

An architectural rendering of a modern multi-story apartment building at dusk. The building features a mix of light gray and blue-gray exterior panels, large windows, and balconies with dark metal railings. A central entrance area has a covered walkway with stairs leading up. The scene is illuminated by warm interior and exterior lighting, with a blue sky and some trees visible in the background. A blue pickup truck is parked on the left, and a white car is on the right. Several people are walking on the sidewalk. 

# APACHE TRAIL & PLAZA MULTI-FAMILY

P-24-104-CUP - Appeal

Presentation by Paul Gilbert, Gilbert Blilie PLLC

# THE WOLFF COMPANY

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- Third-generation family-owned business founded 1949
- Headquartered in Scottsdale, AZ
- 416 employees
- Specializing in high-quality multi-family residential communities
- Own and manage approximately 10,000 units with another 4,000 units in various stages of development
- Focus on high-quality design and experience for residents, guests, and neighbors
- **Long-term Owner** of the subject property



THE WOLFF COMPANY

— SINCE 1949 —





## SUPERSTITION BLVD

## Apache Junction & Pinal County Buildings

## PLAZA DRIVE

## IDAHO ROAD

## FUTURE COMMERCIAL

## FLATIRON PARK

SITE

- North side of Apache Trail and East side of Plaza Drive
- Adjacent to Flatiron Community Park
- 18.55 gross acres
- Zoned **B-3 (City Center)** in Core Downtown Overlay District
  - Multi-family residential is permissible with a Conditional Use Permit ("CUP")
- General Plan Land Use Designation as **"Downtown Mixed Use"** which supports residential, retail, and office uses.
  - Per the Staff Report - **"The proposed multi-family development complies with this General Plan Designation and does not require a General Plan Amendment"**



# DEVELOPMENT BENEFITS

Developer investing \$3.7 million in Public Infrastructure:

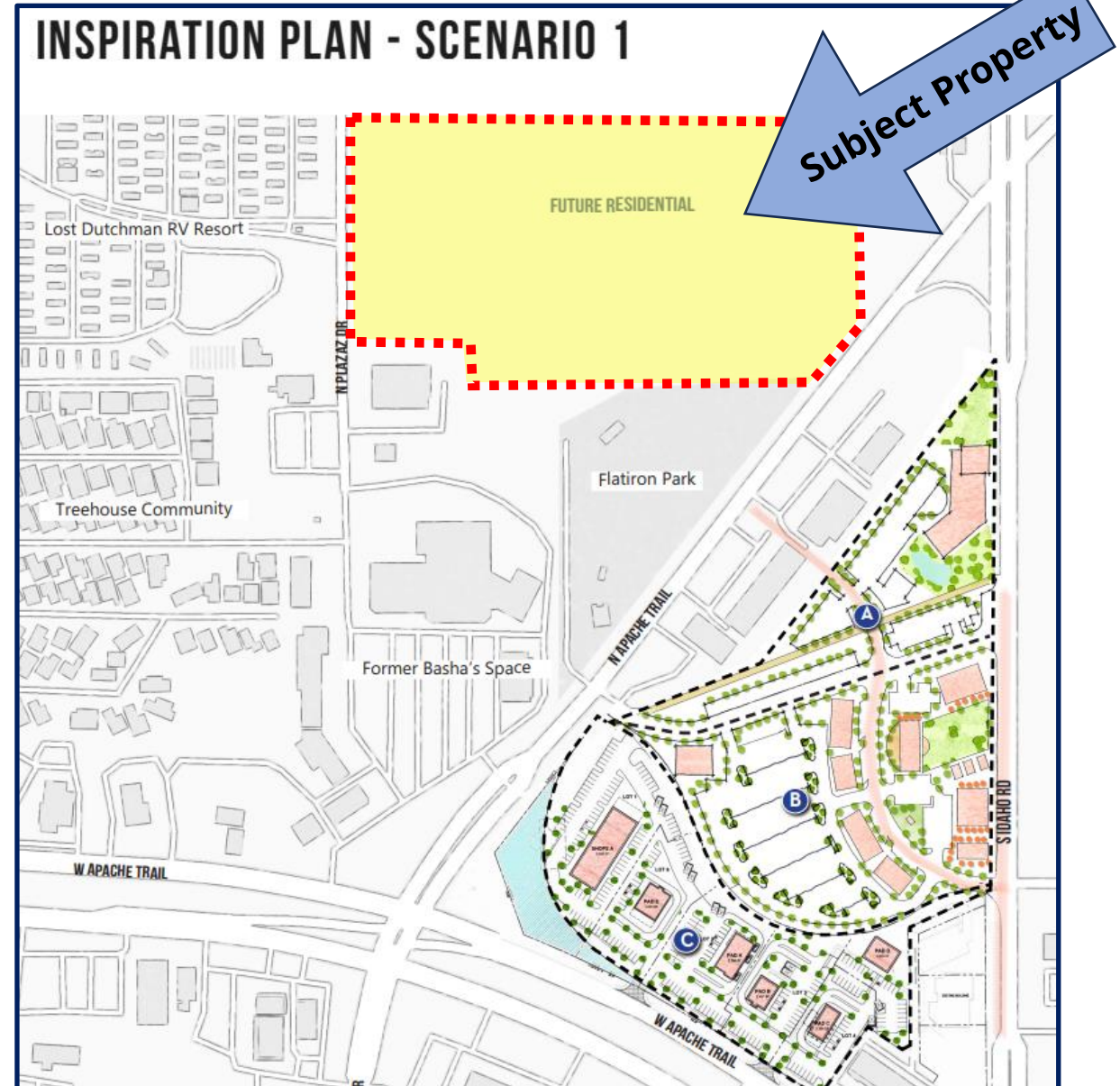
- \$1 million in installed improvements in adjacent roadways (public parking, paving, streetlights, landscaping)
- \$2.7 million in impact fees to support regional improvements, contributed as follows:
  - Streets: \$607k
  - Parks: \$450k
  - Police: \$324k
  - Library: \$145k
  - Public Art Fee: \$100k
  - Water/Sewer: \$1.1 million

Developer also Contributing Municipal Revenue,  
Generated As Follows:

- \$3.45 million in construction tax revenue\*
- \$667k in plancheck and permit fees

**TOTAL PUBLIC BENEFIT: \$7.8 MILLION**

\*Construction Tax Revenue split \$910k to Apache Junction (2.4%); \$2.5M to Pinal County (6.7%)



*2024 City of Apache Junction Downtown Master Plan Update*

# Site Plan and Elevations

Placeholder for transition - To be Removed in Final Presentation.



# PROPOSAL

- Conditional Use Permit for a 336-unit, **market rate**, non-age restricted multi-family residential development
- Single-story clubhouse and three-story residential buildings.
- Fenced and gated
- On-site amenities including Pool, Dog Park, Fitness Center, Barbeques, Covered Parking
- 169 covered parking spaces
- North Apache Trail: Main Access (residents, prospective residents, guests)
- Plaza Drive: Secondary Access (residents only)
- Hitching Post for Public use



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# SUCCESSFUL DOWNTOWNS - CHANDLER

Current Market Rate Apartment Uses (50+ Units)  
18 Communities Built; 4,680 Units Built

1 mi.

