



**95th Avenue and Missouri Avenue**

**Planned Area Development Amendment  
Project Narrative**

**RECEIVED  
JUNE 24, 2022**

**Submitted: March 2022**

**Resubmitted: June 2022**

**Project Team:**

**Property Owner:**

Cardinal Land Holdings II, LLC

**Applicant/Planning Consultant:**

Froke Urban Planning, LLC.

**Zoning Attorney:**

Tiffany & Bosco PA



# Introduction

Urban 95 is an approved Planned Area Development (PAD) located at the southwest corner of 95th Avenue and Missouri Avenue in the Yucca District of the City of Glendale (the “City”). The current Urban 95 PAD encompasses an approximately 45-acre site that is bounded by Missouri Avenue to the north, 95th Avenue to the east, the Agua Fria Towne Center to the south, and the Loop 101 Freeway corridor to the west. Please refer to the Vicinity Map below.

## Urban 95 – Vicinity Map



The original Urban 95 PAD was approved in April 2010 under completely different market conditions for the area. Since then, much of the City and the larger Phoenix Metropolitan Area has undergone significant changes. Most importantly, there have been major shifts in the commercial, hotel, office, and residential markets surrounding the Property, including the Glendale Sports and Entertainment District that warrant a PAD Amendment to the Urban 95 PAD. This is important to retain the continued vitality of the overall Urban 95 development.

Since the approval of the Urban 95 PAD, the major market shifts in the area include the following:

- Almost full buildout of approximately 30 acres of commercial retail at the Agua Fria Towne Center to the South



- Approval of hotel uses in the surrounding area with approximately 1,000 units
- Approval of the Crystal Lagoons Hotel to the north with over 600 hotel units
- Approval of Sports Illustrated Hotel with over 200 hotel units
- Approval of major office development across the street on Cardinal Way

Due to these market conditions, these additional developments will make it very difficult for the approved commercial, retail, hotel, and office uses of the current Urban 95 PAD to develop. As such, Cardinal Land Holdings II (the “Property Owner”), requests consideration for a PAD Amendment to update and modernize the existing PAD to reflect current and anticipated market conditions.

Since the approval of the Urban 95 PAD, improvements to 95<sup>th</sup> Avenue adjacent to the Property have been completed and widened beyond its original plan. The original plan was for 95<sup>th</sup> Avenue to be a two-lane road with a center turn lane. However, it was designed and constructed as a four-lane road with a center turn lane. The additional two lanes provide significantly better traffic circulation with improved access for the north-south traffic flows in this very event-oriented neighborhood of the Westgate Entertainment District.

With the completion and widening of 95<sup>th</sup> Avenue from Camelback Road to Cardinals Way, Cardinal Land Holdings II completed an updated Traffic Impact Study provided by CivTech, a reputable consulting engineering firm specializing in traffic engineering, transportation planning and traffic design. The Traffic Impact Study addresses all traffic related concerns and provides the recommendations for addressing traffic circulation in the area.

Vision Capital Partners and MSD Capital, are responsible for over \$500 million dollars of capital invested in Glendale over the past 20 years in the development of Glendale and have enjoyed the opportunity to work with the City in investing and developing substantially in Glendale. The Property Owner is confident that the proposed amendments to the Urban 95 PAD will ensure the continued success for the development in the area and will bring the residents needed to ensure the success of the other commercial, entertainment, and employment that are developed and planned.

## PAD Concept & Updates

The requested PAD Amendment Application proposes the following:

1. Amend the current Urban 95 PAD to retain the uses, development standards, and all other related requirements for the pending Phase I Development (Urban 95 Luxury Living Apartments) already approved by the City. This area includes the parcel identified by Maricopa County Assessors as 102-14-650 and the approved, platted loop road (96<sup>th</sup> Avenue and Georgia Avenue) adjacent to the Phase I Development;



2. Incorporate the newly acquired parcel located between the western boundary of Urban 95 and adjacent to the Loop 101, and rezone from A-1 to Urban 95 PAD. This parcel is identified by Maricopa County Assessors as 102-14-012J; and
3. Amend the current Urban 95 PAD Conceptual Development Plan, with a revised land use configuration, development standards, and other related requirements to apply to County Parcel Numbers 102-14-650 and 102-14-012J, which is approximately 32.78 acres in size

Overall, this PAD rezoning request will permit the development of a high-density multifamily development and will satisfy the defined purpose of the PAD zoning district, as outlined in Section 5.900 of the City Zoning Ordinance as follows:

**A. Encourage creative and effective use of land and circulation systems to accommodate changes in land development technologies.**

This PAD allows an existing mixed-use development to continue to be developed with creative and effective land uses that are compatible with the surrounding area. Specifically, this PAD's proposed development will complement and support the entertainment mixed-use concepts of the area by resulting in a high quality multifamily residential product.

**B. Encourage residential development to provide a mixture of housing types and designs.**

This PAD provides additional multifamily units to support the commercial and entertainment uses within the area. Specifically, the additional multifamily units will add to the single-family homes in the surrounding area while providing a mixture of housing types and featuring attractive residential building designs.

