto Alterra Parkway, a collector road that connects from N. John Wayne Parkway at the northeast with Bowlin Road to the southwest. To the immediate south is W. Bowlin Road, a major roadway separating the site from the Alterra subdivision. To the immediate west is the Alterra North subdivision, with an approximate 30 to 80-foot buffer between the residential lots and the subject Property. It is presumed that this separation was provided to buffer the residential development from the adjacent commercial/employment property to the east. To the east is the remaining vacant commercial/employment property that has direct frontage on Alterra Parkway, N. John Wayne Parkway, and Bowlin Road, providing excellent opportunities for future commercial uses to serve the residential population in the vicinity. Alterra subdivision is designated Medium Density Residential by the Maricopa General Plan and zoned Single Family Residential (CR-3). The remaining undeveloped commercial parcel to the east is designated as Employment within the General Plan and is zoned CB-2 to allow for future commercial uses at this highly visible location.

A summary of the surrounding General Plan, zoning and land uses is provided in **Table 1: Surrounding Property Designations**.

Table1: Surrounding Property Designations			
Location	General Plan	Zoning	Land Use
Site	Employment	CB-2 (General Business)	Vacant
North	Medium Density Residential	CR-3 (Single Family Residential)	Single Family Residential, Fire Station
South	Medium Density Residential	CR-3 (Single Family Residential)	Single Family Residential
East	Employment	CB-2 (General Business)	Vacant
West	Medium Density Residential	CR-3 (Single Family Residential)	Single Family Residential

2c. Existing Character and Site Conditions

The Site is currently vacant and undeveloped. While a fire station was constructed along the northern boundary of the property adjacent to Alterra Parkway, an access connection was maintained at the northwest corner of the site to allow for direct access to Alterra Parkway from the property immediately west of the fire station.

2d. Existing Circulation & Access

The Parcel to be divided (current Parcel #510-27-016L) is bounded to the east by Highway 347 also known as N. John Wayne Parkway. N. John Wayne Parkway is intersected by W. Bowlin Road at the south east corner of the site. This is a full access, signalized intersection and both roads are improved. Highway 347 and W. Bowling Rd. are both classified as Minor Arterials by the Maricopa Area Transportation Plan. N. Alterra Parkway provides access to the north, where it also connects directly to N. John Wayne Parkway with a full access, signalized intersection. Both adjacent roadways, Bowlin Road and Alterra Parkway, are fully improved with pavement, curb, gutter and sidewalk.

2e. Topography & Drainage

The Project is bound by Alterra Parkway to the north, Maricopa Road to the east, and Bowlin Road to the south, and the Alterra residential community to the west. A fire station is located on the south side of Alterra Parkway immediately adjacent to the northern Project boundary.

Currently, the site is encompassed completely within the Federal Emergency Management Agency's (FEMA) Zone X. However, a recent drainage study was obtained from the Pinal County Flood Control District delineating updated floodplains in the vicinity. The floodplain evaluation reported in the City of Maricopa Floodplain Analysis of the City's Heritage District shows that a small area located at the northernmost portion of the site will be within a FEMA floodplain (Zone AE), as shown on the attached exhibit. As such, once approved by FEMA, it is anticipated that a floodplain use permit will be required prior to the commencement of construction, processed through the County.

From a regional drainage perspective, runoff approaches the Project draining from the southeast to the northwest. Vekol Wash, a major drainage way conveying offsite runoff south of Bowlin Road, intercepts flows approaching from the southeast and routes the stormwater west and away from the Project. East of the property, stormwater is routed to the north in an earthen channel on the east side of Highway 347, away from the Project.

Locally, the Project is situated where offsite flows generally drain away from the property. Runoff generated along the north side of Bowlin Road, south of the Project, are either captured in a catch basin and discharged directly into Vekol Wash or continue to drain west along the roadway. East of the Project, half street runoff generated along Maricopa Road is captured in a series of scuppers draining into the overall property boundary but do not impact the Project as the flows drain to the north, eventually overtopping Alterra Parkway. West of the Project, flows generated from the Alterra Community are concentrated in an earthen channel and conveyed north to a retention basin downstream of the site.

