

**AGENDA  
ORO VALLEY TOWN COUNCIL  
SPECIAL SESSION  
December 10, 2014  
ORO VALLEY COUNCIL CHAMBERS  
11000 N. LA CAÑADA DRIVE**

**SPECIAL SESSION AT OR AFTER 5:00 PM**

**CALL TO ORDER**

**ROLL CALL**

*The Mayor and Council may consider and/or take action on the items listed below:*

**ORDER OF BUSINESS: MAYOR WILL REVIEW THE ORDER OF THE MEETING**

**REGULAR AGENDA**

1. PUBLIC HEARING: RESOLUTIONS AMENDING THE GENERAL PLAN FUTURE LAND USE MAP TO MASTER PLANNED COMMUNITY, ADOPTING SPECIAL AREA POLICIES RELATED TO THE DEVELOPMENT AND DELETING THE SIGNIFICANT RESOURCE AREA DESIGNATION PERTAINING TO 194 ACRES LOCATED AT THE SOUTHWEST AND NORTHWEST CORNERS OF LA CHOLLA BOULEVARD AND NARANJA DRIVE
  - A. RESOLUTION NO. (R)14-63, AMENDING THE GENERAL PLAN FUTURE LAND USE MAP, ADOPTING SPECIAL AREA POLICIES AND DELETING THE SIGNIFICANT RESOURCE AREA FOR 186 ACRES LOCATED AT THE SOUTHWEST CORNER OF LA CHOLLA BOULEVARD AND NARANJA DRIVE
  - B. RESOLUTION NO. (R)14-64, AMENDING THE GENERAL PLAN FUTURE LAND USE MAP, ADOPTING SPECIAL AREA POLICIES AND DELETING THE SIGNIFICANT RESOURCE AREA FOR 8 ACRES LOCATED AT THE NORTHWEST CORNER OF LA CHOLLA BOULEVARD AND NARANJA DRIVE

**FUTURE AGENDA ITEMS** (The Council may bring forth general topics for future meeting agendas. Council may not discuss, deliberate or take any action on the topics presented pursuant to ARS 38-431.02H)

**ADJOURNMENT**

POSTED: 12/3/14 at 4:30 p.m. by mrs

When possible, a packet of agenda materials as listed above is available for public inspection at least 24 hours prior to the Council meeting in the office of the Town Clerk between the hours of 8:00 a.m. – 5:00p.m.

The Town of Oro Valley complies with the Americans with Disabilities Act (ADA). If any person with a disability needs any type of accommodation, please notify the Town Clerk's Office at least five days prior to the Council meeting at 229-4700.

### **INSTRUCTIONS TO SPEAKERS**

**Members of the public have the right to speak during any posted public hearing. However, those items not listed as a public hearing are for consideration and action by the Town Council during the course of their business meeting. Members of the public may be allowed to speak on these topics at the discretion of the Chair.**

If you wish to address the Town Council on any item(s) on this agenda, please complete a speaker card located on the Agenda table at the back of the room and give it to the Town Clerk. **Please indicate on the speaker card which item number and topic you wish to speak on, or if you wish to speak during "Call to Audience", please specify what you wish to discuss when completing the blue speaker card.**

Please step forward to the podium when the Mayor announces the item(s) on the agenda which you are interested in addressing.

1. For the record, please state your name and whether or not you are a Town resident.
2. Speak only on the issue currently being discussed by Council. Please organize your speech, you will only be allowed to address the Council once regarding the topic being discussed.
3. Please limit your comments to 3 minutes.
4. During "Call to Audience" you may address the Council on any issue you wish.
5. Any member of the public speaking must speak in a courteous and respectful manner to those present.

### **Thank you for your cooperation.**

**CALL TO AUDIENCE** – At this time, any member of the public is allowed to address the Mayor and Town Council on any issue ***not listed on today's agenda***. Pursuant to the Arizona Open Meeting Law, individual Council Members may ask Town Staff to review the matter, ask that the matter be placed on a future agenda, or respond to criticism made by speakers. However, the Mayor and Council may not discuss or take legal action on matters raised during "Call to Audience." In order to speak during "Call to Audience" please specify what you wish to discuss when completing the blue speaker card.



CC-1587

Item # 1.

**Town Council Special Session**

**Meeting Date:** 12/10/2014

**Requested by:** Bayer Vella

**Submitted By:** Chad Daines, Development  
Infrastructure Services

**Department:** Development Infrastructure Services

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**Information**

**SUBJECT:**

PUBLIC HEARING: RESOLUTIONS AMENDING THE GENERAL PLAN FUTURE LAND USE MAP TO MASTER PLANNED COMMUNITY, ADOPTING SPECIAL AREA POLICIES RELATED TO THE DEVELOPMENT AND DELETING THE SIGNIFICANT RESOURCE AREA DESIGNATION PERTAINING TO 194 ACRES LOCATED AT THE SOUTHWEST AND NORTHWEST CORNERS OF LA CHOLLA BOULEVARD AND NARANJA DRIVE

A. RESOLUTION NO. (R)14-63, AMENDING THE GENERAL PLAN FUTURE LAND USE MAP, ADOPTING SPECIAL AREA POLICIES AND DELETING THE SIGNIFICANT RESOURCE AREA FOR 186 ACRES LOCATED AT THE SOUTHWEST CORNER OF LA CHOLLA BOULEVARD AND NARANJA DRIVE

B. RESOLUTION NO. (R)14-64, AMENDING THE GENERAL PLAN FUTURE LAND USE MAP, ADOPTING SPECIAL AREA POLICIES AND DELETING THE SIGNIFICANT RESOURCE AREA FOR 8 ACRES LOCATED AT THE NORTHWEST CORNER OF LA CHOLLA BOULEVARD AND NARANJA DRIVE

**RECOMMENDATION:**

The Planning and Zoning Commission recommends approval of the requested amendments.

**EXECUTIVE SUMMARY:**

The requests pertain to 194 acres at the southwest and northwest corners of La Cholla Boulevard and Naranja Drive. These two (2) separate requests are being master planned as a single development and therefore are combined within this report.

The requested amendments are comprised of three parts:

1. Amendment to the Future Land Use Map to Master Planned Community. The proposed Master Planned Community contains a variety of residential and non-residential land uses as depicted on the applicant's Concept Plan (Attachment 3).
2. Adoption of Special Area Plan Policies (Attachment 4).
3. Deletion of the Significant Resource Area designation.

The applicant's narrative, response to Code evaluation criteria and market study are provided as Attachment 5. In addition, the current and proposed General Plan Land Use Maps are provided as Attachments 6 and 7.

Public comments address an array of concerns:

- Opposition to the apartments, which were part of the original request
- Increasing the density beyond existing plan designations
- Traffic
- Variation in land use
- Lack of market for proposed uses
- Lack of compliance with evaluation criteria
- Impact on schools
- Other (please refer to Attachment 13 for all resident/interested parties emails and letters)

In response to neighborhood and staff input, the applicant modified the requests to:

- Eliminate apartments and replacement with townhouses/condominiums
- Narrow the range of uses in the High Density area
- Delete the southern "Flexible zone," replacing it with medium density residential
- Establish a 778 dwelling unit cap on the entire project area
- Added a one-story home height restriction along the western and southern borders
- Added an open space buffer on the western border
- Amended the general plan criteria and submittal of a market study

The amendments were considered by the Planning and Zoning Commission at two (2) separate public hearings. On November 20<sup>th</sup>, the Commission voted to recommend approval of the amendments.

## **BACKGROUND OR DETAILED INFORMATION:**

### Annexation / Existing Zoning

The property was annexed in 2002 and is currently zoned R1-144, which permits residential development on 3.3 acre lots.

### Analysis of Requests

#### *Roads*

Expanding La Cholla Boulevard to a desert parkway will provide another important major north-south transportation corridor within the community. A key objective of the roadway improvements is to provide an alternative route to Oracle Road. Once the roadway is expanded, it will significantly change the character of this area and the applicant's request is to align the planned intensity of development with the future function and volume of this roadway.

The funding and planned expansion of La Cholla from a curvy two lane road to a straightened four lane desert parkway (similar to La Canada Drive) is a key component of this request. In 2006, voters approved funding this expansion to occur in 2021, although the Town is working to expedite the planned expansion to accommodate the additional projected traffic volume in this area. Traffic impact on La Cholla related to this request is summarized as follows:

- Current traffic volume is approximately 7,000 - 9,000 trips per day
- Projected traffic volume from this development is approximately 17,000 trips per day
- The future expansion to four lanes will accommodate the projected traffic volume from this development, with full capacity at approximately 32,000 trips per day.

#### *Residential and Commercial Designations*

The proposed Concept Plan (Attachment 3) provides for a range of single-family residential, townhouses/condominiums, parks and commercial / office uses. The Concept Plan is provided for illustrative purposes and will not be formally adopted as part of the General Plan. The land use designations and mitigation measures shown will be adopted though.

Low Density Residential is proposed along the western boundary with a maximum density of 2.0 homes per acre to provide lower densities adjacent to the 3.3 acre lots to the west. A 200 foot open space buffer and 300 foot one story home restriction are proposed along the south and west boundaries to further reduce impact to these areas.

Neighborhood Commercial / Office parcels are proposed at the northwest and southwest corners of Naranja Drive and La Cholla. Additionally, the applicant proposes an expansion of the existing Neighborhood Commercial / Office property at the northwest corner of Lambert and La Cholla. The proposed commercial parcels are consistent with General Plan policies which support the location of higher intensity uses near major arterial streets.

### *Recreational Areas*

Recreational areas are provided along La Cholla Boulevard and along Cross Road. These larger recreational areas will consolidate the smaller recreational areas which would normally be provided throughout subdivisions and result in larger, more usable open space areas. The Town's Parks and Recreation Director has reviewed the sites and determined that the size of the recreation areas is not conducive to a dedicated Town park and therefore the recreational areas should remain private.

### *Compatibility/ Special Area Policies*

The applicant proposes a number of Special Area Policies to implement the proposed Master Planned Community (Attachment 4) and to address compatibility issues with adjoining areas. These policies include the following notable elements:

- Elimination of apartments and replacement with townhouses/condominiums
- Townhouses/condominiums not to exceed 12 units per acre
- Delete southern "flexible zone," replacing it with medium density
- Narrowing of the range of uses
- Establish a maximum 778 residential dwelling units over the entire project site
- Medium density residential allowed on commercial parcels only after all other residential developed
- Open space on the west and single-story residential building height restrictions on west and south
- Amended the general plan criteria responses and submittal of a market study
- Requirement to master plan the entire property as one Planned Area Development as part of a future rezoning process

In summary, the resulting policies will ensure comprehensive planning of these properties as a single master planned area. The land use modifications, unit cap and mitigation measures included within the policies will lessen the impact of this development on adjoining areas. The moderate increase in intensity is consistent with the General Plan policies with regard to locating higher intensity uses near major arterial streets and will result in an efficient use of infrastructure and complement the planned expansion of La Cholla Boulevard.

### *Significant Resource Area Deletion*

The applicant proposes to delete the Significant Resource Area (SRA) designation on the southern portion of the property. This designation, adopted with the original General Plan in 2005, preceded the Town's adoption of the Environmentally Sensitive Lands (ESL) regulations in 2011. The ESL ordinance establishes comprehensive environmental conservation standards and regulations which provide for a superior level of resource protection when compared to the SRA designation.

The property contains the following ESL conservation categories (Attachment 8)

- 95% Open Space: Washes and riparian areas (Critical Resource Area)
- 66% Open Space: Lower resource value lands with lower intensity growth expectations in the General Plan (Resource Management Area Tier 1)
- 25% Open Space: Lower resource value lands with moderate intensity growth expectations in the General Plan (Resource Management Area Tier 2)

If the amendments are approved, Critical Resource Areas will continue to require 95% open space and the remainder of the site will be designated RMA Tier 2 and require 25% open space conservation.

### General Plan Amendment Evaluation

The Zoning Code provides that amendments to the General Plan are evaluated based on two measures:

- Consistency with the Vision, Goals and Policies of the General Plan
- Compliance with the four amendment criteria

The applicant's analysis and responses to these two measures is provided in Attachment 5. Staff analysis of the applicant's response is provided as Attachment 9.

In summary, the Planning and Zoning Commission found that the amendments were consistent with the General Plan Vision and many Goals and Policies, including:

- Support for higher density residential and commercial near major arterial streets
- Support for commercial uses and services in proximity to residential neighborhoods
- Master planning of large parcels of land
- Establish a complementary relationship between development and roads

In regard to the four amendment criteria, the Planning and Zoning Commission found the amendments to be in compliance. Additional evaluation detail is provided in Attachment 9 and the Planning and Zoning Commission staff report (Attachment 10). The Planning and Zoning Commission draft minutes are provided as Attachment 11.

### Public Participation

Three neighborhood meetings and an open house on the proposals were held as follows:

- April 15th (75 attendees)
- August 13th (65 attendees)
- September 10th Open House (90 attendees)
- October 20th (40 attendees)

Public Comment is provided in the following attachments:

- Attachment 12: Neighborhood Meeting Summary Notes
- Attachment 13: Letters and emails from area residents and interested parties
- Attachment 14: A letter from Amphitheater School District confirming the ability to accommodate the projected enrollment from this development.

### Planning and Zoning Commission Review / Action

The amendments were considered at two public hearings on October 7<sup>th</sup> and November 20<sup>th</sup>. Discussion at the hearings focused on density, traffic, market demand and neighborhood impact. At the conclusion of the hearing, the Commission voted to recommend:

- Approval of the Land Use Plan Amendment
- Adoption of the Special Area Policies with an additional policy clarifying that the property could be developed for the expansion of the Casas Church

- Deletion of the Significant Resource Area designation

The Commission draft minutes are provided as Attachment 10 for additional information.

**FISCAL IMPACT:**

Development of commercial, retail, office or employment uses on the property should have a long-term positive impact on revenues to support Town-provided services and reduce sales tax leakage to other communities.

**SUGGESTED MOTION:**

Agenda Item A

I MOVE to adopt Resolution No. (R)14-63, approving the Major General Plan Amendment requested under case OV1114-002, specifically the land use map as shown on Attachment 7, adoption of the Special Area Policies shown on Attachment 4 and deletion of the Significant Resource Area, based on the findings that the amendments are consistent with the General Plan Vision, Goals and Policies and in compliance with the four amendment criteria in the Zoning Code.

OR

I MOVE to deny the Major General Plan Amendments requested under case OV 1114-002, based on the finding that \_\_\_\_\_.

Agenda Item B

I MOVE to adopt Resolution No. (R)14-64, approving the Major General Plan Amendment requested under case OV1114-003, specifically the land use map as shown on Attachment 7, adoption of the Special Area Policies shown on Attachment 4 and deletion of the Significant Resource Area, based on the findings that the amendments are consistent with the General Plan Vision, Goals and Policies and in compliance with the four amendment criteria in the Zoning Code.

OR

I MOVE to deny the Major General Plan Amendments requested under case OV 1114-003, based on the finding that \_\_\_\_\_.

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**Attachments**

(R)14-63 Major GPA Southwest La Cholla & Naranja

(R)14-64 Major GPA Northwest La Cholla & Naranja

Attachment 3 - Concept Plan

Attachment 4 - Special Area Policies

Attachment 5 - Applicant Request

Attachment 6 - Current General Plan Land Use

Attachment 7 - Proposed General Plan Land Use Map

Attachment 8 - ESL Planning Map

Attachment 9 - General Plan Amendment Evaluation

Attachment 10 - Planning and Zoning Commission Staff Report

Attachment 11 - Planning and Zoning Commission Minutes

Attachment 12 - Neighborhood Meeting Summary Notes

Attachment 13 - Resident / Interested Parties Letters and Emails

Attachment 14 - Amphitheater School District Letter



**RESOLUTION NO. (R)14-63**

**A RESOLUTION OF THE TOWN OF ORO VALLEY, ARIZONA, AMENDING THE GENERAL PLAN FUTURE LAND USE MAP FROM RURAL LOW DENSITY RESIDENTIAL (RLDR, 0-0.3 HOMES/ACRE), LOW DENSITY RESIDENTIAL (LDR 0.4 TO 1.2 HOMES/ACRE), MEDIUM DENSITY RESIDENTIAL (MDR 2.1-5.0 HOMES/ACRE), NEIGHBORHOOD COMMERCIAL/OFFICE, PUBLIC/SEMI-PUBLIC, OPEN SPACE AND SIGNIFICANT RESOURCE AREA TO MASTER PLANNED COMMUNITY (MPC) COMPRISED OF LOW DENSITY RESIDENTIAL, MEDIUM DENSITY RESIDENTIAL, HIGH DENSITY RESIDENTIAL, NEIGHBORHOOD COMMERCIAL OFFICE, SENIOR LIVING USES, CASAS CHURCH EXPANSION AND PARK. THE APPLICANT ALSO PROPOSES TO ADOPT SPECIAL AREA POLICIES RELATED TO THE DEVELOPMENT AND DELETE THE SIGNIFICANT RESOURCE AREA DESIGNATION. THE PROPOSED AMENDMENTS PERTAIN TO 186 ACRES AT THE SOUTHWEST CORNER OF LA CHOLLA BOULEVARD AND NARANJA DRIVE**

**WHEREAS**, the Town of Oro Valley residents ratified the Oro Valley General Plan on November 8, 2005; and

**WHEREAS**, Paul Oland of WLB Group, (“applicant”) is requesting a Major General Plan Amendment to change the future land use map from Rural Low Density Residential (RLDR, 0-0.3 Homes/acre), Low Density Residential (LDR 0.4 to 1.2 homes/acre), Medium Density residential (MDR 2.1-5.0 homes/acre), Neighborhood Commercial/Office, Public/Semi-Public, Open Space and Significant Resource Area to Master Planned Community (MPC) comprised of low density residential, medium density residential, high density residential, neighborhood commercial office, senior living uses, casas church expansion and park. The applicant also proposes to adopt Special Area Policies related to the development and delete the Significant Resource Area designation. The proposed amendments pertain to 186 acres at the southwest corner of La Cholla Boulevard and Naranja Drive; and

**WHEREAS**, pursuant to A.R.S. § 9-461, *et seq.* and OVZCR, Section 22.2, the Planning and Zoning Commission held two (2) duly noticed public hearings, the first on October 7, 2014, and the second on November 20, 2014, at which the Planning and Zoning Commission recommended approval of the application requesting Major General Plan Amendment to change the future land use map from Rural Low Density Residential (RLDR, 0-0.3 Homes/acre), Low Density Residential (LDR 0.4 to 1.2 homes/acre), Medium Density residential (MDR 2.1-5.0 homes/acre), Neighborhood Commercial/Office, Public/Semi-Public, Open Space and Significant Resource Area to Master Planned Community (MPC) comprised of low density residential, medium density residential, high density residential, neighborhood commercial office, senior living uses, casas church expansion and park. The applicant also proposes to adopt Special Area Policies related to the development and delete the Significant Resource Area designation. The proposed amendments pertain to 186 acres at the southwest corner of La Cholla Boulevard and Naranja; and

**WHEREAS**, pursuant to Oro Valley Zoning Code Revised, Section 22.1, General Plan Amendment Procedures, upon recommendation by the Planning and Zoning Commission of any amendment to the General Plan, a public hearing before the Mayor and Council shall be scheduled; and

**WHEREAS**, Mayor and Council duly considered the proposed Major General Plan Amendment to change the future land use map from Rural Low Density Residential (RLDR, 0-0.3 Homes/acre), Low Density Residential (LDR 0.4 to 1.2 homes/acre), Medium Density residential (MDR 2.1-5.0 homes/acre), Neighborhood Commercial/Office, Public/Semi-Public, Open Space and Significant Resource Area to Master Planned Community (MPC) comprised of low density residential, medium density residential, high density residential, neighborhood commercial office, senior living uses, casas church expansion and park. The applicant also proposes to adopt Special Area Policies related to the development and delete the Significant Resource Area designation. The proposed amendments pertain to 186 acres at the southwest corner of La Cholla Boulevard and Naranja Drive;

**NOW, THEREFORE, BE IT RESOLVED by the Mayor and Town Council of the Town of Oro Valley that:**

**SECTION 1.** The Mayor and Council hereby adopts the Major General Plan Amendment to change the future land use map from Rural Low Density Residential (RLDR, 0-0.3 Homes/acre), Low Density Residential (LDR 0.4 to 1.2 homes/acre), Medium Density residential (MDR 2.1-5.0 homes/acre), Neighborhood Commercial/Office, Public/Semi-Public, Open Space and Significant Resource Area to Master Planned Community (MPC) comprised of low density residential, medium density residential, high density residential, neighborhood commercial office, senior living uses, casas church expansion and park. The applicant also proposes to adopt Special Area Policies related to the development and delete the Significant Resource Area designation. The proposed amendments pertain to 186 acres at the southwest corner of La Cholla Boulevard and Naranja Drive as depicted on Exhibit “A”.

**SECTION 2.** If any section, subsection, sentence, clause, phrase, or portion of the resolution or any part of the General Plan Amendment adopted herein is for any reason held to be invalid or unconstitutional by the decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions thereof.

**PASSED AND ADOPTED** by the Mayor and Council of the Town of Oro Valley, Arizona this 10<sup>th</sup> day of December, 2014.

**TOWN OF ORO VALLEY**

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Dr. Satish I. Hiremath, Mayor

**ATTEST:**

\_\_\_\_\_  
Julie K. Bower, Town Clerk

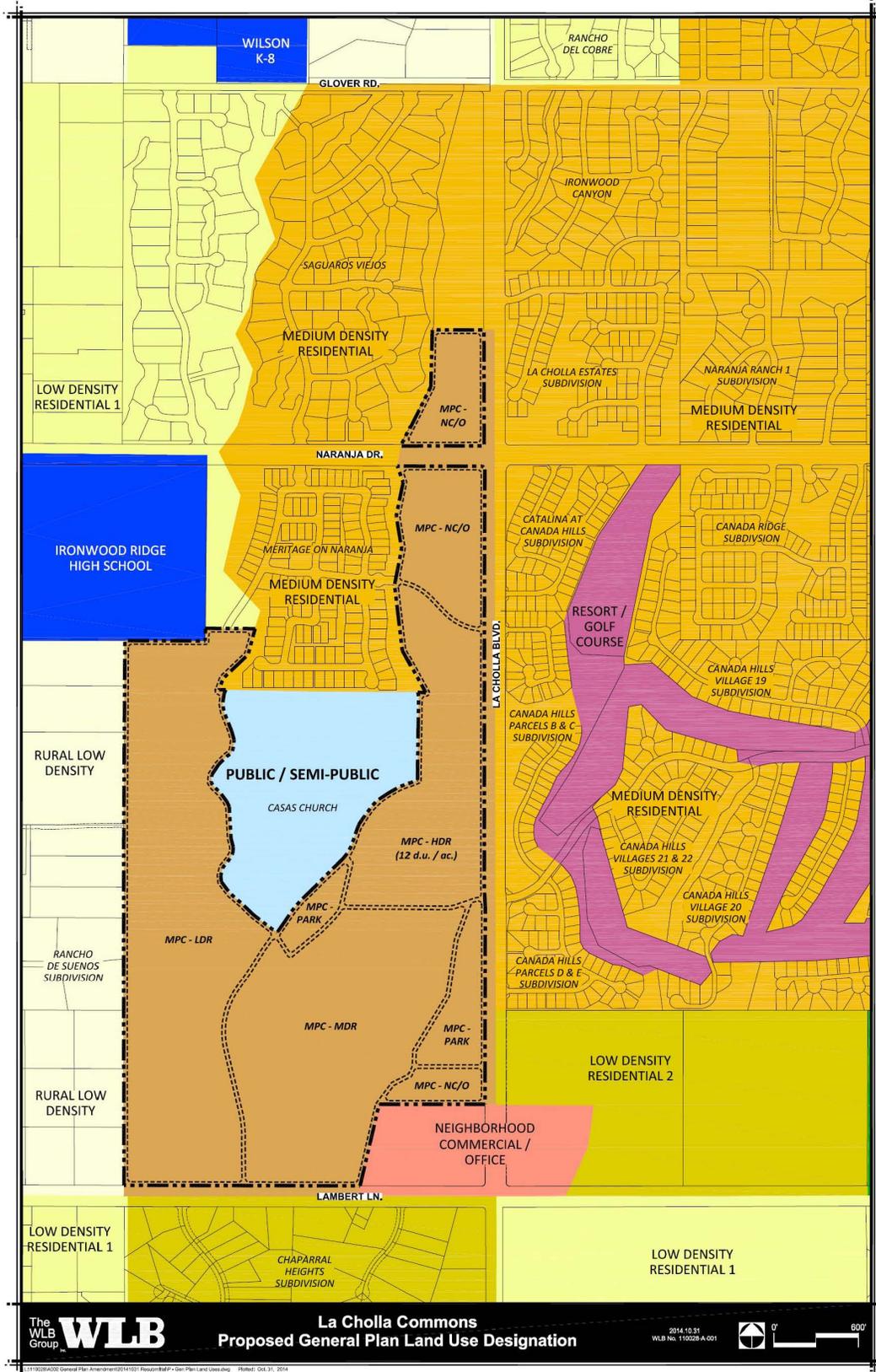
Date: \_\_\_\_\_

**APPROVED AS TO FORM:**

\_\_\_\_\_  
Tobin Sidles, Legal Services Director

Date: \_\_\_\_\_

# Exhibit "A"



**RESOLUTION NO. (R)14-64**

**A RESOLUTION OF THE TOWN OF ORO VALLEY, ARIZONA, AMENDING THE GENERAL PLAN FUTURE LAND USE MAP FROM MEDIUM DENSITY RESIDENTIAL (MDR 2.1-5.0 HOMES/ACRE) AND SIGNIFICANT RESOURCE AREA TO MASTER PLANNED COMMUNITY (MPC) COMPRISED OF MEDIUM DENSITY RESIDENTIAL AND NEIGHBORHOOD COMMERCIAL OFFICE. THE APPLICANT ALSO PROPOSES TO ADOPT SPECIAL AREA POLICIES RELATED TO THE DEVELOPMENT AND DELETE THE SIGNIFICANT RESOURCE AREA DESIGNATION. THE PROPOSED AMENDMENTS PERTAIN TO 8 ACRES LOCATED AT THE NORTHWEST CORNER OF LA CHOLLA BOULEVARD AND NARANJA DRIVE**

**WHEREAS**, the Town of Oro Valley residents ratified the Oro Valley General Plan on November 8, 2005; and

**WHEREAS**, Paul Oland of WLB Group, (“applicant”) is requesting a Major General Plan Amendment to change the future land use map from Medium Density Residential (MDR 2.1-5.0 homes/acre) and Significant Resource Area to Master Planned Community (MPC) comprised of Medium Density Residential and Neighborhood Commercial Office. The applicant also proposes to adopt Special Area Policies related to the development and delete the Significant Resource Area designation. The proposed amendments pertain to 8 acres located at the northwest corner of La Cholla Boulevard and Naranja Drive; and

**WHEREAS**, pursuant to A.R.S. § 9-461, *et seq.* and OVZCR, Section 22.2, the Planning and Zoning Commission held two (2) duly noticed public hearings, the first on October 7, 2014, and the second on November 20, 2014, at which the Planning and Zoning Commission recommended approval of the application requesting Major General Plan Amendment to change the future land use map from Medium Density Residential (MDR 2.1-5.0 homes/acre) and Significant Resource Area to Master Planned Community (MPC) comprised of Medium Density Residential and Neighborhood Commercial Office. The applicant also proposes to adopt Special Area Policies related to the development and delete the Significant Resource Area designation. The proposed amendments pertain to 8 acres located at the northwest corner of La Cholla Boulevard and Naranja Drive; and

**WHEREAS**, pursuant to Oro Valley Zoning Code Revised, Section 22.1, General Plan Amendment Procedures, upon recommendation by the Planning and Zoning Commission of any amendment to the General Plan, a public hearing before the Mayor and Council shall be scheduled; and

**WHEREAS**, Mayor and Council duly considered the proposed Major General Plan Amendment to change the future land use map from Medium Density Residential (MDR 2.1-5.0 homes/acre) and Significant Resource Area to Master Planned Community (MPC) comprised of Medium Density Residential and Neighborhood Commercial Office. The applicant also proposes to adopt Special Area Policies related to the development and delete the Significant Resource Area designation. The proposed amendments pertain to 8 acres located at the northwest corner of La Cholla Boulevard and Naranja Drive;

**NOW, THEREFORE, BE IT RESOLVED by the Mayor and Town Council of the Town of Oro Valley that:**

**SECTION 1.** The Mayor and Council hereby adopts the Major General Plan Amendment to change the future land use map from Medium Density Residential (MDR 2.1-5.0 homes/acre) and Significant Resource Area to Master Planned Community (MPC) comprised of Medium Density Residential and Neighborhood Commercial Office. The applicant also proposes to adopt Special Area Policies related to the development and delete the Significant Resource Area designation. The proposed amendments pertain to 8 acres located at the northwest corner of La Cholla Boulevard and Naranja Drive as depicted on Exhibit "A".

**SECTION 2.** If any section, subsection, sentence, clause, phrase, or portion of the resolution or any part of the General Plan Amendment adopted herein is for any reason held to be invalid or unconstitutional by the decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions thereof.

**PASSED AND ADOPTED** by the Mayor and Council of the Town of Oro Valley, Arizona, this 10<sup>th</sup> day of December, 2014.

**TOWN OF ORO VALLEY**

\_\_\_\_\_  
Dr. Satish I. Hiremath, Mayor

**ATTEST:**

**APPROVED AS TO FORM:**

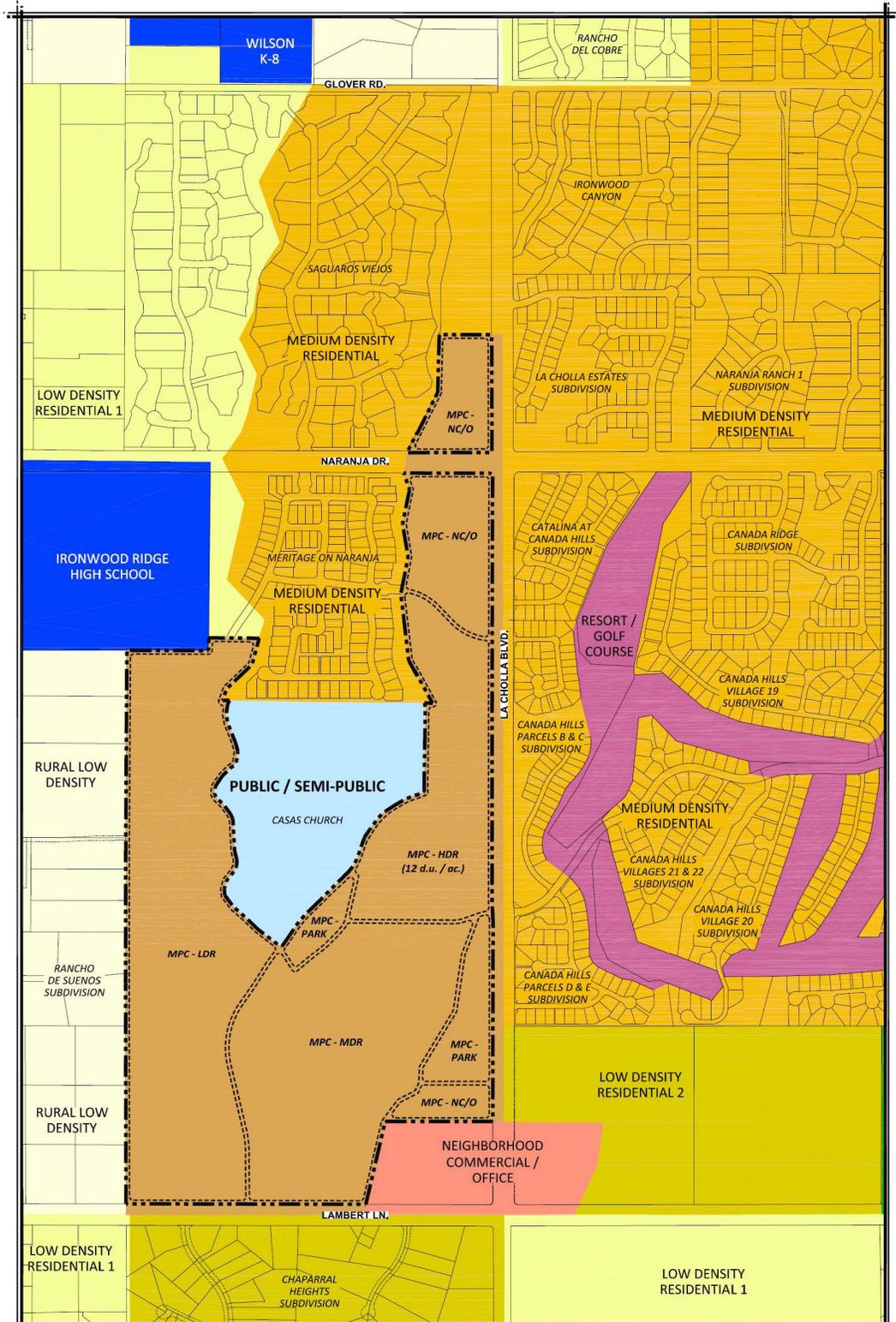
\_\_\_\_\_  
Julie K. Bower, Town Clerk

\_\_\_\_\_  
Tobin Sidles, Legal Services Director

Date: \_\_\_\_\_

Date: \_\_\_\_\_

# Exhibit "A"





# CONCEPT PLAN

## LA CHOLLA NARANJA SOUTHWEST / NORTHWEST

(OV1114-002 & OV 1114-003)

# Special Area Policies – Attachment 4

## *La Cholla and Naranja Southwest and Northwest*

### General

1. Planning unit boundaries are shown graphically. The actual boundaries extend to the centerline of adjacent rights-of-way or property boundaries as depicted on the Concept Plan.
2. Lands outside the Critical Resource Areas shall be considered Resource Management Area Tier 2.
3. At the time of rezoning a master plan shall be prepared through the use of a Planned Area Development zoning for the entire site, including a Master Land Use Plan, Master Drainage Plan, Master Traffic Plan and Master Recreational Plan. The master planning shall include anticipated development phasing, main trunk infrastructure, master schedule of improvements, landscaping, signage and thematic elements.
4. A single-story residential building height limit (not to exceed 24 feet) shall be in effect within 300 feet of the west boundary of the master plan up to a point approximately 2,570 feet north of the northern right-of-way line of Lambert Lane, and within 300 feet north of the northern right-of-way line of Lambert Lane.
5. A 200 foot natural open space buffer shall be maintained from the property lines of existing homes to the west of the Master Planned Community.
6. A maximum 778 residential dwelling units shall be built within the boundaries of the Master Planned Community.
7. Expansion of the Casas Church campus will continue to be an allowed use.

### Neighborhood Commercial / Office

8. Neighborhood Commercial / Office parcels on Naranja Drive and La Cholla Boulevard have a back-up designation of “Medium Density Residential” that may only be utilized once the remainder of the Master Planned Community residential parcels have been developed.

### High Density Residential

9. Apartments, as defined by the Oro Valley Zoning Code Revised, are not allowed within this Master Planned Community.
10. Attached residential development shall be limited to townhouses or condominiums as defined by the Oro Valley Zoning Code Revised, with a density not to exceed 12 homes per acre. Medium Density Residential (2.1 – 5.0 homes per acre) and Senior Care Facilities shall also be permitted within the High Density Residential area.

### Senior Care Facilities

11. Senior Care Facilities shall feature a design palette of colors, materials and architectural details that are compatible with the surrounding community. All design elements must meet or exceed the Town's Design Standards.

### Park

12. The Park areas within the Master Plan shall count toward the recreation area acreage required by Town Code for residential development within the Master Plan. The Park areas shall be improved by the developer with a commensurate level of amenities as required by the Zoning Code.

# La Cholla Commons

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## Narrative for Major General Plan Amendments

November 6, 2014

**Prepared for:**

Casas Adobes Baptist Church  
10801 N La Cholla Blvd.  
Tucson, Arizona 85742

The Kai Family  
2305 W Ruthrauff Rd., Unit B9  
Tucson, Arizona 85705

The Lin Family  
c/o Greg Wexler  
6088 W Arizona Pavilions Dr Ste 1  
Tucson, Arizona 85743

T/F Naranja Group LLC  
PO Box 31987  
Tucson, Arizona 85751

**Prepared By:**

The WLB Group, Inc.  
4444 East Broadway Blvd.  
Tucson, Arizona 85711  
Contact: Paul Oland  
520.881.7480  
gpoland@wlbgroup.com

WLB No. 110028-A-002  
&199032-A-008

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## Exhibits

- Location Map
- Aerial Photograph
- Pima Association of Governments – Transportation Analysis Zones
- Proposed General Plan Land Use Designations
- Land Use Master Plan

## **A. Project Summary**

The La Cholla Commons property is located along the west side of La Cholla Boulevard between Glover Road and Lambert Lane. The General Plan currently contemplates a mix of uses including 5 RAC residential, commercial/office, and public/semi-public facilities. The proposal is to comprehensively plan this 1.5 mile frontage of La Cholla Boulevard. The designation of the entire corridor is proposed as Master Planned Community, with the intention of allowing future rezoning for a mix of residential, neighborhood commercial, and office uses. Future uses would be oriented to provide convenient and appropriate services to the surrounding neighborhood as well as future residents.

This amendment proposal is to change the designated land use from Medium Density Residential (MDR), Rural Low Density Residential (R-LDR), Public/Semi-Public (PSP), and Neighborhood Commercial/Office (NCO) to Master Planned Community (MPC). The Master Planned Community Designation is best suited for this location because it will allow a complimentary mix of uses and ensure cohesive, well planned development along length of La Cholla Boulevard

The proposed amendment in land uses is supported by several factors, including its location on La Cholla Boulevard (a major, regional arterial roadway with future widening to a four-lane divided arterial with sidewalks and multi-use paths), location adjacent to two major signalized arterial intersections, and compatibility with surrounding land uses.

The General Plan envisions this area as a mix of residential densities and commercial uses. The Master Planned Community will continue that vision but in a comprehensive manner.

## **B. Property Data**

*Location:* The property is located immediately west of La Cholla Boulevard, south of Glover Drive, and north of Lambert Lane.

*Area of Properties/General Plan Amendment:*

North of Naranja Drive: 8± acres.

South of Naranja Drive: 186± acres

*Assessor Parcel Numbers:*

North of Naranja Drive: Portions of 224-11-061J, 224-11-061H, 224-11-061G, 224-11-060A, A portion of 224-11-038C

South of Naranja Drive: Portions of 224-20-001B, 224-20-001C, 224-20-002B, 224-20-002D, 224-20- 002E, 224-23-001A

*Existing Land Uses:* The proposed development surrounds the Casas Adobes Baptist Church and school, which will serve as a core for future development. The remainder of the site is vacant.

*Existing Zoning:* The property is currently zoned Single Family Residential District, R1-144.

*Existing Oro Valley General Plan Designations:* Various portions of the property are designated as Rural Low Density Residential (R-LDR), Medium Density Residential (MDR), Public/Semi-Public (PSP), and Neighborhood Commercial/Office (NCO).