**C. Encourage innovative development or redevelopment concepts for all land use types to provide a greater variety and intensity of uses.**

This PAD will permit an unused and underutilized property to redevelop and better serve the area. Overall, the proposed development provides much needed residential uses to complement the existing and proposed mixture of land uses in the area.

**D. Provide a process which relates the urban design and scope of the project to the unique characteristics of the site.**

The vision for this PAD is to create a modern and sophisticated high density multifamily development that highlights the unique characteristics of the site. The proposed development will provide architectural variety and highlight the unique characteristics of this growing development area.



**E. Require the nature and intensity of development to be supported by adequate utilities, transportation, drainage, and common open space to serve the development and to minimize impact on existing or future adjacent development.**

Existing infrastructure is available to serve the proposed development. Additional infrastructure necessary to serve the Site will be determined, designed, and constructed in accordance with the City's requirements and policies. The proposed development is designed in manner that will minimize any potential impact on the surrounding area, which includes a two-story building height limit for buildings fronting 95<sup>th</sup> Avenue in Parcel C and adjacent to the existing Copper Cove development.

**F. Encourage development that is consistent with the policies and the guidelines established in any specific plan and the General Plan.**

As provided in this PAD, the proposed development is consistent with a number of the goals and policies contained in the General Plan and the Western Area General Plan. More specifically, a goal of the General Plan is to encourage the integration of compatible uses in order to provide a cohesive environment that is in harmony with the existing character of the area. It is also a goal of the City to facilitate infill development of vacant and underutilized properties. This PAD meets the City's enumerated policies and goals. Therefore, the proposed multifamily development is compatible and complementary to the existing uses within the surrounding area.

## **1. Conceptual Development Plan**

To modernize the 12-year-old PAD booklet and meet the growing changes in market conditions affecting Urban 95, the Property Owner is requesting land use changes from the original conceptual development plan in the approved PAD booklet. As shown on Exhibit B, Conceptual Development Plan, exhibits three (3) separate parcels on the approximately 32.78 acres of property of the remaining Urban 95 projects.

Parcel A consists of approximately 10.8 acres, Parcel B consists of approximately 8.2 acres, and Parcel C consists of approximately 9.8 acres. The intent of the Property Owner is to develop each of these Parcels with multi-family residential uses. However, this PAD will allow for other uses including commercial, retail, and hotel, so that if the market supports these uses, they will be allowed accordingly. **Table 1** lists the 2022, updated land use summary. The approved 2010 square feet and acre summary is also included for comparison.



**Table 1 – Land Use Plan Summary**

Land Use	Dwelling Units	Hotel Rooms	Square Feet	Acres	2010 Square Feet	2010 Acres
Residential	1,500	-	1,254,528	28.8	626,137	14.37
Hotel	-	-	-	-	94,904	1.49
Office	-	-	-	-	1,176,539	27.01
Retail**		-	65,340 (0.5 FAR)	1.5	86,798	1.99
District Center (Central Park)	-	-	-	3	-	-
ROW & Ancillary Infrastructure	-	-	105,850.8	2.43	-	-
<b>Total</b>	-	-	<b>1,360,378.8</b>	<b>34.06</b>	<b>1,954,297</b>	<b>44.86</b>

Note: The Cardinal 95 Apartments are not included in this PAD Amendment.

\*Convenience Uses are conditionally permitted in this PAD.

\*\* The Retail land uses may be moved at any location in Urban 95 to reflect market demands.

The updated Conceptual Development Plan shifts from a more office/retail focused development concept to one primarily focused on multi-family residential that is accented with retail and hotel uses. The centralized District Center consist of approximately 3.0 acres and will serve as the focal point that residents of the entire development can use for a community recreation and gathering space. The District Center will feature substantial pedestrian amenities, landscaping, and wayfinding. A network of pedestrian connections will be provided throughout the PAD area to link with the District Center.

Maricopa County, and the West Valley in general, has grown at a staggering rate in recent years. According to US Census Bureau data, Maricopa County was the fastest growing county in the country in 2017, 2018, and 2019. With this surge in population comes a need for additional housing for new residents. More specifically, the City has seen a drastic increase of development in the surrounding Westgate area, which has resulted in shifting market demands that require an increase of multifamily residential land uses.

Additionally, commercial retail development has established to the south of the Property in the Agua Fria Towne Center, approximately 1,000 additional hotel units are proposed in the Westgate area, and various office/employment uses have been announced or developed for the surrounding area. All of these developments require that the Urban 95 PAD is updated and revised to reflect these growing changes. As such, the proposed amendments to the Conceptual Development Plan greater reflect the market conditions of the area while also retaining the appropriate amount of commercial and employment uses demanded under the current and projected market conditions.



For reference, the currently approved Urban 95 Conceptual Development Plan is included as **Exhibit A**.

**Exhibit B** represents the amended 2022 Conceptual Development Plan that is proposed as part of this Urban 95 PAD Amendment Application.

**Exhibit C** represents the maximum building heights for each parcel within Urban 95.

**Exhibit D** represents an conceptual Open Space Plan for Urban 95.

**PAD Development Standards**

The development standards for Urban 95 will remain largely unchanged from the approved 2010 PAD booklet. **Table 2** outlines the development standards that Urban 95 will comply with.

