

TOWN OF PRESCOTT VALLEY
STAFF BRIEF
Date: JULY 16, 2015

SUBJECT: General Plan Amendment – Town Center

SUBMITTING DEPARTMENT: Community Development Department

PREPARED BY: Richard T. Parker, Community Development Director

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

ATTACHMENTS: a) Conceptual Site Plan b) Resolution 942 (FDP00-03) c) Project Narrative d)
Minutes from January 2, 2014 Joint Session

Discussion: Attached is a copy of the site plan and previously approved FDP (FDP00-03) related to the proposed multiple-family apartment project comprising 9.44 acres located south of Florentine Road, between Main Street and Lake Valley Road. Following discussion at the Joint Town Council/Planning and Zoning Commission meeting, this project will be the subject of various public hearings regarding project entitlements in 2015.

Various technical submittals relating to traffic analysis have been submitted for review. These materials will be discussed as part of presentations to the Planning and Zoning Commission in the future.

OPTIONS ANALYSIS: Discussion Only – No Options Analysis Provided.

ACTION OPTION: Discussion Only – No Action Options Provided.

RECOMMENDATION: Discussion Only

FISCAL ANALYSIS: Discussion only

REVIEWED BY:

Management Services Director _____

Town Clerk _____

Town Attorney _____

Town Manager _____

COUNCIL ACTION:

Approved Denied Tabled/Deferred Assigned to _____

CONCEPTUAL



SITE DATA

SITE AREA:

NET: ±9.44 ACRES
GROSS: ±9.44 ACRES

ZONING:

EXISTING: C-2
PROPOSED: R-2

UNIT MIX:

1 BEDROOM 108 D.U. (43%)
2 BEDROOM 120 D.U. (48%)
3 BEDROOM 24 D.U. (9%)
TOTAL 252 D.U. (100%)

DENSITY:

ALLOWED: 21.78 D.U./ACRE
PROVIDED: ±26.69 D.U./ACRE

REQUIRED PARKING:

1 BEDROOM (1.5 P.S. x 108 D.U.)	162 P.S.
2 BEDROOM (2.0 P.S. x 120 D.U.)	240 P.S.
3 BEDROOM (2.0 P.S. x 24 D.U.)	48 P.S.
TOTAL REQUIRED PARKING	450 P.S. (1.79 P.S./D.U.)

PROVIDED PARKING:

SURFACE	±344 P.S.
OFF-SITE PARKING	±106 P.S.
TOTAL	±450 P.S. (±1.79 P.S./D.U.)

GENERAL PARKING DIMENSIONS:

PARKING SPACE 9' x 20'
AISLE WIDTH 24'

ASSUMPTIONS:

1. THE PROPERTY IS SHOWN FOR REFERENCE AND PLANNING PURPOSE ONLY. THE COMPLETENESS OF THE INFORMATION NEEDS TO BE VERIFIED BY OTHERS.
2. ASSUMES THE SITE'S RETENTION WILL USE SURFACE AND/OR UNDERGROUND BASINS.
3. ASSUMES THE SITE WILL BE REZONED TO ACCOMMODATE THE LAND USE CONCEPT.
4. ASSUMES OFF-SITE PARKING WILL BE COUNTED TOWARD THE REQUIRED PARKING FOR THE PROJECT.
5. ASSUMES ANY EASEMENTS RUNNING ACROSS THE SITE CAN BE RELOCATED OR ABANDONED.

YIELD STUDY

SCALE: 1" = 40'-0"



APARTMENTS @ SEC OF MAIN AND FLORENTINE



TODD & ASSOCIATES, INC.