*Requested Oro Valley General Plan Designations:* The requested land use designation for the property is Master Planned Community (MPC).

### **C. General Plan Amendment Criteria**

In accordance with Section 22 of the Oro Valley Zoning Code Revised, the disposition of the General Plan amendment proposed shall be based on consistency with the vision, goals, and policies of the General Plan, with special emphasis on compliance with the following criteria:

#### **1. The proposed change is necessary because conditions in the community changed to the extent that the plan requires amendment or modification.**

- In the subsequent year following the approval and adoption of the Town of Oro Valley 2005 General Plan, the Regional Transportation Authority (RTA) was formed as part of the 2006 Pima County Transportation Bond initiative. The RTA is currently in the Design Phase to improve La Cholla Boulevard to a four-lane desert parkway between Overton Road and Tangerine Road. The La Cholla Corridor, as it is referenced, is one of the Region's key north-south corridors presented and approved in the 2006 Pima County, Transportation bond initiative passed by the voters; connecting Tangerine Road to Interstate 10 (through an improved connection at Ruthrauff Road). In 2013 the Average Daily Traffic (ADT) counts were approximately 7,400 along La Cholla Boulevard between Naranja Drive and Lambert Lane. Future Traffic Conditions (2040), established by the RTA, place the ADT counts for La Cholla Boulevard between Naranja Drive and Lambert Lane at 21,830, and 23,164 for La Cholla Boulevard between Naranja Drive and Tangerine Road. The formation and implementation of the RTA, and the changing transportation condition of La Cholla Boulevard to a major north-south corridor, will increase the viability and accessibility of the site, creating demand for a variety of uses along its route.
- The Town of Oro Valley is growing, not only in size but also in desirability. Since the year 2000, the population of Oro Valley has increased 25%, to just over 40,000 residents (*Source: US Census*). The rise in popularity, and the increased desire for communities to establish a live, work, play environment, leads to the need to adjust land uses to allow for flexibility and variety in each land use aspect. Locating neighborhood scale commercial in close proximity to residential users can encourage

more walking and biking, reducing vehicle miles traveled in the community, and increasing employment opportunities.

- An in-depth residential market analysis, demonstrating the changing market conditions, is further explained within the section of criteria #3 of this narrative.
- A market study has been prepared, analyzing the current and expected viability of the various land uses proposed. A draft of the study is attached to this document as an appendix.

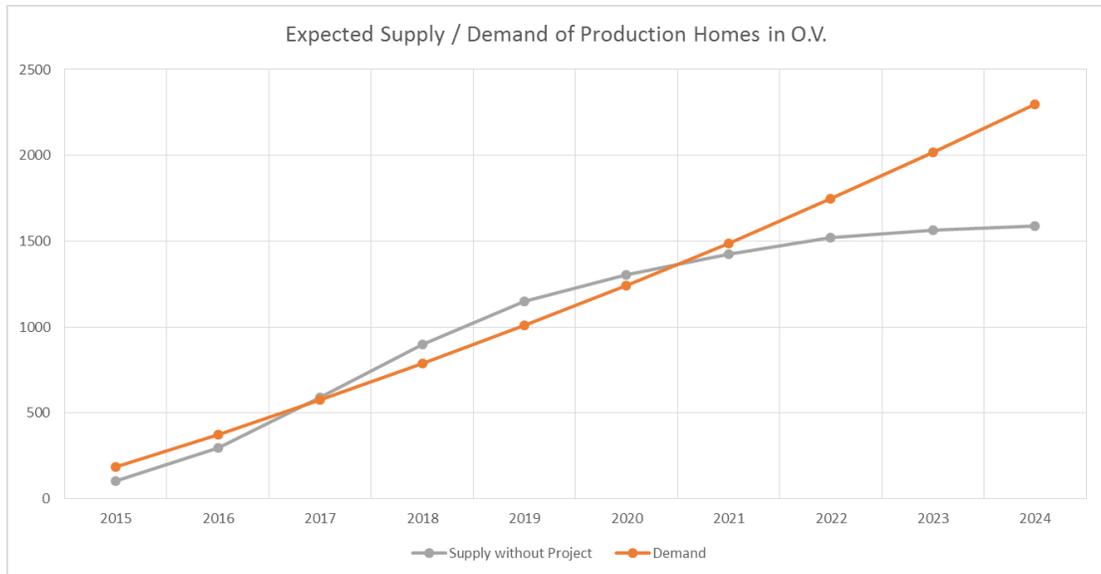
**2. The proposed change is sustainable by contributing to the socio-economic betterment of the community, while achieving community and environmental compatibility.**

- If approved, the property will be designated as a Master Plan Community. The Master Plan will set standards and themes to ensure that the development is compatible with the surrounding uses. It is anticipated that Naranja Drive on the north and Lambert Lane on the south will be improved as part of the project. La Cholla Boulevard improvements are planned as part of the 2006 Regional Transportation Authority's (RTA) initiative which once completed will adequately accommodate traffic associated with the proposed land uses. Public facilities and infrastructure already exist, and/or are planned to be constructed nearby, thus accounting for the additional burden on public infrastructure that may be associated with this project. This development will contribute to the long-term socio-economic betterment of the community by providing convenient retail and offices uses close to existing consumers and future residents.
- This proposed development will achieve community and environmental compatibility by providing open space in and along the washes and recreational areas throughout the site. Connections to the proposed trails through the development and connecting to the existing trail/path system will be provided. It is intent of the owner that future development fully comply with the requirements outlined in the Environmentally Sensitive Lands Ordinance (ESLO). The development will also include landscape buffers to further soften the appearance of future development from neighboring residents. The proposed natural and functional open space trails combined with walkable land uses will result in synergy, and the promotion of the desired live, work, play environment.
- The Master Plan will include aesthetic themes and standards which will ensure future development is compatible with its surroundings.
- The Master Plan provides a transition in density from east to west. On both the south and western boundaries larger lots, a buffer yard, or a combination of both will provide a transition from this development to the larger lot developments nearby.

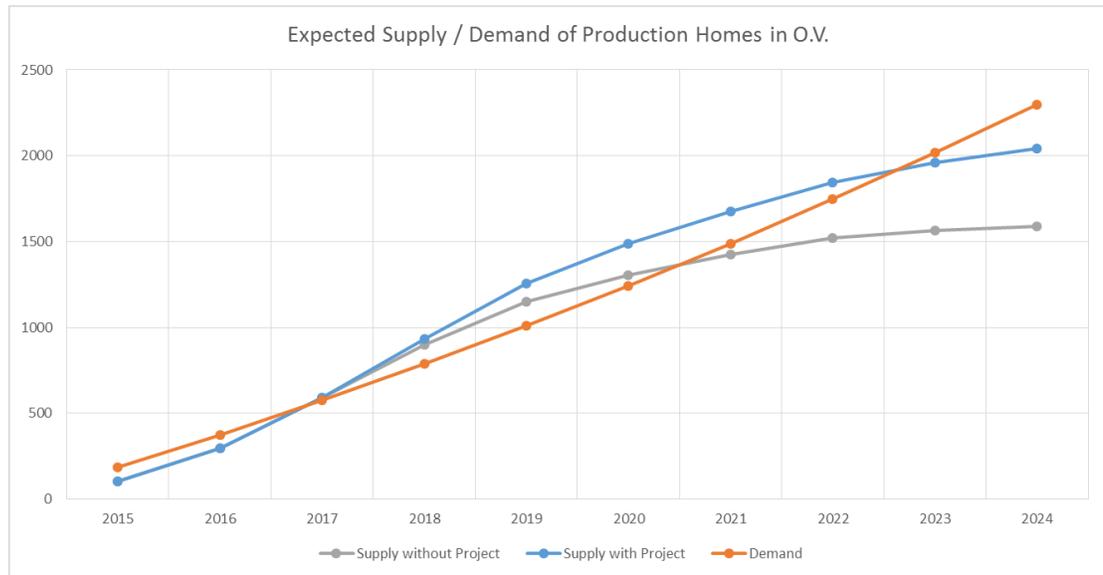
**3. The proposed change reflects market demand which leads to viability and general community acceptance.**

- The Town of Oro Valley is growing, not only in size but also in desirability. Since the year 2000, the population of Oro Valley has increased 38%, to just over 40,000 residents (*Source: US Census*). Along La Cholla Boulevard, residential developments are in various stages of construction and platting, including the neighboring developments of Saguaros Viejos (118 lots) on the north side of Naranja Drive, Meritage on Naranja (120 lots) on the south side of Naranja Drive, and Rancho de Plata (50 lots) and Rancho del Cobre (68 lots) to the north near Glover Rd. Over the last 12 months (August 2013 to July 2014) over 180 residential building permits have been pulled within Town limits, which is in line with the average of 183 per year over the last decade (*Source: Orange Reports, The Sales and Permit Report – August 2014, Volume 319*).

The market area applicable to this project has an expected annual growth rate of roughly 2% (*Source: Valbridge Property Advisors, Draft Market Demand Report – October 2014*). This number is derived from analyzing growth over a period of 10 years, 2000 -2010, and establishing a trend projection. During this time period, the country experienced an economic recession and real estate bubble, which contributed to the low growth rate projection. The graph below measures modeled demand for production type housing at an annual growth rate of 5%, against production home inventory that is known to exist or be in the platting process and assumed to be absorbed at a rate of 2 homes per month, per community phase (currently absorption rates are around 3 homes per month). The table clearly shows that a supply shortage will likely exist starting in 2020.



Given that the land planning, design, platting, and construction process typically takes 3-4 years in Oro Valley, it is imperative that additional home sites be planned for now in order to avoid a shortage. The graph below shows the anticipated housing supply with this project’s anticipated start of 2018. Supply needs to stay slightly ahead of demand, and this project will accomplish this goal for a couple more years, but demand is still anticipated to outpace supply by 2022 even with this project.



Real Estate websites such as Zillow and Movoto, show home prices having increased 5-7% over the last 12 months (Source: [www.zillow.com](http://www.zillow.com) – 9/19/2014); coupled with The Town of Oro Valley recently being ranked as one of the top 10 safest suburbs, and continually providing a nationally ranked education system, it is clear that increased market demand within the community will need to be addressed through land use amendments to the General Plan.

- As part of 2006 Pima County Transportation Bond, approved by the voters, the Pima Association of Governments (PAG) modeled future trends to determine the transportation needs of the region. In 2005, the use of census information along with conventional transportation models led to the development of Transportation Analysis Zones (TAZ). Pima County was divided into 859 TAZ’s. Using historical trends in housing, employment, and land use, PAG anticipated the needs for the year 2040 for each TAZ. Between Overton Road and Moore Road, along La Cholla Boulevard, there are 8 zones (Refer to Traffic Analysis Zones Exhibit). The table below displays each of the 8 TAZ, their respective 2005 population, their expected 2040 population, their respective 2005 employment total, and their expected 2040 employment total:

<b>Zone #</b>	<b>2005 – Population</b>	<b>2040 – Population</b>	<b>2005 – Employment Total</b>	<b>2040 – Employment Total</b>
689	178	3,286	4	1,051
681	291	446	46	6
656	104	811	169	278
651	2,576	2,311	85	49
<b>621</b>	<b>78</b>	<b>508</b>	<b>1</b>	<b>642</b>
617	2,634	2,928	305	512
584	2,745	3,057	214	307
564	1,459	2,291	151	182

Source: Pima Association of Governments

- The data above demonstrates that total housing along the La Cholla Corridor between Overton Road and Moore Road is anticipated to increase over 55%, while total employment is anticipated to increase almost 210% along the same stretch. The proposed Master Planned Community site is within Zone #621. This zone in particular, shows significant increases in both housing and total employment by the year 2040.
- The proposed change in land use accurately reflects the anticipated demand that will follow the future development of the La Cholla Corridor as demonstrated in the planning models conducted by the Pima Association of Governments. The transformation of La Cholla Boulevard into a major north-south arterial will lead to increased viability of the site, and demand a variety of uses, both residential and commercial, to not only serve those residents within the immediate vicinity, but those traveling both north and south to other destinations.
- Section C-1 of this document provides statements and a graph regarding market supply and historically modeled demand.
- A market study is being prepared, analyzing the current and expected viability of the various land uses proposed. A draft of the study is attached to this document as an appendix.

**4. The amendment will not adversely impact the community as a whole, or a portion of the community without an acceptable means of mitigating these impacts through the subsequent zoning and development process.**

- This General Plan amendment request seeks to change the existing land use designation to Master Planned Community, allowing for neighborhood scale flexibility and innovative planning of a mix of residential and commercial uses. The site is located along a future north-south corridor, La Cholla Boulevard, and between two

major arterial roadways, Lambert Lane and Naranja Drive. Specific impacts along the projects perimeter will be addressed during the rezoning phase of the entitlement process or during subsequent detailed development proposals.

- This property is ideal and appropriate for neighborhood scale commercial and residential development with the location between two major arterial roads.
- The General Plan envisions this area as a mix of non-low density residential and commercial uses. The Master Planned Community will continue that vision but in a comprehensive manner.
- Amphitheater School District has funded plans to construct a new elementary school in the southwest portion of Rancho Vistoso. This, along with the significant increase in education-related property taxes that this development will generate, will allow the School District to continue to provide the high quality of education that Oro Valley residents have come to expect.

## **D. General Plan Policy Conformance**

A number of Oro Valley's General Plan policies will be met by this development. Below are a few key points:

### **1. Land Use**

- This proposed commercial development will not encroach into the wash areas and leave these areas as natural undisturbed open space. (Policy 1.1.3)
- This development will be low scale, neighborhood oriented, and compatible with surrounding current and future residential uses. La Cholla Boulevard is proposed to be improved by the Regional Transportation Authority (RTA) to a four lane desert parkway. These improvements have the ability to support the human-scale commercial development proposed, while providing the Town with sales tax revenue. (Policy 1.2.1)
- The area surrounding the subject property has been largely developed with single family residential uses. Locating compatible activity centers and residential neighborhoods are encouraged. (Policy 1.3.1)
- The southeastern and northeastern corners of the site are located at two major intersections along the La Cholla Boulevard arterial. The General plan encourages the development of commercial and higher density residential units near major arterials. (Policy 1.3.2)
- The General Plan encourages the clustering of commercial development at specific nodes or villages. The location of the site at the intersection of La Cholla Boulevard and Naranja Drive would provide an ideal location for neighborhood oriented commercial development. (Policy 1.3.4)
- The Town encourages the use of Master Planning. This request is part of a larger overall area to be designated as Master Planned Community. The location, fronting 1.5 miles along La Cholla Boulevard, is ideal for the use of comprehensive planning consistent with the General Plan. (Policy 1.3.5)
- The project will decrease density from east to west. The project will include buffer yards, larger lots, or a combination to minimize impacts to the surrounding properties to the west and south across Lambert Lane. (1.4.7)
- **The Town will require master planning for projects which exceed 40 acres in size. (1.4.11)**

### **2. Community Design**

- Once the land use is designated as a Master Plan Community, the use of a Planned Area Development (PAD) zoning designation will be pursued. The purpose of Planned Area Development (PAD) zoning is to improve and protect the public health, safety, and welfare by pursuing unified planning and development and provide for development proposals, which are superior to that which may occur under

conventional zoning regulations. Elements associated with a PAD include architecture, landscaping, and site design standards to ensure a consistent and quality design along the corridor and throughout the site. The designs will take into consideration the surrounding neighborhoods, and current Town of Oro Valley Design Guidelines to ensure that future development is compatible. (Policy 2.1.1)

### **3. Economic Development**

- With the location along La Cholla Boulevard, and proximity to established residential units, the proposed neighborhood oriented commercial development will not only help to prevent expenditure leakage, but also provide local options for residents (both current and new) to obtain basic services without the need for a vehicle. (Policy 3.1.1)

### **4. Cost of Development**

- The dedication for right-of-way along La Cholla will be donated for the La Cholla corridor improvements. As previously mentioned, the RTA will improve the La Cholla Boulevard corridor. The development will provide required widening and improvements along both Naranja Drive and Lambert Lane. (Policy 4.1.1 and Policy 4.1.4)

### **5. Public Facilities, Services, and Safety**

- Municipal facilities are already located nearby, and therefore able to service this development without imposing a significant burden. (Policy 6.1.1)
  - Below are the driving distances to public facilities from the subject property:
    - Fire Stations
      - 1.3 miles southeast - Golder Ranch Fire Station 376
      - 2.1 miles northwest - Northwest Fire Station 339
      - 2.7 miles northeast - Golder Ranch Fire Station 375
    - Police Stations
      - 1.0 mile east - Oro Valley Main Police Station
    - Schools
      - 0 miles - Casas School
      - 0.3 miles northwest - Wilson K-8 School
      - 0.5 miles west - Ironwood Ridge High School
      - 1.6 miles east - Copper Creek Elementary School
      - 2.8 miles northeast - Painted Sky Elementary School

- Town Hall
    - 1.0 mile east
  - Parks
    - 0.5 miles east - Lambert Lane Park (undeveloped)
    - 1.5 miles south - Linda Vista Neighborhood Park
    - 1.8 miles east - Naranja Town Site Park
    - 2.0 miles east - CDO River Front Park
    - 2.8 miles southwest - Arthur Pack Regional Park
- Additionally, utilities are already available to the property.
  - Efficient and safe vehicular and non-motorized traffic circulation is a primary design consideration and amenity to the proposed master planned community. (Policy 5.1.5)
  - The Town encourages development design and orientation that promotes and facilitates multi-modal transportation access, particularly in and around major activity centers. The proposed Master Plan will promote multi-modal transportation access by providing a walking and biking friendly community. Facilities such as sidewalks, trails, bikes lanes and paths will be evaluated with the plan.

## 6. Open Space and Natural Resources Conservation

- The site designates the multiple washes as Critical Resource areas. The remainder of the site is designated Resource Management Area Tier 2 or is already developed. The site will comply by leaving the washes and additional areas on-site as natural undisturbed open space. (Policy 11.2.7)
- The future development will locate buildings, parking, and associated amenities outside of the wash areas to the greatest extent possible. Other open space areas will be provided and will enhance the pedestrian mobility of the Master Plan Community area. (Policy 11.2.9)
- The future development will comply with the requirements contained in the ESLO, by providing adequate buffers consistent with the site characteristics. (Policy 11.2.12)
- The future development will only use vegetation on the Recommended Plant List and prohibit certain invasive, allergenic, and nuisance species within the development. (Policy 11.2.15)
- This development will meet the Native Plant Preservation Plan guidelines from the Town. (Policy 11.2.16)
- To protect the views on Naranja Drive and La Cholla Blvd., both of which are designated scenic corridors by the Town of Oro Valley, the future building masses and heights will be evaluated to ensure view protection is consistent with Town policies. (Policy 11.3.1)

- This proposed development maintains the character of the views along Naranja Drive and La Cholla Boulevard by providing landscape buffers and underground utilities. (Policy 11.3.2)
- To ensure the proposed development blends and/or enhances the natural environment, all utilities will be placed underground. This will help protect the views from surrounding properties and roads. (Policy 11.3.3)
- To protect the scenic night sky in the community, the proposed development will meet the requirements established in the Town of Oro Valley Outdoor Lighting Code. To control obtrusive aspects of outdoor lighting usage, this proposed development will have reduced and/or shielded lighting. Additionally, the surrounding public will benefit from portions of the open space on-site not receiving active illumination at night. (Policy 11.4.2)

## **7. Water Resources**

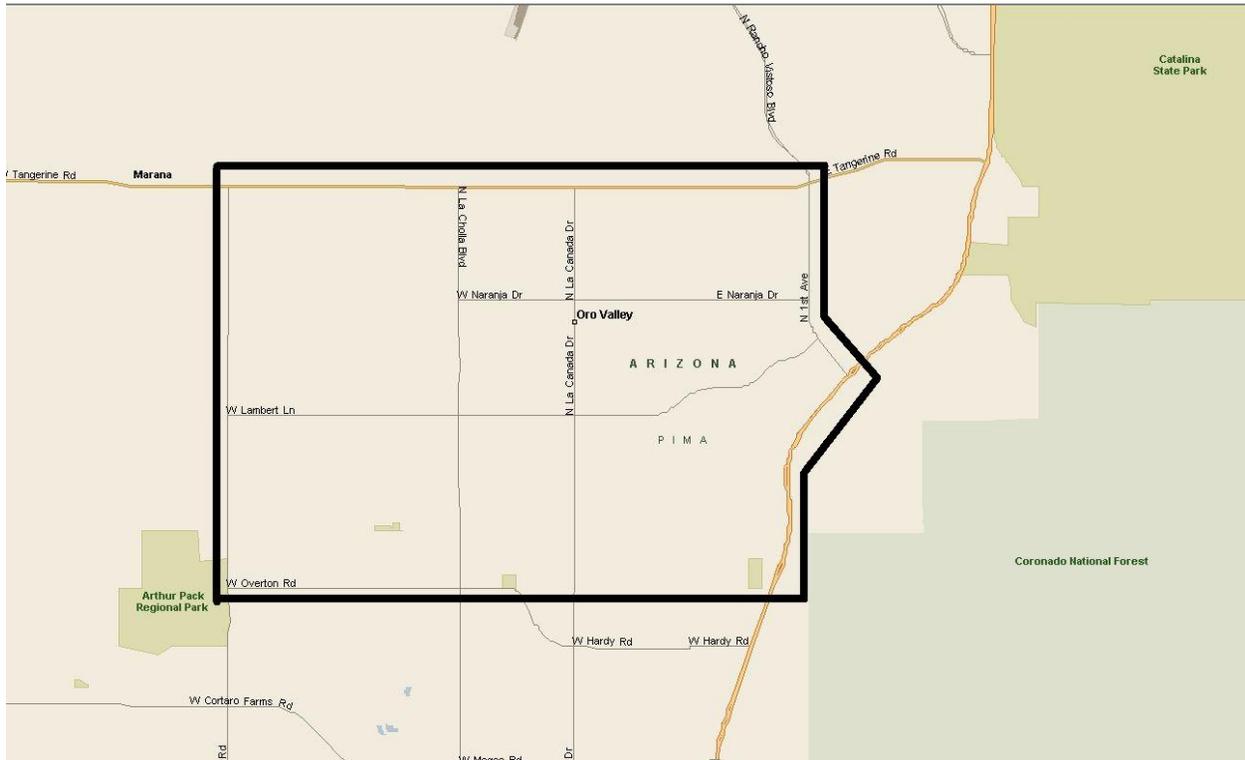
- The wash areas on the site will be designated as open space in compliance with the ESLO. (Policy 12.1.1)
- This development will be served by Oro Valley Water Utility, which participates in the Central Arizona Project (C.A.P.) and other regional groundwater protection initiatives. (Policy 12.2.1)
- Future development will include water conservation features, including water efficient irrigation system and drought tolerant vegetation. (Policy 12.3.2)

## **8. Housing**

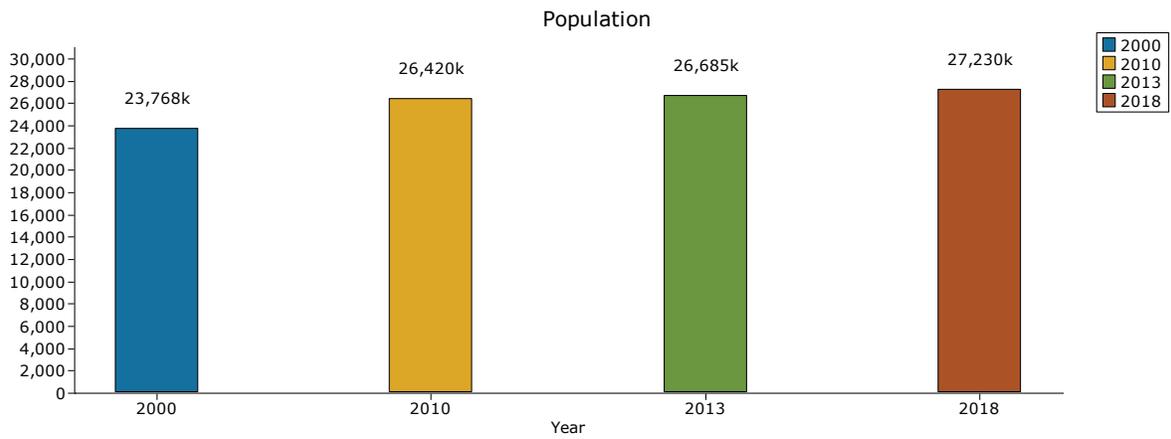
- Under the heading of encouraging and maintaining a range of housing opportunities, the General Plan states the following, which aligns very well with this proposal, “The Town shall encourage the development of a variety of types of homes to accommodate the varied needs of residents, including single-family attached and detached, townhomes, small apartments (3-4 units), condominiums, active retirement communities and congregate care housing...” (Policy 7.2.1)
- “The Town shall allow and encourage master planned communities that offer high-quality neighborhoods with a variety of residential densities and appropriately located commercial uses to serve the community.” (Policy 7.2.3)

# APPENDIX: MARKET ANALYSIS

# Neighborhood Demographics



## Neighborhood Population Growth Projection:

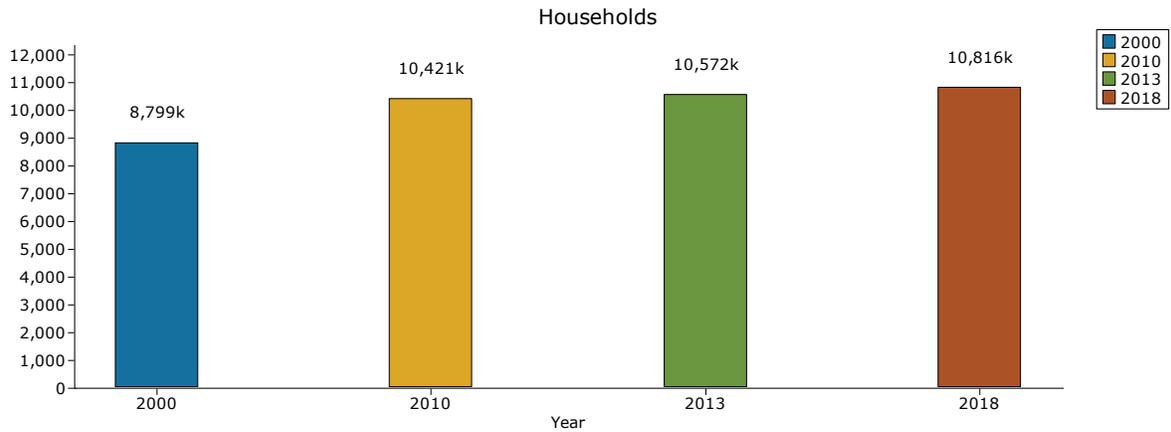


## Neighborhood Population Summary Compared to Tucson MSA:

Population Summary		
Population	Neighborhood	Tucson MSA
2010 Census	26,420	980,263
2013 Estimate	26,685	1,003,140
2018 Projection	27,230	1,032,970
<b>Gross Population Change</b>		
2010 - 2013	1.0%	2.3%
2013 - 2018	2.0%	3.0%
<b>Average Annual Population Change</b>		
2010 - 2013	0.3%	0.2%
2013 - 2018	0.4%	0.6%
Median Age (2013)	47.1	38.0
<b>Households</b>		
2013 Estimate	10,572	397,760
2018 Projection	10,816	410,226
Avg. New HH/Year 2013-2018	49	2,493
2013 - 2018 % Change	2.3%	3.1%
Avg. Annual Change 2013 - 2018	0.5%	0.6%
Average Household Size (2013)	2.52	2.46

Source: U.S. Census Bureau, Census 2010

## Neighborhood Projected Household Growth:

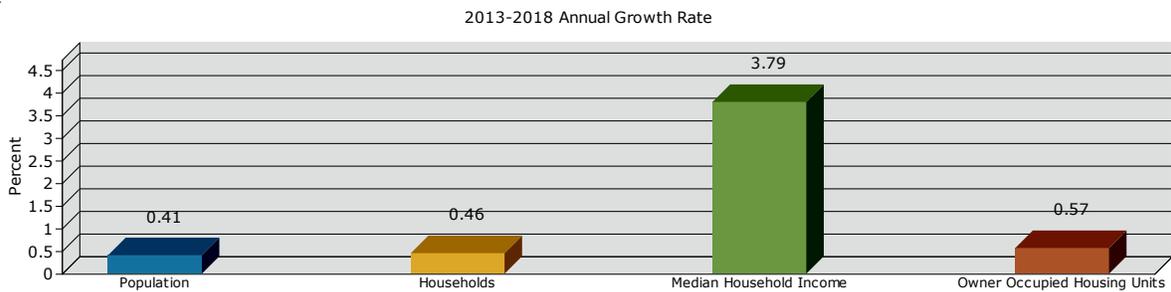


## Neighborhood Income Statistics compared to Tucson MSA:

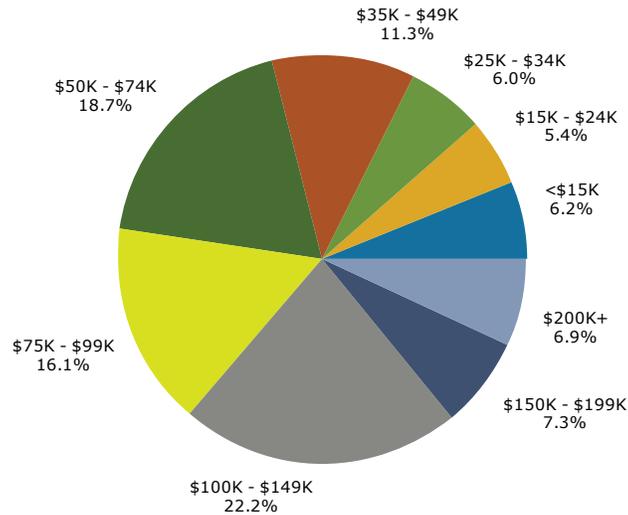
Income		
	Neighborhood	Tucson MSA
Average HH Income	\$95,350	\$60,355
Median HH Income	\$77,834	\$43,502
Per Capita Income	\$38,013	\$24,459
Household Income		
\$0 - \$15,000	6.2%	15.4%
\$15,000 - \$24,999	5.4%	12.1%
\$25,000 - \$34,999	6.0%	12.6%
\$35,000 - \$49,999	11.3%	15.2%
\$50,000 - \$74,999	18.7%	18.8%
\$75,000 - \$99,999	16.1%	10.3%
\$100,000 - \$149,999	22.2%	9.9%
\$150,000 - \$199,999	7.3%	3.0%
\$200,000 +	6.9%	2.6%

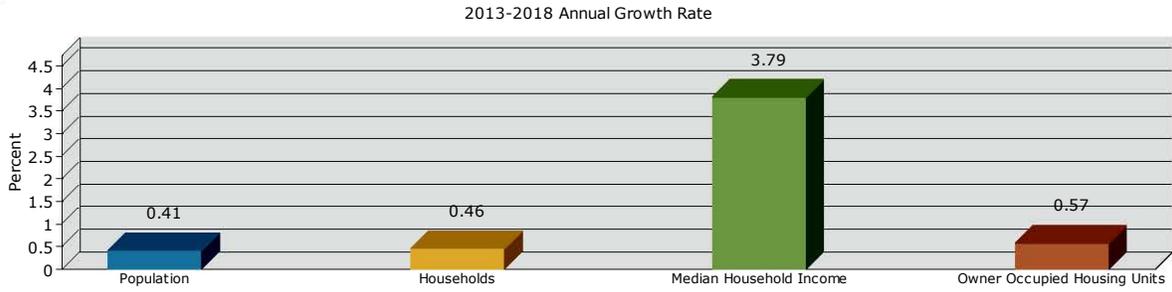
Source: U.S. Census Bureau, Census 2010

## Neighborhood Growth:



## Household Income:

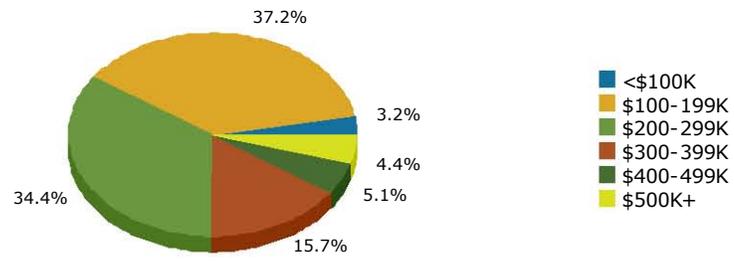




Housing (2013)		
% Owner Occupied	75.1%	55.0%
% Renter Occupied	17.8%	34.0%
% Vacant	7.1%	11.0%
Median Home Value	\$224,073	\$146,486

Source: U.S. Census Bureau, Census 2010

### 2013 Home Value



# Employment Demographics

## Neighborhood Employment

Total Businesses:	1,227
Total Employees:	4,610
Total Residential Population:	26,685
Employee/Residential Population Ratio:	0.17

Source: Dun & Bradstreet, Inc.

## Employment by Industry

	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	34	2.8%	90	2.0%
Construction	104	8.5%	364	7.9%
Manufacturing	36	2.9%	130	2.8%
Transportation	13	1.1%	48	1.0%
Communication	7	0.6%	23	0.5%
Utility	2	0.2%	10	0.2%
Wholesale Trade	43	3.5%	156	3.4%
<b>Retail Trade Summary</b>	<b>126</b>	<b>10.3%</b>	<b>688</b>	<b>14.9%</b>
Home Improvement	7	0.6%	19	0.4%
General Merchandise Stores	5	0.4%	186	4.0%
Food Stores	11	0.9%	36	0.8%
Auto Dealers, Gas Stations, Auto	3	0.2%	9	0.2%
Apparel & Accessory Stores	9	0.7%	108	2.3%
Furniture & Home Furnishings	15	1.2%	42	0.9%
Eating & Drinking Places	22	1.8%	74	1.6%
Miscellaneous Retail	54	4.4%	215	4.7%
<b>Finance, Insurance, Real Estate Summary</b>	<b>138</b>	<b>11.2%</b>	<b>423</b>	<b>9.2%</b>
Banks, Savings & Lending Institutions	8	0.7%	60	1.3%
Securities Brokers	9	0.7%	24	0.5%
Insurance Carriers & Agents	17	1.4%	31	0.7%
Real Estate, Holding, Other Investment	104	8.5%	307	6.7%
<b>Services Summary</b>	<b>720</b>	<b>58.7%</b>	<b>2,388</b>	<b>51.8%</b>
Hotels & Lodging	5	0.4%	77	1.7%
Automotive Services	10	0.8%	49	1.1%
Motion Pictures & Amusements	29	2.4%	157	3.4%
Health Services	54	4.4%	194	4.2%
Legal Services	9	0.7%	24	0.5%
Education Institutions & Libraries	21	1.7%	382	8.3%
Other Services	592	48.2%	1,505	32.6%
<b>Government</b>	<b>4</b>	<b>0.3%</b>	<b>291</b>	<b>6.3%</b>
<b>Totals</b>	<b>1,227</b>	<b>100%</b>	<b>4,610</b>	<b>100%</b>

Source: Dun & Bradstreet, Inc.

# Net Worth and Age Cohorts

## Neighborhood Net Worth Profile

Wealth	People	Percentage
<\$15,000	1,462	13.8%
\$15,000-\$34,999	476	4.5%
\$35,000-\$49,999	321	3.0%
\$50,000-\$74,999	530	5.0%
\$75,000-\$99,999	432	4.1%
\$100,000-\$149,999	744	7.0%
\$150,000-\$249,999	990	9.4%
\$250,000-\$500,000	1,836	17.4%
\$500,000+	3,780	35.8%
<b>Total</b>	<b>10,572</b>	<b>100.0%</b>
	Median Net	\$278,009
	Average Net	\$960,806

Source: U.S. Census Bureau

## Net Worth by Household Age

	<25	25-34	35-44	45-54	55-64	65-74	75+
<\$15,000	57	338	372	267	253	97	78
\$15,000-\$34,999	27	117	148	80	56	24	24
\$35,000-\$49,999	5	47	113	70	47	26	12
\$50,000-\$99,999	16	128	263	213	139	118	84
\$100,000-\$149,999	6	76	125	165	137	167	69
\$150,000-\$249,999	5	58	150	247	273	113	145
\$250,000+	1	98	316	1,307	1,646	1,350	898
Total	117	861	1,488	2,349	2,553	1,894	1,309
Median Net Worth	\$15,548	\$28,882	\$64,905	\$250,001	\$250,001	\$250,001	\$250,001
Average Net Worth	\$50,051	\$165,872	\$284,084	\$923,231	\$1,200,203	\$1,205,730	\$1,008,277

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2013 and 2018.

Demographic Summary	Census 2010	2013	2018	2013-2018	
				Change	Annual Rate
Total Population	26,420	26,685	27,230	545	0.41%
Population 50+	11,361	12,213	12,979	766	1.22%
Median Age	46.0	47.1	48.3	1.2	0.50%
Households	10,421	10,572	10,816	244	0.46%
% Householders 55+	51.0%	54.5%	58.0%	3.5	1.25%
Owner/Renter Ratio	4.8	4.2	4.3	0.1	0.47%
Median Home Value	-	\$224,073	\$245,839	\$21,766	1.87%
Average Home Value	-	\$254,609	\$278,344	\$23,735	1.80%
Median Household Income	-	\$77,834	\$93,730	\$15,896	3.79%
Median Household Income for Householder 55+	-	\$70,385	\$89,107	\$18,722	4.83%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.

Total Population	Census 2010		2013		2018	
	Number	% of Total	Number	% of Total	Number	% of Total
Total(50+)	11,361	43.0%	12,213	45.8%	12,979	47.7%
50-54	2,442	9.2%	2,411	9.0%	2,055	7.5%
55-59	2,264	8.6%	2,414	9.0%	2,433	8.9%
60-64	2,084	7.9%	2,249	8.4%	2,414	8.9%
65-69	1,609	6.1%	1,808	6.8%	2,131	7.8%
70-74	1,127	4.3%	1,328	5.0%	1,635	6.0%
75-79	817	3.1%	904	3.4%	1,116	4.1%
80-84	604	2.3%	618	2.3%	662	2.4%
85+	414	1.6%	481	1.8%	533	2.0%
65+	4,571	17.3%	5,139	19.3%	6,077	22.3%
75+	1,835	6.9%	2,003	7.5%	2,311	8.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.

