



Major General Plan Amendment Planning and Zoning Commission Staff Report

CASE NUMBER: OV1114-002 and OV 1114-003

MEETING DATE: October 7, 2014

AGENDA ITEM: 3A and 3B

STAFF CONTACT: Chad Daines, Principal Planner
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Applicant: Paul Oland of WLB Group

Request: FROM:

- Rural Low Density Residential (0.0 – 0.3 homes per acre)
- Low Density (0.4 – 1.2 homes per acre)
- Neighborhood Commercial / Office
- Public / Semi-Public
- Medium Density Residential (2.1 – 5.0 homes per acre)
- Open Space
- Significant Resource Area

TO:

Master Planned Community comprised of Open Space, Neighborhood Commercial Office, Low Density Residential, Medium Density Residential, High Density Residential and Senior Living Uses.

The applicant proposes deletion of the Significant Resource Area designation. Special Area Policies are also proposed by the applicant.

Location: Southwest / Northwest corner of La Cholla Boulevard and Naranja Drive

Recommendation: There are changes in conditions in this area since the 2005 General Plan adoption; most notably the expansion of La Cholla Boulevard which justify re-evaluation of land uses along this corridor. The applicant is continuing discussions neighborhood residents and changes may occur with the proposed amendment. As a result, no formal recommendation is provided with this report. A formal recommendation will be provided with the November 3rd Commission report.

SUMMARY:

The purpose of this first public hearing is to receive information on the requested amendments and hear resident input, issues and concerns. As such, no vote will be taken by the Commission at the October 7th meeting. A second public hearing will be held on November 3rd where the Commission will again take public testimony, deliberate and formulate a recommendation on the amendments to Town Council.

The applicant proposes two Major General Plan Amendments to Master Planned Community for 210 acres located at the southwest and northwest corners of La Cholla Boulevard and Naranja Drive (Attachment 1). The proposed Master Planned Community contains a variety of residential and non-residential land uses as depicted on the applicant's Concept Plan (Attachment 2). The applicant also proposes Special Area Policies to guide future development of the property (Attachment 3). The applicant's response to Code evaluation criteria are provided as Attachment 4. The current and proposed General Plan Land Use Maps are provided on Attachment 5.

To date, there have been three well attended neighborhood meetings. Modifications to the amendments have been received which propose significant enough changes to warrant a fourth neighborhood meeting, which will be held October 20th. As the applicant and the neighborhood continue to work toward resolving issues, this report will serve as an update relative to progress to date on the application. A revised report including a staff recommendation and an update on neighborhood progress will be provided for the November 3rd Commission meeting.

The anticipated expansion of La Cholla Boulevard represents a significant change in conditions to warrant reconsideration of the General Plan. The current General Plan anticipates higher density residential development in this area. The focus of this application is to determine the appropriate type and extent of development.

BACKGROUND:
Land Use Context

LOCATION	EXISTING LAND USE (Attachment 1)	GENERAL PLAN LAND USE (Attachment 5)
SUBJECT PROPERTY	Vacant	Various designations
NORTH	Vacant High School	Medium Density Residential (2.1 – 5.0 homes / acre) School
SOUTH	Single-family Residential .5 to 3.3 acre lots	Low Density Residential (1.3 – 2.0 homes / acre)
EAST	Single-family Residential 7,000 sq. ft. lots Vacant	Medium Density, Low Density and Neighborhood Commercial Office
WEST	Single-family Residential Vacant (Proposed MGPA OV 1114-001)	Rural Low Density (0-0.3 homes / acre)

Approvals To Date There have been no approvals to date on the subject property. The property was annexed into the Town in 2002.

Existing General Plan Land Use Designations (Attachment 5 and 6) The current Oro Valley General Plan designates the property as follows:

- Rural Low Density Residential (0.0 – 0.3 homes per acre)
- Low Density (0.4 – 1.2 homes per acre)
- Medium Density Residential (2.1 – 5.0 homes per acre)
- Neighborhood Commercial / Office
- Public / Semi-Public
- Open Space
- Significant Resource Area

Open Space
Significant Resource Area

Proposed General Plan Land Use Designation (Attachment 5)

The proposed amendment is to Master Planned Community, which is described as follows:

Master Planned Community: This land use designation refers to areas where large multi-use developments should be planned and developed in a comprehensive manner.

The proposed Master Planned Community is comprised of Open Space, Neighborhood Commercial Office, Low Density Residential, Medium Density Residential, High Density Residential, Senior Living Uses and expansion of the Casas Church.

Environmentally Sensitive Lands (ESL) Conservation Categories (Attachment 7)

The property contains the following ESL conservation categories:

- Critical Resource Area (CRA) Resources including washes and riparian areas with a 95% open space requirement
- Resource Management Area (RMA) Tier I: Lower resource value lands with lower intensity growth expectations in the General Plan, such as Low-Density residential, and includes a 66% open space requirement
- Resource Management Area (RMA) Tier 2: Lower resource value lands with lower intensity growth expectations in the General Plan, such as Low-Density residential, and includes a 25% open space requirement

The ESL conservation system protects critical open space systems and linkages throughout the Town. ESL provides strict requirements for highest value resources and more flexible ones in areas of lower resource value. Riparian areas or very significant habitat features have the highest conservation requirements.

On the other end of the spectrum, lands designated as Resource Management Area (RMA) are important but have the lowest resource value and lower conservation requirements. Unlike higher resource value categories, including Major Wildlife Linkages (MWL), Critical Resource Areas (CRA), and Core Resource Area (Core), the RMA designation is driven by growth expectations of the General Plan. Each Resource Management Tier aligns with the anticipated level of growth reflected in the General Plan. In other words, the General Plan designation determines the RMA Tier and subsequent amount of conservation (open space).

Based on the proposed amendment, if approved, a majority of the area will be designated RMA Tier 2 and requires 25% open space conservation. The area proposed on the western boundary as Low Density will be designated RMA Tier 1 and requires 66% open space conservation. Staff has requested the applicant correct the Special Area Policy which incorrectly references the Low Density area as 25%, not 66%. Areas designated Critical Resource Area require 95% open space conservation.

Significant Resource Area Deletion

The applicant proposes to delete the Significant Resource Area designation on the southern portion of the property. This designation, adopted with the original General Plan in 2005, preceded the Town's adoption of the Environmentally Sensitive Lands (ESL) regulations in 2011. The ESL ordinance establishes comprehensive environmental conservation standards and regulations. From a land use standpoint, retention of the SRA designation will have the effect of limiting density to the lowest end of the density range (e.g. areas designated Low Density would be limited to 1.3 homes per acre and areas designated Medium Density would be limited to 2.1 homes per acre), which does have a reduced environmental impact on the property. Beyond the density limitation, the Significant Resource Area designation does not provide any additional measure of environmental protection when compared to the Town's ESL regulations.

DISCUSSION / ANALYSIS:

Land Use Plan Analysis

The proposed Concept Plan (Attachment 2) provides for a range of single-family residential land uses, apartments and a variety of non-residential uses. The proposed master planned community wraps around the existing Casas Adobes Baptist Church and incorporates the existing Cross Road as the primary internal access to the development. A total of three access points are proposed from La Cholla Boulevard and one access drive is provided from Lambert Lane.

The applicant proposes Low Density Residential with a maximum density of 2.1 homes per acre along the western boundary of the property to provide lower densities adjacent to the rural areas to the west.

The majority of the Concept Plan provides hybrid designations permitting a variety of residential and non-residential uses. Neighborhood commercial office parcels are proposed at the Naranja Drive and Lambert Lane intersections with La Cholla Boulevard which are consistent with General Plan policies supporting commercial uses at arterial roadway intersections. A Special Area Policy has been included providing a back-up designation of Medium Density Residential within these commercial areas should commercial development not materialize.

A staff concern with this proposal is the amount of potential medium density residential proposed if the commercial areas are allowed to develop as residential. Additional detail is provided in the criteria analysis relative to the existing supply of vacant property currently planned for medium density residential within the Town.

Within the central portion of the property, the applicant proposes areas which permit a variety of uses including office, senior living, medium residential, high density residential (apartments) and expansion of the Casas Church's campus. The degree of flexibility in land uses proposed by the applicant is inconsistent with the intent of the Master Planned Community designation and remains a concern for staff.

Another concern of staff is the proposed high density residential, which would permit apartment development. The applicant has not provided sufficient detail with regard to the type of high density residential (condominiums, townhouses or apartments), nor has the applicant provided a maximum density proposed for the high density area. Several years ago, the Town approved several general plan amendments and rezonings requesting approval for new apartment projects. In conjunction with these amendments, staff conducted a survey of existing apartment complexes which revealed a need for additional apartments based on high occupancy rates in existing complexes. Several of these apartment complexes are now under construction including Steam Pump Village, San Dorado and El

Corredor and will have the effect of reducing occupancy rates. The applicant has not demonstrated the need for the additional apartments or high density residential proposed by the amendment, nor the impact new apartment construction will have relative to supply. Based on lack of justification and the significant number of new apartments under construction, staff is not supportive of the requested high density residential.

The applicant has also not supplied any data supporting the senior care facility use. There are a number of senior care facilities currently under construction and/or in the planning process and it is unclear whether a market exists for additional acreage designated for senior care use.

A recreational area is proposed along La Cholla in generally the same configuration as the existing open space designation. The applicant proposes to use this area and an additional area along Cross Road to meet the Town's recreational area requirement for this development. Staff has requested clarification through an amended Special Area Policy regarding the size of the recreational area, proposed amenities and the possible dedication of this parcel to the Town during the rezoning process.

In summary, based on the planned expansion of La Cholla Boulevard, staff believes there is justification to support a moderate increase in planned density and intensity along this corridor. However, the applicant's proposed amendment has the potential to add approximately 1,040 additional residential units in this area which have not been substantiated. The focus of the amendment is to determine the appropriate amount of density and intensity along this corridor.