ARCHITECTURE PLANNING LANDSCAPE ARCHITECTURE
802.762.2500 www.toddassoc.com

Prescott Valley, Arizona

Yield Study

Project No. 13-2042-00 Date 06-16-13

09-12-13

Yield Study

Client Review

MAIN & FLORENTINE APARTMENTS

Office of Rich Barber Architects, LLC
RB
 ARCHITECTS

www.rba.com

PRELIMINARY NOT FOR CONSTRUCTION

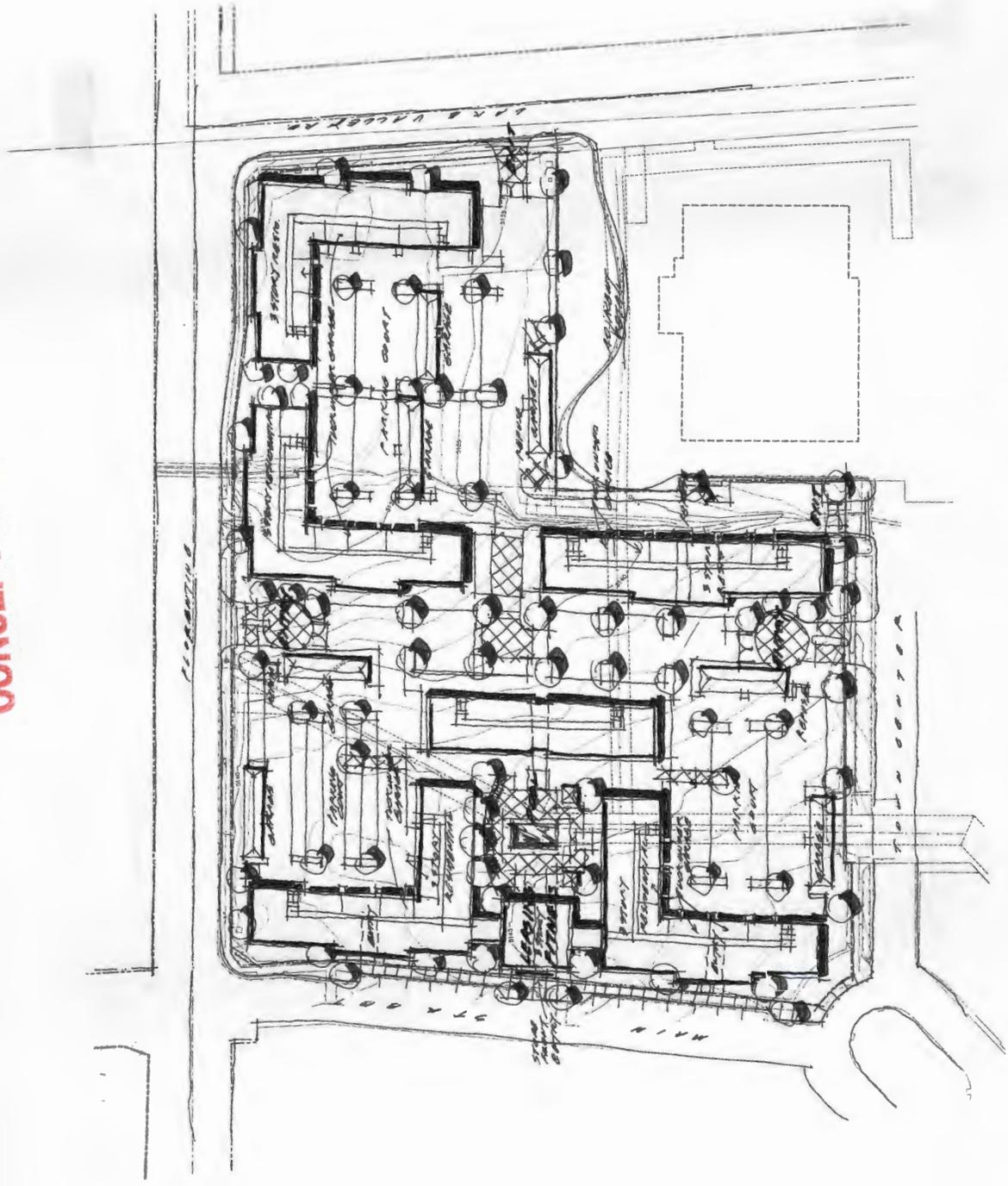
MAIN & FLORENTINE APARTMENTS

Project Data

Site Area	Acres	Square Feet
1.00	43,560	43,560
Net Site Area		
35,728		
Current Zoning		
Building Height		
Proposed		
Apartment Units		
One Bedroom	120	
Two Bedroom	120	
Three Bedroom	120	
Units		
120		
Apartment Parking		
Garage	120	
Carport	120	
Other	120	
Total	360	
Density	41.0 units/acre	
Other	12.0 units/acre	

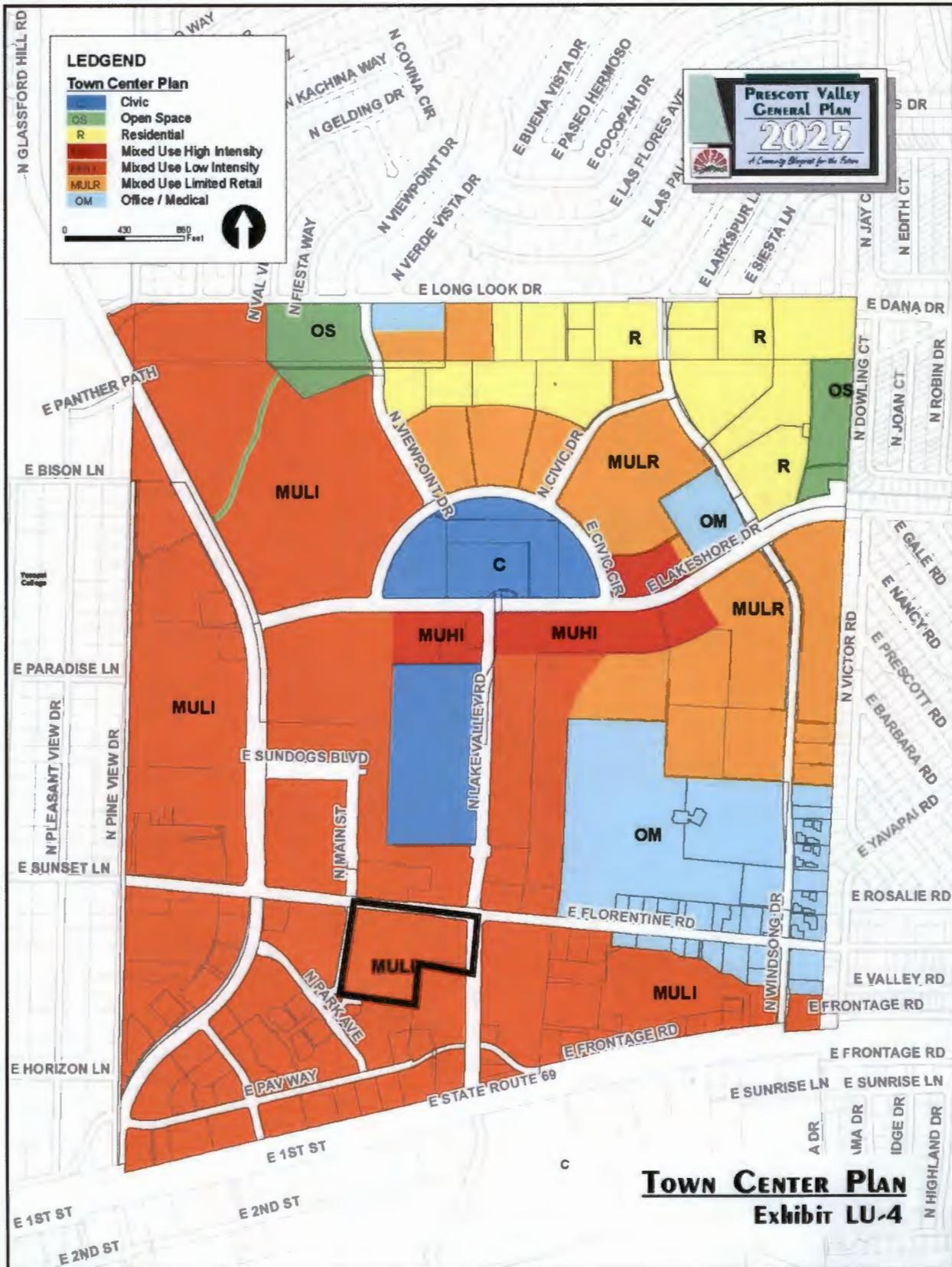
DATE: APRIL 11, 2015
 SHEET NO: 13-201
A1.10
 SITE PLAN
 PRELIMINARY