**Table 2 – PAD Development Standards**

<b>PAD Development Standards</b>	
<b>Perimeter Building Setbacks</b>	
20 Feet, 30 Feet for buildings along 95th Avenue	
<b>Maximum Density</b>	
35 du/ac	
<b>Maximum Building Height</b>	
180 Feet (15 Stories) – Parcels A & B	
33 Feet (2 Stories) – Parcel C 95th Avenue Frontage	
180 Feet (15 Stories) – Parcel C Internally	
<b>Maximum Lot Coverage</b>	
70% for overall net site area	
85% within each parcel	
<b>Minimum Open Space</b>	
Private Open Space: 100 sq. ft./unit	
Communal Open Space: 25%	
<b>Parking</b>	
Required parking will adhere to the recommendations of Section 7.403 of the Zoning Ordinance. 10' x 20' parking spaces are anticipated.	

**District Center Open Space**

The City’s open space requirement is 20% of the total project acreage, which comes to approximately 5.76 acres for the proposed PAD amendment area. As such, the Urban 95 PAD proposed approximately 50% of the open space requirement area will be provided with an approximately 3.0-acre District Center. This District Center will provide a centrally located communal area that can be used by all residents of the multi-family residential developments within the PAD area. This area will be programed with a variety of recreational opportunities that could include a playground, pickle ball



court, basketball court, greenspace areas, and shade. The details for the District Center will be reviewed and approved during the Site Plan and Design Review Application.

The remaining open space requirement will be interspersed evenly between the 3 Parcel areas for different open space programming with each multi-family development. The mixture of overall communal space, along with each multifamily development having open spaces areas, will provide a great balance of providing both open space for each individual parcel development and providing a community recreation space.

### ***Permitted Land Uses***

The Urban 95 Amendment proposes that all land uses permitted in the R-2, R-3, R-4, R-5, C-1, C-2, C-O and GO zoning districts as found in the Glendale Zoning Ordinance will be allowed in Parcels A, B, and C. Hotels and Active Adult land uses will be permitted outright, subject to Design Review approval.

### ***Conditional Uses:***

Conditional uses within the Urban 95 PAD include convenience uses, subject to Conditional Use Permit approval.

### ***Temporary Uses:***

Temporary uses within the Urban 95 PAD include ancillary land uses and events associated with National Events. National Events include the NFL Super Bowl, NFL, MLB, NBA and NHL Annual All Star Games, NCAA Regional and Final Four Tournaments. Cellular on Wheels (COW's),

### ***Landscaping & Screening***

Urban 95 will provide a minimum of 20% landscaping on all development parcels. Parking lots will be screened from view with decorative masonry walls and rooftop mechanical equipment will be screened from public view. Landscaping and screening methods will be approved by the City as part of Design Review approval for individual development projects.

The landscape treatment of Urban 95 is intended to complement its unique architectural character and site design. These elements mesh to create inviting and vibrant spaces enhancing the quality of the active urban environment. The landscape theme has been purposefully designed to allow for the creation of “organized space” zones that address a variety of enticing settings for both passive and active use, ranging from partially secluded areas for reading, viewing and relaxation to the more dynamic open-air plazas typical of a city’s downtown.



Resource conservation is a development principle of the Urban 95 development. To that end, the landscaping concept for the Property has been formulated to promote the use of appropriate trees, accents, shrubs, and groundcover species from the Arizona Department of Water Resources (ADWR) Low Water Use Plant List as adopted by the City of Glendale.

**Signage**

Urban 95 proposes signage that will comply with the Glendale Zoning Ordinance. One (1) Digital Billboard will be permitted along the Loop 101. Three (3) Entry Monuments will be permitted along 95th Avenue. A maximum height of twelve (12) feet will be permitted. These signs are intended to provide a sense of arrival for those living and visiting Urban 95.

Five (5) Monument Signs will be permitted along 95th Avenue. A maximum height of twenty five (25) feet will be permitted. Five (5) tenant panels will be allowed on each Monument Sign. Example signs concepts are provided below:



*Entry Monument Sign Example*



*Monument Sign Example*

**Residential Use Character**

Residential uses within Urban 95 will reflect the diversity and urban character of the overall development vision for the Property. While the focus of the residential development will be on product types with densities in excess of thirty dwelling units per acre, the Applicant has sought to introduce a broad spectrum of product diversity that will serve multiple market types and contribute to the



unique integration of mixed uses throughout the project. Conceptual residential character imagery is provided below.

Overall, the project provides a maximum residential unit count of 1,500 units, distributed across four of the six proposed parcels within the PAD. While the ultimate development of the site may not precisely reflect the product types identified on the Conceptual Development Plan, the intent is to include product examples that complement the overall character and project vision. Proposed urban housing types include row homes condominiums or apartments, high-rise condominiums or apartments, and stacked flat and podium flat condominiums or apartments.