Special Area Policy Analysis

The applicant proposes a number of Special Area Policies to implement the proposed Master Planned Community (Attachment 3). In general, these policies provide for the flexibility in land uses described above and propose open space variations related to the Town's ESL regulations. In addition, a policy is included indicating that the recreational areas will count toward meeting the Zoning Code requirements relative to recreational areas for the entire development. Staff recommends revisions to the proposed Special Area Policies, including:

- Include a policy requiring master planning of the site at the rezoning stage to provide coordinated infrastructure, circulation, phasing, schedule of improvements, mitigation, amenities, architectural concept and thematic elements.
- Include a policy requiring the recreational areas be improved with a commensurate area and level of amenities required by the Zoning Code and acknowledge the possible dedication of these areas to the Town during the rezoning process.
- Revise the policy to correctly refer to the associated RMA Tier 1 Open Space requirement for Low Density as 66%.
- Clarify the use of the terms "MPA-1 and MPA-2.
- Provide clarification in the policy that all land uses will follow existing General Plan land use descriptions, density ranges and floor area ratios.
- Provide mitigation measures to be employed during the rezoning and development process including substantial setback, buffering and building height limitations on MPA-1 and MPA-2 from La Cholla Boulevard and Lambert Lane.

General Plan Amendment Evaluation Criteria Analysis, Section 22.2.D.3

General Plan Amendments are evaluated for consistency with the General Plan Amendment criteria in the Zoning Code. It is the burden of the applicant to present facts and other materials to support these

criteria. The applicant's response to each of the criteria is provided below in italics followed by staff's analysis of each criterion:

1. The proposed change is necessary because conditions in the community have changed to the extent that the plan requires amendment or modification.

Applicant's Response:

The Town of Oro Valley is growing, not only in size but also in desirability. Since the year 2000, the population of Oro Valley has increased 25%, to just over 40,000 residents (Source: US Census). Along La Cholla Boulevard, residential developments are in various stages of construction and platting, including the neighboring developments of Sagueros Viejos (118 lots) on the north side of Naranja Drive, Meritage on Naranja (120 lots) on the south side of Naranja Drive, and Rancho de Plata (50 lots) and Rancho del Cobre (68 lots) to the north near Glover Rd. Over the last 12 months (August 2013 to July 2014) over 180 residential building permits have been pulled within Town limits (Source: Orange Reports, The Sales and Permit Report – August 2014, Volume 319). Real Estate websites such as Zillow and Movoto, show home prices having increased 5-7% over the last 12 months (Source: www.zillow.com – 9/19/2014); coupled with the Town of Oro Valley recently being ranked as one of the top 10 safest suburbs, and continually providing a nationally ranked education system, it is clear that increased market demand within the community will need to be addressed through land use amendments to the General Plan.

In the subsequent year following the approval and adoption of the Town of Oro Valley 2005 General Plan, the Regional Transportation Authority (RTA) was formed as part of the 2006 Pima County Transportation Bond Initiative. The RTA is currently in the Design Phase to improve La Cholla Boulevard to a four-lane desert parkway between Overton Road and Tangerine Road. The La Cholla Corridor, as it is referenced, is one of the Region's key north-south corridors presented and approved in the 2006 Pima County Transportation bond initiative passed by the voters; connecting Tangerine Road to Interstate 10 (through an improved connection at Ruthrauff Road). In 2013 the Average Daily Traffic (ADT) counts were approximately 7,400 along La Cholla Boulevard between Naranja Drive and Lambert Lane. Future Traffic Conditions (2040), established by the RTA, place the ADT counts for La Cholla Boulevard between Naranja Drive and Lambert Lane at 21,830, and 23,164 for La Cholla Boulevard between Naranja Drive and Tangerine Road. The formation and implementation of the RTA, and the changing transportation condition of La Cholla Boulevard to a major north-south corridor, will increase the viability and accessibility of the site, creating demand for a variety of uses along its route.

The rise in popularity and the increased desire for communities to establish a live, work, play environment, leads to the need to adjust land uses to allow for flexibility and variety in each land use aspect. Locating neighborhood scale commercial in close proximity to residential users can encourage more walking and biking, reducing vehicle miles traveled in the community, and increasing employment opportunities.

Staff Comment:

The increase in traffic volume on La Cholla Boulevard and the planned expansion of the roadway to a four lane desert parkway is a change in conditions which support reconsideration of the planned density and intensity along this corridor. Voter authorization of the Regional Transportation Authority Plan occurred in 2006, after the 2005 ratification of the Oro Valley General Plan. As the General Plan preceded the RTA Plan, the widening of the roadway constitutes a significant change in conditions which supports reconsideration of land uses. The timing of the expansion is currently planned for 2021,

but the Town is now working with the RTA to move the planned expansion up to accommodate the additional projected traffic volume of this roadway.

Expanding La Cholla Boulevard to a parkway will provide another important major north – south transportation corridor within the community and supports re-evaluation of the planned land uses. Additionally, Tangerine Road is currently under construction to expand the roadway to a four lane desert parkway from La Canada Drive to I-10.

2. The proposed change is sustainable by contributing to the socio-economic betterment of the community, while achieving community and environmental compatibility.

Applicant's Response:

If approved, the property will be designated Master Planned Community. The Master Plan will set standards and themes to ensure that the development is compatible with the surrounding uses. It is anticipated that Naranja Drive on the north and Lambert Lane on the south will be improved as part of the project. La Cholla Boulevard improvements are planned as part of the 2006 Regional Transportation Authority's (RTA) initiative which once completed will adequately accommodate traffic associated with the proposed land uses. Public facilities and infrastructure already exist and/or are planned to be constructed nearby, thus accounting for the additional burden on public infrastructure that may be associated with this project. This development will contribute to the long-term socio-economic betterment of the community by providing convenient retail and office uses close to existing consumers and future residents.

The proposed development will achieve community and environmental compatibility by providing open space in and along the washes and recreational areas throughout the site. Connections to the proposed trails through the development and connecting to the existing trail path system will be provided. It is the intent of the owner that future development fully comply with the requirements outlined in the Environmentally Sensitive Lands Ordinance (ESLO). The development will also include landscape buffers to further soften the appearance of future development from neighboring residents. The proposed natural and functional open space trails combined with walkable land uses will result in synergy, and the promotion of the desired live, work, play environment.

The Master Plan will include aesthetic themes and standards which will ensure future development is compatible with its surroundings. The Master Plan provides a transition in density from east to west. On both the south and western boundaries, larger lots, a buffer yard, or a combination of both will provide a transition from this development to the larger lot developments nearby.

Staff Comment:

The planned variety of land uses, including supporting retail and office development contributes to the overall socio-economic opportunities within this area. A balanced land use plan reduces vehicle trips on adjacent roadways and reduces traffic congestion and improves environmental conditions such as air quality. Nearby commercial services create walkable neighborhoods by promoting non-motorized travel to access goods and services.

Increasing the planned density and intensity of development based on the expansion of La Cholla Boulevard represents an efficient use of public infrastructure, a concept supported by General Plan policy.

The proposed concept plan achieves environmental compatibility through conformance with the Town's adopted Environmentally Sensitive Lands ordinance and preservation of the natural wash corridors through the site.

In terms of neighborhood compatibility, the proposed densities along the western boundary of the property address compatibility with the rural low density neighborhoods to the west. Areas of concern with staff and the neighborhood remain with regard to compatibility of the proposed apartments and extent of commercial area with the rural to medium density character of the area. As stated previously, the applicant continues to work with the neighborhood to address areas of concern.

3. The proposed change reflects market demand which leads to viability and general community acceptance.

Applicant's Response:

As part of 2006 Pima County Transportation Bond, approved by the voters, the Pima Association of Governments (PAG) modeled future trends to determine the transportation needs of the region. In 2005, the use of census information along with conventional transportation models led to the development of Transportation Analysis Zones (TAZ). Pima County was divided into 859 TAZ's. Using historical trends in housing, employment, and land use, PAG anticipated the needs for the year 2040 for each TAZ. Between Overton Road and Moore Road, along La Cholla Boulevard, there are 8 zones (Refer to Traffic Analysis Zones Exhibit). The table below displays each of the 8 TAZ, their respective 2005 population, their expected 2040 population, their respective 2005 employment total, and their expected 2040 employment total:

Zone #	2005 Population	2040 Population	2005 Employment	2040 Employment Total
689	178	3,286	4	1,051
681	291	446	46	6
656	104	811	169	278
651	2,576	2,311	85	49
621	78	508	1	642
617	2,634	2,928	305	512
584	2,745	3,057	214	307
564	1,459	2,291	151	182

Source: Pima Association of Governments

The data above demonstrates that total housing along the La Cholla Corridor between Overton Road and Moore Road is anticipated to increase over 55%, while total employment is anticipated to increase almost 210% along the same stretch. The proposed Master Planned Community site is within Zone #621. This zone in particular, shows significant increases in both housing and total employment by the year 2040.

The proposed change in land use accurately reflects the anticipated demand that will follow the future development of the La Cholla Corridor as demonstrated in the planning models conducted by the Pima Association of Governments. The transformation of La Cholla Boulevard into a major north-south arterial will lead to increased viability of the site, and demand a variety of uses, both residential and commercial, to not only serve those residents within the immediate vicinity, but those traveling both north and south to other destinations.

Staff Comment:

The narrative provides data establishing market demand for medium density residential homes in Oro Valley. However, the narrative does not provide definitive data demonstrating that demand is not adequately met by the existing supply of platted lots and property zoned or planned for medium density residential.

According to the Your Voice Background Report on development capacity, as of 2013 the Town was approximately 80% built out for single family residential development. According to the report, approximately 2,420 additional medium-density single family units (on lots less than 1 acre) could be constructed within existing platted subdivisions as well as property zoned or designated for medium density residential development in the General Plan.

Medium Density Residential Development Capacity

Category	Acres	Potential Units
Platted Lots	NA	650
Zoned Property	796	1,500
General Plan	74	270
Total		2,420

This amendment, if approved with the medium density residential back-up use on neighborhood commercial parcels, would potentially add up to 615 additional medium density residential units to the above numbers.

The La Cholla corridor has been the focus of recent development with numerous subdivisions in various stages of the approval and/or construction process. New single-family growth within this corridor includes Rancho de Plata, Rancho de Cobre, Saguaros Viejos, Meritage at Naranja and a contemplated project at the southeast corner of Lambert and La Cholla.