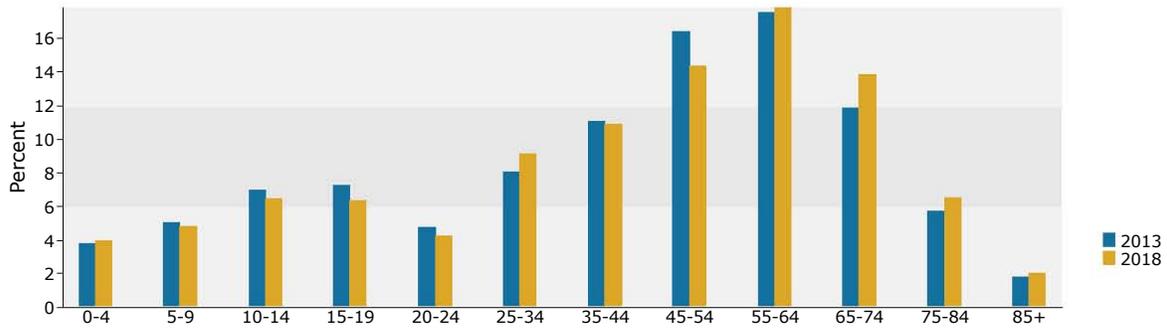
2013 Households by Income and Age of Householder 55+								
	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	2,553	100%	1,894	100%	1,309	100%	5,756	100%
<\$15,000	140	5.5%	94	5.0%	178	13.6%	412	7.2%
\$15,000-\$24,999	91	3.6%	138	7.3%	170	13.0%	399	6.9%
\$25,000-\$34,999	124	4.9%	84	4.4%	210	16.0%	418	7.3%
\$35,000-\$49,999	252	9.9%	173	9.1%	297	22.7%	722	12.5%
\$50,000-\$74,999	424	16.6%	433	22.9%	216	16.5%	1,073	18.6%
\$75,000-\$99,999	408	16.0%	353	18.6%	67	5.1%	828	14.4%
\$100,000-\$149,999	645	25.3%	391	20.6%	124	9.5%	1,160	20.2%
\$150,000-\$199,999	221	8.7%	120	6.3%	25	1.9%	366	6.4%
\$200,000+	249	9.8%	107	5.6%	23	1.8%	379	6.6%
Median HH Income	\$88,236		\$76,230		\$38,605		\$70,385	
Average HH Income	\$107,326		\$91,934		\$53,622		\$90,044	

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.

2018 Households by Income and Age of Householder 55+								
	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	2,588	100%	2,223	100%	1,460	100%	6,271	100%
<\$15,000	95	3.7%	78	3.5%	180	12.3%	353	5.6%
\$15,000-\$24,999	44	1.7%	84	3.8%	116	7.9%	244	3.9%
\$25,000-\$34,999	84	3.2%	69	3.1%	206	14.1%	359	5.7%
\$35,000-\$49,999	156	6.0%	125	5.6%	267	18.3%	548	8.7%
\$50,000-\$74,999	282	10.9%	365	16.4%	215	14.7%	862	13.7%
\$75,000-\$99,999	524	20.2%	550	24.7%	123	8.4%	1,197	19.1%
\$100,000-\$149,999	853	33.0%	618	27.8%	264	18.1%	1,735	27.7%
\$150,000-\$199,999	275	10.6%	191	8.6%	49	3.4%	515	8.2%
\$200,000+	274	10.6%	144	6.5%	39	2.7%	457	7.3%
Median HH Income	\$103,545		\$90,717		\$47,055		\$89,107	
Average HH Income	\$125,455		\$108,636		\$68,934		\$106,335	

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.

Population by Age

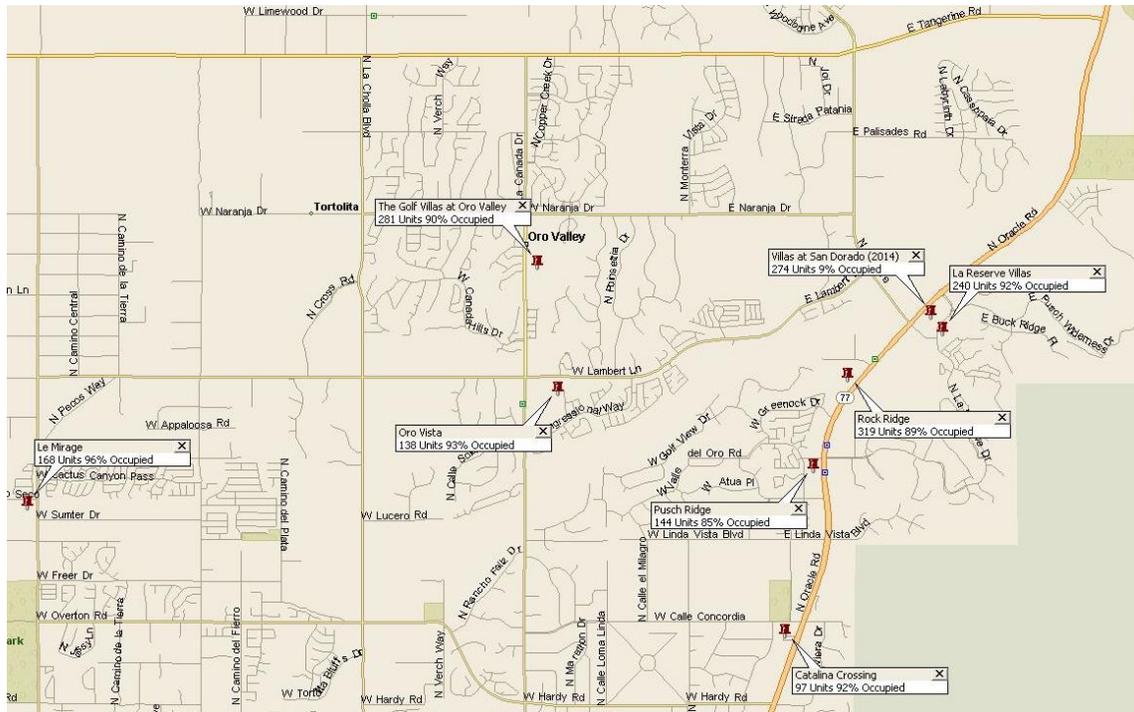


**Medical Expenditures**

	Average Amount Spent	Total
<b>Health Care</b>	\$6,275.01	\$66,339,358
<b>Medical Care</b>	\$2,768.02	\$29,263,457
Physician Services	\$354.22	\$3,744,785
Dental Services	\$564.91	\$5,972,262
Eyecare Services	\$68.72	\$726,509
Lab Tests, X-Rays	\$89.38	\$944,887
Hospital Room and Hospital Services	\$214.18	\$2,264,313
Convalescent or Nursing Home Care	\$19.54	\$206,623
Other Medical services (1)	\$158.03	\$1,670,706
Nonprescription Drugs	\$164.65	\$1,740,655
Prescription Drugs	\$680.73	\$7,196,668
Nonprescription Vitamins	\$95.01	\$1,004,468
Medicare Prescription Drug Premium	\$117.17	\$1,238,730
Eyeglasses and Contact Lenses	\$118.06	\$1,248,091
Hearing Aids	\$31.70	\$335,145
Medical Equipment for General Use	\$6.64	\$70,165
Other Medical Supplies (2)	\$85.08	\$899,450
<b>Health Insurance</b>	\$3,506.99	\$37,075,901
Blue Cross/Blue Shield	\$1,114.37	\$11,781,133
Commercial Health Insurance	\$664.12	\$7,021,068
Health Maintenance Organization	\$565.43	\$5,977,735
Medicare Payments	\$708.70	\$7,492,424
Long Term Care Insurance	\$150.25	\$1,588,431
Other Health Insurance (3)	\$304.12	\$3,215,110

Source: Bureau of Labor Statistics

# Multifamily Supply



## Supply:

Existing Multifamily									
Property	Location	Total Units	Year Built	Unit Types	Avg. Rent	Units	Overall Occ.	Lambert	Naranja
Golf Villas	10950 N La Canada	231	1999	1BR/1BA	\$957	50	90%	1.25 mi	1.1 mi
				2BR/2BA	\$1,082	140			
				3BR/2BA	\$1,297	41			
La Reserve Villas	10700 N La Reserve	240	1988	1BR/1BA	\$725	64	92%	3.55 mi	3.6 mi
				2BR/2BA	\$825	148			
				3BR/2BA	\$925	28			
Oro Vista	1301 W Lambert	138	2006	1BR/1BA	\$719	32	93%	1.15 mi	1.6 mi
				2BR/2BA	\$852	82			
				3BR/2BA	\$1,104	24			
Catalina Crossing	9095 N Oracle	97	1985	1BR/1BA	\$565	66	92%	3 mi	3.65 mi
				2BR/1BA	\$785	1			
				2BR/2BA	\$809	18			
Push Ridge	9901 N Oracle	144	1998	1BR/1BA	\$729	48	85%	2.8 mi	3.15 mi
				2BR/1BA	\$889	8			
				2BR/2BA	\$864	60			
Rock Ridge	10333 N Oracle	319	1995	1BR/1BA	\$710	96	89%	3 mi	3.15 mi
				2BR/2BA	\$808	192			
				3BR/2BA	\$995	31			
Villas at San Dorado	10730 N Oracle	274	2014	1BR/1BA	\$1,000	102	35%		
				2BR/2BA	\$1,242	136			
				3BR/2BA	\$1,490	36			
Le Mirage	9777 N Thornydale	168	1995	1BR/1BA	\$624	60	96%	2.2 mi	2.7 mi
				2BR/2BA	\$744	76			
				3BR/2BA	\$919	32			
Total/Average		1,611		1BR/1BA	\$754		84%		
				2BR/2BA	\$903				
				3BR/2BA	\$1,080				

Demand:

<b>Multifamily Residual Demand</b>	
Households	10,572
x Current Renter rate	x 25%
	2,643
x .95 frictional vacancy	x.95
Rental Unit Demand	2,511
Existing Units	1,611
Residual Demand for Rental Units	900
Household Growth Projection 2013-2023	1,750
x Projected Renter rate	x 30%
Renter Growth Projection	525
x .95 frictional vacancy	x.95
Future Renter Demand	499
Total Rental Units Demanded 2013-2023	1,399
Multifamily Projects Under Construction	0
Residual Demand for Multifamily Units Thru 2023	1,399

Conclusion:

- Demand is strong
- However, scale and market demand is not met by complexes under construction.
- Area has seasonal empty-nesters in a population weighted to older age cohorts.
- Recommend casita apartments such as Tucson Rental Homes and Avilla, NOT stacked 2 and 3 story garden units with higher density.

# Single Family

Single Family Demand Analysis		
Housing Price	\$250,000	\$500,000
20% Down	\$50,000	\$100,000
Loan Amount	\$200,000	\$400,000
30 year loan,4.25%	\$984	\$2,460
Taxes, Ins.	\$350	\$700
Monthly Payment	\$1,334	\$3,160
<b>Ann. Inc. Req. at 33%</b>	<b>\$48,509</b>	<b>\$114,909</b>
% of the Area Population With Sufficient Income for Housing		
Price Range	71.20%	Approx. 35%

Single Family Existing Supply							
Name	Builder	Location	Total Lots	Lots Remaining	Months on Market	Absorption Per Year	Price:
Uplands	AF Sterling	La Canada & Lambert	14	2	18	8	300K+
Rancho de Plata	Meritage	La Cholla & Tangerine	50	32	8	27	280-350k
Desert Sky	Dorn	NW of Desert Sky & Oracle	40	1	60	7.8	210-240K
Sunset Canyon	Copper Canyon	SWc of Tangerine & Vista del Oro		15			549-700K
Rancho de Cobre	Maracay	11752 N Mabini	68	50	8	27	380k+
Total/Average			172	100		17.45	
Outside Neighborhood Boundary							
Shannon Estates		Shannon & Magee	55	28	12	27	270-400K
Cortina Terrace	Miramonte	Shannon & Magee	12	9	60	0.6	200-250K
La Cholla Vista	Pulte	Magee & La Cholla	42	8	12	34	250-325K
Total/Average			109	45		20.53	
Overall Total/Average			281	145		18.99166667	

Single Family Approved Lots (In Platting Process)			
Name	Builder	Location	Total Lots
Saguaros Viejos	AF Sterling	Near NWc of La Cholla & Naranja	118
Meritage on Naranja	Meritage	SWc of Naranja & La Cholla	120
<b>Total Approved Lots</b>			<b>238</b>
Single Family Proposed Lots (Submitted for Approval)			
Name	Builder	Location	Total Lots
OVTC	AF Sterling	Oracle & Pusch View Lane	60
River's Edge	Davis Development	Naranja & Pusch Ridge Vistas	55
SEC Lambert & La Cholla	N/A	Sec of Lambert Ln. & La Cholla Blvd	154
Meritage on First	Meritage	Nec of 1st & Palasades	255
<b>Total Proposed Lots</b>			<b>524</b>
			<b>at 50% for risk and unknown</b>
			<b>262</b>

### 2013-2023 Household Growth Projection:

	1750 Households
x Owner Occupancy rate	x 70%
Demand 2013-23	1,225 Households
- Existing Supply	100 Homes
- Planned Supply	500 Homes
<b>Net Demand 2013-23</b>	<b>625 Homes</b>

#### Remarks:

- The market is currently coming out of a recession and STDB growth projections are under-represented. Our projections are based on historical 2000-2010 household growth rates which equally rate the growth cycle and the recession in that decade.
- Owner occupancy rates projected to decrease from 75% to 70% as the area matures.
- Price range is \$250,000 to \$500,000 move up segment.
- Given age cohort information, low maintenance for sale units would meet needs on this market niche.

# Retail



Shopping Center Retail Supply					
Center Name	Location	Total S.F.	Year Built	Vacancy	Asking Rents/ S.F.
Shoppes at Thornydale Crossings	Tangerine & Thornydale	158,197	2007	8.0%	\$18-\$28
Thornydale Plaza	9665-9725 N. Thornydale Rd.	76,975	1997	9.3%	\$23
Thornydale Village	Thornydale & Overton Rd	57,612	1995	56.7%	\$16
Mercado at Canada Hills	La Canada Dr. & Lambert Ln	54,517	2008	3.6%	\$19
Strip Retail Center	La Canada Dr. & Naranja Dr.	13,527	2003	0.0%	N/Ap
Shops at Oro Vista	La Canada Dr. & Lambert Ln	59,017	2002	20.0%	\$17
Strip Retail Center	La Canada Dr. & Lambert Ln	23,022	2000	18.8%	\$20-\$21
Strip Retail Center	10420 N. La Canada Dr.	75,333	1993	2.9%	\$17
Placita del Oro	Tangerine & 1st Avenue	63,891	2002	17.0%	\$21
Safeway Vistoso Center	Tangerine & Rancho Vistoso	100,363	1999	0.0%	N/Ap
Target/ Home Depot	10775-10885 N. Oracle Rd.	609,385	1993	0.6%	N/Ap
San Jose Plaza	10110 N. Oracle Rd.	13,785	2000	21.3%	\$16-\$20
<b>Total S.F.</b>		<b>1,305,624</b>		<b>6.9%</b>	<b>\$16-\$28</b>

\*Excluding Thornydale Village, due to inferior appeal and functionality, the overall vacancy rate is reduced to 4.4%, which is below frictional vacancy

Demand:

Retail Surplus/Leakage Analysis Summary					
Industry Summary	Demand	Supply	Retail Gap	Leakage	Businesses
Total Retail Trade and Food &	\$373,861,255	\$75,787,562	\$298,073,693	66.3	118
Total Retail Trade	\$337,381,202	\$70,095,500	\$267,285,702	65.6	110
Total Food & Drink	\$36,480,053	\$5,692,062	\$30,787,991	73.0	8

Source: Dun & Bradstreet

Proposed Shopping Center Developments		
Name	Location	Approx. Planned S.F.
Mercado Mandarin	Near NWC of La Cholla & Naranja	50,000
Rancho del Cobre	SWc of Naranja & La Cholla	50,000 - 60,000
<b>Total Proposed S.F.</b>		<b>100,000 - 110,000</b>

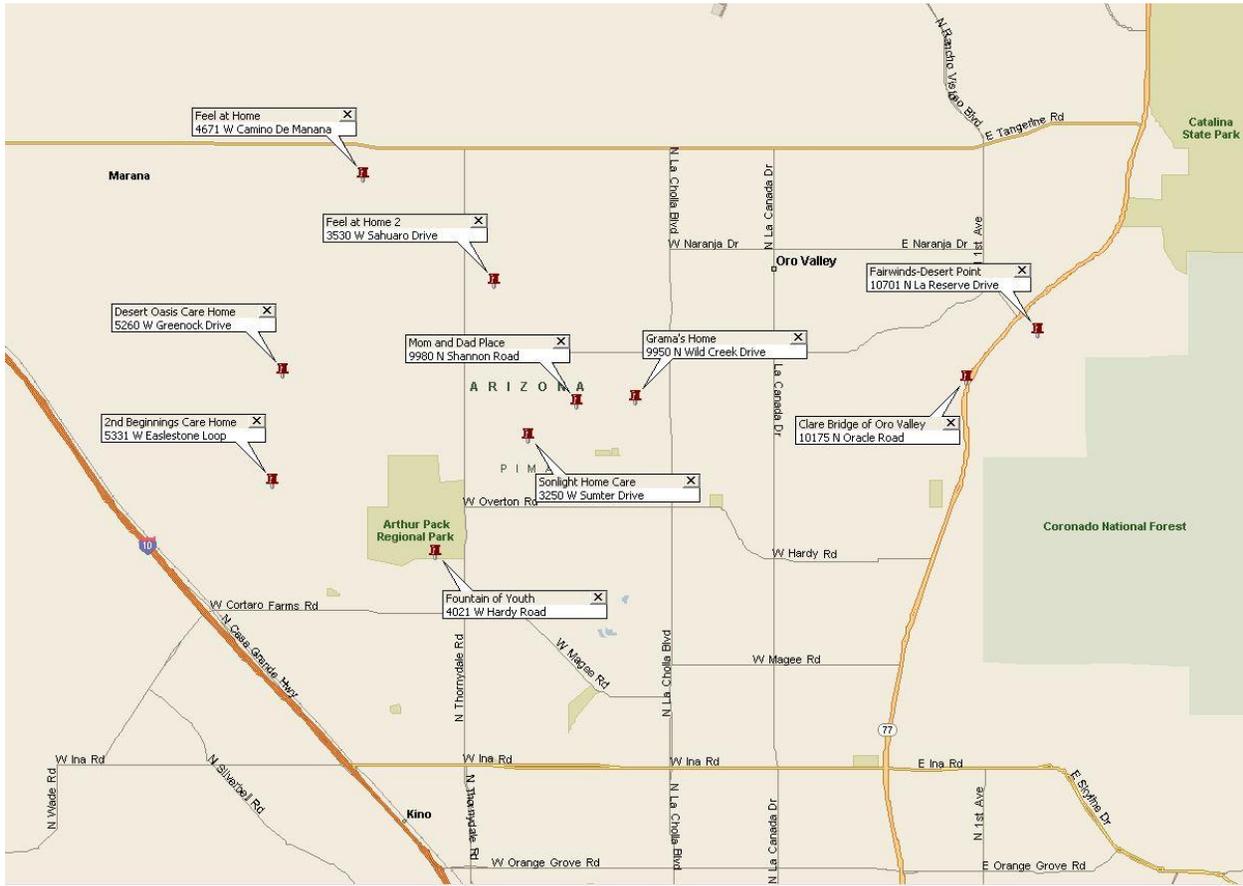
Household Disposable Income Profile (2013)		
	Number	Percent
<\$15,000	767	7.3%
\$15,000-\$24,999	696	6.6%
\$25,000-\$34,999	864	8.2%
\$35,000-\$49,999	1,603	15.2%
\$50,000-\$74,999	2,321	22.0%
\$75,000-\$99,999	1,781	16.8%
\$100,000-\$149,999	1,812	17.1%
\$150,000-\$199,999	336	3.2%
\$200,000+	392	3.7%
<b>Total</b>	<b>10,572</b>	<b>100.0%</b>
Median Disposable Income	\$62,015	
Average Disposable Income	\$77,128	

Source: U.S. Census Bureau

Conclusion:

- The area has a significant retiree and seasonal population
- There is significant discretionary income for food, services, and medical services
- Centers with higher vacancy lack curb appeal and inviting attractive architecture to create a sense of place. The area is not overbuilt. Higher vacancy centers have design and/or functional obsolescence issues.
- There is household and income growth demand for a planned center in 2 years but likely with a 5 to 7 year delivery.
- Despite demand, immediate construction would not take place for at least 2 years due to planning/entitlement time as the market is still coming out of a recession and development is less risky with strong pre-leasing.

# Assisted Living



Supply:

Existing Assisted Living Beds		
LEGALNAME	ADDRESS	CAPACITY
CLARE BRIDGE OF ORO VALLEY	10175 NORTH ORACLE ROAD	42
FAIRWINDS - DESERT POINT	10701 NORTH LA RESERVE DRIVE	75
2ND BEGINNINGS CARE HOME	5331 WEST EAGLESTONE LOOP	4
DESERT OASIS ADULT CARE HOME	5260 WEST GREENOCK DRIVE	10
FEEL AT HOME 2 ASSISTED LIVING	3530 WEST SAHUARO DIVIDE	5
FEEL AT HOME ASSISTED LIVING	4671 WEST CAMINO DE MANANA	10
FOUNTAIN OF YOUTH, LLC	4021 WEST HARDY ROAD	5
GRAMA'S HOME, LLC	9950 NORTH WILD CREEK DRIVE	5
MOM AND DAD PLACE, LLC	9980 NORTH SHANNON ROAD	10
<b>Total</b>		<b>166</b>

Population:

Total Population	Census 2010		2013		2018	
	Number	% of Total	Number	% of Total	Number	% of Total
Total(50+)	11,361	43.0%	12,213	45.8%	12,979	47.7%
50- 54	2,442	9.2%	2,411	9.0%	2,055	7.5%
55- 59	2,264	8.6%	2,414	9.0%	2,433	8.9%
60- 64	2,084	7.9%	2,249	8.4%	2,414	8.9%
65- 69	1,609	6.1%	1,808	6.8%	2,131	7.8%
70- 74	1,127	4.3%	1,328	5.0%	1,635	6.0%
75- 79	817	3.1%	904	3.4%	1,116	4.1%
80- 84	604	2.3%	618	2.3%	662	2.4%
85+	414	1.6%	481	1.8%	533	2.0%
65+	4,571	17.3%	5,139	19.3%	6,077	22.3%
75+	1,835	6.9%	2,003	7.5%	2,311	8.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.

Affordability:

Net Worth by Household Age							
	<25	25-34	35-44	45-54	55-64	65-74	75+
<\$15,000	57	338	372	267	253	97	78
\$15,000- \$34,999	27	117	148	80	56	24	24
\$35,000- \$49,999	5	47	113	70	47	26	12
\$50,000- \$99,999	16	128	263	213	139	118	84
\$100,000- \$149,999	6	76	125	165	137	167	69
\$150,000- \$249,999	5	58	150	247	273	113	145
\$250,000+	1	98	316	1,307	1,646	1,350	898
Total	117	861	1,488	2,349	2,553	1,894	1,309
Median Net Worth	\$15,548	\$28,882	\$64,905	\$250,001	\$250,001	\$250,001	\$250,001
Average Net Worth	\$50,051	\$165,872	\$284,084	\$923,231	\$1,200,203	\$1,205,730	\$1,008,277

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2013 and 2018.

Demand:

Assisted Living Demand							
2013	Age	Income	Health	2018	Age	Income	Health
75-84	1,522	1,370	343	75-85	1,778	1,600	400
				<i>Change</i>	256	230	57
85+	481	433	217	85+	533	480	240
				<i>Change</i>	52	47	23
<b>TOTAL</b>			560				640

Inputs:

	75-84	85+
Affordability	90%	90%
Health	25%	50%

Conclusion:

- Population age cohorts and income cohorts intersect to infer considerable demand.
- Balancing development of targeted medical and wellness services with assisted living development appears to have strong demand.

# Conclusions

The district boundaries utilized were designed to emphasize the immediate area. This included a district of at least 1 mile up to 3 mile boundaries. District lines were set with the intent to provide an accurate depiction of the immediate neighborhood. Therefore, regional retail such as the Walmart anchored retail center at Tangerine and Oracle, which serves a larger trade area much farther north, luxury homes against Pusch Ridge, older dwellings to the south, and higher density merchant built housing to the west were specifically excluded.

A review of population statistics indicated excessively optimistic projections in 2008 based upon a high growth housing bubble. The 2013 projections tend to understate growth due to projections made during a recession. Therefore, I reviewed growth rates from 2000 to 2010, which included five years of recession bracketing five years of expanding economy. The usefulness of this time period is derived from its balance of both strong and weak economies.

The growth projected based on 2000 through 2010 would be over 1,900 units. I back this off to 1,750 housing units. As the area matures and given current trends, there's likelihood of more rather than fewer renters. So I reduced the home ownership components from 75% to 70%. However, I only used a 25% rental component for rental housing because of the age cohorts within this neighborhood, thereby allocating approximately 5% to senior housing.

Household income is over 50% higher in the neighborhood than the Tucson MSA. Employment demographics likely infer a considerable seasonal resident, empty nester, and family components, based upon the .17 employee/residential population ratio.

Over 60% of the residents have net worth of above \$150,000, with the majority concentrated in the 45 year and older age cohorts. Moreover, about 55% of householders are 55 years or older.

In conclusion, this is a moderately affluent neighborhood, with many residents at or just past their peak earning years based upon these statistics. Housing that is easier to maintain, adaptable for greater accessibility and flexible for varied occupancy by different generations, will generate greatest demand.

#### For Sale Residential Conclusions:

- Owner occupancy rates are forecasted to decline from 75% to 70% due to age cohorts in the neighborhood and due to changing market preferences.
- A likely price range is \$250,000 to 500,000 which is a move up segment and also accounts for both low and medium density development.
- Based upon neighborhood demographics including wealth and age, for sale units that emphasize low maintenance, adaptability to meeting physical needs, and inter-generational use would attract broader demand.
- Even with planned developments in the neighborhood, there appears to be additional demand of 600+ for sale residential units.
- It is important to be aware of the gradually changing age of the neighborhood population, whereby, ease of using housing will attract demand. Therefore, this inherently infers some demand for attached products such as townhomes. The current develop pipeline of townhomes and condominiums is quite shallow, which is typical in recessionary periods. There is a demand for about 100 to 200 townhomes or casita style apartments.

#### Multi-Family Conclusions:

- Demand for multi-family is strong with residual demand of about 1400 units.
- Traditional garden apartments of two to three stories is inconsistent with scale of the existing neighborhood.
- Multi-family use should be limited to a combination of one and two stories designed to attract the market segments typically found within casita projects such as those developed by Avilla and Tucson Rental Homes.
- The market segments consist of seasonal visitors, empty nesters, a few families in modest segments of larger units, and single employed professionals. Single employed professionals, particularly females, are attracted to this product's lower density, low maintenance, and greater similarity to living in owner occupied residence whether it be a townhome or single family home.

#### Retail Conclusions:

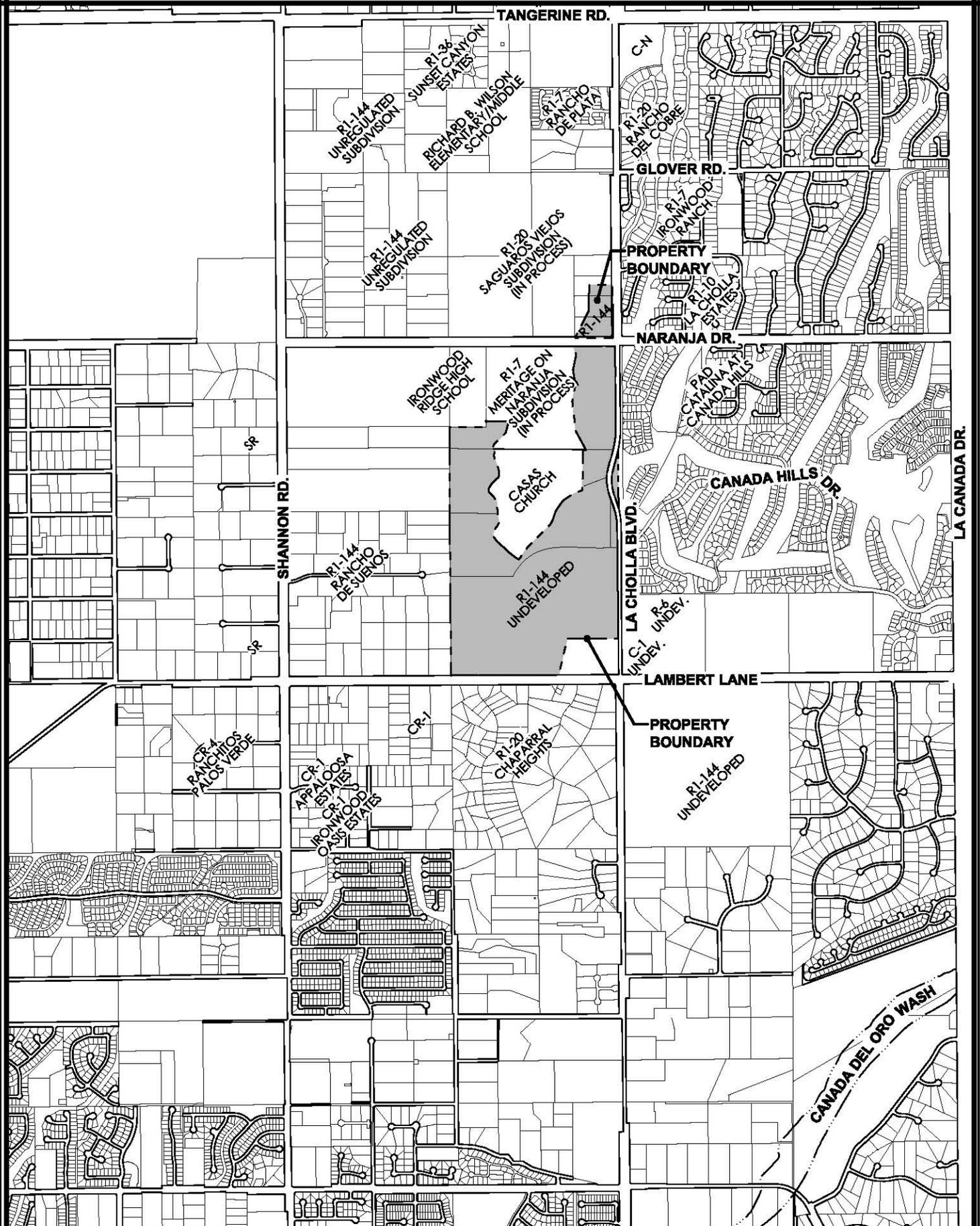
- The area has a significant retiree and seasonal population
- There is significant discretionary income for food, services, and medical services
- Centers with higher vacancy lack curb appeal and inviting attractive architecture to create a sense of place. The area is not overbuilt. Higher vacancy centers have design and/or functional obsolescence issues.
- There is household and income growth demand for a planned center in 2 years but likely with a 5 to 7 year delivery.

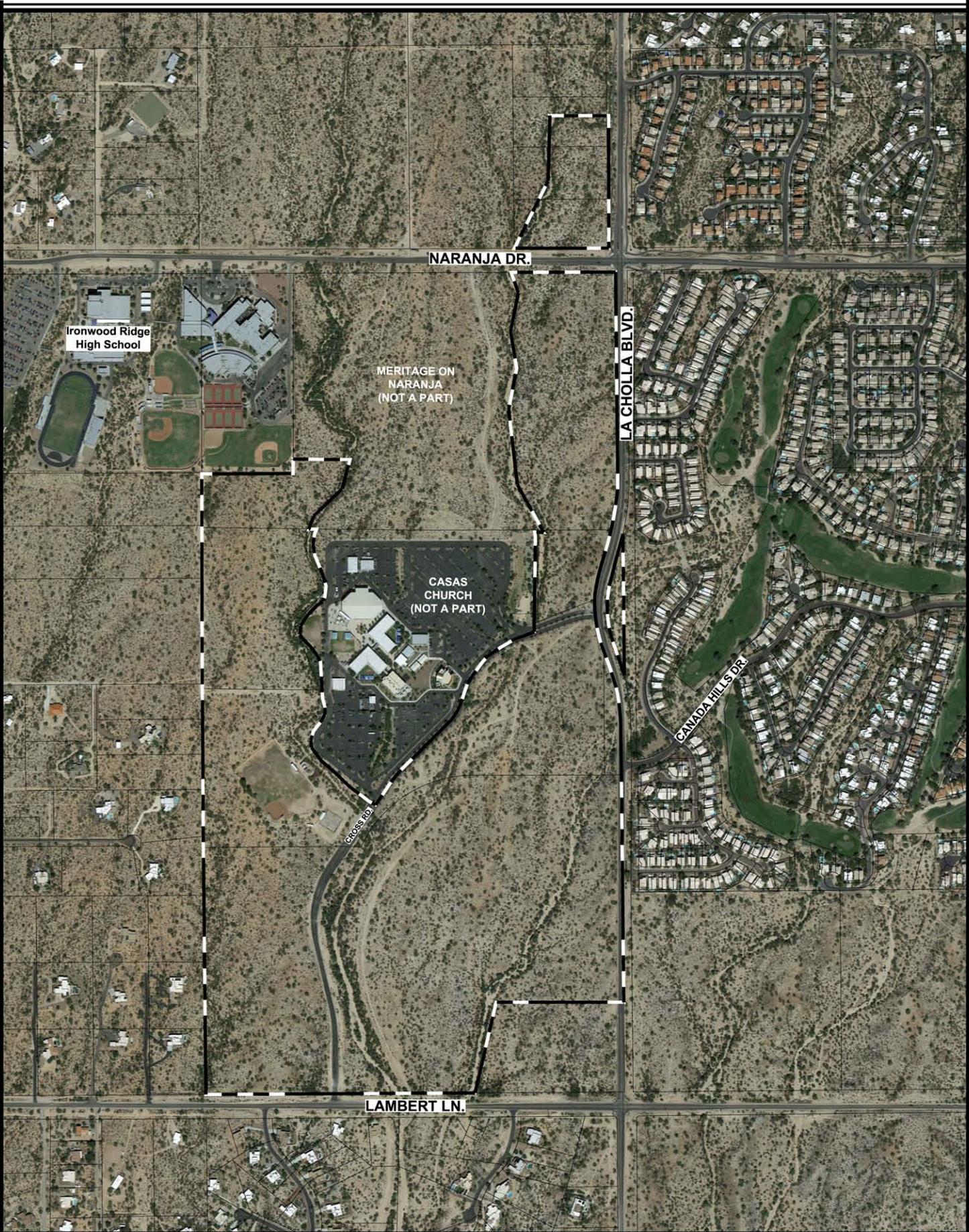
- Despite demand for about 200,000 S.F., immediate construction would not take place for at least 2 years due to planning/entitlement time as the market is still coming out of a recession and development is less risky with strong pre-leasing.
- Medical expenditures infer demand for supporting services oriented to 55+ age cohorts, included in the retail demand.
- Observing retail development, Oracle Road, La Canada, and Tangerine Road have attracted retail development but, there is a hole in the center of the immediate neighborhood in the area along La Cholla, primarily at Lambert Lane but secondarily at Naranja Drive.

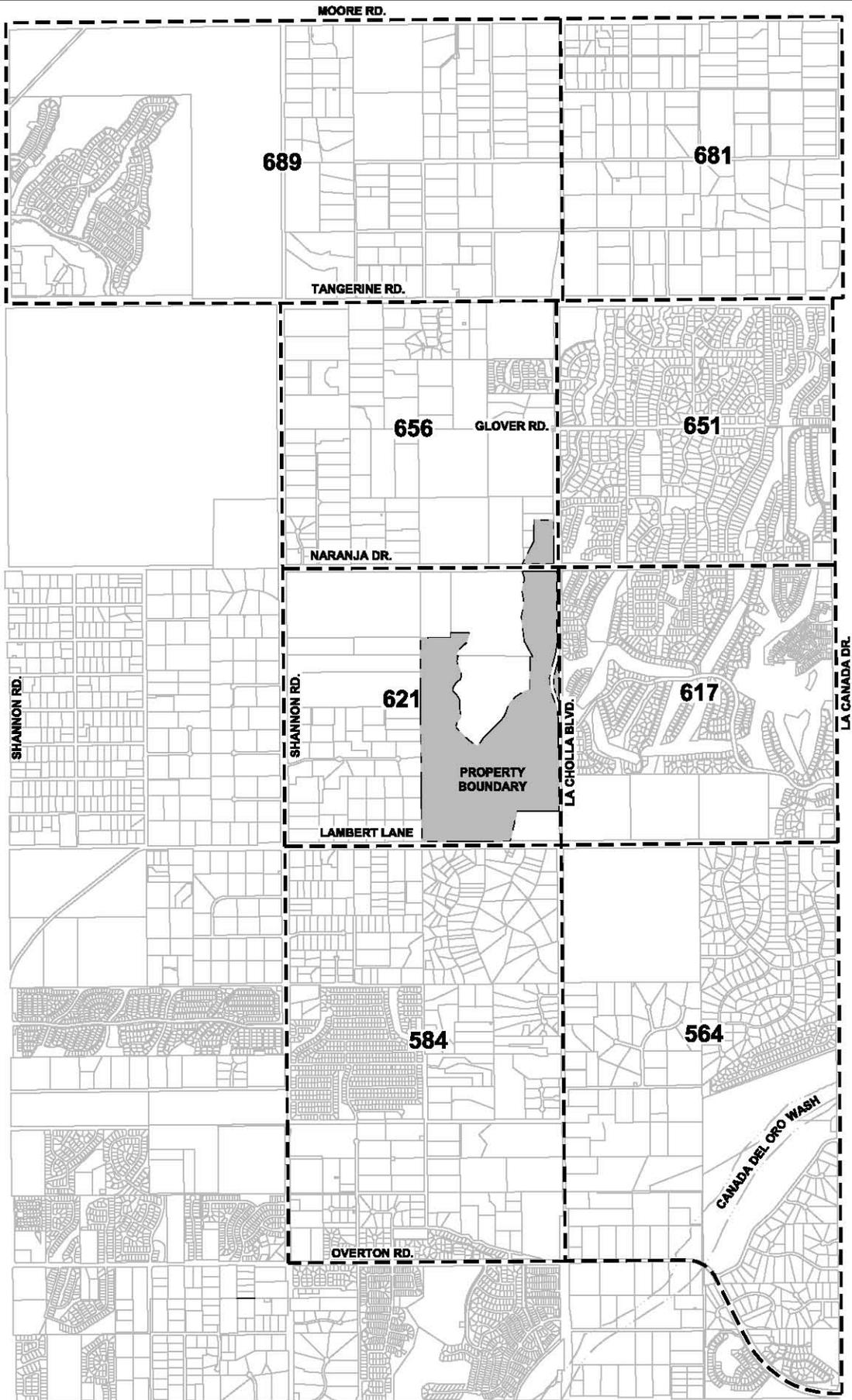
#### Assisted Living Conclusions:

- Population age cohorts and income cohorts intersect to infer considerable demand.
- Balancing development of targeted medical and wellness services with assisted living development appears to have strong demand.
- There are 166 senior care beds in the immediate area. For assisted living, mobility is less important though a sense of place for a senior resident is also important. Moreover, this neighborhood is proximate to the Town hall, Town library, and parks without having to navigate the heavy traffic on Oracle Road. Even assuming dislocation out of the immediate area, there is unmet assisted living demand for over 200 beds, increasing by 80 more beds over the next 10 years.

# EXHIBITS







WILSON  
K-8

RANCHO  
DEL COBRE

GLOVER RD.