N ALMA SCHOOL RD

N ARIZONA AVE

E CHANDLER BLVD

W FRYE RD

E PECOS RD

N MCQUEEN RD

2023 - Olympus Chandler  
at the Park: 291 units

1985 - Arches  
at Hidden  
Creek: 432  
units

1986 - Park  
Tower: 180  
units

2000 - The Linq:  
323 units

1986 - Fairways at  
San Marcos: 352 units

2018 - Summit at San  
Marcos: 273 units

2023 - DC Heights:  
157 units

2001 - Chandler  
Gardens: 80 units

2024 - Encore  
Novo: 208 units

1996 - Colonia  
Del Rey: 60 units

U/C - Villas on  
McQueen: 157 units

1986 - Greentree  
Place: 256 units

2015 - Olympus  
Steelyard: 301 units

2014 - Casitas San  
Marcos: 256 units

2000 - Camden Pecos  
Ranch: 272 units

2002 - Lazzo  
Apartments:  
346 units

2002 - Stonebridge  
Ranch: 392 units

1985 - Artisan  
at DT Chandler:  
374 units



# SUCCESSFUL DOWNTOWNS - GILBERT

Current Market Rate Apartment Uses (25+ Units)  
13 Communities Built; 2,358 Built Units

1 mi.

2024 - Moxie:  
205 units

2023 - Villas  
on Ash (BTR):  
165 units

W HOUSTON AVE

1985 - Gilbert  
Greens: 164  
units

N COOPER RD

1984 - Vantage  
Point: 80 units

1986 - Orchard on  
Gilbert: 130 units

2000 - Cambria  
Apartments: 174 units

N BURK ST

1986 - Espiral Apartments:  
225 units

W GUADALUPE RD

1998 - Desert  
Mirage: 258 units

2000 - The Sterling:  
107 units

N NEELY ST

1986 - Heritage  
District: 458  
units

1984 - Olive  
East: 120 units

LINDSAY RD

2017 - The District  
Lofts: 172 units

2004 - Page  
Commons: 100 units





# DOWNTOWN APACHE JUNCTION

Current Market Rate Apartment Uses (50+ Units)  
4 Communities Built; 450 Units Built

Table 1.7

Apache Junction Housing Type	Units	% of Total
Mobile Home	11,398	50%
Single-Family Detached	6047	27%
Other (e.g. RV's)	2987	13%
Multi-Family (5+ units/bldg)	1203	5%
Plex (2-4 units/bldg)	1146	5%
Total	22,781	100%

2025- Villas on Superstition  
(BTR): 56 units

W SUPERSTITION BLVD

SITE

2024 - The Havenly  
Superstition (BTR): 166 units

N APACHE TRAIL

W APACHE TRAIL

S IDAHO RD

W BROADWAY AVE

1985 - Broadway Apts./  
Court: 52 units

2001 - Sonoma Valley  
Apartments: 176 units

**ONLY 5% OF  
HOUSING STOCK IS  
MULTI-FAMILY  
(5+UNITS/BLDG);  
ONLY (2) IN THE  
DOWNTOWN**

1 mi.



# Quotes from Supporters

*“The development offers a thoughtful and strategic response to several critical needs within our community: increasing housing...and stimulating future economic development.”*

*“Because there is virtually no housing available in Apache Junction for people under 55, my staff has to commute from Gilbert, Tempe, or Mesa—sometimes 30 minutes each way.”*

*“I believe our community is in urgent need of more full-time residents to help sustain our local businesses and enhance economic activity, particularly during the summer months.”*

*“The objections about traffic from the RV park are not only exaggerated—they’re easily solvable by the owners of Lost Dutchman themselves. They have an alternate entrance off Superstition Drive that they can open up.”*

*“Views are not protected by zoning law.”*

*“In a typical year, I lose around 40% of my business during the summer months when our snowbird population clears out.”*

*“The building renderings are beautiful—this is a thoughtful, gated community that includes amenities like a dog park. This is not “low quality” or poorly planned—it’s a project that fits the character and future of our city.”*

*“I am increasingly concerned about the long-term viability of my business and others in the area if we do not see significant residential development, specifically the multi-family residential development project presented by the Wolff Company.”*



# COMPARISON TO B-3 ZONING/USES : DENSITY & HEIGHT

REGULATION	PERMISSIBLE BY CODE (§ 1-5-4)	PROPOSED	SURROUNDING CONTEXT
Density (Residential)	40 dwelling units/acre	18 dwelling units/acre	Lost Dutchman = 17.67 dwelling units/acre (733 units over 41.5 acres)
Maximum Building Height	60 feet	Primarily 34'-6"; 38' at HVAC screening parapet.	Horizon Health & Wellness: heights from 43' to 45-6"

- 37% reduction in height relative to Zoning
- 55% reduction in density relative to Zoning



# Conditional Use Permit Findings

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A CUP may be granted upon a finding by the Commission that the use covered by the permit, the manner of its conduct, and any structure involved will not be detrimental to persons residing or working in the area, to adjacent property, to the neighborhood, or to the public welfare in general.

In arriving at the above determination, the Commission shall consider but not be limited to the following factors:

- (a) Adequacy of roadways, off-street parking, public facilities and services to accommodate the proposed use;
- (b) Negative impacts arising from the emission of odor, dust, gas, noise, lighting, vibration, smoke, heat or glare;
- (c) Contribution to the deterioration of the neighborhood or the negative impact on neighborhood property values;
- (d) Compatibility with surrounding uses and structures;
- (e) Conformance with the General Plan and city policies;
- (f) Screening and buffering of uses; and
- (g) Unique nature of the property, use and/or development's physical characteristics.



# Conditional Use Permit Findings

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“Adequacy of roadways, off-street parking, public facilities and services to accommodate the proposed use;”



# COMPARISON TO OTHER B-3 USES : TRAFFIC

“With trips from the proposed development, the studied intersections will continue to operate at acceptable levels of service both in horizon years 2026 and 2031 with the existing lane configuration and traffic control.”

## Trip Generation Comparison for Site

### Average Daily Trips

- Shopping Center: **14,952 daily trips**
  - Similar traffic volumes for other commercial uses (grocery, movie theaters, etc.)
- Office: **3,910 daily trips**
- Proposed multi-family: **2,265 daily trips**

**85% decrease** in daily traffic to and from the property relative to shopping center. **42% decrease** relative to office.

