

ATTACHMENT B



City of Phoenix PLANNING AND DEVELOPMENT DEPARTMENT

Staff Report Z-31-25-8 June 2, 2025

South Mountain [Village Planning Committee](#) Meeting Date: June 10, 2025
[Planning Commission](#) Hearing Date: August 7, 2025
Request From: [S-1](#) (Ranch or Farm Residence)
(14.37 acres)
Request To: [R-3](#) (Multifamily Residence District)
(14.37 acres)
Proposed Use: Multifamily Residential
Location: Approximately 1,130 feet east of the
northeast corner of 23rd Avenue and
Baseline Road
Owner: Mundall Fam. Revocable Trust c/o
Danny Mundall and Georgia Mundall
Applicant/Representative: Brian Greathouse, Burch & Cracchiolo,
P.A.
Staff Recommendation: Approval, subject to stipulations

General Plan Conformity			
General Plan Land Use Map Designation		Current: Residential 1 to 2 dwelling units per acre (5.29 acres), Residential 2 to 3.5 dwelling units per acre (8.90 acres), and Residential 3.5 to 5 dwelling units per acre (0.18 acres) Pending (GPA-SM-1-25-8): Residential 10 to 15 dwelling units per acre	
Street Map Classification	Baseline Road	Scenic Drive – Major Arterial	33 to 55-foot north half street

CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; HEALTHY NEIGHBORHOODS; DESIGN PRINCIPLE: *Establish design standards and guidelines for parking lots and structures, setback and build-to lines, blank wall space, shade, and other elements affecting pedestrians, to encourage pedestrian activity and identify options for providing pedestrian-oriented design in different types of development.*

The proposal, as stipulated, includes design and development standards to encourage walking, bicycling, and transit use. These standards include the provision of bicycle parking, shade throughout the development, and a multi-use trail along Baseline Road.

CONNECT PEOPLE AND PLACES CORE VALUE; BICYCLES; DESIGN PRINCIPLE: *Development should include convenient bicycle parking.*

The proposal, as stipulated, will encourage bicycling and transit use and leverage its proximity to the adjacent commercial development by including enhanced bicycle parking and infrastructure.

BUILD THE SUSTAINABLE DESERT CITY CORE VALUE; DESIGN PRINCIPLE: *Integrate trees and shade into the design of new development and redevelopment projects throughout Phoenix.*

The proposal, as stipulated, includes enhanced landscape setbacks, shaded parking, shaded pedestrian pathways, and a wide landscape detachment for the public sidewalk that will be planted with shade trees that will shade the public and private sidewalks to 75 percent. These improvements will create a comfortable pedestrian environment along Baseline Road and make the walk to nearby destinations more safe and comfortable.

Applicable Plans, Overlays, and Initiatives

[Rio Montaña Area Plan](#): Background Item No. 6.

[Housing Phoenix Plan](#): Background Item No. 7.

[Shade Phoenix Plan](#): Background Item No. 8.

[Complete Streets Guidelines](#): Background Item No. 9.

[Transportation Electrification Action Plan](#): Background Item No. 10.

[Zero Waste PHX](#): Background Item No. 11.

[Comprehensive Bicycle Master Plan](#): Background Item No. 12.

[Monarch Butterfly Pledge](#): Background Item No. 13.

[Conservation Measures for New Development](#): Background Item No. 14.

[Phoenix Climate Action Plan](#): Background Item No. 15.

Surrounding Land Uses and Zoning

	<u>Land Use</u>	<u>Zoning</u>
On Site	Agricultural land	S-1
North	Single-family residences	R1-8, R1-10
West	Single-family residences	R1-8
East	Commercial and single-family residences	S-1, C-2
South (across Baseline Road)	Single-family residences	S-1, S-1 (Approved R1-10)

R-3 (Multifamily Residence District) Planned Residential Development Option

<u>Standards</u>	<u>Requirements</u>	<u>Site Plan Provisions</u>
Gross Acres	-	14.37 acres
Maximum Dwelling Units	218, 240 with bonus	188 (Met)
Maximum Density (dwelling units/acre)	15.23, 17.40 with bonus	13.08 (Met)
Maximum Building Height	2 stories and 30 feet for first 150 feet; 1 foot in 5 feet increase to 48 feet and 4 stories	One story, 16 feet and eleven inches to two stories, 33 feet and 3 inches (Met)
<i>Minimum Landscape Setbacks</i>		
Adjacent to Public Street (Baseline Road)	20 feet	20 feet (Met)
East	5 feet	5 feet (Met)
West	5 feet	5 feet (Met)
North	5 feet	5 feet (Met)
<i>Minimum Building Setbacks</i>		
Adjacent to Public Street (Baseline Road)	20 feet	Not specified

East	15 feet	15 feet (Met)
West	15 feet	15 feet (Met)
North	15 feet	15 feet (Met)
<i>Lot Standards</i>		
Minimum Open Space	5 percent	5 percent (Met)
Maximum Lot Coverage	50%, plus an additional 10% for an ADU and/or attached shade structures, total 60%	33.8 percent (Met)
Minimum Parking	282 spaces, 1.5 spaces per dwelling unit	376 spaces (Met)

Background/Issues/Analysis

SUBJECT SITE

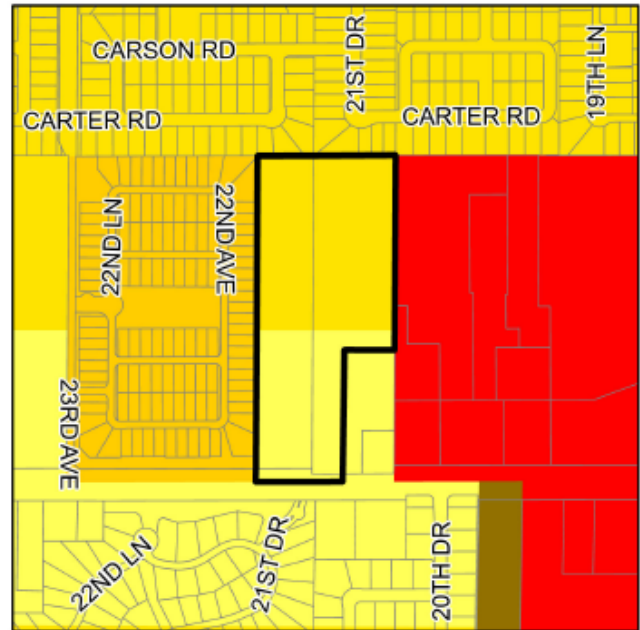
1. This request is to rezone 14.37 acres located approximately 1,130 feet east of the northeast corner of 23rd Avenue and Baseline Road from S-1 (Ranch or Farm Residence) to R-3 (Multifamily Residence District) for multifamily residential. The subject site is largely vacant agricultural land.
2. The northern portion of the subject site is designated as Residential 2 to 3.5 dwelling units per acre on the General Plan Land Use Map, the southern portion is designated as Residential 1 to 2 dwelling units per acre, and there is a small strip along the west boundary of the subject site that is designated as Residential 3.5 to 5 dwelling units per acre.

The area to the west of the subject site is designated Residential 3.5 to 5 dwelling units acre and the area to the east is designated Commercial and Residential 1 to 2 dwelling units per acre. The area to the south, across Baseline Road, is designated Residential 1 to 2 dwelling units per acre and the area to north is designated Residential 2 to 3.5 dwelling units per acre. The requested R-3 zoning district is not consistent with the General Plan Land Use Map designation. To ensure consistency with the General Plan, a concurrent General Plan Land Use Map amendment, GPA-SM-1-25-8, is proposed to change the land use map designation to Residential 10 to 15 dwelling units per acre. The requested R-3 zoning district is consistent with the proposed General Plan Land Use Map designation.

EXISTING:

Residential 1 to 2 du/ac (5.29 +/- Acres)
Residential 2 to 3.5 du/ac (8.90 +/- Acres)
Residential 3.5 to 5 du/ac (0.18) +/- Acres)

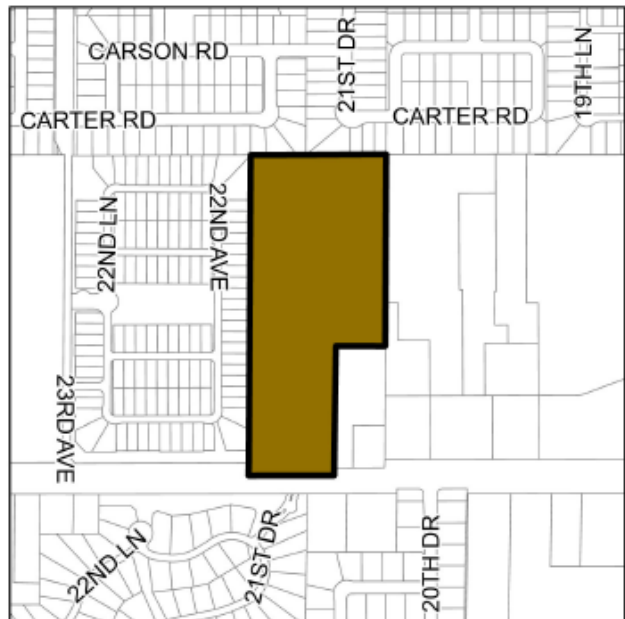
-  Proposed Change Area
-  Residential 1 to 2 du/ac
-  Residential 2 to 3.5 du/ac
-  Residential 3.5 to 5 du/ac
-  Residential 10 to 15 du/ac
-  Commercial



PROPOSED CHANGE:

Residential 10 to 15 du/ac (14.37 +/- Acres)

-  Proposed Change Area
-  Residential 10 to 15 du/ac

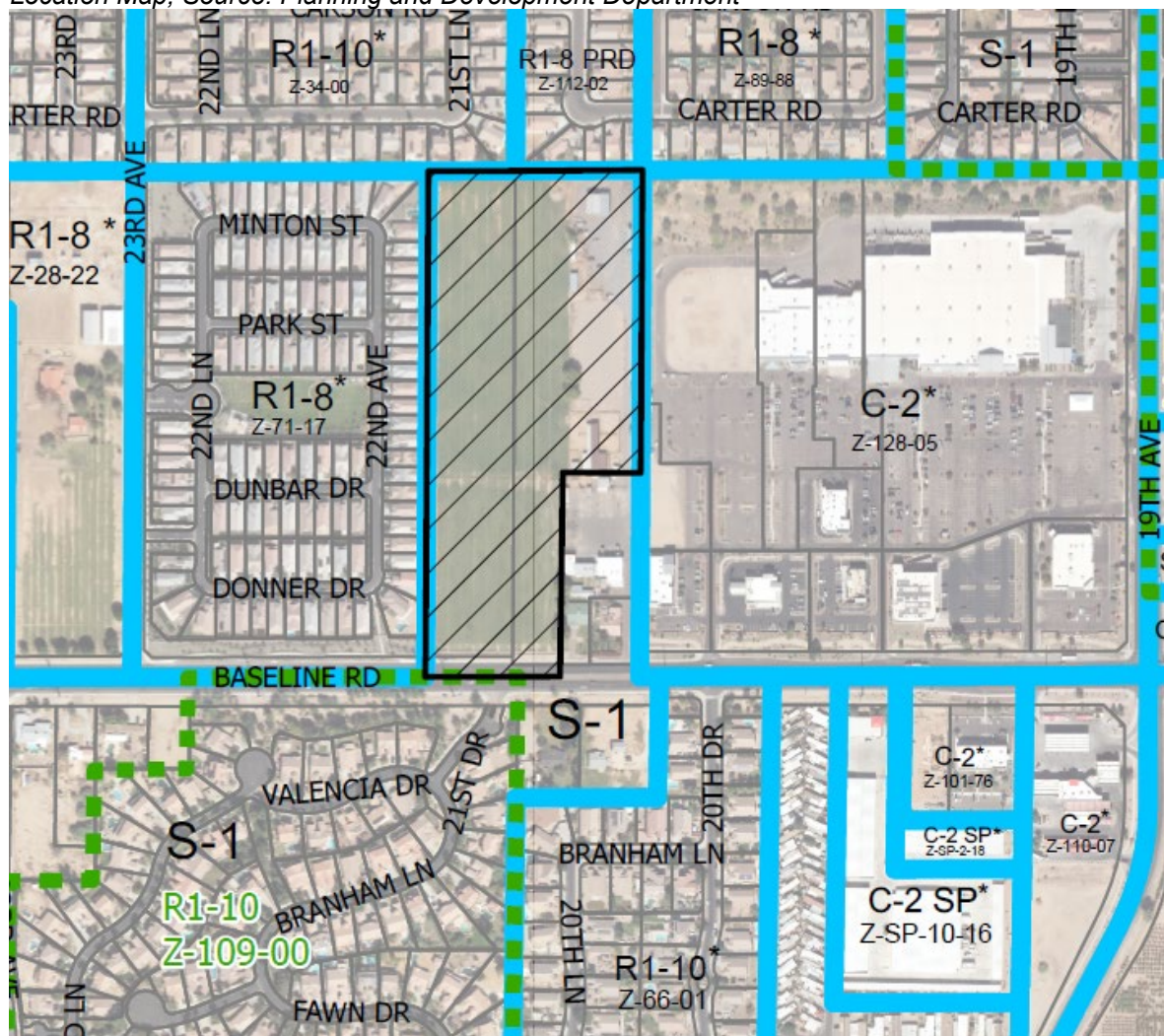


General Plan Land Use Map; Source: Planning and Development Department

SURROUNDING LAND USE AND ZONING

3. To the north the subject site are single-family residential subdivisions zoned R1-10 and R1-8. To the west is a single-family subdivision zoned R1-8. To the south, across Baseline Road is a single-family subdivision and single-family homes zoned S-1 and S-1 (Approved R1-10). To the east are single-family homes zoned S-1 and a commercial development zoned C-2.

