

**TOWN OF PRESCOTT VALLEY COUNCIL &  
PLANNING & ZONING COMMISSION JOINT WORK STUDY MEETING  
MINUTES  
July 16, 2015**

Magistrate Court/Council Chamber  
7501 E. Civic Circle  
Prescott Valley, Arizona 86314

1. Call to Order

Mayor Skoog called the meeting to order at 5:30 p.m.

2. Roll Call

Present: Council Member Nye, Council Member Grossman, Council Member Marshall, Council Member Whiting, Council Member Mallory, Vice Mayor Anderson, and Mayor Skoog.

Commissioners Present: Rick Duskey, Vice Chair Cherie Dreves, Larry Renken, Chairman John Yeater, Matt Zurcher, Gary Roberts and Arda Rutherford

3. Discussion regarding a General Plan Amendment related to the Town Center proposed multi-family apartment project

Community Development Director Richard Parker said about 18 months ago, the Council and Planning and Zoning Commission (P&Z) visited this 9 acre site located south of Florentine Road, between Main Street and Lake Valley Road followed by a joint session hearing from the project developer. Due to a number of issues with the concept the application did not proceed forward to the formal hearing process.

The developer, Fain Signature Group, is now proposing a revised concept for the 260+ unit downtown apartments for the joint Council and P & Z Commission's consideration. The General Plan stipulates this property as *multiple use* prohibiting residential as a stand-alone use in this area.

A *General Plan* amendment would be needed to allow this development to go forward. One of the concerns regarding this project was the elimination of revenue that commercial would bring in at this site. Parker stated that a surcharge on rents would replace that expected future revenue. With the Event Center lawsuit settled that eliminated the land use concern expressed initially. The P & Z Commission will consider this matter at a public hearing on August 10 after which it will come before the Council.

Council member Grossman said some of the other issues they questioned initially were noise, traffic and parking. What has changed to address those issues?

Parker responded that if the *General Plan* is amended, a Preliminary Development Plan would be required and brought to the P & Z Commission at which time the parking issue would be addressed. Noise is typically less in a residential area than in a commercial area, according to Parker. Noise is something that would have to be addressed by management of the facility.

Developer Brad Fain said they see this as a result of the recession and occurrences in the market place. Over the last 16 months they have refocused to make the Entertainment District (downtown) a viable place where people want to be, stay and linger. They don't want to lose that Main Street feel and noted that many other downtown areas have residential in the area too. This is a reconsidered continuation of their original downtown vision.

Mr. Duskey asked for an elaboration of their additional plans for commercial. In response to Mr. Duskey, Fain said they have had some interest in site specific areas such as restaurants, but there is no immediate plans or need to add commercial development in the Entertainment District. They are planning accordingly, on paper, so they can market those types of opportunities when the need arises.

Town Manager Larry Tarkowski stated that the CalCorp's Plan was overly aggressive on the commercial side as opposed to the residential side and asked Fain to elaborate about that.

Fain stated that they spent a lot of time looking at other communities' retail side such as the Tempe Mill Avenue. The influx of 500 people to the Entertainment District might create a multiple effect of energy in the area. Additions such as more retail paths and parklike settings transform into more buildings and commercial buildings. Fain said this would be Phase I of the plan which is based on other retail districts like Mill Ave. and others.

Commissioner Renken asked how this action would impact existing businesses in the area and retention of those businesses. Fain said they studied that and interviewed businesses in specific areas and asked what would be the biggest benefits to their businesses. The answer was people within walking distance of them would benefit restaurants in the area. Office personnel and YRMC saw some benefit in having housing nearby, potentially for their employees.

Fain responded to Mr. Roberts traffic concern stating that perhaps they could reconfigure along Glassford Hill Rd. with a right in and right out for traffic and add special pads for marketing, design park space and create spaces where people want to stay and linger rather to leave. The traffic study used for the Event Center is being used for this project. Fain added that less traffic will be generated from the residential rather than commercial/retail in this area.

Council member Nye said this project is logical and sensible considering the growth in the educational institutions and medical arena in Prescott Valley.

Council member Mallory said we make plans but cannot foretell the future. She likes that people here don't give up and make things happen.

Fain said this is the third plan for downtown. This has been an evolutionary process. The recession changed the way they do business now.

Fain responded to Council member Whiting that if everything moves forward smoothly and is approved they could probably break ground in the first quarter of 2016. Commissioner Duskey said for definition purposes in getting back to the apartments - will the apartments be on lease month-to-month, vacation rentals or ...? What is the purpose of the apartments?

Fain said the apartments will be like others in Prescott Valley with standard 6-month or 1-year contracts.