DESCRIPTION OF LAND USE				VEHICLE GENERATED TRIPS						
				Daily	AM Peak Hour			PM Peak Hour		
Land Use	ITE LUC	SIZE		Total	Enter	Exit	Total	Enter	Exit	Total
Multifamily Housing	220	336	DU	2,265	32	102	134	108	63	171
Office	710	404,000	SF	3,910	489	67	556	90	439	529
Shopping Center	820	404,000	SF	14,952	210	129	339	330	357	687

Source: Institute of Traffic Engineering (ITE) Trip Generation Manual, 10<sup>th</sup> Edition



# **TRAFFIC**

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- **SEASONALITY FACTOR of 1.35x:** City collects annual volumes Feb.-April. ADOT and M.A.G. also publish counts. 32% difference between Applicant's counts in September and Spring.
  - NO ADDITIONAL IMPROVEMENTS WARRANTED AFTER SEASONALITY UPDATE
- **EXISTING** Peak hour traffic occurs at **12PM**
  - Multi-family Peak hours of one hour between 7am-9am (AM) and 4pm-6pm (PM)



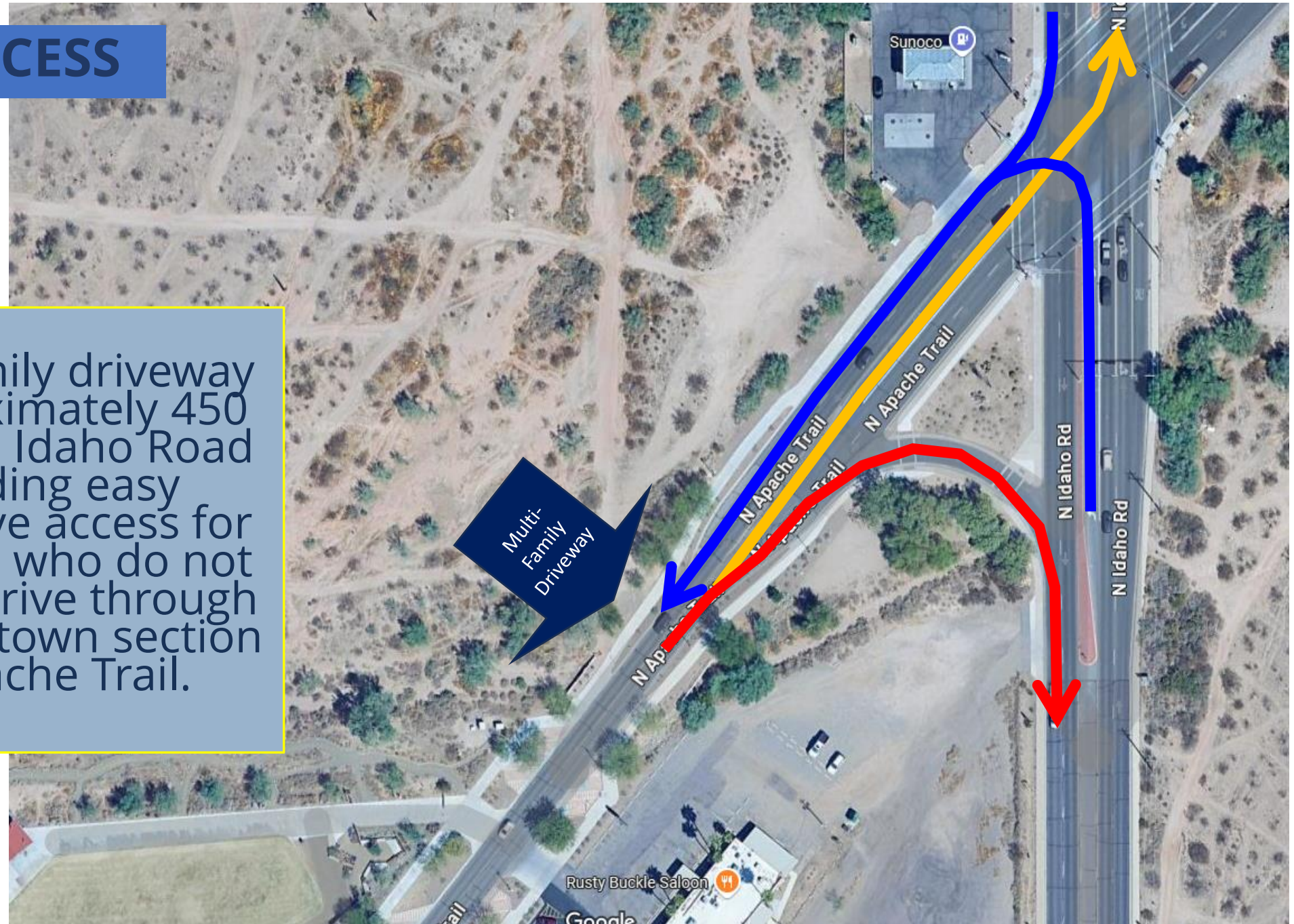
## TRAFFIC IMPACTS





# IDAHO RD. ACCESS

Multi-family driveway is approximately 450 feet from Idaho Road affording easy alternative access for residents who do not want to drive through the downtown section of Apache Trail.







## Flow Test Summary

Project Name:	EJFT 24269 - Apache Trail Multifamily
Project Address:	Virginia St & Plaza Dr, Apache Junction, AZ 85120
Date of Flow Test:	2024-08-08
Time of Flow Test:	9:30 AM
Data Reliable Until:	2025-08-08
Conducted By:	Simon R. & Isaiah G. (EJ Flow Tests) 602.999.7637
Witnessed By:	Dean Athey (Arizona Water Company) 480.376.5693
City Forces Contacted:	Arizona Water Company (480.550.0289)

### Raw Flow Test Data

Static Pressure:	89.0 PSI
Residual Pressure:	70.0 PSI
Flowing GPM:	2,018
GPM @ 20 PSI:	4,048

### Data with a 10 % Safety Factor

Static Pressure:	80.1 PSI
Residual Pressure:	61.1 PSI
Flowing GPM:	2,018
GPM @ 20 PSI:	3,757

### Hydrant F<sub>1</sub>

Pitot Pressure (1):	32	PSI
Coefficient of Discharge (1):	0.9	
Hydrant Orifice Diameter (1):	4	inches
Additional Coefficient 0.83 on orifice #1		

# Conditional Use Permit Findings

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“Negative impacts arising from the emission of odor, dust, gas, noise, lighting, vibration, smoke, heat or glare;”



Talk and show:  
Construction traffic and Plaza  
Drive drainage improvements

Placeholder for transition - To be Removed in Final Presentation.