All of the above projects are within the medium density range. Expansion of La Cholla to a four lane roadway is a change of condition and may warrant additional residential densities along this corridor. Although additional densities may be warranted, including medium density residential back-up to neighborhood commercial may provide an oversupply of land designated for medium density residential development in this area, in conflict with General Plan policies encouraging a diversity in housing stock.

The applicant has not supplied reliable market data to substantiate additional high density development in the Town. Staff is not supportive of the requested high density designation based on the number of apartment complexes currently under construction within the Town, including:

- San Dorado (1st and Oracle)
- Steam Pump Village (Steam Pump Way and Oracle)
- El Corredor (Linda Vista and Oracle)

The applicant has not provided justification for the proposed high density relative to apartment demand and the impact new apartments under construction will have relative to supply.

Additionally, questions from staff and the neighborhood have been raised with regard to the market to support the amount of commercially designated land in the plan. Although staff would generally agree that additional commercial land is appropriate to provide convenient goods and services to this area, the applicant has not supplied reliable market data to support the proposed amount and timing of commercial. The proposed Special Area Policies indicate that commercial areas maintain a back-up

designation of medium density residential should the commercial development fail to materialize, which further raises questions relative to the viability of the proposed commercial land.

The applicant has also not supplied any data supporting the senior care facility use. There are a number of senior care facilities currently under construction and/or in the planning process and the applicant has not demonstrated that a market exists for additional acreage designated for senior care uses.

In sum, the applicant has demonstrated there is market demand for some additional residential growth which may be warranted based on the planned expansion of La Cholla Boulevard. The applicant has not provided data supporting the additional high density development, senior care or the amount of commercial proposed by the application.

4. The amendment will not adversely impact the community as a whole, or a portion of the community without an acceptable means of mitigating these impacts through the subsequent zoning and development processes.

Applicant's Response:

This General Plan amendment request seeks to change the existing land use designation to Master Planned Community allowing for neighborhood scale flexibility and innovative planning of a mix of residential and commercial uses. The site is located along a future north-south corridor, La Cholla Boulevard, and between two major arterial roadways, Lambert Lane and Naranja Drive. Specific impacts along the project perimeter will be addressed during the rezoning phase of the entitlement process or during subsequent detailed development proposals.

The property is ideal and appropriate for neighborhood scale commercial and residential development with the location between two major arterial roads. The General Plan envisions this area as a mix of low density residential and commercial uses. The Master Planned Community will continue that vision but in a comprehensive manner.

Staff Comment:

The proposed plan internalizes the higher density and intensity land uses away from the lower density areas to the west. Moderate residential densities exist along the east side of La Cholla. The plan proposes higher density residential (apartments) and non-residential uses which have raised compatibility concerns with the area to the east. Additional compatibility concerns have been raised by residents to south along Lambert.

To address these impacts, mitigation measures (buffering, setbacks, building height limits) must be employed during the rezoning and development process to ensure compatibility with adjacent areas. Special Area Policies should be established which address specific mitigation measures to be employed during the rezoning and development process to address compatibility concerns of staff and the neighborhood. Such measures should include substantial setbacks, buffering and building height limitations on MPA-1 and MPA-2 from La Cholla and Lambert Lane based on the proposed intensity of development along these street frontages.

The amendment was evaluated by the Amphitheater School District who have provided a letter with regard to the impact on the school district's ability to accommodate student enrollment generated from the development (Attachment 10). In summary, the letter indicates the district cannot reliably assure that sufficient capacity exists to accommodate the projected students from this development. The

amount of residential density proposed within the plan has been increased since the school district provided their analysis. This is a significant issue that must be resolved prior to a staff recommendation.

General Plan Vision, Goals and Policies Analysis

General Plan Amendments are also evaluated for consistency with the Vision, Goals and Policies of the General Plan. The following is an analysis relative to the amendments consistency with the Vision and key Policies in the General Plan.

General Plan Vision

To be a well planned community that uses its resources to balance the needs of today against the potential impacts to future generations. Oro Valley's lifestyle is defined by the highest standard of environmental integrity, education, infrastructure, services, and public safety. It is a community of people working together to create the Town's future with a government that is responsive to residents and ensures the long-term financial stability of the Town.

The Vision Statement from the General Plan emphasizes the need to carefully balance land use decisions which respond to current conditions, against the long term impact to the community. The amendment provides for an efficient use of planned infrastructure and addresses the socio-economic goals expressed in the Vision Statement through the provision of nearby services in proximity to residential.

General Plan Policies

The applicant has provided analysis of the amendments conformance with adopted General Plan policies, which is provided in Attachment 4.

Staff has evaluated the amendment against all General Plan policies, with notable polices identified below.

Policy 1.4.10 The Town shall continue to encourage high density development to concentrate along existing or planned transit corridors within growth areas.

Policy 1.2.1 The Town shall maintain Oro Valley's predominately low-density character while considering the needs of financial stability and infrastructure efficiency.

The planned expansion of La Cholla to a four lane desert parkway represents a significant public investment in infrastructure to serve this area. The proposed increase in planned intensity will promote the efficient use of this expanded infrastructure.

Policy 1.3.1 The Town shall encourage the location of residential neighborhoods close to activity centers compatible with residential uses, and vice versa.

The proposed plan provides commercial uses and services in proximity to residential neighborhoods, consistent with this policy.

Policy 1.4.3 The Town reasonably wishes to be satisfied that sufficient demand exists before authorizing a higher land use intensity than the present zoning permits.

The applicant has demonstrated demand exists for the proposed single family residential uses, although has not demonstrated the insufficiency of existing supply to meet this demand. The applicant has not demonstrated demand for high density residential, senior care nor the amount of commercial proposed.

Policy 1.3.5 *The Town shall encourage master planning that looks comprehensively at the subject properties and all adjacent areas.*

The applicant indicates that the intent is to comprehensively plan the property through the use of master planning at the rezoning stage of development. Staff will be recommending Special Area Policies which require master planning via a Planned Area Development (PAD) at the rezoning stage to provide a coordinated and cohesive circulation, utility, infrastructure phasing, land use, landscaping, recreational areas and architectural standards, should this application be approved.

Policy 5.4.1 *The Town shall maintain a harmonious relationship between urban development and development of the transportation network.*

The proposed higher density portions of the development are along the La Cholla Boulevard corridor. Expansion of the roadway to a four lane parkway justifies a moderate increase in density along this corridor, but not at the density proposed by the applicant.

Policy 7.2.3 *The Town shall allow and encourage master planned communities that offer high-quality neighborhoods with a variety of residential densities and appropriately located commercial uses to serve the community. In these developments, ensure there are adequate transitions and buffers between uses.*

The proposed amendment to master planned community would establish a variety of residential densities along with support commercial and non-residential uses, consistent with this policy.

Policy 8.1.2 *The Town shall identify and work to acquire a La Cholla corridor park site.*

The current General Plan includes an open space designated property north of the northwest corner of La Cholla and Lambert. The applicant has retained this parcel as a recreational area to serve the planned neighborhoods. Staff will be recommending a Special Area Policy addressing amenities within this recreational area and possible dedication to the Town during the rezoning process.

Policy 6.1.2 *The Town shall continue to require that all new developments be evaluated to determine impacts on all public facilities within the Town, including but not limited to schools and roads. Such impacts shall be used as criterion in deciding the approval or denial of land use rezoning proposals.*

As previously stated, the school district has provided a letter indicating that the district cannot reliably assure that sufficient capacity exists to accommodate the projected students from this development.

PUBLIC PARTICIPATION:

Summary of Public Notice

The following public notice has been provided:

- Notification of all property owners within 1,000 feet
- Notification to additional interested parties who signed in at neighborhood meetings
- Homeowners Association mailing
- Advertisement in The Daily Territorial and Arizona Daily Star newspapers
- Post on property
- Post at Town Hall and on Town website
- Outside review agencies

Three neighborhood meetings were held. The first meeting was held on April 15, 2014, with approximately 75 interested parties attending the meeting. A second neighborhood meeting was held on August 13, 2014, with 65 interested parties attending the meeting. A third neighborhood meeting was held September 10, 2014 with approximately 90 interested parties attending the meeting. A number of issues were discussed at each meeting, summarized as following:

- Concern over proposed apartments
- Access to schools
- The proposed uses are not appropriate adjacent to the high school
- Impact to water resources
- Impact to the environment
- Impact to habitat
- Accommodation for pedestrian / bicycle traffic
- Concerns over public safety
- Lighting and noise impact
- Increased drainage in the area
- Capacity of schools to handle the additional students
- Impact to taxes to address additional school impact
- Traffic impact
- Negative impact to property values
- Lack of market demand for additional residential
- Lack of market demand for additional commercial
- Increased air pollution

The summary notes from all three neighborhood meetings are attached as Attachment 8. Ten letters, emails and/or comment cards from area residents have been submitted and are attached as Attachment 9. As indicated previously, due to the significance of changes in the amendment following the last neighborhood meeting, a fourth neighborhood meeting has been scheduled for October 20th.

SUMMARY

The proposed amendment has been evaluated using the general plan amendment criteria and applicable General Plan goals and policies as well as neighborhood and outside agency input. Following is a summary of the factors for and against the proposal:

Factors For:

1. The low to medium density residential proposed by the applicant is generally compatible with the moderate density to the east along La Cholla.

2. The amendment will provide for the efficient use of the planned infrastructure expansion of La Cholla Boulevard.
3. A moderate increase in density and intensity of development will provide an appropriate relationship with the expansion of La Cholla Boulevard.
4. The proposed development provides nearby commercial services and employment to area residents

Factors Against:

1. Compatibility concerns have been raised by the residents to the east and south of the property.
2. The applicant has not supplied definitive data supporting the amount of medium density residential in the plan.
3. The applicant has not supplied definitive data supporting the amount of commercial development proposed in the plan.
4. The applicant has not supplied definitive data supporting the high density residential and senior care uses proposed in the plan.
5. The plan proposes significant variations in planned land use, a concern for residents and for staff.
6. The school district has indicated that it cannot confirm capacity to accommodate the projected students from the development.

