

G83 Plaza

General Plan Amendment & Rezoning Application

Project Narrative

Application Nos. GPA19-10 & ZON19-05

**Southeast Corner of Glendale Avenue & 83rd Avenue
8283 West Glendale Avenue**

APPROVED

Ord 20-55 8/11/20

ZON19-05

**City of Glendale
Planning Division**

**Revised:
May 2020**

Development Team

Property Owner:

Rightstart Subsidiary, LLC
Scottsdale, AZ

Applicant / Planning Consultant:

Jon M. Froke Urban Planning, LLC
Phoenix, AZ

Contents

1. Introduction
2. Project Description & Development Concept
3. General Plan Amendment & Rezoning Application
4. Planned Area Development
5. Findings and Conclusion
6. Architectural Themes

List of Exhibits

- Exhibit A: Vicinity Map / Aerial Photograph
Exhibit B: Existing General Plan
Exhibit C: Existing Zoning Map
Exhibit D: Conceptual Site Plan

List of Tables

- Table 1: Permitted Land Uses
Table 2: Conditional Land Uses
Table 3: Prohibited Land Uses
Table 4: Proposed PAD Development Standards

1. Introduction

Rightstart Subsidiary, LLC (the "Property Owner"), requests consideration of a general plan amendment and rezoning application for property located at the immediate southeast corner of Glendale Avenue and 83rd Avenue in the City of Glendale (the "Project Site").

Exhibit A: Vicinity Map / Aerial Photograph



The **Project Site** is located along the south side of Glendale Avenue on the east side of 83rd Avenue. The Project Site is approximately 8.23 gross acres and 7.5 net acres. The site is vacant and has never been developed.

Surrounding Land Uses & Zoning

The Project Site is an infill parcel surrounded by existing commercial, single-family residential subdivisions and multi-family development. The surrounding land uses are as follows:

- North:** Abandoned gas station and single family residential, across Glendale Avenue.
- East:** Duplexes.
- South:** Apartment complex.
- West:** Shopping center with pharmacy, gasoline station / convenience store, restaurants and daycare.

Existing residential development to the north and east are zoned R1-7 PRD and R-3. The apartment complex to the south is zoned R-3. Commercial property to the north is zoned C-2 and to the west is zoned SC.

2. Project Description & Development Concept

The Applicant proposes **G83 Plaza** as a mixed-use **PAD**, Planned Area Development. A mix of land uses is proposed that will respond to market conditions and compliment the nearby **Glendale Sports & Entertainment District**. A Pre-Application Meeting was held with the City of Glendale on August 2, 2018. (SR18-0168).

Westgate Entertainment District is located 1 mile west of the site. Much of the regional demand for retail has already located at Westgate. **G83 Plaza** is intended to compliment **Westgate** and provide local services to existing and future residential neighborhoods in this area. For example, if a hotel is to locate at **G83 Plaza**, it may cater to visitors who want to be close to **Westgate**, the **Arena** and **Stadium**, but do not wish to be that close to the action. The hotel is envisioned as 4 stories with 120 rooms and will include an architecturally integrated porte cochere.

3. General Plan Amendment & Rezoning Application

The general plan amendment and rezoning application requests to change the land use designation from **PC**, Planned Commercial, to **CCC**, Corporate Commerce Center and zoning on the Property from **NSC**, Neighborhood Shopping Center to **PAD**, Planned Area Development. The current land use and zoning designations have proven to not position the property for development on the City's namesake street.

Each development parcel in the **PAD** will be designed to complement each other with shared vehicular and pedestrian access, common landscape themes and complimentary building design materials and elements. The applicant supports a Mixed-Use designation for this property should a new land use classification be created in the City's General Plan in the future.

4. Planned Area Development

The **PAD** will allow this site to be developed with meaningful land uses for the neighborhood. This zoning classification will facilitate development at an intensity that is consistent with existing development in the immediate vicinity while allowing flexibility in land use and development standards that will respond to market conditions. The residential component will complement the Glendale Avenue Corridor. The **PAD** will support the **Glendale Sports & Entertainment District** and the goals of the City of Glendale.