Location Map; Source: Planning and Development Department



PROPOSAL

4. Site Plan

The proposal is for 188 units with a mix of one- and two-bedroom units. The conceptual site plan, attached as an exhibit, depicts the site layout including the location of the proposed structures, parking, trash enclosures, leasing office, pool,

and amenity areas. The site will have one point of ingress/egress from Baseline Road.

Staff recommends Stipulation No. 1 to require the site be developed in general conformance to the conceptual site plan, so that the site develops as proposed. To promote enhanced walking, cycling, and transit-use staff recommends Stipulation No. 5 to require shaded guest and secured bicycle parking, receptacles for electric bicycle parking, and a bicycle repair station. Staff recommends Stipulation No. 12 to require that all pedestrian pathways be shaded, Stipulation No. 13 to require pavement treatments that visually contrast parking and drive aisles where pedestrian walkways cross a vehicular path to enhance pedestrian safety, and Stipulation No. 14 to require shaded vehicular parking.

Conceptual Site Plan; Source: RVI Planning + Landscape Architecture



5. Conceptual Building Elevations

The conceptual building elevations, attached as an exhibit, depict varied 4-plex, duplex, and single unit structures, the community building, the mailroom, and detached garage building. Staff recommends Stipulation No. 2, which requires that the elevations be presented to the South Mountain Village Planning Committee prior to preliminary site plan review, and Stipulation No. 3 that the elevations include architectural variation.

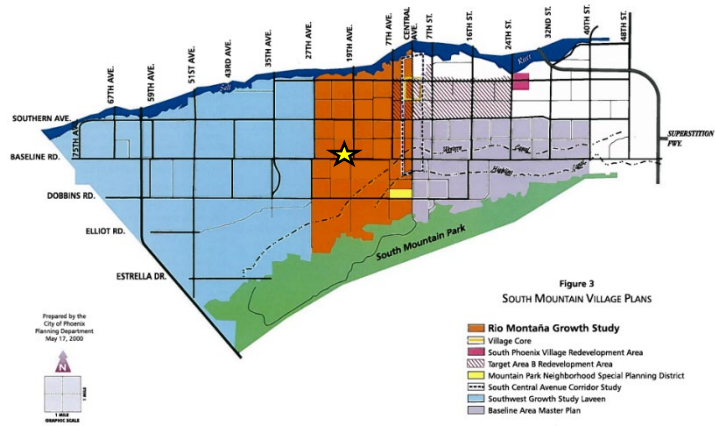
Conceptual Building Elevations; Source: Felton Group



STUDIES AND POLICIES

6. Rio Montaña Area Plan:

The Rio Montaña Area Plan encourages preservation of the rural character of the area and incorporates transition zones to protect desert and open space areas. The plan also encourages pedestrian and equestrian activities through a network of trails and aspires to develop a sense of community while encouraging investment in the community.



Source: Planning and Development Department

The Rio Montaña Area Plan intended to accomplish this vision through seven goals that include: promoting balanced, high quality development; protecting and improving neighborhoods through maintenance, rehabilitation and infill projects; keeping a distinctive character that reflects the diversity in its equestrian heritage, culture, history and architecture; protecting the rural character, the Sonoran Desert and the riparian potential of the Rio Salado Habitat Restoration Project; promoting future business development and economic growth; developing the tourism industry through a wide range of opportunities; and providing a variety of transportation options.

This infill site is located in the western portion of the Rio Montaña Area Plan boundaries in an area with a mix of single-family residential neighborhoods, commercial, and some multifamily. Per Stipulation Nos. 10 and 20, the project site will enhance the connectivity and pedestrian comfort in the area by providing street improvements, including shaded detached sidewalks along Baseline Road and enhanced landscape setback planting standards. Similarly, this development will provide a 30-foot multi-use trail easement and minimum 10-foot multi-use trail along Baseline Road that will connect to a multi-use trail system spanning the northside of Baseline Road. This is addressed in Stipulation No. 19. Additionally, Stipulation No. 8 requires that any perimeter fencing along Baseline Road be view fencing in order to preserve that area's open and rural atmosphere and Stipulation No. 4 requires that a minimum one-third of structures be one-story to preserve the view of South Mountain.

To promote Crime Prevention Through Environmental Design (CPTED) principles and enhance neighborhood safety, staff recommends Stipulation Nos. 7 through 9, which requires site lighting at building entrances and exits, in public assembly areas, and within parking areas, if fencing is provided along Baseline Road it shall be 75 percent open view fencing, and that the landscape setback along Baseline Road be planted with native cacti or similar plants, further contributing to a safe and well-designed environment.

Other design elements of the Rio Montaña Area Plan will be addressed through the design guidelines of the Phoenix Zoning Ordinance in Chapter 5, Section 507.Tab. A. (Guidelines for Design Review).

7. **Housing Phoenix Plan:**

In June 2020, the Phoenix City Council approved the Housing Phoenix Plan. This Plan contains policy initiatives for the development and preservation of housing with the vision of creating a stronger and more vibrant Phoenix through increased housing options for residents at all income levels and family sizes. Phoenix's rapid population growth and housing underproduction has led to a need for over 163,000 new housing units. Current shortages of housing supply relative to demand are a primary reason why housing costs are increasing.

The proposed development supports the Plan's goal of preserving or creating 50,000 housing units by 2030 by providing housing that will address the supply shortage at a more rapid pace while using vacant or underutilized land in a more sustainable fashion.

8. **Shade Phoenix Plan:**

In November 2024, the Phoenix City Council adopted the Shade Phoenix Plan. The Shade Phoenix Plan prioritizes increasing shade coverage throughout the City to improve health and quality of life. Investing in shade can address the urban heat island effect, clean the air, preserve Sonoran vegetation, and prevent health complications related to prolonged exposure to heat. The Shade Phoenix Plan provides numerous strategies to increase shade including expanding and maintaining existing shade, strengthening tree code enforcement, and developing shade stipulations in rezoning cases.

The proposal, as stipulated, will create a streetscape environment with a shaded and detached sidewalk, enhanced landscape setbacks, and a multi-use trail. These are addressed in Stipulation Nos. 10, 19, and 20. Additionally, Stipulation No. 14 will require that the parking lot area be shaded a minimum 25 percent and Stipulation No. 12 will require that internal pedestrian pathways be shaded a minimum 75 percent.

9. **Complete Streets Guidelines:**

The City of Phoenix City Council adopted the Complete Streets Guiding Principles. The principles are intended to promote improvements that provide an accessible, safe, connected transportation system to include all modes, such as bicycles, pedestrians, transit, and vehicles. The proposed development, as stipulated, will support walking, bicycling, and transit use by including enhanced bicycle parking and infrastructure on the site, providing a multi-use trail along Baseline Road, and by constructing a shaded and detached sidewalk along Baseline Road. These are addressed in Stipulation Nos. 5, 19, and 20.

10. **Transportation Electrification Action Plan**

In June 2022, the Phoenix City Council approved the Transportation Electrification Action Plan. The current market desire for the electrification of transportation is both a national and global phenomenon, fueled by a desire for better air quality, a reduction in carbon emissions, and a reduction in vehicle operating and maintenance costs. Businesses, governments and the public are signaling strong future demand for electric vehicles (EVs), and many automobile manufacturers have declared plans for a transition to fully electric offerings within the coming decade. This Plan contains policy initiatives to prepare the City for a future filled with more EVs, charging infrastructure and e-mobility equity, and outlines a roadmap for a five-step plan to prepare for the EV infrastructure needs of 280,000 EVs in Phoenix by 2030. One goal of the Plan to accelerate public adoption of electric vehicles through workplace, business, and multifamily charging infrastructure recommends a standard stipulation for rezoning cases to provide EV charging infrastructure. This is addressed in Stipulation Nos. 5.c and 6 that

requires a minimum of 10 percent of the provided bicycle parking spaces include electrical receptacles for electric bicycle charging, and that minimum 10 percent of the required parking spaces to be EV installed.

11. **Zero Waste Phoenix PHX:**

The City of Phoenix is committed to its waste diversion efforts and has set a goal to become a zero waste city, as part of the city's overall 2050 Environmental Sustainability Goals. One of the ways Phoenix can achieve this is to improve and expand its recycling and other waste diversion programs.

Section 716 of the Phoenix Zoning Ordinance establishes standards to encourage the provision of recycling containers for multifamily, commercial, and mixed-use developments meeting certain criteria. The application materials indicate that recycling services shall be provided.

12. **Comprehensive Bicycle Master Plan:**

The City of Phoenix adopted the Comprehensive Bicycle Master Plan in 2014 to guide the development of its bikeway system and supportive infrastructure. The Comprehensive Bicycle Master Plan supports options for both short- and long-term bicycle parking as a means of promoting bicyclist traffic to a variety of destinations. As stipulated, the development will provide enhanced bicycle parking and infrastructure by requiring guest and secured bicycle parking spaces, that all bicycle parking spaces be shaded, that receptacles for electric bicycle parking capabilities be provided, and that a bicycle repair station be provided. This is addressed in Stipulation No. 5.

13. **Monarch Butterfly Pledge:**

In April 2021, Mayor Kate Gallego signed the [National Wildlife Federation's Mayor's Monarch Pledge](#). This pledge commits the city to take action to support the monarch butterfly population. In the United States, loss of milkweed habitat is a major factor in the decline of the monarchs. Arizona has at least 29 species of milkweed native to the state. Adult monarchs feed on the nectar of many flowers, but they breed only where milkweeds are found. To support the monarch butterfly population, Stipulation No. 11 addresses the planting of milkweed shrubs, or other native nectar plant species, on the subject site.

14. **Conservation Measures for New Development:**

In June 2023, the Phoenix City Council adopted the Conservation Measures for New Development policy as part of a resolution addressing the future water consumption of new development (Resolution 22129). This resolution addresses the future water consumption of new development to support one of the City's Five Core Values in the General Plan which calls for Phoenix to - Build the Sustainable

Desert City. The Conservation Measures for New Development policy includes direction to develop standards for consideration as stipulations for all rezoning cases that will address best practices related to water usage in nine specific categories. This is addressed in Stipulation Nos. 14 through 17.

15. **Phoenix Climate Action Plan**

In October 2021, the Phoenix City Council approved the Climate Action Plan. The Climate Action Plan will serve as a long-term plan to achieve greenhouse gas emissions reductions and resiliency goals from local operations and community activities as well as prepare for the impacts of climate change. This plan contains policy and initiatives regarding stationary energy, transportation, waste management, air quality, local food systems, heat, and water. Goal W2 (Water), Action W2.4, pertains to the implementation of the [Greater Phoenix Metro Green Infrastructure \(GI\) and Low Impact Development Details for Alternative Stormwater Management](#) to benefit the environment, promote water conservation, reduce urban heat, improve the public health, and create additional green spaces. This goal is addressed in Stipulation No. 15, which requires a minimum of two GI techniques for stormwater management to be implemented in this development.

COMMUNITY CORRESPONDENCE

16. As of the writing of this report three letters of opposition have been received. Concerns raised were regarding traffic impacts, prioritization of corporate profit, impacts on electric grid and water supply, lack of sustainability measures, rental properties vs. homeownership, the property management company, impacts on property values, safety, infrastructure, and the long-term stability of the area.

INTERDEPARTMENTAL COMMENTS

17. The Street Transportation Department recommended that a multi-use trail easement be dedicated and that a multi-use trail be constructed in the easement, that a detached sidewalk be provided along Baseline Road, that all existing utilities be undergrounded and SRP facilities be relocated out of the right-of-way, and that the developer replace and construct all improvements in the right-of-way with all required elements and to ADA standards. These are addressed in Stipulation Nos. 20 through 25.
18. The Public Transit Department recommended the construction of a bus stop pad on westbound Baseline Road. This is addressed in Stipulation No. 18.
19. The City of Phoenix Aviation Department commented that the property owner shall record a Notice to Prospective Purchasers of Proximity to Airport in order to disclose the existence, and operational characteristics of the Phoenix Sky Harbor

Airport to future owners or tenants of the property. This is addressed in Stipulation No. 26.

