

**Minor General Plan Amendment**  
and  
**Planned Area Development Amendment**  
FOR  
**51 Campana - PAD Amendment**

**North of the Northwest Corner of 51<sup>st</sup> Ave and Bell Rd**

Case Number: GPA21-07 / ZON21-19

1<sup>st</sup> Submittal: June 28, 2021

2<sup>nd</sup> Submittal: September 10, 2021

Final Submittal: October 8, 2021

PLANNING DIVISION  
**Received**  
[8 OCT 2021]

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## NARRATIVE

### I. INTRODUCTION

Sparrow Partners request a Minor General Plan Amendment (“Minor GPA”) and PAD Amendment of approximately 7.44 acres located north of northwest corner of 51<sup>st</sup> Avenue and Bell Road (“Site”). An Aerial Map is provided at **Exhibit 1**. The Site is a portion of a 20.74-acre development known as “51 Campana,” consisting of a combination of Lots 7, 8, and 9 of the Final Plat of 51 Campana, and Lot 10a of a Minor Land Division of Lots 10 and 11 of the 51 Campana Final Plat. The proposed PAD Amendment will allow the Site to be developed as a high-quality senior multifamily community designed for active adults aged 55 years or older, creating a mixed-use development within the overall 51 Campana Site.

### II. SITE, SURROUNDING AREA, AND EXISTING GENERAL PLAN & ZONING

The Site is currently vacant. The property north of the Site is zoned R1-8 where there exist single family homes. 51<sup>st</sup> Avenue borders the Site’s east boundary and there is an existing community shopping center east of 51<sup>st</sup> Avenue that is zoned PSC (Planned Shopping Center) in the City of Phoenix. The property located west of the Site is currently vacant and zoned PAD (part of the “51 Campana PAD” and currently planned for a self-storage center), and there are multiple of commercial pads (also part of the “51 Campana PAD”) south of the Site which include several existing drive-thru restaurants, an emergency medical office, and still-vacant pads zoned for commercial/office uses.

The Site is designated on the City’s General Plan as Planned Commercial (“PC”) and the Site is zoned PAD (“51 Campana”).

### III. PROPOSED MINOR GENERAL PLAN AMENDMENT

We are requesting a minor amendment to the Site’s existing General Plan designation of PC to HDR-30. Sparrow’s proposed development plans are consistent with the HDR-30 land use designation. This Minor GPA request is supported by the following goals and policies of the General Plan:

- **Land Use Element Goal LU-1, Policy LU-1.1: Development is guided by sound growth management; the City shall ensure that sufficient infrastructure is in place for desired land uses.** There is adequate infrastructure surrounding the Site with 51<sup>st</sup> Ave located adjacent to the Site and Bell Road to the south of the Site. Further, the Site is located in an area with existing and planned commercial, retail, employment and medium-density residential uses and this Minor GPA is compatible and complementary to the 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 existing transportation systems available within the area to serve the proposed residential-uses within the area. This Minor GPA further complements the area and places more high-density residential uses, promoting additional ridership and use of the City’s transportation systems. Valley Metro’s Route 170 is a high capacity transit route that

runs along Bell Road. Sparrow's proposed multifamily development will be greater than 15 dwelling units per acre.

- **Land Use Element Goal LU-3; Policy LU-4.1, and Policy LU-4.4: 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.** The proposed Minor GPA will locate multifamily housing near an area with existing and planned retail, restaurants, employment and other complementary uses and further support the City's plan for a walkable, pedestrian environment within an area with mixed-use concepts. The proposed development will further cluster housing, retail, restaurants and transit facilities within this area of Glendale.
- **Housing Element Goal HE-6; Policy HE-6.2: Residential areas relate to workplaces; the City shall encourage housing in close proximity to designated employment areas.** The Bell Road corridor includes a substantial amount of retail trade and employment opportunities. The Minor GPA and the proposed multifamily housing on the Site are located within close proximity of the Bell Road corridor providing a vast number of employment opportunities for residents within this area of Glendale.
- **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 with residential opportunities.** This Minor GPA responds to market demand for more mixed-use development in this area and further supports the Bell Road corridor with shoppers to support local businesses. Further, the proposed mixed-use development on the Site will upgrade the tenant mix in this area with fresh and relevant users in the marketplace.

#### IV. PAD ZONING DISTRICT CONFORMANCE

The proposed PAD Amendment will create a mixed-use development within Campana 51, which meets the defined purpose of the Planned Area Development (PAD) zoning district under Section 5.900 of the City of Glendale Zoning Ordinance as follows:

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

This PAD Amendment allows an existing commercial/office development (51 Campana) to be developed as a fresh mixed-use development with creative and effective land uses that complement the intent of the original 51 Campana development. The proposed uses will complement and support the commercial, restaurant, and office uses within the area. Further, this PAD Amendment incorporates high quality pedestrian elements, vehicular accessways and a

variety of design and development standards which will further complement development within the area.

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

Sparrow's proposed development consists of a high-quality 204-unit multifamily community designed to accommodate active adult 55+ living with age-appropriate amenities. The proposed use is consistent with the character of the surrounding area and special attention has been given to the landscaping and architectural designs in order to create a high-quality attractive multifamily development. The development will add new housing for ages 55+, expanding on the current mixture of housing types available in the area.

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

Sparrow's multifamily development offers a variety of amenities including a lounge area, pickle ball and bocce ball courts, dog yard, community pool with lap lanes and pool exercise areas, shaded outdoor seating areas, and more. The majority of the outdoor amenities are located within large central courtyards, which will be convenient for residents. This is an innovative development where residents ages 55+ can continue living an active lifestyle.

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 Amendment is to create compatible multifamily uses, office uses, and commercial uses that complement the Campana 51 development and surrounding areas. The buildings on the Site will vary between 4-stories and 1-story. The proposal aims to provide convenient access to services within the area and add housing diversity to the areas predominantly single-family homes. Further, the multifamily community will provide an appropriate land use transition from commercial uses (restaurants, storage and shopping center) to the west, south and east of the Site.

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 of Glendale requirements and policies. The design proposal ensures that the property will be developed in a manner that minimizes any potential impact on the surrounding area.

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

A goal of the General Plan is to encourage integration of compatible uses in order to provide a cohesive environment that is in harmony with the existing character of the area. This PAD meets the intent of the approved Campana 51 PAD zoning and the City's policies and goals. Further,

the proposed multifamily community will create a mixed use development within Campana 51 that will be compatible and complementary to the existing uses within the area.