Overall, there appear to be no significant offsite impacts with the exception of the pending FEMA floodplain for the small area at the northern end of the site.

3. Land Use Analysis

3a. Existing and Proposed Land Use

The Site currently has a General Plan land use designation of E-Employment. The Employment designation allows for numerous types of development including office, industrial and commercial, allowing for a varying scale and intensity of land uses. While industrial, warehousing, manufacturing, processing and non-retail commercial activity is highlighted within the Employment designation, retail and wholesale uses are permitted as well.

See **Figure 2: Existing General Plan Land Use Map** for the current General Plan Land Use designation on the site and surrounding areas. This map demonstrates that the land immediately surrounding the property to the north, south and west is designated as Medium Density Residential (MDR), with an appropriate parcel of Employment remaining after the proposed amendment to the General Plan. Directly east adjacent to HWY 347, is also MDR, thereby creating a predominantly residential character and feel surrounding the Project. The property to the west is immediately adjacent to the Site with no physical

buffer between current uses. However, the proposed Project will create a more appropriate transition between MDR and commercial uses, with a HDR-High Density Residential land use buffer between the existing MDR and the remaining Employment parcel to the east.

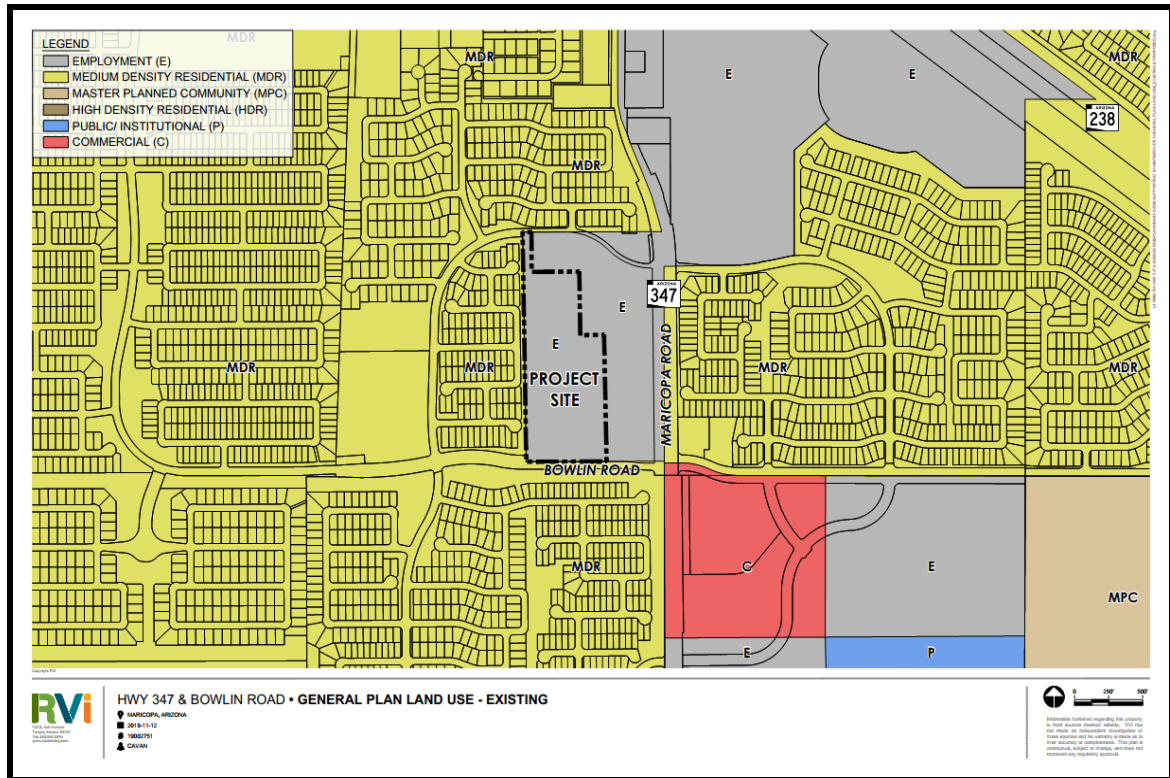


Figure 2: Existing General Plan Land Use Map

This proposal is to amend the Site's land use designation from 16.95 acres of E-Employment to HDR-High Density Residential. The HDR-High Density Residential designation will allow for a proposed single-family detached and duplex luxury residential rental community comprised with approximately 196 single-story residential units. The plan includes a mix of 1, 2 and 3-bedroom units with an overall gross density of approximately 11.6 du/ac and a net density of 12.1 +/- du/ac.

The eastern portion of the parcel will remain E-Employment and is large enough to accommodate a variety of commercial/employment development options as outlined above. See **Figure 3: Proposed General Plan Land Use Map**. As depicted in **Figure 3**, the mixture of High Density Residential and Employment at this location is a much more attractive and compatible transition of land uses than a strictly Employment designation abutting the single-family residential development to the west. The intent is to provide opportunities for commercial uses on the hard corner of N. 347 and Bowlin Rd. where visibility and access are at its highest, while also allowing for the development of a unique, high-density, single-family product that fits the character and needs of a developing area. The existing CB-2 zoning will remain intact for the eastern portion of the parcel.