RECOMMENDATION:

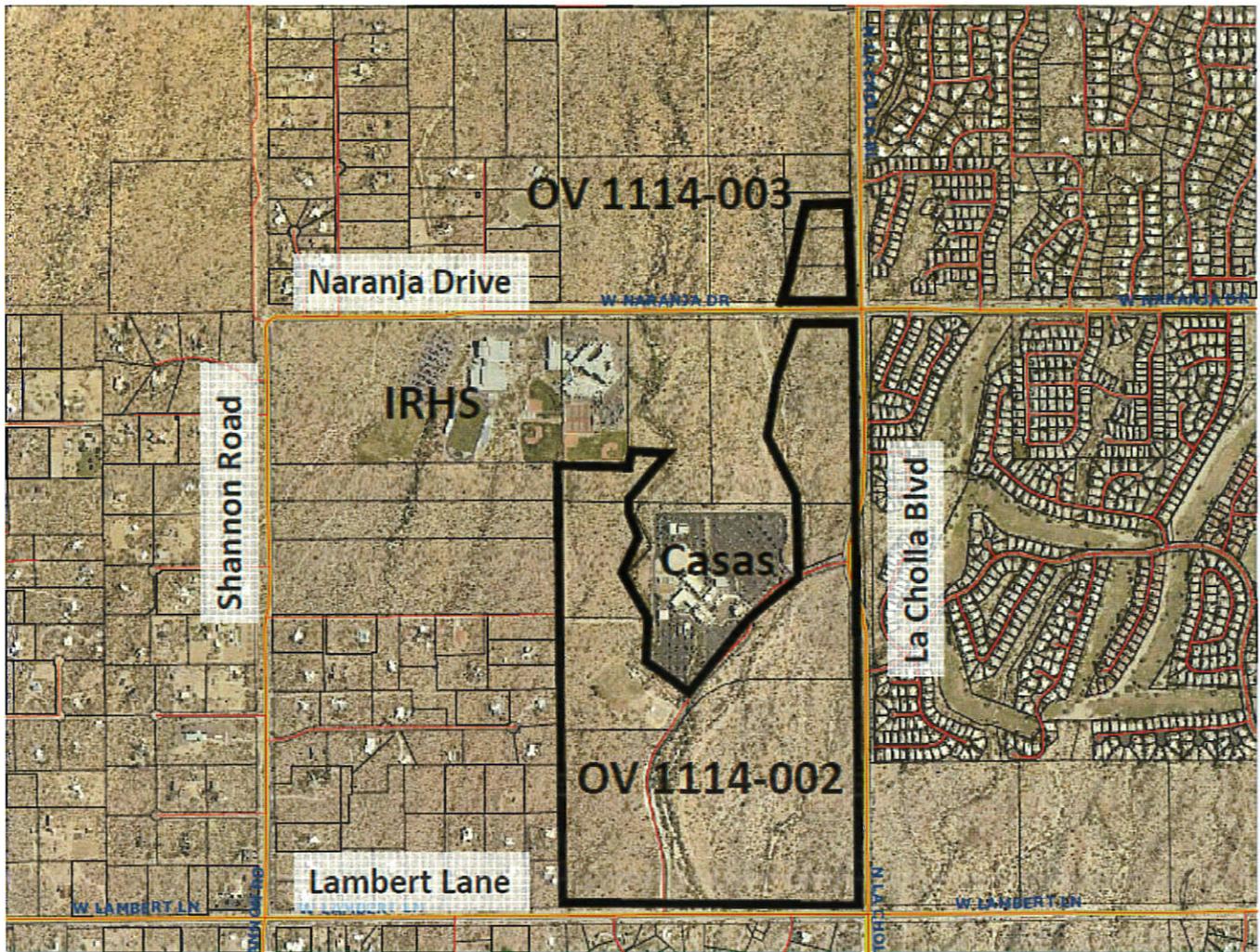
As indicated, the applicant continues to work with the neighborhood and therefore a recommendation will be included for the November meeting following submittal and evaluation of the final form of the amendment.

ATTACHMENTS:

1. Location Map
2. Concept Plan
3. Proposed Special Area Policies
4. Applicant Responses to Criteria
5. Current & Proposed General Land Use Plan
6. Existing General Plan Land Use Descriptions
7. Environmentally Sensitive Lands Planning Map
8. Neighborhood Meeting Summary Notes
9. Letters Received
10. Amphitheater School District Letter

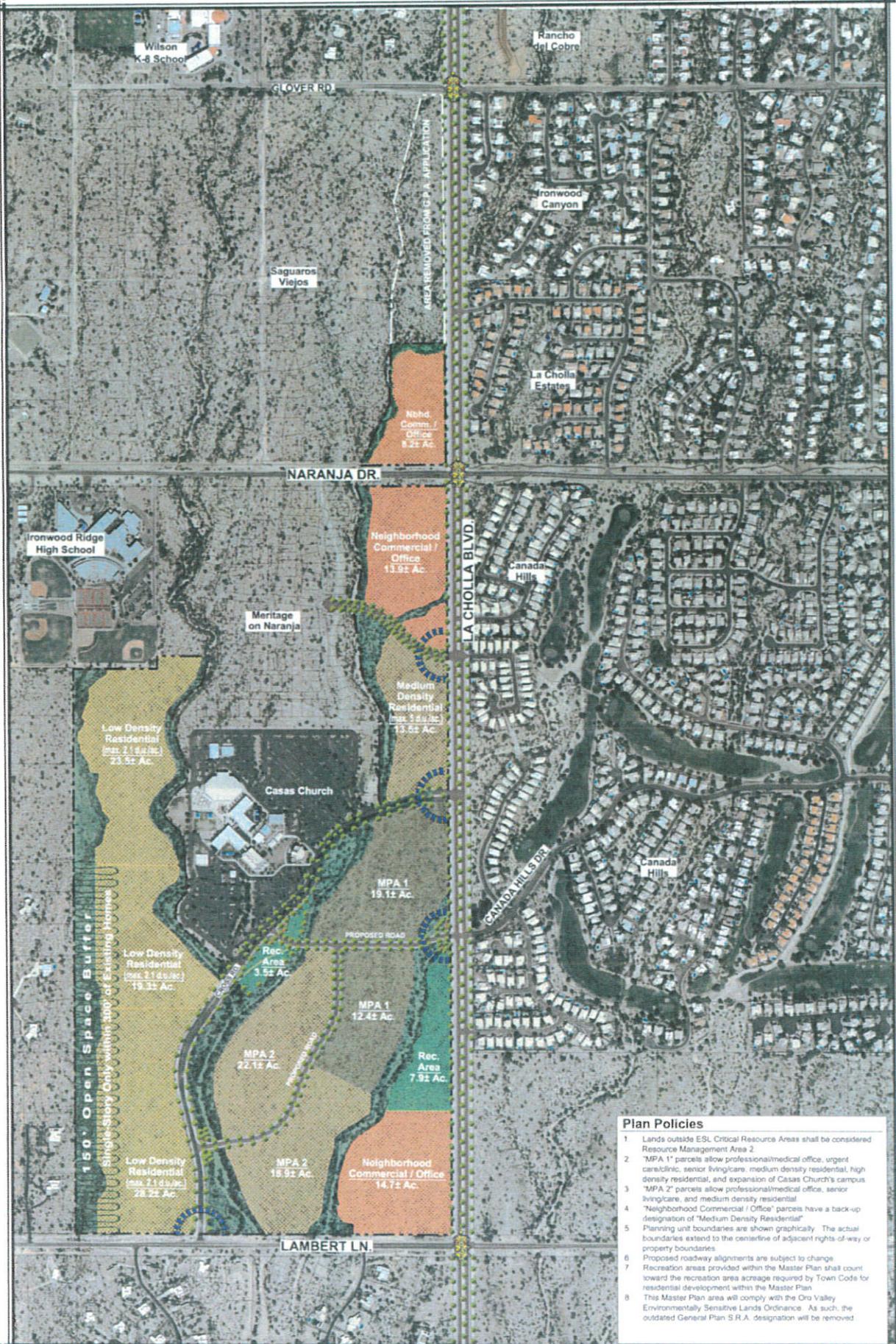


Bayer Vella, AICP, Interim Planning Manager



LOCATION MAP

LA CHOLLA AND NARANJA SOUTHWEST AND
NORTHWEST (OV1114-002 AND OV 1114-003)



- Plan Policies**
1. Lands outside ESL, Critical Resource Areas shall be considered Resource Management Area 2.
 2. "MPA 1" parcels allow professional/medical office, urgent care/clinic, senior living/care, medium density residential, high density residential, and expansion of Casas Church's campus.
 3. "MPA 2" parcels allow professional/medical office, senior living/care, and medium density residential.
 4. "Neighborhood Commercial / Office" parcels have a back-up designation of "Medium Density Residential".
 5. Planning unit boundaries are shown graphically. The actual boundaries extend to the centerline of adjacent rights-of-way or property boundaries.
 6. Proposed roadway alignments are subject to change.
 7. Recreation areas provided within the Master Plan shall count toward the recreation area acreage required by Town Code for residential development within the Master Plan.
 8. This Master Plan area will comply with the Oro Valley Environmentally Sensitive Lands Ordinance. As such, the outdated General Plan S.R.A. designation will be removed.

**La Cholla and Naranja Southwest and Northwest
Special Area Policies (Applicant Proposed)
Attachment 3**

1. Lands outside ESL Critical Resource Area (CRA) shall be considered Resource Management Area 2.
2. "MPA 1" parcels allow professional/medical office, urgent care/clinic, senior living/care, medium density residential, high density residential, and expansion of the Casas Church campus.
3. "MPA 2" parcels allow professional/medical office, urgent care/clinic, senior living/care, and medium density residential.
4. "Neighborhood Commercial/Office parcels shall have a back-up designation of "Medium Density Residential".
5. Planning unit boundaries are shown graphically. The actual boundaries shall extend to the centerline of adjacent rights-of-way or property boundaries.
6. Proposed roadway alignments are subject to change.
7. Recreation areas provided within the Master Plan shall count toward the required recreation area acreage required by Town Code for residential development within the Master Plan.
8. This Master Planned area will comply with the Oro Valley Environmentally Sensitive Land Ordinance. As such, the outdated General Plan S.R.A. designation will be removed.