Table 1: Permitted Land Uses

Permitted Land Uses
Commercial Retail
Hotel
Office
Medical / Dental Offices
Fitness Center / Health Club / Gym
Financial Institutions (with or without drive-thru window)
Residential (limited to 150 dwelling units)
Restaurant (with or without drive-thru window)

Table 2: Conditional Land Uses

Permitted Land Uses
Gasoline Sales / Convenience Store
Wireless Facilities (subject to the provisions of the Zoning Ordinance)

Table 3: Prohibited Land Uses

Prohibited Land Uses
Billboards / Digital Billboards
Deferred Presentment Facilities (pay day loan)
Hookah Lounge
Industrial
Medical Marijuana Facilities
Piercing and Tattoo Parlors

Table 3: PAD Development Standards

PAD Development Standards
Perimeter Building Setbacks
20 Feet
Maximum Density
20 DU/AC
Maximum Building Height
60 Feet
Maximum Lot Coverage
50%
Minimum Open Space
20% - within Commercial Area
30% - within Residential Area
Parking
Required parking will comply with the Zoning Ordinance, 10' x 20' parking spaces are anticipated. Parking for the fitness center and hotel will be determined at the time of Design Review.

Screening / Miscellaneous

G83 Plaza will incorporate appropriate screening methods. Decorative CMU block will be used for parking lot screen walls. It is not anticipated that the existing block walls along the east and south property line will be modified. Landscaping will provide screening between the commercial and residential component of the project. Trash and recycling dumpsters will be enclosed with decorative masonry block and will include metal gates. Mechanical equipment will be screened from public view with parapet walls and other appropriate screening methods as needed.

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 in Glendale Avenue and 83rd 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 in Glendale Avenue and 83rd Avenue. No other off-site sewer improvements are anticipated.

Transportation & Circulation

G83 Plaza will be accessed from new and existing driveways. The primary entrance onto the site will be on **Glendale Avenue** to align with the existing landscape median break. It is not anticipated that additional right-of-way dedications will be needed for **Glendale Avenue** and **83rd Avenue**. Roadway improvements along both streets will be constructed as part of the project, subject to **Design Review**.

Subsequent to the zoning approval, the right-of-way for **Lamar Road** was abandoned by the property owner at the request of the City Traffic Engineer. At that time, it was determined that **Lamar Road** was not needed along the south property line. How to terminate **Lamar Road**, west of **81st Lane** (which is off-site), will be determined at the time of **Design Review**.

Subsequent to the zoning approval, the City constructed the existing raised landscape median and landscape improvements in advance of the **2008 Super Bowl** enhancements to the area. The existing median break will provide access to the site for westbound motorists on **Glendale Avenue** who wish to turn left (south) into the site. Future driveways into **G83 Plaza** will be reviewed and approved by the City at the time of **Design Review**. Shared driveways to the site will be determined at that time.

Local bus transit service is available on **Glendale Avenue** and **83rd Avenue**. These bus routes provide access to Historic Downtown Glendale, Old Town Peoria, Westgate, and Luke Air Force Base. The Glendale Urban Shuttle and Dial a Ride is also available to the site. New driveways within the Project Site will provide access to each development parcel.

Additional driveways will be provided on Glendale Avenue and 83rd Avenue as approved by the City, at the time of **Design Review** to provide safe off-site and on-site circulation.

Planned Open Space & Amenities

G83 Plaza will include a minimum of **20%** of open space in commercial areas and **30%** in residential areas. Both pedestrians and bicyclists will be accommodated in the design of each phase of development. All retention basins will be sized to accommodate the on-site impervious surface areas. Final design and amenities will be determined at the time of Design Review for each development parcel.