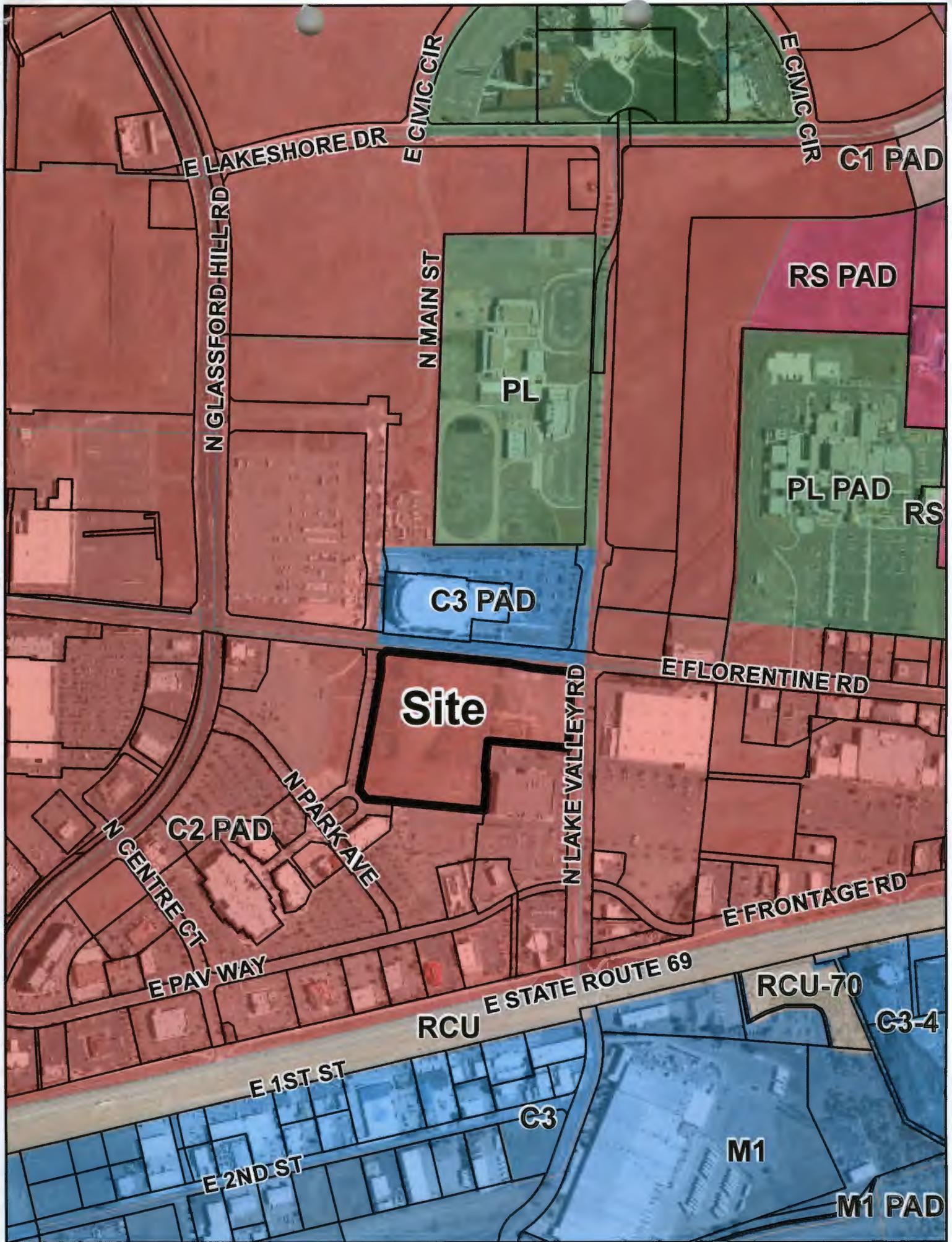
CONCEPTUAL



SCALE: 1" = 20'-0"

PRELIMINARY SITE PLAN





When Recorded, Return to:
Town of Prescott Valley
7501 East Civic Circle
Prescott Valley, AZ 86314