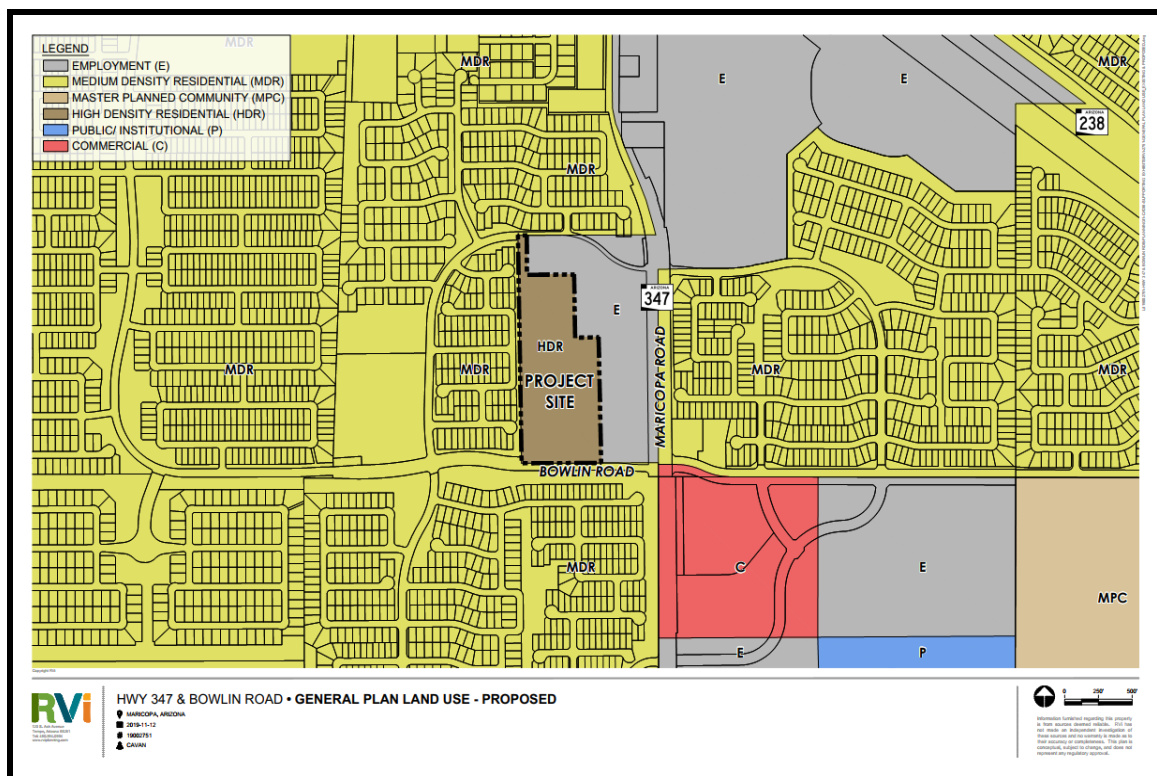


Figure 3: Proposed General Plan Land Use Map

The request to amend the General Plan Land Designation Map from E-Employment to HDR-High Density Residential is consistent and compatible to the surrounding development and character. The surrounding Alterra subdivision and Desert Cedars adjacent to Highway 347 to the east are medium density single family neighborhoods. Based on recent market trends for commercial properties, the overall 30-acre site is larger than necessary to meet the market demand for the area, and a compatible mix of high-density residential and employment/commercial land uses is not only appropriate for the site and surrounding area, but will spur more immediate development of this vacant parcel, providing substantial benefits to the surrounding community and the City.

3b. Existing and Proposed Zoning

The Project area is currently zoned CB-2 General Business. The CB-2 zoning designation is intended to attract an end user that plans to develop a commercial center directly adjacent to N. John Wayne Parkway. CB-2 allows for a variety of commercial uses, light manufacturing or assembling incidental to retail sales from the premises, wholesaling, and medical offices. **Figure 4: Existing Zoning** shows the existing zoning for the Site and surrounding area. As the graphic depicts, residential zoning surrounds the Site on three sides.