IRONWOOD  
CANYON

SAGUAROS VIEJOS

MEDIUM DENSITY  
RESIDENTIAL

MPC -  
NC/O

LA CHOLLA ESTATES  
SUBDIVISION

NARANJA RANCH 1  
SUBDIVISION

MEDIUM DENSITY  
RESIDENTIAL

LOW DENSITY  
RESIDENTIAL 1

NARANJA DR.

IRONWOOD RIDGE  
HIGH SCHOOL

MPC - NC/O

MERITAGE ON NARANJA

MEDIUM DENSITY  
RESIDENTIAL

CATALINA AT  
CANADA HILLS  
SUBDIVISION

CANADA RIDGE  
SUBDIVISION

RESORT /  
GOLF COURSE

CANADA HILLS  
VILLAGE 19  
SUBDIVISION

RURAL LOW  
DENSITY

PUBLIC / SEMI-PUBLIC

CASAS CHURCH

MPC - HDR  
(12 d.u. / ac.)

CANADA HILLS  
PARCELS B & C  
SUBDIVISION

MEDIUM DENSITY  
RESIDENTIAL

CANADA HILLS  
VILLAGES 21 & 22  
SUBDIVISION

CANADA HILLS  
VILLAGE 20  
SUBDIVISION

RANCHO  
DE SUENOS  
SUBDIVISION

MPC - LDR

MPC -  
PARK

CANADA HILLS  
PARCELS D & E  
SUBDIVISION

MPC - MDR

MPC -  
PARK

LOW DENSITY  
RESIDENTIAL 2

RURAL LOW  
DENSITY

MPC - NC/O

NEIGHBORHOOD  
COMMERCIAL /  
OFFICE

LAMBERT LN.

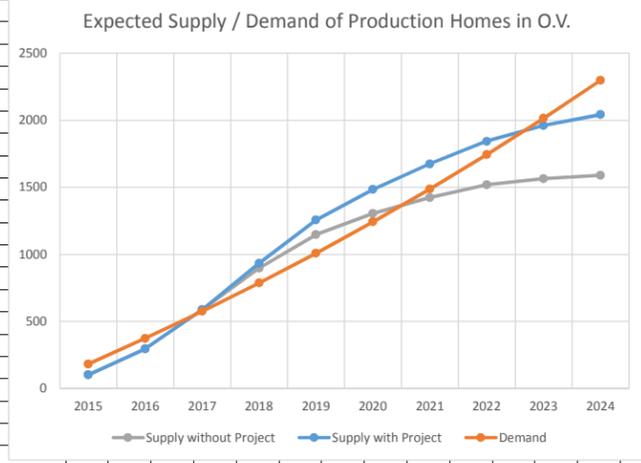
LOW DENSITY  
RESIDENTIAL 1

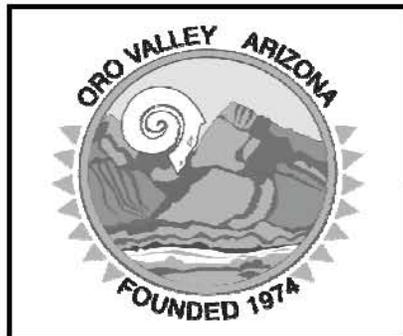
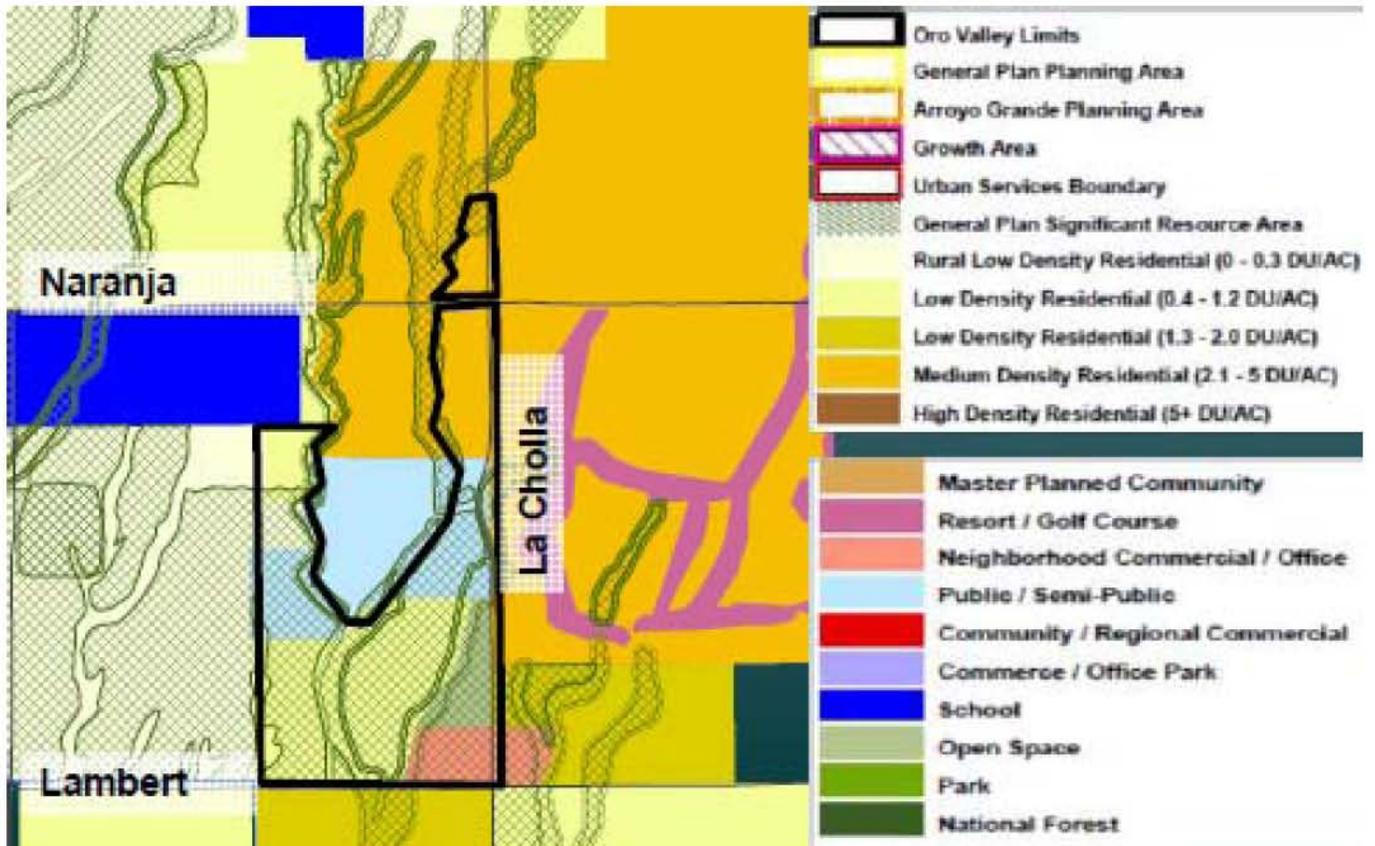
CHAPARRAL  
HEIGHTS  
SUBDIVISION

LOW DENSITY  
RESIDENTIAL 1



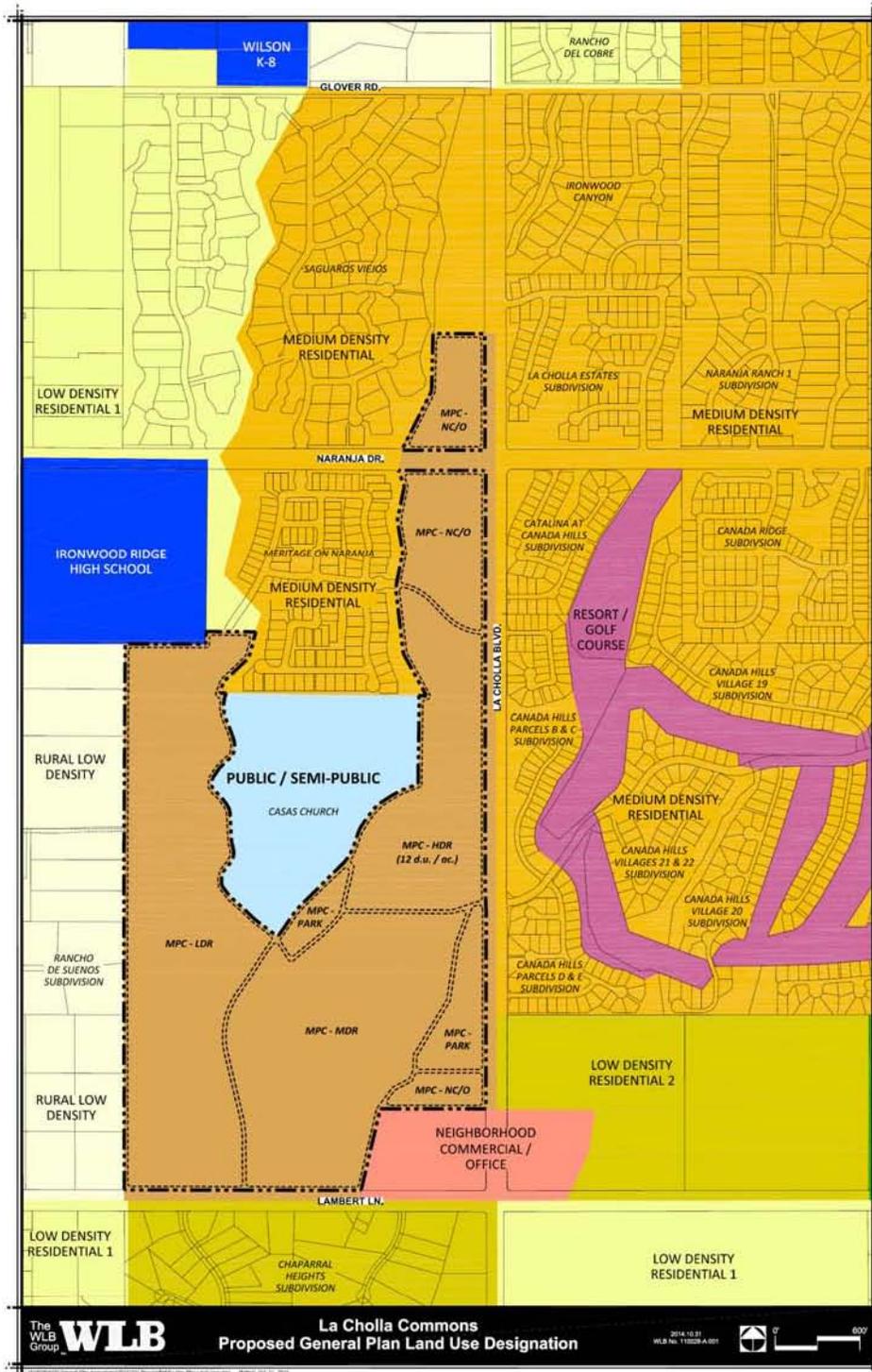
Neighborhood	Status	Total Lots	Total Lots (Undeveloped)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	
				AF Sterling's La Reserve Villas	Platted	40	40		12	24	4											
Dorn Homes' Desert Sky	Building	45	9	4	5																	9
River's Edge	Zoned	55	55			6	12	12	12	12	1											55
Vistoso Parcel 10A	Zoned	29	29			6	12	11														29
SEC Lambert & La Cholla	Rezoning	154	154				12	24	24	24	24	24	22									154
Meritage on First - South	Zoned	44	44			6	12	12	12	2												44
Meritage on First - North	Rezoning	211	211			6	24	24	24	24	24	24	24	24	24	13						211
AmericaBuilt's La Canada Ridge	Platted	33	33		6	24	3															33
Miller Ranch		40																				0
Vistoso Parcel 10T	Zoned	19						19														19
Meritage on Naranja Ph. 1A	Zoned	72	72		8	24	24	16														72
Meritage on Naranja Ph. 1B	Zoned	47	47		8	24	15															47
Lennar's Discovery at Vistoso Reserve	Platted	27	27		24	3																27
Saguaros Viejos	Zoned	118	118				24	24	24	24	22											118
Maracay's Center Pointe Block 1 Ph. 1	Building	50	50			12	24	14														50
Maracay's Center Pointe Block 1 Ph. 2	Platted	31	31					10	21													31
Maracay's Center Pointe Block 2	Building	39	39			12	24	3														39
Maracay's Center Pointe Block 3 Ph. 1	Building	42	42			12	24	6														42
Maracay's Center Pointe Block 3 Ph. 2	Platted	59	59					18	24	17												59
Maracay's Center Pointe Block 4 Ph. 1	Building	31	31			12	19															31
Maracay's Center Pointe Block 4 Ph. 2	Platted	43	43				5	24	14													43
Maracay's Center Pointe Block 5	Platted	47	47					21	24	2												47
Mattamy's Vistoso Phase 1A	Zoned	50	50			6	24	20														50
Mattamy's Vistoso Phase 1B	Zoned	50	50			6	24	20														50
Mattamy's Vistoso Phase 2A	Zoned	100	100					4	24	24	24	24										100
Mattamy's Vistoso Phase 2B	Zoned	100	100					4	24	24	24	24										100
Olson Property	Zoned	75	75				24	24	24	3												75
Maracay's Rancho del Cobre	Building	68	51	10	24	17																51
Meritage's Rancho de Plata	Building	50	32	25	7																	32
Richmond's Torreno at Rancho Vistoso	Building	68	20	14	6																	20
AF Sterling's Uplands at Oro Valley	Building	14	9	7	2																	9
DR Horton's Stonefield at Rancho Vistoso	Building	59	2	2																		2
<b>Existing Projects Annual Totals:</b>		<b>1910</b>	<b>1670</b>	<b>62</b>	<b>102</b>	<b>194</b>	<b>292</b>	<b>310</b>	<b>251</b>	<b>156</b>	<b>119</b>	<b>96</b>	<b>46</b>	<b>24</b>	<b>24</b>	<b>13</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1689</b>
<b>Existing Projects Running Totals:</b>					<b>102</b>	<b>296</b>	<b>588</b>	<b>898</b>	<b>1149</b>	<b>1305</b>	<b>1424</b>	<b>1520</b>	<b>1566</b>	<b>1590</b>	<b>1614</b>	<b>1627</b>	<b>1627</b>	<b>1627</b>	<b>1627</b>	<b>1627</b>	<b>1627</b>	
La Cholla Master Plan Townhome/MDR Ph. 1		135						12	24	24	24	24	24	3								135
La Cholla Master Plan Townhome/MDR Ph. 2		190												21	24	24	24	24	24	24	25	190
La Cholla Master Plan MDR Ph. 1		66						12	24	24	6											66
La Cholla Master Plan MDR Ph. 2		37									18	19										37
La Cholla Master Plan MDR Ph. 3		57										5	24	24	4							57
La Cholla Master Plan LDR Ph. 1		47						12	24	11												47
La Cholla Master Plan LDR Ph. 2		38								13	24	1										38
La Cholla Master Plan LDR Ph. 3		56										23	24	9								56
<b>La Cholla Master Plan Totals:</b>		<b>626</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>36</b>	<b>72</b>	<b>72</b>	<b>72</b>	<b>72</b>	<b>72</b>	<b>57</b>	<b>28</b>	<b>24</b>	<b>24</b>	<b>24</b>	<b>24</b>	<b>24</b>	<b>25</b>	<b>626</b>
<b>Cumulative Annual Totals:</b>				<b>62</b>	<b>102</b>	<b>194</b>	<b>292</b>	<b>346</b>	<b>323</b>	<b>228</b>	<b>191</b>	<b>168</b>	<b>118</b>	<b>81</b>	<b>52</b>	<b>37</b>	<b>24</b>	<b>24</b>	<b>24</b>	<b>24</b>	<b>25</b>	<b>2315</b>
<b>Cumulative Running Totals:</b>					<b>102</b>	<b>296</b>	<b>588</b>	<b>934</b>	<b>1257</b>	<b>1485</b>	<b>1676</b>	<b>1844</b>	<b>1962</b>	<b>2043</b>	<b>2095</b>	<b>2132</b>	<b>2156</b>	<b>2180</b>	<b>2204</b>	<b>2228</b>	<b>2253</b>	
Annual Demand Based on OV Last 10 Years:		182.8			183	192	202	212	222	233	245	257	270	284	298	313	328	345	362	380	399	
Cumulative Running Demand Total:					183	375	576	788	1010	1243	1488	1746	2016	2299	2597	2910	3238	3583	3945	4325	4724	
Expected Annual Growth Rate:		105%																				
* Assumed 2 homes/month absorption																						





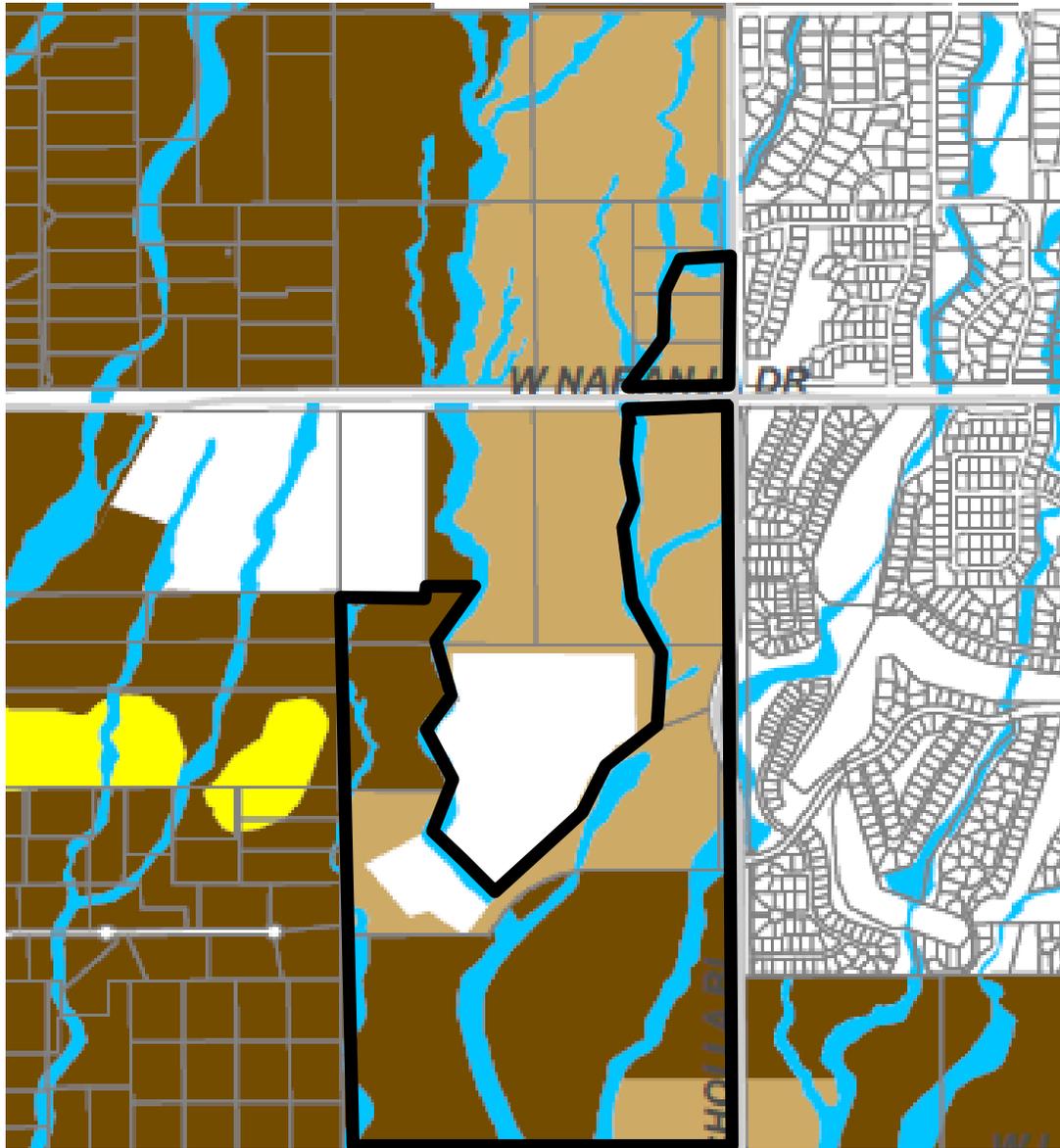
# CURRENT GENERAL PLAN

## LA CHOLLA NARANJA SOUTHWEST / NORTHWEST (OV1114-002 & OV 1114-003)



# PROPOSED GENERAL PLAN

## LA CHOLLA NARANJA SOUTHWEST / NORTHWEST (OV1114-002 & OV1114-003)



# ESL PLANNING MAP

## LA CHOLLA / NARANJA (OV1114-002 & OV 1114-003)

# Attachment 9

## General Plan Amendment Evaluation Criteria Analysis, Section 22.2.D.3

General Plan Amendments are evaluated for consistency with the General Plan Amendment criteria in the Zoning Code. It is the burden of the applicant to present facts and other materials to support these criteria. The applicant's response to each of the criteria is provided below in italics followed by staff's analysis of each criterion:

### **1. The proposed change is necessary because conditions in the community have changed to the extent that the plan requires amendment or modification.**

*Applicant's Response – See Pages 2 and 3 of Attachment 5*

#### Staff Comment:

The funding of the planned expansion of La Cholla Boulevard to a four lane desert parkway is a change in conditions which support reconsideration of the planned density and intensity along this corridor. Voter authorization of the Regional Transportation Authority Plan occurred in 2006, after the 2005 ratification of the Oro Valley General Plan. The timing of the expansion is currently planned for 2021, but the Town is now working with the RTA to move the planned expansion up to accommodate the additional projected traffic volume of this roadway.

Expanding La Cholla Boulevard to a parkway will provide another important major north-south transportation corridor within the community and warrants re-evaluation of the planned land uses. A moderate increase in density / intensity is supported by the General Plan policy which provides that higher density uses should be located near major arterial streets. Increasing the planned density and intensity of development based on the expansion of La Cholla Boulevard represents an efficient use of public infrastructure, a concept which is also supported by General Plan policy.

### **2. The proposed change is sustainable by contributing to the socio-economic betterment of the community, while achieving community and environmental compatibility.**

*Applicant's Response – See Page 3 of Attachment 5*

#### Staff Comment:

The planned variety of residential uses, supported by retail and office development contributes to the overall socio-economic opportunities within this area. A balanced land use plan reduces vehicle trips on adjacent roadways and reduces traffic congestion. Nearby commercial services also creates walkable neighborhoods by promoting non-motorized travel to access goods and services. Employment opportunities also contribute to the socio-economic betterment of residents through reduced traffic impact and transportation costs.

The proposed concept plan achieves environmental compatibility through conformance with the Town's adopted Environmentally Sensitive Lands ordinance and preservation of the natural wash corridors through the site.

In terms of neighborhood compatibility, a number of mitigation measures have been included in the proposals:

- The proposed Low Density along the western boundary of the property address compatibility with the 3.3 acre lots to the west.
- Open space and one story residential building height limitations on the west and south boundaries to reduce the impact on adjacent areas.
- Elimination of the planned apartments which had been the major concern of a majority of residents who spoke at the neighborhood meetings and the October 7<sup>th</sup> Planning and Zoning Commission meeting. The plan now proposes townhouse/condominium uses limited to 12 homes per acre in the center portion of the property.
- Establishment of a maximum unit cap of 778 units which will result in an overall density that is comparable with the density of the residential area to the east.

**3. The proposed change reflects market demand which leads to viability and general community acceptance.**

Applicant's Response – See Pages 4 - 6 of Attachment 5

Staff Comment:

General Plan policy states that the Town “reasonably” wishes to be satisfied that market demand exists for the land uses proposed in the application. It should be acknowledged that market demand beyond the 2-3 year timeframe is difficult to predict. It also should be noted that demand and supply in a free market economy are never perfectly synchronized and a margin of supply above demand is normal.

*Residential*

As of 2013 the Town was approximately 80% built out for single family residential development. Of the remaining vacant land left in the Town, this area represents one of the few remaining large tracts of vacant land. This condition has resulted in a significant amount of recent growth and development pressure in this specific area. Recent medium density residential development activity along the La Cholla corridor includes the subject property, Rancho de Plata, Rancho de Cobre, Saguaros Viejos, Meritage at Naranja and a rezoning at the southeast corner of Lambert and La Cholla. This recent and focused development activity demonstrates there is current market demand in this area for medium density residential.

To compare supply of medium density residential in relation to demand, staff refined the numbers provided in the October 7<sup>th</sup> staff report to delete areas which were not comparable (e.g. Stone Canyon) and to reflect actual proposed development totals. For vacant areas, density assumptions were reduced to the midpoint of the density range which is more reflective of actual development densities based on the Town’s Environmentally Sensitive Lands section of the Zoning Code. This refined analysis resulted in a reduction of the supply numbers from the previous reported number of 2,420 down to 1,993 units. A breakdown of these supply units is as follows:

Category	Number of Lots
Vacant lots in actively selling subdivisions	222
Projects approved since 2013	655
Projects Proposed Since 2013	900
Vacant Zoned & General Plan	216
<b>Total</b>	<b>1,993</b>

The revised application submitted by the applicant contains additional analysis relative to market absorption over time of this projected supply of medium density residential units. Included within the revised submittal is conclusions derived from a draft market demand report which is being prepared by Valbridge Property Advisors. The applicant has provided a supplemental analysis projecting future growth of medium density residential based on assumed timeframes of development by community, assumed rate of growth of the market and an assumed absorption rate by community. This analysis is provided in Attachment 5.

It should be noted that the full market analysis has not been completed nor reviewed by staff and therefore definitive conclusions cannot be reached. It also should be reinforced that an empirical market study is not required by the General Plan which requires only that the Town wishes to be reasonably satisfied that a market exists for the proposed land uses. Based on the information supplied, several observations are noted:

- The analysis submitted by the applicant includes most of the supply numbers listed above, with the exception of the 216 vacant / zoned units.
- The analysis reflects 626 units for the subject property, not the 778 units proposed by Special Area Policy.
- The analysis uses an expected annual growth rate of 5%, which in staff's opinion is optimistic and conflicts with the conclusions of Valbridge Property Advisors which suggest a more modest 2% annual growth rate.
- The analysis assumes an absorption rate by community of 2 homes per month. The current absorption rate by community is actually higher at 2.5 – 3.0 homes per month, dependent on the specific community.
- The draft market demand study submitted by Valbridge Property Advisors concludes that there is demand for approximately 100-200 townhouses, although the study is general in nature.

With the noted discrepancies, the analysis generally shows a reasonable relationship between supply and demand of medium density residential units. Correction of the unit totals will result in a longer supply horizon beyond the applicant's forecast of 2022. Given the generalized nature of the General Plan policy and the evaluation criteria, staff is reasonably satisfied that a market exists for the medium density land use with the observation that absorption of the supply medium density will extend beyond the applicants forecast of 2022.

### *Commercial*

In regard to the market to support the amount of commercially designated land in the plan, Valbridge Property Advisors concludes that there is a market for approximately 200,000 additional square feet of retail space in the neighborhood. The conclusions do not appear to account for the existing commercial zoning at the northeast corner of Lambert and La Cholla. The back-up analysis supporting the market study conclusion for 200,000 sq. ft. of additional retail demand is general in nature. It is reasonable to anticipate additional commercial will be needed, although the timeframe is uncertain and tied to residential growth.

### *Senior Care*

The market demand study submitted by Valbridge Property Advisors concludes that there is demand for approximately 200 new assisted living units in the neighborhood, although the study is general in nature. This study notably does not account for all planned facilities in the Town including La Posada at 1<sup>st</sup> Avenue and Naranja and All Seasons Care on Innovation Park Drive, north of Tangerine Road which are outside the study area of the market study. The applicant has indicated that they will be seeking a niche of senior care not currently addressed by the above referenced planned facilities.

**4. The amendment will not adversely impact the community as a whole, or a portion of the community without an acceptable means of mitigating these impacts through the subsequent zoning and development processes.**

Applicant's Response – See Pages 6 and 7 of Attachment 5

Staff Comment:

The General Plan supports higher density development near major arterial streets and the proposed moderate increase in density is consistent with this policy. Measures incorporated into the proposals to reduce impacts on adjoining areas and the school district, including:

- The proposed plan internalizes the higher density and intensity land uses away from the lower density areas to the west.
- To address compatibility concerns raised by residents to south along Lambert, the revised plan extended the 300 foot single-story residential building height limitation along Lambert Lane.
- The modified plan eliminates the planned apartments which had been the major concern of a majority of residents who spoke at the neighborhood meetings and the October 7<sup>th</sup> Planning and Zoning Commission meeting. The plan now proposes townhouse / condominium uses limited to 12 homes per acre.
- The applicant has established a maximum unit cap of 778 units which will result in an overall density that is comparable with the density of the residential area to the east.
- The applicant has met with Amphitheater School District who have provided a letter indicating that with the applicant's commitment to complete a donation agreement, the school district anticipates that they will be able to serve the expected enrollment generated from the project. (Attachment 14).

**General Plan Vision, Goals and Policies Analysis**

General Plan Amendments are also evaluated for consistency with the Vision, Goals and Policies of the General Plan. The following is an analysis relative to the amendments consistency with the Vision and key Policies in the General Plan.

General Plan Vision

*To be a well planned community that uses its resources to balance the needs of today against the potential impacts to future generations. Oro Valley's lifestyle is defined by the highest standard of environmental integrity, education, infrastructure, services, and public safety. It is a community of people working together to create the Town's future with a government that is responsive to residents and ensures the long-term financial stability of the Town.*

The Vision Statement from the General Plan emphasizes the need to carefully balance land use decisions which respond to current conditions, against the long term impact to the community. The amendment provides for an efficient use of planned infrastructure and addresses the socio-economic goals expressed in the Vision Statement through the provision of nearby services in proximity to residential.

General Plan Policies

The applicant has provided analysis of the amendments conformance with adopted General Plan policies, which is provided in Attachment 5.

Staff has evaluated the amendment against all General Plan policies, with notable policies identified below.

Policy 1.3.2 *The Town shall encourage new development to locate uses that depend on convenient transportation access (e.g. higher density residential and commercial) near major arterial streets.*

Policy 1.2.1 *The Town shall maintain Oro Valley's predominately low-density character while considering the needs of financial stability and infrastructure efficiency.*

The proposed density / intensity of the planned development is consistent with the policy supporting higher density residential and commercial uses near major arterial streets. The planned expansion of La Cholla to a four lane desert parkway represents a significant public investment in infrastructure to serve this area. The proposed increase in planned intensity will promote the efficient use of this expanded infrastructure, in conformance with the General Plan policy.

Policy 1.3.1 *The Town shall encourage the location of residential neighborhoods close to activity centers compatible with residential uses, and vice versa.*

The proposed plan provides commercial uses and services in proximity to residential neighborhoods, consistent with this policy.

Policy 1.4.3 *The Town reasonably wishes to be satisfied that sufficient demand exists before authorizing a higher land use intensity than the present zoning permits.*

The applicant has generally demonstrated demand exists for the proposed single family residential uses, although the timeframe for absorption of the supply will more than likely significantly longer than suggested by the applicant based on discrepancies noted. The market study concludes there is additional demand for retail and assisted living, although these conclusions cannot be independently verified by staff.

Policy 1.3.5 *The Town shall encourage master planning that looks comprehensively at the subject properties and all adjacent areas.*

Policy 1.4.11 *The Town shall establish procedures to ensure the coordinated development of vacant areas of 40 acres or more either under multiple or single ownership by requiring the development of master plans for those areas. These master plans must consider and seek to minimize the impact of development on all adjoining properties.*

The applicant proposes a Special Area Policy requiring master planning of the property through the use of a Planned Area Development (PAD) zoning application. is to comprehensively plan the property through the use of master planning at the rezoning stage of development. This PAD will provide a coordinated and cohesive circulation, utility, infrastructure phasing, land use, landscaping, recreational areas and architectural standards, consistent with this policy.

Policy 5.4.1 *The Town shall maintain a harmonious relationship between urban development and development of the transportation network.*

The proposed moderate overall density provides a complementary relationship between the planned development and the transportation network. Expansion of La Cholla to a four lane parkway supports a moderate increase in density along this corridor, but not at the density proposed by the applicant.

Policy 7.2.3 *The Town shall allow and encourage master planned communities that offer high-quality neighborhoods with a variety of residential densities and appropriately located commercial uses to serve the community. In these developments, ensure there are adequate transitions and buffers between uses.*

The proposed amendment to master planned community would establish a variety of residential densities along with support commercial and non-residential uses, consistent with this policy.

Policy 8.1.2 *The Town shall identify and work to acquire a La Cholla corridor park site.*

The current General Plan includes an open space designated property north of the northwest corner of La Cholla and Lambert. The applicant has retained this parcel as a private recreational area to serve the planned neighborhoods. The Town has analyzed this parcel and concluded that is too small to accommodate community level park facilities.

Policy 6.1.2 *The Town shall continue to require that all new developments be evaluated to determine impacts on all public facilities within the Town, including but not limited to schools and roads. Such impacts shall be used as criterion in deciding the approval or denial of land use rezoning proposals.*

As previously stated, the school district has provided a letter indicating that with the applicant's commitment to complete a donation agreement, the school district anticipates that they will be able to serve the expected enrollment generated from the project.



**Major General Plan Amendment  
Planning and Zoning Commission Staff Report**

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**CASE NUMBER:** OV1114-002 and OV 1114-003  
**MEETING DATE:** November 20, 2014  
**AGENDA ITEM:** 2A and 2B  
**STAFF CONTACT:** Chad Daines, Principal Planner  
[cdaines@orovalleyaz.gov](mailto:cdaines@orovalleyaz.gov) (520) 229-4896

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**Applicant:** Paul Oland of WLB Group

**Requests:**

Agenda Item	From:	To:
Case #2A OV1114-002  La Cholla / Naranja Southwest	Rural Low Density Residential Low Density Residential Neighborhood Commercial Office Public / Semi Public Medium Density Residential Open Space Significant Resource Area	Master Planned Community comprised of: Open Space Neighborhood Commercial / Office Low Density Residential Medium Density Residential High Density Residential Senior Care Facility Deletion of Significant Resource Area Adoption of Special Area Policies
Case #2B OV 1114-003  La Cholla / Naranja Northwest	Medium Density Significant Resource Area	Master Planned Community comprised of: Neighborhood Commercial / Office Medium Density Residential Deletion of Significant Resource Area Adoption of Special Area Policies

**Location:** Southwest / Northwest corner of La Cholla Boulevard and Naranja Drive

**Recommendation:** Recommend approval to Town Council

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**SUMMARY:**

The applicant proposes two Major General Plan Amendments to Master Planned Community for 194 acres located at the southwest and northwest corners of La Cholla Boulevard and Naranja Drive (Attachment 1). The proposed Master Planned Community contains a variety of residential and non-residential land uses as depicted on the applicant's Concept Plan (Attachment 2), including:

- Low, Medium and High Density Residential
- Open Space
- Senior Care Facility

The applicant also proposes Special Area Policies to guide future development of the property (Attachment 3). The applicant's narrative, response to Code evaluation criteria and market study are

provided as Attachments 4A and 4B. The current and proposed General Plan Land Use Maps are provided on Attachments 5 and 6.

Following the October 7<sup>th</sup> Commission public hearing, another neighborhood meeting was held on October 20<sup>th</sup>. In addition, the applicant also met recently with a smaller group of residents to hear their concerns. As a result, the proposed amendment has been modified by the applicant as follows:

- Elimination of apartments from the Master Planned Community and replacement with townhouses / condominiums with a density not to exceed 12 homes per acre
- Narrowing the range of allowed uses in the High Density area to townhouses /condominiums, medium density residential and senior care
- Elimination of the southern “flexible zone”, replacing it with medium density residential
- Provision for a maximum 778 dwelling unit cap on the entire project area.
- Extending area of the one-story home restriction along the southern border
- Amended Special Area Policies to address previously raised staff issues
- Amended general plan amendment criteria and submittal of a market study

The above issues will be addressed in greater detail in the balance of this staff report.

In summary, conditions in the community have changed which warrant reconsideration of the land use densities and intensities along this corridor, specifically the funding of the expansion of La Cholla Boulevard to a four lane parkway. The planned expansion of La Cholla will establish this roadway as a primary north-south route through Oro Valley. General Plan policies support the location of higher density / intensity uses along or near major arterial streets. The function and future traffic volume of this major arterial roadway supports reconsideration of the existing land use designations and a moderate intensification of land use along this corridor.

As a result of neighborhood input, the applicant has made significant modifications to the amendments which reduce the impact of the planned development on adjacent areas. These modifications include deletion of the planned apartments, removal of the church expansion, reduction in the range of uses allowed on specific parcels and the inclusion of open space buffers and building height restrictions. The proposals are consistent with the major general plan amendment review criteria and general plan goals and policies.

**BACKGROUND:**

Land Use Context

LOCATION	EXISTING LAND USE (Attachment 1)	GENERAL PLAN LAND USE (Attachment 5)
SUBJECT PROPERTY	Vacant	Various designations
NORTH	Vacant and High School	Medium Density Residential (2.1 – 5.0 homes / acre) School
SOUTH	Single-family Residential .5 to 3.3 acre lots	Low Density Residential (1.3 – 2.0 homes / acre)
EAST	Single-family Residential 7,000 sq. ft. lots and Vacant	Medium Density, Low Density and Neighborhood Commercial Office
WEST	Single-family Residential and Vacant	Rural Low Density (0-0.3 homes / acre)

Approvals To Date There have been no approvals to date on the subject property. The property was annexed into the Town in 2002.

Existing General Plan Land Use Designations (Attachment 5) The current Oro Valley General Plan designates the property as follows:

Agenda Item 2A

- Rural Low Density Residential (0.0 – 0.3 homes per acre)
- Low Density (0.4 – 1.2 homes per acre)
- Medium Density Residential (2.1 – 5.0 homes per acre)
- Neighborhood Commercial / Office
- Public / Semi-Public
- Open Space
- Significant Resource Area

Agenda Item 2B

- Medium Density Residential (2.1 – 5.0 homes per acre)
- Significant Resource Area

Proposed General Plan Land Use Designation (Attachment 6)

The proposed amendment is to Master Planned Community, which is described as follows:

*Master Planned Community:* This land use designation refers to areas where large multi-use developments should be planned and developed in a comprehensive manner.

The proposed Master Planned Community is comprised of:

Agenda Item 2A

- Open Space
- Neighborhood Commercial / Office
- Low Density Residential (1.3 -2.0 homes per acre)
- Medium Density Residential (2.1 – 5.0 homes per acre)
- High Density (Up to 12 homes per acre)
- Senior Care Uses

Agenda Item 2B

- Neighborhood Commercial / Office
- Medium Density Residential (2.1 – 5.0 homes per acre)

Environmentally Sensitive Lands (ESL) Conservation Categories (Attachment 7)

The property contains the following ESL conservation categories:

- Critical Resource Area (CRA) Resources including washes and riparian areas with a 95% open space requirement

- Resource Management Area (RMA) Tier 1: Lower resource value lands with lower intensity growth expectations in the General Plan, such as Low-Density residential, and includes a 66% open space requirement
- Resource Management Area (RMA) Tier 2: Lower resource value lands with lower intensity growth expectations in the General Plan, such as Low-Density residential, and includes a 25% open space requirement

The ESL conservation system protects critical open space systems and linkages throughout the Town. ESL provides strict requirements for highest value resources and more flexible ones in areas of lower resource value. Riparian areas or very significant habitat features have the highest conservation requirements.

