

Project Narrative

The Cleveland

Luxury Townhome Project
Sarival Avenue and Portland Street



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Introduction

This Project Narrative is provided in support of a request to rezone a vacant 6.23-acre (net) property south of the southeast corner of Sarival Avenue and Portland Street from AU (Agricultural Urban) to MF-18 PAD (Multifamily) to develop a 100-unit luxury residential community, to be known as The Cleveland.

The developer is Porter Kyle, a Scottsdale-based developer with a well-earned reputation for creating high-end residential communities throughout the Valley.

Site Background

As stated earlier, the site is located south of the southeast corner of Sarival Avenue and Portland Street, just south of the I-10 freeway. The property is currently developed with a single residence and a wireless communication facility, which is now out of touch with the character of the east side of Sarival Avenue, which is mostly developed with quasi-commercial uses such as churches and a school.



The site technically consists of two adjoining parcels (though the main parcel makes up most of the total lot). These parcels will be combined into one lot as part of this development. The site is long and narrow. We often refer to these types of parcels as “bowling alley parcels.” They are very difficult to site plan.

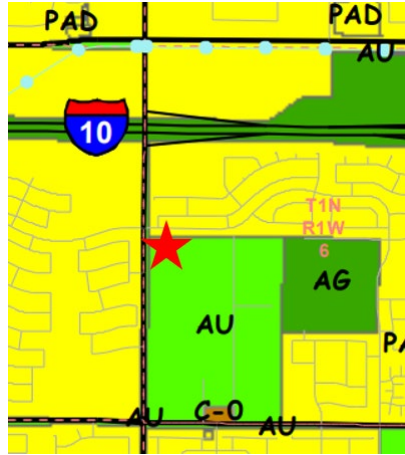


The existing single-family residence has an existing driveway from Sarival Avenue and the structures are oriented along the street frontage. But as the above aerial reveals, the property is highly underutilized. This type of underutilized property, with its close freeway access and its front onto an arterial roadway, is ripe for development. What we are proposing is a unique, luxury townhome product that will complement the existing housing options in the area. The architecture will be attractive and unique and will enhance the appearance of this general area. Based on experience with similar developments elsewhere in the valley, we are planning for this development to attract and retain higher-income residents with expendable income to spend in Goodyear. This anticipated demographic of residents will provide great support to the retail, entertainment, and dining in the immediate area.

The site is currently zoned AU (Agricultural Urban) with a General Plan designation as “Neighborhood.”

A Neighborhood designation allows for “a wide range of densities and housing products, public and community facilities such as schools and places of worship, and commercial uses at

appropriate densities and locations”. This proposal and area in general fits within that category by providing a range of housing densities and services.



Project Overview

The Cleveland proposes a residential community of two-story luxury townhomes. The proposed 100 units will be clustered in 6-unit and 8-unit buildings and will be a mix of one-bedroom (24 units), two-bedroom (44 units) and three-bedroom (32 units) units. The maximum height will be 2-stories (30-feet). The proposed density is approximately 16.05 du/acre (gross), which will greatly support the existing and future employment in the area.

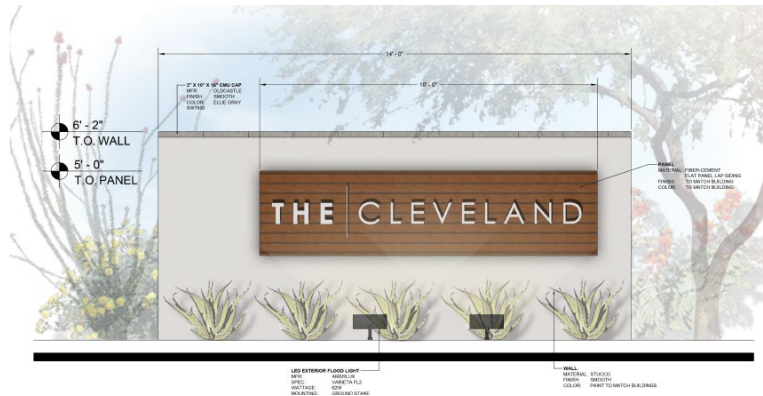
Many multifamily projects require residents to park in a common surface parking lot, and only sometimes with shade. Each of our residents will have their own 2-car garage. Similarly, multifamily projects typically rely on common open space as the *only* means of providing open space to their residents. But we will provide *both* private open space and common open space. Our private space will consist of balconies on every unit. Nearly every unit will have a private backyard, which will feature artificial grass, a tree, a BBQ area, and a doggie door. In those few instances where site planning constraints have prevented the addition of a private backyard, we have provided a private porch instead. The common open space will be enhanced over most communities of this size, and will include a pool, clubhouse, co-working space, gym, dog park and outdoor kitchen area.

