

# 101 & Northern Ave

## Planned Area Development Narrative

**APPROXIMATELY 24.21 GROSS ACRES LOCATED AT  
THE SOUTHEAST CORNER OF 99<sup>TH</sup> AVENUE AND  
NORTHERN AVENUE**

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Case No.:	ZON21-18 GPA21-06

## **PRINCIPALS AND DEVELOPMENT TEAM**

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## **INTRODUCTION**

This application proposes to annex and rezone the site from C-2 (Maricopa County) to Planned Area Development (PAD) for approximately 24.21 gross acres (20.83 net acres) located at the southeast corner of 99<sup>th</sup> Avenue and Northern Avenue (“Site” or “Property”) (see **Exhibit A: Aerial Parcel Map**). This application proposes a mixed-use development integrating multi-family residential uses with commercial activities, such as retail, restaurant, office, service, and other similar uses. Minor General Plan Amendment and Design Review applications will be processed in conjunction with the rezoning application.

## **SITE AND SURROUNDING CONTEXT**

The Site is currently used for agricultural purposes and is currently located in Maricopa County’s jurisdiction. The Site is zoned C-2 (Intermediate Commercial) in the County but is located within the City of Glendale’s planning area. The Site is designated as Business Park on the City of Glendale’s General Plan. The Property is located adjacent to the Loop 101 Freeway and Northern Avenue interchange in an area of the City experiencing growth and development interest. To the north, across Northern Avenue, is the Park West commercial center and the Vue Park West apartments located in the City of Peoria and zoned PAD (Planned Area Development) and designated as Mixed Use Main Street on the City of Peoria’s General Plan. To the east, across the Loop 101 Freeway, is agricultural land and the Desert Diamond Casino located in Maricopa County’s jurisdiction, zoned RU-43 (Rural Zoning District – One Acre Per Dwelling Unit) and designated as CCC (Corporate Commerce Center) on the City of Glendale’s General Plan. To the west, across 99<sup>th</sup> Avenue, is undeveloped land owned by the City of Glendale and zoned BP (Business Park) and designated as BP (Business Park) on the City of Glendale’s General Plan. To the south, is undeveloped land, a portion of which is zoned RU-43 (Rural Zoning District – One Acre Per Dwelling Unit) in Maricopa County’s jurisdiction while the other portion is zoned PAD (Planned Area Development) in the City of Glendale. Both are designated as BP (Business Park) on the City of Glendale’s General Plan.

## **GENERAL PLAN**

In addition to the annexation and rezoning, a Minor General Plan Amendment (GPA) is being requested for the Site. The intent is to amend the Site’s existing General Plan designation from BP (Business Park) to RMU (Regional Mixed-Use). This designation will allow for the proposed multi-family and commercial development which is consistent with the development north and east of the Site. Further, the Minor GPA request is supported by the following goals and policies of the General Plan:

**Land Use Element LU-1: Development is guided by sound growth management.**

Response: There is sufficient infrastructure for 99<sup>th</sup> Avenue and Northern Avenue surrounding the Site. Compatible land uses have been developed north and east of the Site; therefore, the rezoning and Minor GPA request to allow the proposed commercial and multi-family uses are consistent and complementary to the surrounding area.

**Land Use Element Goal LU-3: Mixed-use projects provide urban clusters with housing, retail, restaurants and integrated transit facilities in Glendale; the City should support and facilitate the creation of mixed use projects that locate housing, employment, retail, entertainment and services in condensed areas to support walkability and reduce vehicle trips; the City shall encourage a variety and mix of uses, including both vertical and horizontal mixed-use where appropriate.**

Response: The proposed rezoning and Minor GPA will locate multi-family housing near an area with existing and planned commercial, employment and other complementary uses which further supports the City's plan for diverse and well-connected horizontal mixed-use developments.