On the other end of the spectrum, lands designated as Resource Management Area (RMA) are important but have the lowest resource value and lower conservation requirements. Unlike higher resource value categories, including Major Wildlife Linkages (MWL), Critical Resource Areas (CRA), and Core Resource Area (Core), the RMA designation is driven by growth expectations of the General Plan. Each Resource Management Tier aligns with the anticipated level of growth reflected in the General Plan. In other words, the General Plan designation determines the RMA Tier and subsequent amount of conservation (open space).

Based on the proposed amendment, if approved, areas outside Critical Resource Area's will be designated RMA Tier 2 and require 25% open space conservation. Previously, staff had indicated that the area proposed on the western boundary as Low Density should be designated RMA Tier 1 and require 66% open space conservation. After further analysis relative to the existing classification for the other existing Master Planned Community areas, staff has concluded that this Low Density area should be classified as RMA Tier 2 and require 25% open space. This determination is based on the overall medium density character of the development and that the Tier 2 classification would be consistent with the other Master Planned Community referenced in the Environmentally Sensitive Lands section of the Zoning Code.

#### Significant Resource Area Deletion

The applicant proposes to delete the Significant Resource Area designation on the southern portion of the property. This designation, adopted with the original General Plan in 2005, preceded the Town's adoption of the Environmentally Sensitive Lands (ESL) regulations in 2011. The ESL ordinance establishes comprehensive environmental conservation standards and regulations.

From a land use standpoint, retention of the SRA designation will have the effect of limiting density to the lowest end of the density range (e.g. areas designated Low Density would be limited to 1.3 homes per acre and areas designated Medium Density would be limited to 2.1 homes per acre), which would have a reduced environmental impact on the property. Beyond the density limitation, the Significant Resource Area designation does not provide any additional measure of environmental protection when compared to the Town's ESL regulations. As the comprehensive standards established by the Environmentally Sensitive Lands section of the Zoning Code provide for a superior level of resource protection, staff is supportive of the applicant's request to delete the Significant Resource Area designation.

**DISCUSSION / ANALYSIS:**

**Land Use Plan Analysis**

The proposed Concept Plan (Attachment 2) provides for a range of single-family residential land uses, townhouses/condominiums, parks and non-residential uses. The Concept Plan is provided for illustrative purposes and will not be formally adopted as part of the General Plan. The proposed master planned community wraps around the existing Casas Adobes Baptist Church and incorporates the existing Cross Road as the primary internal access to the development. A total of three access points are proposed from La Cholla Boulevard and one access drive is provided from Lambert Lane.

A significant concern of staff and the neighborhood with the earlier proposal was the inclusion of apartments in the center portion of the property. Based on staff and neighborhood input, the applicant has now eliminated the proposed apartments and replaced this use with townhouse/condominium development not to exceed 12 homes per acre.

Along the western boundary, the applicant proposes Low Density Residential with a maximum density of 2.0 homes per acre to provide lower densities adjacent to the 3.3 acre lots to the west. A 200 foot open space buffer and 300 foot one story home restriction along the western boundary adjacent to existing homes will provide additional buffering to this lower density area. Based on neighborhood input, the 300 foot one story single-family residential height restriction has been extended along the southern boundary (Lambert Lane).

Neighborhood Commercial / Office parcels are proposed at the northwest and southwest corners of Naranja Drive and La Cholla. Additionally, the applicant proposes an expansion of the existing Neighborhood Commercial / Office property at the northwest corner of Lambert and La Cholla. The proposed commercial parcels are consistent with General Plan policies which support the location of higher intensity uses near major arterial streets. A Special Area Policy has been included providing a back-up designation of Medium Density Residential within these commercial areas once all other residential areas have developed. Discussion relative to the market for future commercial is addressed in the criteria analysis section of this report.

A number of previous concerns with the proposals have been addressed as follows:

- The applicant has modified the amendments to significantly reduce the amount of variation in land use. The southern "flexibility" area has been eliminated and now only permits medium density residential. Furthermore, the center area is now restricted to townhouse/condominiums, senior care and medium density residential.
- The back-up designation for the commercial areas of medium density residential would result in the commercial areas being developed as residential based on the typical market sequence which prioritizes single-family residential, followed by commercial development. The applicant has addressed this concern with a Special Area Policy which allows residential development on the commercial parcels only after all other residential development within the property occurs.
- The lack of market analysis supporting the senior care uses within the property is addressed under the criteria analysis section of this report.
- A Special Area Policy has been included requiring the recreational areas to be improved with a commensurate level of amenities required by the Zoning Code. The Parks and Recreation Director has reviewed the site and determined that the size of the recreation areas is not conducive to a dedicated Town park and therefore the recreational areas should remain private.

In summary, the moderate increase in intensity is consistent with the General Plan policies with regard to locating higher intensity uses near major arterial streets. The moderate intensity will result in an efficient use of infrastructure and complement the planned expansion of La Cholla Boulevard. The planned commercial areas are consistent with General Plan policies on location and scale of commercial development. The applicant has incorporated measures to address some neighborhood concerns as follows:

- Established a maximum unit cap of 778 units which will result in an overall density that is comparable with the density of the residential area to the east.
- Modified the proposed amendments to respond to neighborhood concerns through the elimination of the apartment use and church expansion and limiting the density of the townhouses/condominiums to 12 homes per acre.
- Included an open space buffer on the western boundary and building height restrictions on the west and south which will reduce the impact of development on these areas.

### **Special Area Policy Analysis**

The applicant proposes a number of Special Area Policies to implement the proposed Master Planned Community (Attachment 3). Notable elements of the Special Area Policies are discussed in the preceding Land Use Analysis section. Previous concerns with the policies have been addressed as follows:

- All land use designations will utilize General Plan land use descriptions
- A requirement to master plan the property through the use of a Planned Area Development
- Open space buffer on the west and single-story height restrictions on the west and south have been incorporated
- Apartments have been deleted and replaced with townhouses/condominiums not to exceed 12 homes per acre
- Medium density development on commercial parcels can only occur after all other residential in the master planned community are developed
- A maximum of 778 residential dwelling units can be built in the master planned community
- Clarification with regard to the amenities within the Park areas.

### **General Plan Amendment Evaluation Criteria Analysis, Section 22.2.D.3**

General Plan Amendments are evaluated for consistency with the General Plan Amendment criteria in the Zoning Code. It is the burden of the applicant to present facts and other materials to support these criteria. The applicant's response to each of the criteria is provided below in italics followed by staff's analysis of each criterion:

#### **1. The proposed change is necessary because conditions in the community have changed to the extent that the plan requires amendment or modification.**

*Applicant's Response – See Pages 2 and 3 of Attachment 4*

#### **Staff Comment:**

The funding of the planned expansion of La Cholla Boulevard to a four lane desert parkway is a change in conditions which support reconsideration of the planned density and intensity along this corridor. Voter authorization of the Regional Transportation Authority Plan occurred in 2006, after the 2005

ratification of the Oro Valley General Plan. The timing of the expansion is currently planned for 2021, but the Town is now working with the RTA to move the planned expansion up to accommodate the additional projected traffic volume of this roadway.

Expanding La Cholla Boulevard to a parkway will provide another important major north–south transportation corridor within the community and warrants re-evaluation of the planned land uses. A moderate increase in density / intensity is supported by the General Plan policy which provides that higher density uses should be located near major arterial streets. Increasing the planned density and intensity of development based on the expansion of La Cholla Boulevard represents an efficient use of public infrastructure, a concept which is also supported by General Plan policy.

**2. The proposed change is sustainable by contributing to the socio-economic betterment of the community, while achieving community and environmental compatibility.**

*Applicant's Response – See Page 3 of Attachment 4*

Staff Comment:

The planned variety of residential uses, supported by retail and office development contributes to the overall socio-economic opportunities within this area. A balanced land use plan reduces vehicle trips on adjacent roadways and reduces traffic congestion. Nearby commercial services also creates walkable neighborhoods by promoting non-motorized travel to access goods and services. Employment opportunities also contribute to the socio-economic betterment of residents through reduced traffic impact and transportation costs.

The proposed concept plan achieves environmental compatibility through conformance with the Town's adopted Environmentally Sensitive Lands ordinance and preservation of the natural wash corridors through the site.

In terms of neighborhood compatibility, a number of mitigation measures have been included in the proposals:

- The proposed Low Density along the western boundary of the property address compatibility with the 3.3 acre lots to the west.
- Open space and one story residential building height limitations on the west and south boundaries to reduce the impact on adjacent areas.
- Elimination of the planned apartments which had been the major concern of a majority of residents who spoke at the neighborhood meetings and the October 7<sup>th</sup> Planning and Zoning Commission meeting. The plan now proposes townhouse/condominium uses limited to 12 homes per acre in the center portion of the property.
- Establishment of a maximum unit cap of 778 units which will result in an overall density that is comparable with the density of the residential area to the east.

**3. The proposed change reflects market demand which leads to viability and general community acceptance.**

*Applicant's Response – See Pages 4 - 6 of Attachment 4*

Staff Comment:

General Plan policy states that the Town “reasonably” wishes to be satisfied that market demand exists for the land uses proposed in the application. It should be acknowledged that market demand beyond the 2-3 year timeframe is difficult to predict. It also should be noted that demand and supply in a free market economy are never perfectly synchronized and a margin of supply above demand is normal.

*Residential*

As of 2013 the Town was approximately 80% built out for single family residential development. Of the remaining vacant land left in the Town, this area represents one of the few remaining large tracts of vacant land. This condition has resulted in a significant amount of recent growth and development pressure in this specific area. Recent medium density residential development activity along the La Cholla corridor includes the subject property, Rancho de Plata, Rancho de Cobre, Sagueros Viejos, Meritage at Naranja and a rezoning at the southeast corner of Lambert and La Cholla. This recent and focused development activity demonstrates there is current market demand in this area for medium density residential.

To compare supply of medium density residential in relation to demand, staff refined the numbers provided in the October 7<sup>th</sup> staff report to delete areas which were not comparable (e.g. Stone Canyon) and to reflect actual proposed development totals. For vacant areas, density assumptions were reduced to the midpoint of the density range which is more reflective of actual development densities based on the Town’s Environmentally Sensitive Lands section of the Zoning Code. This refined analysis resulted in a reduction of the supply numbers from the previous reported number of 2,420 down to 1,993 units. A breakdown of these supply units is as follows:

Category	Number of Lots
Vacant lots in actively selling subdivisions	222
Projects approved since 2013	655
Projects Proposed Since 2013	900
Vacant Zoned & General Plan	216
<b>Total</b>	<b>1,993</b>

The revised application submitted by the applicant contains additional analysis relative to market absorption over time of this projected supply of medium density residential units. Included within the revised submittal is conclusions derived from a draft market demand report which is being prepared by Valbridge Property Advisors. The applicant has provided a supplemental analysis projecting future growth of medium density residential based on assumed timeframes of development by community, assumed rate of growth of the market and an assumed absorption rate by community. This analysis is provided on Attachment 4B.

It should be noted that the full market analysis has not been completed nor reviewed by staff and therefore definitive conclusions cannot be reached. It also should be reinforced that an empirical market study is not required by the General Plan which requires only that the Town wishes to be reasonably satisfied that a market exists for the proposed land uses. Based on the information supplied, several observations are noted:

- The analysis submitted by the applicant includes most of the supply numbers listed above, with the exception of the 216 vacant / zoned units.

- The analysis reflects 626 units for the subject property, not the 778 units proposed by Special Area Policy.
- The analysis uses an expected annual growth rate of 5%, which in staff's opinion is optimistic and conflicts with the conclusions of Valbridge Property Advisors which suggest a more modest 2% annual growth rate.
- The analysis assumes an absorption rate by community of 2 homes per month. The current absorption rate by community is actually higher at 2.5 – 3.0 homes per month, dependent on the specific community.
- The draft market demand study submitted by Valbridge Property Advisors concludes that there is demand for approximately 100-200 townhouses, although the study is general in nature.

With the noted discrepancies, the analysis generally shows a reasonable relationship between supply and demand of medium density residential units. Correction of the unit totals will result in a longer supply horizon beyond the applicant's forecast of 2022. Given the generalized nature of the General Plan policy and the evaluation criteria, staff is reasonably satisfied that a market exists for the medium density land use with the observation that absorption of the supply medium density will extend beyond the applicants forecast of 2022.

#### *Commercial*

In regard to the market to support the amount of commercially designated land in the plan, Valbridge Property Advisors concludes that there is a market for approximately 200,000 additional square feet of retail space in the neighborhood. The conclusions do not appear to account for the existing commercial zoning at the northeast corner of Lambert and La Cholla. The back-up analysis supporting the market study conclusion for 200,000 sq. ft. of additional retail demand is general in nature. It is reasonable to anticipate additional commercial will be needed, although the timeframe is uncertain and tied to residential growth.

#### *Senior Care*

The market demand study submitted by Valbridge Property Advisors concludes that there is demand for approximately 200 new assisted living units in the neighborhood, although the study is general in nature. This study notably does not account for all planned facilities in the Town including La Posada at 1<sup>st</sup> Avenue and Naranja and All Seasons Care on Innovation Park Drive, north of Tangerine Road which are outside the study area of the market study. The applicant has indicated that they will be seeking a niche of senior care not currently addressed by the above referenced planned facilities.

**4. The amendment will not adversely impact the community as a whole, or a portion of the community without an acceptable means of mitigating these impacts through the subsequent zoning and development processes.**

*Applicant's Response – See Pages 6 and 7 of Attachment 4*

#### Staff Comment:

The General Plan supports higher density development near major arterial streets and the proposed moderate increase in density is consistent with this policy. Measures incorporated into the proposals to reduce impacts on adjoining areas and the school district, including:

- The proposed plan internalizes the higher density and intensity land uses away from the lower density areas to the west.

- To address compatibility concerns raised by residents to south along Lambert, the revised plan extended the 300 foot single-story residential building height limitation along Lambert Lane.
- The modified plan eliminates the planned apartments which had been the major concern of a majority of residents who spoke at the neighborhood meetings and the October 7<sup>th</sup> Planning and Zoning Commission meeting. The plan now proposes townhouse / condominium uses limited to 12 homes per acre.
- The applicant has established a maximum unit cap of 778 units which will result in an overall density that is comparable with the density of the residential area to the east.
- The applicant has met with Amphitheater School District who have provided a letter indicating that with the applicant's commitment to complete a donation agreement, the school district anticipates that they will be able to serve the expected enrollment generated from the project. (Attachment 10).

### **General Plan Vision, Goals and Policies Analysis**

General Plan Amendments are also evaluated for consistency with the Vision, Goals and Policies of the General Plan. The following is an analysis relative to the amendments consistency with the Vision and key Policies in the General Plan.

#### **General Plan Vision**

*To be a well planned community that uses its resources to balance the needs of today against the potential impacts to future generations. Oro Valley's lifestyle is defined by the highest standard of environmental integrity, education, infrastructure, services, and public safety. It is a community of people working together to create the Town's future with a government that is responsive to residents and ensures the long-term financial stability of the Town.*

The Vision Statement from the General Plan emphasizes the need to carefully balance land use decisions which respond to current conditions, against the long term impact to the community. The amendment provides for an efficient use of planned infrastructure and addresses the socio-economic goals expressed in the Vision Statement through the provision of nearby services in proximity to residential.

#### **General Plan Policies**

The applicant has provided analysis of the amendments conformance with adopted General Plan policies, which is provided in Attachment 4.

Staff has evaluated the amendment against all General Plan policies, with notable polices identified below.

*Policy 1.3.2 The Town shall encourage new development to locate uses that depend on convenient transportation access (e.g. higher density residential and commercial) near major arterial streets.*

*Policy 1.2.1 The Town shall maintain Oro Valley's predominately low-density character while considering the needs of financial stability and infrastructure efficiency.*

The proposed density / intensity of the planned development is consistent with the policy supporting higher density residential and commercial uses near major arterial streets. The planned expansion of La Cholla to a four lane desert parkway represents a significant public investment in infrastructure to

serve this area. The proposed increase in planned intensity will promote the efficient use of this expanded infrastructure, in conformance with the General Plan policy.

*Policy 1.3.1 The Town shall encourage the location of residential neighborhoods close to activity centers compatible with residential uses, and vice versa.*

The proposed plan provides commercial uses and services in proximity to residential neighborhoods, consistent with this policy.

*Policy 1.4.3 The Town reasonably wishes to be satisfied that sufficient demand exists before authorizing a higher land use intensity than the present zoning permits.*

The applicant has generally demonstrated demand exists for the proposed single family residential uses, although the timeframe for absorption of the supply will more than likely significantly longer than suggested by the applicant based on discrepancies noted. The market study concludes there is additional demand for retail and assisted living, although these conclusions cannot be independently verified by staff.

*Policy 1.3.5 The Town shall encourage master planning that looks comprehensively at the subject properties and all adjacent areas.*

*Policy 1.4.11 The Town shall establish procedures to ensure the coordinated development of vacant areas of 40 acres or more either under multiple or single ownership by requiring the development of master plans for those areas. These master plans must consider and seek to minimize the impact of development on all adjoining properties.*

The applicant proposes a Special Area Policy requiring master planning of the property through the use of a Planned Area Development (PAD) zoning application. is to comprehensively plan the property through the use of master planning at the rezoning stage of development. This PAD will provide a coordinated and cohesive circulation, utility, infrastructure phasing, land use, landscaping, recreational areas and architectural standards, consistent with this policy.

*Policy 5.4.1 The Town shall maintain a harmonious relationship between urban development and development of the transportation network.*

The proposed moderate overall density provides a complementary relationship between the planned development and the transportation network. Expansion of La Cholla to a four lane parkway supports a moderate increase in density along this corridor, but not at the density proposed by the applicant.

*Policy 7.2.3 The Town shall allow and encourage master planned communities that offer high-quality neighborhoods with a variety of residential densities and appropriately located commercial uses to serve the community. In these developments, ensure there are adequate transitions and buffers between uses.*

The proposed amendment to master planned community would establish a variety of residential densities along with support commercial and non-residential uses, consistent with this policy.

*Policy 8.1.2 The Town shall identify and work to acquire a La Cholla corridor park site.*

The current General Plan includes an open space designated property north of the northwest corner of La Cholla and Lambert. The applicant has retained this parcel as a private recreational area to serve

the planned neighborhoods. The Town has analyzed this parcel and concluded that it is too small to accommodate community level park facilities.

*Policy 6.1.2 The Town shall continue to require that all new developments be evaluated to determine impacts on all public facilities within the Town, including but not limited to schools and roads. Such impacts shall be used as criterion in deciding the approval or denial of land use rezoning proposals.*

As previously stated, the school district has provided a letter indicating that with the applicant's commitment to complete a donation agreement, the school district anticipates that they will be able to serve the expected enrollment generated from the project.

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## **PUBLIC PARTICIPATION:**

### Summary of Public Notice

The following public notice has been provided:

- Notification of all property owners within 1,000 feet
- Notification to additional interested parties who signed in at neighborhood meetings
- Homeowners Association mailing
- Advertisement in The Daily Territorial and Arizona Daily Star newspapers
- Post on property
- Post at Town Hall and on Town website
- Outside review agencies

The applicant conducted three neighborhood meetings and an open house on the proposals as follows:

- April 15, 2014, with approximately 75 interested parties attending the meeting.
- August 13, 2014, with 65 interested parties attending the meeting
- An open house was held September 10, 2014 with approximately 90 interested parties attending the meeting.
- October 20<sup>th</sup> with approximately 40 interested parties attending the meeting.

A number of issues were discussed at each meeting, summarized as following:

- Concern over proposed apartments
- Access to schools
- The proposed uses are not appropriate adjacent to the high school
- Impact to water resources
- Impact to the environment
- Impact to habitat
- Accommodation for pedestrian / bicycle traffic
- Concerns over public safety
- Lighting and noise impact
- Increased drainage in the area
- Capacity of schools to handle the additional students
- Impact to taxes to address additional school impact
- Traffic impact
- Negative impact to property values

- Lack of market demand for additional residential
- Lack of market demand for additional commercial
- Increased air pollution

The summary notes from all neighborhood meetings and the open house are attached as Attachment 8. Letters, emails and/or comment cards from area residents have been submitted and are attached as Attachment 9. As a result of neighborhood input following the October 7<sup>th</sup> Commission meeting, the proposed amendment has been modified by the applicant as follows:

- Elimination of Apartments from the Master Planned Community and replacement with townhouses / condominiums with a density not to exceed 12 homes per acre
- Narrowing the range of allowed uses in the High Density area to townhouses /condominiums, medium density and senior care
- Elimination of the southern flexible zone, replacing it with medium density residential
- Provision for a maximum 778 dwelling unit cap on the project.
- Extension of the one-story home restriction along the southern border
- Amended Special Area Policies to address previously raised staff issues
- Amended general plan amendment criteria and submittal of a draft market demand study

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## **SUMMARY**

The proposed amendment has been evaluated using the general plan amendment criteria and applicable General Plan goals and policies as well as neighborhood and outside agency input. Following is a summary of the factors for and against the proposal:

### Factors For:

1. The General Plan policies support the location of higher density / intensity along or near major arterial streets.
2. The amendment will provide for the efficient use of the planned infrastructure expansion of La Cholla Boulevard. A moderate increase in density and intensity of development will provide an appropriate relationship with the expansion of La Cholla Boulevard.
3. The overall residential density proposed by the applicant is generally compatible with the moderate density to the east along La Cholla.
4. The Low Density area, open space and one-story residential building height restriction will provide compatibility with the lower density area to the south and east
5. The proposed development provides nearby commercial services and employment to area residents.
6. The applicant has addressed the primary concerns of the neighborhood.
7. The proposals are consistent with the General Plan review criteria
8. The proposal are consistent with the Vision, Goals and Policies of the General Plan.

### Factors Against:

1. Compatibility concerns have been raised by the residents to the east and south of the property.
2. Market viability of commercial and senior care uses has not been clearly demonstrated by the applicant.

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## **RECOMMENDATION:**

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Based on the findings that the request is supported by the Factors For list above, it is recommended that the Planning and Zoning Commission take the following action:

**Recommend approval to the Town Council of the requested Major General Plan Amendment under OV1114-002 and OV1114-003.**

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**SUGGESTED MOTIONS:**

**Agenda Item 2A**

I move to recommend approval of the Major General Plan Amendment requested under case OV1114-002, specifically the land use map as shown on Attachment 6, deletion of the Significant Resource Area and adoption of the Special Area Policies shown on Attachment 3, based on the findings contained in the staff report.

OR

I move to recommend denial of the Major General Plan Amendments requested under case OV 1114-002, based on the finding that \_\_\_\_\_.

**Agenda Item 2B**

I move to recommend approval of the Major General Plan Amendments requested under case OV1114-003, specifically the land use map as shown on Attachment 6, deletion of the Significant Resource Area and adoption of the Special Area Policies shown on Attachment 3, based on the findings contained in the staff report.

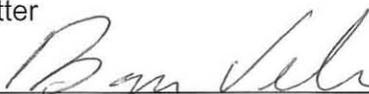
OR

I move to recommend denial of the Major General Plan Amendments requested under case OV 1114-003, based on the finding that \_\_\_\_\_.

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**ATTACHMENTS:**

1. Location Map
2. Concept Plan
3. Proposed Special Area Policies
- 4A. Applicant Market Study and Responses to Criteria
- 4B. Applicant Housing Demand Study
5. Current General Land Use Plan
6. Proposed General Plan Land Use Plan
7. Environmentally Sensitive Lands Planning Map
8. Neighborhood Meeting Summary Notes
9. Letters / Emails Received
10. Amphitheater School District Letter

  
\_\_\_\_\_  
Bayer Vella, AICP, Interim Planning Manager

**MINUTES  
ORO VALLEY PLANNING AND ZONING COMMISSION  
AMENDED AGENDA  
REGULAR SESSION  
October 7, 2014  
IRONWOOD RIDGE HIGH SCHOOL - CAFETERIA  
2475 W. NARANJA DRIVE**

**REGULAR SESSION AT OR AFTER 6:00 PM**

**CALL TO ORDER**

Chair Cox called the October 7, 2014 session of the Oro Valley Planning and Zoning Commission Regular Session to order at 6:00 PM.

**ROLL CALL**

**PRESENT:**

Don Cox, Chairman  
John Buette, Vice-Chairman  
Greg Hitt, Commissioner  
Bill Leedy, Commissioner  
Frank Pitts, Commissioner  
Bill Rodman, Commissioner

**EXCUSED:**

Tom Drazazgowski, Commissioner

**ALSO PRESENT:**

Joe Hornat, Council Member and Council Liaison  
Lou Waters, Vice - Mayor  
Paul Keesler, DIS Director  
Joe Andrews, Chief Civil Deputy Attorney

**PLEDGE OF ALLEGIANCE**

Pledge of Allegiance was not said, due to no flag being present.

**CALL TO AUDIENCE**

There were no speaker requests.

**COUNCIL LIAISON COMMENTS**

Council Member Hornat updated the Commission on the following items:

Miller Ranch, decrease lot width was denied by Town Council

Olson Property Rezoning was approved by Town Council 7-0 with some changes  
Stone Canyon Clubhouse was approved by Town Council

## **REGULAR AGENDA**

### **1. REVIEW AND/OR APPROVAL OF THE SEPTEMBER 2, 2014 REGULAR SESSION MEETING MINUTES**

**MOTION:** A motion was made by Vice-Chairman Buette and seconded by Commissioner Rodman to approve the September 2, 2014 Regular Session meeting minutes.

**MOTION** carried, 5-0. with Bill Leedy, Commissioner abstained.

- \*2. PUBLIC HEARING: SHANNON ROAD SOUTH OF IRONWOOD RIDGE HIGH SCHOOL MAJOR GENERAL PLAN AMENDMENT FROM RURAL LOW DENSITY RESIDENTIAL (0-0.3 HOMES/ACRE) AND SIGNIFICANT RESOURCE AREA TO LOW DENSITY RESIDENTIAL (0.4-1.2 HOMES/ACRE) AND MEDIUM DENSITY RESIDENTIAL (2.1-5.0 HOMES/ACRE) FOR A 77 ACRE PROPERTY LOCATED ON THE EAST SIDE OF SHANNON ROAD, APPROXIMATELY ONE-QUARTER (1/4) MILE SOUTH OF NARANJA DRIVE. THE APPLICANT ALSO REQUESTS DELETION OF THE SIGNIFICANT RESOURCE AREA DESIGNATION AND INCLUDE THE PROPERTY IN THE URBAN SERVICES BOUNDARY, OV1114-001 (ITEM HAS BEEN WITHDRAWN FROM AGENDA PER APPLICANTS REQUEST)**
- 3. PUBLIC HEARING: LA CHOLLA BOULEVARD AND NARANJA DRIVE SOUTHWEST AND LA CHOLLA BOULEVARD AND NARANJA DRIVE NORTHWEST**
- A. MAJOR GENERAL PLAN AMENDMENT FROM RURAL LOW DENSITY RESIDENTIAL (0-0.3 HOMES/ACRE), LOW DENSITY RESIDENTIAL (0.4 TO 1.2 HOMES/ACRE), MEDIUM DENSITY RESIDENTIAL (2.1-5.0 HOMES/ACRE), NEIGHBORHOOD COMMERCIAL/OFFICE, PUBLIC/SEMI PUBLIC, OPEN SPACE AND SIGNIFICANT RESOURCE AREA TO MASTER PLANNED COMMUNITY COMPRISED OF SINGLE FAMILY RESIDENTIAL, MULTI-FAMILY RESIDENTIAL, NEIGHBORHOOD COMMERCIAL OFFICE, PROFESSIONAL AND MEDICAL OFFICE, SENIOR LIVING USES CASAS CHURCH EXPANSION AND OPEN SPACE FOR 202 ACRES LOCATED ON THE WEST SIDE OF LA CHOLLA BOULEVARD, BETWEEN NARANJA DRIVE AND LAMBERT LANE. THE APPLICANT ALSO PROPOSES TO DELETE THE SIGNIFICANT RESOURCE AREA DESIGNATION AND ADOPT SPECIAL AREA POLICIES RELATED TO THE MASTER PLANNED COMMUNITY, OV1114-002**

**B. MAJOR GENERAL PLAN AMENDMENT FROM MEDIUM DENSITY RESIDENTIAL (2.1-5.0 HOMES/ACRE) AND SIGNIFICANT RESOURCE AREA TO MASTER PLANNED COMMUNITY COMPRISED OF NEIGHBORHOOD COMMERCIAL OFFICE AND MEDIUM DENSITY RESIDENTIAL FOR 8 ACRES LOCATED AT THE NORTHWEST CORNER OF LA CHOLLA BOULEVARD AND NARANJA DRIVE. THE APPLICANT ALSO PROPOSES TO DELETE THE SIGNIFICANT RESOURCE AREA DESIGNATION AND ADOPT SPECIAL AREA POLICIES RELATED TO THE MASTER PLANNED COMMUNITY, OV1114-003**

Chad Daines, Principal Planner, presented the following:

- Applicant's Request
- Public Participation/Outreach
- Location
- Current & Proposed General Plan
- Concept Plan
- Development Potential
- Special Area Policies
- Significant Resource Area
- Environmentally Sensitive Lands
- General Plan Evaluation Criteria
- Conditions in community have changed?
- Socio-economic betterment/community and environmental compatibility?
- Reflects market demand?
- Will Not adversely impact community without mitigation?
- Neighborhood Meetings
- Summary/Conclusion

Paul Oland, of WLB representing the applicant, presented the following:

- Aesthetics - level of quality that would be required
- La Canada Drive (from Lambert to Naranja) - Land Uses along corridor
- Plan Policies
- Effects of the RMA
- General Plan Criteria

Chair Cox opened the public hearing

Adrienne Caldwell, Oro Valley resident, stated she was opposed to the proposed application and questioned where is the hard evidence that there is a demand or will be a demand in the near future for apartments.

Bill Boull, Oro Valley resident, expressed his concern for 5 additional plans for high density sites in Oro Valley and stated his opposition to high density housing.

Don Burdick, Oro Valley resident, expressed his concern with zone number 621 referred to in the applicants market data and questioned what information or data was provided for Council to support an increase in growth. In the current General Plan, covered is twice of people that are supposed to move into Oro Valley, there is no need for an increase for housing whether it be low or high density.

Betty Danker, Oro Valley resident, expressed her concerns with the following: commercial being built in the area, the dark sky will be impacted, access off of La Cholla with Divot Drive being the only access and making left hand turns. Ms. Danker went on to ask the Commission to consider an access lane.

Roslyn Nemke, Oro Valley resident, stated she is an advocate for the Citizen Advocate for Oro Valley's General Plan and went on to ask the Commission to not recommend the amendments and leave the General Plan as is. Amendments should be based on significant change and there seems to be more concern with owners, developers and future residents than there is for the current residents who are adversely impacted.

John Lay, Oro Valley resident, stated he is opposed to high density and is open to change in plans, just not high density. Maybe graduate to two acre lot and he doesn't care much for the apartment idea.

Tom Myatt, Oro Valley, resident, stated he is opposed to the significant resource area deletion. The current designation is consistent with the existing development to the south of the property and should remain as is. A lower density area to the south should be considered and the existing walking paths in Oro Valley are being used as recreational purposes and don't believe they are being used to access commercial. Mr. Myatt doesn't believe there is a support for any additional commercial development on this property.

Joe Bailes, Oro Valley resident, stated he is pro-business and pro- development and he does not like high density. When the apartment get older and in order to be competitive the rent will be lowered. The Commission needs to take responsibility and turn this around and not let it happen.

Don Bristow, Oro Valley resident, stated that everything in Oro Valley is in a convenient distance of residential areas. Mr. Bristow went on to question, is there really a demand for commercial/professional offices? The applicant has not submitted any facts that support the need for additional multi-family homes in Oro Valley. Mr. Bristow commented that he did some research and the Town has not documented to support the claim that the Vantana Medical Center requires high end housing units for their employees.

Karen Stratman, Oro Valley resident, commented that Ironwood Ridge High School is in the middle of the proposed development. Students and educators travel along La Cholla which is already overcrowded. Ms. Stratman agrees with keeping the area

residential and low/medium density and allowing the environmental sensitive lands ordinance to guide development will result in people coming to this area.

Gary Meyers, Oro Valley resident, expressed his concern with traffic, water and drainage. Mr. Meyers also commented that he didn't like the format of the neighborhood meeting held on September 10th. Attendees of the meeting were not able to hear all the questions/answers. He opposes the proposed amendments and is proud of the members of this community for standing up for the character of Oro Valley.

Rick Harris, Oro Valley resident, commented that the proposal is going to make this community look like any other community. The Planning Department cannot prove that it is required to change the General Plan. Mr. Harris choose to live in Oro Valley because of the schools. The developer needs to go back and look at this proposal.

Connie Inboden, Oro Valley resident, commented that her idea of well planned community is to have separate residential, commercial and open space as a buffer. The owners of the property have a right to make a profit on their investment, but would make a tidy profit for single family homes. Ms. Inboden is asking the Commission not to approve the proposed amendment.

Bill Adler, Oro Valley resident, commented on community acceptance. Mr. Adler went on to comment about targeting specific uses and neighbors having the right to know what a commercial piece of property will provide. Apartments are not desirable and do not provide any architectural or visible appearance that is desirable.

Eric Kleil, non-Oro Valley resident, stated to compare La Cholla to La Canada is unfair because what is already there is completely different. In the proposal the buffer to the west should be larger and what is already here needs to be factored in. People need to live in apartments, but apartments make no sense on this property.

Chair Cox closed public hearing.

#### **4. REQUEST FOR PLANNING AND ZONING COMMISSION INITIATION OF A ZONING CODE AMENDMENT TO PROVIDE TEMPORARY SIGN ALLOWANCES FOR BUSINESSES IN AREAS OF ROAD CONSTRUCTION**

Bayer Vella, Planning Division Manager, presented the following:

- Construction along Oracle Road
- Banner/Signs
- Brought forth by the Community

Bill Adler, Oro Valley resident, commented that Rancho Vistoso HOA should provide some guidance to staff. Care should be taken to avoid creating a safety problem. A decision needs to be made on which business need a sign. All business don't need or want a sign. Travelers need to be able to read the sign.

**MOTION:** A motion was made by Commissioner Rodman and seconded by Commissioner Leedy approve to initiate a Zoning Code Amendment to Section 28.6 B (Temporary Signs in a Commercial/Industrial Zoning District) to provide a special sign type for businesses in road construction areas.

**MOTION** carried, 6-0.

### **PLANNING UPDATE (INFORMATIONAL ONLY)**

Bayer Vella, Planning Division Manager, presented the following:

- 10/21 Special Planning and Zoning Commission Meeting
- 11/03 Special Planning and Zoning Commission Meeting
- Upcoming Neighborhood Meetings

### **ADJOURNMENT**

**MOTION:** A motion was made by Commissioner Rodman and seconded by Commissioner Hitt to adjourn the Planning and Zoning Commission meeting at 8:21 PM.

**MOTION** carried, 6-0.

**MINUTES  
ORO VALLEY PLANNING AND ZONING COMMISSION  
SPECIAL SESSION  
November 20, 2014  
ORO VALLEY COUNCIL CHAMBERS  
11000 N. LA CANADA DRIVE**

**SPECIAL SESSION AT OR AFTER 6:00 PM**

**CALL TO ORDER**

Chairman Cox called the November 20, 2014 session of the Oro Valley Planning and Zoning Commission Special Session to order at 6:00 PM

**ROLL CALL**

**PRESENT:**

Don Cox, Chairman  
John Buette, Vice-Chairman  
Greg Hitt, Commissioner  
Bill Rodman, Commissioner  
Bill Leedy, Commissioner  
Frank Pitts, Commissioner  
Tom Drazazgowski, Commissioner

**ALSO PRESENT:**

Joe Hornat, Council Member and Council Liaison  
Lou Waters, Vice - Mayor  
Mary Snider, Council Member  
Greg Caton, Town Manager  
Bayer Vella, Interim Planning Manager  
Joe Andrews, Chief Civil Deputy Attorney  
Paul Keesler, Director/Town Engineer - Development & Infrastructure Services

**PLEDGE OF ALLEGIANCE**

Chairman Cox led the Planning and Zoning Commission members and audience in the Pledge of Allegiance.

**CALL TO AUDIENCE -**

There were no speaker requests.

**COUNCIL LIAISON COMMENTS**

Council Member Hornat had no updates to present this evening.

## **SPECIAL SESSION**

### **1. REVIEW AND/OR APPROVAL OF THE OCTOBER 7, 2014 REGULAR SESSION AND OCTOBER 21, 2014 SPECIAL SESSION MEETING MINUTES**

**MOTION:** A motion was made by Commissioner Leedy and seconded by Commissioner Rodman to approve the October 7, 2014 Regular Session and October 21, 2014 Special Session meeting minutes.

**MOTION** carried, 6-0. with Tom Drazazgowski, Commissioner abstained.

### **2. PUBLIC HEARING: LA CHOLLA BOULEVARD AND NARANJA DRIVE SOUTHWEST AND LA CHOLLA BOULEVARD AND NARANJA DRIVE NORTHWEST**

- A. MAJOR GENERAL PLAN AMENDMENT FROM RURAL LOW DENSITY RESIDENTIAL (0-0.3 HOMES/ACRE), LOW DENSITY RESIDENTIAL (0.4 TO 1.2 HOMES/ACRE), MEDIUM DENSITY RESIDENTIAL (2.1-5.0 HOMES/ACRE), NEIGHBORHOOD COMMERCIAL/OFFICE, PUBLIC/SEMI PUBLIC, OPEN SPACE AND SIGNIFICANT RESOURCE AREA TO MASTER PLANNED COMMUNITY COMPRISED OF LOW DENSITY RESIDENTIAL, MEDIUM DENSITY RESIDENTIAL, HIGH DENSITY RESIDENTIAL, NEIGHBORHOOD COMMERCIAL OFFICE, SENIOR CARE USES, AND PARK FOR 186 ACRES LOCATED ON THE WEST SIDE OF LA CHOLLA BOULEVARD, BETWEEN NARANJA DRIVE AND LAMBERT LANE. THE APPLICANT ALSO PROPOSES TO DELETE THE SIGNIFICANT RESOURCE AREA DESIGNATION AND ADOPT SPECIAL AREA POLICIES RELATED TO THE MASTER PLANNED COMMUNITY, OV1114-002**
- B. MAJOR GENERAL PLAN AMENDMENT FROM MEDIUM DENSITY RESIDENTIAL (2.1-5.0 HOMES/ACRE) AND SIGNIFICANT RESOURCE AREA TO MASTER PLANNED COMMUNITY COMPRISED OF NEIGHBORHOOD COMMERCIAL OFFICE AND/OR MEDIUM DENSITY RESIDENTIAL FOR 8 ACRES LOCATED AT THE NORTHWEST CORNER OF LA CHOLLA BOULEVARD AND NARANJA DRIVE. THE APPLICANT ALSO PROPOSES TO DELETE THE SIGNIFICANT RESOURCE AREA DESIGNATION AND ADOPT SPECIAL AREA POLICIES RELATED TO THE MASTER PLANNED COMMUNITY, OV1114-003**

Chad Daines, Principal Planner, presented the following:

- Request
- Current & Proposed General Plan
- Concept Plan

- Special Area Policies
- Significant Resource Area
- Environmentally Sensitive Lands
- Amendment Evaluation
- General Plan Vision
- Notable General Plan Policies
- General Plan Evaluation Criteria
- Conditions in community have changed?
- Socio-economic betterment/community and environmental compatibility
- Reflects market demand
- Will not impact community without mitigation?
- Neighborhood Meetings
- Changes in request since October 7th
- Amendment Evaluation
- Summary/Conclusion
- Recommendation

Paul Oland, WLB Group, representing the applicant, introduced the following:  
 Greg Wexler representing the Kai Family  
 Mike Naifeh of Valbridge Property Advisors.  
 Dean Munkachy of Suite 6 Architecture and Planning

Greg Wexler, representing the Kai Family, presented a brief history of the property.