## **V. PROPOSED PAD AMENDMENT**

A major objective of PAD zoning is to accommodate a mix of uses that combine residential and nonresidential land uses through the Site's layout and common design elements, development guidelines, and development standards to create a dynamic project that will be an asset in the area. Another objective of PAD zoning is to create an innovative development for all land use types to provide a greater variety and intensity of uses. The intent of this PAD Amendment is to accomplish those objectives by zoning the Site to PAD for a multifamily use that will be compatible with the area.

Sparrow's proposed development on the Site consists of a high-quality 204-unit multifamily community designed to accommodate active adult living with appropriate amenities. The development will include approximately 128 one-bedroom units and 76 two-bedroom units. A Conceptual Site Plan is provided at **Exhibit 2**. Conceptual Building Elevations are provided at **Exhibit 3**. Illustrative Building Renderings are provided at **Exhibit 4**. The multifamily community is designed for residents aged 55 years and older who are looking to maintain an active lifestyle. This high-quality vibrant development will provide residents the opportunity to live in a community designed for active adults aged 55 years and older with a wide variety of amenities and services available within the community. Conceptual Landscape and Amenities Plans are provided at **Exhibit 5**. The proposed use is consistent with the character of the surrounding area and special attention has been given to the landscaping and architectural designs in order to create a high-quality attractive multifamily development. All areas of the Site have easy access to the surrounding roadways and pedestrian sidewalks.

### **A. Permitted Uses**

The Permitted uses on the Site are as follows: Multiple-residence dwellings (including apartments). Meals and/or transportation services may be provided for residents.

Should the 55+ age restricted community convert into a traditional non-age restricted multi-family development in the future, a revised parking study will be submitted to City Staff and evaluated through the administrative review process.

### **B. Site Layout**

The Site has been designed with Sparrow's amenity-rich 4-story multifamily community. Sparrow has taken extensive design initiatives of the buildings, layouts, building setbacks, and landscape buffers to ensure compatibility with the single-family homes to the north of the Site, which includes, among other features, utilizing a one-story clubhouse rather Sparrow's typical two-story clubhouse, designed the central/middle "wing" of the building to line up proximate to the open retention area to the north (as opposed to single family homes), placed the amenity areas on the north side of the building and pushed the west-east portion of the building approximately 170 feet away from the north property line, and placed one-story garages on the north portion of the Site to give the appearance of a single-family home like elevation. The , increased setbacks, building heights, and other features were thoughtfully designed to provide a buffer adjacent to the single-family homes to the north. Further, the trash enclosures have been

moved away from the single-family homes and a robust heavily landscaped buffer is provided in the northern setback area. A Conceptual Site Plan is provided at **Exhibit 3**.

**C. Development Standards**

The Development Standards for the Site shall be as follows:

Site Development Standards	PAD
Max. Residential Density	30 DU/AC
Min. Open Space %	25%
Min. Landscape Setback	20' - 51 <sup>st</sup> Ave 0' - South Property Line of Site (Min. of 8' landscape area to be provided on north side of interior private drive curb) 10' - West Property Line of Site 10' - North Property Line of Site
Min. Building Perimeter Setback	20' - 51 <sup>st</sup> Ave 10' - South Property Line 10' - West Property Line of Site 60' - North Property Line of Site
Max. Building Height	48 feet
Max. Lot Coverage %	55%
Screening	Garages may be provided in lieu of parking lot screen walls.
Min. Landscape Area	49.5%
Min. Parking Stall dimension	9' x 18'
Min. Private Open Space per DU, balcony/patio SF	65 SF per DU (average of 85 SF per DU)
Accessory Building Perimeter Setback	10'

Land Use	Parking Ratio <sup>1</sup> (Minimum/Maximum)
Multifamily Residential	Min. = 1.35 space per unit; inclusive of guest parking spaces. No Maximum Parking Spaces.

- (1) The amount of parking necessary to support the proposed multifamily development will be carefully planned to accommodate the needs of the use without providing excess amounts of unnecessary parking. Further, the proposed Multifamily developer is Sparrow Partners who has vast experience with similar age-restricted developments around the Country including numerous community in the Phoenix metro area. The minimum parking spaces required for the proposed age-restricted multifamily development reflects parking demand experienced within Sparrow's other age-restricted multifamily developments. A Parking Study has been included with the PAD Amendment Application.

Further, in 2020 the City of Glendale approved Sparrow's other active adult 55+ community in the City (known as Mera Westgate) located at the northwest corner of Zanjero Blvd. and 91<sup>st</sup> Avenue with the same Parking Stall dimensions and a similar Parking Ratio.

#### **D. Comprehensive Sign Plan**

Signage on the Site shall comply with the City of Glendale's Sign Code, except for the modifications below which were also included in Sparrow's Mera Westgate PAD:

1. Freestanding monument sign areas for multifamily land uses shall be no larger than 50 SF for each proposed sign.
2. Temporary signage may be displayed to advertise lease availability. The temporary signage may include banners around the perimeter of the Site and/or temporary wall signage. The temporary signage shall be no larger than 360 SF. Temporary Signage Examples are provided at **Exhibit 6**. This paragraph shall apply to the Site during the construction phase and within 3 months of obtaining certificate of occupancy for a building. Thereafter, the Site shall comply with the City of Glendale's Sign Code provisions regarding temporary signage.

#### **E. Phasing Plan**

Sparrow anticipates the development will be constructed in one phase.

#### **VI. CONCLUSION**

This development will continue the growth seen within Campana 51 and in this area of Glendale and be consistent and complementary of many other businesses along in the Bell Road corridor. The proposed Minor GPA and PAD Amendment will add to the diversity of housing in the area and develop this vacant infill Site with complementary uses that fit into the City's vision and promotion of mixed-use developments. The proposed land uses will be unified through the layout and development standards, providing a great opportunity for residents to live, work, shop, dine and play in the area. We request your approval.