RESOLUTION NO. 942

A RESOLUTION OF THE MAYOR AND COMMON COUNCIL OF THE TOWN OF PRESCOTT VALLEY, A MUNICIPAL CORPORATION OF ARIZONA, APPROVING AND ADOPTING A FINAL DEVELOPMENT PLAN (FDP 00-03) FOR THE FIRST FULL PHASE OF A UNIFIED ENTERTAINMENT CENTER ON APPROXIMATELY 38 ACRES WITHIN A PARCEL LOCATED EAST OF GLASSFORD HILL ROAD, SOUTH OF FLORENTINE ROAD, WEST OF LAKE VALLEY ROAD, AND NORTH OF STATE ROUTE 69, SAID PHASE TO BE KNOWN AS IMPLEMENTATION PHASE ONE AND TO INCLUDE A THEATRE COMPLEX, APPROXIMATELY 28,000 SQ. FT. OF ADJACENT RESTAURANT AND RETAIL SPACE, RELATED ON AND OFF-STREET PARKING, NEW PUBLIC STREET ACCESSES, A PUBLIC PLAZA, PEDESTRIAN ACCESS AND RELATED UTILITY EXTENSIONS; PROVIDING FINDINGS OF FACT IN SUPPORT OF SUCH APPROVAL PER TOWN CODE SUBSECTION 13-19-060(K); PROVIDING CONDITIONS FOR SUCH APPROVAL PER SUBSECTION 13-19-060(L); AND PROVIDING THAT THIS RESOLUTION SHALL BE EFFECTIVE AFTER ITS PASSAGE AND APPROVAL ACCORDING TO LAW.

WHEREAS, an area between State Route 69 (SR 69), Florentine Road, Lake Valley Road and Pine View Drive was annexed into the Town on November 12, 1992 by Ordinance No. 287; and

WHEREAS, Ordinance No. 287 gave said annexation area a zoning district classification of RCU-70 (which classification was comparable to its former County classification of RCU-2A); and

WHEREAS, after a public hearing and recommendation of approval (and adoption of a Preliminary Development Plan) by the Prescott Valley Planning and Zoning Commission on April 4, 1994, the Prescott Valley Town Council adopted Ordinances No. 320 and 321 on April 28, 1994 which divided the annexation area into Parcel A [approximately seventy (70) acres east of Glassford Hill Road] and Parcel B [approximately nineteen (19) acres west of Glassford Hill Road], and gave both Parcels a zoning district classification of C2 PAD (with conditions) for purposes of developing a regional commercial center and a commercial shopping center thereon; and

WHEREAS, several Final Development Plans in Parcel A were subsequently approved by the Town Council for construction of various commercial businesses thereon; and

WHEREAS, the developers of said property have since developed a Downtown Plan which incorporates most of the

undeveloped remainder of Parcel A [approximately thirty-eight (38) acres] as a unified Entertainment Center, anchored by a state-of-the-art movie theatre complex operated by Harkins Amusement Enterprises, Inc., Parcel B as a unified Shopping Center, anchored by a food market operated by Fry's Food Stores, along with adjacent undeveloped commercial parcels located just north of SR 69 [approximately sixteen (16) acres], the Entertainment Center, Shopping Center and adjacent parcels being together a Project of approximately sixty-four (64) acres; and

WHEREAS, a joint Work/Study meeting was held on January 10, 2000 by the Prescott Valley Planning and Zoning Commission and the Prescott Valley Parks and Recreation Commission to receive information from the developers about the Downtown Plan (in general) and the Project (in particular); and

WHEREAS, a Final Development Plan ("FDP") for the first full phase of the Entertainment Center [including the theatre complex, approximately twenty eight thousand square feet (28,000 sq. ft.) of adjacent restaurant and retail space, related on and off-street parking, new public street accesses, a public plaza, pedestrian access and related utility extensions, hereinafter "Implementation Phase One"] has been presented to the Town Council in conjunction with a Development Agreement between the Town, the Prescott Valley Water District, Harkins Amusement Enterprises, Inc., and the developers for consideration by the Town Council at its regular meeting on February 24, 2000; and

WHEREAS, the Town Council finds that this Final Development Plan (Final Plat) for Implementation Phase One of the Entertainment Center within the Project meets or will meet the requirements for Planned Area Developments (PAD's) under the Town Code [particularly the requirements under Town Code §§13--19-060(K) (L) and (M), 14-020-050(F), and 14-04-080] upon compliance with certain conditions set forth herein;

NOW, THEREFORE, BE IT RESOLVED by the Mayor and Common Council of the Town of Prescott Valley, Arizona, as follows:

1. That that certain Final Development Plan for Implementation Phase One of the Entertainment Center within the Project, submitted on February 18, 2000 by Prescott Valley Signature Entertainment, L.L.C., developers, is hereby approved and adopted as conditioned hereinafter.

2. That said approval is based upon the following findings and conclusion of the Mayor and Common Council:

- (A) This development is consistent with the purpose and intent of the General Plan and Zoning Code of the Town in promoting the health, safety, morals and general welfare of the public;

- (B) This development appears to be designed to produce an environment of stable and desirable character and the property adjacent to this proposed development will not be adversely affected thereby, particularly with regard to property values;
- (C) Every structure in this development does have adequate access to a public street; and
- (D) The average density, excluding open areas occupied by streets, is the density required by the pre-existing zoning district regulation otherwise applicable to the site.