OTHER

20. The site is located in a larger area identified as being archaeologically sensitive. If further review by the City of Phoenix Archaeology Office determines the site and immediate area to be archaeologically sensitive, and if no previous archaeological projects have been conducted within this project area, it is recommended that archaeological Phase I data testing of this area be conducted. Phase II archaeological data recovery excavations may be necessary based upon the results of the testing. A qualified archaeologist must make this determination in consultation with the City of Phoenix Archaeologist. In the event archaeological materials are encountered during construction, all ground disturbing activities must cease within a 33-foot radius of the discovery and the City of Phoenix Archaeology Office must be notified immediately and allowed time to properly assess the materials. These are addressed in Stipulation Nos. 27 through 29.
21. Staff has not received a completed form for the Waiver of Claims for Diminution in Value of Property under Proposition 207 (A.R.S. 12-1131 et seq.), as required by the rezoning application process. Therefore, a stipulation has been added to require the form be completed and submitted prior to preliminary site plan approval. This is addressed in Stipulation No. 30.
22. Development and use of the site are subject to all applicable codes and ordinances. Zoning approval does not negate other ordinance requirements. Other formal actions such as, but not limited to, zoning adjustments and abandonments may be required.

Findings

1. The requested R-3 zoning district will provide a transition between the commercial development to the east and the single-family development to the west.
2. The proposal, as stipulated, will create a strong pedestrian environment along Baseline Road with a shaded detached sidewalk and multi-use trail that will convey residents safely and comfortably along the Baseline Road multi use trail alignment.
3. The proposal will create additional housing options in line with the Housing Phoenix Plan's goal of preserving or creating 50,000 housing units by 2030.

Stipulations:

1. The development shall be in general conformance with the site plan date stamped April 21, 2025, as approved by the Planning and Development Department.
2. Building elevations shall be presented for review and comment to the South Mountain Village Planning Committee prior to preliminary site plan approval
3. Building elevations shall contain multiple colors, exterior accent materials and textural changes that exhibit quality and durability such as brick, stone, colored textured concrete or stucco, or other materials to provide a decorative and aesthetic treatment, as approved by the Planning and Development Department.
4. A minimum of one-third of the dwelling unit buildings shall not exceed one story or 20 feet in height.
5. The development shall incorporate bicycle infrastructure as described below and as approved by the Planning and Development Department.
 - a. Secure bicycle parking shall be provided per Section 1307 of the Zoning Ordinance.
 - b. Guest bicycle parking shall be provided at a minimum rate of 0.05 spaces per dwelling unit, up to a maximum of 50 spaces required.
 - c. A minimum of 10 percent of the provided bicycle parking spaces shall include standard electrical receptacles for electric bicycle charging capabilities.
 - d. Bicycle parking spaces shall be shaded by a structure, landscaping, or a combination of the two to provide a minimum of 75% shade.
 - e. A bicycle repair station ("fix it station") shall be provided and maintained on site within an amenity area or near a primary site entrance, and separated from vehicular maneuvering areas, where applicable. The repair station shall include, but not be limited to:

- i. Standard repair tools affixed to the station;
 - ii. A tire gauge and pump affixed to the base of the station or the ground;
 - iii. A bicycle repair stand which allows pedals and wheels to spin freely while making adjustments to the bike.
6. A minimum 5% of the required parking spaces shall provide EV installed infrastructure.
7. Site lighting shall be provided at building entrances/exits and in public assembly and parking areas, as approved by the Planning and Development Department.
8. If perimeter fencing is provided along the south side of the site it shall be a minimum of 75 percent open view fencing, as approved by the Planning and Development Department.
9. The landscape setback along Baseline Road shall be planted to include native cacti or similar spiny desert accent plants, as approved by the Planning and Development Department.
10. All landscape setbacks shall be planted with minimum 2-inch caliper, large canopy, shade trees, planted 20 feet on center, or in equivalent groupings, with a minimum five 5-gallon shrubs per tree, as approved by the Planning and Development Department. Where utility conflicts exist, the developer shall work with the Planning and Development Department on alternative design solutions consistent with a pedestrian environment for installing the required plants.
11. A minimum of 10% of the required shrubs, shall be a milkweed or other native nectar species, and shall be planted in groups of three or more, as approved by the Planning and Development Department.
12. All internal pedestrian pathways shall be shaded by a structure, landscaping, or a combination of the two to provide a minimum of 75% shade, as approved by the Planning and Development Department.
13. Where pedestrian walkways cross a vehicular path, the pathway shall be constructed of decorative pavers, stamped or colored concrete, or other pavement treatments that visually contrasts parking and drive aisle surfaces, as approved by the Planning and Development Department.

14. A minimum of 25% of the surface parking areas shall be shaded, as approved by the Planning and Development Department. Shade may be achieved by structures or by minimum 2-inch caliper, drought tolerant, shade trees, or a combination thereof.
15. A minimum of two green stormwater infrastructure (GSI) elements for stormwater management shall be implemented, as approved or modified by the Planning and Development and/or Street Transportation departments. This includes but is not limited to stormwater harvesting basins, bioswales, permeable pavement, etc., per the Greater Phoenix Metro Green Infrastructure and Low Impact Development Details for Alternative Stormwater Management.
16. Natural turf shall only be utilized for required retention areas (bottom of basin, and only allowed on slopes if required for slope stabilization) and functional turf areas located on properties for uses such as residential common areas, as approved by the Planning and Development Department.
17. Prior to final site plan approval, documentation shall be provided that demonstrates a commitment to participate in the Water Efficiency Checkup program for a minimum of 10 years, or as approved by the Planning and Development Department.
18. The developer shall reconstruct the bus stop pad on westbound Baseline Road. Bus stop pad shall be constructed according to City of Phoenix Standard Detail P1260 with a minimum depth of 10 feet. Bus stop pad shall be spaced from an intersection according to City of Phoenix Standard Detail P1258, as approved or modified by the Public Transit Department. Trees shall be placed to provide 50% shade coverage to bus stop pad at full maturity.
19. A 30-foot-wide multi-use trail easement (MUTE) shall be dedicated along the north side of Baseline Road, adjacent to the subject site and a minimum 10-foot-wide multi-use trail (MUT) shall be constructed within the easement, in accordance with the MAG supplemental detail and, as approved or modified by the Planning and Development Department.
20. The sidewalk along Baseline Road shall be a minimum of 6 feet in width and detached with a minimum 10-foot-wide landscape strip located between the sidewalk and back of curb and planted to the following standards, as approved by the Planning and Development Department.

- a. Minimum 2-inch caliper, single-trunk, large canopy, shade trees planted 20 feet on center, or in equivalent groupings.
- b. Shrubs, accents and vegetative groundcovers with a maximum mature height of two feet evenly distributed throughout the landscape area to achieve a minimum of 75% live coverage.

Where utility conflicts exist, the developer shall work with the Planning and Development Department on alternative design solutions consistent with a pedestrian environment for installing the required plants.

- 21. A minimum of 55-feet of right-of-way shall be dedicated and constructed for north side of Baseline Road.
- 22. All existing electrical utilities within the public right-of-way shall be underground, adjacent to the development. Developer to coordinate with the affected utilities company for their review and permitting.
- 23. Existing SRP facilities along Baseline Road are to be relocated outside of City right-of-way, unless otherwise approved by the Street Transportation Department. Relocations that require additional dedications or land transfer require completion prior to obtaining plat and/or civil plan review approval.
- 24. Replace unused driveways with sidewalk, curb and gutter. Also, replace any broken or out-of-grade curb, gutter, sidewalk, and curb ramps on all streets and upgrade all off-site improvements to be in compliance with current ADA guidelines.
- 25. All streets within and adjacent to the development shall be constructed with paving, curb, gutter, sidewalk, curb ramps, streetlights, median islands, landscaping and other incidentals as per plans approved by the Planning and Development Department. All improvements shall comply with all ADA accessibility standards.
- 26. The property owner shall record documents that disclose the existence, and operational characteristics of the Phoenix Sky Harbor Airport to future owners or tenants of the property. The form and content of such documents shall be according to the templates and instructions provided which have been reviewed and approved by the City Attorney.
- 27. If determined necessary by the Phoenix Archaeology Office, the applicant shall conduct Phase I data testing and submit an archaeological survey report of the

development area for review and approval by the City Archaeologist prior to clearing and grubbing, landscape salvage, and/or grading approval.

28. If Phase I data testing is required, and if, upon review of the results from the Phase I data testing, the City Archaeologist, in consultation with a qualified archaeologist, determines such data recovery excavations are necessary, the applicant shall conduct Phase II archaeological data recovery excavations
29. In the event archaeological materials are encountered during construction, the developer shall immediately cease all ground-disturbing activities within a 33-foot radius of the discovery, notify the City Archaeologist, and allow time for the Archaeology Office to properly assess the materials.
30. Prior to final site plan approval, the landowner shall execute a Proposition 207 waiver of claims form. The waiver shall be recorded with the Maricopa County Recorder's Office and delivered to the City to be included in the rezoning application file for record.

Writer

Samuel Rogers

June 2, 2025

Team Leader

Racelle Escolar

Exhibits

Zoning sketch map

Aerial sketch map

Conceptual Site Plan date stamped April 21, 2025 (2 pages)

Conceptual Building Elevations date stamped April 4 2025 (12 pages)

Correspondence (13 pages)



NORTH
 SCALE: 1" = 50'-0"

YARDLY BASELINE
 PRE-APPLICATION SITE PLAN
 PHOENIX, ARIZONA

PROJECT NO: 23006820
 DATE: 2023-04-08
 DRAWN BY: BD
 REVIEWED BY: JM
 REVISIONS:
 1. 04/10/23: [REDACTED]
 2. 04/10/23: [REDACTED]
 3. 04/10/23: [REDACTED]
 4. 04/10/23: [REDACTED]
 5. 04/10/23: [REDACTED]

ENLARGED SITE PLAN

PA-SP

SHEET 2 OF 2

PRE-APPLICATION SITE PLAN

APPROVALS:

SHEET INDEX

SHEET 1 OF 2: PA-C COVER SHEET/PROJECT DATA
 SHEET 2 OF 2: PA-P ENLARGED SITE PLAN (PA-SP)

CITY TRACKING NUMBERS

Q1-24: 23006820
 ZONING CASE#: ZPA-231-32
 GFA CASE#: GFA-SH-133-8
 Q1-24: 23006820
 ZONING CASE#: ZPA-231-32
 GFA CASE#: GFA-SH-133-8

ORCHARDS AT PHOENIX LLC
 105-87-0715

RADI INVESTMENT CO. LLC
 105-86-865

SOUTH MOUNTAIN PAVILION LLC
 105-86-867

GLASSMOUNTAIN LLC
 105-86-861

SOUTH MOUNTAIN PAVILION LLC
 105-86-871A

CAMPUSANO NELSON /
 105-81-787

TROMP HOLDINGS LLC
 105-81-787

MANDALL FAMILY
 REFUGES & RECYCLE TRUST
 105-86-017N

DANNY E AND GEORGIA K
 MANDALL FAMILY
 REFUGES & RECYCLE TRUST
 105-86-017B

QUEVEDO, JUAN A
 105-86-571

SMITH HARVEY CS /
 MOD LAM
 105-86-572

(R-1-10)

BURDETTE TODD A
 105-86-571

MONTGOMERY ROBERT /
 BYRN ESKA
 105-86-570

5'-0" MIN. BLDG STBK

BROCK MATTHEW W
 105-86-568

EXISTING 6' WALL

LE TAY / PHAN THANH
 105-86-568

BALESTRERI BRIAN
 105-81-823

(R-1-8)