### Residential Character Imagery



### ***Retail Use Character***

Retail development within Urban 95 accounts for a small portion of land uses within the PAD. Retail opportunities within the core of the project will be oriented to attract main street retailers, restaurants, and businesses that complement the pedestrian environment. Retail uses should be located to promote access to other services and amenities within the project via a pedestrian network that reduces spatial separation between uses and encourages a walkable environment. Patio dining, open store fronts, awnings and other shading structures will be incorporated to enhance the character and aesthetics on a pedestrian scale. A balance of retail uses that meet the off-peak service needs of project and non-project residents and the weekday demands from surrounding development will ensure the long-term vibrancy and use relationships envisioned for the overall project.

### ***Hotel Use Character***

A hotel use is proposed within Parcel E, further diversifying the character of the project. The hotel is envisioned as an upscale 400+ room structure that will meet market demand created by the recent development of other regional entertainment and business uses in the area. More recently, hotels have chosen to be located within mixed-use projects such as this to benefit from pedestrian, retail and entertainment facilities that enhance the hotel location, image and guests experiences during their stay.

## **2. Phase I Updates**

The Cardinal 95 Apartments broke ground in Urban 95 on February 17, 2022, and will be developed as approved by the City. The approved Site Plan for the Cardinal 95 Apartments has been included on the updated Conceptual Land Use Plan.

## **3. Incorporate New Parcels into PAD**

In 2021, the Property Owner purchased excess land parcels from ADOT that directly abut Urban 95, just east of the Loop 101. These parcels, totaling 3.05 acres, will be incorporated as part of the proposed Urban 95 PAD Amendment Application.

## **Compatibility with the General Plan**

The General Plan land use designation for the PAD is Entertainment Mixed-Use (EMU). The 2022 PAD amendment supports this designation and the goals of the General Plan. The EMU designation offer the flexibility to design the site in a manner that will accommodate necessary land use transitions between existing residential to the north/northeast/east, proposed mixed-use and Stadium to the north, and the existing commercial shopping centers to the south.



The EMU category allows for urban style housing and multifamily residential uses that are a minimum of 18 du/ac, allows general commercial uses, and has no desired land use mix required. As such, this PAD request is consistent with the City's land use goals found in its General Plan and in the Western Area General Plan. Specifically, the Minor GPA is supported by the following goals and polices of the General Plan:

- **Land Use Element Goal LU-1, Policy LU-1.1: *Development is guided by sound growth management; this City shall ensure that sufficient infrastructure is in place for desired land uses.***

Sufficient infrastructure surrounds the Property. Specifically, the Property's close proximity to 95<sup>th</sup> Avenue ensures any future development will be adequately served by the surrounding infrastructure. The Property is located in a strategic growth area that has seen numerous recent developments and is dominated by planned commercial, retail, entertainment, employment and high-density residential uses, therefore making the General Plan land use category compatible and complementary to the surrounding area.

- **Land Use Element Goal LU-3; Policy LU-3.6: *Land uses tie into existing and future transportation systems; the City should encourage developers to establish densities of at least 15 dwelling units per acre for new residential development in areas within a quarter mile radius of high-capacity transit stations.***

There are multiple transportation systems located within the surrounding area. Specifically, the Property is near the strategic interchanges of the Loop 101 Freeway. This request meets the aforementioned land use goal by placing high-density residential uses within close proximity of the City's transportation systems. Additionally, the proposed multifamily use of this development will be greater than 15 dwelling units per acre, thus meeting this land use goal.

- **Housing Element Goal HE-6; Policy HE-6.2: *Residential areas relate to work places; the City shall encourage housing in close proximity to designated employment areas.***

The Property is located in a general area the permits a multitude of desirable uses including commercial, retail, entertainment, office, restaurant, and hotel uses. Additionally, the Property is located in close proximity to Westgate, therefore providing a vast number of employment opportunities for residents of the proposed development. The proposed multifamily residences will be in close proximity to the existing and future employment opportunities located within the surrounding area.

- **Economic Development Element Goal ED-1; Policy ED-1.6: *Glendale has a diversified economy; The City should monitor the Bell Road corridor and Sports and Entertainment District to ensure***



***the corridors remain fresh and relevant to the current economic potential; and, continually explore opportunities to upgrade the tenant mix or enhance the area with residential opportunities.***

This PAD amendment responds to growing market demand for additional high-density housing in the surrounding area and will simultaneously support the Sports and Entertainment District. The proposed high density development will upgrade the tenant mix in the surrounding area with energetic and enthusiastic residents ready to call the City home.

The Minor GPA is also supported by the following goals and polices of the Western Area General Plan:

- **Goal #4: High Quality Development: *Encourage only high quality development that supports new employment opportunities and enhances the character of the area.***

The proposed development will adhere to Goal #4 of the Western Area General Plan as the proposed development will result in a high quality housing product that will attract residents to meet the needs of the City's future employers. Additionally, the proposed development's superior architectural design and enhanced amenities will result in a development that will enhance the character of the surrounding area.

## CONCLUSION

The proposed development is located near multiple recent and planned developments. The Property's location is ideal for an urban, high density, multifamily development that will synergize with and support the surrounding area. The proposed PAD creates design and development standards that complement the surrounding employment, commercial, and residential uses while providing a luxury, urban housing development.

As stated above, the proposed PAD is consistent with many of the policies and goals in the City of Glendale's General Plan. The proposed plan will develop an underutilized site while providing a high quality multifamily development that will further the City of Glendale's enumerated missions and goals. The proposed development's pristine location and thoughtful design will ensure the development seamlessly integrates into the Sports and Entertainment District while providing an upscale residential options for Glendale's ever growing population.