**Housing Element HE-2: Glendale has a wide variety of housing types, styles and options.**

Response: The rezoning and Minor GPA request will bring needed commercial service to the area and add to the diverse housing mix. Further, the Site will be in close proximity to existing and future employment opportunities in the area.

**Housing Element HE-5: Glendale has diverse, safe, resource-efficient and high-quality housing options that blend with and enhance its image.**

Response: Approval of the rezoning and Minor GPA request will show support and encouragement of housing developments with high-quality amenities, sustainable design, and superior open spaces and architectural materials.

**Economic Development Element ED-2.1: The City shall examine zoning and develop a strategy to encourage appropriate zoning for areas that would be well-suited for future development.**

Response: The proposed PAD zoning will allow for a mixed-use development with both commercial and multi-family residential uses. This development will bring revenue for the City, jobs, and additional housing options. Further, the PAD will encourage growth on a site located along arterial streets and adjacent to the Loop 101 Freeway where growth is expected.

**PROPOSAL**

The intent of the PAD zoning is to accommodate a mix of land uses within a site and to provide flexibility regarding development standards in order to create a unique project that will complement the surrounding area and be an asset to the community. The proposed PAD will create a high-quality, unique development that accomplishes the objectives of the PAD zoning. This project will add to the excitement of growing Glendale, Arizona. The Site is conveniently

located adjacent to the Interstate Loop 101 providing ease of access to the surrounding Phoenix Metropolitan Area.

The Site is broken up into nine (9) “parcels”. Parcel 9 contains multi-family land uses while the remaining parcels are commercial in nature. Parcels 1-8 are intended to hold uses including: retail, restaurants, drive-through restaurants, a convenience store, tire shop, self-storage facility, and car wash (see **Exhibit B: Conceptual Site Plan**).

## **PERMITTED USES**

The following are permitted uses for the proposed development:

- C-2 (General Commercial) permitted uses as set forth in the City’s Zoning Code.
- C-2 uses subject to conditions as set forth in the City’s Zoning Code.
- C-2 uses subject to Condition Use Permit as set forth in the City’s Zoning Code.
- C-2 accessory uses as set forth in the City’s Zoning Code.
- R-4 (Multiple Residence) permitted uses as set forth in the City’s Zoning Code.
- R-4 uses subject to conditions as set forth in the City’s Zoning Code.
- R-4 uses subject to Condition Use Permit as set forth in the City’s Zoning Code.
- R-4 accessory uses as set forth in the City’s Zoning Code.
- Minor Auto Repair Shops
- Self-Storage Facilities – No truck and trailer parking (indoor and air conditioned)
- Billboards and Digital Billboards (only one is permitted per City of Glendale’s Sign Code)

## **MULTI-FAMILY DEVELOPMENT**

The multi-family portion of the development is approximately ten (10) acres in size and is located on the southern half of the Site on Parcel 9. This multi-family development will be a traditional gated apartment complex consisting of high-quality structures and landscape design, pedestrian connectivity, and a highly amenitized central area. The development will consist of three (3) buildings totaling 234 well-appointed market rate units to include 23 studios (9.8%), 99 one-bedrooms (42.3%), 92 two-bedrooms (39.3%), and 20 three-bedrooms (8.5%) totaling 260,000 RSF of buildable area. Along with the residential buildings, the project will feature 334 parking spaces which may include detached garages, covered spaces, and uncovered surface parking.

The development will include state of the art amenity areas with an oversized luxury pool and sundeck with grilling stations, a fire pit, and a lounge area. There will also be an indoor/outdoor Cabana along with a full kitchen, bar, group dining, and lounge space with direct access to the pool. The fitness center will feature high-end equipment programming with indoor/outdoor access to the pool and courtyard. Additionally, there will be a premium community dog park with ample seating and socializing space for residents and a well-lit pickle ball court. Parcel 9 is providing approximately 38% open space (3.43 net acres) (see **Exhibit C: Conceptual**

### **Landscape Plan).**

Parcel 9 can be accessed from 99<sup>th</sup> Avenue with three points of access, a centralized, gated main entrance that allows ingress and egress, as well as one egress at the south end of the parcel and emergency access at the north end of the parcel.

