

**TOWN OF PRESCOTT VALLEY
REQUEST FOR COUNCIL ACTION
Date: September 8, 2016**

SUBJECT: Zoning Map Change -ZMC15-004 (Talking Glass Apartments)

SUBMITTING DEPARTMENT: Community Development

PREPARED BY: Carmen Ogden, AICP Planner for Richard Parker, Community Development Director

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

ATTACHMENTS: a) Location Map; and b) Ordinance No. 818 w/Exhibits c) Elevations

SUMMARY/BACKGROUND: This is a public hearing on a request by Fain Signature Group, Brad Fain, applicant, for approval of a Zoning Map Change (ZMC15-004) to change the zoning of approximately 9.44 acres, located in the Town Center, Entertainment District of Prescott Valley, APN #103-02-720M, from C2-PAD (Commercial; General Sales and Services) to RS-PAD (Residential; Residential and Services- Planned Area Development).

The subject parcel was annexed into the Town of Prescott Valley by Ordinance No. 287 on November 12, 1992, giving the annexed property a zoning classification of RCU-70. On March 9, 1994, approximately 70 acres were re-zoned from RCU-70 to C2 PAD, after the Prescott Valley Planning and Zoning Commission forwarded a recommendation of approval to Town Council and Town Council approved the rezoning of that acreage on April 28, 1994 through Ordinance No. 320 and 321, which divided the annexation area into Parcel A, seventy (70) acres east of Glassford Hill Road, and Parcel B, nineteen (19) acres west of Glassford Hill Road for the purpose of developing a regional commercial center. In 2000, a development agreement was approved between the Town and the Developers to further the creation of a Downtown Plan to incorporate a unified Entertainment Center and Parcel B as a unified Shopping Center, anchored by a food market operated by Fry's Food Stores along with adjacent undeveloped commercial parcels. The Plan was never formally adopted by the Town; however, it has served as a development guide in conjunction with adoption of Rezoning Ordinances and Final Development Plan Resolutions. The two parcels, A & B together incorporated approximately sixty four (64) acres. The first phase of the Entertainment Center, "Implementation Phase One, FDP 00-03", was approved by the Town Council by Resolution No. 942 on February 24, 2000 (see Exhibit A). "Phase 2" of the Entertainment Center FDP01-018 was approved by Resolution No. 1055 on November 15, 2001, allowing for the development of a two-story, 24,000 square foot, mixed-use retail/office building and an additional 230 parking spaces to support the new building.

On January 2, 2014, the Town Council and Planning and Zoning Commission held a joint work-study meeting to discuss a proposed Minor Amendment to the General Plan to allow for a high-rise residential apartment complex of approximately 214 units on 9.44 +/- acres at the southeast corner of Main Street and Florentine Road. The proposed amendment was from "Town Center Plan - Mixed-Use/Low-Intensity" to "Town Center Plan - Residential". At that time, the concept was proposed as a way to bring new energy to the downtown since commercial development in downtown Prescott Valley had stalled. Also, the recent focus on development of an Allied Health University downtown was believed to encourage high-density residential development in the area. The application was reviewed by the Planning and Zoning Commission and a recommendation of approval was forwarded to the Town

Council. The Town Council reviewed the application at its regular meeting on September 10, 2015 and approved GPA15-002 by Resolution 1930, amending the Land Use designation of 9.44 acres in downtown Prescott Valley to Residential and therefore setting the stage for entitlement.

Staff notes that this application is part of a larger picture for the downtown area. Litigation involving the nearby Events Center was settled two years ago and the settlement included an agreement by bondholders to support residential uses in the downtown even though they would not produce on-going transaction privilege tax revenues to help pay off bonds issued to build the Events Center. At the same time, the bondholders supported the concept of the Town imposing a 2% surcharge on rents collected from residential apartment complexes (as it has in other areas of the community). Then, last year the entity which leases and operates the Center made a bankruptcy reorganization filing which may result in a bankruptcy plan that includes new arrangements for operation of the Center. Approval of this application will help strengthen the downtown through new activity and provide new revenue that may assist the Town (and related Community Facilities District) with any role it may have under the bankruptcy plan.

The General Plan designation is that of:

Town Center - Residential. – The Residential designation is intended to allow for a wide range of for-sale and for-rent housing, which may include a “small town character of porch fronts and street facing architecture. A wide range of housing types are permitted, including apartments, townhomes, duplexes, detached single-family and innovative cluster arrangements. 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.

The proposed zoning designation is that of:

RS (Residential and Services) – The RS Zoning District purpose is to provide for orderly and compatible development in transitional areas between residential and non-residential districts and to establish and preserve areas for those commercial facilities which are especially useful in close proximity to residential areas, while minimizing the undesirable impact of such uses on the neighborhoods which they service.

The proposed use and proposed RS-PAD zoning is appropriate at this location and is in conformance with the *General Plan 2025*.

This rezoning is accompanied by a Preliminary Development Plan which indicates the building locations and heights, along with parking and access configurations that provide the guidelines for the remaining development of the property per the PAD District (Article 13-19). Final Development Plans (FDPs) are required for specific development projects in the PAD District and are approved by Council after approval of a Preliminary Development Plan by the Planning and Zoning Commission. Approval of FDPs is subject to review of plans by all departments for conformance to all Town Codes and included completion of any required off-site improvements. [NOTE: It should be noted that there have been discussions with the developer about including as a provision in the FDP (per ARS §9-500.11) an agreement to reimburse the one-time transaction privilege taxes collected from construction of the project as an incentive to develop the project.]

The subject property consists of approximately 9.44 acres located in the Town Center, Entertainment District, of Prescott Valley, APN #103-02-720M. The subject preliminary plan consists of a complex of fourteen (14) apartment buildings with 214 total units, 393 parking spaces of which 15 are designated for the handicapped and a Clubhouse. There will be six (6) different building types, either two (2) or three (3)

stories high. The Clubhouse amenity features a conference room, leasing area, maintenance room, theater, fitness/multipurpose room, 2nd floor game rooms and rooftop patio. Accessory buildings include Ramada's, pool area, cabana, pool equipment enclosure and refuse structures. A dog park will be provided in the center of the complex. Adjacent development in the Town Center includes Phase 1 & Phase 2 of the Entertainment Center with Harkins Theatre, expansion of the Fry's Shopping Center, the Glassford Hill Market Place with Kohl's, Walmart, and Outlots, Hampton Inn and Suites, and the Yavapai Regional Medical Center East Campus.

The proposed development will have ingress and egress on N. Main St and a right out only for tenants on N. Lake Valley with additional emergency vehicle access only on N. Lake Valley. Parking for the site will be provided both on-site and in the adjacent parking area approved through FDP01-018 for the Entertainment Center Phase 2. The Phase 2 parking plan requires 120 spaces for 24,000 square feet of office/retail which provides an average of 110 spaces that can be used for the required parking for the apartment complex.

A traffic impact statement was prepared by Practical Traffic, LLC, by request of the Town of Prescott Valley, to analyze traffic impacts relating to the subject development proposal for the Talking Glass Apartments. Recommendations include changes to N Main St. which will allow for additional car queueing from eight (8) to twelve (12) cars for added northbound traffic out of the complex. Changes to N Main St. will be addressed in the Final Development Plan upon recommendation by the Town Engineer.

PDP15-002 will permit the development of a complex of fourteen (14) apartment buildings with 214 total units, 393 parking spaces of which 15 are designated for the handicapped, a Clubhouse, Dog Park and amenities on a total of approximately 9.44 acres.

A neighborhood meeting was held on July 2, 2015, by the applicant with all property owners within one thousand (1,000) feet, having been invited by first class mail. The meeting was attended by five (5) people, two (2) representing the applicants and three (3) members of the community. The community representatives all voiced their support for this project. All present saw the benefit of having residential within walking distance of entertainment, grocery stores, banks, restaurants, etc., as an asset to the surrounding business owners and the area in general.

The Planning and Zoning Commission held a public hearing and considered ZMC 15-004 (including the related Preliminary Development Plan PDP 15-002) on August 8, 2016, and made a recommendation of approval.

OPTIONS ANALYSIS: Public Hearing – No Options Analysis Provided.

ACTION OPTION: Public Hearing – No Action Options Provided.

RECOMMENDATION: Public Hearing – No Recommendations Provided.

FISCAL ANALYSIS: Public Hearing – No Fiscal Analysis Provided.

REVIEWED BY:

Management Services Director _____

Town Clerk _____

Town Attorney _____

Town Manager _____

COUNCIL ACTION:

Approved Denied Tabled/Deferred Assigned to _____