Paul Oland, WLB Group, representing the applicant, presented the following

- Conditions have changed since General Plan was last adopted
- The proposed change
- Market Demand
- The subsequent rezoning process
- Land Use
- Low Density Residential
- Medium Density Residential
- Neighborhood Commercial/Office on Naranja
- NC/O Expansion on Lambert
- Open Space Recreation Area
- Open Space
- General Plan Policy Conformance
- Viewshed Analysis from west
- Viewshed Analysis from south
- Special Area Policies

Mike Naifeh, Valbridge Property Advisors, representing the applicant, presented the following:

- Market Study

- Income
- Single Family Demand Analysis
- 2013-2023 Household Growth Projection
- Conclusions
- Multifamily Residual Demand
- Senior Housing
- New Worth by Household Age
- Retail Surplus/Leakage Analysis Summary
- Conclusions

Dean Munkachy, Suite 6 Architecture and Planning, representing the applicant, presented the following:

- Location Map
- Scale of overall development
- Project Goals
- Boundaries
- Washes
- Connections
- Roadways
- Uses
- Linkages - non-automotive
- Open space
- Pathways
- Concept Study north east corner Commercial Land patterns
- Concept Study south east corner Commercial Land patterns
- Paseo character
- Entry character
- Intersection character
- Attached residential character
- Commercial character

Chairman Cox opened the public hearing.

Roslyn Nemke, Oro Valley resident, asked the Commission to deny the amendments and to leave the General Plan as is. Ms. Nemke voiced her concern with commercial in the area along with safety issues for students. Assisted living and senior care facilities might be needed in Oro Valley, but these uses would exacerbate traffic problems. Townhomes and commercial in the middle of a single family residential area does not seem like sound planning. After speaking to a number of residents, the consensus was that no one is willing to walk to shopping and traveling by car will be more difficult.

Richard Tracy, Oro Valley resident, voiced his concerns with traffic, population and safety. Mr. Tracy still remains undecided until he becomes better informed.

Donald Bristow, Oro Valley resident, commented that the Town's economic strategies specify that the Town shall continue to attract new high end retail and service businesses, especially those in underrepresented categories in order to help reduce expenditure leakage. The Commission needs to take a closer look at the zoning requirements and the way this land is addressed in the General Plan.

Bill Ball, Oro Valley resident, echoes what Roslyn Nemke has to say about the proposed commercial. The applicant's documents on pages 59-60 refers to strip commercial. Mr. Ball indicated that he is not against commercial, but he is against veering from the Town's plan as approved by the voters.

Tom Danker, Oro Valley resident, expressed his concern with the egress and ingress from La Cholla into Canada Hills at Catalina Drive. He was concerned with being blocked from making a southbound turn onto La Cholla. Mr. Danker would like to be a part of a task force that looks at the egress and ingress from La Cholla. Another concern of Mr. Danker is whether La Cholla can handle all the projected traffic.

Betty Danker, Oro Valley resident, voiced her concern with making a left hand turn onto La Cholla from her street. Ms. Danker is asking the Town to look at a possibility of an access road.

Gary Meyers, Oro Valley resident, commented that the request does not address the concerns of the neighbors. He was concerned with the level of density proposed. The Town seems more responsive to the developer than with its current residents.

Larry Hudson, Oro Valley resident, questioned how La Cholla would be realigned and whether it would require an elevated roadway over the wash. Mr. Hudson expressed his concern with the medium density housing and how close homes will be built to the wash area. He asked the Commission to vote no.

Joe Snapp, Oro Valley resident, commented that he feels like the silent majority of the Town that don't get involved. What is being proposed makes sense and revenue is needed to drive the growth of a town and improve the roads. People need to drill down to the specifics and this is what the people need to focus on. Mr. Snapp commented that he is favor of the proposed amendments.

Darin Hoffmann, Oro Valley resident and representing the Casas Church Leadership, commented that he is favor of the proposed amendments to the General Plan. It creates options that will allow Casas Church utilize their property in the future. This proposal has produced a good compromise that creates opportunity for taxable revenue and space for new people to join our beautiful city.

Bruce McDaniel, Oro Valley resident, expressed his concerns with the traffic studies and drainage.

Karen Stratman, Oro Valley resident, stated there are still a number of problems with this proposal that have not been addressed. In the past, there have been a lot of promises made by developers to create the perfect vision, only to fall through on those promises. Ms. Stratman sees no need for senior care on this property and there is no market demand for it. There is no community acceptance of the amendments. Increased commercial at Naranja and La Cholla needs more study.

Jeff Grobstein, Oro Valley resident, stated that the owners have owned the property for a long time. He is excited about a more diverse master plan that will bring a great vision to a great property within a great community. The planning that is proposed will raise everyone's property values. The positive economic impact coupled with the smart planning and growth and layered with the rigid constraints of the policies fully supports a change to the General Plan.

Bill Adler, Oro Valley resident, stated that he is not opposed to the development, but he expects good development and he expects developments to comply with the rules. Mr. Adler expressed his concern with the failure of the neighborhood meeting process and with the failure to achieve community acceptance.

Dave Perry, Oro Valley resident, stated that the Greater Oro Valley Chamber of Commerce's is in support of the proposal. The character around La Cholla is going to change because the RTA will build a four lane divided desert parkway. It makes sense to concentrate impacts along La Cholla with some higher density housing, office and commercial uses clustered at major intersections and near the roadway. There is greater community concern at play, Oro Valley needs wise growth which includes neighborhood, commercial, retail and office uses along busy roadways. These general plan amendments represent a reasonable and intelligent, considerate, forward thinking way to develop Oro Valley's dwindling supply of land.

Ron Bliss, Oro Valley resident, stated his opposition to the proposal because it doesn't meet the legal standards required of a major amendment to the General Plan. In order for this amendment to be adopted, it has to meet the four criteria. The only things we have heard today is that the demand is not here but it's coming, and a bigger roadway is planned which justifies a bigger population.

Trace Paulette, Oro Valley resident, stated that the requested plan is very reasonable and should be approved. Development like this is important to Oro Valley's future economic welfare.

Chairman Cox closed the public hearing.

**MOTION:** A motion was made by Vice-Chairman Buette and seconded by Commissioner Leedy to Recommend Approval of the Major General Plan Amendments requested under case OV1114-002, specifically the land use map as shown on Attachment 6, deletion of the Significant Resource Area and adoption of the Special Area Policies shown on Attachment 3, conditioned upon the expansion of the Casas

Church continuing as an allowed use, based on the findings contained in the staff report.

**MOTION** carried, 6-1 with Commissioner Pitts opposed.

**MOTION:** A motion was made by Commissioner Leedy and seconded by Commissioner Drazazgowski to Recommend Approval of the Major General Plan Amendments requested under case OV1114-003, specifically the land use map as shown on Attachment 6, deletion of the Significant Resource Area and adoption of the Special Area Policies shown on Attachment 3, based on the findings contained in the staff report.

**MOTION** carried, 6-1 with Commissioner Pitts opposed.

### **PLANNING UPDATE (INFORMATIONAL ONLY)**

Bayer Vella, Interim Planning Division Manager, indicated that the Planning Update will be postponed until next week.

### **FUTURE AGENDA ITEMS**

Commissioner Pitts requested the following be added to a future agenda:

- Neighborhood meeting procedures
- Advertising in the Explorer vs. Daily Territorial
- New homes built in Oro Valley require roof top solar
- New construction tax (this item was withdrawn)

Commissioner Drazazgowski requested the following be added to a future agenda:

- Presentation on low density vs. high density in regard to transportation infrastructure

### **ADJOURNMENT**

**MOTION:** A motion was made by Commissioner Rodman and seconded by Commissioner Drazazgowski to adjourn the Special Planning and Zoning Commission meeting at 9:16 PM.

**MOTION** carried, 7-0.

## **Attachment 12 – Neighborhood Meeting Summary Notes**

Kai 311/ Lin-La Cholla Major General Plan Amendments  
Neighborhood Meeting  
April 15, 2014

Approximately 75 neighbors were in attendance, including Council Member Joe Hornat and Planning and Zoning Commission Members Bill Leedy, Bill Rodman and John Buetee.

Planning Manager David Williams facilitated the event that included a brief presentation by Town staff discussing the General Plan Amendment process, followed by a presentation by the Applicant. A question and answer session followed the Applicants presentation, which is outlined below.

### **Transportation/Traffic**

1. A question was asked concerning La Canada as the “designated truck route” for Oro Valley
  - a. Why was La Cholla being considered for a similar level of service?
2. A comment was made concerning southbound traffic on La Cholla, and that future development was only go to make it go from bad to worse.
3. A question was asked about the timing of development in relation to the future expansion project on La Cholla.
4. A comment was made emphasizing commercial should be located at arterial intersections.
5. A question was asked about any future plans to expand Lambert Lane.
6. A comment was made about concerns moving traffic from east to west.
7. A question was asked about the anticipated size of the La Cholla right-of-way. Where would the land come from?

### **Land Use**

8. A comment was made that commercial along the La Cholla street frontage was a bad idea.
9. The applicant asked what the residents would like to see on the vacant property. Several suggestions were:
  - a. School expansion
  - b. Linear Park
  - c. Senior Living
  - d. Condominiums
10. Numerous comments were made that “Core Area”, as proposed by the applicant, was too vague. What does it mean? What is it going to be? ( 3 total)
11. A comment was made concerning nearby neighborhood commercial, followed by a question of how much neighborhood commercial do we need?
12. A question was asked about the anticipated population and proposed density in the area.

13. A question was asked about the developer's motivation for the new proposal.
14. A question was asked specifically about plans for the north proposed core area.
15. A comment was made indicating the project known as Kai Naranja was already approved and construction traffic would be increasing very soon.
16. A comment was made concerning existing vacant commercial properties. Do we really need to be adding commercial when so many sit vacant?
17. A comment was made about proposed commercial at the intersection of Glover Rd and La Cholla Blvd. being a bad idea.
18. A comment was made against future apartments in the area.
19. A comment was made about the opportunity for the Town to establish a linear park or community garden.
20. A question was asked whether any viability studies had been conducted to determine what type of commercial was needed.
21. A question was asked whether there was any desire for the Town to promote affordable housing.

### **Neighborhood Impacts**

22. A comment was made about light pollution concerns.
23. A question was asked about future plans for a screen wall to be included during the La Cholla expansion.
24. A comment was made about the current level of construction, and the impact additional construction would have on the area.

### **Schools**

25. A question was asked about neighborhood school capacity and whether or not the additional development could be accommodated.
26. A comment was made concerning school traffic and that adding higher density development would overwhelm the system.

### **General Plan**

27. Several comments were made in support of the current General Plan designations. (3 total)
28. A question was asked about the relationship between General Plan Amendments and the General Plan Update process.
29. A comment was made indicating preference for the property to remain Low Density.

Following the end of the question and answer period, Planning Manager David Williams closed the meeting and thanked everyone for their attendance.

**Neighborhood Meeting Summary**  
**La Cholla & Naranja Southwest and Northwest**  
**Major General Plan Amendments**  
**August 13, 2014**  
**6:00 – 7:30 PM**  
**Casas Church, 10801 N. La Cholla Blvd.**

**1. Introductions and Welcome**

Meeting Facilitator Bayer Vella introduced the Oro Valley staff Paul Keesler, DIS Director and Chad Daines, Principal Planner. Approximately 65 residents and interested parties attended the meeting, including Vice Mayor Waters and Council Members Snider, Zinkin, and Hornat. Also in attendance were several Planning and Zoning Commission members.

**2. Staff Presentation**

Chad Daines, Principal Planner, provided a presentation that included:

- Area development activity
- Existing General Plan land use designations
- Applicant's request
- Development potential of property under existing and proposed land use designations
- Review process
- Public Participation Opportunities
- Review tools

Bayer Vella outlined the issues raised at the previous neighborhood meeting issues, which included:

- Lack of definition in land uses
- Increased traffic on La Cholla and Naranja
- Impact of commercial on La Cholla
- Lack of demand for more commercial
- Concern over proposed apartments
- Opportunity for linear park
- Area should remain low density

Mr. Vella then asked the audience for any additional issues which should be added to the list. Audience members offered the following additional issues:

- Accommodation for pedestrian / bicycle traffic
- Access to schools
- The proposed uses are not appropriate adjacent to the high school
- Impact to water resources
- Impact to the environment
- Impact to habitat
- Concerns over public safety
- Lighting and noise impact
- Increased drainage in the area
- Capacity of schools to handle the additional students
- Impact to taxes to address additional school impact
- Traffic impact to Shannon and Lambert
- Negative impact to property values
- Lack of market demand for additional residential
- Lack of market demand for additional commercial
- Increased air pollution

**3. Applicant Presentation** Paul Oland from the planning firm WLB addressed the following issues from the April 15<sup>th</sup> neighborhood meeting and the issues raised at tonight's neighborhood meeting.

- Overview of project, including location and existing and proposed General Plan land use designations
- Open space buffers
- One story restriction along the western border
- Traffic impact on La Cholla

Paul Keesler, DIS Director and Town Engineer provided an overview on planned improvements to La Cholla Boulevard, Naranja Drive and Lambert Lane.

#### **4. Public Questions & Comments**

Following is a summary of additional comments made at the neighborhood meeting:

- Need for additional open space
- Building heights
- No need for additional apartments
- Open space blocks commercial visibility
- Concern over deletion of the Significant Resource Area
- Impact on quality of education
- Oro Valley revenues received from development
- Need to maintain rural character

- Request to have Water Resources Director at next neighborhood meeting

Mr. Oland addressed some of the questions related to land use flexibility, variety in residential land use designations, justification for commercial designations, financial contributions to the school district, possibility for a linear park system and traffic impact.

**Neighborhood Meeting Summary  
La Cholla & Naranja Southwest and Northwest  
Major General Plan Amendments  
September 10, 2014  
6:00 – 7:30 PM  
Ironwood Ridge High School – Library Lecture Hall**

**5. Introductions and Welcome**

Approximately 90 residents and interested parties attended the meeting, including Vice Mayor Waters and Council Members Snider, Zinkin, and Hornat. Two Planning and Zoning Commissioners were also in attendance.

Meeting Facilitator Bayer Vella welcomed the residents. Mr. Vella explained the purpose of the neighborhood meeting and outlined several objectives which were intended to be accomplished. The previous neighborhood meetings were very productive in hearing resident concerns. Tonight's format was designed to allow for Town staff to cover the "givens" with the review of any development application; specifically traffic, drainage, water and schools. The applicant will then present their revised plan and respond to issues raised at the earlier meetings. The meeting will then transition into an open house format where residents can visit stations covering water, traffic and drainage, general plan and public participation and applicant. The goal is to allow for residents to be able to ask focused questions and receive detailed answers. Each station has a note pad for residents to write specific comments, which will be reflected in the summary notes for the meeting.

**6. Staff Presentation**

Chad Daines, Principal Planner, provided a presentation that included:

- Current designations and allowed density/intensity
- Context Area including existing density/intensity
- Proposed Master Planned Community
- Traffic Overview
- Drainage Overview
- Water Overview
- Review tools including amendment review criteria

**7. Applicant Presentation** James Kai, Applicant, provided an overview of his family's involvement as a property owner in the area over the years. Mr. Kai provided comments relative to the role of the Kai family in bringing sewer into this area in conjunction with the construction of Ironwood Ridge High School and Wilson Elementary and his family's commitment to responsible growth within the community.

Paul Oland from the planning firm WLB provided an overview of the revised development plan including changing the western boundary to low density, reduction of the northern

parcel to eliminate the flex zone north of Naranja, reduction in the allowed flexibility in the core and flex areas, and provision for recreation areas on La Cholla and the main wash corridor along Cross Road. Mr. Oland addressed the following summary issues from the earlier neighborhood meetings:

- Lack of defined land uses
- Maintain rural / low density
- Traffic / Drainage
- No commercial / Apartments
- Need for parks, open space and trails
- Water Availability
- Environmental impact
- Noise, light and air pollution
- Visual impacts
- Public safety impacts
- School impacts
- Lack of market demand

8. **Open House Stations** were staffed for Water, Traffic and Drainage, General Plan and Public Participation and Applicant. The following comments were recorded at each station:

#### Land Use Comments

- Leave the land from Glover to Naranja along La Cholla designated as rec area and open space. No building at all, except the already designated corner on Naranja and La Cholla.
- Keep flex land in the center of the property off Lambert. Senior Living and apartments will be an eyesore if allowed on Lambert.
- Apartments and 2 stories will destroy views.
- No Senior Living.
- No apartments – No pride of ownership.
- Keep all apartments and townhomes to 2 stories only to maintain views.
- No apartments – the residents are not vested in the community.
- Enough commercial is available one mile to the north, east and south.
- No commercial at La Cholla and Naranja.
- No apartments.
- No commercial at La Cholla and Naranja.
- 100 yard buffer on west side is inadequate (ditto).
- Too many people for unit of land as a result of apartments. We are not Scottsdale. Apartments encourage transiency. Let's keep our beautiful desert as open as possible.
- We have enough apartments in Oro Valley.
- Transitions among designations are erratic with core and flex areas.
- No apartments. Renters do not have a vested interest in property and they don't take as good care of it as someone who owns it.

- Transition from La Canada to Shannon is not consistent.
- One row of one story homes is not enough to not destroy views.
- Apartments destroy the view and feel of Sonoran Desert as stated in the Oro Valley vision.
- Oro Valley will become like the Foothills area which people moved to Oro Valley to get away from.
- Better definition of flex and core areas in Master Planned language – not made up.
- Objection to increasing commercial. Use property at La Cholla and Naranja.
- Who determines what kind of business is permitted on the commercial property? What is the criteria? A carwash? A Circle K? 24 hour liquor store?
- Object to commercial at Naranja. One mile in three directions has commercial on the current General Plan.
- Safe means to me: No commercial, knowing my voter approved General Plan is going to be.
- No apartments – they don't have a vested interest in the community.
- No apartments.
- Area removed from application – Glover to Naranja – please leave it a park or rec area.
- Lighting issue southeast to homes.
- Commercial property value to homes.
- No apartments.
- No retirement.

#### Environment

- Not consistent with Oro Valley Sonoran Desert protection.
- How are the plans addressing the SRA and ESL Ordinance.
- Not enough open space.
- Oro Valley is a beautiful area and developing this plan will destroy the desert area.

#### Traffic

- Naranja access – Par Drive – No left turn?
- La Cholla access – Divot Drive – No left turn?
- Additional traffic lights between Lambert to Naranja.
- Traffic on Shannon needs to be addressed. Shannon and Lambert traffic issues are already horrible at Ironwood Ridge High School start and stop hours.
- Par Drive needs street sign at entry from Naranja.

#### Water

- Just because we have water available doesn't mean we have to use it up.

#### General Plan Criteria and Process

- No one showed what major changes (other than widening La Cholla) have occurred to make it necessary to amend the General Plan.
- Wait for General Plan revisions.

## Other

- The residents should know if it would be positive. Did anyone from the Town or WLB ask about how we feel? Not that we remembered.
- The format tonight seemed too chaotic.
- Not a neighborhood meeting. Next time allow group questions and answers.
- Current owners bought residences because of current zoning – why should they be subject to the financial interest of developers?

**Neighborhood Meeting Summary  
La Cholla & Naranja Southwest and Northwest  
Major General Plan Amendments  
October 20, 2014  
6:00 – 7:30 PM  
Casas Church, 10801 N. La Cholla Blvd.**

**9. Introductions and Welcome**

Meeting Facilitator Bayer Vella welcomed the audience. Approximately 40 residents and interested parties attended the meeting, including Vice Mayor Waters and Council Members Snider, Zinkin, and Hornat.

Mr. Vella discussed the opportunity tonight to identify areas where the application could be improved. The format tonight would be to hear from the applicant and then focus on areas of agreement and areas where the application could be improved.

**10. Applicant Presentation** Paul Oland from the planning firm WLB outlined the main areas he understood were an issue from previous neighborhood meetings. Mr. Oland indicated that the applicant has listened and presented the following changes to the application.

- Elimination of apartments from the Master Planned Community
- Open space buffers
- One story restriction extended along the southern boundary
- Replacement of the multiple uses in MPA-2 with medium density
- Focusing uses in the center HDR parcel to allow townhouses or condominiums, senior care or medium density residential
- Allowing medium density residential development in NC/O areas

**11. Public Questions & Comments**

Mr. Vella asked for input and comments from the audience. Comments were placed under four headings on the wall: "Got it Right" "Improve", "Protest" and "To Do". The comments provided by category were as follows:

**Got it Right**

Removal of Apartments

**Improve**

Change commercial at Lambert Lane and La Cholla from commercial to medium density residential

Low Density Residential area should provide 66% open space  
Cap density in MDR areas at 2.5 homes per acre  
No drive-thru's or fast food in commercial areas  
Address cut-through traffic into neighborhoods to the east  
Cap density to no greater than the density to the east  
The western boundary should include a berm, wall or elevation change as a buffer  
Carmel Point should be used as a model for the townhouse area

### **Protest**

Too much senior care already in the Town  
Concern over conversion of townhouse to rentals  
Keep current General Plan designations  
Commercial not viable

### **To Do**

School Impact  
Drainage  
Traffic  
Address General Plan Amendment criteria

Mr. Oland addressed some of the questions related to the amended land use plan, planned townhouse development, commercial uses and school district impact. Mr. Vella and Mr. Daines answered questions relative to the Town process, existing general plan designations, cut-through traffic and the upcoming Commission hearing.

September 4, 2014

Mr. Chad Daines  
Principal Planner  
Town of Oro Valley  
11000 N. La Cañada Dr.  
Oro Valley, AZ 85737

Dear Chad,

We are writing in response to the Town of Oro Valley's request for comment on the proposed development near La Cholla and Naranja Dr. We own a property that we purchased for our part-time enjoyment and future retirement in the Chaparral Heights subdivision near the intersection of La Cholla and Lambert Lane. The proposed development directly impacts our subdivision.

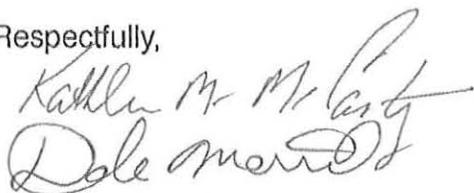
We are very much against the proposed development including apartment and commercial development in the areas broaching La Cholla and Lambert. Frankly, we are becoming concerned about the direction we see Oro Valley taking. Oro Valley was and is still known to be a more upscale area in the region surrounding Tucson. We are aware of the large number of new apartment homes recently constructed off of Oracle Road and the additional commercial development in that area. We are also aware that existing commercial is not fully occupied and has struggled so the call for more commercial development is frankly mind boggling. In addition, the construction of more apartment homes is beginning to make Oro Valley appear to be no different than any other location in Tucson and the resulting traffic impacts to existing residents have been ignored in the development equation. The traffic and the continued development of lower income (yes...we are aware they are supposed to be luxury apartments but they appear no different than any other apartment) cheapen the reputation of the community and potentially negatively impact all property values. It brings to the town an entirely different resident that also contrasts with the family environment many new and younger residents seek. Will Oro Valley continue to be a desirable place to locate?

In regards to the Lambert/La Cholla development there is no way to convince existing residents that you are not devaluing their properties. Firstly, to put apartments and commercial next to homes that are considered upscale and cost residents from over \$500,000 to in excess of \$800,000 in some cases immediately devalues the rural nature of the subdivisions they bought into and their own personal property value. Many of these folks are people that work hard or have worked hard to purchase this kind of property. Apparently they don't matter to the Town or Oro Valley and this is a slap in the face to them. Secondly, the traffic situation and impacts have not been at all thought through or addressed. There is absolutely nothing about traffic mitigation in what have been residential areas in the plan as proposed. Third, there is a blatant ignoring of what many thought was a protected desert riparian area. The proposed development completely disregards the existing residential character of the neighborhood. We are aware that other residents are upset and will probably be submitting more formal documentation as to the potential

overbuilding of properties generally in Oro Valley (many homes are still for sale and property values haven't even come close for many properties to the earlier peak prices) and the lack of need for this proposed development over the foreseeable future.

When we purchased our home we were aware of the existing zoning called for medium density residential and a small zone for commercial on the northeast side of La Cholla. The proposed development goes far beyond what our initial concept of development in this area would be and is extremely disappointing. The question we have is what kind of a town does Oro Valley want to be? If the direction is to look like any other part of Tucson along Oracle Road or to attempt drive city tax revenue at the expense of the character of the Town, then perhaps we have made an error in wanting to be more permanent residents at some point in the near future.

Respectfully,

Handwritten signatures of Kathleen M. McCarty and Dale Merrill. The signature for Kathleen M. McCarty is written in a cursive style, and the signature for Dale Merrill is also in cursive, appearing below the first signature.

Kathleen McCarty and Dale Merrill  
10350 N. Wild Creek Dr.  
Oro Valley, AZ 85742

## Daines, Chad

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**From:** Curt Adams <cadams234@comcast.net>  
**Sent:** Sunday, August 10, 2014 4:40 PM  
**To:** Daines, Chad; Spaeth, Michael; Vicens, William  
**Subject:** Neighborhood Meeting for La Cholla and Naranja Drive

Chad Daines [cdaines@orovalleyaz.gov](mailto:cdaines@orovalleyaz.gov)

Michael Spaeth [mspaeth@orovalleyaz.gov](mailto:mspaeth@orovalleyaz.gov)

William Vicens [wvicens@orovalleyaz.gov](mailto:wvicens@orovalleyaz.gov)

Neighborhood Meeting for La Cholla and Naranja Drive Northwest Major General Plan Amendment 19 acre property on the west side of La Cholla Boulevard between Glover Road and Naranja Drive OV1114-003

We will not be able to attend the neighborhood meeting on August 13 concerning the proposed changes to the master plan for La Cholla Boulevard between Naranja Drive and Glover Road. We did attend the previous meeting.

At the earlier meeting justifications and reasons for the proposed changes were not given other than this is the last strip of land in Oro Valley that can be developed commercially. I assume the reasons are: a higher sale price to the land owners if the land is zoned commercial; more jobs and income to the planning company; and eventually sales tax revenue to Oro Valley.

But, Oro Valley already has numerous undeveloped or only partially developed commercial properties, some of them very close to La Cholla and Naranja. There are at the present time several unoccupied commercial buildings, buildings for lease or for rent. And most of our shopping areas have ample room for expansion. Why do we want more undeveloped or partially developed commercial corners and mini strip malls? Why do we want more empty buildings?

The letter accompanying the meeting announcement gave possible land use as open space, neighborhood commercial/office, single family residential, multifamily residential, professional/medical offices, and senior living. Commercial zoning is a very broad category that may encompass many types of businesses including drug stores, nail salons, restaurants, or car care centers. During the previous meeting it was stated that convenient stores, fast food establishments, and filling stations were also possible uses. Do we really want these, on a narrow strip of land between two schools, surrounded by medium density neighborhoods?

We don't want these and we oppose these changes to the master plan. The parcel of land is presently zoned residential. The location between two schools should make it desirable for family home sites.

## Daines, Chad

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**From:** Chuck Sweet <chuckmpa@comcast.net>  
**Sent:** Friday, August 08, 2014 11:04 AM  
**To:** gpoland@wlbgroup.com  
**Cc:** Daines, Chad; Spaeth, Michael  
**Subject:** Lambert and La Cholla Proposed Rezoning

Hello Paul,

First of all Thank You and the TOV staff for holding the Public Meeting on this proposed rezoning on Wednesday evening August 6, 2014 at the Casas Adobes Church. It was very helpful to get more detailed information with respect to what the land owner and future developer would like to do with the property.

My wife and I live in the Rancho Feliz subdivision east of this project and will obviously be affected by its eventual development. Although our property does not border the subject property we would like to provide our input on the following subjects:

### Lambert Lane and La Cholla Improvements:

We understand that the land owner is going to be required to do a traffic impact analysis as part of their rezoning application. With that said, we have lived in the Rancho Feliz subdivision since 1993 and travel the Lambert Lane and La Cholla streets on a daily basis. Our concerns are proper site distance at intersections, installation of left & right turn lanes for residents turning into and out of this new subdivision. Without these kinds of road improvements on Lambert Lane and La Cholla as part of this development, the unsafe condition that exists today on these two roadways will only become worse. We understand there are future road improvements planned for both La Cholla and Lambert Lane by the RTA and TOV, however we have lived here long enough to experience what government says they PLAN to do, and what actually get done in a timely manner.

### Drainage:

We are concerned about how the drainage will be addressed during and after construction so there is no impact to the existing home owners to the east and south of the proposed project.

### Conceptual Site Plan:

We question the need for the project to place the eight homes proposed near Lambert Lane. The elimination of these eight homes from the project would still give the developer a little over one house per acre, which reflects exactly the density of the Rancho Feliz subdivision.

Thank you for taking these comments into consideration as the project moves forward in the rezoning process.

Chuck & Wendy Sweet  
10332 N. Placita Lujoso  
Oro Valley, Arizona 85737  
Cell: 520-904-0488

## Daines, Chad

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**From:** Bev Van Horn <bevvanhorn@gmail.com>  
**Sent:** Friday, September 12, 2014 3:57 PM  
**To:** Daines, Chad  
**Subject:** La Cholla & Naranja Dr.

Dear Mr. Daines,

I have lived on La Tanya Dr. 14 years and go to La Cholla via of Glover where the school light is located.

I have watched La Cholla get busier and busier since Ironwood Ridge High School was built and of course Wilson is also there.

Now we have two housing developments near Tangerine, Meritage and Marakay which will make that road even more busy.

And you are wanting to add more developments near Naranja and La Cholla.

I didn't think I would be able to turn left yesterday at Glover because there is no left turn arrow and school was out. I don't know how many light changes

we had to wait on before I finally got to turn.

When will La Cholla be widened there?

I rather like the desert myself.

Thanks for listening.

Bev

Bev Van Horn  
Chartered Real Estate Consultant  
Tierra Antigua Realty  
Phone 520-403-5931  
[Bev@BevSellsTucson.com](mailto:Bev@BevSellsTucson.com)  
[www.BevSellsTucson.com](http://www.BevSellsTucson.com)

TO: Chad Daines, Principal Planner, Development and Infrastructure Services

FROM: Don Nemke  
11068 N. Divot Drive  
Oro Valley, AZ 85737  
797.0771 [DONNEMKE@AOL.COM](mailto:DONNEMKE@AOL.COM)

DATE: 8/8/2014

RE: Input to 8/13/14 Neighborhood Meeting Regarding Two Proposed Developments (near the intersection of La Cholla Blvd. and Naranja) that Require Changes to the Oro Valley Land Use Plan

The following will confirm our 8/6/14 telephone conversation. Since I will not be able to attend the 8/13/14 Neighborhood Meeting, please submit this into the meeting records.

#### OVERVIEW

My general comments covering both proposed developments are:

- 1) Maintain the existing Land Use Plan with the possible exception of allowing increased residential development density. *which would increase potential customer base and improve feasibility for longer term, area commercial development.*
- 2) Retain maximum integrity, functionality, and safety of the existing major arterial streets plan (La Cholla) by limiting the number and location of traffic access points.

Specific comments follow:

#### LA CHOLLA BLVD AND NARANJA SOUTHWEST OV1114-002

- 1) Land Use

Continue the existing Land Use Plan consisting primarily of residential development with a small commercial area at the northwest quadrant of La

Cholla and Lambert Lane. Given the areas established residential character, major school locations and favorable transportation infrastructure, increasing the allowable residential development density would appear to remain consistent with the overall Land Use and Major Street Plans.

2) Major Streets Plan

The development should provide an internal streets plan that has the vast majority of development traffic directed to Naranja or Lambert so that access to and from La Cholla is via traffic controlled intersections for safety and maximum efficiency.

Allowing multiple minor street access points to a major arterial street (La Cholla) undermines the very purpose of a major arterial which is to accommodate large traffic volumes as quickly and efficiently as possible. Multiple minor access points also reduce major arterial safety due to excessive amounts of vehicular turning, decelerating and accelerating activity. It can also increase development costs due to the need for additional turn lanes and more substantial right-of-way widths.

LA CHOLLA BLVD AND NARANJA NORTHWEST OV 1114-003

1) Land Use

Continue the existing Land Use Plan for residential development but increasing the allowable density would still be consistent with the established residential character and street infrastructure.

The much more appropriate area for commercial development in the area is the intersection of La Cholla and Tangerine (as shown on the existing Land Use Plan). That area is far better suited for a fuller range of commercial developments due to its location on the highest traffic volume arteries extending in all directions, a key consideration/necessity for many types of commercial uses. The larger and potentially better shaped parcels also increase the efficiency of needed public infrastructure and potentially provides a much broader range of development types and scale.

Commercial uses near La Cholla/Naranja conflict with established residential character and may adversely impact the two major schools in the neighborhood.

2) Major Streets Plan

To the extent possible, development access traffic should be directed via Naranja or Glover. See above for additional comments regarding minimizing minor street access to La Cholla.

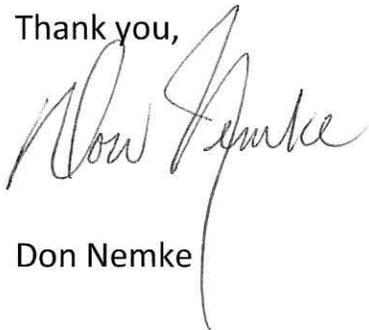
Commercial traffic in this area will also significantly increase safety risks for the large volumes of pedestrian traffic consisting of school children attending the two nearby schools and citizens utilizing the walking/bike paths in the area.

My comments are based primarily on the observations and concerns of an 18-year local resident. My understanding of the numerous public and private issues underlying these development proposals is based on hands-on experience from multiple perspectives including:

- a) 20 years as a bank officer which included underwriting all types of development proposals that were seeking financing.
- b) 7 years as an urban planning consultant dealing with land use, transportation, public infrastructure, etc. types of planning and enforcement legislation
- c) Degrees in construction administration and real estate appraisal and investment analysis.

I appreciate the opportunity to comment on the proposed developments and amendments to the Land Use Plan.

Thank you,

A handwritten signature in cursive script, appearing to read "Don Nemke". The signature is written in black ink and is positioned above the printed name.

Don Nemke

11487 N Ironwood Canyon PL  
Oro Valley, AZ 85737  
August 5, 2014

Mr. Michael Spaeth  
Mr. Matt Michaels  
Mr. David Williams  
Oro Valley Town Planners  
11000 N. La Canada Blvd  
Oro Valley, AZ 85737

Gentlemen:

I am writing to express my strong displeasure with the proposed amendments to the General Plan for land use on LaCholla Blvd. Although I am opposed to any commercial or high density residential development on La Cholla Blvd north of Overton Road, I am especially concerned that this type of development is being considered for the westside portion between Naranja and Glover Roads. Any such development is entirely dangerous and unsuitable for an area between two large public schools. I walk in the early morning almost daily on the multiuse path there, and I frequently see students walking, biking, or skateboarding their way to school along that section. In addition it is a popular area for those walking for exercise, with or without dogs, and will become even more popular as the new homes are occupied. It is an attractive stretch of land with lush desert vegetation, one of the few remaining in this town that should not be destroyed.

I have been a resident of Oro Valley for 12 years and regularly patronize the existing businesses in the town, which are more than adequate for the needs of a growing population. Furthermore there is an abundant supply of vacant space for both offices and small businesses that is already completed and available to lease. I refer specifically to developments at LaCanada and Lambert, Tangerine and First, and several locations along Oracle Road. Since Oracle Road, La Canada Blvd, Lambert Lane, Naranja Blvd, and Tangerine Road in Oro Valley and Thornydale Rd in Marana are already built with commercial property and high density residential; there is no need to also develop the residential area along LaCholla Blvd in that manner.

I know you are aware that there are three large housing developments currently being built or approved for building near the La Cholla/Glover intersection that will greatly increase traffic along those streets. We don't need commercial developments to further increase traffic. I realize that residential development does not directly result in sales tax income for the town, but it certainly does increase the population that patronizes the existing businesses in the area so will indirectly increase that revenue.

Those attending the neighborhood meeting in April were unanimous in voicing their disapproval for this type of development. As a board member of the Ironwood Canyon HOA, I know I am representing most of the property owners in this neighborhood who are in agreement with these opinions. Although we realized that the vacant land around us would eventually be developed when we bought our homes here, we did expect that the town planners and council would protect

## COMMENT CARD

Comments: ADD MORE LARGE OPEN AREAS TO  
THE ENTIRE DEVELOPMENT  
DO NOT HIDE "OPEN AREAS" IN SMALL SECTIONS

Name: GIL ALEXANDER  
Email Address: 1546 W MOORE OU 85755  
Address: 1546 W MOORE OU 85755



## COMMENT CARD

Comments: So I prefer to keep the land the way it is designated. I'm not in favor of any high density housing in that area

Ultimately the land is designated just fine  
- All I see is a land owner wanting to make more money off his land.

Name: Christine Fapp

Email Address: Cfapp66@yahoo.com

Address: 11557 N. Verch Way 85737



## COMMENT CARD

Comments: REMOVE ALL OPTIONS FOR  
MULTI-FAMILY STRUCTURES FOR ALL  
OF THE ZONES

Name: GIL ALEXANDER  
Email Address: GILALEX@Q.COM  
Address: 1946 W MOORE, OV 85755



**TO:** Chad Daines

**FROM:** Diane Peters and Citizen Advocates of the Oro Valley General Plan

**DATE:** September 16, 2014

**TOPIC:** September 10<sup>th</sup> Neighborhood Meeting

We wanted to make you aware of our feelings on the Open House format at Wednesday night's Neighborhood Meeting.

Positioning town staff, the applicant, and the landowner at various stations around the room is a terrible format for a variety of reasons which we will outline below. Also, we understand that the town staff has already been made aware in the past (by Bill Adler) that this format is not conducive to residents' active participation in the process, which is the whole point of the Neighborhood Meeting.

