

# Northern Places

## Rezoning Application & Project Narrative

Application No. ZON20-01

9433 West Northern Avenue  
Northern Avenue East of AZ State Route 101

Submitted: December 2019

Revised: April 2020

July 2020

## Development Team

**Property Owner / Developer:**

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Scottsdale, AZ

**Applicant:**

Bill Cantieri, Piazza Restaurant Development  
Phoenix, AZ

**Planning Consultant:**

Jon M. Froke Urban Planning, LLC  
Phoenix, AZ

## Table of Contents

Introduction.....	4
Project Description & Development Concept .....	6
Table 1 - Development Standards.....	6
Transportation & Parking.....	8
Comprehensive Sign Package .....	8
Architectural Character.....	8
Findings.....	13
Conclusion.....	13

## List of Exhibits

Exhibit A: Vicinity Map.....	4
Exhibit B: Existing General Plan Land Use Map .....	5
Exhibit C: Existing Zoning Map.....	5
Exhibit D: Conceptual Site Plan Options .....	7

# Introduction

Gregory P. Saltz, PLLC (Future Property Owner) and Piazza Restaurant Development (Applicant), requests consideration of an annexation and rezoning application for property located on the south side of Northern Avenue, east of AZ State Route 101 (the “Project Site”). This property currently resides in Maricopa County; however, the Property Owner is working with Glendale officials towards annexation into the Glendale City Limits.

## Exhibit A: Vicinity Map



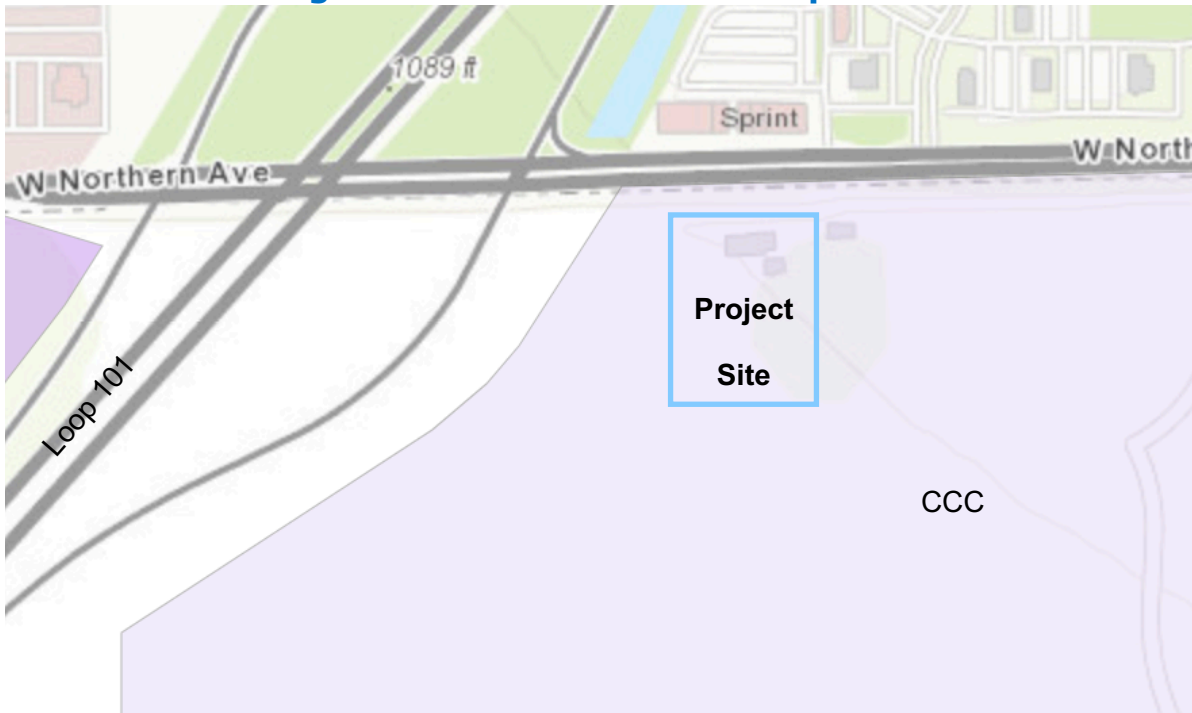
## Surrounding Land Use & Zoning

The Project Site is currently a single-family residence surrounded by commercial development, agriculture, vacant property, and one single-family residence. The land uses surrounding the Project Site are:

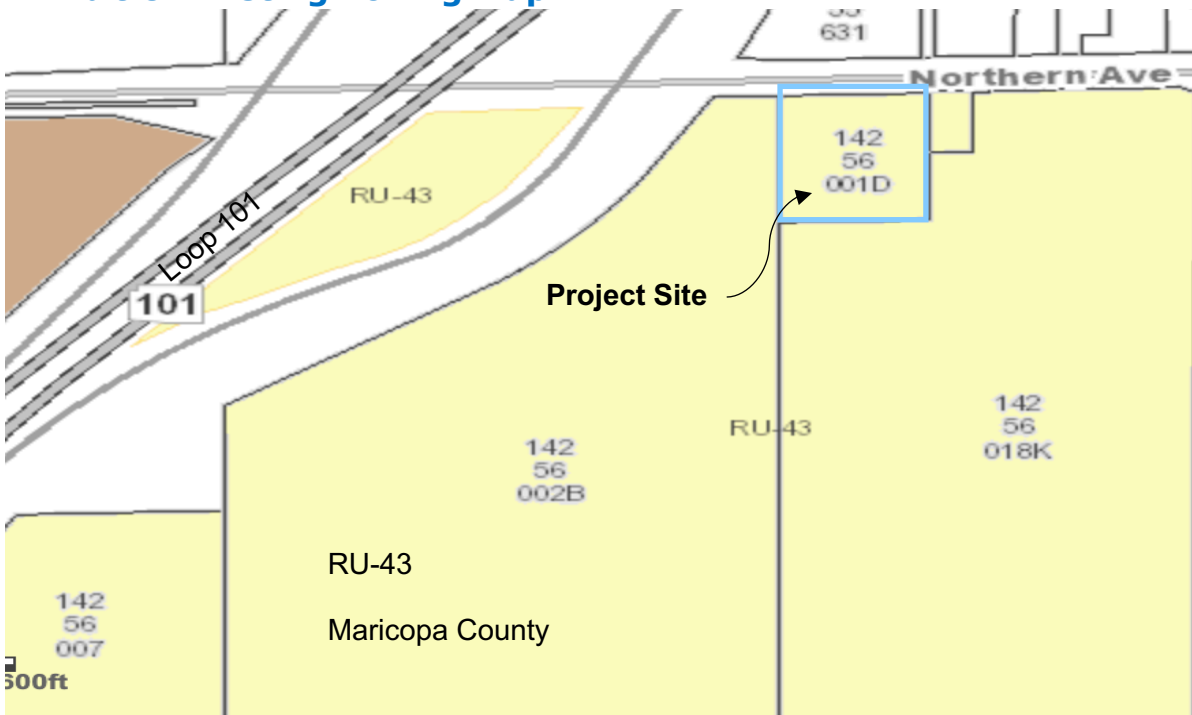
- North:** Commercial development, across Northern Avenue.
- East:** Detached, single-family residential.
- South:** Commercial development / Casino.
- West:** Agricultural land and AZ State Route 101 (Agua Fria Freeway).

All of the surrounding property south of Northern Avenue is located on a county island in Maricopa County and currently zoned RU-43. City of Glendale property south of Northern Avenue begins just west of 93rd Avenue, which is zoned A-1. The commercial development located on the northern side of Northern Avenue is located in the City of Peoria and is zoned C-2 and PAD. The site is designated in the Envision Glendale 2040 General Plan as CCC, Corporate Commerce Center.