**Sparrow Partners.**

# **EXHIBIT 1**



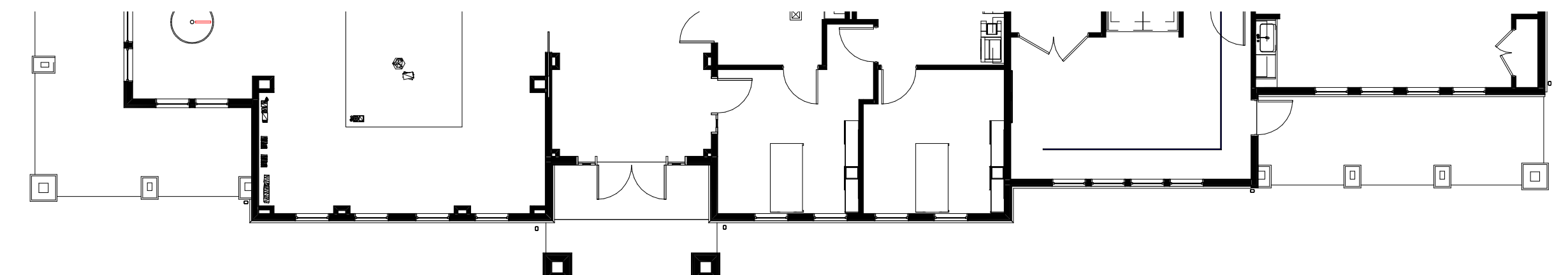
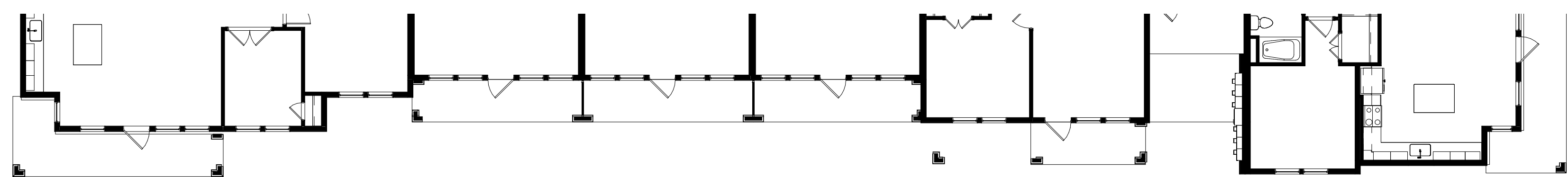
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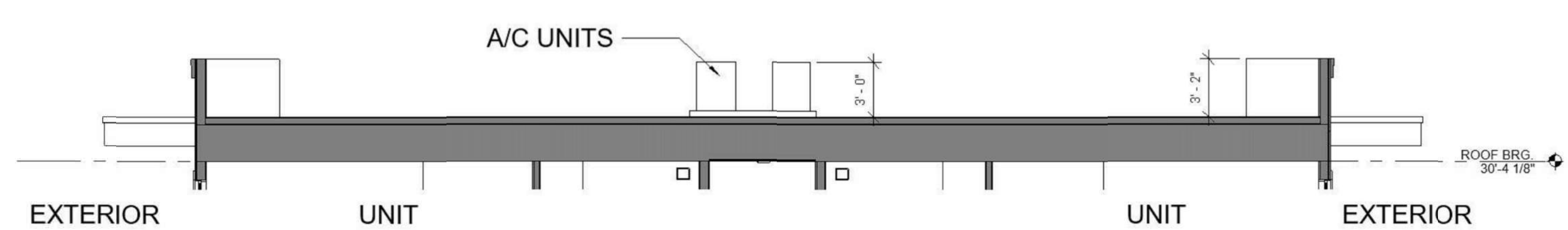
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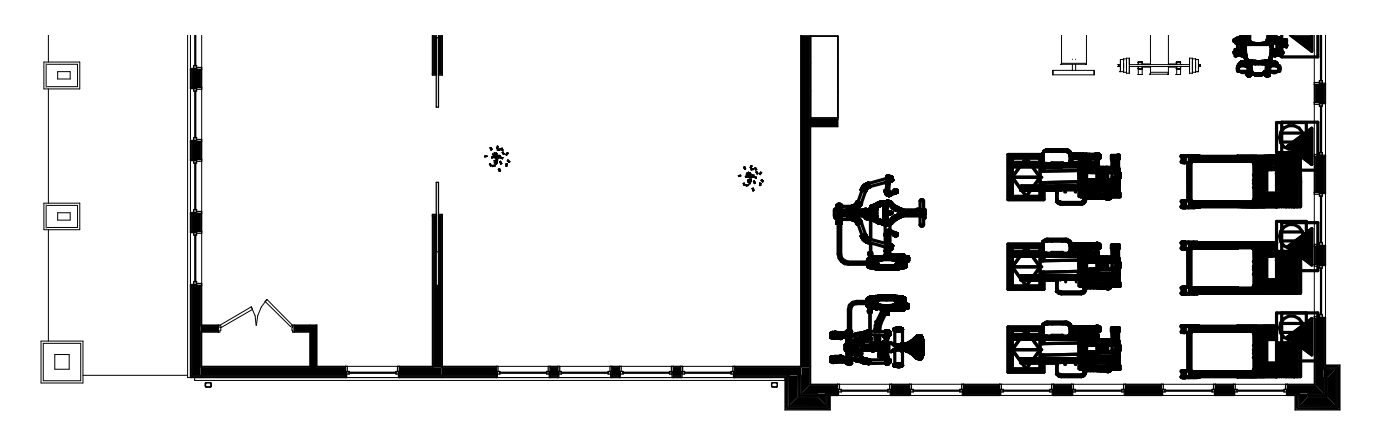
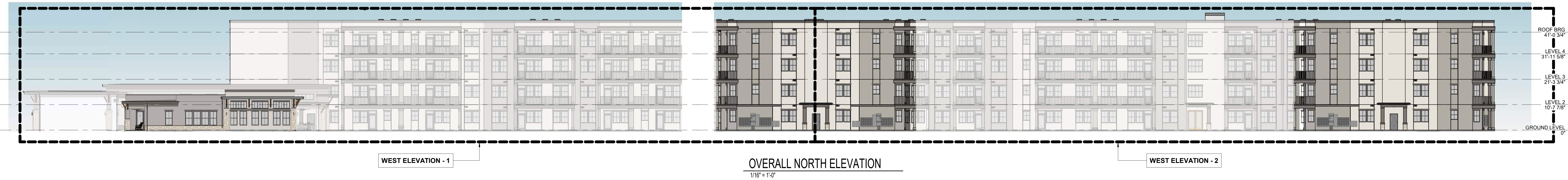
WEST ELEVATION  
3/32" = 1'-0"