The Open House format forces residents to stand in line for a long time in order to ask their question. I stood in line for over 20 minutes to ask just ONE QUESTION of James Kai. After that, I wasn't about to spend another 20 minutes standing in yet another line.

Additionally, with this format, the other 70-100 people in attendance don't get to hear the other residents questions or the answers. **Part of the Neighborhood Meeting Ordinance is that citizens are allowed to SHARE their questions and concerns with the other residents in attendance. The Open House format violates that portion of the ordinance.** In the "Purpose" section of the ordinance, #2 states that there must be an *"open dialogue between stakeholders, applicants, staff..."* While a "dialogue" might just be between two people, an "open dialogue" refers to the entire audience. The questions and answers must be open to the entire room.

A member of Citizen Advocates told me that she spoke with you (Chad Daines) about her displeasure with the Open House format. You told her that at the other two Neighborhood Meetings with the Q&A format, many people were frustrated that they had to wait so long to ask their question.

How is that worse than residents having to stand in line-after-line for 20 minutes each to get their questions answered? At 20 minutes per station, it would take a person an hour to get three questions answered at three separate stations. In my experience waiting to talk with James Kai, the person in front of me asked about 10 questions. This was unfair to me who had only one question. With the Q&A format, each person is allowed to ask one question at a time.

We believe that the town and Oland deliberately circumvented us by changing the format and that it was done by design because it's easier for the developer. We all saw how heated the last two Neighborhood Meetings were and how Paul Oland was worn down towards the end of the last meeting.

Another member of Citizen Advocates spoke with both Oland and Daines after the meeting and was told by both that they didn't receive our memo/questions until late in the afternoon and

therefore they weren't prepared to address them at the meeting. We feel compelled to point out that in the Q&A format of the previous meetings, Oland did not receive the questions from the audience in advance yet he was still expected to answer them during the meeting.

In fact, in the SOP section of the ordinance, under **III. Guidelines, #2 Applicant's Role**, it says that the applicant must "*be prepared to respond to questions about how the project meets specific general plan policies and review criteria.*" THAT was the exact content of our memo, yet Oland was allowed to dodge those questions that evening, in yet another violation of the ordinance.

We understand that the "Neighborhood Meeting Ordinance" was created by the Planning Administrator and Bill Adler and that it was approved along with a Standard Operating Procedure document that describes the approved format and content of these meetings. Why did the town staff ignore the SOP? Inconvenience for the staff? Inconvenience for the applicant?

Feedback from some of the members of our citizens group:

Something didn't smell right about that session. Whoever designed it was brilliant...divide everyone into groups, long waits to discuss each topic, and when you get to the head of the line, the expert would filibuster on one topic. I mentioned to Oland and Daines that this meeting was not going to cut it. We want a separate meeting with them. ~ Mr. Rick Hines

I didn't like the format, the way they broke up the groups. Cowardly move on their part. Questions and answers should be heard by everyone. ~ Ms. Carol Sapone

Last night's Neighborhood Meeting was totally one-sided, all advantaged to the "seller" having the floor. It was arranged for the WLB to do all the talking as opposed to anyone in the audience being able to confront them on anything. ~ Mr. Jim Dixon

I was so disappointed in the meeting. This was not a Neighborhood Meeting. It did not meet the requirement for neighbors to SHARE their concerns and questions. It was more of a presentation and then divide and deflate the audience. It was a waste of time. Time in line for one question was often 20 minutes or more. ~ Anonymous

Last night's meeting was strategic. Having us ask our questions to various individuals stationed at various locations in the room was a divide-and-conquer tactic. No one knows what's going on because no one can hear the questions and answers. ~ Mr. Cameron Servick

Hearing the questions and answers from other attendees is as important as having your own questions answered. I also believe that the Open House format was decided upon when it was learned that an organized group had questions and were demanding specific answers. ~ Ms. Roslyn Nemke

There were some new residents at the meeting who were hearing the proposal for the first time. We didn't get a chance to hear their questions and concerns. ~ Mr. Don Burdick

Staff changed the format to ease pressure which violates the Neighborhood Ordinance. No education. No information sharing. ~ Bill Adler (advisor)

Residents have good reason to be upset with the Town. They were completely blinded-sided by staff. This station-format meeting was the last public meeting before going to the P & Z, and a completely new plan was introduced, and the public wasn't allowed to have an open Q & A session. To be fair, the residents should be allowed another Town meeting regarding the new proposal.

The break-out stations format doesn't allow all the residents to equally participate in all Q & A sessions. Apparently, the assumption by staff is that not all residents are interested in the total picture, just certain elements. With this format, residents leave with limited knowledge. This format results in a lack of transparency for the residents and benefits only the applicant. It also makes it seem that each station is already finalized for presentation to the P & Z.

The staff spends unlimited time with the applicants, but always want to restrict allowable time for the residents' meetings. ~ Don Bristow (advisor)

TO: Chad Daines, Bayer Vella  
Town of Oro Valley Planning Department

FROM: Roslyn Nemke

RE: La Cholla Commons Amendments

DATE: November 10, 2014

I am a current resident of Oro Valley living at 11068 N. Divot Drive.

I ask you to not recommend the La Cholla- Naranja Boulevard amendments and leave the General Plan as is.

In 2005 except for an area at the Lambert-La Cholla intersection, the General Plan designated this area medium density residential. The developers claim that major changes have occurred that justify their amendments. I disagree.

Amendments should be based on significant change. In the 2005 Oro Valley General Plan, La Cholla Boulevard was designated as a major arterial. The RTA reconfirmed the designation as a major arterial in 2006. This proposed amendment should not be based on something that has not been altered. Even if the widening is considered to be New development, RTA expansion for La Cholla from Lambert to Tangerine is not scheduled to begin until 2021. Development of La Cholla Commons before and during the road improvements will be an extra burden to those living nearby.

Oro Valley is a desirable area in which to live, shop, and work, and I'm sure market demand has increased. But that doesn't mean that all parts of Oro Valley are equally suited for all purposes. Oracle and Tangerine Roads are better suited and have the infrastructure in place for apartments or townhomes, and especially for commercial development. The area under discussion and the nearby subdivisions (except for the Casas Church) is 100% single family housing. Before building a home in this area 18 years ago, we looked at the surrounding environment and information available at the town hall. We expected the area to grow and develop, but grow with additional single family homes. It seems that there is more concern for the owners, developers, and future residents than there is for current residents who are adversely impacted.

If townhomes are determined to be appropriate for this area, please add conditions so that the CC&Rs must be written to allow only a small percent of units be rental units. Owner-occupied units will better blend with the single family nature of the area. This is important for the same reason that the developer determined that apartments were not appropriate for this development.

It is optimistic to think that close commercial development will lead to residents walking and therefore reducing the travel on nearby roads, but what evidence is there to suggest that people will walk carrying packages...especially in the high temperatures of summer. If commercial needs to be included, offices

or low traffic business are preferable to grocery stores or other commercial that requires large parking lots and night lighting.

A Senior Living complex that includes assisted living and possibly skilled nursing care may be needed in Oro Valley as baby boomers age, but the increased traffic at the 7:00 a.m. and 3:00 p.m. shift changes will exacerbate the traffic problem with students going to or leaving the schools that are close to La Cholla Commons. Other Oro Valley locations do not have this added problem.

It seems that so many changes have been made since the original amendment that perhaps the developer has not done his due diligence. The changes have not been to accommodate the wishes/needs of nearby residents. If amendments to the General Plan are necessary, I ask that they be included in the next scheduled revision of the General Plan which can be voted up or down by Oro Valley residents.

I would like to thank the members and staff of the Planning and Zoning Committee for your service to Oro Valley. Keeping in mind the concerns of all interested parties and the community as a whole is a difficult and demanding position.

Sincerely,

Roslyn Nemke

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TO: Chad Daines, Bayer Vella  
Town of Oro Valley Planning Department

FROM: Robert and Diane Peters

RE: LaCholla General Plan Amendments

DATE: November 7, 2014

**Please include this letter in the P&Z Meeting of November 20<sup>th</sup> and the Town Council Meeting of December 10<sup>th</sup>.**

We didn't just move here because we wanted to live in the Southwest geographically. We also moved here because we wanted to "visually" live in the Southwest. We chose a property that gave us

mountain views, desert views, a lot of natural desert left in between each home, and an abundance of wildlife. We also chose a neighborhood with larger lot sizes (2-3 homes per acre) and no mass grading.

When we purchased our home, all of the undeveloped land surrounding us was zoned for rural low density residential with 3.3 acre sized lots. For example, the parcel at the end of our street (now known as Rancho del Cobre) was originally planned for only 9 homes. It was later rezoned to medium density residential and we currently have 68 homes going up and the land was mostly clear-cut. We have already seen a drastic reduction in the number of coyotes and bobcats that once frequented our property. We do not wish to see a repeat of this type of development all along LaCholla.

We may not own the land in question, but since the view is factored into the price of every home (it's called a "view premium") all of the people living in this area paid a premium for these views and as such, we collectively own the view! We paid for it...we should be allowed a huge say in what happens to it.

*"The landscape belongs to the person who looks at it." ~ Ralph Waldo Emerson*

A huge issue that came up during our 4-hour long meeting with Paul Oland and James Kai on November 3<sup>rd</sup> was the town's preference for clustering homes on one portion of the property in order to leave a lot of open space on another portion of the property. Oland explained that when the open space is factored in, the remaining built portion will look like a high density development because the homes will be clustered on the buildable NET portion of the property.

The Low Density Residential portion will have only 8,000-10,000 square foot lot sizes. From a visual standpoint, that is not low density by any stretch of the imagination. The Medium Density Residential portion will have only 6,000-9,000 square foot lot sizes. Neither of these is compatible with the existing properties on the western and southern portions of the property.

We believe that instead of turning the net acreage of the property into smaller lot sizes in order to accommodate the number of homes that *could have* been built if they were building on the entire property, the LDR and MDR lot sizes should remain the same and they should build less homes on the net acreage. The formula for clustering homes along the western and southern portion of the property does not work because VISUALLY, we will end up with high density housing adjacent to estate sized lots. Although technically, the land will still be considered LDR and MDR, visually, it will be high density. Visually is what we see. Visually is what counts.

Additionally, and we would say this about any developer, not just Paul Oland, there is something we would like the town staff and the town council to consider...and we suspect that they do not. Mr. Oland's fiduciary responsibility is to his boss (The WLB Group) and to the landowner (The Kai Family.) It is not to the town of Oro Valley nor to the residents who live in the area of the proposed development. If this project is approved, his boss is happy, he gets to keep his job and maybe he also gets a nice bonus. If he makes the property owner happy, that landowner will hire the WLB Group again when they have another parcel to develop.

Oland is a salesman first (as is any developer) and as such, much of their sales pitch and spin, while claiming to be beneficial to the town, is in reality, beneficial to them and the landowner.

During questions and answers, answers that are vague should not be allowed by Town staff. Your responsibility is to insist upon clarity. We don't always feel that you do that. When the applicant dodges a question by stating that that will be discussed during the rezoning phase, it needs to be pointed out to them that the rezoning criteria is different from a Major GPA criteria and requires only 4 votes on council. This is a MAJOR request that will greatly impact the residents in this area. Specifics must be given, clarity must be expected.

The lands along LaCholla are the last pieces of undisturbed natural desert in Oro Valley. We have an opportunity to make it something special. Let's not turn it into another homogenized neighborhood. As we previously stated in our position paper on opposition to apartments, submitted by *Citizen Advocates of the Oro Valley General Plan*, the town owes the homeowners in this area some allegiance to what we bought and what we have.

We realize that adjacent neighbors will take one perspective and the developer will have another. But residents views (both figuratively and literally) are as valid and legitimate as any other.

It comes down to a simple question. Why should the desires of one land owner supersede the desires of hundreds of property owners whose homes surround the property in question?

Respectfully submitted,

Robert and Diane Peters

11553 N Kelly Rae Place

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### **Our Conditions**

*~ Citizen Advocates of the Oro Valley General Plan ~*

Although our citizens group is **advocating for the current voter-approved General Plan** designations, we are aware that many proposals are passed with conditional approval. Therefore, we have prepared the following list of conditions for the staff to consider.

#### **General Plan Amendment Evaluation Criteria, Section 22.2.D.3, Adoption of Amendment**

*“The proposed change reflects market demand which leads to viability and general community acceptance.”*

**In order to achieve community acceptance, if these Major GPA's are approved, we strongly recommend that the following conditions be met:**

#### **RESIDENTIAL CONDITIONS**

*Population growth must be limited to meet the capacity of our schools and roads.*

No high density residential. There is already an area near the NE corner of LaCholla/Lambert that is hard-zoned for apartments.

One story single-family detached residential only.

Minimum lot size must exceed 15,000 square feet and no mass grading of those lots. General Plan 11.2.17

Minimum one-acre lots next to any existing housing on the west side of the property (not including the open space requirements, roads, buffer yards, and other setbacks).

To shield glare and other visual impacts, a guaranteed 200-foot undisturbed buffer next to current housing on the west side.

Scenic Corridor View Protection/General Plan 11.3.2. A 75-foot undisturbed buffer (beyond where the RTA widening project ends) to minimize view disruption for residents living on the east side of LaCholla. *We paid a premium for desert views and an asphalt road does not provide a natural buffer.* Also, the addition of an earthen berm 6-8 feet high where necessary with desert trees and shrubs to shield any other visual impacts. Trees must be given a deep watering on a weekly basis.

New residential uses to be adjacent to existing residential uses.

If townhouses are approved, condos similar to those at Carmel Point with 2-attached single story units with garages is preferable. No mass grading and minimum 50 feet of natural desert open space between each building/unit and no connecting walls.

If 2-story townhomes are approved, maximum of two-attached townhomes and maximum height limited to 24 feet. Minimum 25 feet natural desert open space between each townhouse and no connecting walls.

*The views, privacy, and peacefulness that we cherish must be protected. We believe that the proposed uses are inconsistent with the adjacent uses.*

Neighborhood Commercial/Office on the NW corner of LaCholla/Lambert only as is currently designated in the General Plan.

No supermarkets as this requires a large area of mass grading, a large asphalt parking lot, and high-intensity lighting.

No convenience stores, no alcohol or tobacco sales, no drug stores, gas stations, fast food, or drive-thru. All businesses close by 10 PM. A small restaurant (similar to Harvest), or bakery is acceptable. Offices for doctors, dentists, or physical therapy are acceptable.

Small commercial building footprints, similar in size to those on the SW corner of LaCanada/Naranja.

No multi-family residential.

Medium Density Residential, one-story single-family detached homes only on lots exceeding 15,000 square feet with no mass grading. General Plan 11.2.7

No senior care facilities since the demand, viability, and community acceptance has not been established. The Town Staff report of October 7<sup>th</sup> is in agreement with us. It states, *"The applicant has also not supplied any data supporting the senior care facility use. There are a number of senior care facilities currently under construction and/or in the planning process and the applicant has not demonstrated that a market exists for additional acreage designated for senior care uses."*

Minimal lighting and no 24-hour lighting to protect our Dark Skies.

**NEIGHBORHOOD COMMERCIAL/OFFICE AT LACHOLLA AND NARANJA (Northwest)**

*We strongly believe that this amendment request should be withdrawn or rejected for the following reasons:*

There is a complete service center a mile away at LaCanada/Lambert with a grocery store, two gas stations, hardware store, restaurants, hair salons, etc. Additionally, the NE corner of LaCholla/Lambert is already zoned for commercial and Mercado Manderina at the NE corner of Tangerine and LaCholla has already been approved for development of 2 drive thru restaurants, 1 drive thru pharmacy, 90,000 square feet of Senior Living, and additional commercial and office space. This area is saturated and there is no correlation in the General Plan amendment criteria that supports the need for more commercial at this time.

Should the Town Council approve this request despite our objections, our conditions are as follows:

No supermarkets as this requires a large area of mass grading, a large asphalt parking lot, and high-intensity lighting which will all combine to create a major intrusion on the views of the residential area directly across the street on the east side of LaCholla. General Plan 2.1.4.

No convenience stores, no alcohol or tobacco sales, no drug stores, gas stations, fast food, or drive-thru. All businesses close by 10 PM.

Small commercial building footprints, similar in size to those on the SW corner of LaCanada/Naranja.

Commercial buildings limited to a maximum height of 24 feet.

### **MISCELLANEOUS CONDITIONS**

Building of residential and/or commercial should not begin until *after* LaCholla road widening is completed between Overton and Tangerine.

An off-street bike path (similar to Lambert and Tangerine) with a connection to the other bike paths. Having it off the street is critical to safety, especially where we have a major roadway planned in the near future.

Great care must be taken to protect our Sonoran Desert views and our scenic drive into and out of town.  
General Plan 11.3

The Town of Oro Valley designates LaCholla Blvd. as a “scenic corridor.” View protection must be an essential part of this development. General Plan 11.3.1

Details must be provided of buffer widths and type of screening to be used. No small nursery trees that take years to replace the shade and wildlife habitat that will be lost due to grading.

No compromise on Environmentally Sensitive Lands Ordinance (ESLO) requirements.

Respectfully submitted,

Robert and Diane Peters, Chair

Jerry & Patricia Donegan

Frank and Carol Sapone

Don Burdick

Karen Stratman

Bill Gross

Jim Dixon

Bill & Cindy Senn

Jeff and Karen Carlson

Cameron Servick

Rick and Janna Hines

Mitch & Erin Entrican

Jim and Pat Krueger

Gary Meyers

Connie Inboden

Steve & Lois Roth

Betty Danker

Roslyn Nemke

Steve Kraft

Hello Bayer and Chad,

Our group met for four hours with Paul Oland and James Kai yesterday to discuss conditions. One thing that came up that we were not aware of was that when we asked for minimum lot sizes of greater than 15,000 square feet (so there would be no mass grading) and minimum lot sizes of one acre on the western portion of the property, Paul told us that this couldn't be done because the town prefers clustering of homes (which I believe is in the General Plan).

He said that in order to leave a lot of natural open space in other areas, the homes must be clustered together on smaller sized lots. He said the lot sizes would end up being 6,000-9,000 square feet even though the designation is MDR or LDR.

Is this correct? A medium or low density residential area can actually end up with lot sizes that small?

I knew that clustering was planned for the parcel at the SE corner of LaCholla and Lambert which is not part of this proposal and that it was being done due to the topography of the land with all the rolling hills. I wasn't aware that the topography was the same on these WLB proposals, so I'm not clear on why clustering is the preferred method for development here.

The residents of this area would prefer that the natural desert landscape be protected through the use of larger lot sizes rather than through the use of clustering all the homes in one area which involves mass grading of that area with homes built on postage stamp sized lots. Large lots is the plan for Saguaro Viejos at LaCholla and Glover. Why is this not the plan for the parcels between Naranja and Lambert?

Can you please advise?

Thank you.

Diane Peters

Citizen Advocates of the Oro Valley General Plan

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**From:** Rick Hines [<mailto:rhines1@msn.com>]

**Sent:** Thursday, October 30, 2014 7:51 AM

**To:** Gustav Paul Oland

**Cc:** Dean T Gehr; Ron Bliss; [jan@pandoratucson.com](mailto:jan@pandoratucson.com); [jannacarol@msn.com](mailto:jannacarol@msn.com); [jazzisfun@gmail.com](mailto:jazzisfun@gmail.com); Bill Adler; James M. Kai LEED AP ([james.kai@kaienterprises.com](mailto:james.kai@kaienterprises.com)); Diane Peters ([tucson\\_cowgirl@hotmail.com](mailto:tucson_cowgirl@hotmail.com))

**Subject:** Re: La Cholla and Lambert Application

Hi Paul, sorry it's taken so long to get back and thanks for returning my and Dean's emails.

A separate meeting isn't necessary. I (we) will be at the Nov 3rd meeting and we can discuss the issues below then. I know you're busy. We are part of the Diane Peters group and support the communities concerns. Note that most on my distribution live on or at Lambert. Obviously, they will prioritize issues somewhat differently. There are issues that are important to them.

As an example, the land designated as MD right on Lambert that you have mentioned below. This is a show stopper for us. It doesn't fit. We all know that once open space is factored in, this will look like a high density development. Doesn't fit.

Another concern, and this is universal, you have areas in the development, most internal to the site, that are flex or wildcat or..... but they are categorized HD and not defined. There needs more definition. This area is where I suggested high end town-homes. And conditions to ensure that is what go there. A CarmelPoint at Canada Hills is what I envisioned. Spacious and well planned. At least we, the community would know what the developer has proposed. As I've mentioned in other emails to the community. Under your current plan, a developer could put in a motor home park now. We don't know.

I know you are planning to resubmit your application shortly. These changes can be made by WLB now, in their plan. I also realize that these issues can be addressed with conditions on the property. Why wait.

However, if this application is approved, I believe it is our obligation to get the best, highest quality development we can. Get top notch commercial, if that is in the plan. And guarantees. I'm hoping that this is what we all want. This is a large area. If the development is something that the community desires to live next to, an area the town can be proud of and something the developers can point to as an example of what they can do to enhance communities and their value, we all win.

Personally, I'm hoping as many of us come together so we can support a development, assuming that WLB supports the required burden stipulated by the GP.

By the way, I had a difficult time with the pics you enclosed.

These are just my thoughts. See you next week. Best regards, Rick

Sent from my iPad

From: [rhines1@msn.com](mailto:rhines1@msn.com)

To: [bvella@orovalleyaz.gov](mailto:bvella@orovalleyaz.gov)

CC: [stfatha@aol.com](mailto:stfatha@aol.com); [dtgehr@raytheon.com](mailto:dtgehr@raytheon.com); [jazzisfun@gmail.com](mailto:jazzisfun@gmail.com); [jannacarol@msn.com](mailto:jannacarol@msn.com)

Subject: La Cholla and Lambert Application

Date: Thu, 23 Oct 2014 20:43:13 +0000

Dear Bayer,

After the last neighborhood meeting, I thought I would pass on my thoughts to the town staff. Although I don't believe the "required" clause of the GPA can be met by WSL (widening a road from 2 to 4 lanes is hardly a reason and certainly does not substantiate a requirement to change and build 600-1000 more homes on top of the 300 plus already planned); however, I'm assuming that this development will precede forward because there is a lot of \$\$ at stake for the town and developer. Thus the need, not the "required" obligation.

In any case, I'm concerned with the process as are most of my neighbors. I'm referencing neighborhood meetings in particular and the process afterwards. They are near pointless. Many questions and concerns are discussed with no answers and no development change. I'm assuming that the P&Z meeting will proceed per the current WSL proposal. All the questions, the concerns of the community, etc., mentioned at the last meeting remain in place. No change, no answers to the community concerns. I'm sure the Planning Response will mention some of them, maybe recommend some.

Bayer, I know this is not a Planning Department undertaking, yet as a resident of this town, I'm lost in this process. A logical person would think that the neighborhood meetings would or could be used as a mitigation tool. Maybe a means to get the community and developer together via separate smaller meetings. I think that's the intent, I just don't think it happens. Maybe a representative group of locals and the developer to resolve any open issues prior to the P&Z.

Instead, WSL is trying to mitigate the issues by making a big "concession" and leaving all else basically unchanged. That's their shtick. To be frank, since the very start of the first neighborhood meeting forward, Mr Oland knew that apartments did not belong here, knew OV was building a massive amount on Oracle and the local community would not accept them. He knew that. But as a chip to show how compassionate the builder is, he tossed them out. That was always the plan to get the remainder of the application accepted. I believe that. He's now made "concessions". The act he put on the other night on how disappointed he was that the community didn't embrace him was pure theater.

In any case, I don't think that's going to work. I'm sure the P&Z will get an earful on Nov 3. Mostly, from angry homeowners. It didn't have to be that way. It may not be to current protocol, but it would be nice to have some of the local community in support of the application. As it is, I don't think there will be any. Many will stand firm on the lack of WSL to support their "required" obligation.

With that said,

Here are the primary issues I and my immediate neighbors took out of this last neighbor meeting should this development proceed (this is not the Peter's group, but the people in the Chaparral Heights area).

**1) The Roads, drainage, environmental and water issues will be resolved. These are engineering issues and can be addressed adequately.**

**2) However, with over 300 more homes currently planned for the NW and this development adding 2x-3x more residential housing, a plan by the Amphi School district needs to be submitted that addresses the increased population. We cannot ruin the great schools we have here by overcrowding and lack of planning. Putting a bond issue on the ballot is not an option. Not one more home should be built anywhere in the NW until this is addressed.**

**3) No senior living. These are merely more apartment like dwellings. OV has plenty of senior living.**

**4) Townhomes only if luxury, spacious single story with no more than 2 adjacent.**

**5) Consistency with existing homes in the surrounding areas. That means the plots adjacent to Lambert Lane should be revised to Low density, single story to be consistent with the other properties along the south of Lambert. This was a question asked during the Neighborhood meeting and I later discussed with Mr Oland and WSL management. They listened and shook their heads. I don't know what that means.**

**6) The buffer areas and setbacks should be addressed to minimize impact to views. Maybe added grading.**

**7) A condition that ensures quality commercial development will go in at the La Cholla corners.**

If these were addressed, I know I for one would be in support. I truly believe that we could convince others that this is the best development for this area. As mentioned, I agree with many in attendance that WSL cannot come close to supporting their "required" obligation, but it would be nice if several in the community would be in support of the "need" for change. I don't think any will now.

My best to you,

Rick Hines

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TO: Bayer Vella, Chad Daines, Paul Oland

FROM: Citizen Advocates of the Oro Valley General Plan

DATE: October 20, 2014

RE: Thoughts on Townhouses ~ Neighborhood Meeting

Please include the attached document in tonight's Neighborhood Meeting.

During a phone conversation I had with Mr. Oland last week, he informed me that they were thinking of revising the proposal from apartments to townhouses and he asked me if the residents in this area would be agreeable to that change. I surveyed the members of our citizens group over the weekend.

Attached are the responses I received from the group.

Additionally, two members stated that they would only agree to townhomes if there were a 75 foot natural desert buffer shielding the view of the townhomes from the other residents in the area. They would also want not more than 2-3 connected townhomes in each section (rather than 6-10 townhomes in a row) and they would want a lot of natural open space in between each section of townhouses.

The thinking in this regard was that if there are 6-10 connected townhomes in a row, this would still have the appearance of an apartment building with a large footprint.

Respectfully,  
Diane Peters, Chairperson  
Citizen Advocates of the Oro Valley General Plan

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### **Why we oppose Townhouses / Condos**

*~Citizen Advocates of the Oro Valley General Plan~*

(1) Paul Oland stated that, "there is as much demand for townhomes as there is for apartments." However, at a Neighborhood Meeting a few months ago when he was pitching Saguaro Viejos (one-story single family residential at LaCholla and Glover) he stated that there was a demand for single family residential as evidenced by the fact that "Rancho de Plata and Rancho del Cobre are selling out faster than expected."

What we've seen is that when they want to build SFR, we're told that SFR is in demand. When they want to build apartments, we're told that apartments are in demand. Now they want to build townhomes and we're told that townhomes are in demand. We're now skeptical of the reasoning behind the sales pitch.

(2) Per the current U.S. Census, 55 years of age and older is the fastest growing segment in Oro Valley. Most people in this age group prefer one-story homes. As such, how can 2-story homes meet market demand?

(3) Multi-connected townhomes are still considered high-density. We have previously stated that we do not want any high-density housing sandwiched between medium density and rural low density.

(4) During the peak of the last housing demand, apartment complexes were upgraded and marketed as condos. When the housing market weakened, they were again marketed as rental units. Boulder Canyon is an example of an Oro Valley complex that went through this cycle. What guarantee do we have that these townhomes won't become rental units during the next housing downturn?

(5) The building of a high-density development will strengthen their position that more commercial development will be needed/wanted later because those residents will want shopping within walking distance to their homes. We do not want any development along LaCholla that will necessitate more commercial later. We wish to keep the low to medium density character of our neighborhood.

(6) Mr. Oland often refers to LaCanada as the model for what LaCholla will look like once the road is widened by the RTA. Using **LaCanada** as a model, the apartments on LaCanada are surrounded by medium density and commercial. Conversely, the land nearby the proposed apartments or townhomes on **LaCholla** includes low density residential and rural low density residential. Therefore, LaCanada and LaCholla are not the same.

Again, using LaCanada as the model, Carmel Point has duplex type condos, they're one-story, gated, upscale, and have space between the units. Why are they not considering this type of development if LaCanada is the model?

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### **Why We Oppose Apartments**

*~ Citizen Advocates of the Oro Valley General Plan ~*

At the October 7<sup>th</sup> P&Z Hearing, the applicant (Paul Oland) of the WLB Group stated: "There's a stigma that surrounds apartments that I've never understood." He asked, "What do apartments do to Oro Valley that is objectionable?" Below is our response.

**Allegiance to current residents:** We moved here to be surrounded by the peaceful desert landscape and to enjoy the wildlife, quiet nights, and dark skies. If we wanted to be surrounded by apartment buildings and parking lots, that's what we would have purchased. The land all around us was zoned for rural low density 3.3 acre lots, meaning that even after it was developed, we would still have our residential neighborhood with large lots and unobstructed desert views. Our lifestyle and everything we cherish about this area would not change. It's a stress reliever just to drive through the desert and mountain scenery on LaCholla, Naranja or Lambert after a long day of work.

We believe that the land owner, the developer, and the town all owe us some allegiance to what we have and what we bought. We don't believe that the desires of one landowner should supersede the desires of dozens of homeowners whose properties surround the property in question. This is OUR home and OUR neighborhood after all. We live here. They don't.

**Vested Interest in the Property:** Renters do not have a vested interest in the property. In general, they do not take as good care of it as someone who owns their home. Because of high turn-over, apartments are in need of constant maintenance and become unsightly more rapidly. Owners of apartment buildings are notorious for ignoring the required upkeep not only of the interior of the

**building, but also the exterior. As the apartment buildings deteriorate, so does the neighborhood and our property values.**

**Vested Interest in the Town:** Renters also do not have a vested interest in the town. As such, they don't bother to get involved in town politics and development issues. It's easier for new developments to get approval when few people are paying attention and speaking up. We need to attract people who will be here for the long-term, who will care about the town and cherish their surroundings as we do.

**Crime:** Crime statistics are generated based on the population of an area. More people means more crime (and more police needed). Apartment dwellers are transient in nature and therefore less likely to get involved in neighborhood watch programs or other crime prevention efforts.

**Demographics:** The applicant said that we didn't need to worry about crime because these apartments would be taken by temporary white collar workers from Ventana Medical who don't wish to purchase a home since they'll be employed here only temporarily. Aren't there about 700 apartments being built along Oracle Road now? We haven't been told the exact number of Ventana transitional/contract personnel requiring apartments nor what their specifications are for high-end apartments.

The applicant has offered no proof of the Ventana Medical claim. No letters of interest from VM were provided in the applicant's proposal. A Public Records Request with the Town revealed that no letters requesting apartments were submitted by VM. With nothing in writing from Ventana Medical, what GUARANTEE do we have that all of these apartments will be taken by their white collar professional employees?

Additionally, the nature of tenants runs a wider range of age, occupation and education, which is inconsistent with surrounding neighborhoods.

**Wrong Location:** Ventana Medical is on the other side of town. If these apartments are for them, shouldn't they be closer to their workplace? A bike path can be included so they can walk or bicycle to work. There are already restaurants, shopping, a movie theater, and a playhouse in that area for them as well. Everything they need or want would be close by.

**Saturation:** There is an abundance of new apartments on Oracle Road that are in a very convenient location for all of the short-term Ventana Medical employees and others who choose to rent instead of own (eg. San Dorado at First and Oracle, Steam Pump Village at Steam Pump Way and Oracle, and El Corredor at Linda Vista and Oracle.)

**Views / Character of Neighborhood:** Most apartment buildings are two-story and would impede our mountain and desert views. Since the view is factored into the price of every home, the residents in this area paid a premium for those views. Apartments add visual density which is out of character with our single-family residential neighborhood.

**Transitioning:** Although the General Plan talks about transitioning from Low Density uses to Higher Density uses, we do not believe the property has the SPACE to make this an effective transition. Whether we have a 50 foot or 150 foot natural open space buffer, we will still be living next to high density housing.

**High Density:** Apartments are high density housing. Sandwiching high density residential in between upscale medium density residential and rural and low density residential is not sound planning.

**Schools:** School boundaries shift based on enrollment numbers. Apartments would increase school enrollment by a factor much greater than that of single family homes. Taxpayers will have to foot the bill for new schools.

Some people bought homes in our area specifically so their children could attend Wilson K-8. Their children could now be forced to enroll in a different Amphi school if Wilson enrollment is maxed out due to the number of new students from the apartments.

**Higher Temps, Air Pollution, Noise, Light Pollution:** There would be a large paved area for parking. Whenever the natural desert landscape is replaced with more buildings and asphalt, the hotter the temperatures become. More vehicles means more air pollution and more traffic at all hours. There would be light pollution from the outdoor lights, parking lot lights, and from all the windows. There will be more roadside trash. There will be more noise in general, especially if the apartment complex includes a swimming pool/Jacuzzi.

**Traffic:** Multi-unit apartments will increase traffic many more times than traffic from single family homes. We're told by the town that traffic won't be a problem once LaCholla is widened but the applicant stated that they plan to begin development BEFORE the widening of LaCholla is complete. This is a single-family residential neighborhood. Whether we have 20,000 cars per day traveling down a 2-lane road or 20,000 cars per day traveling down a 4-lane road, we would still have 20,000 cars per day driving through our neighborhood.

Engineers believe that all that matters is that with more lanes, the traffic moves along at a better pace with less backups and congestion, but that's not the only issue. We'd still be dealing with more traffic NOISE, more AIR-POLLUTION, hotter temperatures, more road hazards for wildlife and a more dangerous situation for all the school children who have to cross LaCholla twice per day.

Traffic figures from 2013 comparing LaCanada to LaCholla reveal that:

**Between Lambert and Naranja** there are approx. three times the amount of vehicles on LaCanada vs. LaCholla (21,100 vs. 7,366)

**Between Naranja and Tangerine**, there are approx. 1.5 times the amount of vehicles on LaCanada vs. LaCholla (13,194 vs. 8,723).

After LaCholla is widened, assuming approx. half the motorists switch from LaCanada to LaCholla (*heading to Foothills Mall, LaCholla Corporate Center, medical facilities at LaCholla and Orange Grove, and all points west of LaCholla*) we could have an additional 10,000 cars per day in this area of LaCholla on top of the 7,000-9,000 that we have already. Apartments and commercial development will only add to those figures.

Considering that General Plan Policy 1.4.7 states that “the town shall ensure that increased densities approved for high density residential projects are based on reducing the negative impacts on adjacent lower density residential projects...”

It bears noting that apartments that would have an exit onto Lambert will increase traffic on rural low density Shannon Road because with the traffic backups on LaCholla every day during the morning rush hour, it will be easier for students to make three right hand turns to get to IRHS (right turns on Lambert, Shannon, and Naranja) than to make three left hand turns (left turns on Lambert, LaCholla, and Naranja). The same would be true for apartments with an exit on the west side of LaCholla.

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I'd like to summarize what I feel can gain community acceptance.

In the commercial section restaurants, no take out or drive through, for early morning coffee, light breakfast, and a restaurant that is fine dining and some light entertainment. Bank with ATM, dry cleaner, interior decorator, household accessories, bike sales & repair, Electronics,-computer repairs. Can include medical offices, professional offices include attorney, real estate., printing stationary, business cards, invitations.

The residential areas, limit to one acre lots closest to the boundaries of the large lot home owners, no two stories near the western boundary, If there is a need for smaller lots interior to the property, create a community of town homes or Loft homes with a unique live - work at home floor plan.

LaCholla is designated in the General Plan as a Scenic Corridor, and should be treated similarly with greater setbacks from the road and with heavier landscaping.

I believe that if the development supports this arrangement or something close to it the Community acceptance will come along with it.

Considerable work must be put into the buffer between the west and balanced with the west of the property to provide distance, and an earthen berm of nearly 8' high with a three foot stone wall on top with colorful plants and trees might obscure visual impacts as well as audible and block visual impacts, This is to separate one life style on larger lots from the life style in the newer section on smaller lots. I think the combination of large lots adjacent to the western border with larger single story homes on smaller lots will give each their own opportunity to create a suitable life style privately with in each neighborhood.

Buffering on the property lines must feature a 8' earthen berm with a three foot stone wall on top, and desert plantings throughout. To create an attractive screen that is easy to look at but also obscures the glare from headlights, noise from vendor making deliveries, and kids playing in the streets. Its large enough to screen visual buildings that may be a design very different from the homeowners next door These are special area policies that I can see being applied to the development ,, and being accepted by the neighborhood,

If the developer feels that there is a good prospect for assisted living - not independent- that could be considered more of the center of the property, Assisted living is where the greater need is. Splendido is jammed in their department and LaPosada plans four levels of assisted living to handle the market as they see it. Assisted Living is a more care intensive service, but the margin is far larger.

Bill

Hi Bayer,

Attached below is a summary of the ideas and thoughts exchanged by the local community surrounding the LaCholla Commons area (the prior emails regarding the discussion are attached for reference only). This was sent to me by Karen Stratman today. Karen is heavily involved with the local neighbors in our area but did not attend the meeting with WLB. However, I think it is a good place for me to start in addressing the issues discussed with WLB last Monday afternoon since all of these issues were discussed in detail with WLB. I have commented on Karen's input in **blue reflecting what I believe came out of the Monday meeting**. I'm sure Diane Peter's has more which I'm sure she will submit ASAP. Hopefully, through WLB's revised application, your recommendations and added conditions placed on this development, the

Please note that there are a substantial number of residents who still believe that there is no justification/proof that the GP should be changed. **However, I realize that the GP change issue is very subjective to the reviewer. Some chose not to attend Tuesday because discussing application change and conditions are not required. In any case, should this proceed through our Planning Department, P&Z and council, these are issues and concerns that the community shares and hopefully get mitigated with hope that you will incorporate into the Planning response and recommendations. I believe that much of the local community is hoping that what was discussed Tuesday becomes part of WLB revised application and conditions placed on the property.**

**I believe that Paul Oland has been down to see you and some of us would also like to stop by and meet with you and staff to discuss the results of our meeting. If you need to discuss further, there are several of us who would be available.**

Best Regards,  
Rick Hines  
520-869-5878

LaCholla Commons  
General Plan Criteria  
**Karen Stratman**

The subject property is located in an area that has seen moderate growth and development over the last few years following the General Plan Guidelines without exception.

These are the existing conditions for the Western boundary to Oro Valley. Not only is this the Western boundary for Oro Valley but it is the Amphi School Boundary for Ironwood High School and the town limits.

- La Cholla is the “Gateway” to 3 Schools. This unique stretch of Roadway is the carrier for nearly 4000 of the most precious of commodities, the Children of Oro Valley.