Parker said there are going to be changes in the downtown area with the advent of the growth in the NAU-Yavapai College. Tarkowski commented that NAU is coming to downtown Prescott Valley; it is just a question of when. Both schools are excited to see a luxury apartment complex come to the downtown area because right now they have no dormitories. As they move forward with the Allied Health Facility, planning this is key and integral to that. Parker added that currently, the occupancy rate of existing Prescott Valley apartments is in excess of 90 percent. The apartments here have waiting lists of people waiting for an apartment to open up. There is a market in Prescott Valley or downtown for additional apartments.

Parker responded to Council that staff will propose that a surcharge apply on the rental of apartments to replace lost commercial/retail revenue from this land. No action was taken.

4. *Discussion regarding proposed modification to Section 14 (Downtown) Master Circulation Plan eliminating the use of roundabouts in that area*

Com Dev Director Richard Parker said Fains had a professional traffic engineer complete a traffic analysis of Section 14 of which a circulation element is a part. Four roundabouts were proposed in the study for four locations in the downtown area. Now with more residential traffic the developer asked the traffic engineers to reanalyze the intersections to see if they could be suitably developed other than with roundabouts. Traffic Engineers commented that either configuration (roundabout or standard signal light intersection) would work. It is up to the Town to determine which they want. The Town needs to be cautious and give consideration to the pedestrian traffic. "Roundabouts and pedestrians do not mix well," said Parker. People are not used to roundabouts so as a result of that Parker recommended we keep our eyes open and support either a roundabout or a signalized intersection. This item will go before the P & Z Commission on August 10.

Commissioner Duskey questioned whether the roundabouts are currently funded or prepared to be funded. Town Manager Tarkowski responded that the Town has the improvements to Lakeshore Dr. (from Lake Valley out to Glassford Hill Road with a landscaped median) on the drawing board and on the Capital Improvement Plan. The Civic Center side (north side) will become a two lane road with sidewalk, curb and gutter for a portion of it. Then it decreases to one lane, and then balloons out to a three lane to accommodate turns. The south side, which is one lane, is scheduled to be made a two lane in each direction with sidewalk, curb and gutter.

Traffic control at Civic Circle and Lakeshore Dr. was designated for a roundabout until pedestrian traffic became a concern. If this requested action goes forward as a modification to the General Plan we will not build the roundabout at Civic Circle and Lakeshore this fiscal year. That intersection will likely move about 250-300 feet to the west as the existing extension of Main St. is likely to go away. We will decide whether it will be a roundabout or a signalized intersection when we have a much better idea of what the Main St. plans are going to be. The improvements to Lakeshore Rd. will happen this fiscal year, but without a roundabout. The determination of whether it will be a roundabout or a signal light intersection will be made in the future.

Commissioner Duskey asked the Commission, "Are these roundabouts funded?" Tarkowski responded that, yes they are funded. No action was taken.

#### 5. Discussion regarding amendments to Town Code Chapter 13 - Lodging Code

Planner Carmen Ogden stated that short-term residential rentals and vacation rentals have become very popular with people who travel. Town Code is lacking the performance standards for these types of leases. Staff is proposing some changes and additions including nontransferable 2-year use permits with a business license required, maximum occupancy on the property, rental agreements required, host will be required to meet guests upon arrival and provide 24-hour contact and off-street parking requirements.

Ogden responded to Council member Whiting that they have looked at other jurisdictions codes and have taken note of what and how they are doing it.

Ogden responded to Council member Grossman that an agent can represent the host/property owner. This 'greet' is to ensure that the guest is familiar with the property and a smooth transition takes place.

Ogden responded to Commissioner Duskey that a short term rental could be 1-30 days. In regards to how this would work with an HOA, the property owner would have to talk to their HOA; the town would not be involved. Town Attorney Legler stated that HOAs can go beyond what zoning ordinances have. As long as state law does not prohibit it, the HOA might be more restrictive. Ogden said this will go before the Planning and Zoning Commission in August. No action was taken.

#### 6. Adjournment

Mayor Skoog adjourned the meeting at 6:23 p.m.

ATTEST:

APPROVED:

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Diane Russell, Town Clerk

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Harvey Skoog, Mayor

STATE OF ARIZONA)  
COUNTY OF YAVAPAI) ss:  
TOWN OF PRESCOTT VALLEY)

CERTIFICATE OF COUNCIL MINUTES

I, Diane Russell, Town Clerk of the Town of Prescott Valley, Arizona, hereby certify that the foregoing minutes are a true and correct copy of the Minutes of the Joint Work Study Meeting of the Town Council and Planning & Zoning Commission of the Town of Prescott Valley, held on Thursday, July 16, 2015.

I further certify that the meeting was duly called and held and that a quorum was present.

Dated this

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Diane Russell, Town Clerk