Overall, the proposed PAD establishes quality building design and site design expectations. The proposed development will be similar to or greater than the designs represented in this PAD and the proposed development will result in a project the City of Glendale and the community can be proud of.





PLANNED AREA DEVELOPMENT

**FIGURE 7**  
CONCEPTUAL  
DEVELOPMENT PLAN

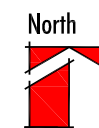
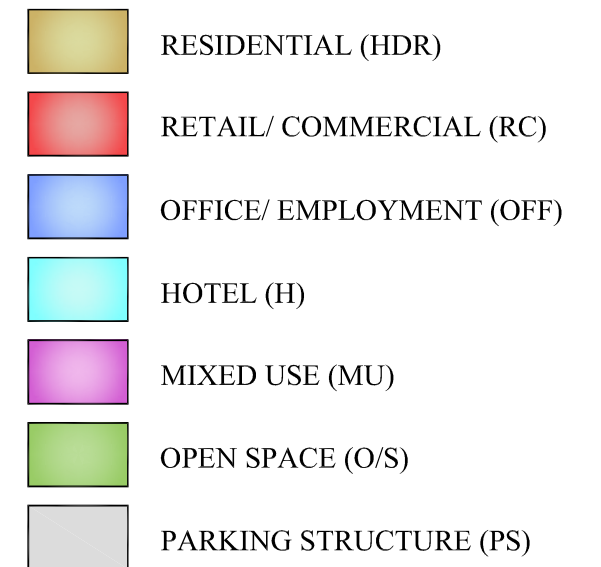
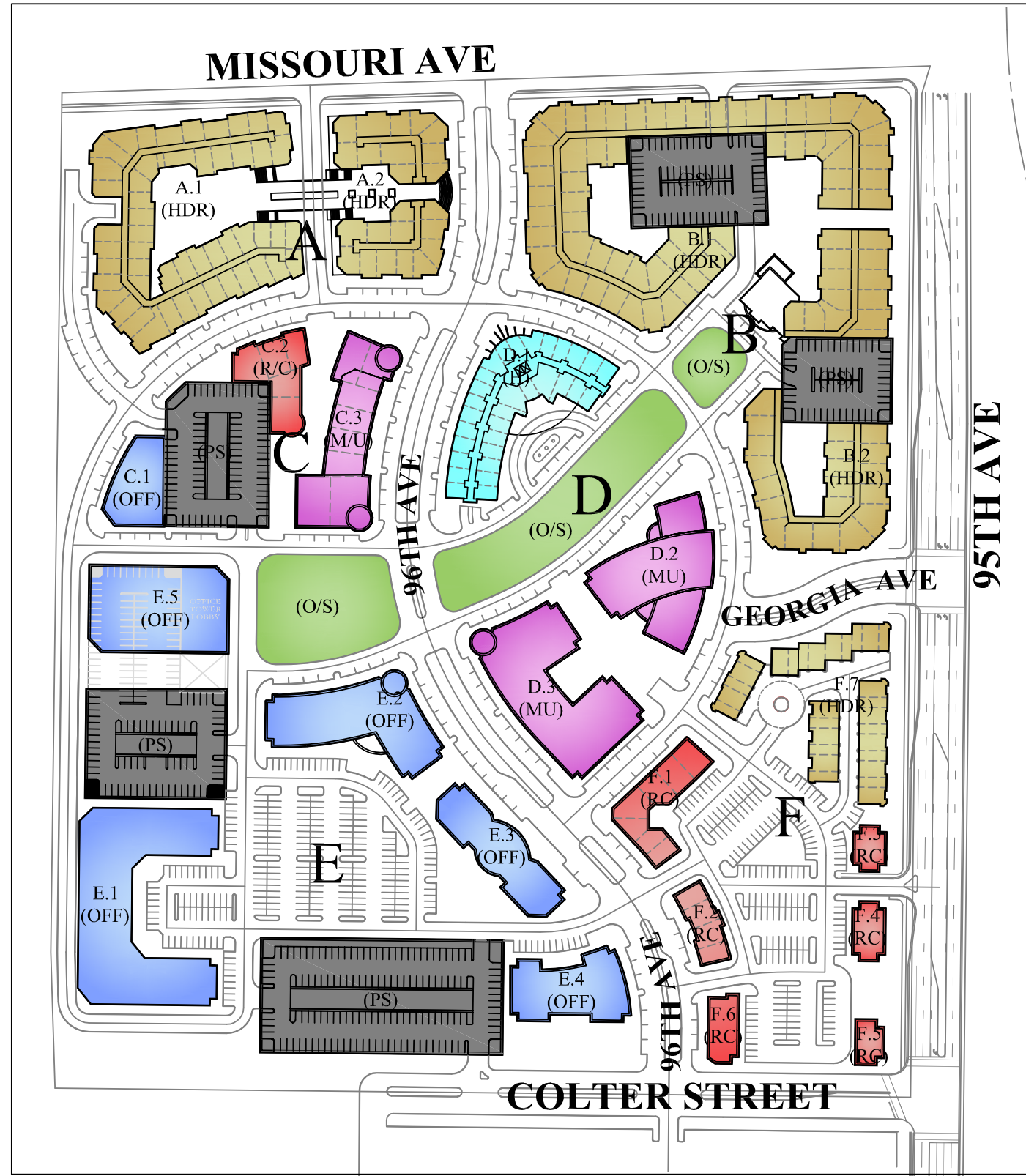
**SITE DATA:**