The site includes a walkable environment that is surrounded by landscaping and first-rate modern architecture. The internal streets are broken up by landscaped “bump outs” to keep speeds low and encourage pedestrian safety. At-grade planters have been incorporated along the drive aisles to enhance the pedestrian zone and provide buffers between the buildings and

the drive aisle. Additionally, we are proposing an enhanced entry feature that will be attractive for passers-by and will provide a sense of arrival to residents. The proposed design is shown to the right.

Architectural Style

Conceptual elevations depict clean, modern lines while creating movement in the façade with the materials (see below).



side elevation



side elevation



2 private yard elevation



At The Cleveland, strong building forms are complemented with lighter accent elements including shade canopies, decorative railing and fencing and wood shade overhangs. Complementary accent colors were added to the front and back elevations, which helps to provide depth and movement. Variation in the building elevations detach the townhome entries from the streetscape, drawing the eye to windows and balcony openings that are accentuated with metal and wood accent materials.

The architectural design of the project is eye-catching and gives the project a sophisticated and modern aesthetic that we believe will place it among the best residential projects in the City.

It is envisioned that the tenants of The Cleveland will come from various demographic groups, but one target in particular would-be young professionals looking for a luxury residential experience and close proximity to I-10 and Loop 303. These young professionals may work at one of the many nearby employment areas, including PV 303, Luke Air Force Base, Amazon or Compass.

PAD Deviations

As stated above, Porter Kyle is proposing a high-end residential community that will provide needed density for the City's employment and needed rooftops to support the City's commercial. Rather than develop at the edge of the City, we are developing in the heart of the City. Although we are not the final parcel in the area to develop, this property still qualifies as infill because development is present in all four directions. This parcel is also small at only 6 acres. We are only asking for a minor amount of relief under the PAD Overlay, which is appropriate given the surrounding buffers. This relief is important to be able to accomplish the project.

Setbacks

Our proposed PAD reduces side yard setbacks from 30' to 20' on the north side and to 15' on the south side of the community. This reduction is mitigated by the presence of a 65' landscape tract on the north side of our property line, which is owned and maintained by Canyon Trails Homeowners Association. This tract does not contain any pathways, nor is it otherwise active. It appears to function as drainage only. Combining this open space with our proposed setbacks totals a combined setback of 87' to Portland Street, which is more than sufficient.



Adjacent to the southern property line is a church, zoned AU. There is an existing 10' landscaped buffer on the church property adjacent to the property line, then there is a parking lot. The proposed 15' setback will not have an impact on the parking lot or church itself.

Additionally, the PAD proposes to reduce the rear yard setback from 30' to 15' on the east side. There is an existing canal along the eastern property line that creates an additional 20' buffer to the existing single-family residential lot.

Again, this parcel is long and narrow, making development challenging. Setback relief is needed along the property boundaries to allow for a sufficiently sized developable area on this narrow lot. Fortunately, the north side and the east side have built-in buffers and the south side has a use that will not be negatively affected by a reduced setback.

Trash Enclosure Setbacks

Our proposed development places a trash enclosure within 50' of a residential zoning district parcel, however, this parcel is a landscape buffer and does not contain single family homes. The trash enclosures will be well over 150' from existing single-family residential homes and more than 80' away from a lot which may, in the future, contain a residential home. The PAD Overlay deviation request is for trash enclosures to be no closer than 80' from residential lots. As can be seen on the aerial exhibit to the right, the



lot to the east is an irregular triangular shape, and 150' from the future location of our trash enclosure extends only into the tip of the triangle, which is an area not suitable for any future residential development. Accordingly, our site still complies with the intent of the ordinance requirement and provide certainty to future residents to the east. Additionally, trash enclosures will not be closer than 20' to a residential multi-family structure on the property and will (a) contain landscaping between the trash enclosure when near the residential multi-family building, (b) be oriented away from adjacent residential multi-family buildings and (c) be visually screened.