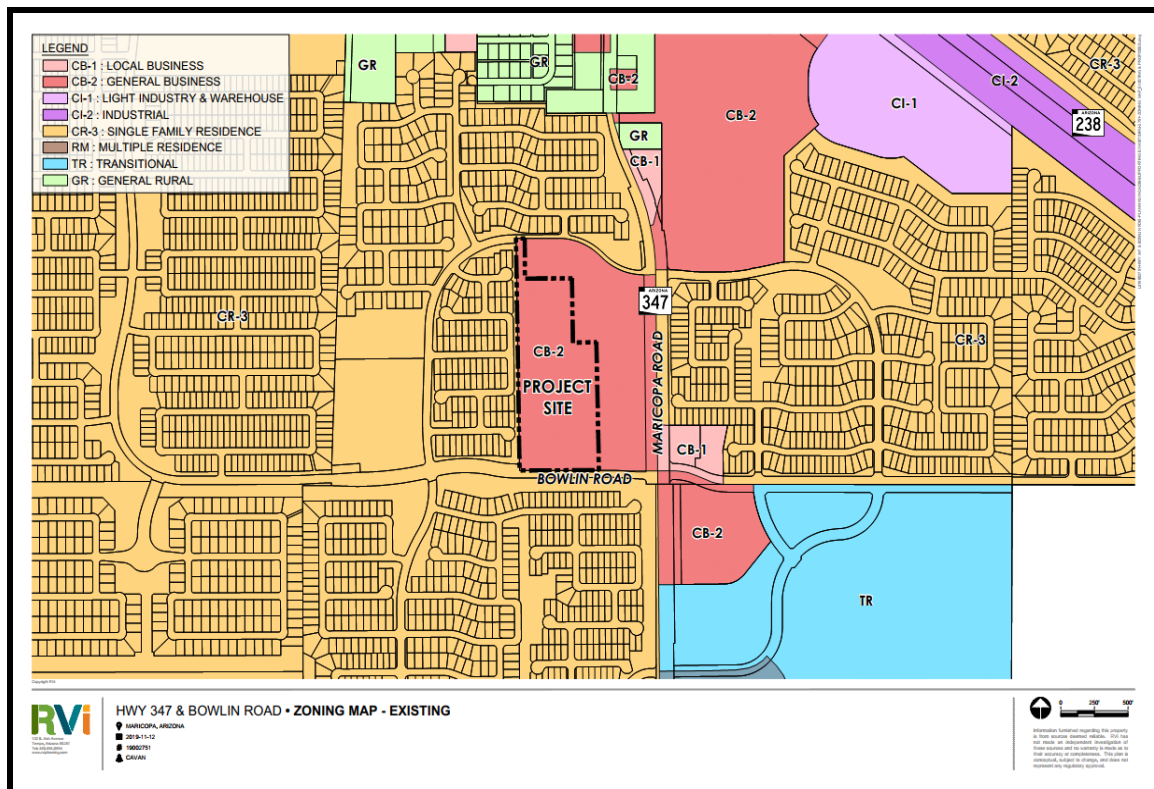


Figure 4: Existing Zoning

In conjunction with this submittal for a Minor General Plan Amendment, the Applicant is submitting a request to rezone the western half of the existing parcel from CB-2 to RM (Multiple Unit Residential) and leave the eastern portion of the parcel CB-2. RM perfectly suits the Bungalows on Bowlin Project, and is intended for a variety of housing types on lots of varying sizes with a density of 6-12 du/ac. As previously outlined, the Project is a single-family detached and duplex luxury residential rental community comprised with approximately 196 +/-single-story residential units. The plan includes a mix of 1, 2 and 3-bedroom units with an overall gross density of approximately 11.6 +/- du/ac and a net density of 12.1 +/- du/ac. The eastern portion of the parcel will provide a more economically viable opportunity for appropriately-scaled commercial services and will satisfy the intent of the Zoning Ordinance and General Plan at this highly visible location. See **Figure 5: Proposed Zoning** for the location of the proposed zoning on the Site and surrounding area. **Figure 5** also shows how the RM and CB-2 zoning districts will be situated on the Site.