ATTACHMENT 3

SEP 23 2014

La Cholla Commons

Narrative for Major General Plan Amendments

September 22, 2014

Prepared for:

Casas Adobes Baptist Church
10801 N La Cholla Blvd.
Tucson, Arizona 85742

The Kai Family
2305 W Ruthrauff Rd., Unit B9
Tucson, Arizona 85705

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Exhibits

- Location Map
- Aerial Photograph
- Pima Association of Governments – Transportation Analysis Zones
- Proposed General Plan Land Use Designations
- Land Use Master Plan

A. Project Summary

The La Cholla Commons property is located along the west side of La Cholla Boulevard between Glover Road and Lambert Lane. The General Plan currently contemplates a mix of uses including 5 RAC residential, commercial/office, and public/semi-public facilities. The proposal is to comprehensively plan this 1.5 mile frontage of La Cholla Boulevard. The designation of the entire corridor is proposed as Master Planned Community, with the intention of allowing future rezoning for a mix of residential, neighborhood commercial, and office uses. Future uses would be oriented to provide convenient and appropriate services to the surrounding neighborhood as well as future residents.

This amendment proposal is to change the designated land use from Medium Density Residential (MDR), Rural Low Density Residential (R-LDR), Public/Semi-Public (PSP), and Neighborhood Commercial/Office (NCO) to Master Planned Community (MPC). The Master Planned Community Designation is best suited for this location because it will allow a complimentary mix of uses and ensure cohesive, well planned development along length of La Cholla Boulevard

The proposed amendment in land uses is supported by several factors, including its location on La Cholla Boulevard (a major, regional arterial roadway with future widening to a four-lane divided arterial with sidewalks and multi-use paths), location adjacent to two major signalized arterial intersections, and compatibility with surrounding land uses.

The General Plan envisions this area as a mix of non-low density residential and commercial uses. The Master Planned Community will continue that vision but in a comprehensive manner.

B. Property Data

Location: The property is located immediately west of La Cholla Boulevard, south of Glover Drive, and north of Lambert Lane.

Area of Properties/General Plan Amendment:

North of Naranja Drive: 19± acres.

South of Naranja Drive: 202± acres

Assessor Parcel Numbers:

North of Naranja Drive: Portions of 224-11-061J, 224-11-061H, 224-11-061G, 224-11-060A, A portion of 224-11-038C

South of Naranja Drive: Portions of 224-20-001B, 224-20-001C, 224-20-002B, 224-20-002D, 224-20-002E, 224-23-001A

Existing Land Uses: The proposed development surrounds the Casas Adobes Baptist Church and school, which will serve as a core for future development. The remainder of the site is vacant.

Existing Zoning: The property is currently zoned Single Family Residential District, R1-144.

Existing Oro Valley General Plan Designations: Various portions of the property are designated as Rural Low Density Residential (R-LDR), Medium Density Residential (MDR), Public/Semi-Public (PSP), and Neighborhood Commercial/Office (NCO).

Requested Oro Valley General Plan Designations: The requested land use designation for the property is Master Planned Community (MPC).

C. General Plan Amendment Criteria

In accordance with Section 22 of the Oro Valley Zoning Code Revised, the disposition of the General Plan amendment proposed shall be based on consistency with the vision, goals, and policies of the General Plan, with special emphasis on compliance with the following criteria:

1. The proposed change is necessary because conditions in the community changed to the extent that the plan requires amendment or modification.

- The Town of Oro Valley is growing, not only in size but also in desirability. Since the year 2000, the population of Oro Valley has increased 25%, to just over 40,000 residents (*Source: US Census*). Along La Cholla Boulevard, residential developments are in various stages of construction and platting, including the neighboring developments of Saguaros Viejos (118 lots) on the north side of Naranja Drive, Meritage on Naranja (120 lots) on the south side of Naranja Drive, and Rancho de Plata (50 lots) and Rancho del Cobre (68 lots) to the north near Glover Rd. Over the last 12 months (August 2013 to July 2014) over 180 residential building permits have been pulled within Town limits (*Source: Orange Reports, The Sales and Permit Report – August 2014, Volume 319*). Real Estate websites such as Zillow and Movoto, show home prices having increased 5-7% over the last 12 months (*Source: www.zillow.com – 9/19/2014*); coupled with The Town of Oro Valley recently being ranked as one of the top 10 safest suburbs, and continually providing a nationally ranked education system, it is clear that increased market demand within the community will need to be addressed through land use amendments to the General Plan.
- In the subsequent year following the approval and adoption of the Town of Oro Valley 2005 General Plan, the Regional Transportation Authority (RTA) was formed as part of the 2006 Pima County Transportation Bond initiative. The RTA is currently in the Design Phase to improve La Cholla Boulevard to a four-lane desert parkway between Overton Road and Tangerine Road. The La Cholla Corridor, as it is referenced, is one of the Region's key north-south corridors presented and approved in the 2006 Pima County, Transportation bond initiative passed by the voters; connecting Tangerine Road to Interstate 10 (through an improved connection at Ruthrauff Road). In 2013 the Average Daily Traffic (ADT) counts were approximately 7,400 along La Cholla

Boulevard between Naranja Drive and Lambert Lane. Future Traffic Conditions (2040), established by the RTA, place the ADT counts for La Cholla Boulevard between Naranja Drive and Lambert Lane at 21,830, and 23,164 for La Cholla Boulevard between Naranja Drive and Tangerine Road. The formation and implementation of the RTA, and the changing transportation condition of La Cholla Boulevard to a major north-south corridor, will increase the viability and accessibility of the site, creating demand for a variety of uses along its route.

- The rise in popularity, and the increased desire for communities to establish a live, work, play environment, leads to the need to adjust land uses to allow for flexibility and variety in each land use aspect. Locating neighborhood scale commercial in close proximity to residential users can encourage more walking and biking, reducing vehicle miles traveled in the community, and increasing employment opportunities.

2. The proposed change is sustainable by contributing to the socio-economic betterment of the community, while achieving community and environmental compatibility.

- If approved, the property will be designated as a Master Plan Community. The Master Plan will set standards and themes to ensure that the development is compatible with the surrounding uses. It is anticipated that Naranja Drive on the north and Lambert Lane on the south will be improved as part of the project. La Cholla Boulevard improvements are planned as part of the 2006 Regional Transportation Authority's (RTA) initiative which once completed will adequately accommodate traffic associated with the proposed land uses. Public facilities and infrastructure already exist, and/or are planned to be constructed nearby, thus accounting for the additional burden on public infrastructure that may be associated with this project. This development will contribute to the long-term socio-economic betterment of the community by providing convenient retail and offices uses close to existing consumers and future residents.
- This proposed development will achieve community and environmental compatibility by providing open space in and along the washes and recreational areas throughout the site. Connections to the proposed trails through the development and connecting to the existing trail/path system will be provided. It is intent of the owner that future development fully comply with the requirements outlined in the Environmentally Sensitive Lands Ordinance (ESLO). The development will also include landscape buffers to further soften the appearance of future development from neighboring residents. The proposed natural and functional open space trails combined with walkable land uses will result in synergy, and the promotion of the desired live, work, play environment.
- The Master Plan will include aesthetic themes and standards which will ensure future development is compatible with its surroundings.
- The Master Plan provides a transition in density from east to west. On both the south and western boundaries larger lots, a buffer yard, or a combination of both will provide a transition from this development to the larger lot developments nearby.

3. The proposed change reflects market demand which leads to viability and general community acceptance.

- As part of 2006 Pima County Transportation Bond, approved by the voters, the Pima Association of Governments (PAG) modeled future trends to determine the transportation needs of the region. In 2005, the use of census information along with conventional transportation models led to the development of Transportation Analysis Zones (TAZ). Pima County was divided into 859 TAZ's. Using historical trends in housing, employment, and land use, PAG anticipated the needs for the year 2040 for each TAZ. Between Overton Road and Moore Road, along La Cholla Boulevard, there are 8 zones (*Refer to Traffic Analysis Zones Exhibit*). The table below displays each of the 8 TAZ, their respective 2005 population, their expected 2040 population, their respective 2005 employment total, and their expected 2040 employment total:

Zone #	2005 – Population	2040 – Population	2005 – Employment Total	2040 – Employment Total
689	178	3,286	4	1,051
681	291	446	46	6
656	104	811	169	278
651	2,576	2,311	85	49
621	78	508	1	642
617	2,634	2,928	305	512
584	2,745	3,057	214	307
564	1,459	2,291	151	182

Source: Pima Association of Governments

- The data above demonstrates that total housing along the La Cholla Corridor between Overton Road and Moore Road is anticipated to increase over 55%, while total employment is anticipated to increase almost 210% along the same stretch. The proposed Master Planned Community site is within Zone #621. This zone in particular, shows significant increases in both housing and total employment by the year 2040.
- The proposed change in land use accurately reflects the anticipated demand that will follow the future development of the La Cholla Corridor as demonstrated in the planning models conducted by the Pima Association of Governments. The transformation of La Cholla Boulevard into a major north-south arterial will lead to increased viability of the site, and demand a variety of uses, both residential and commercial, to not only serve those residents within the immediate vicinity, but those traveling both north and south to other destinations.

4. The amendment will not adversely impact the community as a whole, or a portion of the community without an acceptable means of mitigating these impacts through the subsequent zoning and development process.

- This General Plan amendment request seeks to change the existing land use designation to Master Planned Community, allowing for neighborhood scale flexibility and innovative planning of a mix of residential and commercial uses. The site is located along a future north-south corridor, La Cholla Boulevard, and between two major arterial roadways, Lambert Lane and Naranja Drive. Specific impacts along the projects perimeter will be addressed during the rezoning phase of the entitlement process or during subsequent detailed development proposals.
- This property is ideal and appropriate for neighborhood scale commercial and residential development with the location between two major arterial roads.
- The General Plan envisions this area as a mix of non-low density residential and commercial uses. The Master Planned Community will continue that vision but in a comprehensive manner.

