

**TOWN OF PRESCOTT VALLEY
REQUEST FOR COUNCIL ACTION
Date: November 6, 2014**

SUBJECT: Zoning map Change (ZMC14-007) – Garrett-Walker Homes Sales Office

SUBMITTING DEPARTMENT: Community Development Department

PREPARED BY: Joe Scott, Planner, AICP, for Richard T. Parker, Community Development Director

AGENDA LOCATION: Comments/Communications , Consent , Work/Study ,
New Business , Public Hearing , Second Reading

ATTACHMENTS: a) Location Map, and b) Ord No. 799 w/ Exhibits

SUMMARY/BACKGROUND: This is a Public Hearing on a request by Garrett-Walker Homes for a Zoning Map Change (ZMC14-007) from RCU-70 (Residential; Single-Family Rural) zoning to RS (Residential and Services) zoning on an approximately 1.5 acre parcel located on the north side of Pronghorn Ranch Pkwy (approx. 400' east of Viewpoint Drive...being a portion of APN 103-01-160L).

Background: On May 8, 2000, the Planning and Zoning Commission recommended approval of re-zoning approx 640 acres for the Pronghorn Ranch development and approved a Preliminary Development Plan (PDP) for 1,440 residential units. The Town Council subsequently approved the re-zoning by Ord No. 486 on May 25, 2000. At present, Final Development Plans (FDPs) have been approved for 15 Units comprising a total of 990 lots for single-family dwellings.

Prior to development of the Pronghorn Ranch Community Center, the developer obtained a Use Permit to establish a Temporary Sales Office at the subject location (as permitted at the time in the RCU-70 (Residential; Conditional Use Permits) zoning district. However, such offices (and other commercial uses) are no longer allowed in RCU districts. Back in 2004 the Town amended Town Code Article 13-10 so that its RCU districts were more like those of Yavapai County and retitled Article 13-10 RCU (Residential; Single-Family Rural). In the process, commercial uses that had previously been permitted by "conditional use permit" (e.g. hotels on arterial roadways and other uses permitted by Use Permit in other zoning districts) were eliminated. Sales offices are now first allowed by Use Permit in RS (Residential and Services) districts. The Use Permit for the Temporary Sales Office obtained by the original developer has since expired and the Office moved to the Community Center in 2001. The existing building has not been used since.

The original developer of Pronghorn Ranch (Brown Family Homes) was also the only builder. Today, there are multiple builders on blocks of remaining lots. Each builder has since sought its own Model Home through a Final Development Plan. However, the Zoning Code does not allow off-site signage to advertise such models. Garrett-Walker Homes desires to re-establish the sales office at this location for purposes of visibility.

This Action: The RS zoning district is consistent with the current Prescott Valley General Plan 2025 Land Use designation of Low Density Residential (Table LU-4, Pg. 58). All adjacent property to the north of Pronghorn Ranch Pkwy is zoned RCU-70 and is currently undeveloped. Property across Pronghorn Ranch Pkwy to the south is zoned C2-PAD and is also currently undeveloped. Because this particular use requires a separate Use Permit, it will be relatively temporary and this area is expected to eventually be part of a regional commercial or mixed use master development.

A Neighborhood Meeting was held Sep 15, 2014 at the Pronghorn Ranch Community Center with all property owners within 1,000' having been invited by first class mail. It was reported that no one attended. The Planning and Zoning Commission then held a public hearing on ZMC14-007 at its regular meeting on Oct 13, 2014 and voted to forward a recommendation of approval to the Town Council.

OPTIONS ANALYSIS: Council may approve ZMC14-007, table the item and direct staff to make modifications to the Zoning Map Change before approval, OR decline approval.

ACTION OPTION: Motion to read Ord No. 799 by title only on two separate occasions, then place the same on final passage, **OR** Motion not to read Ordinance No. 799. **VOTE.**

[If the motion is in favor of reading Ord No. 799 then the Mayor instructs the Town Clerk to read the ordinance by title only for the first reading]

RECOMMENDATION: Staff recommends approving the first reading of Ord No. 799.

FISCAL ANALYSIS: The proposed Sales Office may promote development of Garrett-Walker Homes that will provide direct one-time transaction privilege tax revenues to the Town through construction.

REVIEWED BY:

Management Services Director _____

Town Clerk _____

Town Attorney _____

Town Manager _____

COUNCIL ACTION:

Approved Denied Tabled/Deferred Assigned to