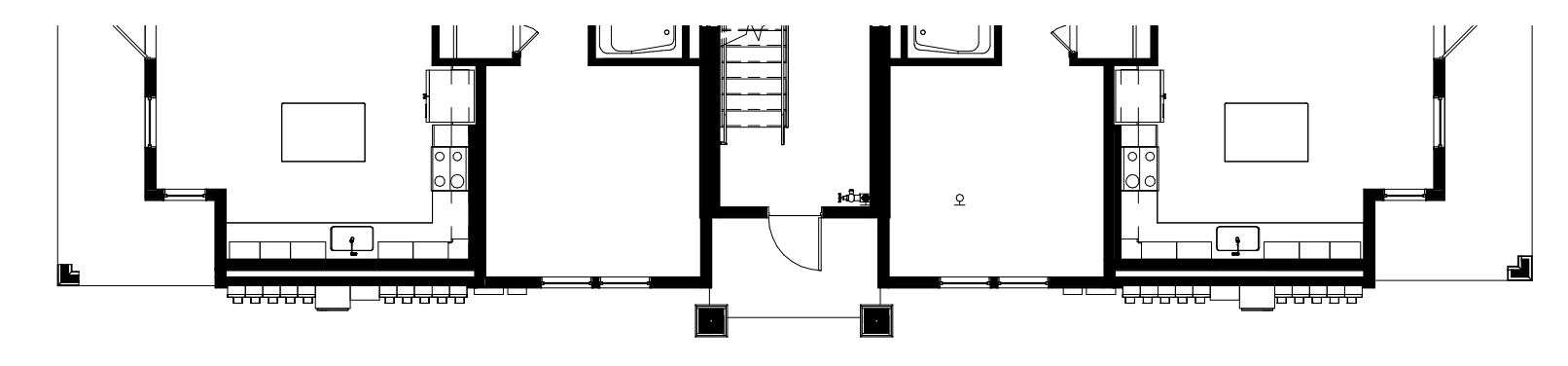
EAST ELEVATION  
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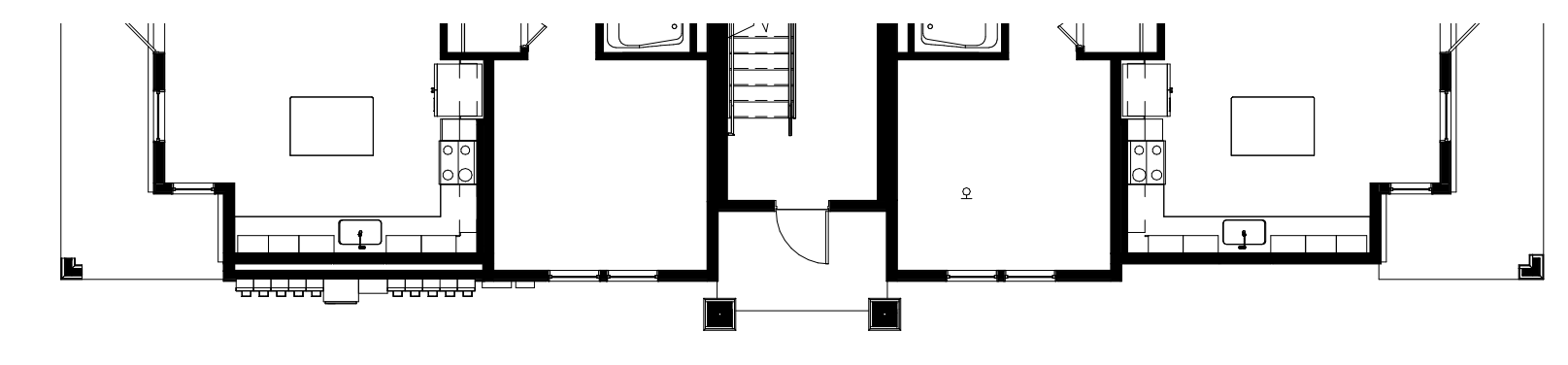
TYPICAL SECTION THROUGH ROOF - MECHANICAL UNITS  
3/16" = 1'-0"



NORTH ELEVATION -1  
3/32" = 1'-0"



NORTH ELEVATION -2  
3/32" = 1'-0"





SOUTH ELEVATION - 1

OVERALL SOUTH ELEVATION  
1/16" = 1'-0"