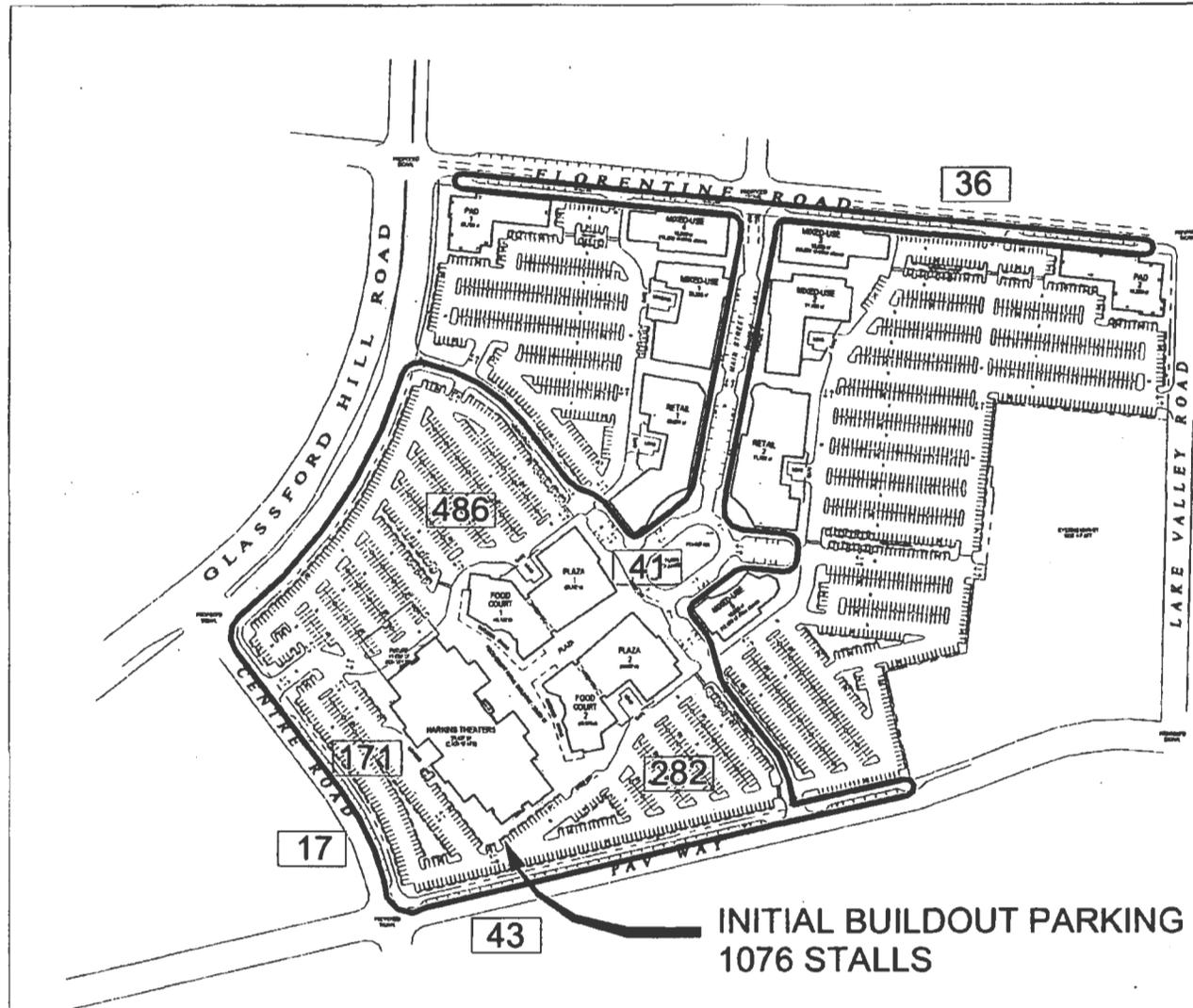
3. That, pursuant to Town Code §§13-19-060(L) and 14-054-080(A), this approval is conditioned upon the following:

- (A) Strict compliance by the developers, their successors and assigns, with the duties and obligations under that certain Development Agreement dated February 24, 2000 (between the Town of Prescott Valley, the Prescott Valley Water District, Harkins Amusement Enterprises, Inc., and Signature Entertainment, L.L.C., as subsequently amended.
- (B) Approval by the Town Engineer (or his designee) of the engineering plans for Implementation Phase One, including approval as to the form and adequacy of the subdivider assurances required in Town Code §14-04-080 and otherwise (including the financial assurances).
- (C) Approval by the Town Engineer (or his designee) of a traffic impact analysis based on the approved study scope of work approved by the Town Engineer on February 11, 2000 (as may be amended by mutual agreement of the parties) prior to issuance of structural building permits for the project.
- (D) That all parking, maneuvering, driveway and loading and service area related improvements including parking stall length, width, and configurations shall meet Town Code Standards and shall be surfaced with concrete or asphalt pursuant to Article 13-24-040 of Town Code, unless a variance is obtained through the Board of Adjustments to authorize modifications to the Town Code.
- (E) Building height within the initial phase of construction shall not exceed 60 feet as provided by Article 13-19 (Planned Area Development) within the Town of Prescott Valley's Town Code.

- (F) All project signage shall adhere to and be developed in conformity with Article 13-23 (Sign Regulations) of the Town Code, unless a variance is obtained through the Board of Adjustments to authorize modifications to the Town Code.
- (G) That landscaping of living vegetation, shrubs and trees be installed on site, along all public street and highway frontages and throughout the future parking areas at a minimum ratio of 10% of the parking and maneuvering areas as set forth under Article 13-26 (Site Development Standards) of Town Code.
- (H) That all loading, service and storage areas be screened by 6 foot minimum height masonry walls matching the materials, colors and finishes of the main buildings.
- (I) That all buildings and structures be built of compatible materials, colors and architectural styles to effect the appearance of a regional commercial center.
- (J) That all buildings within the project shall be constructed so as to be consistent with the preliminary elevations submitted in support of the final development plan submittal and expressly made part thereof.
- (K) Review and approval by the Town Civil Engineer and the Public Works Director of grading and drainage plans for each phase of development prior to issuance of building permits.
- (L) Development to be in accordance with CC&R's to be established pursuant to the Development Agreement.
- (M) Public park/plaza area designs to be reviewed with the Parks and Recreation Commission.
- (N) Efforts to be made between the developers and Town staff to enhance pedestrian connectivity throughout the area.

