

**TOWN OF PRESCOTT VALLEY  
REQUEST FOR COUNCIL ACTION  
Date: January 14, 2010**

**SUBJECT:** Minor Amendment to *General Plan 2020* (GPA09-003)

**SUBMITTING DEPARTMENT:** Community Development Department

**PREPARED BY:** Joe Scott, Planner, for Richard Parker, Community Development Director

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

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**ATTACHMENTS:** See Attachments with related New Business Item

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**SUMMARY/BACKGROUND:** A public hearing to take comment on a request by Fain Land and Cattle Company for a Minor Amendment to the *General Plan 2020* changing the designation of approximately sixteen (16) acres located south of Long Look Drive and eight hundred (800) feet east of Glassford Hill Road, from “Town Center- Residential” to “Town Center-Mixed Use Low Intensity”.

The Prescott Valley *General Plan 2020* was adopted on January 17, 2002 and ratified by the voters on March 12, 2002. Specific land uses were described for the Prescott Valley Town Center in Section 4.3.2.2 of the *Plan*. However, it was anticipated that said land uses would be updated over time to reflect evolving market conditions and planning strategies. On January 8, 2007, the Planning and Zoning Commission considered a *Plan* change for about fifty-seven (57) acres in the Town Center that designated most of the remaining undeveloped land as Mixed Use Low Intensity / Mixed Use Limited Retail / Mixed Use High Intensity and Residential. This amendment reflected the intention of the property owner to place higher intensity uses north along Lakeshore Drive (across from the Civic Center) to create a main street and business core atmosphere near the Civic Center. Text changes allowed for a larger variety of retail businesses and facilitated mixed-use development in the Town Center, and enhanced pedestrian access to the entertainment district and Civic Center. The Town Council approved this change by Resolution No. 1483 on February 8, 2007. At that time, the subject sixteen (16) acres were designated Residential and located between an area on the west designated as Town Center-Mixed Use Low Intensity and the regional detention basin and planned soccer field on the east. All of this was west of the planned southerly extension of Viewpoint Drive from Long Look Drive to Civic Circle. Since then, there has been significant residential development on the east side of the planned Viewpoint Drive extension (Sungate Senior Villa Apartments Phase I, sixty four (64) units, and Sungate Senior Villa Apartments Phase II, fifty-four (54) units). Therefore, the property owners have asked to change the designation of these 16 acres on the west side in order to create a consolidated commercial parcel at the corner of Glassford Hill Road and Long Look Drive. By changing the *Plan* designation from Town Center-Residential to Town Center-Mixed Use Low Intensity, the current RCU-70 zoning could later be changed to C2-PAD similar to adjacent property.

A Traffic Impact Statement has been prepared to evaluate access points and required off-site improvements to public streets for such a consolidated commercial area. This has been evaluated by Public Works and Engineering staff and would provide the basis for some of the conditions of approval for rezoning that staff would recommend to the Planning and Zoning Commission.

A neighborhood meeting was conducted on this proposed *Plan* Amendment and a related proposed Zoning Map Change as required by Town Code. Property owners within a one thousand (1,000) foot radius were contacted. There were no objections to the change in land use as requested. Then, a Public Hearing was held on December 14, 2009 during the regular meeting of the Planning and Zoning Commission. Some concerns were expressed by citizens about future traffic and land uses, but it was determined by the Commission that such issues would be addressed at the time of rezoning. The applicant also agreed to meet with the citizens to discuss their concerns. At the close of the hearing, the Commission unanimously recommended approval and forwarded GPA 09-003 to the Town Council.

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**OPTIONS ANALYSIS:** Public hearing – No Options Analysis Provided.

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**ACTION OPTION:** Public hearing – No Action Options Provided.

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**RECOMMENDATION:** Public hearing – No Recommendations Provided.

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**FISCAL ANALYSIS:** The potential development of this property may provide additional commercial development and transaction privilege/use tax revenue for the Town.

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**REVIEWED BY:**

Management Services Director \_\_\_\_\_

Town Clerk \_\_\_\_\_

Town Attorney \_\_\_\_\_

Town Manager \_\_\_\_\_

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**COUNCIL ACTION:**

Approved  Denied  Tabled/Deferred  Assigned to \_\_\_\_\_