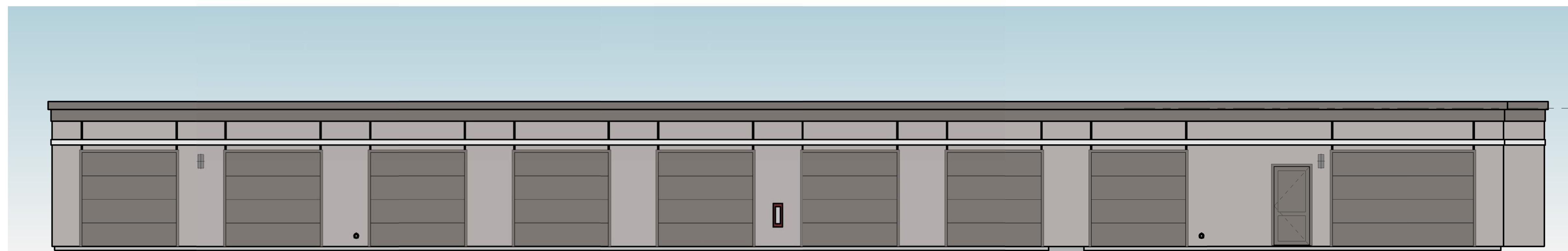
SOUTH ELEVATION - 2



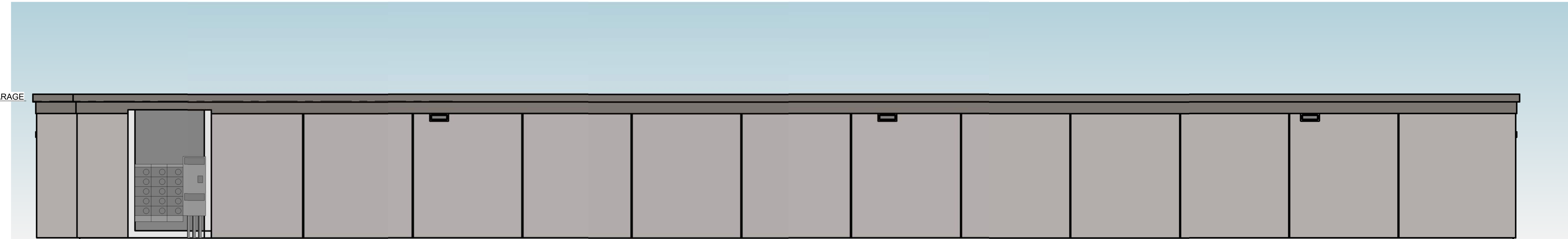
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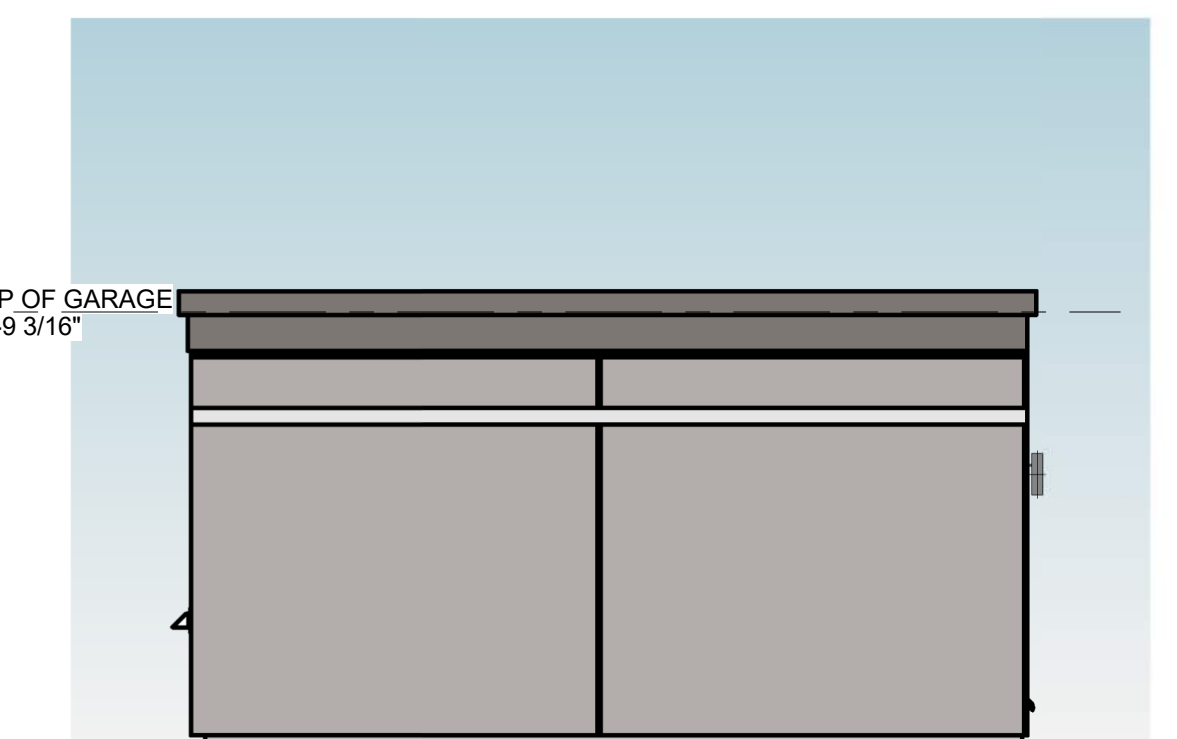
SOUTH ELEVATION - 2  
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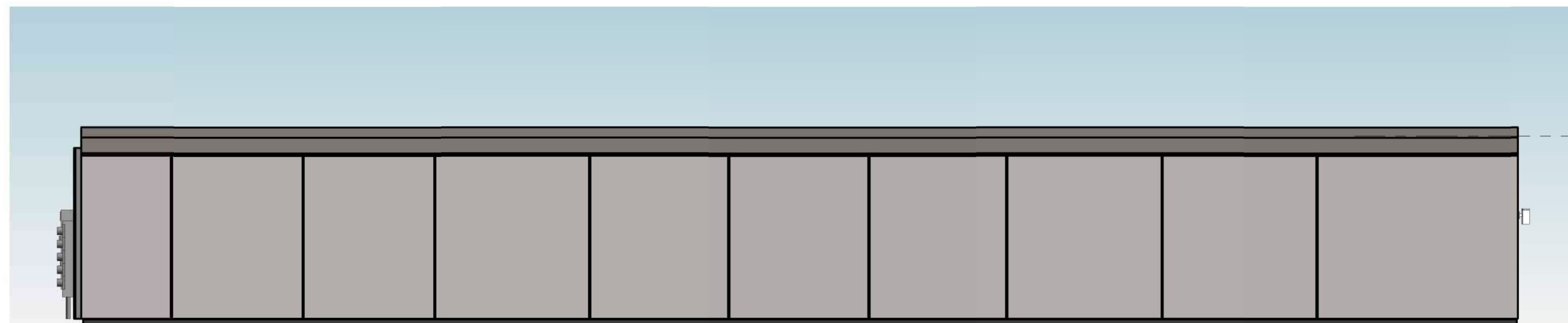
9 BAY GARAGE W/ MAINT. FRONT ELEVATION  
3/16" = 1'-0"



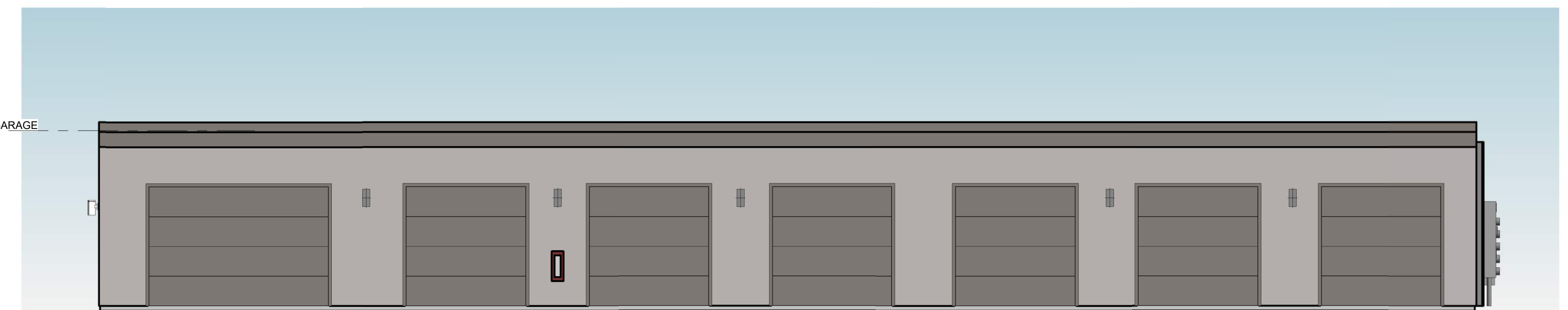
9 BAY GARAGE W/ MAINT. BACK ELEVATION  
3/16" = 1'-0"



TYPICAL GARAGE SIDE ELEVATION  
3/16" = 1'-0"