### Exhibit B: Existing General Plan Land Use Map



### Exhibit C: Existing Zoning Map



# Project Description & Development Concept

The Applicant proposes the *Northern Places* as a 3.55-acre commercial development center that is complementary to surrounding development and strategically located to benefit the City of Glendale. The project proposes 3 commercial structures (Subject to Design Review). Drive thru lanes and outdoor patio spaces will be permitted as part of the rezoning application without a conditional use permit. Financial institutions, with or without drive thru lanes will be permitted. Retail land uses will follow the C-2, General Commercial, zoning district, unless amended herein.

Retail land uses will follow the C-2, General Commercial, zoning district, except where amended herein.

## Development Standards

The *Northern Places* PAD provides for potential commercial development and/or lodging opportunities along Northern Avenue. Upon annexation, the Project Site will serve as the western entryway into the City of Glendale and provide visitors with immediate retail, restaurant, and lodging accommodations. Additionally, the project site is located just north of the Desert Diamond Casino and the Westgate Entertainment District. As such, patrons will have options for shopping and easy access to the casino and all that the Westgate Entertainment District has to offer.

The development standards for each building and associated land use are provided on the table below.

**Table 1 – Development Standards**

Land Use	Building Area (Approximate)	Building Setbacks *	Floor Area Ratio (FAR)	Building Height
Retail / Restaurant / Bank	3,000 – 15,000 sq. ft.	20 ft.	0.5	35 feet
Hotel	120- 150 rooms.	20 ft.	0.5	65 feet

\* Building Setback measured from the property line.

## Conceptual Site Plans

Four conceptual site plans for Northern Places are provided on the following pages. Each site plan presents a unique design concept of what the property could look like when completed and are further described below. It is acknowledged that the site plan will be subject to Design Review.

### Proposed Site Plan:

This design concept provides for two, 2,600 square foot PAD structures and a 7,050 square foot retail building. A total of 119 parking spaces and 8 ADA spaces, is provided for the site. Also included are two large retention basins on either side of the retail building.

### Alternative Option A:

Option A provides for a 3,000 square foot standalone PAD structure and a hotel. The end use of the PAD building is envisioned to be a restaurant with a drive-thru window. The restaurant will comply with all City requirements for screening of the drive-thru and signage. The hotel is envisioned to be 5-stories with 120 to 150 rooms.

The site will contain approximately 200 parking spaces for the development and an additional 10 ADA spaces.

### **Alternative Option B:**

Option B is focused on retail development with two standalone retail buildings. The first building is 13,578 square feet and the second is 11,400 square feet and includes a patio space. A retention basin is provided west of the second retail structure. A total of 146 parking spaces and 4 ADA spaces will be provided in this design concept.

### **Alternative Option C:**

Option C includes two PAD structures, one envisioned as a bank with a drive-thru and the other as a restaurant or a retail building. The bank building is 3,800 square feet and the restaurant/retail building is 6,000 square feet. Also included in this option is a retention basin situated in the southwest of the site.

A total of 160 parking spaces and 4 ADA spaces are included in this design concept.

### **On & Off-Site Improvements**

Water improvements will include the installation of water lines within the Project Site. The water line will connect to existing waterlines along Northern Avenue. No other off-site water improvements are anticipated.

Sewer improvements include the installation of sewer lines within the Project Site. The sewer line will connect to existing sewer lines to the property to the south. The applicant will work with City of Glendale staff and the Tribal Nation on extending sewer and vehicular access to the existing ring road to the south. No other off-site sewer improvements are anticipated.