4. That the Town Clerk is hereby directed to (a) transcribe a certificate of approval upon this Final Development Plan pursuant to Town Code §14-02-050(F)(2), (b) ensure that all other required certifications are on said Plan, and (c) file the same as an official Plan of the Town in the offices of the Town Clerk and Community Development Director only upon approval by the Town Engineer of the engineering plans and subdivider assurances for the development [See Town Code §§13-19-060(O) and 14-02-050 (F)(3)&(4)].

RECORDERS MEMO: LEGIBILITY
QUESTIONABLE FOR GOOD REPRODUCTION



Project Summary

Land Area 137.32 acres 1,625,659 sf
Building Area (Total) 1,511 (228) 1,662,474 sf

Theaters	0300 seats	59,437 sf
Theaters	1000 seats	11,593 sf
Food Court 1		15,132 sf
Food Court 2		15,575 sf
Plaza 1		20,382 sf
Plaza 2		20,637 sf
Mixed-Use 5	03 story	24,000 sf
Phase 1	02,000 sf	
Phase 2	02,000 sf	
Retail 1		28,056 sf
Retail 2		31,196 sf
Pod 1		15,725 sf
Pod 2		16,350 sf
Mixed Use 1		23,335 sf
Mixed Use 2		21,408 sf
Mixed Use 3	03 story	30,000 sf
Phase 1	02,000 sf	
Phase 2	02,000 sf	
Mixed Use 4	03 story	30,000 sf
Phase 1	02,000 sf	
Phase 2	02,000 sf	

Parking Required	6.8/1000	2,462 stalls
Parking Provided	7.4/1000	2,679 stalls

Parking Requirements: per California Land Use Code

Land	0.000 sf	0.000 sf	0.000 sf
Office & Retail	1.000 sf	0.000 sf	0.000 sf
Residential	0.000 sf	0.000 sf	0.000 sf
Theater	1 seat of seat 000 seats	0.000 sf	0.000 sf
Transit	1 seat of seat 000 seats	0.000 sf	0.000 sf
Total		0.000 sf	0.000 sf

Initial Buildout Parking Summary

Required Parking		
Base Theater	2,808 seats	936 stalls
Food Court #1	15,132 sf	
Food Court #2	4,868 sf	
	20,000 sf	140 stalls
Total Initial Required Stalls		1076 stalls
Total Initial Provided Stalls		1076 stalls

Vicinity Map



Prescott Valley Entertainment Center

Prescott Valley Town Center - Prescott Valley, Arizona

Fain Signature Group - Dewey, Arizona
New Century Development - San Marcos, California

Fain Signature Group
11750 East Highway 68, Dewey, Arizona 86327
510.772.8844 F 510.772.8650

New Century Development
1125 Linda Vista Drive, Suite 107, San Marcos, California 92069
858.756.8681 F 858.756.8684

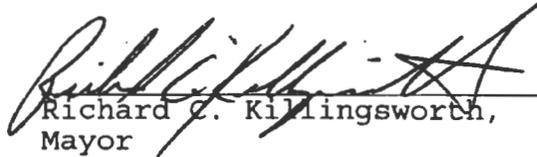
**PHASE I
FINAL DEVELOPMENT PLAN**

Project: Prescott Valley Entertainment Center
Date: 08/11/2011
Scale: 1"=50'
Author: J. [Name]
Date: 08/11/2011

5. That the Mayor (or in his absence the Vice-Mayor) is hereby authorized to sign any and all agreements and other documents necessary to ensure that the developers provide all needed financial and other assurances as to construction of required improvements.

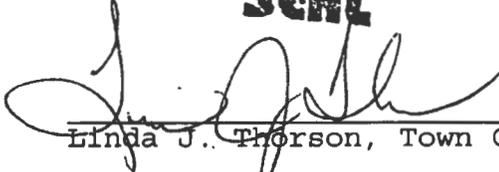
6. That this Resolution shall be effective after its passage and approval according to law.

RESOLVED by the Mayor and Common Council of the Town of Prescott Valley, Arizona, this 24th day of February, 2000.


Richard C. Killingsworth,
Mayor

ATTEST:

SEAL


Linda J. Thorson, Town Clerk

APPROVED AS TO FORM:


Ivan Legler, Town Attorney

Project Narrative

Request:

Prescott Valley Signature Entertainment, LLC (“Owner”) is pleased to submit to the Town of Prescott Valley (“Town”) for its consideration an application requesting a Minor General Plan Amendment and a zoning variance for a portion of the 9.55 acres of land that is located at south of Florentine between Main Street and Lake Valley Road as depicted on the attached legal description and site plan.

Overview:

As a company we continue to design and plan to advance the development of the urban core in the Prescott Valley Town Center that is consistent with the Prescott Valley General Plan 2025 which allows for residential units to exist in the Town Center Plan - Mixed Use Low Intensity (MULI). This Minor General Plan Amendment will specifically allow for ground floor residential units within the MULI District as well as adding a zoning layer to the C2-PAD (Commercial; General Sales and Service – Planned Area Development) to include R2 (Residential; Multiple Dwelling Unit’s – Planned Area Development). Approval of this Amendment will allow for approximately 260 new luxury apartments to be developed that will continue to expand the vitality, energy and a sense of place to the Entertainment District as well as into the urban core. This development will add to the urban core a residential component of multifamily units yielding a density of approximately 27.25 units to the acre.

Review of General Plan Land Use Goals and Policies:

The General Plan establishes guidelines for amending and updating the Prescott Valley General Plan 2025. There are several factors suggesting that periodic amendments to the General Plan can be beneficial such as: evolving technologies, changing socioeconomic and economic conditions of the community, and new community values. Based on these factors and the properties location in the heart of the urban core of Prescott Valley, which currently contains a variety of uses including retail, office and entertainment the owner believes that changes to the General Plan are desirable and appropriate for the current and future market conditions. This Amendment would allow for the addition of a high density residential component to the Town Center.