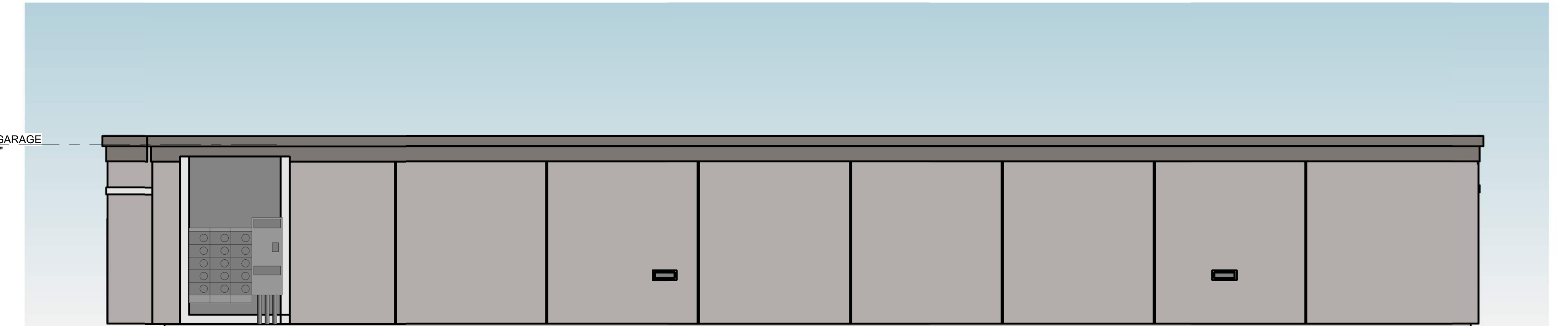
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7 BAY GARAGE W/ ADA FRONT ELEVATION  
3/16" = 1'-0"



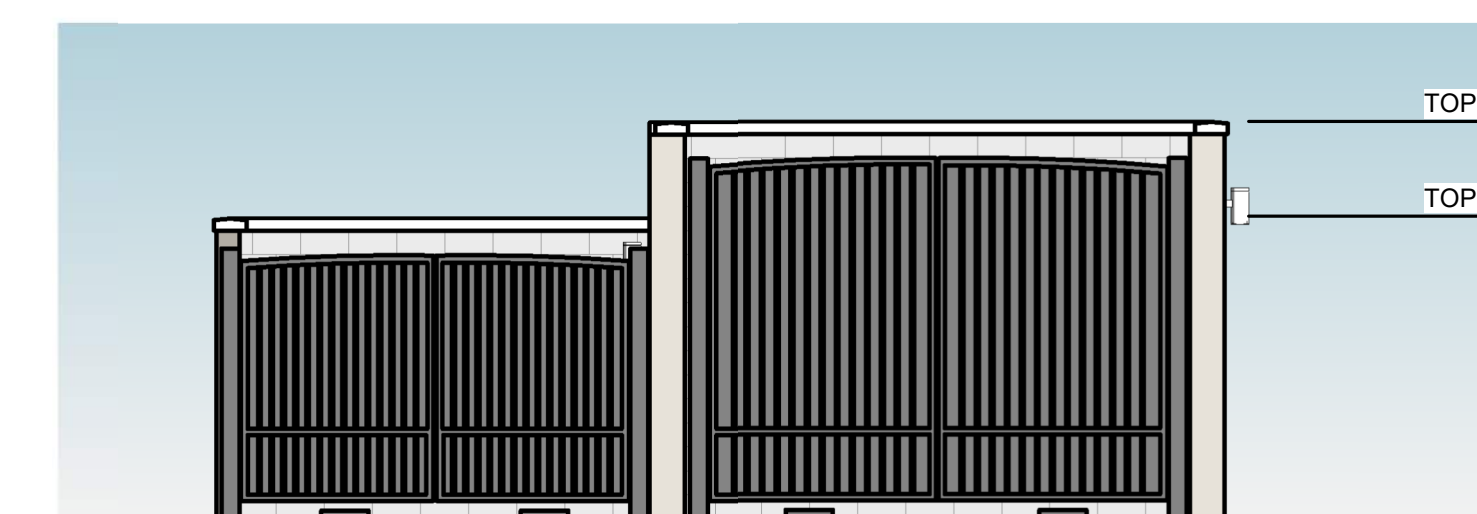
7 BAY GARAGE FRONT ELEVATION  
3/16" = 1'-0"



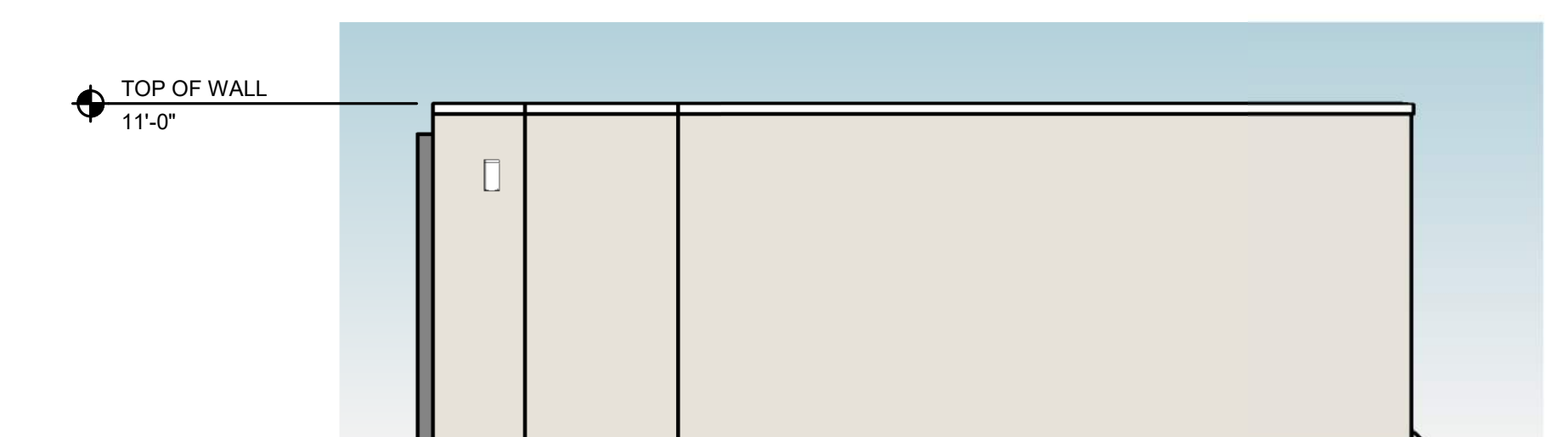
7 BAY GARAGE BACK ELEVATION  
3/16" = 1'-0"