JOSE AND ANITA
 NEGRETTE FAMILY TRUST
 105-81-824

EXISTING 6' WALL

JACKSON HENDERSON
 ROBERT L
 105-81-423

STAP 2022-8FED
 BORROWER, L P
 105-81-828

5'-0" MIN. BLDG STBK

ROBERTSON J
 105-81-828

5'-0" MIN. LSCP AREA

15'-0" MIN. BLDG STBK

15'-0" MIN. LSCP AREA

15'-0" MIN. BLDG STBK

15'-0" MIN. LSCP AREA

15'-0" MIN. BLDG STBK

15'-0" MIN. LSCP AREA

15'-0" MIN. BLDG STBK

15'-0" MIN. LSCP AREA

15'-0" MIN. BLDG STBK

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15'-0" MIN. BLDG STBK

15'-0" MIN. LSCP AREA

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15'-0" MIN. BLDG STBK

15'-0" MIN. LSCP AREA

15'-0" MIN. BLDG STBK

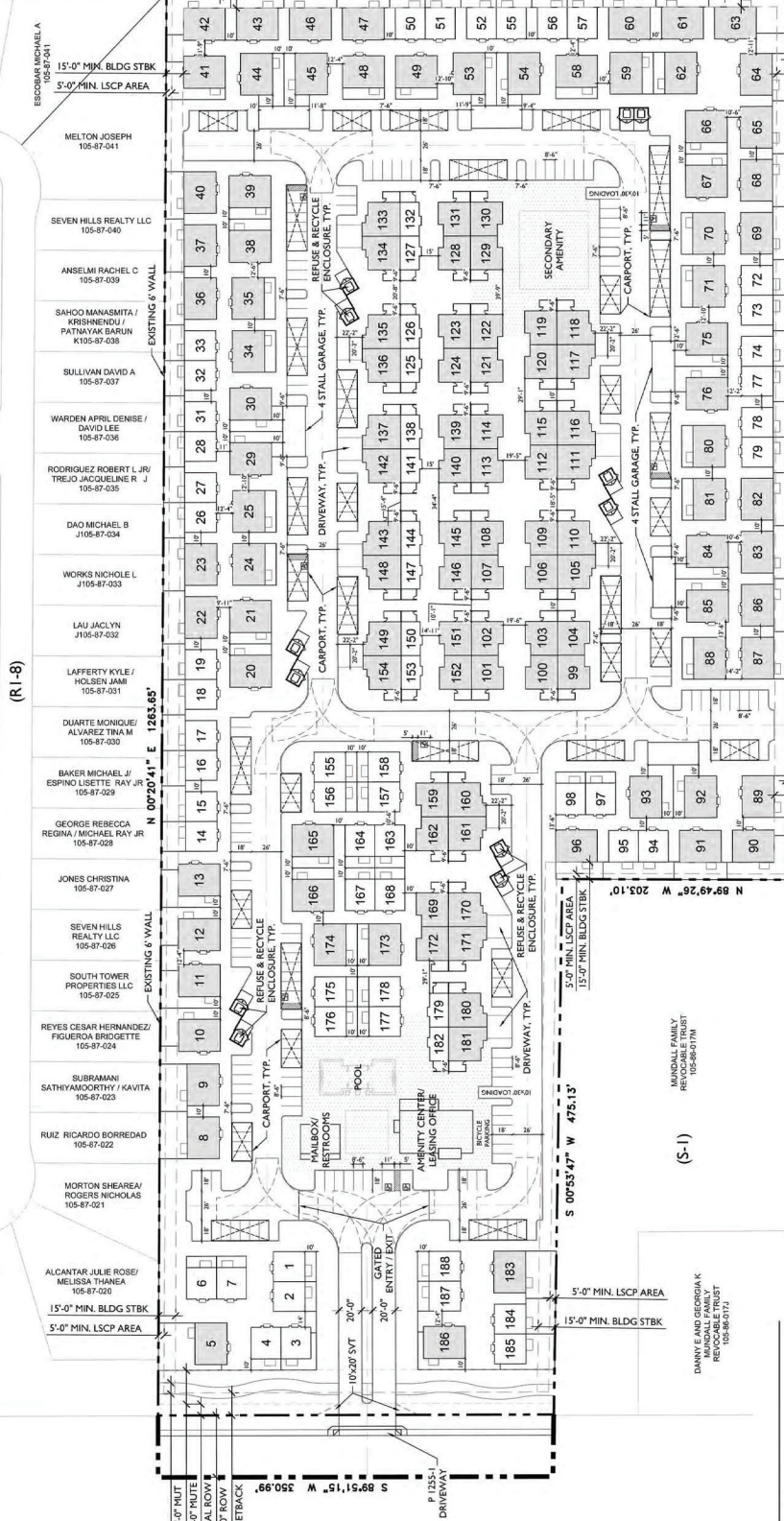
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15'-0" MIN. BLDG STBK

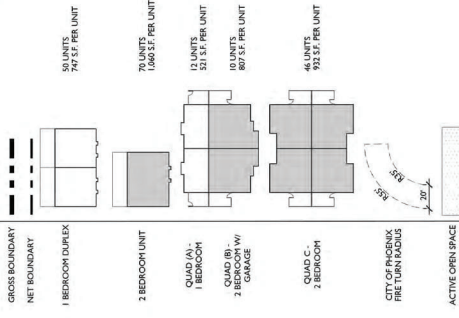
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15'-0" MIN. BLDG STBK

15'-0" MIN. LSCP AREA



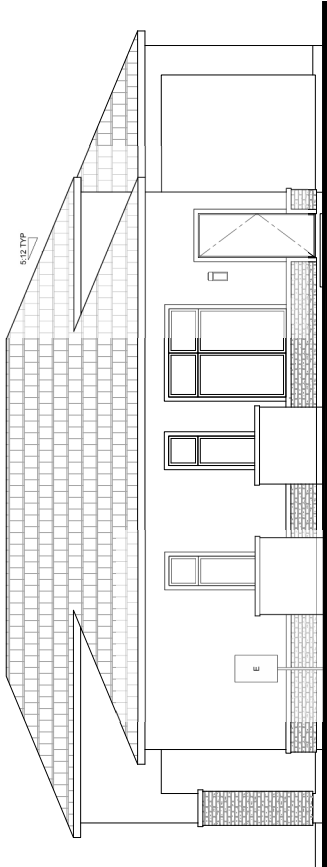
LEGEND



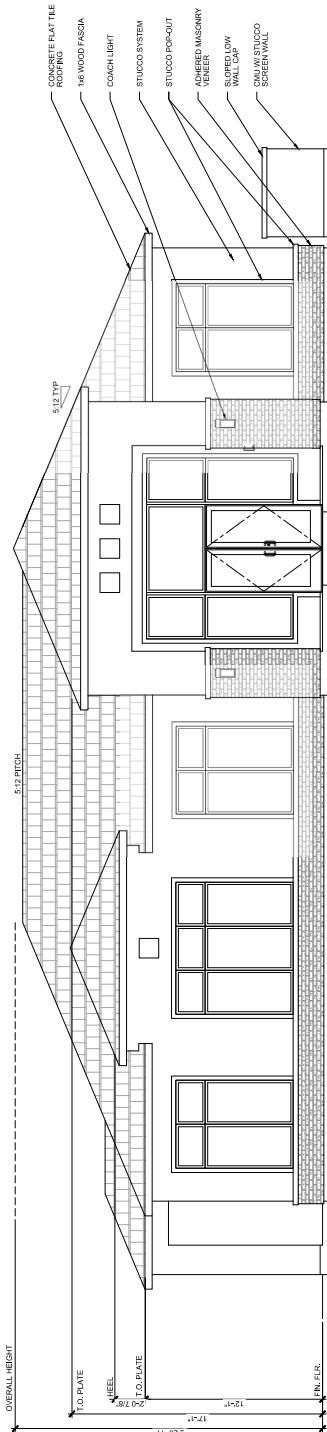
CITY OF PHOENIX

APR 04 2025

Planning & Development
Department



RIGHT ELEVATION
DESERT MODERN
1/4" = 1'-0"



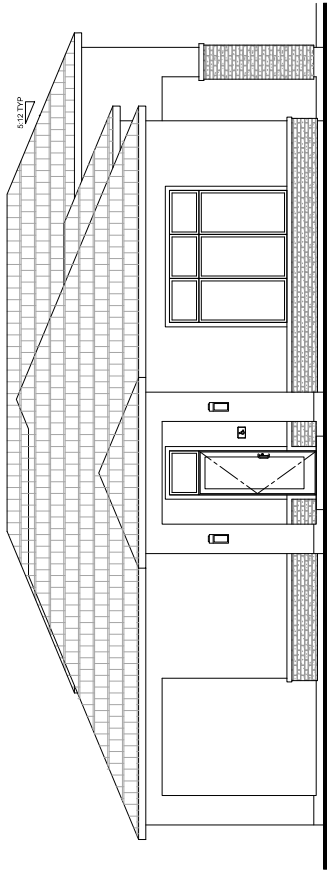
FRONT ELEVATION
DESERT MODERN
1/4" = 1'-0"

Community Building | Yardly Baseline | Phoenix, AZ

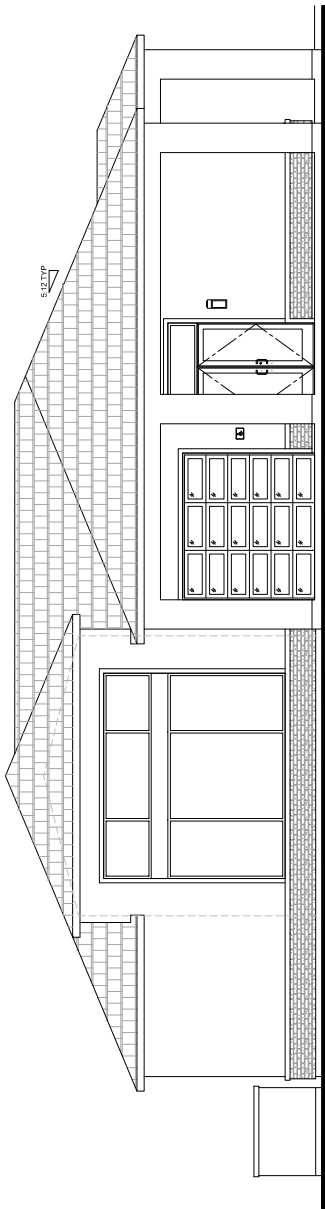
CITY OF PHOENIX

APR 04 2025

Planning & Development
Department



LEFT ELEVATION
DESERT MODERN
1/4" = 1'-0"



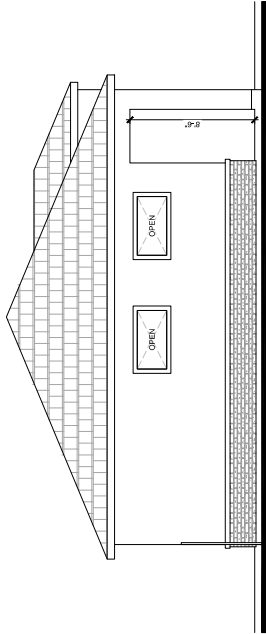
REAR ELEVATION
DESERT MODERN
1/4" = 1'-0"

Community Building | Yardly Baseline | Phoenix, AZ

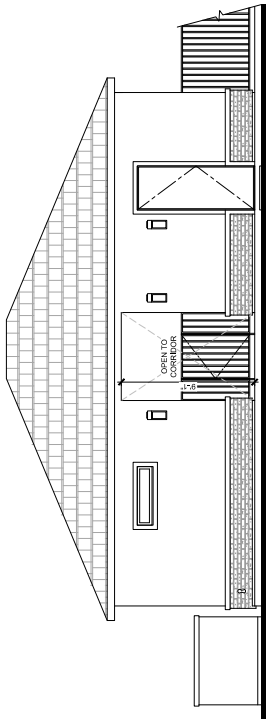
YARDLY
BY TAYLOR MORRISON

11-21-2024

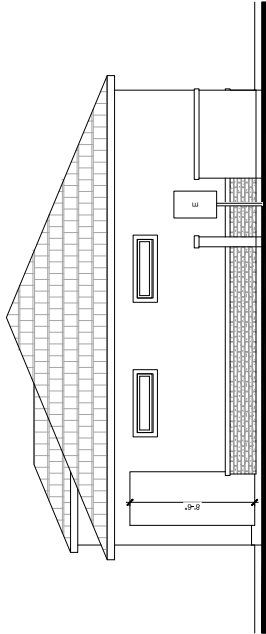
FELTENGROUP
PHOTO: 602.687.2000 WWW.FELTENGROUP.COM
WWW.FELTENGROUP.COM copyright 2024



LEFT ELEVATION
DESERT MODERN
1/4" = 1'-0"

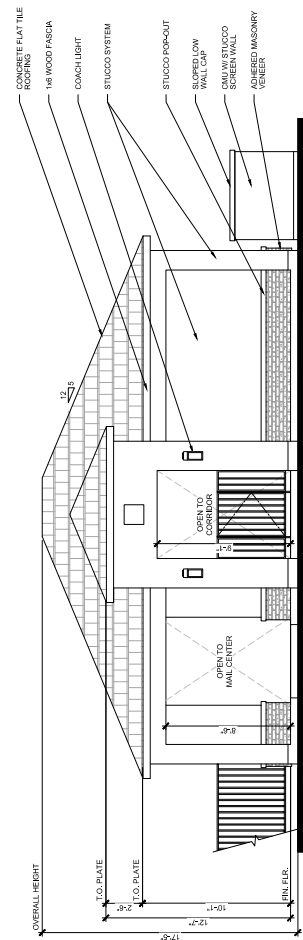


REAR ELEVATION
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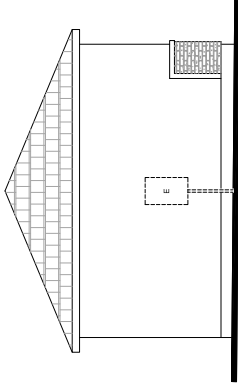
RIGHT ELEVATION
DESERT MODERN
1/4" = 1'-0"

CITY OF PHOENIX
APR 0 4 2025
Planning & Development
Department

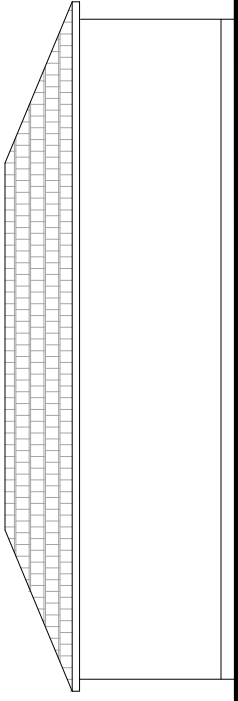


FRONT ELEVATION
DESERT MODERN
1/4" = 1'-0"

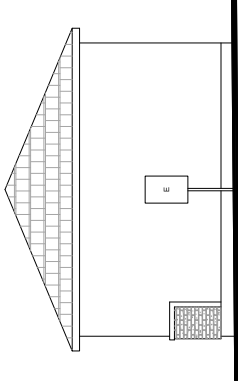
Mailbox Structure | Yardly Baseline | Phoenix, AZ