The proposed minor amendment is consistent with the intent, policies and goals outlined in the Town’s General Plan and the owner’s intent with the development of the urban core. The following excerpts from the Prescott Valley General Plan 2025 support this minor Amendment:

Prescott Valley General Plan 2025:**4.3.2.2 Prescott Valley Town Center Plan**

Residential Districts. The Residential Districts seek to place high-quality housing within walking distance of many destinations within the Town Center, thereby offering a convenient and community-oriented lifestyle, as well as reduced reliance on the car.

5.4.1 Town Center

The Town of Prescott Valley’s Town Center should be a focus of the expansion of medium to high density housing.

The aggregation of these uses in one area provides a ready market for residential users in a compact urban setting. The housing demand previously discussed indicates a steady demand for rental housing. Coupled with the population trend toward growth in the 18 – 24 year old age cohort and the employment, leisure, and educational activities present in the Town Center, development of higher density housing would contribute to the continued growth and success of the area. Furthermore, encouraging high density housing in the urban core would take advantage of readily available infrastructure and provide infill opportunities for existing undeveloped land, rather than developing a high intensity use on the edges of the community.

Goal: GA-A3 Encourage a mix of land uses that reduce dependency on automobiles.

Goal: LU-A7 Provide for a fully balanced residential mix, which includes a wide range of housing by location, type of unity, and price, to accommodate various income levels, family size, age and physical restraints, and addresses both owner and rental households.

Policies: LU-A7.4 Locate affordable housing close to employment centers, including housing for seasonal workers.

Policies: LU-A7.5 Locate greater residential densities near major employment centers to reduce vehicle miles traveled per capita and help to maintain air quality.

Goal: LU-A8 Preserve and reinforce the stability and diversity of the Town's existing neighborhoods, while allowing for increased density in order to attract and retain long-term residents and businesses to ensure the Town's residential quality and economic vitality.

Goal LU-A11 Develop a Town Center in Section 14 that contains a wide variety of activities including housing, retail, office, entertainment and civic uses in a dense development pattern.

Critical Land Use Component for the Town Center

The urban core of Prescott Valley has been exceptionally successful at attracting, and to date retaining, five major uses: the Town government/civic center, the Yavapai Regional Medical Center - East, Prescott Valley Events Center, the Harkins Theatres – Prescott Valley 14, and the Hampton Inn and Suites. These major uses clearly distinguish the urban core as the heart of the community, but they must be nurtured so they remain competitive with regional alternatives. Urban residential, corporate offices and a major bricks and mortar university presence are notably missing from the core and will be great additions in the future to increase the vitality of the core.

Therefore the addition of a high density multifamily residential project in the urban core, the heart of the Town Center, will create necessary “critical mass” needed to nurture and stimulate further development in the Entertainment District and the Town Center. This urban residential project will provide another required element of a vibrant “mixed-use” Town Center.

Economic Impact

The impact of over 250 families/residents in the urban core and the Entertainment District will be significant. These residence will patronize many of the retail, dining and entertainment venues in

the immediate area. The impact of these residents spending money in these establishments on a regular basis will not only increase the financial health of the Entertainment District but will stimulate new business growth from within the district adding to the retail shopping transactions. The additional impact from these residents will be that their dining and shopping will not be limited to the “peak” times when an event occurs at the Prescott Valley Events Center but they will add purchases to the “slow” times thus providing for a more stable and consistent traffic pattern of shoppers and diners thus increasing the overall tax generation from retail sales. These tax collections will add to the overall tax collections within the Entertainment District and the Town’s revenues.

Live, Work, Play

Thriving downtowns offer their citizens the ability to live, work and play in a downtown setting. All three are essential to the long-term viability of an urban core, and with all three elements the urban core truly becomes a destination for the region. This unique project will attract new residents to Prescott Valley who seek the convenience of urban living. Because of the unique, urban lifestyle that offers the opportunity to live in a setting that allows retail (shopping, restaurants, and grocery), entertainment, and employment all within walking distance. This project, due to its unique characteristics, will offer a lifestyle that very few residential developments in the region, if not the state of Arizona, can match.

Conclusion

Prescott Valley Signature Entertainment believes that this project will be a significant benefit to the urban core of Prescott Valley. It will provide current and future residents that enjoy an urban setting an opportunity to live in a residential project while being able to take in the ambiance and quality of life environment of Prescott Valley and all its amenities. This amendment promotes an increased diversity of housing options while providing short-term and long-term economic benefits to the Town and the surrounding businesses in the urban core. In addition, this Amendment is consistent with the overall intent of the Town’s General Plan 2025.

Minutes from Joint Session

January 2, 2014

9. Presentation - proposed 252 unit multiple family apartment project comprising 9.44 acres located south of Florentine Road, between Main Street and Lake Valley Road.

Com Dev Richard Parker commented that this property comprises 9 acres located near Harkins Theater near the roundabout. This property is north of the fountain extending over to Albertson's Grocery Store between Lake Valley to the east and Florentine to the south and Main Street to the west. The property is zoned commercial. An application has been received proposing a 252 unit multi-family project.

Mr. Robert Venburg stated that they are proposing a 252 rental unit, multi-family community, urban three story project with a 360 degree architecture surrounding the building. Venburg said the number of parking spaces meets the minimum spaces required for the development at 1.79 per unit. Offsite parking includes the land surrounding the parcel with additional parking to the south.

Chairman Duskey noted that there are 8 parking spacing at the rec center, 2 of which are handicapped. Venburg said they will provide what is required for handicap parking. He doesn't think that they are looking at what can be considered the final plan with all the correct designations. Parking in front of the club house is intended for people coming in to lease. Additional visitor parking will be all around. Typically parking out front is reserved for those interested in leasing. Offsite parking is along Main Street and spaces to the south of the property too. Onsite parking provisions for visitors have been made. Each unit has its own assigned spaces.