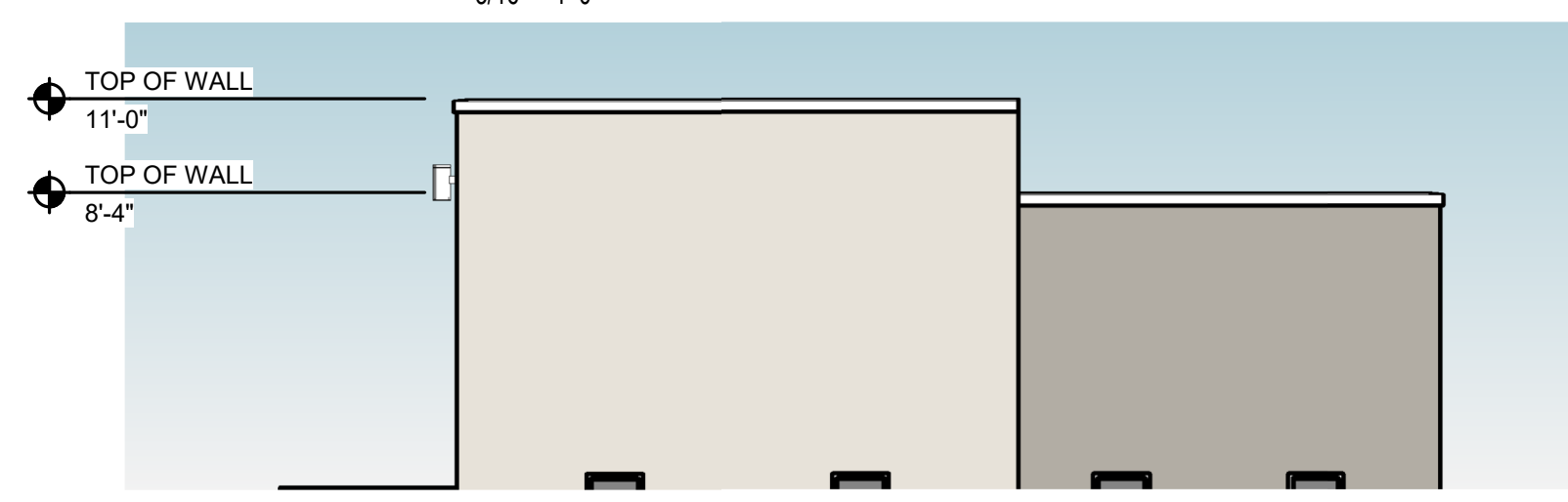
TYP. CARPORTS



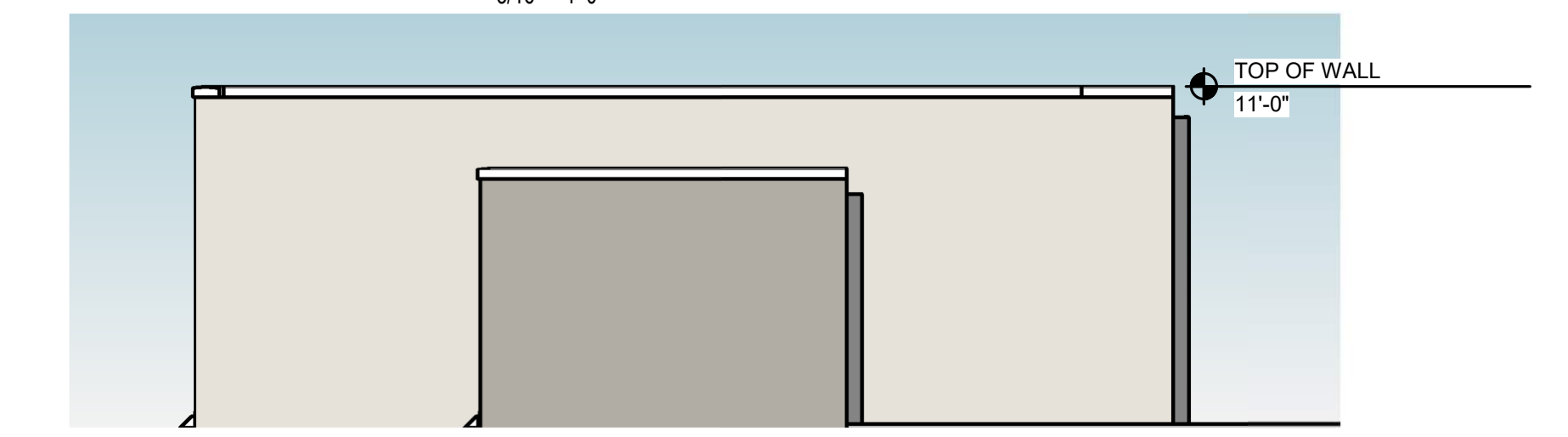
TRASH ENCLOSURE FRONT ELEV.  
3/16" = 1'-0"



TRASH ENCLOSURE RIGHT ELEV.  
3/16" = 1'-0"



TRASH ENCLOSURE REAR ELEV.  
3/16" = 1'-0"



TRASH ENCLOSURE ELEVATION  
3/16" = 1'-0"