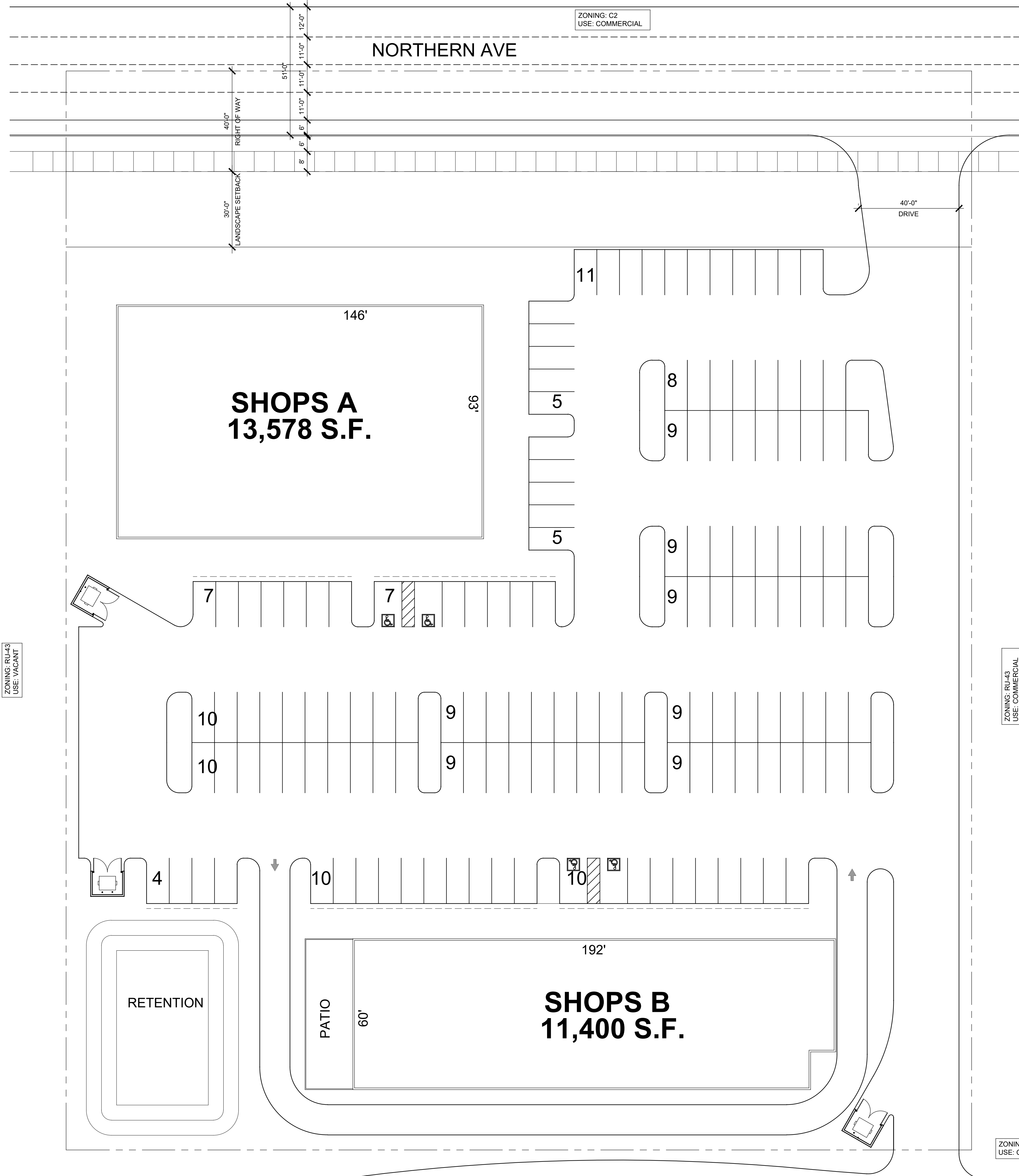
### **Relevant General Plan Policies**

*Northern Places* serves the following policies from the Envision Glendale 2040 General Plan:

- **Policy GA-2.2:** The City shall locate growth nodes where traffic capacities can expand, such as near freeway corridor intersections with major streets.
- **Policy GA-2.5:** When determined to be cost-beneficial, the City should pursue annexation of vacant, underdeveloped, and developed land that is within both the adopted Water Service Area and the MPA, taking into consideration the development/growth potential, projected revenues to be received, projected costs and capability to serve the area, and the strategic importance of the location.
- **Policy ED-2.3:** The City should continue to maximize freeway, major arterial, and transit service access as opportunities for employment sites.