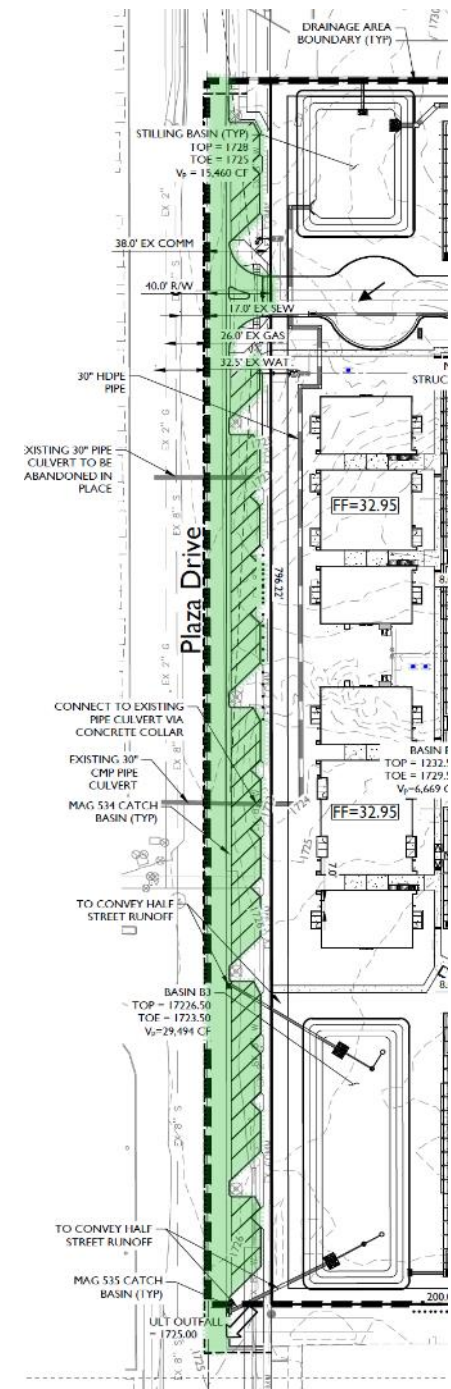


# Construction Traffic *(initial twelve months)*





# Plaza Drive Drainage Improvements





## **Conditional Use Permit Findings**

“Contribution to the deterioration of the neighborhood or the negative impact on neighborhood property values;”



Supportable Local-Serving Retail Demand	Retail Demand
Total Grocery Spending	\$1,739,960
Supportable SF at \$500 Per SF in Sales	3,480
Other Local-Serving Retail Spending (excluding Groceries)	\$1,490,497
Supportable SF at \$300 Per SF in Sales	4,968
Regional-Serving Retail	\$2,522,629
Supportable SF at \$500 Per SF in Sales	5,045
Restaurant Spending	\$1,028,911
Supportable SF at \$500 Per SF in Sales	2,058
<b>TOTAL RETAIL SPENDING</b>	<b>\$6,781,997</b>

**-\$6.8M of annual retail spending**

**-Creating at least \$100k of annual retail sales tax for the City of Apache Junction**

**-Additional city revenue would be generated through online sales tax, utility sales tax, increased state shared revenue (state sales, tax, income tax, HURF, and VLT)**

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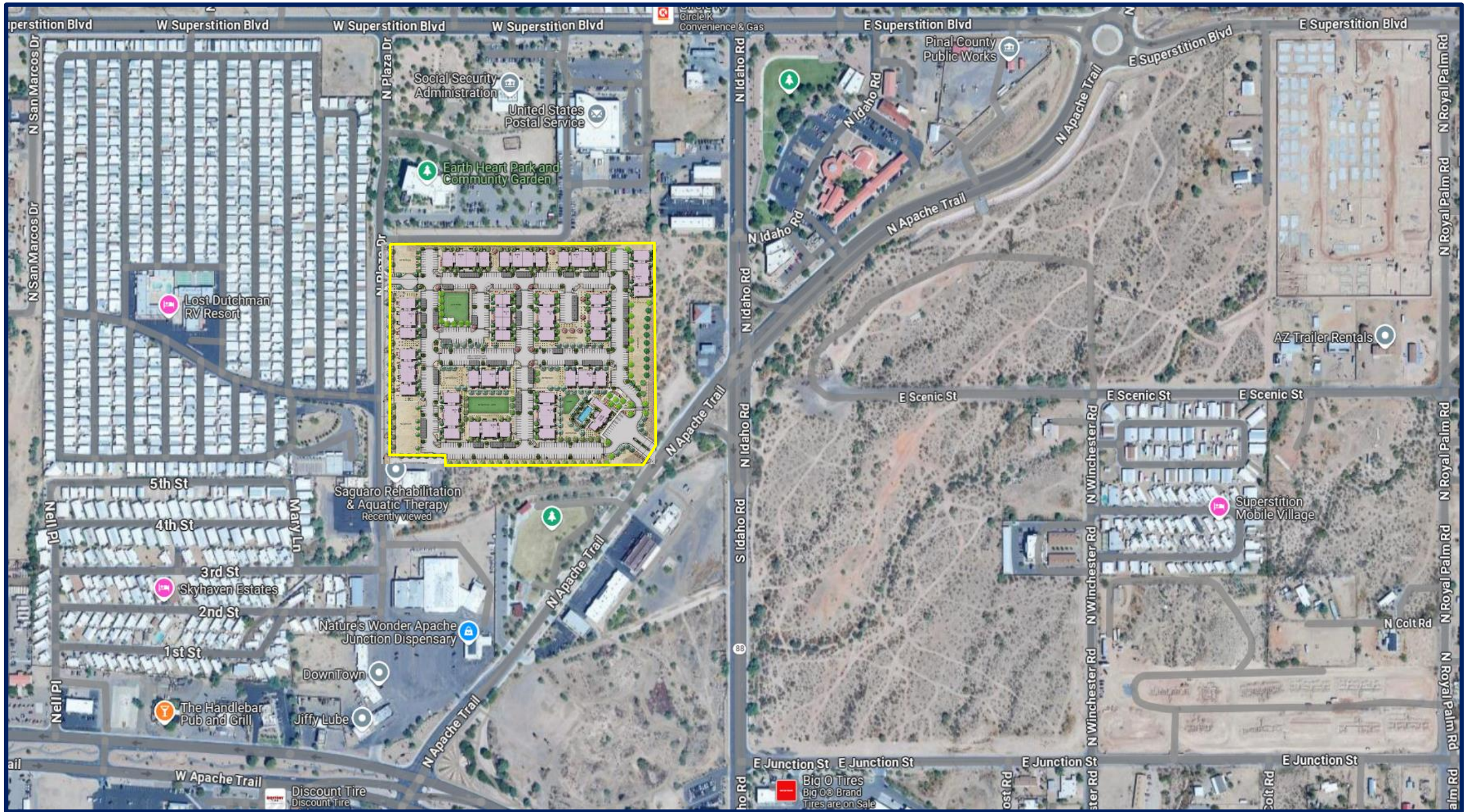
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# **Conditional Use Permit Findings**

“Compatibility with surrounding uses and structures;”









Plaza Drive Looking East



View East from inside Lost Dutchman RV Resort



# Photo-simulation of proposed multi-family buildings



Line indicates 60 foot  
allowable height in B-3 Zoning  
(38 feet proposed)

# **Conditional Use Permit Findings**

“Conformance with the General Plan and city policies;”



# General Plan Planning Considerations on Housing

“Currently, the city has less multi-family and single-family residential homes per capita than Queen Creek, Chandler, Gilbert or Mesa.”

“As young people grow out of their parent’s home it is important to have a diversity of housing types in order to keep new generations within the city. Moreover, the lack of diversity in housing stock also has a direct effect on people being able to move into the city.”

Table 1.7 of the General Plan also notes that multi-family accounts for just 5% of the available housing in Apache Junction.

Table 1.7

Apache Junction Housing Type	Units	% of Total
Mobile Home	11,398	50%
Single-Family Detached	6047	27%
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Plex (2-4 units/bldg)	1146	5%
Total	22,781	100%

## Plan Excerpts

### General Plan Land Use Element

#### GOAL 11.3:

REVITALIZE OLDER NEIGHBORHOODS AND THE DOWNTOWN

**Policy:** Provide high-density multi-family housing within the downtown area.

**Policy:** Encourage infill development with a variety of housing types.

### General Plan Growth Element

#### GOAL 9.2:

PLAN FOR AN APPROPRIATE GEOGRAPHIC MIX OF RESIDENTIAL, COMMERCIAL AND RECREATIONAL USES IN THE DOWNTOWN

**Policy:** Identify the downtown area as the location for a mix of higher intensity employment uses, commercial uses, higher density residential uses and other cultural, recreation and entertainment uses.