GROSS AREA: 44.86 AC  
EXISTING ZONING: B-P, CSC  
PROPOSED ZONING: PAD

**OVERALL LAND USE:**

RESIDENTIAL	710 UNITS
COMMERCIAL/ RETAIL	86,798 SQ.FT.
OFFICE/ EMPLOYMENT	1,166,300 SQ.FT.
HOTEL	300 ROOMS

LOOP 101 FREEWAY



Scale: 1" = 200'

Preliminary-Not For Construction  
Copyright LVA Urban Design Studio, L.L.C.  
S:\0806\CAD\LVA\SUBMITTAL TYPES\EXHIBITS\PAD

Date: 9.10.08  
Revised: 01.07.10

Project #: 0806  
Case #: ZON08-23



**Project Data:**

**SITE ACREAGE:** 34.06

Cardinal 95 Apartments: 198 DU

Parcel A: +/- 10.8 Acres, 324 DU

Parcel B: +/- 8.2 Acres, 478 DU

Parcel C: +/- 9.8 Acres, 500 DU





R.O.W. Dedications: 2.43 Acres

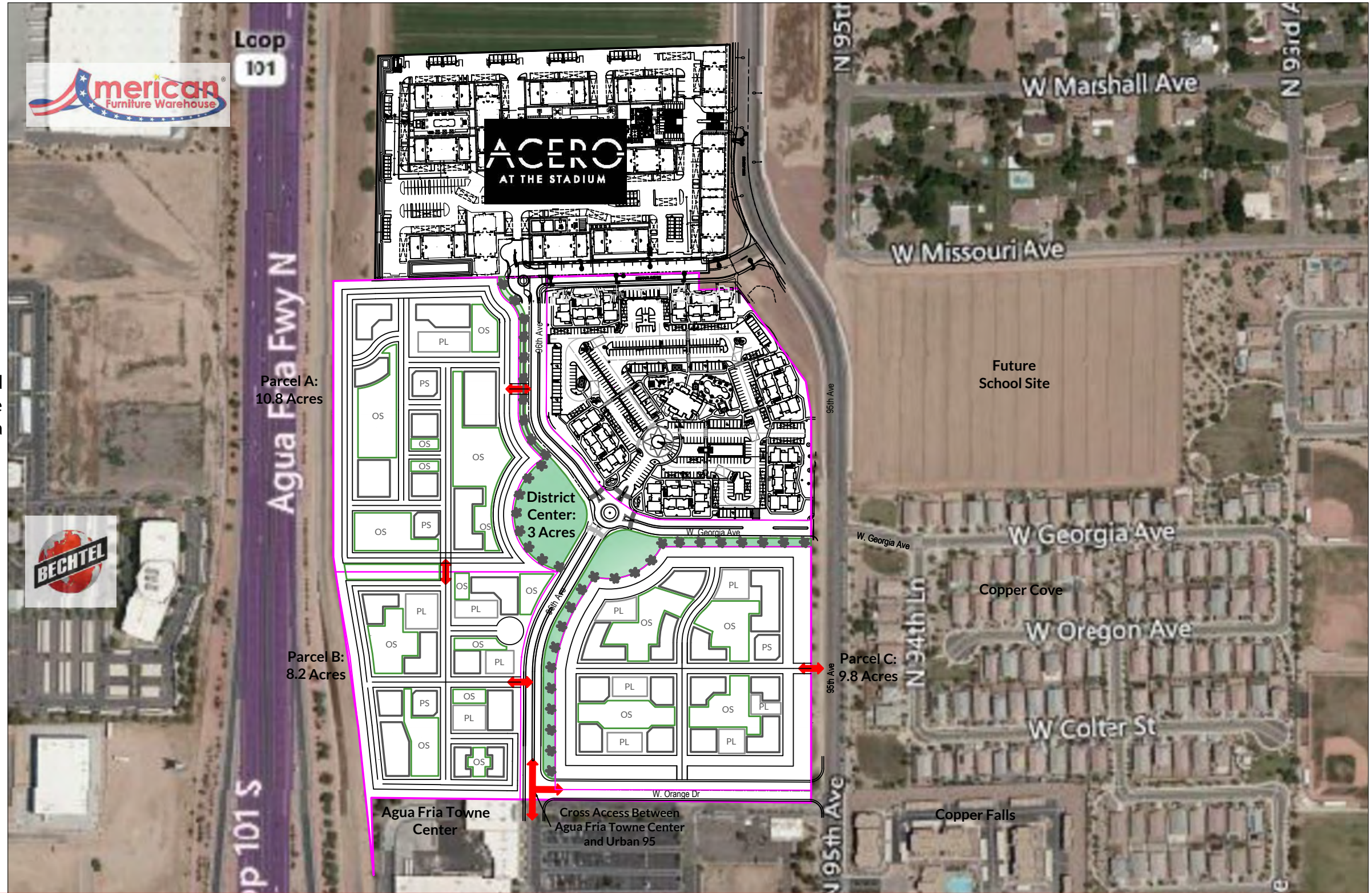
**Total DU: 1,500**

 District Center: +/- 3 Acres

**Note:** Orange Drive to be designed and reconstructed as a promenade to provide shared access to Urban 95 and Agua Fria Towne Center.