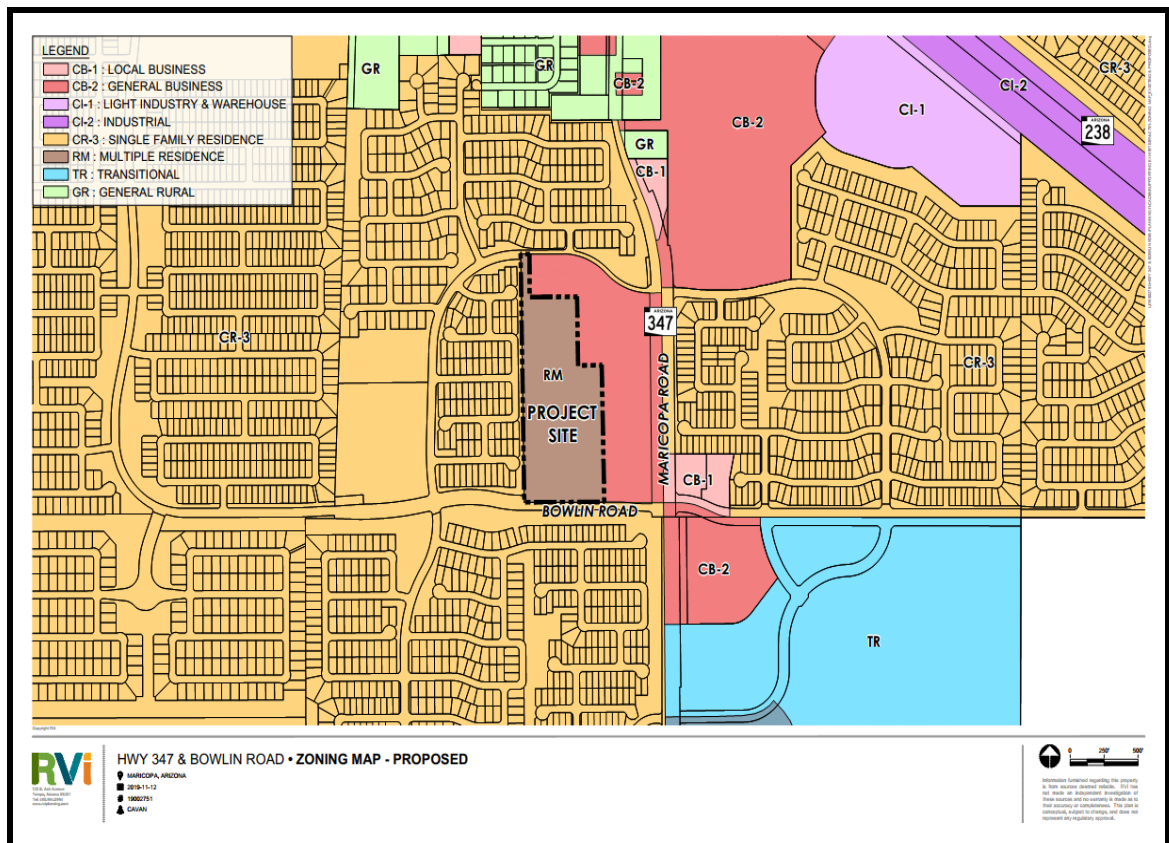


Figure 5: Proposed Zoning

3c. Site Access & Circulation

The Project will have two points of access. Primary access to the site will include a full-access driveway on Bowlin Road. This will require a median cut and left turn pocket into the development from Bowlin Road. The proposed plan will include a prominent entry feature with a landscaped median that creates a sense of arrival into the development. The entry leads to a distinctive leasing office/clubhouse building that establishes the overall theme and character for the development. Branching out from the primary entry, gates will provide security and a luxury feel as residents enter the community into a looped private driveway and parking areas. A secondary exit only and emergency access driveway will be provided from Alterra Parkway at the northwest corner of the property to provide an alternative exit as well as a secondary access for emergency services.

In addition to the joint vehicular access along Bowlin Road, a pedestrian connection will be provided to the future commercial development so residents can easily access the commercial property without the need to get in their cars. Residents will be able to walk to and from the central amenity and clubhouse area on a series of connected trails/walkways accessing the northern amenity area/dog park. The circulation and parking plan will comply with the applicable City of Maricopa requirements. The proposed parking plan will offer individual parking garages, covered space and open public parking that will adequately meet parking demand for residents and visitors.

It should be noted that this is planned as a private, gated residential community with private recreational amenities that are owned and maintained by a professional management company for the use and benefit of the residents. As such, public sidewalk connections through the development will not be provided; however, public sidewalks are provided along both Alterra Parkway and Bowlin Road to provide nearby Alterra residents access to the future commercial parcel. It should also be noted that when Alterra North was built to