# Downtown Plans

## Downtown AJ

“....the current center of Apache Junction lacks necessary density and residential development. Successful downtown areas must provide opportunities for current and incoming residents to live and work.”

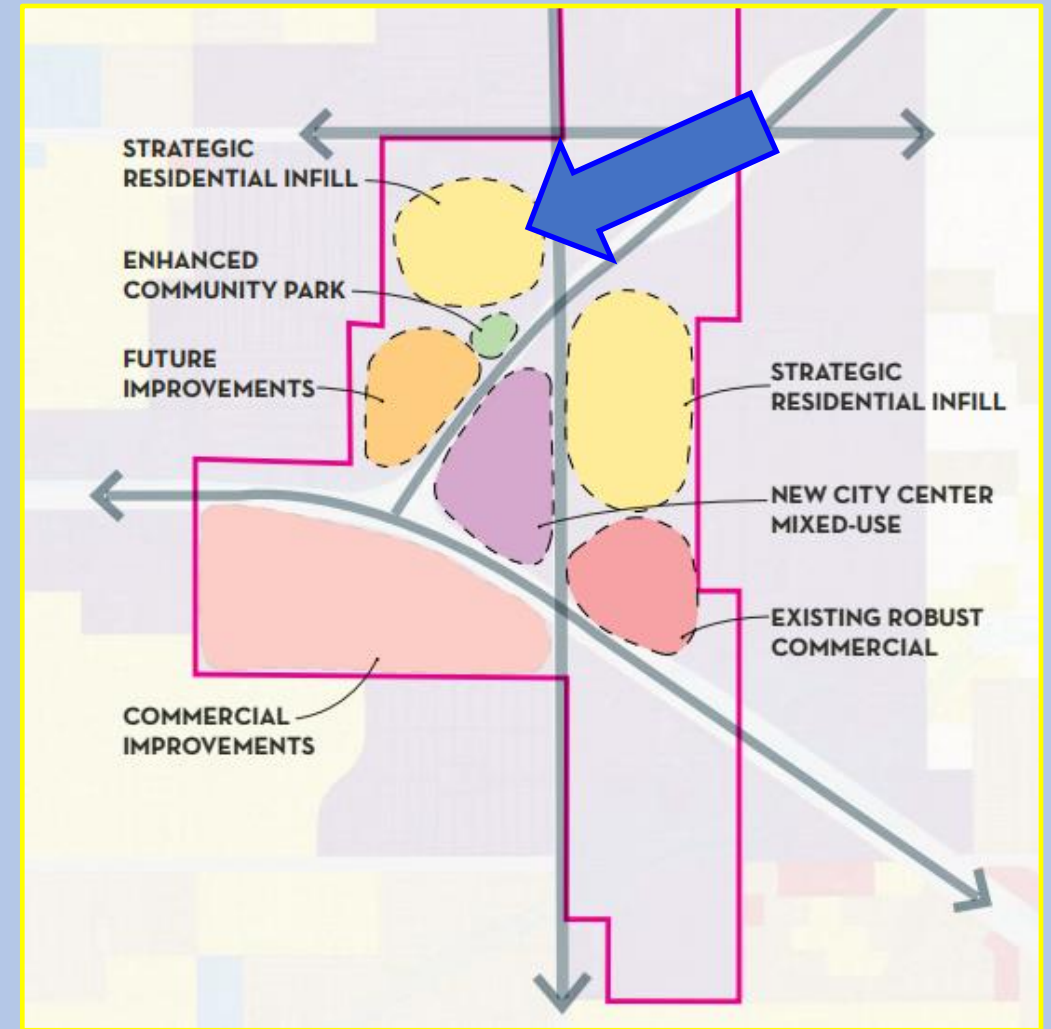
“In order to increase density and diversity, a mix of high-density housing must be established to accommodate people of all ages and demographics within the downtown area.”

### GOAL 4.8:

#### PROVIDE A VARIETY OF HOUSING OPTIONS

**Policy:** Encourage high density, mixed use development within downtown core.

## Concentrated Downtown Master Plan



“For any successful downtown mixed-use core to be successful, there must be adjacent residential (rental and or ownership) that helps support the commercial activities.”



# Conditional Use Permit Findings

“Screening and buffering of uses;”