# GARAGE ELEVATIONS

# ARROWHEAD APARTMENTS

DATE:03/25/2021

5736

# **EXHIBIT 4**



CLUBHOUSE ELEVATION



CLUBHOUSE ELEVATION



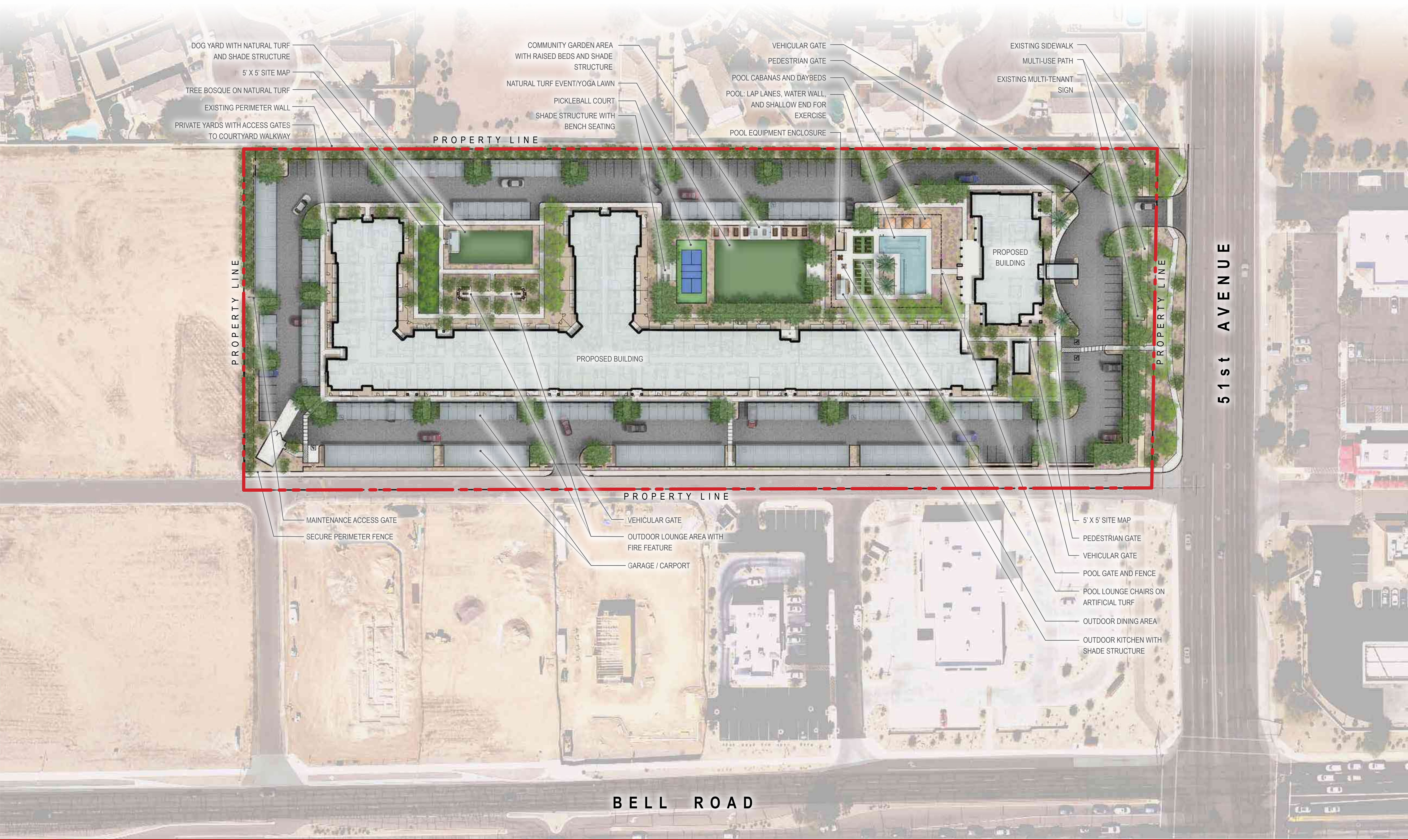
WEST ELEVATION



SOUTH ELEVATION

# **EXHIBIT 5**

# CONCEPTUAL LANDSCAPE PLAN



DOG YARD WITH NATURAL TURF AND SHADE STRUCTURE  
 5' X 5' SITE MAP  
 TREE BOSQUE ON NATURAL TURF  
 EXISTING PERIMETER WALL  
 PRIVATE YARDS WITH ACCESS GATES TO COURTYARD WALKWAY

COMMUNITY GARDEN AREA WITH RAISED BEDS AND SHADE STRUCTURE  
 NATURAL TURF EVENT/YOGA LAWN  
 PICKLEBALL COURT  
 SHADE STRUCTURE WITH BENCH SEATING

VEHICULAR GATE  
 PEDESTRIAN GATE  
 POOL CABANAS AND DAYBEDS  
 POOL: LAP LANES, WATER WALL, AND SHALLOW END FOR EXERCISE  
 POOL EQUIPMENT ENCLOSURE

EXISTING SIDEWALK  
 MULTI-USE PATH  
 EXISTING MULTI-TENANT SIGN

PROPERTY LINE

PROPERTY LINE

PROPOSED BUILDING

PROPERTY LINE

PROPERTY LINE

51st AVENUE

MAINTENANCE ACCESS GATE  
 SECURE PERIMETER FENCE

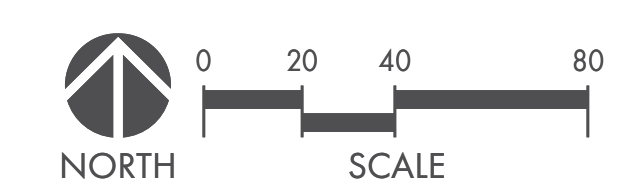
VEHICULAR GATE  
 OUTDOOR LOUNGE AREA WITH FIRE FEATURE  
 GARAGE / CARPORT

5' X 5' SITE MAP  
 PEDESTRIAN GATE  
 VEHICULAR GATE  
 POOL GATE AND FENCE  
 POOL LOUNGE CHAIRS ON ARTIFICIAL TURF  
 OUTDOOR DINING AREA  
 OUTDOOR KITCHEN WITH SHADE STRUCTURE

BELL ROAD

## SPARROW ARROWHEAD | CONCEPTUAL LANDSCAPE PLAN

Glendale, AZ  
 10/26/2021



# **EXHIBIT 6**

Temporary Wall Sign Example



STARTING IN THE  
**\$1100's**

**SOLEA**  
CINCO RANCH

SoleaCincoRanch.com  
(832) 539-7704

ACTIVE ADULT 55+  
APARTMENTS

Date: October 8, 2018

Temporary Fence Line Banner Example

# Art Office Signs

EST. 1980

Location:  
Cinco Ranch, Houston, Tx

Fabricate and install:  
(1) 5'x134' Fence line banner  
@\$2,900 each

**\$2,900**

Price does not include sales tax  
or permits if required

*Art Approval*

Signature

Date

*Art Office Signs*

HOUSTON OFFICE:  
9406 Montridge Houston, TX 77080  
Phone: 713-862-2994 Fax: 713-862-2997

AUSTIN OFFICE:  
201 W. 2nd St. Taylor, TX 76574  
Phone: 512-365-2010 Fax: 512-365-7210

SAN ANTONIO OFFICE:  
5620 Randolph Blvd  
San Antonio, Texas 78233  
Phone: 210-731-0878

[www.artofficesigns.com](http://www.artofficesigns.com)

Graphic Designer: Joseph Hallman

**134'**

55+ Luxury  
Apartments

**281.845.6349**

SOLEA  
CINCO RANCH

**SoleaCincoRanch.com**

55+ Luxury  
Apartments

**5'**

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