LEFT ELEVATION
DESERT MODERN
1/4" = 1'-0"

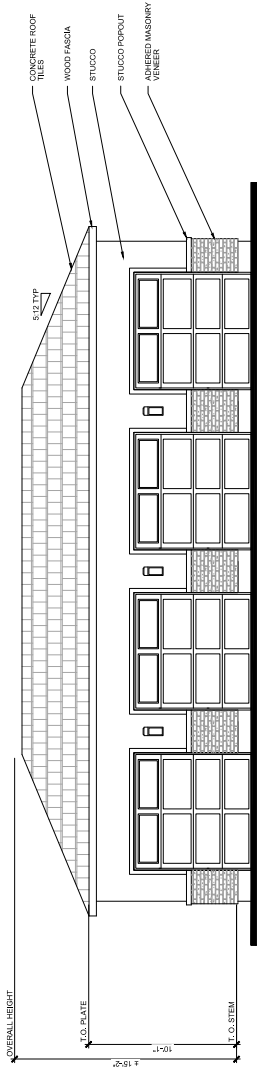


REAR ELEVATION
DESERT MODERN
1/4" = 1'-0"



RIGHT ELEVATION
DESERT MODERN
1/4" = 1'-0"

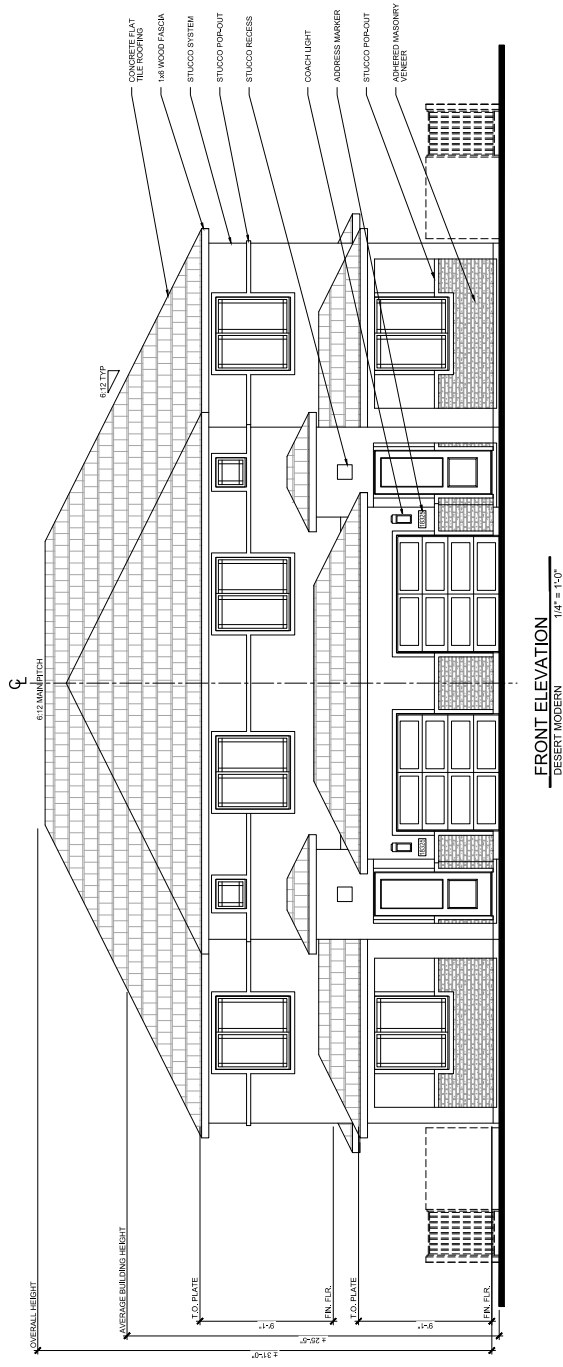
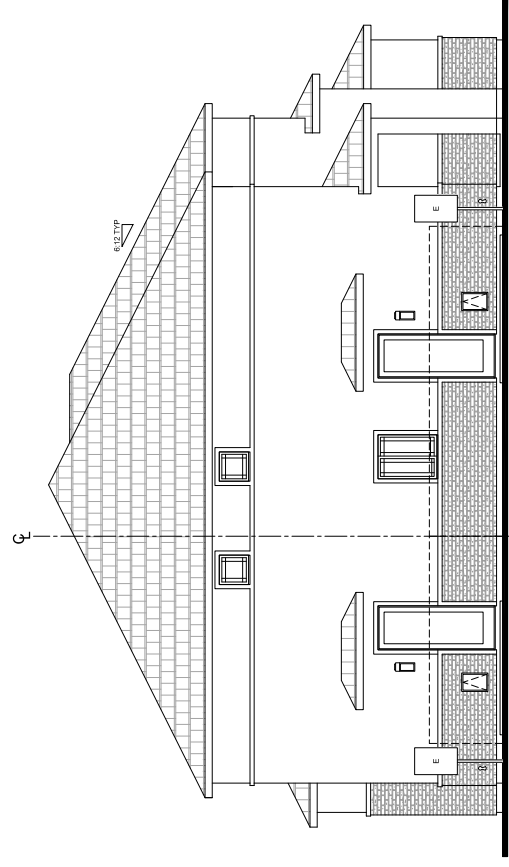
CITY OF PHOENIX
APR 04 2025
Planning & Development
Department



FRONT ELEVATION
DESERT MODERN
1/4" = 1'-0"

Garage | Yardly Baseline | Phoenix, AZ

Planning & Development
Department

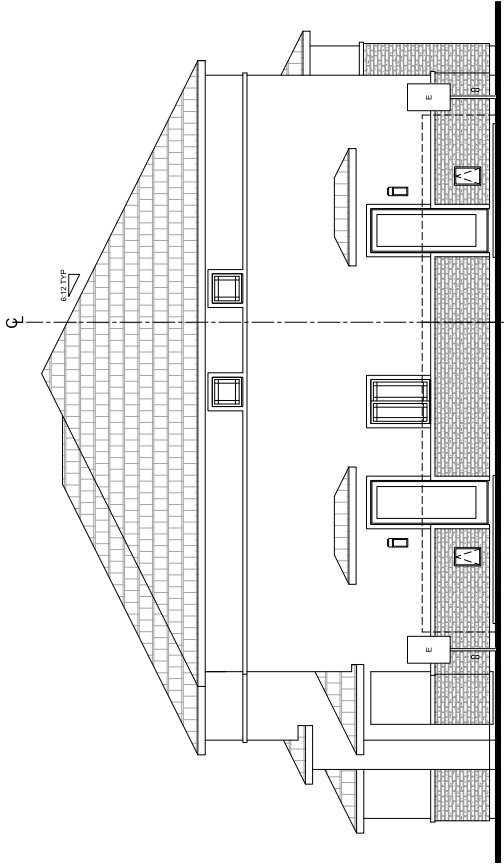


A3 Quad Townhome | Yardly Baseline | Phoenix, AZ

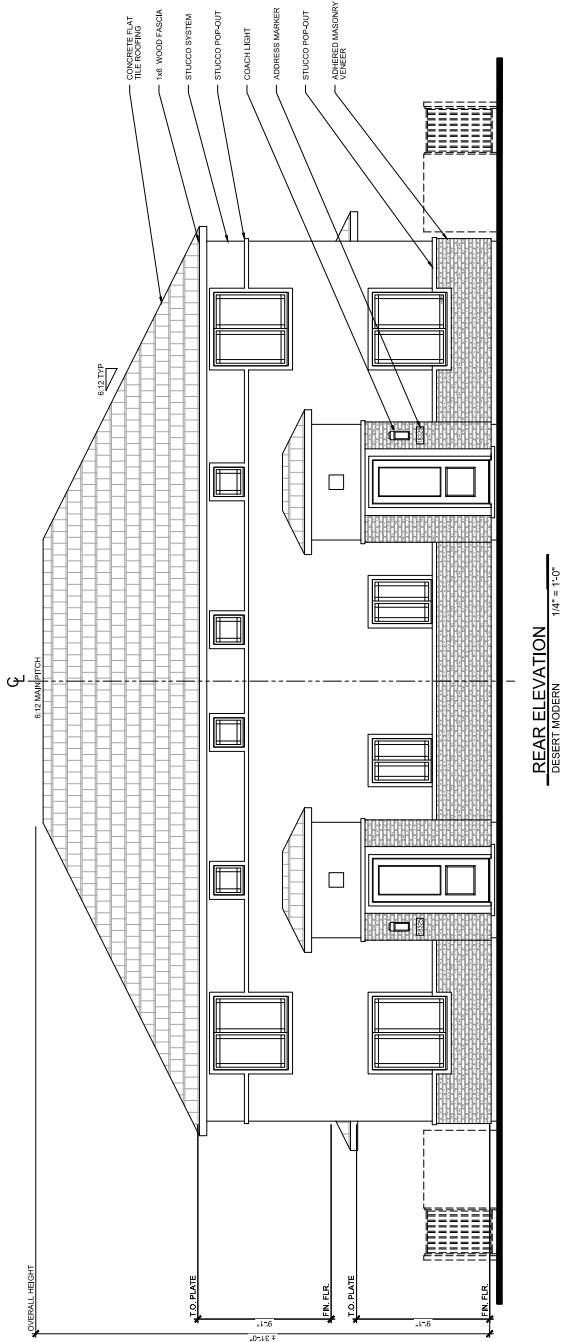
CITY OF PHOENIX

APR 04 2025

Planning & Development
Department



RIGHT ELEVATION
DESERT MODERN
1/4" = 1'-0"



REAR ELEVATION
DESERT MODERN
1/4" = 1'-0"

A3 Quad Townhome | Yardly Baseline | Phoenix, AZ

YARDLY
BY TAYLOR MORRISON

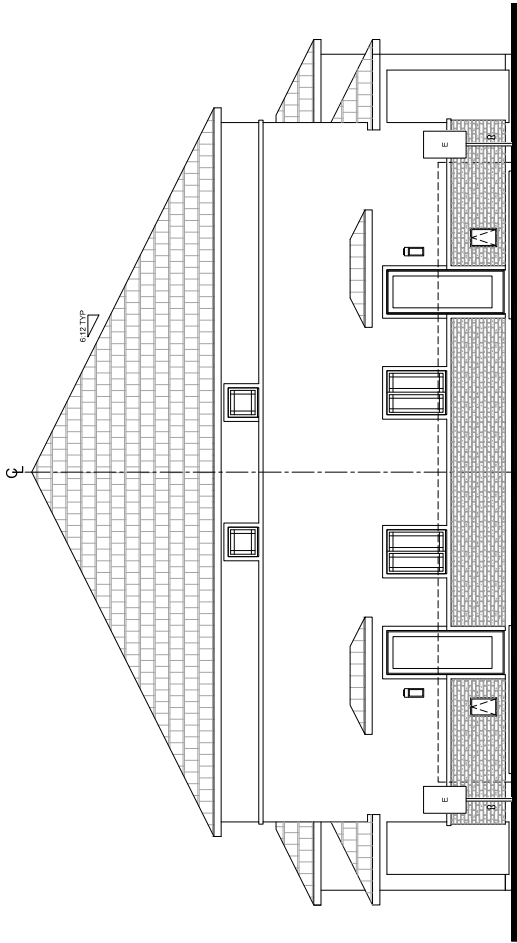
12-13-2024

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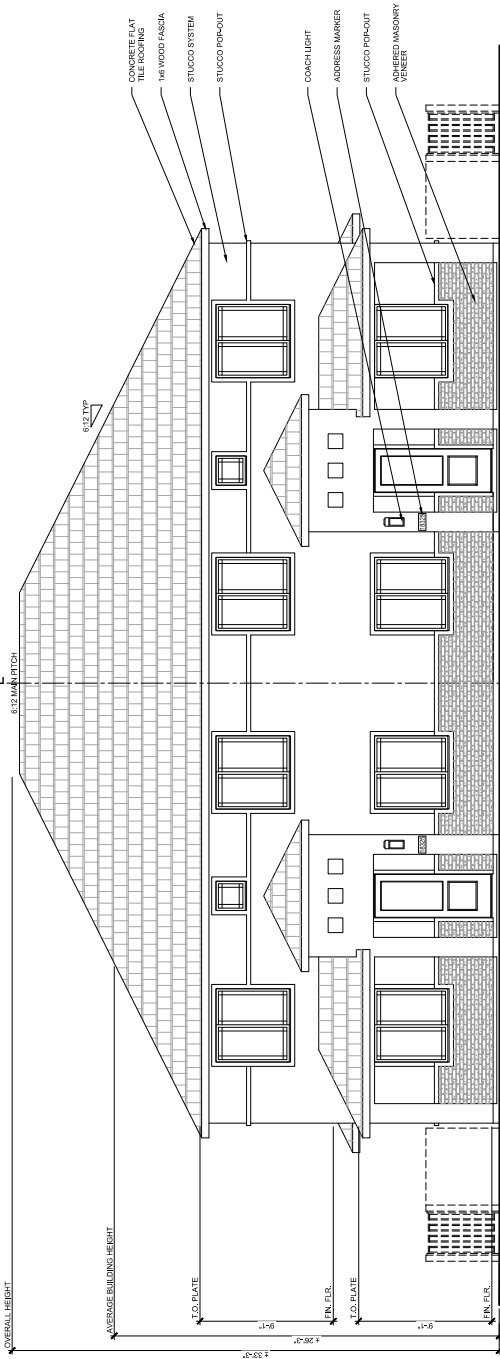
CITY OF PHOENIX