Social Security  
Administration

United States  
Postal Service

Earth Heart Park and  
Community Garden

Lost Dutchman  
RV Resort

Saguaro Rehabilitation  
& Aquatic Therapy  
Recently viewed

Nature's Wonder Apache  
Junction Dispensary

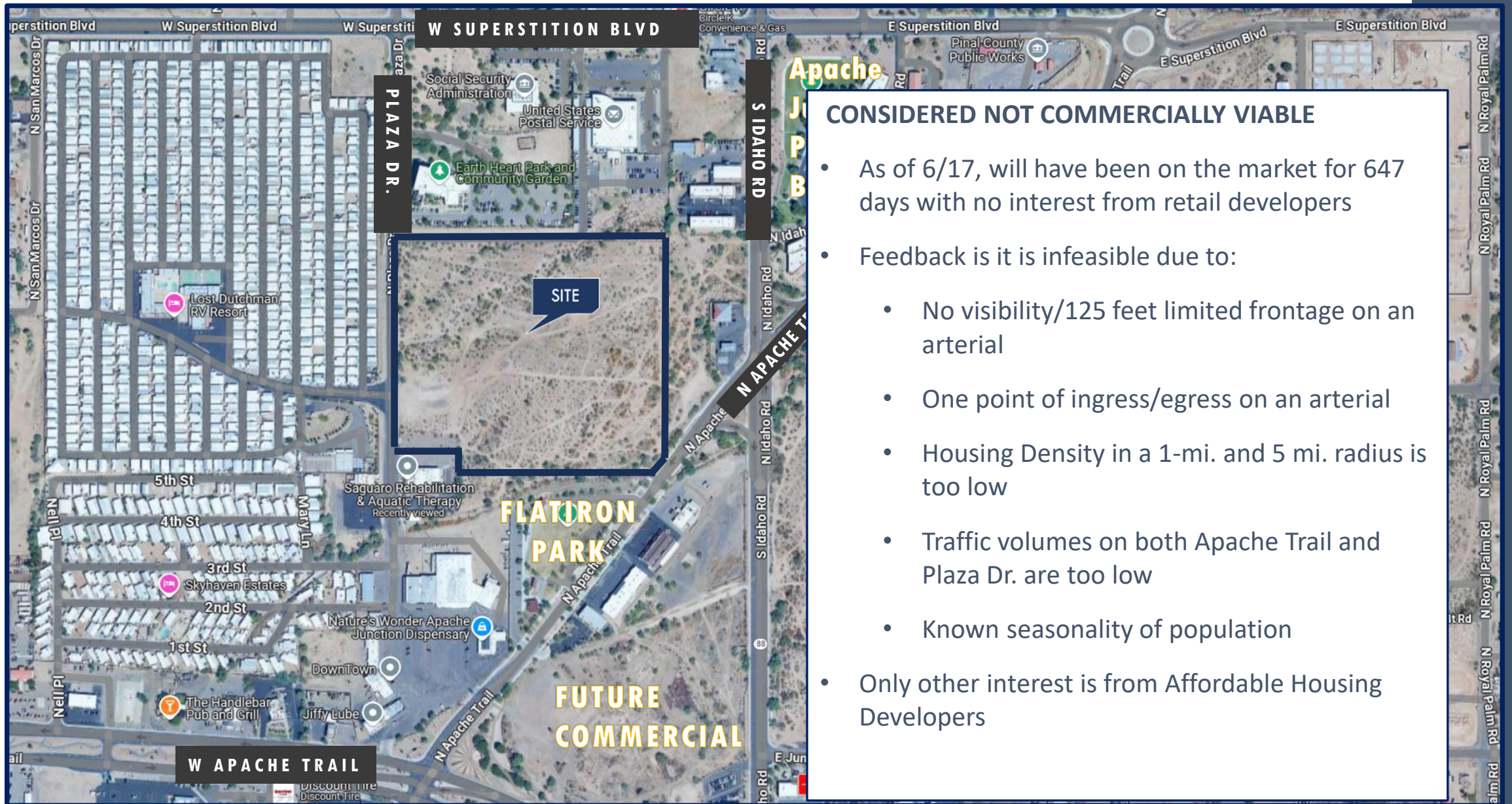
Skyhaven Estates

Downtown



# **Conditional Use Permit Findings**

“Unique nature of the property, use and/or development's physical characteristics.”

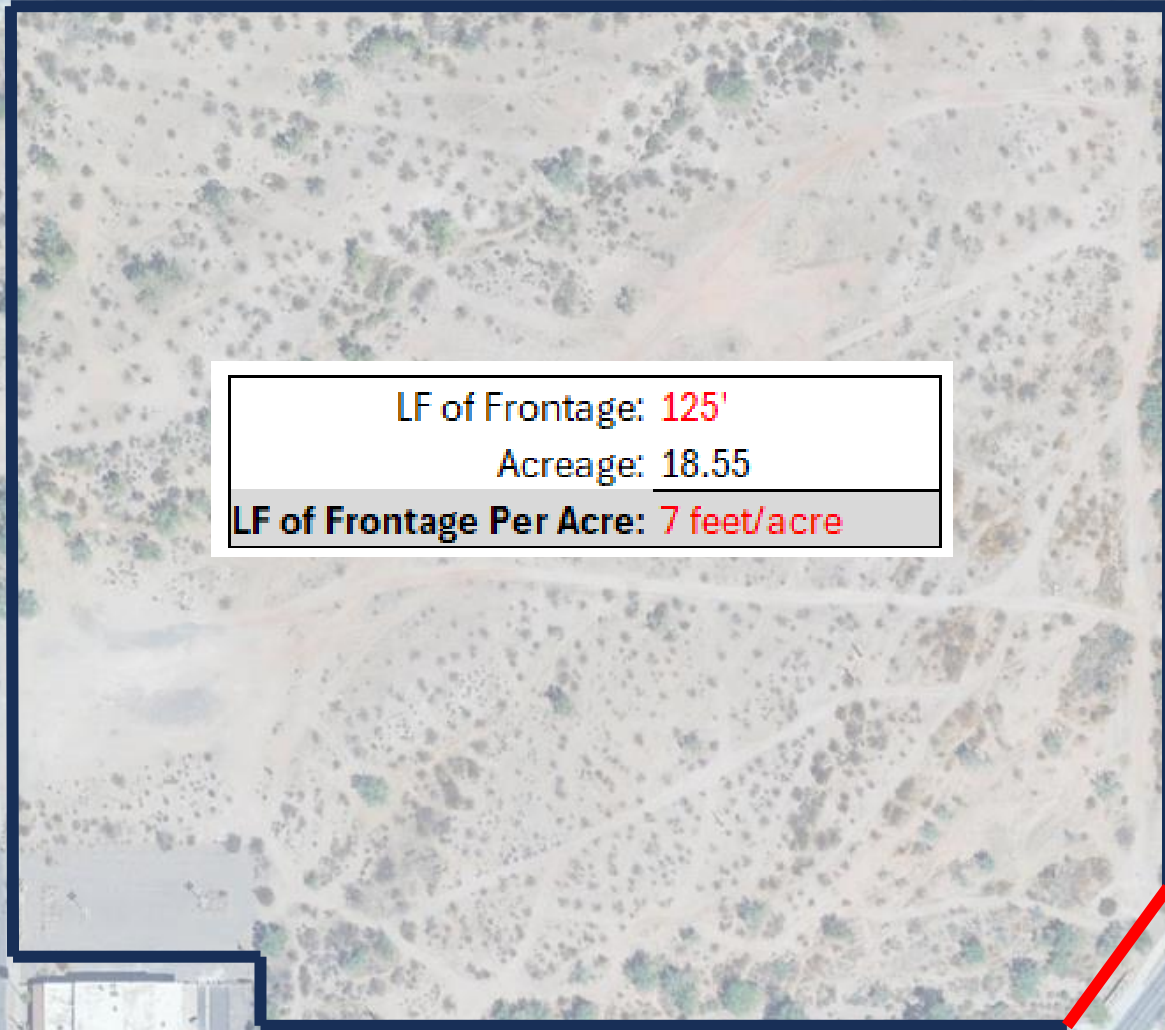


### CONSIDERED NOT COMMERCIALLY VIABLE

- As of 6/17, will have been on the market for 647 days with no interest from retail developers
- Feedback is it is infeasible due to:
  - No visibility/125 feet limited frontage on an arterial
  - One point of ingress/egress on an arterial
  - Housing Density in a 1-mi. and 5 mi. radius is too low
  - Traffic volumes on both Apache Trail and Plaza Dr. are too low
  - Known seasonality of population
- Only other interest is from Affordable Housing Developers