This development will satisfy the growing demand for modern housing in the rapidly expanding Phoenix West Valley. The proposed building architecture and open space areas will provide a distinct, upscale living environment for the residents of this community. Additionally, the use of various materials including masonry, stucco, and fiber cement, and both horizontal and vertical plane movement, will create visual interest. The architectural elements will provide a strong identity for the development and add to the diverse housing types in this growing area of the city (see **Exhibit D: Conceptual Elevations**).

## **COMMERCIAL DEVELOPMENT**

The commercial portion of the development is approximately 11 acres in size and is located on the northern half of the Site on Parcels 1-8. The commercial portion of the site has street frontage and vehicular access along both 99<sup>th</sup> Avenue and Northern Avenue, with two access points on 99<sup>th</sup> Avenue and one along Northern Avenue. The southern access on 99<sup>th</sup> Avenue provides full access, while the northern access on 99<sup>th</sup> Avenue is limited to right-in and right-out. The Northern Avenue entrance is a full access point.

The project architectural design theme will feature local and native-inspired materials and colors, adhering to the surrounding areas design. Each tenant will have the flexibility to incorporate their corporate branding colors and design while integrating the centers guidelines (see **Exhibit D: Conceptual Elevations**).

The landscape plan will be used for buffering key areas, giving shade and safety for pedestrians. Native plants will be a focus that allow the plants and trees to thrive and conserve water usage. The commercial portion of the site, Parcels 1-8, are providing approximately 22% open space (2.74 net acres) (see **Exhibit C: Conceptual Landscape Plan**).

## **DEVELOPMENT STANDARDS**

The commercial portion of the Site will comply with the C-2 development standards, while the multi-family portion of the Site will comply with the R-4 development standards for building setbacks, fencing, screening, and landscape setbacks. All lighting shall be dark sky compliant. Additionally, all other standards will meet the City of Glendale's codes and ordinances except for the development standard deviations noted in the following sections.

## **COMMERCIAL DEVELOPMENT STANDARD DEVIATIONS**

Parking:

- Requesting the self-storage parking ratio be 1:869 SF. A ratio of 1:600 SF is required.

- Requesting a parking space size of 9’x18’. 10’x20’ is required.

Landscape:

- Requesting a minimum landscape buffer of 10’ adjacent to residential. Minimum 15’ landscape buffer is required adjacent to residential.

## **MULTI-FAMILY DEVELOPMENT STANDARD DEVIATIONS**

Building Height:

- Requesting an increase in maximum height to 60’. Maximum height of 30’ is required. Form 7460-1 will be submitted to the FAA for review and approval.

Parking:

- Requesting the guest parking ratio be 1:5 units. A ratio of 1:3 units is required.

Landscape:

- Requesting a minimum open space percentage of 38%. Minimum 50% is required.
- Requesting a minimum of one (1) tree and two (2) shrubs for every other dwelling unit in multiple-family residential developments. Minimum one (1) tree and two (2) shrubs are required for each dwelling unit in multiple-family residential developments.

Private Open Space:

- An average of 60 square feet of private, covered open space will be provided for the 176 units that have balconies. 100 square feet of private, covered open space is required for each unit.

## **INFRASTRUCTURE**

### **CIRCULATION**

The intersection at 98<sup>th</sup> Avenue will become a full-movement intersection with a traffic signal modification at the intersection. This intersection will access the commercial site. There are two ingress/egress locations to the commercial site from 99<sup>th</sup> Avenue and one ingress/egress to the multi-family site with one egress only on 99<sup>th</sup> Avenue.

Internal access roads and drives within the commercial and multi-family sites will be designed in accordance with City of Glendale and emergency access guidelines and design criteria.