Commissioner Yeater expressed concern about traffic flow egress from Florentine. Venburg said the curb cuts are in place. He was not sure about egress and ingress off of Lake Valley Rd. but with the median there it would allow for a right turn.

Council member Anderson expressed concerns about the existing community garden and remote control (RC Park) park currently located there. Is there a plan to relocate those in the future? There are people concerned about all the work that has gone into both those projects. Anderson stated that most of the building that takes place in the Entertainment District is commercial that provides recurring revenue to the town. Will apartments do that?

Vice Mayor Nye added that we have a pent up means [demand] just for such a development here and asked Richard Parker to address that.

Parker responded that there is a market demand for this type of residence. One rent subsidized facility, not market demand facility, has a waiting list for 260 units. The other two market demand facilities (Glassford Hill Terraces and Glassford Hill project) are both at 98 percent occupancy. Generally both those facilities were running at a 10 percent vacancy. This may be a result of the great recession when people lost their homes and moved into an apartment.

Council member Grossman said his concern is traffic noise from the surrounding streets. Venburg responded that noise abatement will be accommodated through construction materials,

sound proof windows etc., so they do not anticipate that traffic noise will not be detrimental to the residents.

Council member Whiting concurs with Council member Anderson regarding the revenue trade off. He too expressed concern with traffic flow and asked if additional traffic flow studies will be done.

Tarkowski responded that he would defer to the P&Z Commission who asks those questions of the applicant. He suspects that prior studies on Florentine will closely cover this proposed project.

Council member White asked what impact this project would have on water availability in terms of residential versus commercial. Tarkowski said we account for commercial projects in our total water portfolio. A water capacity fee will be charged as there is with every apartment complex built. The fair proportionate water use, assessed both as a capacity fee and utility fee, will be charged as it is applied to all commercial development in Town. All 252 units will be built at once rather than phased in.

Commissioner Musarra asked for a traffic count as those streets are busy. Vice Mayor Nye feels the Town has been on top of traffic for some time. She never has a problem going into or out of Tim's Toyota Center.

Chairman Duskey said this would be the first thing that would need to be changed in the General Plan 2025. Having worked on the General Plan for over a year, he noted that this area was designed to be commercial for a reason. Now the Commission is being asked whether they made a mistake and the suggestion med that they should just allow apartments in there because it seems like a nice idea now. While we have a proposed project that looks viable, he concurs with Council member Anderson regarding the loss of revenue and loss of 9 acres of commercial space forever. That is something that needs to be addressed before amending the General Plan.

Council member Mallory commented that a main entry is located on Florentine. An 'extreme emergency access only' is on Lake Valley. An emergency egress is located by the parking lot. General access and egress is where? Venburg confirmed that the only general access and egress will be on Florentine (controlled access for the residents). The other two egress (exit) locations are at the Lake Valley and Main St. Venburg said these access issues will be finalized when they move further into the process.

Council member Anderson pointed out that a single entrance/exit has been used successfully for many years at Victorian Estates. He doesn't believe it would be an issue.

Tarkowski said he looks forward to the commission's comments as they get further into the details of both of these projects. He thanked both developers for choosing Prescott Valley to locate their projects and looks forward to them coming forward with their finalized proposals. Vice Mayor Nye echoed Tarkowski's remarks and added that there is more coming. Changes to General Plans are always difficult. We do not have a crystal ball; they just use common sense and by understand that visions are just visions. We have to be flexible for the changes known and

unknown. We have to move forward with clarity and good decisions. It is important that these questions are being asked and answered.

Venburg said this project will add another element to the downtown area so that people can live, work, play, shop all without a car.

10. Presentation - proposed establishment of Entertainment District per ARS §4-207 (C) (4), exempting a designated area from distance requirements in relation to churches and schools and various liquor establishments.

Com Dev Director Parker said the state legislature provided a law that enables municipalities to exempt designated areas from distance requirements like the entertainment district that is no greater than a square mile and is largely commercially zoned. They did that in order to exempt certain establishments from the separation requirements between churches and liquor dispensing/selling operations and or schools or similar facilities. We cannot regulate where churches locate so they can impede where a liquor dispensing establishment that creates reoccurring revenues, can locate.

That was always a concern when the Town was developing the downtown area. That issue was faced when Tim's Toyota Center was built next to the school on Lake Valley [Liberty Traditional School]. Adopting this strategy would allow the Town to grow a more vibrant downtown. We may constrain our ability to develop the large commercial pad along Main Street or elsewhere without addressing this. Section 14 along Long Look is ringed with churches and schools which require lawful separation from liquor dispensing/selling operations. The Town could exclude these requirements in more commercially developed area such as the Entertainment District. Staff has developed a resolution as well as a couple of options which they plan to bring to the commission at their January 12th meeting. Any recommendation from the commission will be brought to the Town Council in February. The options mentioned both max out the size by state law, but move different directions on the highway. Only one option can be selected because of state law and the size requirements. Setbacks could be modified, but staff recommends elimination of them as they are constraining to future commercial development because of the preexistence of a school, a large play yard and preexisting church establishments. A church or school will change forever where retail operations can build.

This would not be a necessity for the development of the apartments, currently as there is no school or church located nearby. Should a church land near the commercial core then it would be a problem. There is not separation requirement between a residential zone and a commercial establishment selling spirits. Parker thanked Ivan and Carol Cornell and the legal department for their assistance in bringing this forward.

11. Adjournment

Mayor Skoog adjourned the meeting at 6:11 p.m.

ATTEST:

APPROVED: