

# THE SHOPPES & THE COVE AT CAMINO Á LAGO

## PROJECT JUSTIFICATION NARRATIVE

Z25-12

1ST SUBMITTAL: JULY, 2025

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# 1. REQUEST

## What type of development and uses are proposed by the rezoning request?

Lennar Homes won the state land auction for the vacant 24.2 gross-acre site on the northeast corner of Lake Pleasant Parkway and Deer Valley Road. Lennar has partnered with a reputable and local commercial developer to bring the city’s vision of “Mixed Use” on this important corner to fruition.

The Applicant team is requesting a rezoning on this property from 24.2 gross-acres of Agriculture (AG) to Planned Area Development (PAD) to allow to the development of “The Shoppes and The Cove at Camino á Lago”. The proposed project is a horizontally integrated mixed-use development with +/-16.2 gross acre of single-family residential and +/-8.0 gross acres of community commercial fronting Lake Pleasant Parkway. In the residential component, 105 alley loaded single-family units are being proposed with functional open spaces and ample pedestrian connectivity to promote the walkability between the mix of uses.

# 2. SITE LOCATION AND CONTEXT

## Discuss your proposal’s compatibility with the surrounding land use and zoning patterns. Include a list of surrounding zoning designations, land uses and conditions.

The site is currently zoned as AG and has maintained this zoning since being annexed into the City. In 1997 it was included in the 1,352-acre Camino á Lago Specific Plan and designated for commercial development. To the north and east of the site is The Meadows, a single-family residential neighborhood zoned Planned Community District (PCD). The site is separated from The Meadows by Speckled Gecko Drive to the north, and a +/-80’ wide drainage tract to the east. South of the site, across Deer Valley Road is the Camino á Lago Marketplace, a 60-acre commercial development anchored by Walmart surrounded by many commercial pad sites. West across Lake Pleasant Parkway is the medium-density auto-court portion of the Casa Del Rey at Camino á Lago residential development, zoned PAD.

Since the subject site is surrounded on three sides by single-family residential communities and a large 60-

	USE	ZONING	GENERAL PLAN DESIGNATION
North	The Meadows	PCD	Suburban Residential
East	The Meadows	PCD	Suburban Residential
South	Camino á Lago Marketplace	PAD	Mixed Use Neighborhood Village Center
West	Casa Del Ray at Camino a Lago	PAD	Suburban Residential

acre commercial property on the south side of Deer Valley Road, the context and potentially impacts were taken into consideration. The Cove at Camino á Lago (the residential component), is approximately 16.2 gross-acres located adjacent to the existing single-family neighborhoods to the north and east and is to be developed as a new, for-sale alley loaded housing product. Lennar has been extremely successful with this particular product in other areas around the Valley specifically in Peoria’s Vistanica community. The Cove will have a gross density of 6.5 dwelling units per acre which will act as the perfect buffer for the existing homes to the east and the neighborhood commercial uses along Lake Pleasant Parkway. As mentioned, The Shoppes at Camino á Lago is approximately 8.0 gross acres located along the west edge of the property fronting Lake Pleasant Parkway and is designed for commercial uses. The development will contribute towards desirable transition of intensity and density while providing a buffer along the shared edges of the property for the existing single-family The Meadows and Camino á Lago communities. Positioning the commercial uses along Lake Pleasant Parkway and further away from the existing homes mitigates potential noise impacts associated with commercial uses (ie deliveries, refuse) while still providing services within a walkable radius.

**Provide general site information and describe unusual physical features or characteristics of the site which present opportunities or constraints for development.**

The project site is currently undeveloped desert land that was previously owned by Arizona State Land Department. It gently slopes to the southwest, with an existing drainage channel within the Lake Pleasant Parkway right-of-way, and a temporary drainage easement adjacent to the Deer Valley Road right-of-way along the property’s southern edge. To the north, Speckled Gecko Drive is currently built with half-street improvements that will require the subject development proposal to complete with additional pavement, curb and gutter, and sidewalk improvements. The Site has existing conditions that present challenges to the viability and intensity of uses of commercial developments, including the size of this infill parcel, site access constraints, dedicated retention area fronting Lake Pleasant Parkway, single-family residential uses abutting three of the Property’s boundaries, and shifting market demands. The physical characteristics in addition to the shift in market location for high intense commercial development make it extremely difficult to develop this site under the existing Mixed Use Main Street land use category. Commercial uses have been pushed up the road to the Lake Pleasant Parkway and Happy Valley intersection and the demand/need for 24.2 gross acres of commercial is no longer valid. This can be evidenced by the vacant pads in the Marketplace immediately south of this site. The proposed project right sizes the commercial and locates it along Lake Pleasant Parkway which makes good planning sense and can be justified by the Applicant team and their market analysis.

### 3. CONFORMANCE WITH THE GENERAL PLAN

**State how your proposal is consistent with the Land Use Plan and other goals, policies and objectives (list each goal, policy and objective and how they are met) of the Peoria General Plan.**

The Peoria General Plan Land Use Map currently designates the property as “Mixed Use Main Street”, a high intensity land use intended for densities in excess of 12-20 du/ac multi-story residential with ground floor commercial uses as often seen in a downtown or urban setting. Concurrent with this rezoning application, a companion Minor General Plan Amendment is requesting to amend the Land Use Designation Map from Mixed Use Main Street to Mixed Use Neighborhood Village Center to align with the rezoning proposal as well as align with current market demands both residential and commercial. The proposed development is consistent with many of the Peoria 2040 General Plan goals as outlined below:

GENERAL PLAN ELEMENTS	GENERAL PLAN POLICIES & GOALS	CONSISTENCY WITH GENERAL PLAN
<b>SMART GROWTH – 3.8 GOALS &amp; POLICIES</b>		
<b>Growth &amp; Sustainable Development</b>	<b>GS-2</b> Direct dwelling unit density, and employment growth toward infill development sites within the city, especially catalyst and opportunity sites identified within Economic Development related strategic plans or programs.	<b>Analysis:</b> This request will establish opportunities to introduce housing diversification not currently offered in the area. This product type will enhance housing attainment by offering a new type of medium density detached for-sale product.
	<b>GS-7</b> Accommodate land use proposals that target growth in the area of existing or planned infrastructure and services.	<b>Analysis:</b> The subject property will complete and enhance existing roadway and regional drainage infrastructure around the perimeter of the site.
<b>Housing Stock</b>	<b>HS-1</b> Distribute a variety of housing types throughout the City to expand the choices available to meet the financial and lifestyle needs of Peoria’s diverse population.	<b>Analysis:</b> This request will establish opportunities to introduce housing diversification not currently offered in the area. This product type will enhance housing attainment by offering a new medium density detached for-sale product to the area.

Placemaking & Community	<b>PC-4</b> Seek out opportunities to activate passive space through programming or physical placemaking installations that facilitate social interaction.	<b>Analysis:</b> The proposed development plan for the subject property has defined community open space areas that promote neighborhood engagement and are supplemented with a pedestrian network that efficiently link residential uses to the commercial area.
<b>INTEGRATED TRANSPORTATION - 4.5 GOALS &amp; POLICIES</b>		
Goals	<b>Complete Streets:</b> Reconfigure existing roadways into Complete Streets, prioritizing improvements on roadways that provide access to services, schools, parks, civic uses, and mixed-use districts.	<b>Analysis:</b> Interior streets that extend through the commercial area promote the Complete Streets design concept by providing on-street parking, landscaped medians, traffic calming elements, shade trees and sidewalks that are buffered from through traffic areas. The pedestrian network within the residential portions of community are internalized and provide efficient connectivity to on-site and off-site services
	<b>Signature Streets:</b> Provide Signature Streets that identify our City's uniqueness and incorporate placemaking and identity creation.	
On-Street Network	<b>OSN-7</b> Ensure private developments provide cross-access opportunities to prevent isolated unconnected neighborhoods or commercial centers.	<b>Analysis:</b> The pedestrian network depicted on the site plan demonstrates opportunities for cross-access to adjacent neighborhoods, parks, schools and commercial services.
<b>HEALTHY NEIGHBORHOODS - 5.8 GOALS &amp; POLICIES</b>		
Goals	<b>Variety of Housing:</b> A diversity of housing types and prices that are high quality, built in a sustainable manner, and meet the varied housing needs of residents for all stages of life.	<b>Analysis:</b> The planned community will include elements that enhance quality of life by providing quality neighborhood amenities such as parks, community pool, and an integrated pedestrian network of paths and sidewalks to promote walkability between the uses.
Community Wellness	<b>CW-8</b> Advocate for more complete, healthy communities that provide access to a range of daily goods and services, and recreational resources within comfortable walking distance of homes.	<b>Analysis:</b> Opportunities for community commercial services are located within walkable distances to all residential units that allow residents to reduce dependency on vehicular trips and promote healthy lifestyles.
	<b>CW-10</b> Facilitate social interaction and foster a sense of identity and community pride by providing attractive, safe walkways, and linked community gathering spaces.	<b>Analysis:</b> The planned residential community includes amenitized park spaces that are linked by an off-street pedestrian network and includes seating and shading that encourage community gathering and social interaction as well as a community pool with playground equipment.
Neighborhood Preservation	<b>NP-1</b> Protect existing residential areas from incompatible land uses and activities through careful consideration of zoning amendments and enforcement of buffering requirements.	<b>Analysis:</b> This development proposal provides transitional land uses between existing single-family neighborhoods and planned commercial that will buffer existing uses from nuisance noise and light typically associated with commercial uses (ie delivery trucks and refuse pickup)

## 4. REZONING JUSTIFICATION

**Indicate why the current zoning is not appropriate given the surrounding land use, zoning, and factors which have changed since the current zoning was established.**

As the current zoning on the property (AG) is the default zoning that was assigned concurrent with the original annexation, a rezoning at time of development has been anticipated. This rezoning request would position this property to better meet the market demands and trends by providing smaller-scaled commercial opportunities and a different housing product than what has been established within the vicinity. The requested PAD zoning for the property adopts uses found within the City of Peoria's C-2 and R1-6 zoning districts. Select deviations to the development standards for each of these districts are requested to enable the specific uses indicated on the development concept. Additionally, for many years the city's General Plan has identified the future development of this site as Mixed Use Main Street. Recent market trends have moved the desired location for commercial and destination establishments further north on Lake Pleasant Parkway and Happy Valley Road intersection. The Lake Pleasant Parkway and Deer Valley Road intersection area has seen a decreased demand for commercial end users which justifies the companion request to modify the city's General Plan from Mixed Use Main Street to Mixed Use Neighborhood Village. The Neighborhood Village category allows for a right sized amount of commercial in conjunction with a much needed and new housing product in this area of the city.

## 5. PROPOSAL

**Describe any proposed unique design considerations, beyond Zoning Ordinance requirements, which create compatibility between the proposed use and adjoining developments.**

The PAD zoning designation allows for the development of a cohesive, horizontally integrated project. The proposed development offers a true mixed-use project with by combining a rear-loaded single-family detached community with robust pedestrian connectivity to neighborhood commercial uses along Lake Pleasant Parkway. The uses will share access points, shaded sidewalks and seating, lush landscaping, and green open space views while providing an appropriate less intense buffer to the existing neighboring single-family homes. The PAD provides necessary deviations to the R1-6 development standards associated with any of the city's zoning districts to facilitate the development of this new housing community as it has been designed. Additionally, by including the commercial component within the PAD, the applicant is able to manage the design requirements to ensure compatibility and promote an integrated and walkable community for future residents. Such design requirements include the commercial site's entrance will feature enhanced planting to provide visual prominence through the center of the site for pedestrians.

To assist in promoting pedestrian activity between the commercial and residential components of the development, design choices and limitations on permitted uses have been included. Automobile dependent uses have been prohibited from the site, except for the select few identified in the PAD Standards and Guidelines. Additionally, enhanced pedestrian connections and elements will be provided, such as a pedestrian node to be included on the commercial site near the roundabout and widened sidewalks, stamped crosswalks, park benches and shade structures to create synergy between the uses and to enhance the pedestrian experience and create walkability throughout the site.

**Other than the requested rezoning approval, what other approval processes are required to accomplish the development proposal, i.e., variances, site plans, subdivision plats, conditional use permits, comprehensive master plan amendments, State or County licensing or permits, etc.?**

The Cove at Camino á Lago (residential component) will require a Final Plat to create a subdivided parcel for the Project site and dedicate any required easements for utilities, access or conservation features as required. This platting will include the Lake Pleasant Parkway, Deer Valley Road, and Speckled Gecko ROW dedications and improvement, along with all reports and preliminary/master plans associated with water, sewer, or drainage will be provided and reviewed as part of the preliminary plat application, not with this zoning application.

The Shoppes at Camino á Lago (commercial component), and is intended to be developed as a single parcel. The single commercial parcel will require a site plan review at the time of development. Site plans depicting this commercial parcel are included as part of this submittal are conceptual in nature and are intended to be illustrative in nature. Since the occupants of the commercial site have not been identified, the design of the commercial pad sites may vary from what has been depicted on the rezoning site plans in the formal site plan review submittal.