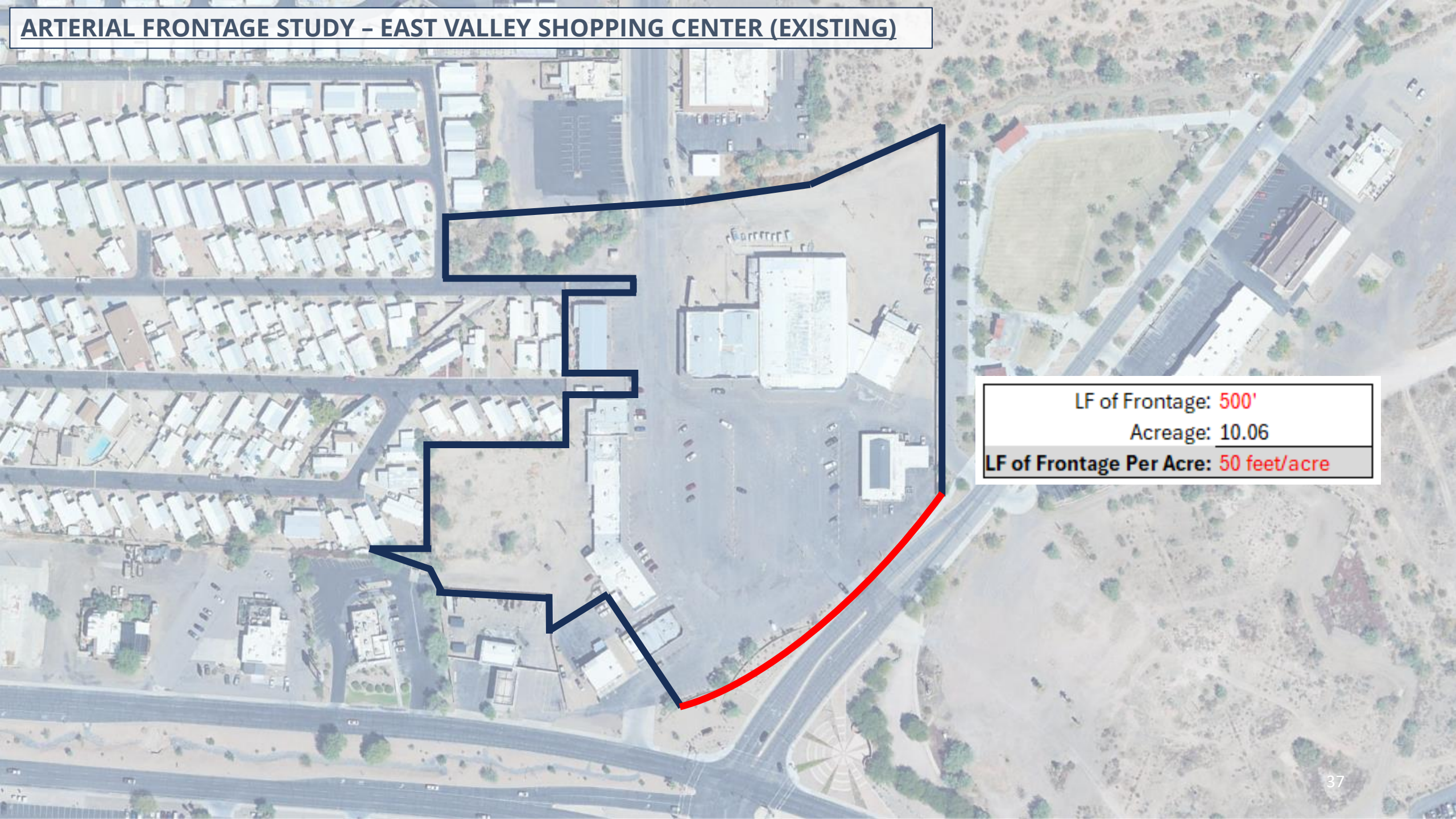
**ARTERIAL FRONTAGE STUDY – SUBJECT SITE**