ZONING: C2  
USE: COMMERCIAL

ZONING: RU-43  
USE: VACANT

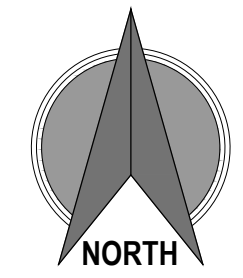
ZONING: RU-43  
USE: COMMERCIAL

ZONING: RU-42  
USE: COMMERCIAL

**PROJECT TEAM:**  
**DEVELOPER/OWNER:**  
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 6900 EAST 2nd STREET  
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 3707 EAST SOUTHERN AVE  
 MESA, AZ, 85209  
 CONTACT: MIKE HILLS  
 PH: (602) 762-7354

**VICINITY MAP:** SCALE: N.T.S.



OPTION: B  
 DATE: 07.23.2020  
 SCALE: 1" = 20'-0"  
 PROPOSED SITE PLAN



PRELIMINARY  
 NOT FOR  
 CONSTRUCTION  
 OR RECORDING

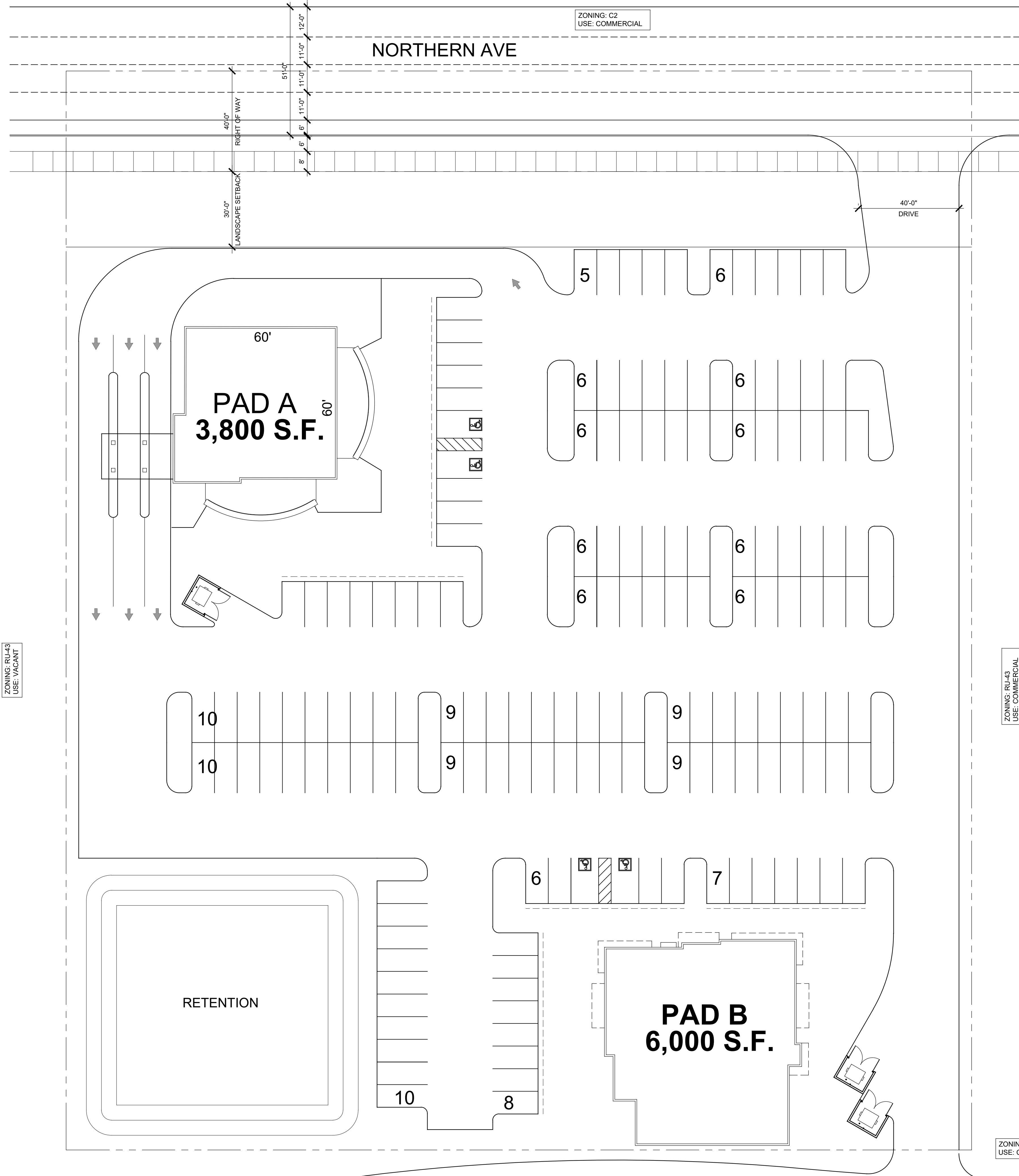
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**PROPOSED USED PLAN**  
 NORTHERN AVENUE AND THE 101 FREEWAY  
 MARICOPA COUNTY, ARIZONA