Exhibit B: Existing General Plan

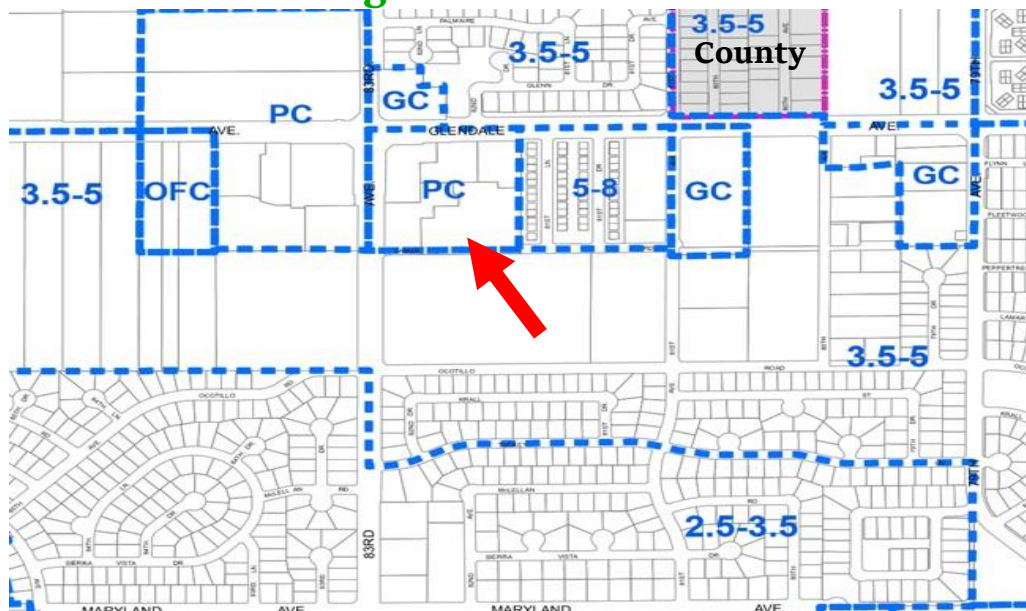


Exhibit C: Existing Zoning Map

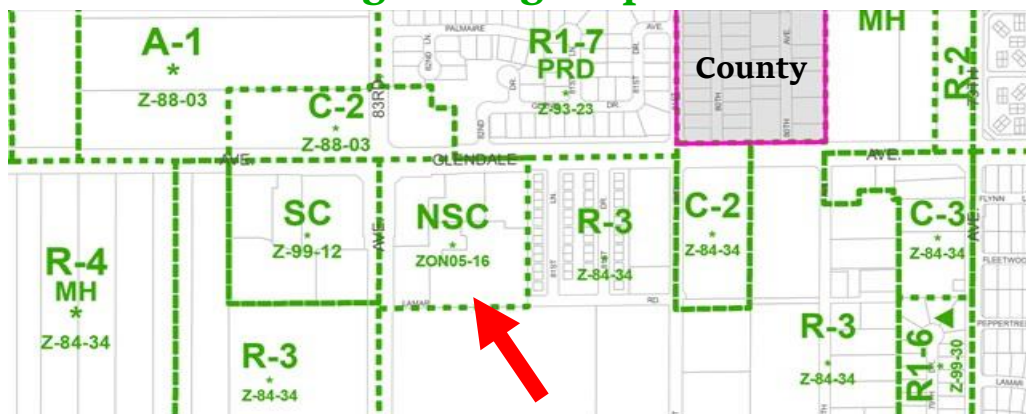
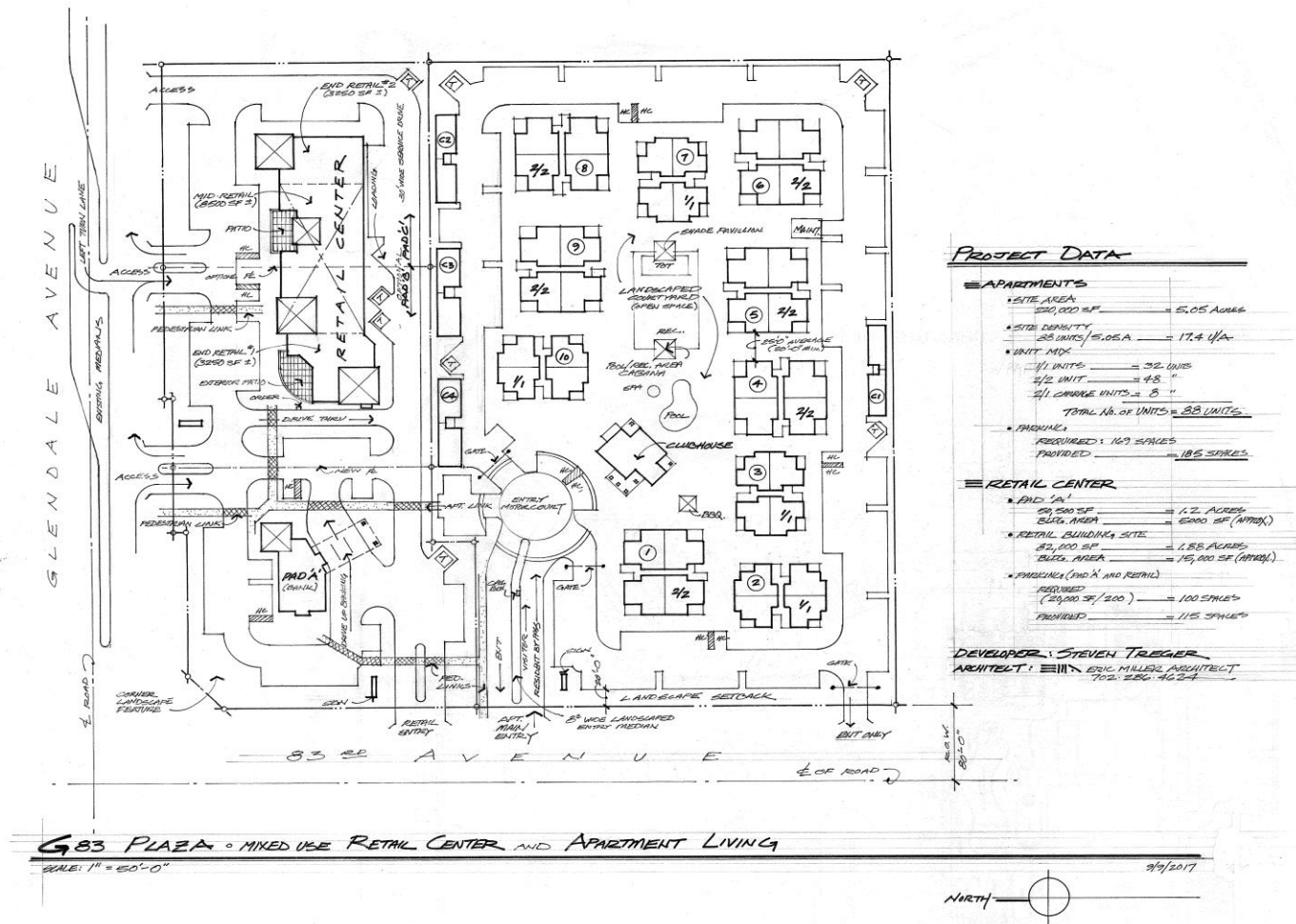