LF of Frontage: 125'
Acreage: 18.55
LF of Frontage Per Acre: 7 feet/acre



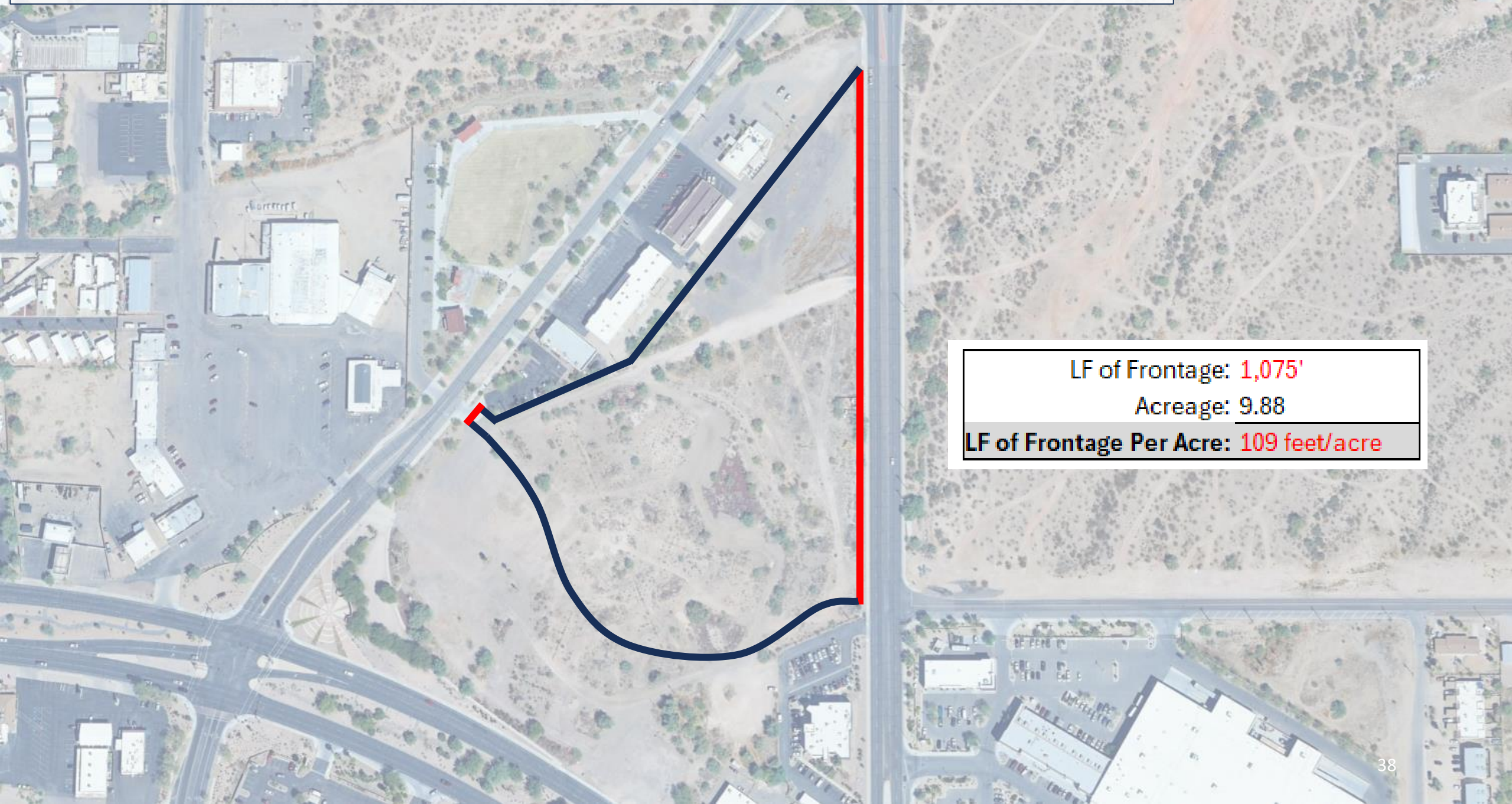
**ARTERIAL FRONTAGE STUDY – EAST VALLEY SHOPPING CENTER (EXISTING)**



LF of Frontage: 500'  
Acreage: 10.06  
LF of Frontage Per Acre: 50 feet/acre



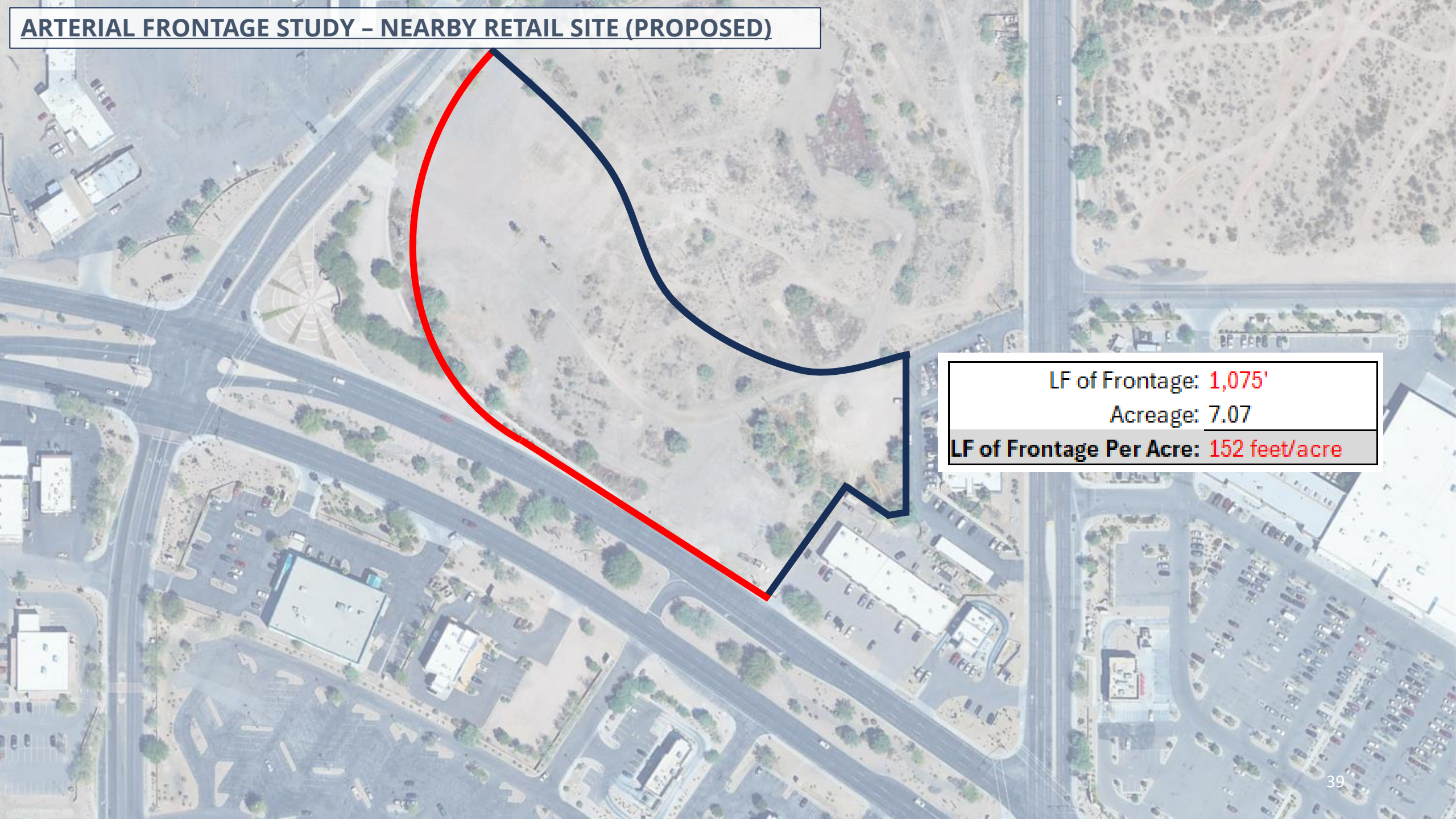
**ARTERIAL FRONTAGE STUDY – CITY OF APACHE JUNCTION GOLDEN TRIANGLE (PROPOSED)**



LF of Frontage: 1,075'  
Acreage: 9.88  
LF of Frontage Per Acre: 109 feet/acre



**ARTERIAL FRONTAGE STUDY – NEARBY RETAIL SITE (PROPOSED)**

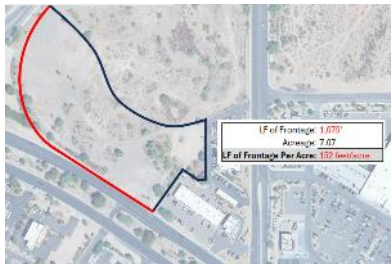


LF of Frontage: 1,075'  
Acreage: 7.07  
LF of Frontage Per Acre: 152 feet/acre



# SUMMARY: COMMERCIAL FRONTAGE COMPARISONS

SUMMARY - LF OF ARTERIAL FRONTAGE PER ACRE				
	SUBJECT	EAST VALLEY SHOPPING CENTER	AJ GOLDEN TRIANGLE	PROPOSED RETAIL SITE
LF of Arterial Frontage:	125	500	1,075	1,075
Acreage:	18.55	10.06	9.88	7.07
LF of Arterial Frontage Per Acre:	7	50	109	152





# TIMELINE

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- **December 2025:** Anticipated Construction Start (subject to permit approval)
- **Q2 2027:** 1<sup>st</sup> Buildings Open
- **Q1 2028:** Final Completion



**Questions?**



The following slides not to be included in Presentation, but available for reference if needed. Removing due to length

# Parking Standard Waiver

Placeholder for transition - To be Removed in Final Presentation.



# Parking Standard Modification

- Section 1-7-4 of the Zoning Ordinance allows an applicant to reduce the required number of parking stalls, up to 10% if:
  - A parking study is provided demonstrating that the use generates a parking demand that is at least 10% less than the required Apache Junction standard; and
  - A portion of the required parking can be accommodated with public parking available within 100 feet of the property.
- As part of the application to the City, we have provided a Parking Study demonstrating the reduced parking demand and there are 44 existing public parking spaces along Plaza Drive and we will be adding 45 more public parking spaces.

We are requesting to reduce the required parking stall count by 8.7% (65 spaces) with 684 spaces instead of 749. *(684 spaces is 2.04 spaces per unit. Of the +3,000 units entitled in the last 5 years in The Wolff Company portfolio, the average parking ratio is 1.67 per unit.)*



# City Staff Recommendation for Approval

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The proposed multi-family use is also **consistent and complementary** of the surrounding uses, as the subject area is surrounded by both residential and commercial uses.

After reviewing the project proposal, the conditions of the site, and its alignment with the General Plan goals and policies, **Staff supports the proposed Conditional Use Permit case P-24-104-CUP**. Given the project's central location within the downtown area, a multi-family development at this site would contribute to the density necessary to support both current and future commercial uses. Residential density in downtown areas is particularly important as it creates a vibrant, active environment that helps sustain and attract businesses.







# CLUBHOUSE





# TYPE 1 BUILDING (4 total)





# TYPE 2 BUILDING (6 total)





# TYPE 3 BUILDING (4 total)

