

# **Planned Area Development Narrative**

## **District at Civic Square**

October 8, 2020

*Prepared for:*

Kaplan Development Group  
Jerry Davis, President  
7150 E Camelback Road, Suite 444  
Scottsdale, Arizona 85251

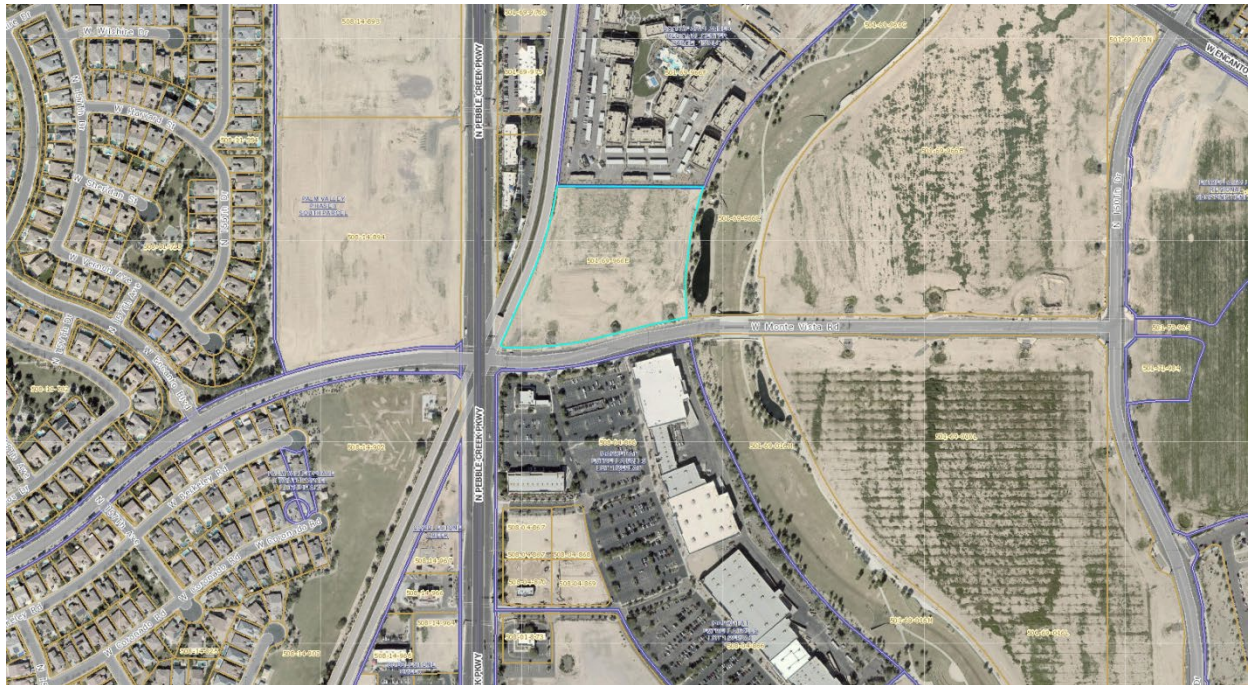
*Prepared by:*

Berry Riddell LLC  
Wendy Riddell, Esq.  
Ashley Porter, Planning Assistant  
6750 E Camelback Road, Suite 100  
Scottsdale, Arizona 85251

## REQUEST

The purpose of this request is to seek a rezoning of an approximate 9.3-acre site located at the northeast corner of Monte Vista Road and PebbleCreek Parkway (the “Site”) to Planned Area Development to accommodate a luxury multi-family project to be developed by Kaplan Companies. The Site consists of one parcel, APN 501-69-966E, and is currently vacant. Similar to the property immediately north that has recently been developed as a multi-family project, the Site is designated as Business and Commerce on the City of Goodyear’s General Plan land use map, which anticipates *high-density residential that supports the area* (Goodyear 2025 General Plan, pg. 124). This proposal orients luxury residences at an appropriate density within the Civic Square at Estrella Falls activity center to create a synergistic land use pattern with the existing and future employment, commercial, retail, community gathering and entertainment uses that surround the Site. Additionally, the Site’s proximity to the Bullard Wash Park will encourage recreation as well as alternative modes of transportation.

### Context Aerial



## KAPLAN COMPANIES

Formed in 1978, Kaplan develops, manages, and acquires multi-family residential properties, retail and office buildings. Kaplan maintains an excellent reputation and succeeds at attracting the most experienced and knowledgeable people in their industry. As a result, the company has grown to be one of the largest management companies in Houston, Texas and now has managed, owned and developed multi-family projects in 17 different states, totaling over 35,000 units. Kaplan continues to remain a significant presence in the markets where they operate, including

1,214 units in Metro Phoenix at a cost of \$335 million.

Kaplan is excited to enter the desirable Goodyear market and sees immense potential in the City's rapidly growing population. Kaplan began developing upscale multi-family projects in the Valley in 2008 and its most recent project, District at Chandler, shown below on the top right, is an example of their ability to develop the highest quality of residential communities with exceptional amenities. As shown below, Kaplan maintains a standard of excellence among their projects and adapts their designs to suit the character of the communities in which they reside. Kaplan is excited to continue their pattern of the highest caliber of residential designs with the District at Civic Square.



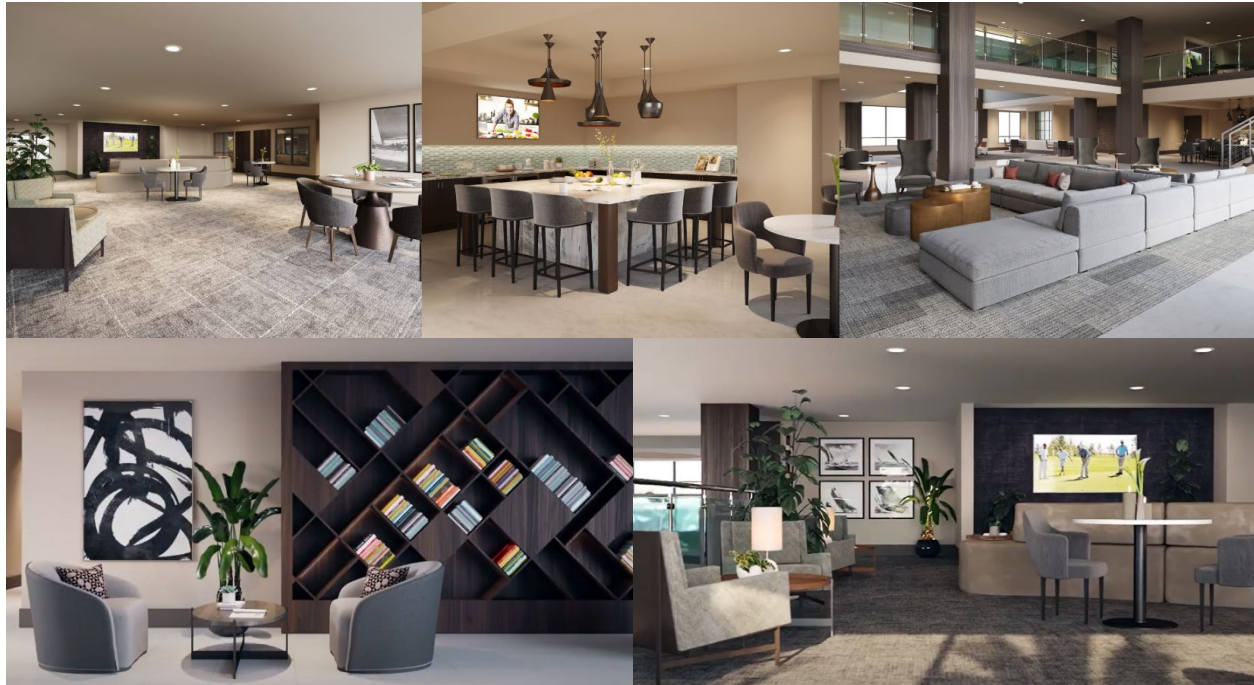
## DEVELOPMENT PLAN

The proposed development will be the first apartment community in Goodyear with 4-story buildings and consists of 352 dwelling units in a controlled access community oriented around a resort-style pool. The building design/layout reflects an urban design that will encourage residents to walk and bike to the surrounding commercial amenities. Private balconies are oriented to provide residents with views of the surrounding context or pool area. The development will consist of luxury features typically offered by Kaplan multi-family projects such



as private cabanas, private office spaces, conference rooms, concierge services, spin studio, dog spa, package lockers, smart lighting, and many other high-end amenities like the District at Chandler development shown below. The thoughtful layouts of the common areas and highest level of luxury make residing at a Kaplan development feel more like living at a resort.

#### **Photos from District at Chandler**



The design of the District at Civic Square features the same level of quality of the development shown above, yet with its own identity that complements the urban nature of this community. A strong sense of arrival is created by a tree-lined entry leading to the two-story leasing office and clubhouse. An interaction with the pedestrian level is enhanced by the incorporation of porches on the street frontage, which also encourages residents to walk and utilize alternative forms of transportation. The façade features variation in depth, decorative stone elements, and frequent color changes create visual interest. Some units feature garages that exit into a climate controlled corridor directly to their homes that provides a strong level of security for residents.

The proposed site plan, incorporates sensitive design principles that respect the surrounding context and create a welcoming environment for residents. The community anchor of the development is a central, resort-style pool with open landscaped areas and associated amenities. Residences are oriented around the pool for ease of access and sidewalks create convenient connections between the amenities and individual units. Any fencing and walls located along Bullard Wash is limited to view fencing to encourage residents to utilize and enjoy the available amenity. Buildings are connected by open-air bridges to allow residents to more easily and comfortably move around the development. Parking and access to the units is oriented in a circular pattern around the buildings to encourage efficient circulation. The design team understands the importance of creating an appropriate land use pattern, while also creating a

pleasant experience for its residents. Special consideration has been incorporated into the design with respect to each property boundary, as the design team is highly sensitive to the potential impacts on the existing context. Edge treatment has been thoughtfully designed to reinforce the identity of the Civic Square as an activity hub that is exciting, walkable, and attractive.

## GENERAL PLAN

The Goodyear 2025 General Plan was adopted in 2014 with a vision of continuing to develop the City as a *desirable place for all to live, work, visit, and play by fostering a sustainable community with diverse destinations connected throughout the City* (Goodyear 2025 General Plan, pg. 4). This proposal promotes the achievement of the overall vision, goals and policies outlined in the General Plan as outlined below.

**Physical Growth and Development, Objective CC-5-1, Policy F:** *High-density residential should:*

- *Have access to transit services;*
- *Locate near commercial uses or integrate commercial uses such as coffee shops;*
- *Provide a buffer between commercial and lower density residential;*
- *Respect the surrounding residential development; and*
- *Be compatible with existing surrounding development when infill development (e.g. limit height of buildings to reflect surrounding existing residential buildings).*

**Response:** Located less than a quarter-mile from the nearest bus stop and surrounded by existing and future compatible developments, this proposal promotes the achievement of this land use objective. The Site is located south of multi-family, north of synergistic commercial amenities, west of vacant land planned for mixed-use, and east of vacant land platted for a future phase of the Palm Valley subdivision. To the northwest of the Site, the Village at Harvard Crossing is under construction and will add new single-family rental homes to further diversify the housing stock. The vacant land to the southeast is the future site of Goodyear Civic Square, an \$87 million dollar investment that will include a new City Hall, library, park, and 100,000 square feet of office space with the first phase. This proposal represents an appropriate land use buffer between the residential land uses to the west and the future commercial and mixed-use developments to the east.

**Community and Cultural Development, Housing Goal CC-2:** *A diverse stock of high-quality housing that meets the needs of all residents.*

**Response:** Located within the fastest growing county in the nation for the past three years, Goodyear will need thousands of new dwelling units to meet demand. Designated as Business and Commerce on the General Plan Land Use Map, the Site is an appropriate location for multi-family residential. As outlined in the General Plan, *High Density (e.g., multi-family) residential development is permitted in the Business & Commerce category when located adjacent to a community or regional park, open space area, single-family residential, commercial*

area or used as a buffer between the Neighborhoods category and Business & Commerce category (Goodyear 2025 General Plan, pg. 125). As described previously, this proposal creates a natural land use transition from the lower density residential to the west and the commercial and high-density residential developments planned to the east, and encourages the utilization of Bullard Wash Park.



**Community and Cultural Development, Objective CC-2-2:** *Preserve the quality of existing housing. Ensure that infill development matches or exceeds the quality and style of adjacent existing developments.*

**Response:** Like other Kaplan multi-family developments, District at Civic Square will feature contemporary urban architecture in desert-toned colors appropriate to its context. High-quality amenities will ensure a level of luxury including a resort-style pool, private garages, smart-home features, and a high-tech fitness facility. The scale is respectful of the local conditions and will create an appropriate transition between land uses.

## PLANNED AREA DEVELOPMENT

The Zoning Ordinance identifies specific criteria that guide rezoning to respond appropriately to the surrounding context of the Site, address demand for the land use proposed and consistency with long-range planning goals. This proposal meets and exceeds those criteria as outlined below. See Exhibit A, PAD Overlay for specific standards requested.

### CRITERIA

**A. Consistency with the goals, objectives, policies and future land use map of the City's General Plan; consideration of current market factors, demographics, infrastructure, traffic, and environmental issues; and if conditions have changed significantly since the Plan**

***was adopted.***

**Response:** As outlined previously, this proposal is consistent with the long-range planning goals and policies outlined in the General Plan, and achieves an urban design that complements the future activity hub. As this community grows into a dense employment and entertainment center, it will soon need a strong employment and consumer base to support it. This proposal represents a synergistic addition to this community, in a design that is thoughtful and respectful of local conditions.

***B. Suitability of the subject property's physical and natural features for the uses permitted under the proposed zoning district.***

**Response:** This Site is generally flat with no physical or natural features that would hinder the development of the proposed multi-family project.

***C. Compatibility of all potential uses allowed in the proposed zoning district with surrounding uses and zoning in terms of such things as land suitability, environmental impacts, density, nature of use, traffic impacts, aesthetics, infrastructure, and potential impacts on property values.***

**Response:** This proposal has been thoughtfully planned to feature an urban, walkable design that respects the surrounding mix of land uses. A traffic impact study has been conducted to ensure that there will be sufficient capacity for the proposed residences. As demonstrated previously, Kaplan developments feature the highest level of luxury that ensure a positive impact on surrounding property values.

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

**Response:** The Site is located within the Goodyear Planned Regional Center Planned Area Development and designated for mixed-use commercial. The land immediately south of the Site is also zoned mixed-use commercial and has since been developed as a regional shopping center. The development of an urban multi-family development here horizontally integrates a mix of uses that will complement one another and create synergy. Immediately north of the project lies multi-family residential in a similar scale. The vacant land located east of the Site across the wash is zoned for mixed-use commercial and will provide convenient commercial goods and services to the future residents of The District at Civic Square. Additional commercial amenities are located to the west of the Site along PebbleCreek Parkway. The size and scale of the proposed project is physically compatible with the surrounding zoning and existing developments. Additionally, the development of the first four-story apartment community in Goodyear will set the tone for this area to be the dense, urban activity area desired by long-range planning.



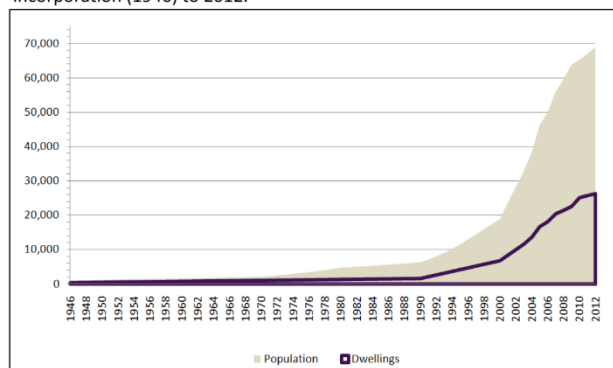
Since the approval of the Goodyear Planned Regional Center, demand for residential developments has been greater than the demand for commercial, and as a result, the land designated for commercial uses in the PAD have been rezoned to permit residential. This development will help meet that demand and provide for the growing Goodyear population. In 2019, the area outlined in red on the right was rezoned to Final PAD for Goodyear Civic Square at Estrella Falls. Parcel B, outlined in yellow, was originally intended for mixed-use commercial, but is now zoned for single-family and multi-family residential, exclusively. Parcels A and C also permit residential developments, among other land uses. This is indicative of a growing demand for residential developments in this area that can be further alleviated by this request.



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

**Response:** Since the 1990's the population of the City of Goodyear has grown substantially and continues to increase faster than the housing market is able to keep pace with demand. Using data compiled by the Maricopa Association of Government, the General Plan reports that the population of Goodyear will double between 2020 and 2040. As shown by the figure on the right provided on page 12 of the City of Goodyear General Plan, the population has been growing much more quickly than the housing stock. If continued, this will create overcrowding and housing will become overpriced. This proposal will lessen the burden on the housing market and reinforce Goodyear as a place where families can seek attractive, high-quality housing.

Figure 2.13. Historic Population and Dwelling Unit Growth from Incorporation (1946) to 2012.



***F. Demands for public services that will be generated by the uses permitted in the proposed zoning district and requirements for meeting such demands in terms of public infrastructure and facilities and other capital equipment, such as water supplies, water treatment, storage, and distribution facilities, wastewater treatment, recharge and***



***distribution facilities, streets, bridges, school and emergency services facilities and equipment.***

**Response:** This proposal appropriately responds to the available public services and infrastructure in the surrounding vicinity. Designated as Business and Commerce by the Goodyear 2025 General Plan, this Site location has been anticipated for high-density residential. A traffic impact study included with this application confirms the adequacy of the surrounding roadway conditions and their ability to properly serve the proposed land uses.

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

**Response:** None. There is no projected increase in demand for public infrastructure and services available to the Site and as a result of this development. The development will tie into existing utility connections in W Monte Vista and surrounding the project and utility reports have been completed in association with this request to ensure their capacity is adequate.

***H. General public's concerns.***

**Response:** Given that this request is consistent with the surrounding context, and the land use was anticipated by the Goodyear Planned Regional Center Planned Area Development in 1999, it is not anticipated that there will be significant public concerns as a result of this proposal. However, the development team is conducting optional neighborhood outreach in connection with this request to seek input and address concerns, if any, are raised by surrounding property owners. Due to CoVid-19, and in lieu of a traditional Open House, a website was posted containing the details of the request, contact information for the team, and development plans. A notification letter was sent to property owners within 600 feet of the project with a link to the website, details of the request, and contact information. So far, we have been contacted by the developer of the Village as Harvard Crossing project, who expressed no concerns with the project, and the RID canal to discuss access.

***I. Whether the amendment promotes orderly growth and development.***

**Response:** The Site's orientation south of an existing multi-family development, bounded on two sides by commercial, and located to the west of a 300-foot-wide wash and recreational park make this an ideal location for the proposed development. The Goodyear Planned Regional Center Planned Area Development and the future goals of this area are conducive to an urban, pedestrian-friendly design that will create synergy with the surrounding existing and future land uses.

***J. Any other factors related to the impact of the amendment on the general health, safety and welfare of the citizens of the City and the general public.***

**Response:** This proposal will convert a vacant and thus, underutilized Site into a luxury

multi-family development that is an attractive addition to the Civic Square activity center. By orienting residences in a walkable environment, adjacent to a wealth of recreation and fitness opportunities will encourage the health and well-being of the residents.

## **JUSTIFICATION**

As outlined in Exhibit A – Planned Area Development Overlay and below, this proposal requires some deviations from the development standards of the MF-24 Zoning District. These deviations allow for an urban, pedestrian-friendly design that is more consistent with the planning goals for Civic Square than the base MF-24 Zoning District allows.

**Development Standard Comparison Table:**

<b>Standard</b>	<b>MF-24</b>	<b>PAD</b>
Maximum Density	24 du/acre	39 du/acre
Maximum Building Height	40 feet	60 feet
Max. Height - Accessory Structures	12 ft	12 feet
Minimum Separation Between Buildings	30 feet	10 feet
Minimum Net Site Area	20,000 SF + 1,616 SF/unit	400,000 SF
Recreational Open Space Requirement	400 SF/unit	150 SF/unit
<b>Building Setbacks</b>		
Front	30 feet	10 feet
West Side	40 feet total for sides	5 feet
North Side	20% of lot depth	10 feet
East Side	40 feet total for sides	5 feet*
<b>Parking</b>		
Minimum Parking	1 space/studio unit 1.5 space/one-bedroom 2 spaces/two-bedroom 1 guest space/10 units	**A minimum of 590 parking spaces shall be provided 1 space/studio unit 1.5 space/one-bedroom 1.5 spaces/two-bedroom 1 guest space/10 units

\*Patios may be located within 0 feet of the property line.

\*\* Off-street parking and loading shall comply with Article 6 of the Zoning Ordinance except as modified by the Development Standards table. A parking plan addressing parking management shall be submitted and approved with the Site Plan. All parking shall adhere to the approved parking plan. Parking spaces may be side-by-side or tandem.

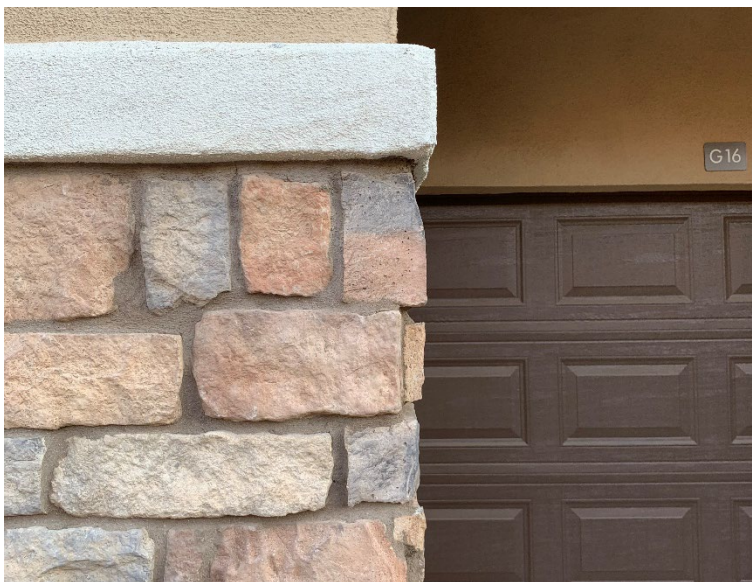
The Civic Square PAD also includes a number of enhanced standards that ensure a high-quality design that accomplishes the objectives for this area. Such enhanced standards include shaded balconies and patios, pedestrian connections to the Bullard Creek Wash and Monte Vista Road, high-quality materials, enhanced amenities, and a drought-resistant landscaping palette.

To achieve a dense, urban form that best responds to the goals for this area, a reduction in the recreational open space requirement has been requested. This is justified by the adjacency of

the Site to the Bullard Wash, and the direct pedestrian connections that have been provided to this community amenity. Residents can directly access this 61-acre recreation area containing a system of illuminated and paved trails, fitness stations, seating areas, ramadas, doggie bags, playgrounds, drinking fountains, and an amphitheater.

A reduction in the required parking is requested to reduce the minimum required parking for two-bedroom units from 2 spaces per unit to 1.5 spaces per unit. This reduction is based on the extensive experience of the development team with this type of product, is required to achieve the urban scale that is desired here, and avoids a sea of asphalt. This development team has developed thousands of units with a similar parking ratio in various local jurisdictions, including in places where transit alternatives do not exist, and have found them to be sufficient.

The project features 153 garages with tandem parking for rent by residents. The tandem parking is located behind the garages in an open, covered space. Below are photos of Alta Scottsdale, one of many similar projects developed by Kaplan Companies which features this parking design. The garages, like those at District at Civic Square, feature high-quality architecture and materials and the design creates visual interest and natural shading.





The garages are rented based on availability but no more than sixty-seven garages may be rented to studios or one-bedroom units to ensure the parking is sufficient. Each dwelling unit that does not rent a garage has one assigned covered parking space. Typically two-thirds of the garages are requested by residents of two-bedroom units, with the remaining one-third of the garages requested by studios and one-bedrooms. Occupancy of each apartment and the total number of vehicles permitted is limited to ensure the parking is adequate. Any uncovered parking spaces are available to guests and are provided at a rate of one space per ten dwelling units. Residents are familiarized with this system when signing a lease and signage on the Site is provided for the benefit of guests. In addition to signage around the Site, the design itself suggests that the tandem spaces are reserved and thus, it is rare that guests will park in assigned spaces.

Kaplan's typical "Courtesy Officer" program will be used here to ensure that parking is utilized according to the established system. Through this program, one officer from the local police department is selected to live onsite rent-free. In exchange, the officer is responsible for patrolling the property twice per night and providing a written report to the management staff including a list of license plates of vehicles that are parked in guest parking. Resident leases may be terminated if they are found to be repeatedly in violation of the parking program. This ensures that guest parking is maintained for guests and residents are utilizing their assigned parking spaces.

Among the numerous projects developed by this development team within Phoenix, Chandler, and Scottsdale, a parking ratio ranging from 1.4 to 1.6 spaces per unit, have been found to be sufficient, even where transit alternatives do not exist. Here, District at Civic Square is proposing 1.67 spaces per dwelling unit, which is 5 to 20% higher than a typical Kaplan development. As such, a reduction in the required parking is needed to avoid the negative impacts created by excess asphalt and ensure a compact, attractive, urban design.

## **CONCLUSION**

This request is to rezone an approximate 9.3-acre Site from the Goodyear Planned Regional Center PAD to the District at Civic Square PAD for the development of a 352-unit luxury multi-family development to be constructed by Kaplan. This development is consistent with the goals and policies of the General Plan and will bring a number of positive benefits to the community including synergy with the surrounding developments, the addition of quality residences to the housing stock, and an increase in property values.