### **STREET IMPROVEMENTS**

Northern Ave, which is under the City or Peoria’s jurisdiction, is planned to be widened by adding one east bound lane along the frontage of the site to the on-ramp for southbound SR-101. The improvements for Northern Avenue will be made in accordance to City of Peoria design criteria for the roadway. The improvements will be coordinated with the City of Peoria

and City of Glendale with oversight and review performed by MCDOT and ADOT due to the proximity of SR-101 and the future expansion to Northern Avenue as part of the future interchange improvements along Northern Avenue and SR-101 interchange.

99<sup>th</sup> Avenue, currently within the County of Maricopa jurisdiction, is planned to be annexed into the City of Glendale as part of the development for this project. Half street improvements and widening adjacent to the commercial and multi-family sites will be made to 99<sup>th</sup> Avenue for the City of Glendale in accordance with the design criteria for an arterial road set forth by the City. The planned ½ street R/W is 55-feet.

Additionally, a traffic signal modification is required to be made at Northern Avenue and 99<sup>th</sup> Avenue to accommodate the widening of 99<sup>th</sup> Avenue and lane modifications at the intersection. The City of Peoria controls the signals along Northern Avenue; therefore, all design will be performed in accordance with City of Peoria design criteria.

### SEWER & WATER

Sewer for both the commercial and multi-family sites will be taken to 99<sup>th</sup> Avenue and outfall into the existing 42" Sub-Regional Operating Group (SROG) line. This sewer line operation is a partnership between Phoenix and Glendale among others. Connections to water for both the commercial and multi-family sites will be in 99<sup>th</sup> Avenue and Northern Ave. There are existing City of Glendale water lines in both Northern Avenue and 99<sup>th</sup> Avenue.

### GRADING & DRAINAGE

Grading and Drainage for the commercial and residential sites will be designed in accordance with the City of Glendale design criteria. Each commercial parcel will be responsible for their respective retention requirement at the time those parcels are developed. The option to possibly utilize the ADOT drainage channel to the south of the development will be explored as an option for site drainage. This option will be coordinated with ADOT and the City of Glendale.

### FIRE & EMERGENCY ACCESS

Ingress/egress to and from the commercial and residential sites, as well as the internal access roads and drives within the commercial and multi-family sites will be designed in accordance with the City's design criteria and coordinated with the City of Glendale's Fire Department and engineering.

### ADOT REQUIREMENTS

Coordination with ADOT is ongoing with the proposed improvements to Northern Avenue and the future widening. An ingress point off of a proposed SR-101 frontage road to access the commercial site at the southeast corner of the commercial site, is currently being coordinated with ADOT. The requirements needed to achieve this access are to be determined between ADOT, the City of Glendale and the developer.

## **SIGNAGE**

A 14' x 48' digital billboard is proposed on the Site. The digital billboard will provide greater freeway visibility for the property and the associated businesses, along with identifying the City of Glendale along the Loop 101 Freeway. The digital face can be utilized by the City on an as needed basis for local messaging and by Maricopa County for Emergency Action Messaging such as Amber Alerts or severe weather warnings.

The digital billboard also provides the property with additional income opportunities without utilizing traditional square footage and gives local businesses in Glendale the opportunity to utilize the digital face to advertise along the Loop 101 Freeway, driving more traffic towards their establishment.

Only one billboard or digital billboard will be permitted per the City of Glendale's sign code.

Additional information can be found in the attached Comprehensive Sign Package (Appendix A).

## **CONCLUSION**

The proposed PAD and Minor GPA will allow for a high-quality, unique mixed-use development that achieves the goals and objectives of the City of Glendale. This is accomplished by bringing much need housing options and commercial services to the area. The development is compatible and complementary to the existing and planned land uses in the surrounding area. This proposed development will only add to the quality growth seen in the surrounding area and throughout the City of Glendale. Please note that a Design Review application will be processed concurrently.

**APPENDIX A: COMPREHENSIVE SIGN  
PACKAGE**