D. General Plan Policy Conformance

A number of Oro Valley's General Plan policies will be met by this development. Below are a few key points:

1. Land Use

- This proposed commercial development will not encroach into the wash areas and leave these areas as natural undisturbed open space. (Policy 1.1.3)
- This development will be low scale, neighborhood oriented, and compatible with surrounding current and future residential uses. La Cholla Boulevard is proposed to be improved by the Regional Transportation Authority (RTA) to a four lane desert parkway. These improvements have the ability to support the human-scale commercial development proposed, while providing the Town with sales tax revenue. (Policy 1.2.1)
- The area surrounding the subject property has been largely developed with single family residential uses. Locating compatible activity centers and residential neighborhoods are encouraged. (Policy 1.3.1)
- The southeastern and northeastern corners of the site are located at two major intersections along the La Cholla Boulevard arterial. The General plan encourages the development of commercial and higher density residential units near major arterials. (Policy 1.3.2)
- The General Plan encourages the clustering of commercial development at specific nodes or villages. The location of the site at the intersection of La Cholla Boulevard and Naranja Drive would provide an ideal location for neighborhood oriented commercial development. (Policy 1.3.4)

- The Town encourages the use of Master Planning. This request is part of a larger overall area to be designated as Master Planned Community. The location, fronting 1.5 miles along La Cholla Boulevard, is ideal for the use of comprehensive planning consistent with the General Plan. (Policy 1.3.5)
- The project will decrease density from east to west. The project will include buffer yards, larger lots, or a combination to minimize impacts to the surrounding properties to the west and south across Lambert Lane. (1.4.7)
- **The Town will require master planning for projects which exceed 40 acres in size. (1.4.11)**

2. Community Design

- Once the land use is designated as a Master Plan Community, the use of a Planned Area Development (PAD) zoning designation will be pursued. The purpose of Planned Area Development (PAD) zoning is to improve and protect the public health, safety, and welfare by pursuing unified planning and development and provide for development proposals, which are superior to that which may occur under conventional zoning regulations. Elements associated with a PAD include architecture, landscaping, and site design standards to ensure a consistent and quality design along the corridor and throughout the site. The designs will take into consideration the surrounding neighborhoods, and current Town of Oro Valley Design Guidelines to ensure that future development is compatible. (Policy 2.1.1)

3. Economic Development

- With the location along La Cholla Boulevard, and proximity to established residential units, the proposed neighborhood oriented commercial development will not only help to prevent expenditure leakage, but also provide local options for residents (both current and new) to obtain basic services without the need for a vehicle. (Policy 3.1.1)

4. Cost of Development

- The dedication for right-of-way along La Cholla will be donated for the La Cholla corridor improvements. As previously mentioned, the RTA will improve the La Cholla Boulevard corridor. The development will provide required widening and improvements along both Naranja Drive and Lambert Lane. (Policy 4.1.1 and Policy 4.1.4)

5. Public Facilities, Services, and Safety

- Municipal facilities are already located nearby, and therefore able to service this development without imposing a significant burden. (Policy 6.1.1)
 - Below are the driving distances to public facilities from the subject property:
 - Fire Stations
 - 1.3 miles southeast - Golder Ranch Fire Station 376
 - 2.1 miles northwest - Northwest Fire Station 339
 - 2.7 miles northeast - Golder Ranch Fire Station 375
 - Police Stations
 - 1.0 mile east - Oro Valley Main Police Station
 - Schools
 - 0 miles - Casas School
 - 0.3 miles northwest - Wilson K-8 School
 - 0.5 miles west - Ironwood Ridge High School
 - 1.6 miles east - Copper Creek Elementary School
 - 2.8 miles northeast - Painted Sky Elementary School
 - Town Hall
 - 1.0 mile east
 - Parks
 - 0.5 miles east - Lambert Lane Park (undeveloped)
 - 1.5 miles south - Linda Vista Neighborhood Park
 - 1.8 miles east - Naranja Town Site Park
 - 2.0 miles east - CDO River Front Park
 - 2.8 miles southwest - Arthur Pack Regional Park
 - Additionally, utilities are already available to the property.
 - Efficient and safe vehicular and non-motorized traffic circulation is a primary design consideration and amenity to the proposed master planned community. (Policy 5.1.5)
 - The Town encourages development design and orientation that promotes and facilitates multi-modal transportation access, particularly in and around major activity centers. The proposed Master Plan will promote multi-modal transportation access by providing a walking and biking friendly community. Facilities such as sidewalks, trails, bikes lanes and paths will be evaluated with the plan.

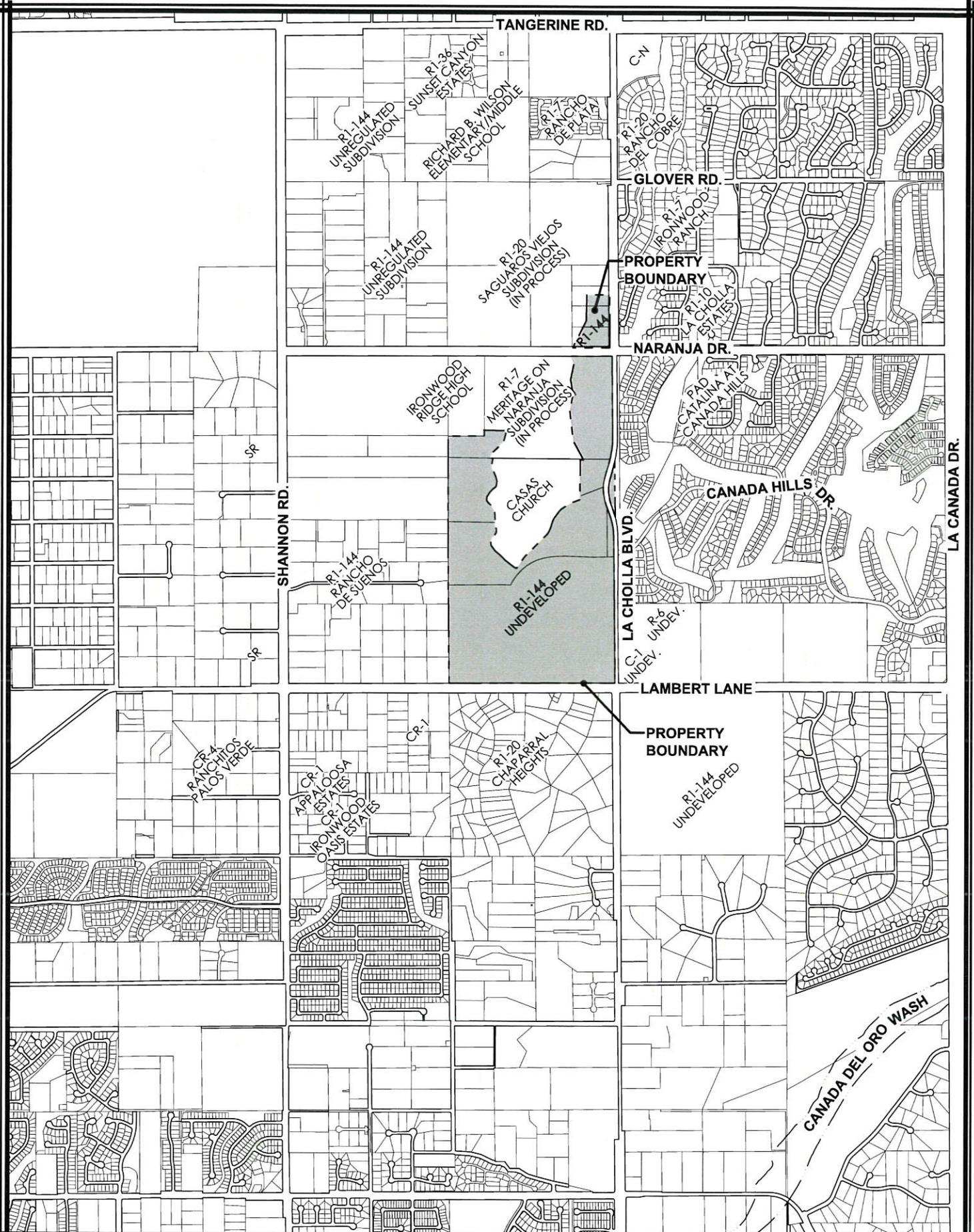
6. Open Space and Natural Resources Conservation

- The site designates the multiple washes as Critical Resource areas. The remainder of the site is designated Resource Management Area Tier 2 or is already developed. The site will comply by leaving the washes and additional areas on-site as natural undisturbed open space. (Policy 11.2.7)
- The future development will locate buildings, parking, and associated amenities outside of the wash areas to the greatest extent possible. Other open space areas will be provided and will enhance the pedestrian mobility of the Master Plan Community area. (Policy 11.2.9)
- The future development will comply with the requirements contained in the ESLO, by providing adequate buffers consistent with the site characteristics. (Policy 11.2.12)
- The future development will only use vegetation on the Recommended Plant List and prohibit certain invasive, allergenic, and nuisance species within the development. (Policy 11.2.15)
- This development will meet the Native Plant Preservation Plan guidelines from the Town. (Policy 11.2.16)
- To protect the views on Naranja Drive and La Cholla Blvd., both of which are designated scenic corridors by the Town of Oro Valley, the future building masses and heights will be evaluated to ensure view protection is consistent with Town policies. (Policy 11.3.1)
- This proposed development maintains the character of the views along Naranja Drive and La Cholla Boulevard by providing landscape buffers and underground utilities. (Policy 11.3.2)
- To ensure the proposed development blends and/or enhances the natural environment, all utilities will be placed underground. This will help protect the views from surrounding properties and roads. (Policy 11.3.3)
- To protect the scenic night sky in the community, the proposed development will meet the requirements established in the Town of Oro Valley Outdoor Lighting Code. To control obtrusive aspects of outdoor lighting usage, this proposed development will have reduced and/or shielded lighting. Additionally, the surrounding public will benefit from portions of the open space on-site not receiving active illumination at night. (Policy 11.4.2)

7. Water Resources

- The wash areas on the site will be designated as open space in compliance with the ESLO. (Policy 12.1.1)
- This development will be served by Oro Valley Water Utility, which participates in the Central Arizona Project (C.A.P.) and other regional groundwater protection initiatives. (Policy 12.2.1)
- Future development will include water conservation features, including water efficient irrigation system and drought tolerant vegetation. (Policy 12.3.2)

EXHIBITS





Ironwood Ridge High School

NARANJA DR.