APR 04 2025

Planning & Development
Department



LEFT ELEVATION
DESERT MODERN
1/4" = 1'-0"



FRONT ELEVATION
DESERT MODERN
1/4" = 1'-0"

B1 Quad Townhome | Yardly Baseline | Phoenix, AZ

YARDLY
BY TAYLOR MORRISON

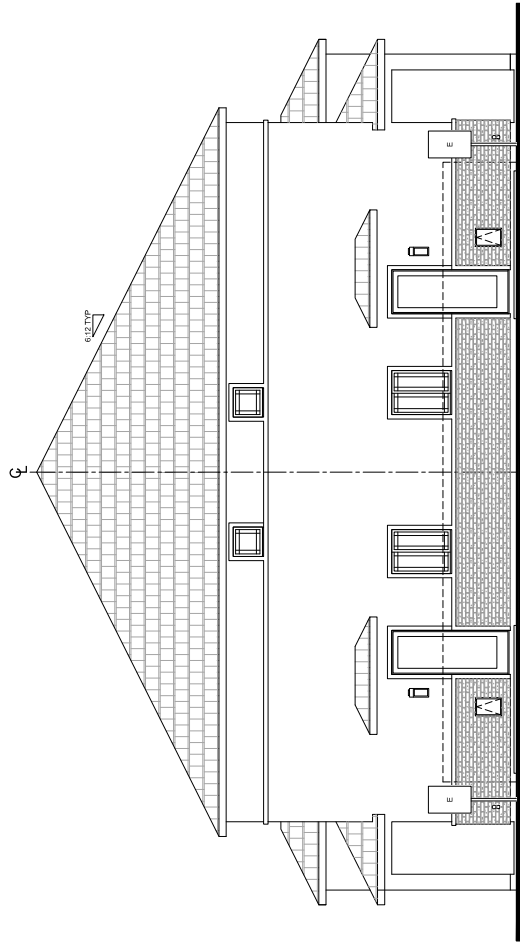
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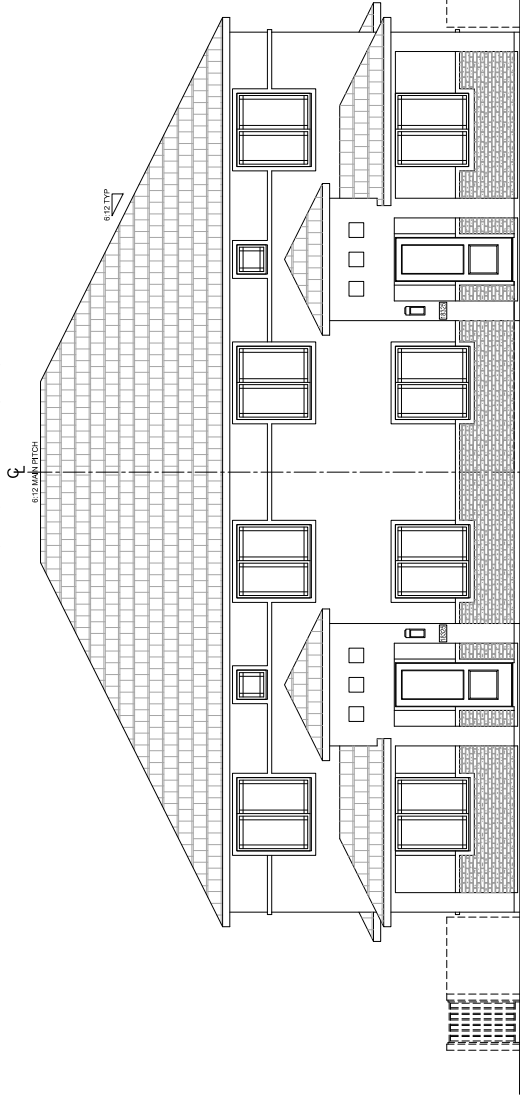
CITY OF PHOENIX

APR 04 2025

Planning & Development
Department



RIGHT ELEVATION
1/4" = 1'-0"
DESERT MODERN



REAR ELEVATION
1/4" = 1'-0"
DESERT MODERN

B1 Quad Townhome | Yardly Baseline | Phoenix, AZ

YARDLY
BY TAYLOR MORRISON

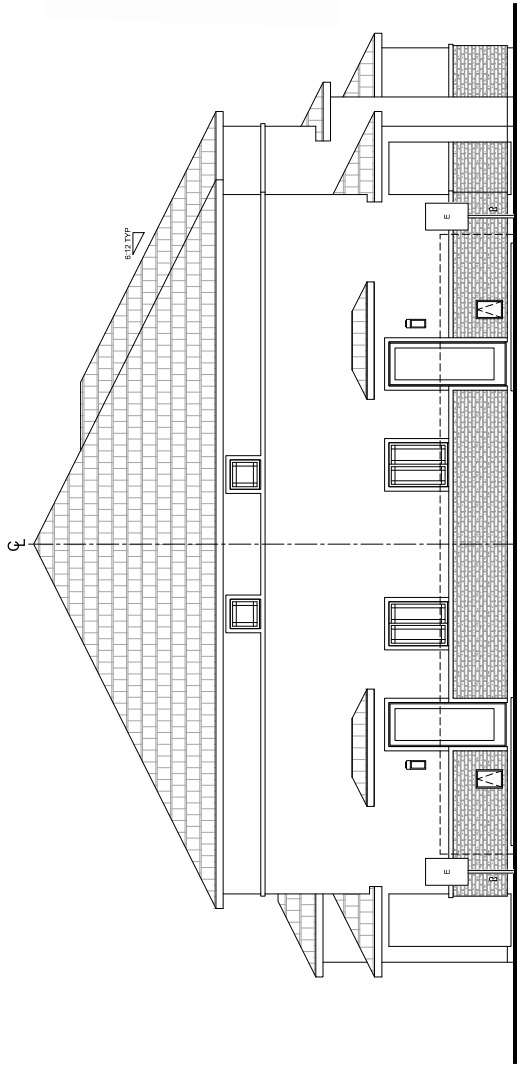
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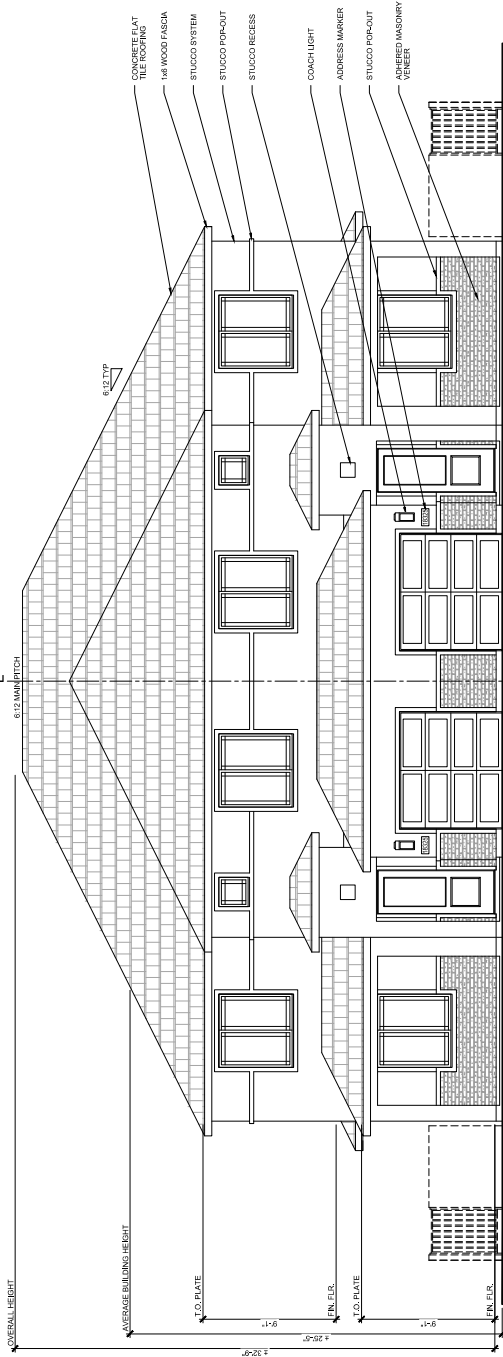
CITY OF PHOENIX

APR 04 2025

Planning & Development
Department



LEFT ELEVATION
DESERT MODERN
1/4" = 1'-0"



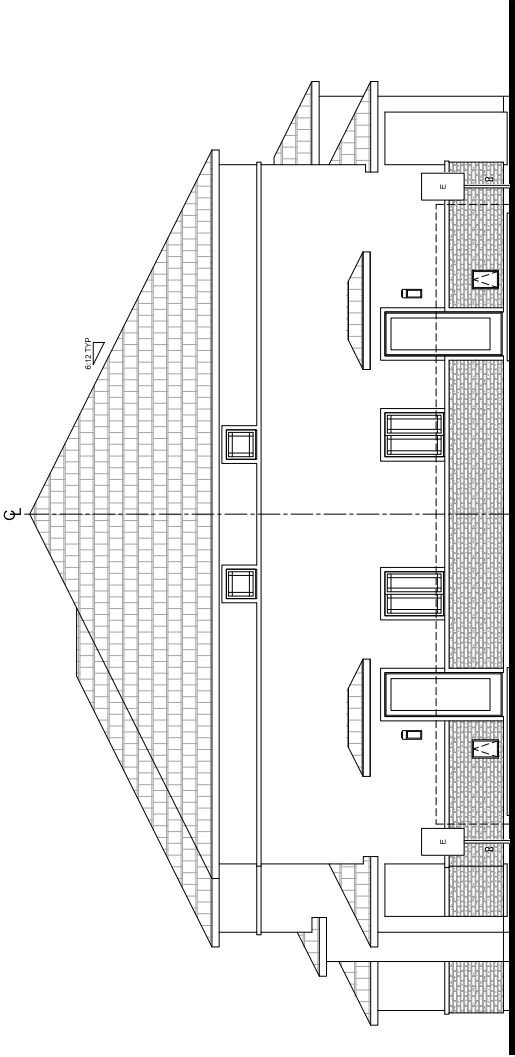
FRONT ELEVATION
DESERT MODERN
1/4" = 1'-0"

B2 Quad Townhome | Yardly Baseline | Phoenix, AZ

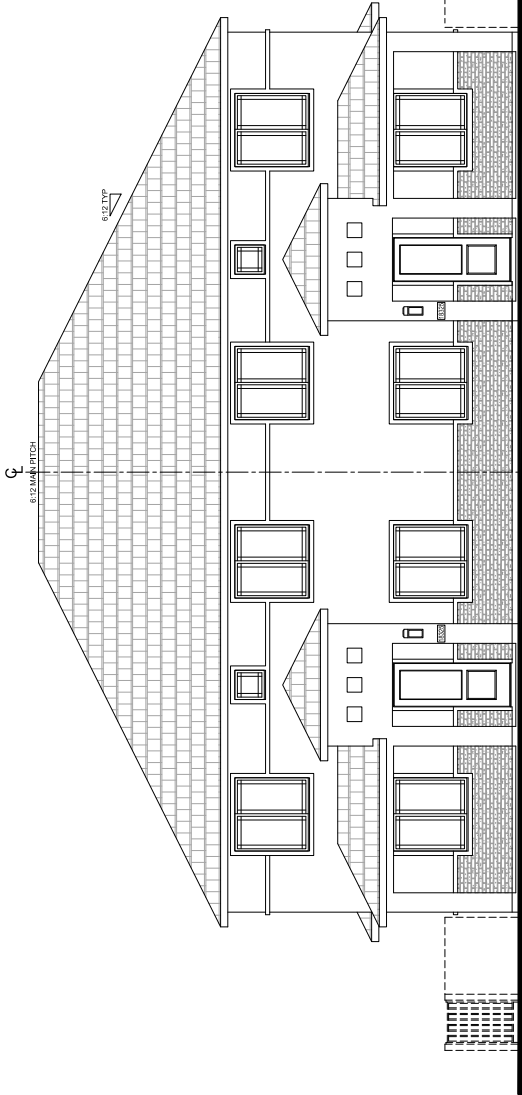
CITY OF PHOENIX

APR 04 2025

Planning & Development
Department



RIGHT ELEVATION
DESERT MODERN
1/4" = 1'-0"



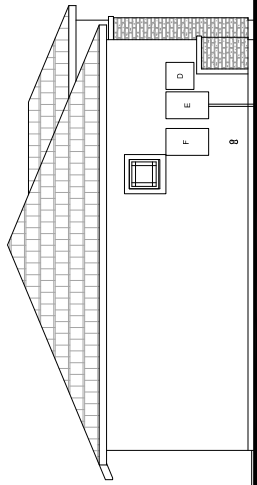
REAR ELEVATION
DESERT MODERN
1/4" = 1'-0"