the east of the subject property, a solid 6' wall was constructed on the property line as well as a linear retention basin between the perimeter wall and the adjacent homes, physically preventing pedestrian access and connectivity between Alterra Parkway and Bowlin Road. While we understand the desire for pedestrian connectivity between neighborhoods, with the immediate public pedestrian access on both Alterra Parkway and Bowlin Drive, we believe this adequately and appropriately provides pedestrian connectivity to the future commercial property from the west.

4. Impacts of the Amendment

4a. Conformance with the Maricopa General Plan Elements

The proposed HDR-High Density Residential land use designation supports various Elements of the Maricopa General Plan. The Plan outlines a variety of Sections, Goals and Objectives within the General Plan Elements that guide development within Maricopa. Not all the Sections, Goals and Objectives are relevant to this request, however several relevant items within each applicable Element are outlined below.

1) Growth Area Element

Goal A2: Achieve a balance in the community between jobs and housing.

Response: The City of Maricopa is a burgeoning community with many new jobs and a growing population. Not everyone who lives in Maricopa wants to own a home, and the residential rental inventory is very low. There is a definite need high quality rental product in Maricopa to meet this community demand. The vacant parcel is too large based on commercial demand alone and creating a more appropriate scaled developable parcel will support the growing population in the area. The proposed housing product will also provide additional support for this and other commercial in the area.

2) Land Use Element

Goal B1.1: Identify and implement policies to develop multiple mixed-use village core areas with commercial and employment centers served by restaurants, retail shopping and cultural opportunities such as art districts and galleries.

Objective B1.1.2: Encourage certain areas of the City to rezone to mixed-use and higher density housing consistent with redevelopment plans and General Plan land uses.