Double Wall

Along the north property line, the adjacent community has erected a block wall (“HOA Wall”). At first glance, it would appear we could share the HOA Wall and have it serve as the rear wall to our backyards along that property boundary. However, there is an APS easement running along our side of the shared property line, which we cannot enclose into the private backyards. That area must remain open.

It also does not work to move our fencing further south to meet the full 20’ of spacing between our rear walls and the HOA Wall. Doing so would cause the loss of 8’ off our rear yards along the north property line, which would make those yards unworkably small. However, the solution is to construct our rear yard walls, which are parallel to the HOA Wall, at a distance of at least 10’ from the existing HOA wall and for those walls to be full view fencing (i.e. wrought iron and support columns). Management will ensure residents do not cover the view portion of the view walls.

All walls that are within 20’ of, and run perpendicular to, the HOA Wall, will consist of no more than 4’ of CMU (Concrete Masonry Unit) or similar material. Above those 4’ of CMU, there shall either be no fencing or wrought iron view fencing only.

We understand the reasoning behind not allowing less than 20’ between *solid* walls on both sides. Solid walls on both sides would create an alley without visibility. But by providing a minimum of 10’ between walls and then constructing view fencing on our side, we will be providing adequate visibility into that space. Additionally, we will be activating that area with a 4’-wide compacted DG walking pathway. With these elements in place, we believe we have mitigated any potential concern.

The added benefit of this approach is that we will now have a walking path that will serve as an extra amenity for our residents and will connect them to the 20' canal easement to the east. That easement will then convey them south along the canal to the signal at Sarival Avenue and Van Buren Street (shown below).



Zoning Compatibility

Consistency with the General Plan

The General Plan designation for this site is “Neighborhood.” As stated earlier, the Neighborhood designation allows for “a wide range of densities and housing products, public and community facilities such as schools and places of worship, and commercial uses at appropriate densities and locations.” The immediate surrounding area and this proposed development can easily be qualified as fitting within the Neighborhood category. There are existing churches, schools, and residential uses ranging from a lower density single family to a higher density multifamily within a half mile of the subject property. The proposed project with its medium density of 16.05 DU/A will fit in seamlessly with the area.

Suitability of the subject property’s physical and natural features for the uses permitted under the proposed zoning district

The Property is relatively flat with no natural features. The long narrow shape is a development constraint for many types of development but works well for this type of community. By selecting a product that is a blend of multifamily and single family, we are able to develop a community that pencils financially but also one that is compatible with the existing single-family communities.

Compatibility of all potential uses allowed in the proposed zoning district with surrounding uses and zoning

The proposed zoning district is MF-18 PAD. The combination of the site, its surroundings, and the proposal are a good fit. The project itself is only two stories, which is in keeping with other two-story, single-family homes in the area. The properties along the east side of Sarival Avenue have developed with quasi-commercial uses such as church as a school. This property is no longer suited for a single-family home.

The property is well buffered from its neighbors. To the north, there is a large, landscaped tract for the HOA and then a road before reaching the homes to the north. To the east, there is a canal between the subject parcel and the rural parcel. The portion of the rural parcel due east likely will not be developed with any structure because of its narrow and pointed shape. To the south is the church property, which has a landscape tract, two rows of parking and a drive aisle before reaching the church. And even without the distance to the building, the church operation would not be negatively impacted by adjacent residential development of two-story homes. To the west, Sarival Avenue acts as a buffer. There are 120' between our west property line and the neighbors' east property line on the other side of Sarival Avenue. The distance is even greater, approximately 165', between our first building and that community's nearest house.

As stated earlier, there is a range of housing density in the immediate area. This proposed development will fit within that character for the area and within the other uses along Sarival Avenue. We do not believe Goodyear needs or wants another church or school along this stretch of Sarival Avenue. This proposed use is much better for the City's employment and retail uses.