B2 Quad Townhome | Yardly Baseline | Phoenix, AZ

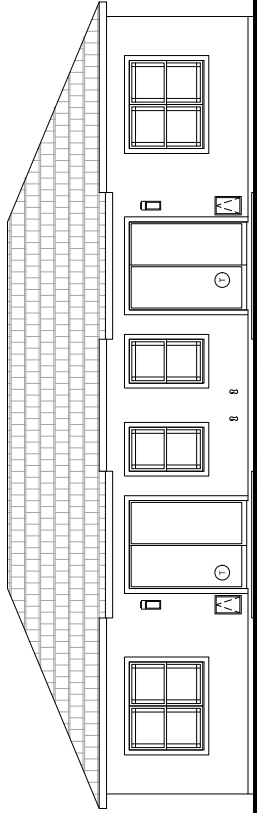
YARDLY
BY TAYLOR MORRISON

11-21-2024

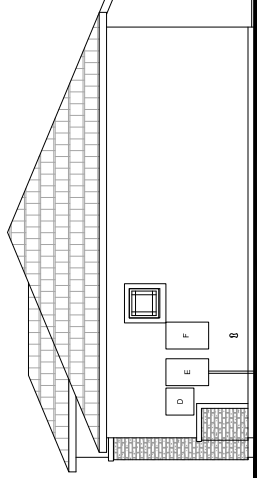
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LEFT ELEVATION
DESERT MODERN
1/4" = 1'-0"



REAR ELEVATION
DESERT MODERN
1/4" = 1'-0"

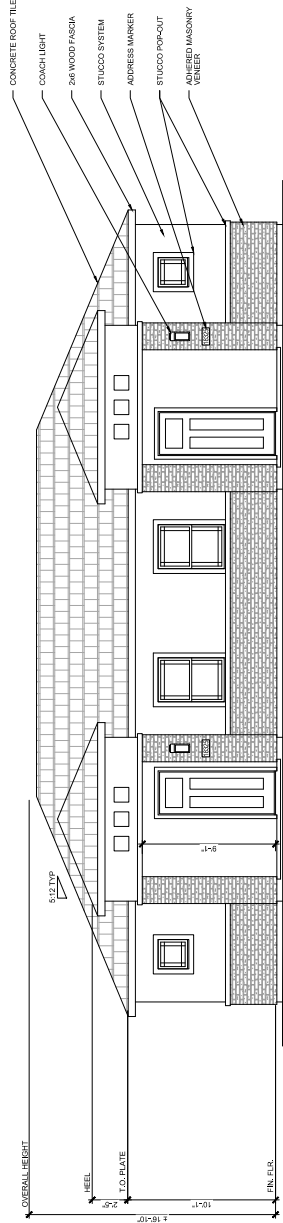


RIGHT ELEVATION
DESERT MODERN
1/4" = 1'-0"

CITY OF PHOENIX

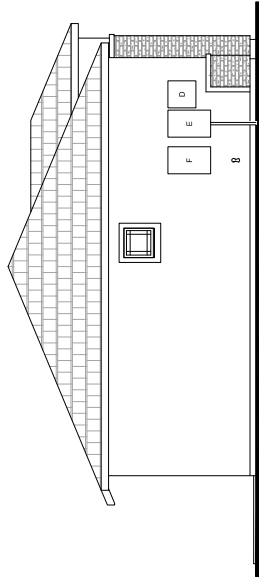
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Planning & Development
Department

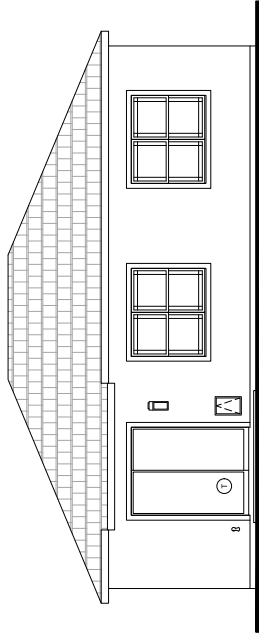


FRONT ELEVATION
DESERT MODERN
1/4" = 1'-0"

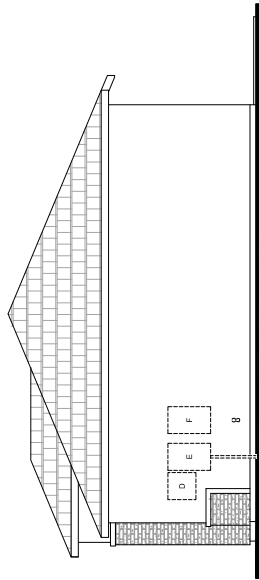
Unit 1 | Yardly Baseline | Phoenix, AZ



LEFT ELEVATION
DESERT MODERN
1/4" = 1'-0"



REAR ELEVATION
DESERT MODERN
1/4" = 1'-0"

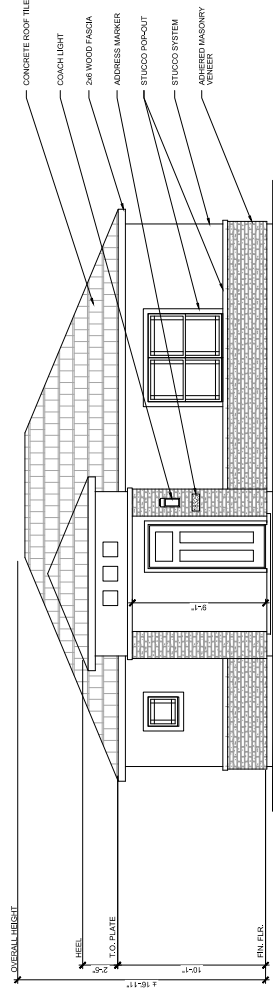


RIGHT ELEVATION
DESERT MODERN
1/4" = 1'-0"

CITY OF PHOENIX

APR 04 2025

Planning & Development
Department



FRONT ELEVATION
DESERT MODERN
1/4" = 1'-0"

Unit 2 | Yardly Baseline | Phoenix, AZ



May 6th 2025 mtg - Case Nos GPA-SM-8-25 and Z-31-25

From joanna garcia <joretiring2006@yahoo.com>

Date Mon 5/5/2025 2:00 PM

To Samuel S Rogers <samuel.rogers@phoenix.gov>

CAUTION: This email originated outside of the City of Phoenix.

Do not click links or open attachments unless you know the sender and were expecting this email.

Report Suspicious

On the northeast corner of 23rd Avenue/Baseline is the site they are proposing to build these homes. And also the property 11,130 feet from corner of 23rd avenue is also proposed to build multifamily homes? That is also alot housing on those properties. We need family homes built not rental homes. What is to be considered for them to be approved? How do we stop this from happening/ or do we? There is soooo much traffic on Baseline Road now - its like a mini freeway and you propose to add even more traffic. Is there a proposal to add a street light on 23rd Avenue for that growth. This is insane that that much housing can be built when the road system is the same.

I live just down the street from 23rd Avenue and across the street the other proposal. Who benefits from this - because we do not!!!!

Josepha M Garcia



Case Nos GPA-SM-8-25 and Z-31-25

From Joseph Melton <meltjoe@aol.com>

Date Thu 5/8/2025 9:53 AM

To Samuel S Rogers <samuel.rogers@phoenix.gov>

CAUTION: This email originated outside of the City of Phoenix.

Do not click links or open attachments unless you know the sender and were expecting this email.

Report Suspicious

Dear Samuel Rogers,

I am writing to express my opposition to the proposed zoning changes; case numbers GPA-SM-8-25 and Z-31-25. As a property owner adjacent to the proposed development, I have significant concerns regarding the impact on property values, personal enjoyment, and safety. After attending the neighborhood meeting my concerns have been amplified. It appears Taylor Morrison has more interest in their own profits than the long-term benefits to our community.

The proposed change from the current residential zoning to 10-15 dwelling units per acre appears to prioritize corporate profit over community welfare. The addition of 188 dwelling units will likely exacerbate traffic congestion, strain our already limited electric grid and water supply, and negatively affect surrounding property values.

Taylor Morrison's plan to develop the Yardly rental units rather than homes for sale raises further concerns with their commitment to our community's well-being. I understand the logic behind rental units vs individual homes backing up to retail/commercial space, however the number of dwellings is concerning. Homeowners typically have a greater vested interest in their communities compared to renters, and rental communities often experience higher crime rates. In South Phoenix, this could lead to increased crime and reduced property values, issues we are already facing.

The development will also add over 200 vehicles to the already congested Baseline Road and potentially obstruct views of South Mountain. As an HOA board member in Addison Park, I have witnessed the negative impact of rental properties on our community, including increased damage and crime. The property manager they have chosen, GreyStar has horrible reviews and reputation per online research and the Better Business Bureau.

Per the meeting, Taylor Morrison is anticipating to charge between \$1800-\$2300 per month for 750 sq foot 1-2 bedroom homes. My neighbors property is a 3 bedroom 2 bath 1392 sq ft single family residence and they're struggling to find tenants for \$2100 per month. The previous tenants were destructive and disrespectful to the community and have lead the owner to now trying to sell the property.

It does not sound like Taylor Morrison is realistic to the demographic of who their tenants will be in this South Mountain area and it concerns me that the long term impact will be reduced rental prices and/or Taylor Morrison selling out to a large conglomerate from out of state who will let the property go to the way-side.

I urge you to decline this zoning change request. If Taylor Morrison is willing to put their money where their mouth is and can guarantee that property values will not decrease while offering compensation for any devaluation, I would reconsider my stance.

Please feel free to reach out to me with any questions. Thank you greatly for considering my concerns.

Sincerely,

Joe Melton

Meltjoe@AOL.com

(414) 737-3921

7265 S. 22nd Ave, PHX AZ



Opposition to Proposed Zoning Changes – Case Numbers GPA-SM-8-25 and Z-31-25

From Melissa Campos <mccampos19@gmail.com>

Date Tue 5/13/2025 7:10 PM

To Samuel S Rogers <samuel.rogers@phoenix.gov>

Cc Melissa Campos <mccampos19@gmail.com>

 2 attachments (7 MB)

Opposition to Proposed Zoning Changes – Case Numbers GPA-SM-8-25 and Z-31-25.docx; Article PDF.pdf;

CAUTION: This email originated outside of the City of Phoenix.

Do not click links or open attachments unless you know the sender and were expecting this email.

Report Suspicious

Hello Samuel,
I hope this email finds you well.

Attached are my concerns/opposition regarding this rezoning case and supporting research - please feel free to reach out to me with any questions or concerns.

Thank you,

--

Melissa Campos

Dear Samuel Rogers -

I am writing to express my strong opposition to the proposed zoning changes identified as GPA-SM-8-25 and Z-31-25. As a property owner in Addison Park, a neighboring community, I have significant concerns about the potential negative impact on property values, safety, infrastructure, and the long-term stability of the area—particularly if the proposed Yardly by Taylor Morrison development fails to meet its projected profitability.

After attending the recent neighborhood meeting, I left with the distinct impression that Taylor Morrison is prioritizing short-term profit over the long-term health and cohesion of the surrounding community. Many of the concerns voiced by residents, including myself, were not meaningfully addressed during the meeting. I raised the following key issues, which remain unresolved:

1. Traffic and Infrastructure Concerns

- There are no concrete plans to mitigate increased traffic, such as installing a traffic signal between 19th and 27th Avenue on Baseline.
- The proposed single entry and exit point for the community will create bottlenecks, especially with turning lanes, similar to the current congestion we experience at Addison Park's entrance at 23rd Avenue.

2. Lack of Sustainability Measures

- The proposed homes lack energy-efficient features such as solar panels or commitments to energy-saving materials.
- With the proposed density, this development will place additional strain on local utilities and contribute to pollution and resource depletion in an already stressed area.

3. Target Renter Profile and Market Mismatch

- The projected rent range (\$1,800–\$2,300/month for 750 sq ft units) is aimed at young professionals with white-collar jobs. As someone who fits that demographic, I can attest that the location lacks proximity to major employment hubs, entertainment, and essential amenities.
- This misalignment suggests the development may struggle to attract and retain its intended audience. When profitability declines, what happens next? Will Taylor Morrison sell off the property to the highest bidder—potentially resulting in unregulated, lower-quality ownership or management?

4. Transparency and Accountability

- Yardly, a two-year-old offshoot of Taylor Morrison, has no established track record and is outsourcing property management to Greystar—a third-party entity that is not BBB accredited.
- A recent article in *Builder* magazine highlights the industry’s financial challenges, referencing “temporarily dampened rent growth” and increasing operating expenses. These trends raise red flags about the long-term viability of this project.

5. Density and Misuse of Zoning Flexibility

- Previous re-zoning efforts proposed approximately 50 fewer units than this plan. The current unit-per-acre density appears excessive and profit-driven, not community-centered.

6. Comparative Site Selection

- When I asked about other Yardly projects in the Phoenix market, representatives were unprepared to respond. Upon reviewing the data myself during the meeting, I noted that other Yardly communities:
 1. Were not situated between existing, established residential communities; and
 2. Were located in areas without the significant traffic congestion we currently experience.
 3. Multi-point entrance and exit for each community vs the proposed only have one entry/exit – further raising safety concerns
(Screenshots and comparisons of lot access and layout are attached for reference.)