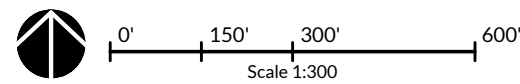
 Conceptual location of shared vehicular access.

-  Residential Structure
-  PS Parking Structure
-  PL Parking Lot
-  OS Open Space



**Urban 95 | Conceptual Development Plan**

June 2022



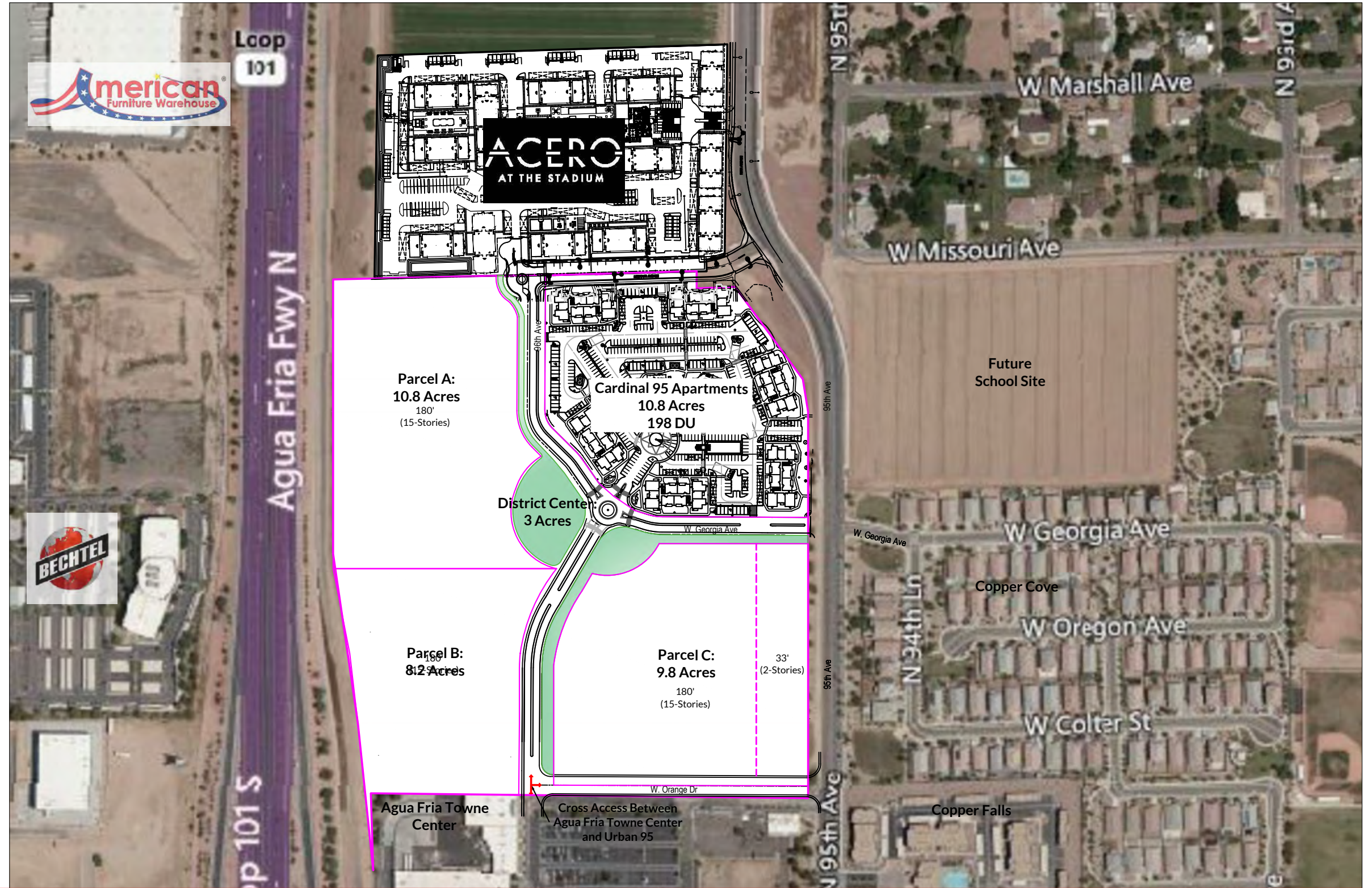
Prepared by:  FROKE URBAN PLANNING, LLC.