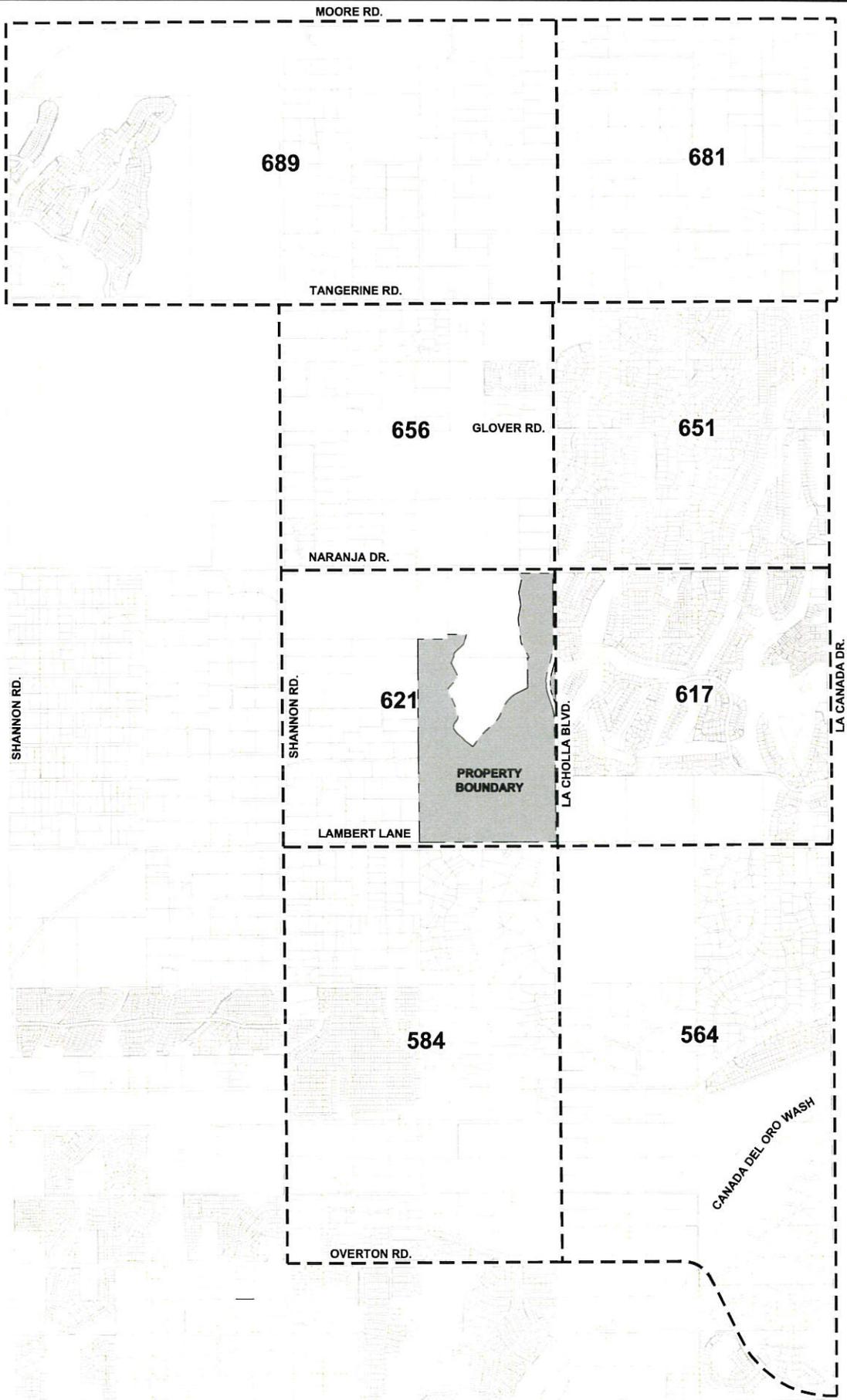
MERITAGE ON NARANJA (NOT A PART)

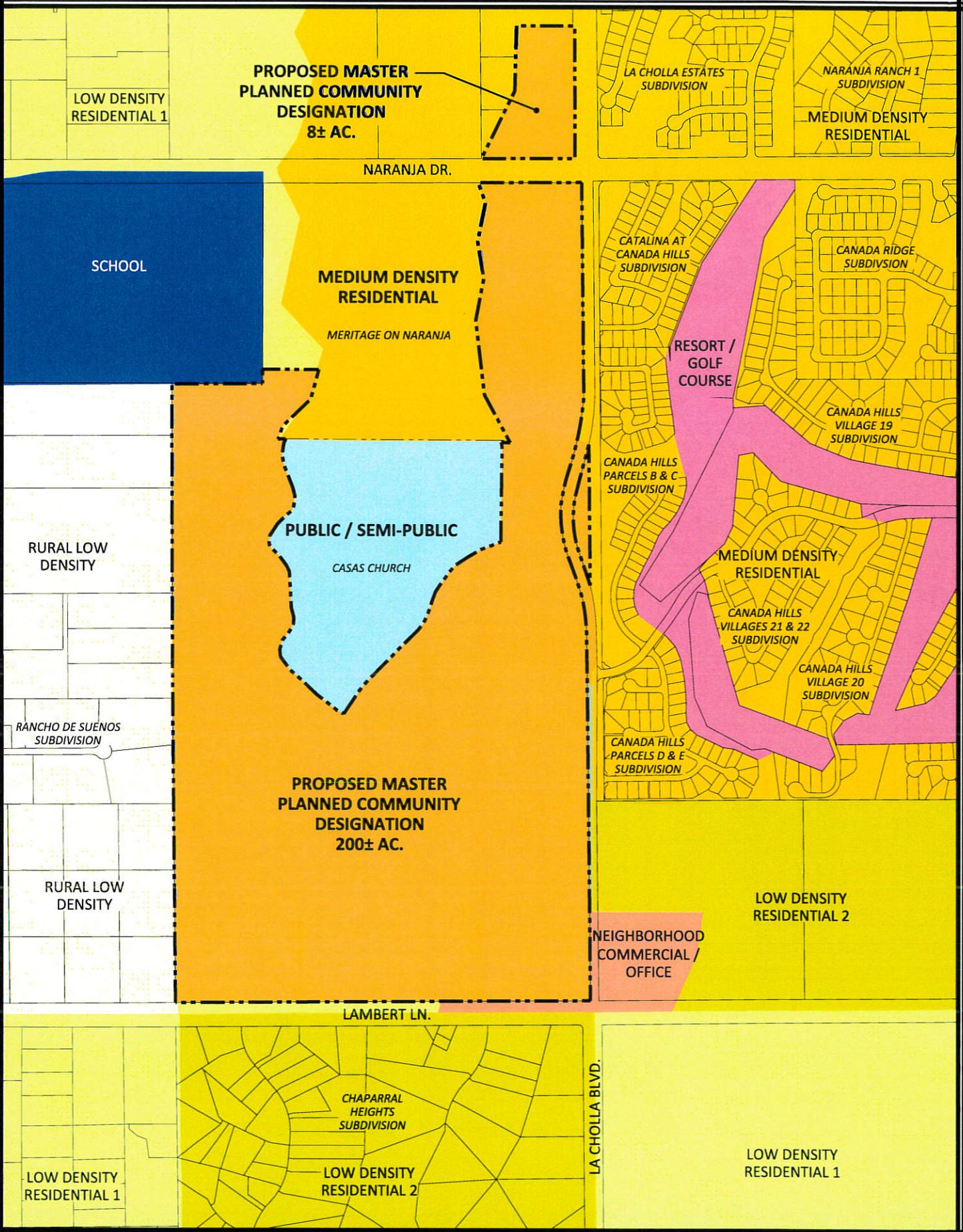
CASAS CHURCH (NOT A PART)

LA CHOLLA BLVD.

CANADA HILLS DR.

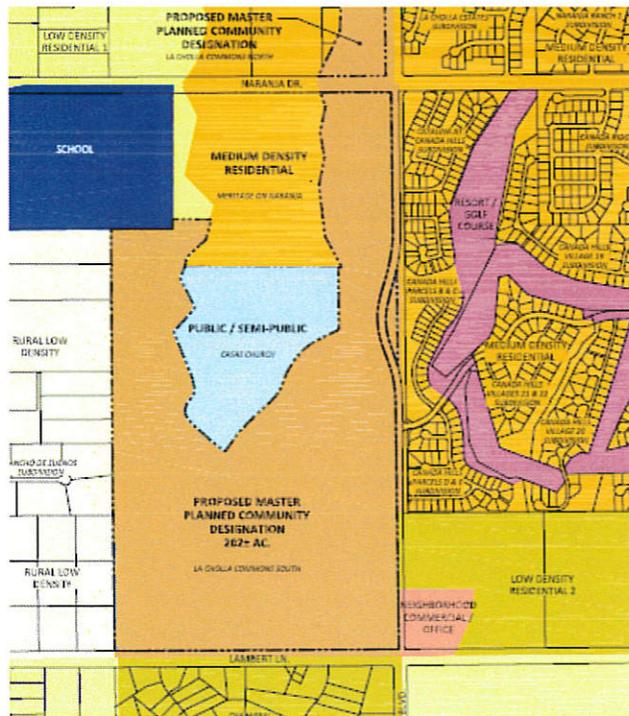
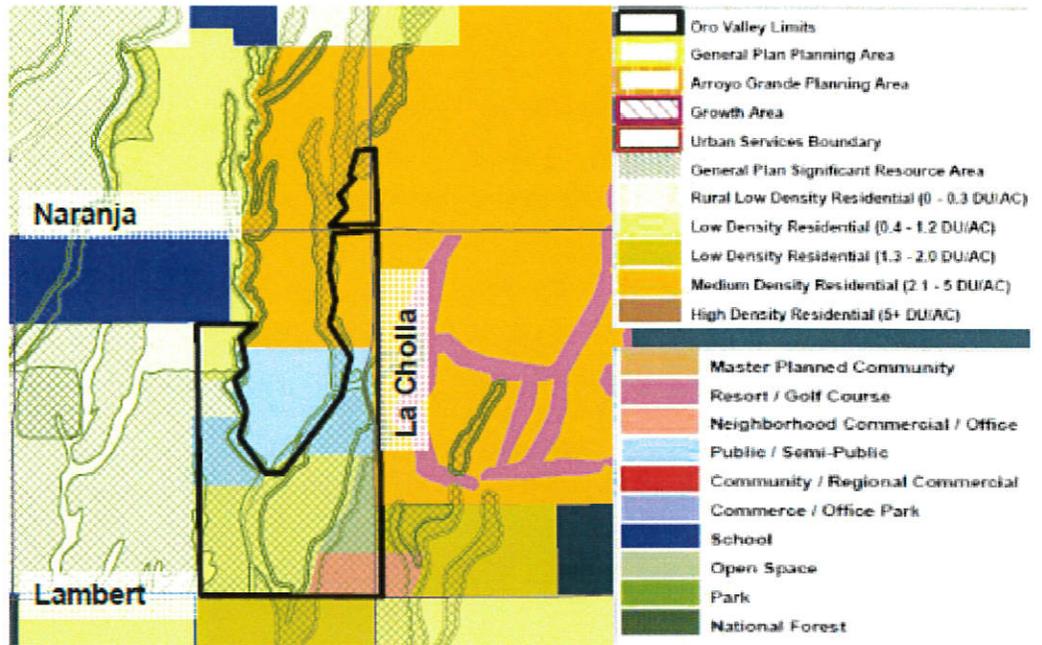
LAMBERT LN.