Requested Follow-Up from Taylor Morrison

In preparation for the next community meeting, I respectfully request Taylor Morrison provide written responses and supporting documentation for the following:

1. 2024 and year-to-date 2025 occupancy rates for all Phoenix Yardly properties
 2. Default rates and percentage of missed rent payments
 3. Average duration of vacant units
 4. Written guarantees or commitments to neighboring communities regarding ownership stability, specifically in the event of a sale within the next 20 years
-

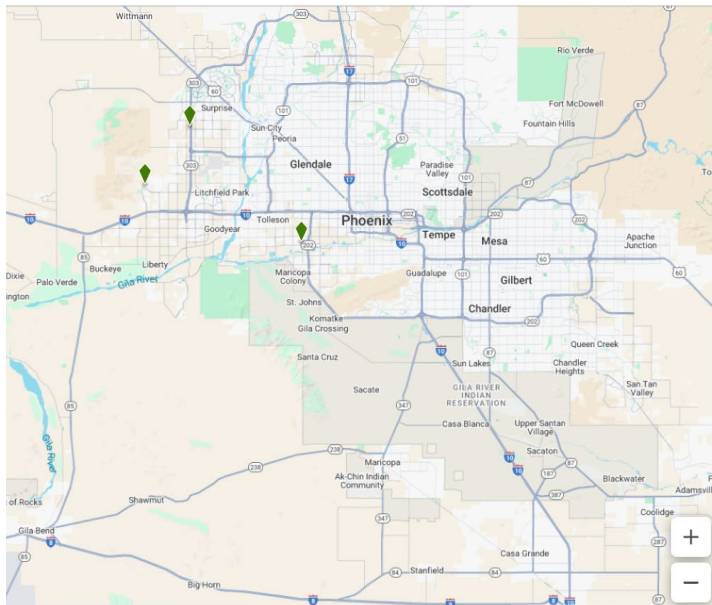
I urge you to decline the zoning change request based on the unresolved issues, lack of transparency, and the disproportionate impact this project could have on our community.

Please feel free to contact me directly should you have any questions or require further information. Thank you for your time and for considering the concerns of the residents most affected by this proposal.

Sincerely,

Melissa Campos

602 377 5603 / mccampos19@gmail.com



A map of the Phoenix metropolitan area with several green location pins. The pins are located in the northern and western parts of the city, near areas like Surprise, Glendale, and Buckeye. The map shows major highways and city boundaries.

Apartment listings from GREYSTAR:

- Yardly Paradisi**
12065 N 168th Ln, Surprise, AZ 85388
\$1,549 - \$2,024
1-2 Beds
SPECIALS: Pets Allowed, Pool, Dishwasher, In Unit Washer & Dryer, Stainless Steel Appliances, Granite Countertop...
(623) 432-7528
Email
- Yardly Broadway**
4550 S 67th Ave, Phoenix, AZ 85043
\$1,595 - \$2,070
1-2 Beds
SPECIALS: Pets Allowed, Fitness Center, Pool, In Unit Washer & Dryer, Clubhouse, Maintenance on site, Stainless Steel...
(833) 854-7592
Email
- Yardly at Verrado**
20907 W Indian School Rd, Buckeye, AZ 85396
\$1,655 - \$2,170
1-2 Beds
SPECIALS: ...
Email





\$1,549 - \$2,024
1-2 Beds

SPECIALS

SPECIALS

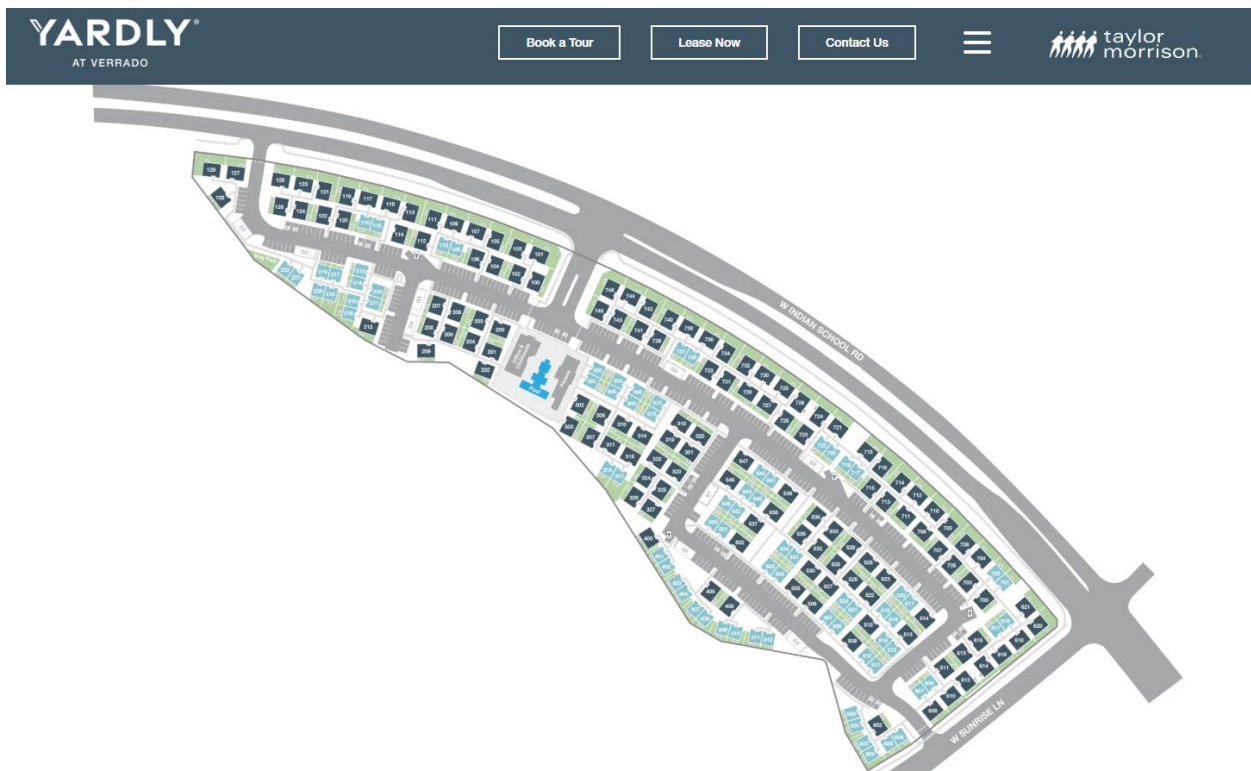
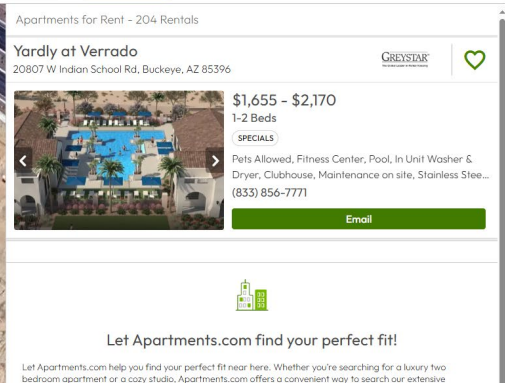
Pets Allowed

Pets Allowed, Pool, Dishwasher, In Unit Washer &
Dryer, Stainless Steel Appliances, Granite Countertop...
(623) 432-7528

(623) 432-7528

Email





Posted on: January 22, 2025

BUILDER

TWO YEARS OF YARDLY: HOW TAYLOR MORRISON'S BUILD-TO-RENT BRAND HAS EVOLVED

Yardly president Darin Rowe shares key BTR markets, successful strategies, lessons learned, and more.

By Symone Strong



Courtesy Yardly

Darin Rowe, president of Yardly For-Rent Brand

Two years after launching Yardly, Taylor Morrison's build-to-rent brand is making waves in the housing industry. Combining private backyard living with the flexibility of renting, Yardly has carved out a unique niche in the competitive rental market. With nearly three dozen project sites underway, key lessons learned, and ambitious plans for 2025, the brand is poised to redefine what renters can expect from their housing experience.

Ahead of his appearance at Zonda's Build-to-Rent event, BUILDER spoke with Yardly president Darin Rowe to dive into Yardly's journey, market strategies, and vision for the future. Read some of his introductory insights

below and hear more from him in person in Arlington, Texas, on Feb. 3.

It's been a little over two years since the launch of Yardly. Where does the built-to-rent brand stand today?

Five years ago, Taylor Morrison added this new and dynamic build-to-rent segment to its overall builder strategy including the last two years with our associated brand Yardly, whose name is a tip-of-the-cap to the private backyard that comes with each Yardly home; a key differentiator from traditional apartment living. Yardly helps Taylor Morrison fill a need serving consumers along their near and long-term housing journey. Almost three dozen project sites are owned with a majority of those ranging from having broken ground to actively being leased. In Q4 of last year, we sold our first two stabilized Yardly communities. If 2024 overall was the year of increased vertical construction at our Yardly neighborhoods then 2025 will be the year of lease-up activity, although we continue to source new land for future rental projects.

Want More BTR Insights?

Yardly's Darin Rowe will join NexMetro Communities CEO Josh Hartmann and Mandrake Capital Partners president Ed Oprindick to provide key BTR perspectives at Zonda's Build-to-Rent Conference, Feb. 3 to 4, in Arlington, Texas. Kimberly Byrum, managing principal of multifamily for Zonda Advisory, will moderate the "Perspective from the Leading Developers" session, where the panelists will share insight into their portfolio, discuss current capital market conditions, deal flows, absorptions, renter demand, and other key lessons for the future of this evolving sector. [Click here for more information or to register.](#)

What markets do you have projects in? Which are doing the best and which are you eyeing for expansion?

To date, Yardly has targeted select markets where Taylor Morrison has for-sale home building operations. Aligning rental and for-sale housing operations allows Yardly to leverage the best of Taylor Morrison as it relates to land sourcing, trade relationships, and other synergies that give Yardly a competitive advantage in this real estate space. Active Yardly markets include Sunbelt geographies Phoenix, Dallas, Houston, Austin, Tampa, Sarasota, Orlando, Charlotte, and Raleigh. Each market has its own characteristics and we will naturally gravitate towards those where we experience the highest company returns with diversity across multiple markets, helping to smooth any specific single-market swings.

What has been your most successful strategy for maintaining competitive advantage in an increasingly crowded market?

A proven brand reputation matters. Yardly is proud to be strategically aligned with parent company Taylor Morrison's legacy of quality construction and priority of loving the customer, including recent recognition as America's Most Trusted Home Builder for a 10th consecutive year by Lifestory Research. Most of the "me too" BTR entities that surfaced three to four years ago have moved on, leaving those like Yardly, with a long-term commitment to real estate development and experienced industry professionals helping to improve an undersupplied national landscape. A reputation for "doing what you say," including when acquiring land, partnering with trades, or keeping promises with customers, sets leaders apart from all others.

What lessons have you learned about achieving absorption targets in today's market, and how do you navigate slower lease-ups?

"Rinse and repeat" consistency in sourcing, construction, and leasing is great in concept but a more challenged reality. Each market, micro-market, and street corner location is unique and requires creative expertise to manage absorptions that help maximize returns for each community. Understanding who your target consumer is, demographically, helps steer local marketing and overall execution. Getting reps within a multitude of municipalities across several states allows us to better educate industry partners and city staff to lessen pain points associated with zoning, entitlements, and vertical construction which precede the lease-up phase. Ultimately, each community is tactically managed on a weekly basis via lean-ins from corporate and field teams to effect the best leasing outcomes while considering the elasticity of rents and surrounding competitive influences.

How is changing renter demand influencing the design and amenities of your BTR developments?

The consumer demand equation is ever-changing based on macro- and market-specific factors including jobs, immigration, state legislation, weather events, and yes pandemics. There's a search for balance by developers to give renters the product and related home features they want while at the same time achieving acceptable financial metrics considering site plan density, input costs, efficiencies that save time and understanding what renters will pay for. The impact from evolving amenity offerings such as pools, fitness, pickleball, and gathering spaces is more nuanced and somewhat less impactful overall.

With the sector's rapid expansion, what challenges are you facing in maintaining operational efficiency and delivering consistent renter experiences?

BTR segment expansion may feel rapid in some respects, but the numbers confirm its infancy in most geographic markets. BTR generally comprises 10% to 20% or less of new multifamily starts, depending on market and a mere 1% of existing national multifamily inventory. More saturated BTR markets Phoenix and Dallas tend to understand the product yet want diversification for residents. Markets with little of the same require more education regarding the product and its impact on local jurisdictions but afford developers like Yardly less immediate competition. Operational efficiency is critical and achieved with consistency across markets, where available, and a mix of centralized service oversight and local market execution. The near-term spike in new multifamily projects has temporarily dampened rent growth, and higher operating expenses directly correlate with inflated everyday costs for consumers. These headwinds require efficiencies such as a consistent renter experience with a product offering that consumers want, good communication throughout the project life-cycle, and local project experts who are creative problem solvers. These experts include front line leasing agents who welcome prospects in, are knowledgeable about how their specific build-to-rent community make renters' lives better, and are dedicated to loving the customer.

ABOUT THE AUTHOR



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