

**TOWN OF PRESCOTT VALLEY
REQUEST FOR COUNCIL ACTION
October 13, 2011**

SUBJECT: ZMC 11-002 - Zoning Map Change Bradshaw Mountain Road and SR 69

SUBMITTING DEPARTMENT: Community Development Department

PREPARED BY: Ruth Mayday, Planner, for Richard T. Parker, Community Development Director

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

ATTACHMENTS: a) Ordinance No. 766, b) Legal Description, and c) Quailwood Meadows Planned Area Development Map

SUMMARY/BACKGROUND: At the request of Glenwood Development, the Town Council is being asked to rezone a portion of a parcel of land at the southeast corner of the intersection of Bradshaw Mountain Road and State Route 69 to allow for future commercial development. Currently, the parcel is zoned for limited single-family residential development. However, its designation in the Town's *General Plan 2020* is PAD 5-II which allows for commercial development within the planned area.

The subject parcel was annexed into the Town of Prescott Valley as a portion of a larger land area by adoption of Ordinance 562 on June 12, 2003. Upon annexation, the bulk of the area was given a zoning classification of R1L-70. This Zoning Use District mirrored the zoning it had had in Yavapai County. Other Town zoning classifications in the immediate area provide for a mix of residential and commercial uses; C2 (Commercial; General Sales and Service), C3 (Commercial; Minor Industrial Uses), and RS (Residential and Services) can be found in close proximity. There is also a small cluster of commercial uses in a nearby unincorporated area with a County classification of C3 (Commercial and Minor Industrial).

The potential for commercial use of the subject parcel and surrounding area was recognized prior to annexation into Prescott Valley. This area was included in the Quailwood Meadows Master Development Plan and was designated at that time as commercial. The Plan was adopted by the Town Council on April 10, 2003 through Resolution No. 1169 as part of the recorded Development Agreement. At that time, traffic planning and intersection design activities were undertaken by professional engineers to ensure adequate capacities at the intersection of Bradshaw Mountain Road and State Route 69. Consequently, the intersection was designed and built to carry the traffic volume that would be generated by the full build-out of all residential phases of Quailwood Meadows as well as full build-out of the commercial phase. Staff from the Public Works department has reviewed traffic volumes as they exist today and confirmed that the maximum volumes designed for have not been reached. Thus, the planned commercial development may go forward simply with some additional street striping.

The demand for commercial services in this area will grow as residential uses increase in Quailwood Meadows, The Villages at Lynx Creek, Prescott Country Club, and the surrounding Dewey-Humboldt area. The visibility of the subject parcel (due to its frontage on State Route 69 and its proximity to the signalized intersection at State Route 69/Bradshaw Mountain Road) makes this area attractive to commercial uses. And, the General Plan designation provides for such uses along with medium density

residential, medium-high density residential, and open space. It provides flexibility in use and design rather than specifying exact locations, allowing more ability to fit market demand and encourage mixed-use development where practicable. A zoning classification of C2-PAD (Commercial; General Sales and Services) fits within the commercial component of PAD 5-II.

A Preliminary Development Plan has been submitted in support of the proposed Zoning Map Change as required by Town Code. This Preliminary Development Plan depicts an approximately eight thousand three hundred (8,300) square foot commercial building, drive isles, parking, storm water detention and landscaping on the approximately one and three quarter (1.75) acres parcel. Access is proposed via the extension of Village Way that will also provide access to future development on adjacent parcels. The initial user of the building is shown as a retail outlet known as Family Dollar. However, it should be noted that this requested approval is not for the particular retail store that is currently proposed, and rezoning of the parcel would permit any or all of the uses listed for C2-PAD Districts. The Development Plan, as submitted, meets Town Code performance standards for the proposed C2-PAD (Commercial; General Sales and Services - Planned Area Development) Use District.

In accordance with Town Code §13-30-012, a neighborhood meeting was held on Thursday, July 7, 2011 in Room 406 of the Civic Center. Notification was given to all property owners of record within 1,000 feet by first-class mail. Jeff Kost was in attendance on behalf of Glenwood Development, and Ruth Mayday, on behalf of the Town. No other persons attended the meeting. On August 8, 2011, a public hearing was held before the Planning & Zoning Commission. At this meeting, a number of residents were in attendance and gave comments. Comments had also been received by staff via e-mail. Concerns expressed included potential traffic, the exterior finish of the planned building for Family Dollar, potential increases in crime, a desire for only residential uses in the area, and whether adequate notification of the hearing had been provided. No action was taken by the Commission and it was suggested that the developer again attempt to meet with community residents to better understand their concerns. On August 15, 2011, the developer held such a meeting: this time at the Prescott Valley Library. Representatives of 41 households in the Quailwood Meadows community attended.

In order to alleviate any concerns about adequate public notification, a second public hearing was held before the Planning and Zoning Commission on September 12, 2011. The property was re-posted and all property owners within three hundred (300) feet of the boundary of the subject parcel were re-notified by first-class mail. As a courtesy, the Homeowners Associations for both the Townhomes and the Meadows were notified by separate first-class mail. After a presentation by staff, the developer discussed modifications to the building and the site based on his August 15th meeting with residents. He agreed for those modifications to be memorialized in the Final Development Plan that would be considered by the Town Council in the future. A number of area residents again spoke regarding their concerns about traffic, potential increases in crime, and site layout. At the of the public hearing, the Planning and Zoning Commission voted unanimously to approve the Zoning Map Change request and forward it to the Town Council with a recommendation of approval. It also voted to approve the Preliminary Development Plan.

On September 22, 2011, the Town Council held a public hearing to consider ZMC 11-002 and related Ordinance No. 766 with regard to the proposed re-zoning. After taking public comment, the Council voted 6-1 to read Ordinance No. 766 by title only on two separate occasions and then to place the ordinance on final passage for a final vote.

OPTIONS ANALYSIS: Council may approve this Zoning Map Change, table the item and direct Staff to make modifications to the Zoning Map Change before approval, or decline approval.

ACTION OPTION: [The Mayor asks the Town Clerk to read Ordinance No. 766 by title only for the second reading, then asks “Shall the Ordinance Pass?”] **VOTE.**

[Note: it is understood that approval of the re-zoning ordinance also authorizes to sign the agreement related to Proposition 207.]

RECOMMENDATION: Staff recommends adoption of Ordinance No.766 approving ZMC11-002.

FISCAL ANALYSIS: Approval of the request for a Zoning Map Change will allow for commercial development on the subject parcel of land, which could provide a TPT revenue stream for the Town in addition to providing employment opportunities in the community.

REVIEWED BY:

Management Services Director _____

Town Clerk _____

Town Attorney _____

Town Manager _____

COUNCIL ACTION:

Approved Denied Tabled/Deferred Assigned to _____