**This was discussed in detail with both Paul Oland and James Kai. They fully understand that the current infrastructure will not accommodate more enrollment without substantial harm to the quality of these schools. Currently, Amphi has no plan to build and even if they did, it would take years, land and roadways. Our schools are one of the jewels of Oro Valley. I don't think we can sacrifice that just to build more homes. WLB mentioned that they are in discussions with Amphi and will advise.**

- Nearly 4000 Children are brought to LaCholla to enter either Wilson K-8 on Glover or Ironwood Ridge High School on Naranja. **Also discussed and understood in our meeting. Lambert has not been discussed much, but high schoolers use this road to avoid traffic on Naranja everyday by going this "back way". It is congested at the start and end of each day. The back-up on some mornings is sometimes 30-40 cars deep. Furthermore, this development will add substantial traffic as a outlet for the internal development. As far as anyone knows, there is no plan to widen Lambert. WLB acknowledged these issues and would address. Maybe in LDR housing, no senior care.....to minimize traffic on this road.**
- Additional children attend school at Casas Adobes Church, also entered off La Cholla with an additional entrance on Lambert Lane. **See above.**
- Commercial Zoned Land of 27 acres at Tangerine Road and LaCholla on the NE corner for 2 drive thru restaurants, Senior Living, Drive Thru pharmacy, and additional Commercial uses. **This could be the single most troubling issue for the community as a whole. Many are opposed to any commercial development as it is currently out of character for the immediate area. There is neighborhood commercial retail within a mile in most directions and Tangerine and La Cholla will also be developed in the future. If developed, there are deep concerns about what will be built on Lambert and La Cholla and Naranja and La Cholla. It doesn't seem appropriate on a High School main outlet (Naranja) to allow certain kinds of retail. WLB mentioned they would look at this and address our concerns. Diane Peter's conditions address some of the conditions that might be appropriate.**
- Commercial Zoned Land of approximately 8 acres on the NE corner of La Cholla and Lambert.
- Commercial Designated Land of approximately 11 acres on the NE corner of La Cholla and Lambert.
- Commercial Designated Land on the SE corner of LaCholla and Tangerine
- Commercial Designated Land on the SW corner of LaCholla and Tangerine
- The remaining area is dedicated to Single Family Detached Residential Homes on 3.3 acre lots. Rural Low Density Single Family Detached Residential.
- Homes on the North side of Naranja are ? Single Family Detached residential development zoned. ???

The Oro Valley Zoning Code states that “the disposition of the General Plan amendment proposed shall be based on consistence with the vision, goals and policies of the General Plan, with special emphasis on the following criteria. The applicant for the amendment has the burden of presenting facts and other materials to address these criteria.”

- 1. The propose change is necessary because conditions in the community have changed to the extent that the plan requires amendment or modification. This was discussed at lengths with WLB.**

There is no documentation or information provided that supports the proposed increased in market demand beyond that which is supported by the current General Plan. In fact the current General Plan will accommodate the Pima Association of Government (PAG) historical trends in housing and land use anticipated to the year 2040

(See Criteria 3. TAZ 621 508 homes) of the WLB amendment.

Regardless of how market demand may be calculated, community acceptance requires specifics of protection of life style, privacy(2.1.4).

This is a condition to approval now; not later. Details of Land Uses along with details such as buffer widths and type of screening, for example need to be detailed now.

#### CONDITIONS OF APPROVAL.

No retirement facility or apartments. **We believe that WLB understands that this is currently a poor fit for this area and the town has ample facilities now. WLB will address in their application.**

One acre or larger residential lots (LDR-1) over any residential area. **This was heavily discussed with WLB and they understand that there are several issues associated with building more densely packed homes**

**1) population increase in the area and schools.**

**2) the surrounding areas (west border and along Lambert) would be inconsistent with surrounding residential. West border are all homes on large lots an**

**S/Lambert is all larger homes on larger lots, one story only. Anything put along these borders should be consistent with what is there. WLB understood this and**

**I believe WLB was receptive to a LD designation with consistent setback along the these borders (200'-same as currently fixed to the west border).**

**3) Even with the LDR designation (MDR 6000-8000), WLB reminded all attendees that, due to "clustering" and the open space requirement, lot sizes in the LDR areas would be around 10,000 Sq. Ft. The attendees were very surprised. The conditions discussed by the community was to have all housing be single story and have**

**a minimum 15000 Sq Ft net lot. WLB's counter argument was that the Canada Hills are MDR and therefore, this development should be the same.**

**WLB was reminded that all other perimeter sides are very Low Density (every lot was larger than 1000 Sq Ft). That should remain throughout (remains "consistent" with the area).**

No retail uses other than breakfast/luncheon restaurant. (no drive-thru, fast food or takeout). Exercise facility, bank, medical services. Professional offices limited to real estate, legal, accounting, insurance, home accessories. **Again, commercial which was heavily discussed and a primary community concern.**

New residential uses to be adjacent to existing residential uses. No two story construction adjacent to La Cholla, Lambert or buffer area. Height limit of 24' on all development.

**The recommendation by the community, to protect views, was to build one story surrounding the property whenever adjacent to the four main roads. WLB certainly accepted the limitation on the West side and Lambert but paused on La Cholla and Naranja. They said they would think about it. It was discussed that if any 2 story built, limit it to the internal part of the property next to Casas Adobes.**

### **General Plan Vision**

To be a well planned community that uses its resources to balance the needs of today against the potential impacts to future generations. Oro Valley's lifestyle is defined by the highest standard of environmental integrity, education, infrastructure, services and public safety. It is a community of people working together to create the Town's future with a government that is responsive to residents and ensures the long-term financial stability of the town.

**Policy 1.2.1 The Town shall encourage the location of residential neighborhoods close to activity centers compatible with residential uses, and visa versa.**

**Policy 1.3.6 The Town shall encourage new developments to incorporate accommodations for non-motorized travel in their design.**

#### **Policy 1.4.2**

**The Town shall continue to ensue that zoning near natural open space, parks, washes, trails, trailheads, schools, recreation areas, Tortollita Mountain Park, Catalina State Parks and Pusch Ridge Wilderness provides adequate buffers and compatible uses.**

**These ideas were all discussed with WLB. All agreed that this should be the responsibility of the community, town.....and developer.**

**From:** Don and Val Edwards [<mailto:donvalwards@comcast.net>]

**Sent:** Friday, November 14, 2014 12:14 PM

**To:** Hiremath, Satish; Burns, Brendan; Waters, Lou; Garner, William; Hornat, Joe; Snider, Mary; Zinkin, Mike; Vella, Bayer

**Subject:** Oro Valley La Cholla & Lambert Residential Densification Initiative

Town Council of the Town of Oro Valley,

I have reviewed the requested changes to the General Plan for the area of La Cholla Boulevard and Lambert Lane. I have also seen some of the comments for and against this proposed change.

I am against this change. The impact on this community would be devastating and irreversible in my opinion. I believe the Oro Valley we know and love would become something quite different than that envisioned (and enjoyed) by most of the residents.

Thank you for your consideration,

Don Edwards  
11060 N Divot Drive

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----- Original Message -----

From : Karen Stratman

Subject : PZ Commission Staff report

Bayer Vella,

**Criteria for Community Acceptance has not been met for the Proposed Major General Plan Amendment.**

Many of the items discussed by the Citizens of Oro Valley have been left out of the staff report and application including limiting the uses in Commercial areas to no drive thru, no liquor or tobacco sales, no grocery and no fast food, height limits over all limited to 24 feet and reducing the Senior Care to Duplex ( 2 attached maximum)type configurations.

One item that is obviously **not Acceptable** is in the Staff report.

The staff report trumpets the final application (without apartments) as reducing the proposed density when the opposite is true. When apartments were on the table the maximum dwelling units proposed was 753 , now it is 778.

Does this maximum dwelling units include the Senior Care? This use was only addressed by the citizens to be a duplex type, not 12 units per acre. This was part of the overall conditions that were found acceptable. Many items have been left out that relate to specifics of the proposed Master Plan and are key to the project from the Citizens perspective.

Without these conditions there is **no Community Acceptance.**

**Please include my email/letter in packet to staff.**

Concerned Oro Valley Citizen  
Karen Stratman

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**From:** [stfatha@aol.com](mailto:stfatha@aol.com) [<mailto:stfatha@aol.com>]

**Sent:** Saturday, November 08, 2014 12:52 PM

**To:** [tucson\\_cowgirl@hotmail.com](mailto:tucson_cowgirl@hotmail.com); [badanker@mac.com](mailto:badanker@mac.com); [bcsenn@aol.com](mailto:bcsenn@aol.com); [bgross236@comcast.net](mailto:bgross236@comcast.net); [clservick@icloud.com](mailto:clservick@icloud.com); [saponecarol@yahoo.com](mailto:saponecarol@yahoo.com); [cinboden@aol.com](mailto:cinboden@aol.com); [edburdick@msn.com](mailto:edburdick@msn.com); [entricanswest@aol.com](mailto:entricanswest@aol.com); [fsapone@yahoo.com](mailto:fsapone@yahoo.com); [meyersg@attg.net](mailto:meyersg@attg.net); [jscarlson1@comcast.net](mailto:jscarlson1@comcast.net); [jimnpat@comcast.net](mailto:jimnpat@comcast.net); [nv5765@msn.com](mailto:nv5765@msn.com); [jazzisfun@gmail.com](mailto:jazzisfun@gmail.com); [roznemke@comcast.net](mailto:roznemke@comcast.net); [skraft3625@yahoo.com](mailto:skraft3625@yahoo.com); [smwr53@yahoo.com](mailto:smwr53@yahoo.com)

**Cc:** [donbristow@hotmail.com](mailto:donbristow@hotmail.com); [jannacarol@msn.com](mailto:jannacarol@msn.com); [blissak@gci.net](mailto:blissak@gci.net); Hynd, Jessica

**Subject:** Re: Meeting with Mr. Oland

Well, there is another way to analyze this than the response from Ms. Hynd. The applicant is requesting Master Planned Community, which "may" include various uses and densities. *That* is what is determined at a re zoning. Right now, approval of a General Plan Amendment is based upon consistency with code criteria. That is it.

What neighbors are offering are conditions in exchange for approval of the General Plan Amendment. One condition may be consistency with what achieves Community Acceptance, minimal disruption of surrounding property values, and that condition might be one acre lots adjacent to the western and southern boundaries. The one acre lots would apply, per this condition, on the space available after Environmentally Sensitive Land is set aside.

Bill Adler

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**From:** Ann Iselin [<mailto:nilesi@me.com>]

**Sent:** Sunday, November 16, 2014 1:01 PM

**To:** Hiremath, Satish

**Subject:** LaCholla development

The application should be denied as unsupported. I disagree that the proposed changes to the application have met our concerns of the neighbors with whom we are in contact. If this should be agreed upon by the board I will be among the hundreds of neighbors who have gathered to vote all out of office, even if they are in separate years.

Sincerely,

Ann G. Iselin

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**From:** anil srivastava [<mailto:dranilsrivastava@yahoo.com>]

**Sent:** Sunday, November 16, 2014 8:32 PM

**To:** Hiremath, Satish; Burns, Brendan; Waters, Lou; Garner, William; Hornat, Joe; Snider, Mary; Zinkin, Mike; Vella, Bayer

**Subject:** Proposed Major Amendment to the 2005 land use plan (approved by voters and Council) on the land to the northwest of La Cholla and Lambert from between 124 - 319 dwellings to 778 dwellings.

We have reviewed the amended application and the Staff recommendation. The application should be denied as unsupported. We disagree that the proposed changes to the application have met our concerns or the concerns of the neighbors with whom we are in contact.

Anil & Tanuja  
1915 W. Canada Hills Dr  
Oro Valley, AZ 85737

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**From:** [srsgraphics@comcast.net](mailto:srsgraphics@comcast.net) [<mailto:srsgraphics@comcast.net>]

**Sent:** Saturday, November 15, 2014 5:37 PM

**To:** Hiremath, Satish; Burns, Brendan; Waters, Lou; Garner, William; Hornat, Joe; Snider, Mary; Zinkin, Mike; Vella, Bayer

**Subject:** Rezoning issue

Mr. Mayor and honorable council members,

Although we are unable to attend the meeting on the above subject, please be advised that rezoning of the La Cholla/Lambert area would adversely affect the environment, quality of life in Canada Hills, the local schools and infrastructure of the area. Please, PLEASE do not pass this rezoning. Oro Valley is growing--FAST--too fast--with the additional high volume building on Oracle and more houses on La Cholla. Do not ruin the idyllic nature of our beautiful desert areas as well as the peaceful nature of our area with overcrowding, traffic and noise. Its time to say ENOUGH.

Susan and Rodger Scheuing

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**From:** [iacinc@comcast.net](mailto:iacinc@comcast.net) [<mailto:iacinc@comcast.net>]

**Sent:** Sunday, November 16, 2014 10:47 AM

**To:** Vella, Bayer

**Subject:** recommendation

*We have reviewed the amended application and the Staff recommendation. The application should be denied as unsupported. We disagree that the proposed changes to the application have met our concerns or the concerns of the neighbors with whom we are in contact.*

*Thank you for you time*

*Bruce & Brenda Richards  
1496 W Carmel Pointe Drive  
Oro Valley*

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RONALD L. BLISS  
BARBARA E. HOTH

10336 N. Wild Creek Dr.  
Oro Valley AZ, 85742  
(907) 244-6161

November 13, 2014

Chad Daines, AICP  
Principal Planner  
Town of Oro Valley  
11000 N. La Canada Dr  
Oro Valley, AZ 85737

Re: Proposed La Cholla Blvd. and Naranja Dr. Major General Plan Amendments

Dear Mr. Daines,

We live on the South side of Lambert in Chaparral Heights Subdivision and are writing in opposition to the proposed General Plan Amendment. In brief our reasons are:

1. The existing General Plan is sensible, well considered, and approved by both voters and the Council. It is intended to be difficult to amend. People rely upon it. There is plainly no adequate legal basis for this proposed amendment. Nothing prohibits the property owner from developing the property under the existing General Plan.
2. The proposed amendments have a single purpose, to increase the value of the applicant's landholdings which they openly admit they intend to sell to other developers. Their stake is in the dollars, not in the neighborhood. The opposition has been overwhelming because the effect is to diminish the value and enjoyment of adjacent properties. This loss of value, and diminished enjoyment of life in this community would be fundamentally unfair to existing neighbors.
3. The processing of this proposal has been seen by many, including us, as manifestly unfair and appears clearly to violate the law.

**1. The Minimum Requirements for Major Plan Amendment are Missing**

The Oro Valley Zoning Code Revised 22.2 (D)(3)(d) requires the applicant for the amendment to meet "the burden of presenting facts and other materials to support" four specific criteria in writing, "prior to any public hearings." Those four are:

- a. The proposed change is **necessary because conditions in the community have changed** to the extent that the plan requires amendment or modification; and

- b. The proposed change is **sustainable** by contributing to the socio-economic betterment of the community, **while achieving community and environmental compatibility**; and
- c. The proposed change **reflects market demand which leads to viability and general community acceptance**; and
- d. The amendment **will not adversely impact the community as a whole, or a portion of the community**, without an acceptable means of mitigating these impacts through the subsequent zoning and development processes.

**a. The Proposed Change is Not Necessary.**

The applicant advances four arguments. The first is that LaCholla will be widened in the future, and projected traffic increase will "increase the viability and accessibility of the site, creating demand for a variety of uses along its route." This argument has no place here, demand is a separate requirement under the third prong. This prong requires a showing that "conditions in the community **have changed** to the extent that the **plan requires amendment**." Projected future growth of traffic does not meet the requirement that conditions **have** changed. Nor does it reasonably show the plan requires amendment. All hypothetical future traffic could easily exist compatibly with the existing General Plan, which already allows development of the land, just not at the densities most lucrative to the applicant.

The second argument is that Oro Valley is popular, and growing, and the proposed development would be compatible with the live/work/play community style which is popular today. Nothing about this argument even superficially supports the applicant's burden of showing that an existing change in the community requires a major amendment to the General Plan.

The third argument is that an "in-depth market analysis" demonstrates a "changing market." Again, market demand is a separate burden for the applicant and is not relevant here. Certainly the market analysis provided, which is undated, unsigned, and of unknown credibility, does nothing to show that an existing change in the community requires a major amendment to the General Plan. If this property were developed under the existing General Plan the projected excess housing demand would go to another site.

The fourth argument is that the new market study indicates the proposed land use is viable. We accept the applicant must believe that, or it would not be seeking higher density development. Viability does not prove the proposed amendment is necessary as the code requires. If it did, then every increase in demand would require a Town to re-subdivide and develop to the maximum possible density. That is manifestly not what the Code envisions.

**c. The Evidence of Market Demand is Dubious and Community Acceptance is Entirely Absent**

Whatever may be said about the evidence of market demand, the community acceptance does not exist. Staff made clear at the final neighborhood meeting that the message of community disapproval was heard loud and clear and should not be further voiced.

The Code requires the applicant to prove the proposed change **reflects market demand**, as a foundation for viability and acceptance. The purpose is to protect the community from the possibility of a permanently blighted area-built, but worse than useless and a drag on the public. This applicant has turned that around and argues the change must follow demand. That is clearly not the point of this requirement.

We do not know if the market demand exists for the proposed radical increase in population density. The Staff report refers to the proposal as a "moderate increase in density and intensity." To be clear, the change would be from a range of 124-319 dwelling units to 778 dwelling units. Under the current plan it would be difficult to reach the 319 number according to Staff. The real change is on the order of three times the density.

The only market demand evidence was provided for the first time on November 7th, one day before the Staff issued its report. It is an anonymous, unsigned, unsupported draft report which speaks only to a projection of future demand. To reach its conclusions it tossed out the most recent market data and resorted to quoting the notoriously unreliable website Zillow. No prudent person would rely upon such a document in the ordinary conduct of its affairs. Moreover, it appears disconnected from reality.

Long Realty's November Housing Report for Oro Valley tells a different story. There are 5.9 months of inventory on the market, unchanged from a year ago. The median price of houses sold in October 2014 was down 11% from a year ago.

**d. The Amendment Will Adversely Impact the Community, as a Whole and a Portion of it**

The properties bordering the proposed project are broadly opposed because of the clear and probable negative impacts upon their lives. The efforts to buy community acceptance by withdrawing some of the controversial aspects of the proposal has not worked. My subdivision is, I think, entitled to be bordered on the north by low density residential development. It is currently zoned Rural Low Density, but the General Plan calls for it to become Low Density. Nothing can mitigate the effect of the increase in traffic, noise, pollution, crime risk and aggravation which comes with the radical increased population density proposed by the applicant.

The community engaged in a balanced and thoughtful process to achieve acceptance of this General Plan. People do genuinely rely upon it in making choices of which neighborhood to reside in. Certainly my family did.

## 2. The Proposal is Not Fair to Neighbors, Only to the Applicant

It is no secret that this proposal is widely opposed. Each family has its own reasons and particular concerns. Beyond that, the integrity of the community planning process is very important to uphold and preserve.

The General Plan states in its Preamble:

*The purpose of the Plan is to provide basic direction and guidance to all elected and appointed officials, employees, and residents of the Town in their decision making process. **We intend that the Plan be followed and consistently applied unless and until conditions in the community have changed to the extent that the plan requires amendment or modification.***

Nothing has changed that would "require" any amendment. The property is subject to reasonable development under the Plan. The Plan is meant to guide officials and residents in their decision making process. When we bought our property we were entitled, absent a change (which has not occurred), to believe the property would be developed under the Plan.

The General Plan is grounded in foundational concepts that support this view. Examples include:

*A general plan is essentially a community's "blue print" for land use and development; **it serves as the basis for rational decisions regarding a community's long-term development.** The general plan expresses the community's development goals and embodies public policy relative to the distribution of future land uses, both public and private.*

...

*As its name suggests, **the general plan provides guidance for the future,** particularly regarding growth and development.*

...

*The general plan takes immediate concerns into consideration, but **focuses primarily on the future, particularly potential build out scenarios** (i.e., the maximum size and population of the community).*

The idea of a General Plan is to look to the future, establish a community identity, and integrate a host of issues (environmental, water, economic, etc.) into something people could rely upon. Changing it piecemeal for the benefit of a narrow interest is supposed to be difficult. If the character of the subject property is to be changed it should be done in conjunction with the next General Plan update, which will

account for all of the essential ingredients and be subject to citizen input and voter approval. These concepts are written into the Plan:

*Amendments to the General Plan should **never be allowed** to occur in a haphazard manner.*

The General Plan specifically acknowledges the interests we urge be protected:

**MAINTAINING LOW-DENSITY CHARACTER WHILE PERMITTING DIVERSITY OF DEVELOPMENT TYPES**

*Oro Valley residents value the low-density residential character of the Planning Area to provide buffer zones and recreation areas and maintain natural topography and connected natural open space. However, Oro Valley's predominant development pattern provides for large areas of homogeneous housing separated from services and other types of housing.*

...

**COMMUNITY IDENTITY**

*1.2 To maintain Oro Valley's distinct identity consistent with community values.*

*1.2.1 The **Town shall maintain Oro Valley's predominantly low-density character** while considering needs of financial stability and infrastructure efficiency.*

The developer cites the preference for master planning, but ignores the requirement to look at adjacent properties:

*1.3.5 The Town shall encourage master planning that looks comprehensively at the subject properties **and all adjacent areas**.*

The suggestion that development of La Cholla Blvd. is a major change requiring amendment of the General Plan seems to be an excuse for what the developer wants, not a valid reason. La Cholla was identified in the text of the plan when it was adopted. The proposed expansion of La Cholla is a response to County planning and is not a reason to override the Town plan.

### **3. The Processing of the Application Has Been Flawed**

Individuals in the neighborhood with whom we have spoken, are disappointed in the apparent lack of evenhandedness and integrity in the process. Several things are troubling.

First, but not most important, we did not receive the mandatory notice of this process until after both of the required neighborhood meetings and the first Planning & Zoning Commission meetings had been

concluded. At the supplemental neighborhood meeting, for which we did have notice, Staff strong-armed the attendees to avoid any discussion on the merit of the application. Indeed Mr. Vella openly stated that the application failed to meet the statutory requirements and the subject should not be discussed until they submitted their amended application. The pressure on attendees to compromise with the developer made it appear the Staff was tilting the process to favor the applicant. Once the applicant amended his application on November 7th the Staff approved it in one day, without allowing the public any opportunity to review or comment.

Second, the extra time allowed the applicant to change his application had the same flavor. The extension was supposed to "allow residents ample time to review the amended application (once resubmitted)". In reality, the applicant was allowed to delay submission until Friday November 7 and the Staff issued its report the following business day. That report was apparently pre-prepared. Inexplicably the report reversed Mr. Vella's assessment of October 20 that the application failed to meet the criteria for approval. No resident was allowed sufficient time to review any newly submitted evidence, or to submit a reasoned response for inclusion in the official packet sent to Commissioners.

Third, the appearance of a bribe of the school district has an unsavory flavor. As late as the October 20th meeting the school district had stated it could not accommodate the probable increase of enrollment generated by the proposed increase in population density. Now, in its November 7th amended filing the applicant has provided a letter from the school district which reverses that position and heaps praise on the "Kai companies". That letter reveals the existence, but not the terms, of a donation agreement. The terms are plainly concealed, by design of the writer. The public is entitled to know what "donations" this applicant and its principals are making in an effort to influence the decisions made by government and its officials.

The impact of this approach should not be ignored. People think the "fix" is in on this project. Neighbors talk, and the prevailing belief is that it is useless to oppose this application on its merits because the Town wants the projected increased in tax revenue, the officials enjoy the political donations from the developers, and the Staff is in league with the applicant.

As often is true the law is designed to be fair to all concerned. Here, the design of the law is evenhanded but it was simply not followed in the processing of this application. Specifically:

1. The Oro Valley Zoning Code Revised 22.2 (D)(3) requires the applicant to bear the burden of presenting facts and other materials to support the criteria in writing, **prior to any public hearings**. The first public hearing occurred on October 7th and that was after one amendment of the application. As Mr. Vella observed at the October 20th supplemental neighborhood meeting, called to allow comment on the **first** amended application, the applicant had not met the burden of supporting the application. The second amended application--in other words, the only application now under consideration--was

submitted November 7th after one P&Z Commission meeting and after all of the neighborhood meetings. This does not meet the standard of the law, and as discussed above does not meet the standard of fairness. Residents have been denied the process which the law guarantees them.

2. The Oro Valley Zoning Code Revised 22.2 (D)(2)(b)(iv) addresses the Neighborhood Meeting process. It requires all property owners within 1000 feet of the applicant property be notified in writing. This did not occur. We learned of the process through the grapevine in time to attend the October 20th meeting only. We do not know how many other persons entitled to notice failed to receive it. Mr. Daines added us to the list at the eleventh hour of this application process.

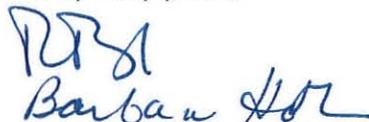
3. The Oro Valley Zoning Code Revised 22.2 (D)(2)(b)(iv) also provides if there are any substantive changes to the application after formal submittal, an additional neighborhood meeting will be required. The November 7th amended submittal is plainly a substantive change of the application.

#### **4. Conclusion**

This amended application is fundamentally flawed. It fails to meet the applicant's burden to make the strong showing required for a Major Amendment to the General Plan. The property at issue is already well planned and subject to development. If anything has changed it is the very real possibility the entire region is in the midst of a long term water shortage that is irreversible. News headlines report the problem, peoples wells are drying up. Broad issues like these affect planning. They counsel in favor of long term planning, not the narrow and flawed process exhibited here.

If any change were desired by the community that change should be debated and voted on during the upcoming cycle of General Planning. Nothing about the development of LaCholla Blvd or the desirability of Oro Valley as a place to live meets the requirements for Plan Amendment. Those of us who have already invested ourselves in this community deserve some consideration over those who might make up future demand.

Very truly yours,

Handwritten signatures in blue ink. The first signature is 'RLB' and the second is 'Barbara Hoth'.

Ronald L. Bliss  
Barbara E. Hoth

**From:** jane darrah <[jedarrah1@aol.com](mailto:jedarrah1@aol.com)>  
**Subject:** RE: Rezoning  
**Date:** November 20, 2014 at 2:12:17 PM MST  
**To:** [shiremath@orovalleyaz.gov](mailto:shiremath@orovalleyaz.gov)

Dear Mayor,  
As a resident of OV for 25 years  
I am very opposed to the plan for  
housing and retail shops along La Cholla.  
How can the streets and water support  
this growth? OV is developing in a very  
unfavorable way...  
I would like its beauty and peace to be  
protected and maintained....DO not let  
\$\$\$ signs dissuade from the truth  
and wellbeing of our community.  
Please vote NO tonight.  
Thank you.

Respectfully,  
Jane E. Darrah

---

**From:** Joseph W. Snapp [<mailto:JSnapp@alliancebankofarizona.com>]  
**Sent:** Thursday, November 20, 2014 3:07 PM  
**To:** Daines, Chad  
**Subject:** La Cholla & Lambert General Plan

**Mr. Daines,**

**My family and I have lived Oro Valley for the past 4 years, choosing to locate their from our home in Tucson foothills after 8 years. My wife is a Tucson native and both of us are very active in our community. I have a child that attends Casas School and we often use La Cholla and Lambert Rd on a daily basis. We have reviewed the General Plan amendment for the property at La Cholla and Lambert and we believe the proposed General Plan amendment represents smart growth in the town of Oro Valley. The amendment takes into consideration the existing neighbors and also Oro Valley's environmental policies. It is important that our growth be planned and resources like the expansion of La Cholla Road be utilized effectively**

**to help Oro Valley grow and thrive. We ask that Oro Valley Planning and zoning approve this request and that the town council please do the same.**

**Thank you for your time and consideration,**

**Joe and Kate Snapp**



7435 N. Oracle Rd., Suite 107  
Oro Valley, AZ 85704  
P: 520.297.2191  
F: 520.742.7960  
orovalleychamber.com

**Chairwoman**  
**Cathy Workman**  
*Workman Insurance  
and Investments*

**Chair-elect**  
**Alan Dankwerth**  
*Market Considerations*

**Secretary**  
**Marcia Ring**  
*Tohono Chul Park*

**Past chair**  
**Sarah Ritchie**  
*Pitcher of Nectar  
Distributing*

**Directors**

**Ron Janicki**  
*Arizona Small Business  
Association*

**Kay Williams**  
*Oro Valley Community  
Foundation*

**Wendy Wise**  
*State Farm / Wendy Wise*

**Bruce Baca**  
*Pima Federal Credit Union*

**Randy Karrer**  
*Golder Ranch Fire District*

**Amy Lee**  
*Arizona Daily Star*

Nov. 20, 2014

Members of the planning commission  
Town of Oro Valley staff  
Citizens of Oro Valley

Ladies and gentlemen,

On Nov. 12, directors of the Greater Oro Valley Chamber of Commerce board voted without dissent to **support the 2 La Cholla general plan amendment proposals** before you today. In the interest of full disclosure, the applicant and its representatives are members of our Chamber.

Our board voted to endorse these amendments for a number of reasons. Among them:

\* The **character of the community around La Cholla is going to change**, because RTA plans to **build La Cholla into a 4-lane, divided desert parkway with more traffic and higher speeds.**

Growth is already rolling south down La Cholla from Tangerine, with **356 houses approved**, built or under way **from Tangerine south to Naranja**. Additional housing is in the pipeline. Development along the corridor is inevitable.

It makes sense to **concentrate impact along La Cholla**, with at least some higher-density housing, office and commercial uses clustered at major intersections and near the roadway, consistent with the general plan;

\* This is a **master-planned community**, with an array of appropriate uses and agreed-upon amenities such as parks, feathered density from east to west, underground utilities, recreation paths and much more. **Long-term, coordinated vision** on one of Oro Valley's largest remaining undeveloped parcels is a **smart way** for the community to continue its maturation.

Additionally, this project **can be constructed in conjunction with the road improvements**. La Cholla can **stand in contrast with La Canada** south of **Calle Concordia**, where rural residents had a higher-speed 4-lane plunked directly into their previously



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Page 2

rural midst. That's difficult. We don't have to repeat that along La Cholla;

\* The La Cholla GPA process **began months ago**, and has gone through several neighborhood meetings and hearings, with significant town staff and private sector time spent.

I have attended 2 of those meetings. At each, neighbors have voiced their concerns. After each, **the applicant has made concessions**. No apartments. Greater buffer zones along the property's southern and western perimeters, and a transition in density from east to west. Building height limitations. And **significant open space at 37 percent**. Protection of more than 1/3<sup>rd</sup> the total space in a planned development **certainly exceeds any reasonable expectation**.

We recognize the neighbors don't want to see change from rural low-density residential development, and we respect their opinions. That said, there is **a greater community concern** about smart growth, which includes neighborhood commercial, retail and office uses along busy roadways; town homes and condominiums that help diversify Oro Valley's housing inventory; improvements to Naranja and Lambert, streets already impacted by existing activity; along with parks, paths and protection of a portion of our lovely desert.

The **neighbors have been heard**, and the applicant has responded. The process is consistent with Oro Valley's heartfelt value of neighborhood involvement. And they're not done. As you all know, these amendments are **but a step along the way**. We've not yet reached the rezoning phase, where plans are refined and the neighbors heard once more. We'll plan to speak up again as well.

These general plan amendments represent a **reasonable, intelligent, considerate, forward-thinking way** to develop Oro Valley's dwindling supply of land, and we believe the proposals **deserve your approval this evening**.

Respectfully submitted, on behalf of our board,

Dave

Dave Perry  
President / CEO  
Greater Oro Valley Chamber of Commerce

**From:** Glen Frederick [<mailto:glen.frederick@comcast.net>]

**Sent:** Monday, November 17, 2014 5:31 PM

**To:** Burns, Brendan; Waters, Lou; Garner, William; Hornat, Joe; Snider, Mary; Zinkin, Mike; Vella, Bayer

**Subject:** FW: Oro Valley La Cholla & Lambert Residential Densification Initiative

Ladies and gentlemen: Thank you for allowing me to forward my email that I sent to Mayor Hiremath to you and I would appreciate it if you would vote down this proposed change.

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**From:** Glen Frederick [<mailto:glen.frederick@comcast.net>]

**Sent:** Monday, November 17, 2014 5:04 PM

**To:** 'shiremath@orovalleyaz.gov'

**Subject:** Oro Valley La Cholla & Lambert Residential Densification Initiative

Dear Mr. Mayor,

I am writing to **oppose** the proposed amendment to the 2005 land use plan (approved by voters and Council) in which a developer seeks to triple the allowed residential construction density on the land to the northwest of La Cholla and Lambert from 124-319 dwellings to 778 dwellings. Further, the proposed amendment would triple the amount of allowed commercial acreage along the west side of La Cholla Road from 13 acres to 41 acres. I have reviewed the amended application and the Staff recommendation and firmly believe it should be denied as unsupported. I disagree that the proposed changes to the application have met our concerns or the concerns of the neighbors with whom we are in contact. The proposal and the process followed thus far by the Staff of the Planning Commission is not only illegal but also would deliver a plan that violates the rights of current residents in the area in order to add to the profits to be realized by the developer at the expense of current residents. I live in the Canada Hills area just east of La Cholla and Canada Hills drive and a development of this scope would be extremely detrimental to our fine neighborhood and would dramatically increase traffic flow throughout our housing area. I urge you and all council members to vote against the approval of this amended plan and consider the consequences if this plan is allowed to go through. Thank you for your time

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----- Original message -----

We have reviewed the amended application and the Staff recommendation. The application should be DENIED as UNSUPPORTED. We strongly disagree that the proposed changes to the application have met our many concerns or the many concerns of the neighbors with who we are in contact.

Sincerely,

DeDe and Saul Betten  
1908 W. Muirhead Loop  
Oro Valley, AZ 85737

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**From:** Benjamin Jones [<mailto:benjam315@comcast.net>]

**Sent:** Tuesday, November 18, 2014 5:17 PM

**To:** Hiremath, Satish; Burns, Brendan; Waters, Lou; Garner, William; Hornat, Joe; Snider, Mary; Zinkin, Mike; Vella, Bayer

**Subject:** Proposed Major Amendment to the 2005 Land Use Plan (land northwest of La Cholla and Lambert)

Dear Town Council Members,

I am writing to you today concerning the proposed amendment to the 2005 Land Use Plan for the area NW of La Cholla and Lambert. As you can see in my signature, I live in Canada Hills and will be very much affected by this proposed land use change. I have reviewed the amended application and staff recommendation in detail. I am very disturbed at what I have discovered in my review of this proposal. I am of the strong opinion that this application should be **denied as unsupported**. I passionately disagree that the proposed changes to the application have met my concerns and the concerns of my neighbors with whom I have had several discussions with. I will tell you that I have not spoken to nor heard of even one (1) resident that is in favor of this proposal. In fact, I believe this proposal could even be illegal. The fact that it is even being considered is very disconcerting and suggests there is some sort of favoritism toward the powerful land developers being played out. I sincerely hope this is not the case. This proposed amendment is very much counter to the interests of those who voted you into office with the core belief that you would represent and look out for our best interests. I would hope you will all do the right thing and vote down this proposed amendment.

Thank You for your time and consideration,

**Benjamin Jones**  
**1951 N. Wildomar Loop**

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**From:** Kent Bauman [<mailto:kentbauman@comcast.net>]

**Sent:** Tuesday, November 18, 2014 4:24 PM

**To:** Hiremath, Satish; Burns, Brendan; Waters, Lou; Garner, William; Hornat, Joe; Snider, Mary; Zinkin, Mike; Vella, Bayer

**Cc:** Hynd, Jessica

**Subject:** Vote NO on Proposed La Cholla Residential Land Use Densification Application

Members of the Oro Valley Town Council,

We have reviewed the amended application and the Staff recommendation. The application should be denied as unsupported. We disagree that the proposed changes to the application have met our concerns or the concerns of the 100+ neighbors with whom we are in contact.

We are particularly concerned about how the campaign contributions of the Kai Family and Greg Wexler may influence the outcome of the council vote.

Please side with those of us who already live here by voting "no" to the amended application that triples the residential construction density and triples the space allotted for commercial development.

Kent & Stephanie Bauman  
10880 N. Canada Hills Ct.  
Oro Valley, AZ 85737

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**From:** Terry W Enright [<mailto:terrye152@msn.com>]

**Sent:** Tuesday, November 18, 2014 7:10 PM

**To:** Vella, Bayer

**Subject:** Lambert and La Cholla

To whom it may concern,  
I stand in favor of the La Cholla & Lambert Residential Densification Initiative. As a twenty year resident of this great Town of Oro Valley, I support the change. It's very sad to find people complaining about zoning, because of their lack of investigation into property zoning for property around them when they purchase. Please move forward and approve this initiative.

Respectfully,  
Terry Enright

Cell: 520-861-0703

Office: 520-918-7403

Fax: 520-989-6220

Email: [terrye152@msn.com](mailto:terrye152@msn.com)

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----- Original message -----

Please vote "NO" to the rezoning for apartments on Lambert & La Cholla.

*Elaine Gamberg*

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-----Original Message-----

From: Vic Bissing [<mailto:vabissing@aol.com>]

Sent: Tuesday, November 25, 2014 11:06 AM

To: Hiremath, Satish; Burns, Brendan; Waters, Lou; Garner, William; Hornat, Joe; Snider, Mary; Zinkin, Mike; Vella, Bayer

Subject: Say no to rezoning

I am against the proposed changes to the zoning plan. Any change that allows more homes and business hurts all existing Oro Valley residents. This will reduce existing home prices and add more of a burden to the existing infrastructure. It will also hurt the quality of life for all Oro Valley residents. In my opinion anyone who would vote for this type of change should be investigated. If this is approved, I will work to make sure any who supported this change will not remain in any Oro Valley government position. Approving this change is the same as stealing money from all existing residents!

Sincerely,  
Vic Bissing  
20 year+ resident.



## OFFICE OF LEGAL COUNSEL

Todd A. Jaeger, J.D.  
Associate to the Superintendent  
(520) 696-5156  
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701 W. Wetmore Road • Tucson, AZ 85705 • TDD (520) 696-5055

### GOVERNING BOARD MEMBERS

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SUPERINTENDENT  
Patrick Nelson

November 6, 2014

James M. Kai, LEED-AP  
VP Operations/Finance  
Kai Enterprises/JMK Family Properties/Kai Motels Inc.  
P.O. Box 2305  
Cortaro, AZ 85652 -2305

### RE: Planning and Zoning Application Process for OV1114-002; School Enrollment Capacity

Dear Mr. Kai:

I would like to again thank you, and Messrs. Wexler and Oland, for meeting with Jim Burns and I last week to discuss your planned project. I appreciated, very much, the opportunity to get some additional clarification on your plans.

I also appreciate and commend you and your company for your commitment to the community and your sincere support of our public schools. Our discussions included a commitment from the Kai companies to enter into a donation agreement that would greatly ameliorate the enrollment impact we might expect from your residential project. With current enrollment capacity at each affected school, the support provided by your firm through the donation agreement we still must finalize, and the existing commitments of other developers of a similar nature, we do anticipate that we will be able to serve the enrollment we would expect from your project.

Thank you again for your interest and concern for our schools. I look forward to concluding our agreement very soon.

Sincerely,

Todd A. Jaeger, J.D.  
Associate to the Superintendent & General Counsel