DATE	REVISION
1	
2	
3	

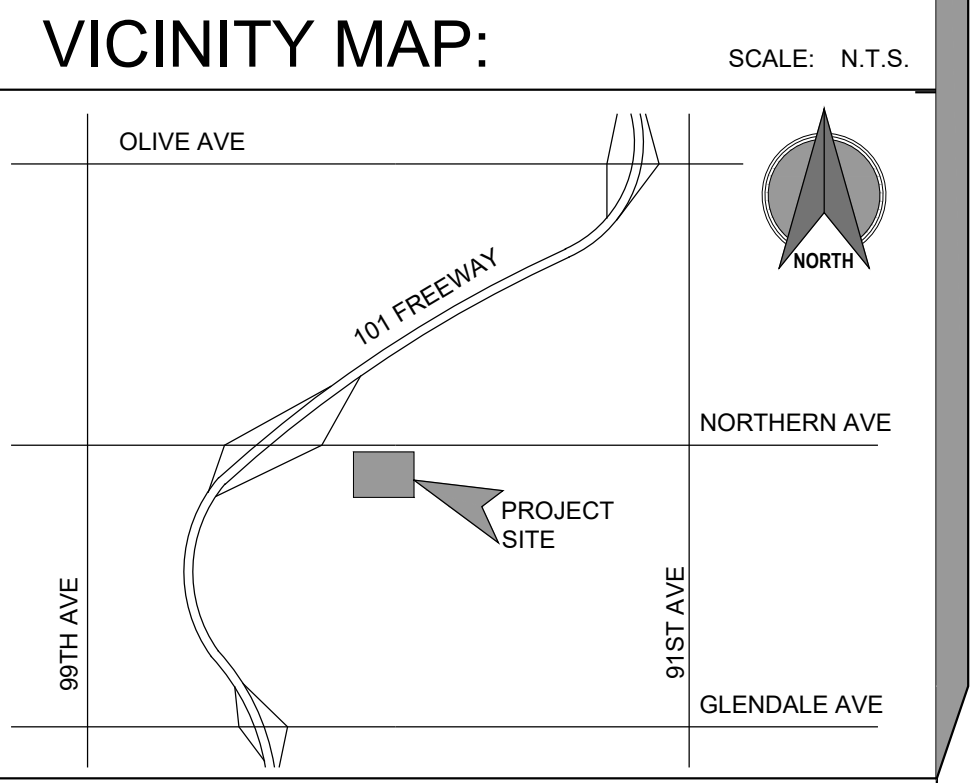
PROPOSED  
 USE PLAN  
 OPTION B

**A100**



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**PROPOSED USED PLAN**  
 NORTHERN AVENUE AND THE 101 FREEWAY  
 MARICOPA COUNTY, ARIZONA

OPTION: C  
 DATE: 07.23.2020  
 SCALE: 1" = 20'-0"  
 PROPOSED SITE PLAN

△	DATE	REVISION
1		
2		
3		

PROPOSED  
 USE PLAN  
 OPTION C

**A100**

## Transportation & Parking

*Northern Places* will have vehicular access from a new driveway off of Northern Avenue. Additional right-of-way dedications may be needed to accommodate the regional Northern Parkway transportation project. Secondary access is proposed to the ring road located south of the site. The applicant will work with City of Glendale staff and the Tribal Nation on extending the access to the site to the south.