Proposed zoning district's consistency with other land uses within the immediate area and whether uses allowed under the proposed zoning district would be better suited to the subject property than the uses allowed under current zoning

The current zoning allows for agricultural uses and single-family residential. Although it has existed like this for many years, it is no longer consistent with the development along Sarival Avenue. Over the last two decades, the predominantly agricultural area has developed into residential neighborhoods and quasi-commercial uses to support those residents.

Demand for the types of uses permitted in the proposed zoning district in relation to the amount of land currently zoned and available to accommodate the demand

There is a high demand for multifamily in the area. This area has seen an uptick in development and zoning activity as it sits between the Loop 101 and the Loop 303, which link I-10 with the I-17 through this area and serves as a major growth center within the west valley. The proximity of Luke Air Force Base, PV 303, and many other larger employers and an expanding base of businesses in the area makes this site ideal for this type of unique and

luxury-level multifamily development. The proposed development will deliver needed housing diversity in this area.

Demands for public services that will be generated by the uses permitted in the proposed zoning district

The proposed development's demand for public services will be in alignment with what is typical for multifamily projects. Based on the "Preliminary Water Memorandum" included with this submittal, the "domestic water, fire water and irrigation systems can serve the anticipated demands."

Potential adverse fiscal impacts that will result from providing services to areas not in proximity to where existing public services are provided

There are existing public services already provided in the area.

Utilities

Water

Based on the information provided within the Preliminary Water Memorandum, the proposed domestic water, fire water, and irrigation systems can serve the anticipated demands generated by the proposed multi-family residential site. The water provider is the City of Goodyear.

Sewer

Based on the information provided within the Preliminary Sewer Memorandum, the proposed system can adequately provide sewer service for the proposed development. The proposed sewer system is consistent with the intent of all applicable federal, state, and local requirements. The sewer provider is the City of Goodyear.

Drainage

Based on the information provided within the Preliminary Drainage Report, the hydrologic and hydraulic design elements of this project were prepared in accordance with design criteria outlined in the City of Goodyear Engineering design Standards and Policies Manual. As designed, the proposed development will not adversely impact any adjacent or downstream properties and is consistent with the intent of all applicable City & County Drainage Standards. All local and state requirements for erosion control, groundwater recharge, retention and

water quality are met with the Site design as proposed and outlined herein. The proposed impervious improvements will generate an increase in surface runoff which will be managed by curb, inlets, pipe network, and underground retention. The proposed retention basin will percolate the stormwater volume through the proposed drywells. The ultimate site outfall is located at the southwest corner of the Site. There will not be phasing with the development of this project.

Streets

Based on the information provided in the Traffic Impact Statement, access to the proposed site will be provided at the new right-in and right-out only access driveway on Sarival Avenue south of Portland Street. It will operate as a T-intersection controlled by a stop sign with the access driveway approach stopping for Sarival Road. The City of Goodyear requires a median on Sarival Avenue to prevent left-turn movement into the site. The City of Goodyear requires right-turn deceleration lanes at all driveways that access an arterial roadway. Therefore, a right-turn deceleration lane has been provided on Sarival Avenue at the site driveway. The ultimate Street ROW type shall be determined by the Transportation Master Plan and shall conform to the EDS&OM standard street details.

Existing Irrigation

The existing drainage channel along north will be abandoned as it does not serve any additional properties.

Existing Overhead Power Lines

The existing overhead powerlines will be placed underground along the northern property line within the existing easement. No development will take place in this area except for the rear yard view fence, landscaping (which will be controlled by the APS easement) and a walking path.

Communications Tower

The existing communication tower will remain on the property in its existing location with an existing 10' high wall enclosure. Washingtonian Palm trees are planned around the existing monopole to mitigate the visual impact. The presence of the pole is unavoidable, and we believe we have provided the best solution under the circumstances.

Conclusion

The Cleveland will be a premium community for the City and will both benefit from and provide benefit to the immediate neighborhood. This community will not only provide higher income individuals to support the neighboring services and commercial, but it will be an architecturally pleasing addition to the neighborhood.

The modifications under the PAD Overlay are minor and promote the development of a premier community that features first-rate amenities, private open space, and sophisticated modern design. We believe the subject site is an appropriate location for this type of residential housing and that our design is at the level of quality the City is seeking.