Prepared for:  VISION CAPITAL PARTNERS

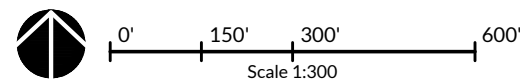


**Project Data:**

**SITE ACREAGE:** 34.06  
 Parcel A: 180' (15-Stories)  
 Parcel B: 180' (15-Stories)  
 Parcel C: 33' (2-Stories) along 95th, 180' (15-stories) internally



**Urban 95 | Building Height Exhibit**  
 March 2022



Prepared by:  FROKE URBAN PLANNING, LLC.

Prepared for:  VISION CAPITAL PARTNERS



### Project Data:

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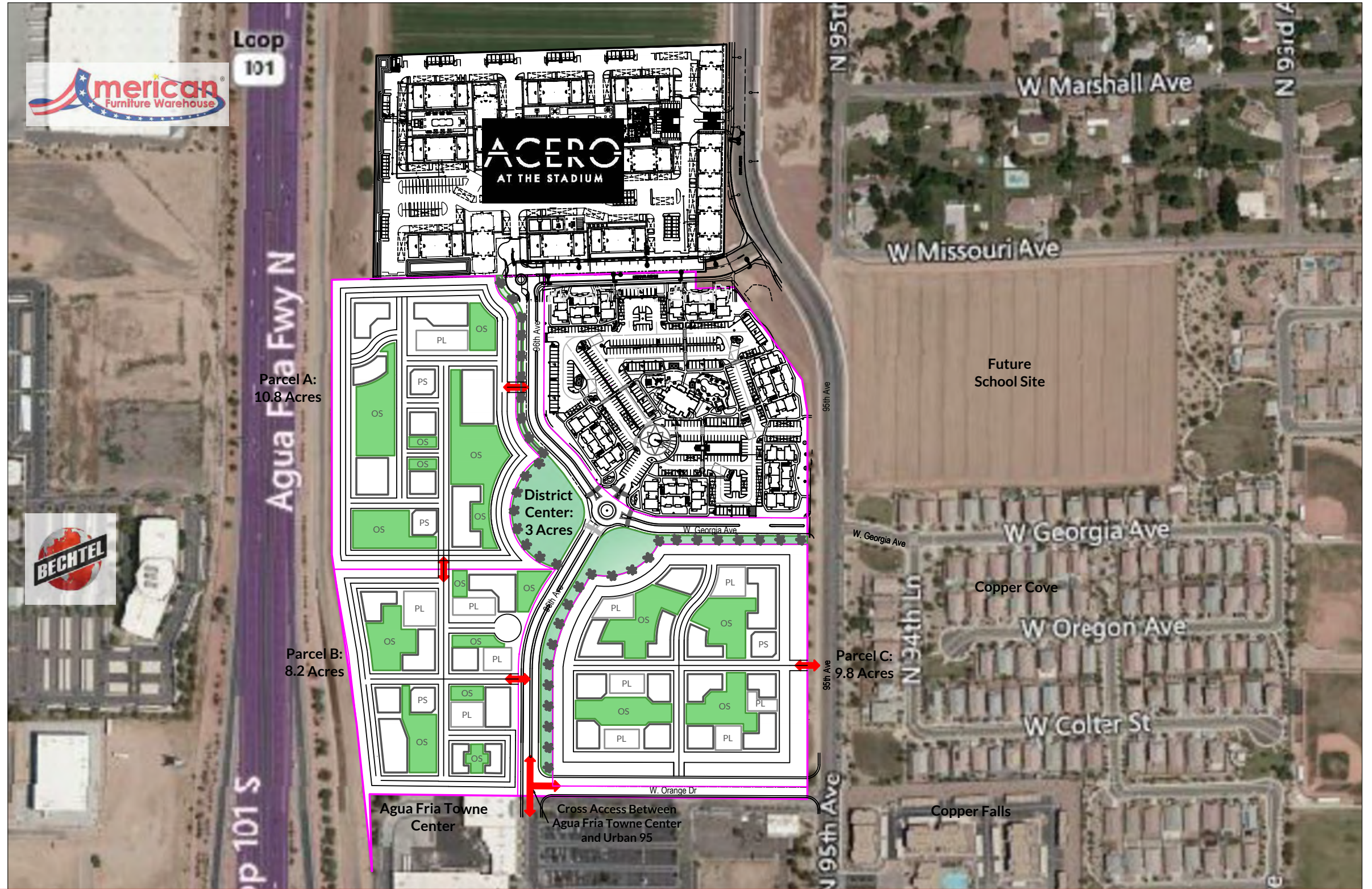
R.O.W. Dedications: 2.43 Acres

**Total DU: 1,500**

- District Center: +/- 3 Acres
- Residential Structure
- PS Parking Structure
- PL Parking Lot
- OS Open Space

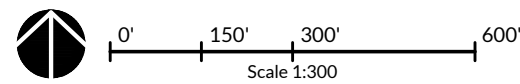
**NOTE:** Final open space is subject to design review approval.

Open Space Calculations	
Parcel A	2.3 AC
Parcel B	1.4 AC
Parcel C	1.8 AC
District Center	3 AC
<b>Total</b>	<b>8.5 AC</b>
Percentage Open Space Provided	25%



## Urban 95 | Open Space Plan

June 2022



Prepared by:  FROKE URBAN PLANNING, LLC.

Prepared for:  VISION CAPITAL PARTNERS