Parking will be provided for employees and patrons within the site. The project proposes several different Lodging, retail and restaurant plans: The Proposed Site Plan includes 119 parking spaces and 8 ADA spaces; Option A includes approximately 200 parking spaces for the development including 10 ADA parking spaces; Option B includes 146 parking spaces and 4 ADA spaces, and Option C includes 160 parking spaces and 4 ADA spaces.

The Glendale Dial a Ride service is available to the site as a form of public transportation.

## Comprehensive Sign Package

The Comprehensive Sign Package for *Northern Places* will consist of the following.

### Sum Total Sign Area

At each user, the maximum total sign area of all permanent signs shall not exceed two and one-half (2 ½) square feet for each one (1) lineal foot of building frontage.

The Sum Total Sign Area shall not include required signs, address signs, menu boards, and traffic directional signs specifically intended for wayfinding.

### Freestanding Identification Signs

Building Wall, Fascia, Mansard, and Parapet Mounted Signs.

For any one (1) side of a building in the PAD, the maximum total sign area for each one (1) lineal foot of building wall shall be one and one-half (1 ½) square foot of sign area.

### Ground Mounted Monument Sign

There shall be a Primary Ground Mounted Monument Sign for the PAD with a maximum height of fifteen feet.

### Pylon Sign

There shall be a Primary Pylon Sign for the PAD with a maximum overall height of forty-two feet.

### Static Billboard

One Static Billboard shall be permitted along Northern Avenue for the PAD with a maximum overall height of sixty feet and with overall maximum size of 14' by 48'.

### Directional Signs

Directional Signs are intended to assist visitors in finding their destination within the PAD. Signs guiding and providing wayfinding will not be counted as part of the Sum Total Sign Area. Directional Signs shall not exceed four feet in height and shall not exceed twelve square feet in sign area, per side.

### Temporary Signs

Temporary Signs are permitted for grand opening, promotional displays, and special events hosted by tenants within the PAD. Non-permanent signs, Pennants, Banners, Balloons, Flags, Streamers, A-Frame

Signs, and similar promotional displays are allowed and permitted as Temporary Signs. Temporary Signs may be displayed for up to thirty days per year. Sales promotion and special events may display temporary signs up to twelve times per year for up to three days per period.

### **Menu Boards**

Each restaurant on site with a drive through lane shall be permitted to have two freestanding menu boards with speakers and microphones up to a maximum of 65 square feet. Restaurants shall also be allowed to have static menus attached to the main building of up to 20 square feet each.

## **Architectural Character**

The architectural character of *Northern Places* will be finalized during design review, however potential architectural elements may include:

- Smooth Stucco exterior with accents
- Stucco accents and window treatments
- Architectural barnwood and metal accents
- Side and rear building facades that are visible from the street must contain architectural detail comparable in appearance and complexity to the front of the buildings
- Exterior light fixture at front entrance door
- Any drive-thru will meet Glendale's design drive-thru design expectations
- All rooftop mounted HVAC equipment will be fully screened from view by a parapet wall and wall mounted SES Meter Cabinets shall be incorporated into the main building structure and painted to match the adjacent finishes.

The following conceptual renderings for hotels, retail development, banks, and restaurants may influence the development of *Northern Places*. Final design of the property will be completed at the time of Design Review.

**Hotel Concepts**





**Retail Concepts**





**Bank Concepts**





**Restaurant Concepts**





## Findings

This application warrants approval based on the following findings:

- The proposal is consistent with the General Plan land use designation of CCC.
- The proposal meets the City's expectations regarding site planning, landscaping, building materials, colors, and screening of mechanical equipment.
- The completed project will provide commercial development that will support the Desert Diamond Casino and Westgate Entertainment District.
- This proposed development will serve multiple General Plan Growth Areas and Economic Development policies.

## Conclusion

The Applicant has proposed the development of vacant and under-utilized land along Northern Avenue. This proposal provides an opportunity for entryway commercial development to the city and will complement the Glendale Sports & Entertainment District, Desert Diamond Casino, Zanjero, and Westgate Entertainment District.