



Major General Plan Amendment Planning and Zoning Commission Staff Report

CASE NUMBER: OV1114-002 and OV 1114-003
MEETING DATE: November 20, 2014
AGENDA ITEM: 2A and 2B
STAFF CONTACT: Chad Daines, Principal Planner
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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

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 7th Commission public hearing, another neighborhood meeting was held on October 20th. 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:

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- 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

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- 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:

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- 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

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- 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 7th 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 7th 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
Total	1,993

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 1st 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 7th 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 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.

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 20th 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

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- 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 7th 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

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.

RECOMMENDATION:

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.

SUGGESTED MOTIONS:

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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 _____.

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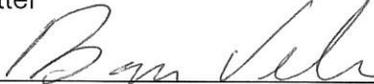
I move to recommend approval of the Major General Plan Amendments requested under case OV1114-003, specifically the land use map as shown on Attachment 6, deletion of the Significant Resource Area and adoption of the Special Area Policies shown on Attachment 3, based on the findings contained in the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

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