Exhibit D: Conceptual Site Plan (Subject to Design Review)

Site: 8.23 Acres



5. Findings & Conclusion

This application warrants approval based on the following findings and conclusions:

- The proposal will be compatible with surrounding residential and commercial development.
- The proposal meets the City's expectations regarding site planning, landscaping, building materials, colors, and screening of mechanical equipment.
- The completed project will provide additional shopping, dining and hospitality that will complement the nearby **Glendale Sports & Entertainment District**.

- This proposed development will serve two primary objectives of the General Plan by:
 1. Creating new infill development opportunities; and
 2. Creating new opportunities for jobs.

Conservation, Rehabilitation and Redevelopment Element Policy. The City shall encourage and support infill development to take advantage of existing infrastructure, community and educational facilities, and enhance existing neighborhoods.

G83 Plaza will fulfill the City's goal of promoting in-fill development

- **Environmental Planning Element.** There are noise limitations for construction activities, including operation of equipment, to time periods specified in City Code or under a city-granted permit.
- Development of the **Project Site** will comply with the City's noise ordinance.

Environmental Planning Element. Glendale's Outdoor Light Controls Ordinance is intended to ensure lighting systems are designed to provide for nighttime safety, utility, security, and productivity, while conserving energy and costs.

When developed, **G83 Plaza** will comply with the City's Outdoor Light Controls Ordinance.

The Applicant has proposed the development of vacant and under-utilized land in the **Glendale Avenue Corridor**. Future development parcels will be created once the zoning and site plan is approved. This proposal provides an opportunity for infill development and will complement the **Glendale Sports & Entertainment District**.

6. Architectural Themes

This section includes conceptual renderings for hotels, retail development, and banks that may influence the development of **G83 Plaza** and is representative of the quality of future development. Design of the plaza will be finalized at the time of **Design Review**.

Hotel Concepts





Retail Concepts





Bank Concepts





Residential Concepts