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

Response: As has been described in previous sections, the overall size of the E-Employment designation at this Site is not economically viable on such a large scale

based on current market conditions for commercial/retail uses. There is currently a greater demand for smaller, more neighborhood-scaled commercial services located within residential areas. This change in land use designation will bring additional density and residents to the immediate area, spurring more demand for neighborhood-scaled commercial services at this location. This change also enhances the transition of uses from lower density, to higher density, to commercial and other non-residential uses, proving for better compatibility within neighborhoods. In addition, a pedestrian connection will be provided to the east to access the commercial node and create a walkable community.

Goal B1.3: Encourage Mixed-Use Development.

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.

Response: By splitting the existing parcel into two lots and creating a high-density residential development, the Project will create a horizontal mixed-use development on the overall 30-acre parcel, and will also create a smoother transition between the higher-intensity commercial uses on the corner with the existing single-family residential uses immediately west of the property. The additional multi-family residential development will also generate more demand for the future commercial services by providing more rooftops to support the businesses within the adjacent commercial parcel.

Goal B1.4: Minimize Conflicts Between Land Uses.

Objective B1.4.6: Transition all property zoning designations from pre-existing districts to existing zoning districts in a manner that best achieves the goals of this General Plan.

Response: The proposed amendment request will further this goal and clearly create a smoother transition from single-family residential to multi-family residential to commercial. The existing zoning and land use designation provides a much more abrupt transitional boundary between single family residential uses and the rear of commercial uses, which typically include loading docks, and the rear of taller buildings. This proposal will alleviate that contrast with a seamless transition that serves to buffer the existing residential development from the future commercial development with a higher density multi-family development.

3) Housing Element

Goal B2.1: Partner with developers to identify innovative strategies for providing housing diversity for all ages and income levels.

Objective B2.1.4: Evaluate aesthetic design standards for housing to assure the provision of unique and quality housing choices.

Response: The existing employment/commercial designation does not allow for residential development, even though most of the land use surrounding the property is designated for residential development. The western portion of this property is more suited for transitional residential use and will provide more diversity to the City's rental

housing product options. This type of product is unique in the residential marketplace with a one-story building height, which is highly desirable and in strong demand from Maricopa residents. The proposed housing product has proven attractive to a variety of residents for many reasons, including resort-style environment with common and private open space that lives like a single-family home but doesn't come with the financial burden and maintenance requirements of home ownership.

Goal B2.2: Assure the development of diverse housing stock in both dwelling type and density.

Response: The City of Maricopa is in need of alternative housing options, specifically "multi-family style" developments. The Bungalows on Bowlin is a unique dwelling type that provides a single-family housing option that affords some similar benefits of home ownership such as private back yards and independent walls without the requirements and maintenance of traditional home ownership. This unique dwelling type is complimented by the increased density necessary to maximize land use within the City of Maricopa.

4) Circulation & Connectivity Element

Goal E.3.1: Create Safe and Functional Pedestrian Ways and Bicycle Routes as an alternate mode of travel throughout Maricopa.

Response: The Project will provide a direct pedestrian connection to the commercial parcel to the east and subsequently N. John Wayne Parkway. This direct connection will cut down on the need for cars and will encourage pedestrian access to surrounding commercial uses. In addition, the Project will provide two separate bike racks on the property to encourage residents to bike around the development and the surrounding community.

5. Conclusion

This Minor General Plan Amendment is being proposed to change the land use designation for a 16.95-acre property from E-Employment to HDR-High Density Residential. As demonstrated throughout this Narrative, the proposed Amendment is an appropriate and compatible change to the General Plan Land Use Map. This request will ultimately allow the entire site to develop with a healthy mix of higher density, for rent product and neighborhood-scale commercial uses. Together these land uses will positively contribute to the economic viability and character of the area, providing a smooth transition between existing and future uses and preserving the unique quality and diversity of the City of Maricopa. This Amendment will advance the goals and objectives of the General Plan, specifically by providing a more diverse product mix of multi-family residential development and neighborhood-scaled commercial services to the residents of Maricopa.

The Bungalows on Bowlin development will bring a quality addition to the area and establish a unique, high quality residential development which will be a great benefit to the City of Maricopa and its residents.