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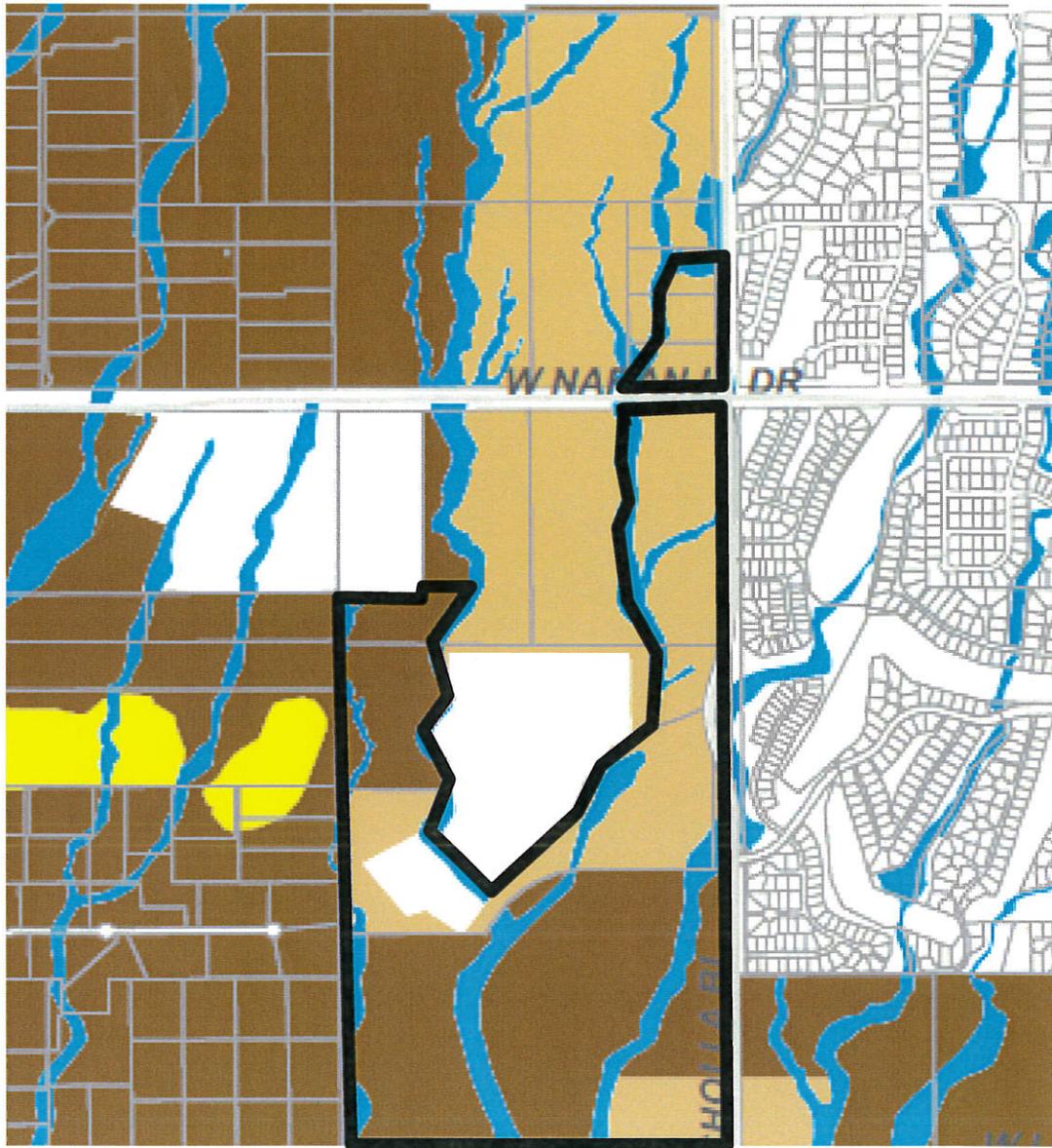


EXISTING / PROPOSED GENERAL PLAN

LA CHOLLA / NARANJA (OV1114-002 & OV 1114-003)

Existing General Plan Land Use Descriptions

- Rural Low Density Residential (RLDR): This land use designation denotes areas of large lot single-family detached development in a rural environment. Rural low-density residential designation areas range up to 0.3 dwelling units per acre. Areas of rural residential development are appropriate where there is a desire to retain a rural lifestyle or where protection of the natural environment is necessary.
- Low Density Residential (LDR; 0.4 – 1.2 du/ac): The district denotes areas where single-family detached residential development is desirable, but only if it is at a density that will permit retention of a rural, open character. Low-density residential designation areas range up to 1.2 dwelling units per acre. Delineation of building envelopes on individual lots is also encouraged to clearly indicate which areas will be disturbed and which will not.
- Medium Density Residential (MDR; 2.1–5.0 du/ac): This designation is where single-family detached, townhouse, or patio home development is suitable, ranging from 2.1 to 5.0 dwelling units per acre. These areas should be located close to schools, shopping and employment.
- Neighborhood Commercial and Office (NCO): This designation denotes commercial and office areas located with good arterial access (i.e., at the intersections of arterial roadways or along Oracle Road) that are close to residential areas. Within these areas, uses such as grocery stores, drugstores, and offices tend to serve the surrounding neighborhoods and are integrated with those neighborhoods. Offices include professional offices, tourism-related businesses, and services. The recommended maximum FAR in the NCO designation is that of the C-1 zoning district.
- Public/Semi-Public (PSP): This designation denotes acreage dedicated to public or semi-public uses, which include churches, police/fire substations, Town facilities and hospitals. The recommended FAR in the PSP designation is that of the Technological Park zoning district.
- Open Space (OS): These are natural open space areas that have been preserved through zoning conservation easements, or public ownership.
- Significant Resource Area (SRA): This designation denotes areas that contain key historic or archeological sites or other environmentally sensitive lands. It is an overlay that includes areas that have been preserved and those that should be preserved through the methods listed in the Open Space and Natural Resources Conservation Element. Any development that takes place in these areas should be at the lowest density allowable in the underlying designation and should include mitigation measures consistent with the Endangered Species Act (ESA), the National Historic Preservation Act (NHPA) and other laws, as appropriate, to a specific resource area. Mitigation of development impacts should also blend with the natural landscape, promote preservation of scenic vistas, protect wildlife habitat and cluster development within the least sensitive portions of the SRA.



ESL PLANNING MAP

LA CHOLLA / NARANJA (OV1114-002 & OV 1114-003)

Kai 311/ Lin-La Cholla Major General Plan Amendments
Neighborhood Meeting
April 15, 2014

Approximately 75 neighbors were in attendance, including Council Member Joe Hornat and Planning and Zoning Commission Members Bill Leedy, Bill Rodman and John Buetee.

Planning Manager David Williams facilitated the event that included a brief presentation by Town staff discussing the General Plan Amendment process, followed by a presentation by the Applicant. A question and answer session followed the Applicants presentation, which is outlined below.

Transportation/Traffic

1. A question was asked concerning La Canada as the “designated truck route” for Oro Valley
 - a. Why was La Cholla being considered for a similar level of service?
2. A comment was made concerning southbound traffic on La Cholla, and that future development was only go to make it go from bad to worse.
3. A question was asked about the timing of development in relation to the future expansion project on La Cholla.
4. A comment was made emphasizing commercial should be located at arterial intersections.
5. A question was asked about any future plans to expand Lambert Lane.
6. A comment was made about concerns moving traffic from east to west.
7. A question was asked about the anticipated size of the La Cholla right-of-way. Where would the land come from?

Land Use

8. A comment was made that commercial along the La Cholla street frontage was a bad idea.
9. The applicant asked what the residents would like to see on the vacant property. Several suggestions were:
 - a. School expansion
 - b. Linear Park
 - c. Senior Living
 - d. Condominiums
10. Numerous comments were made that “Core Area”, as proposed by the applicant, was too vague. What does it mean? What is it going to be? (3 total)
11. A comment was made concerning nearby neighborhood commercial, followed by a question of how much neighborhood commercial do we need?
12. A question was asked about the anticipated population and proposed density in the area.
13. A question was asked about the developer’s motivation for the new proposal.
14. A question was asked specifically about plans for the north proposed core area.

15. A comment was made indicating the project known as Kai Naranja was already approved and construction traffic would be increasing very soon.
16. A comment was made concerning existing vacant commercial properties. Do we really need to be adding commercial when so many sit vacant?
17. A comment was made about proposed commercial at the intersection of Glover Rd and La Cholla Blvd. being a bad idea.
18. A comment was made against future apartments in the area.
19. A comment was made about the opportunity for the Town to establish a linear park or community garden.
20. A question was asked whether any viability studies had been conducted to determine what type of commercial was needed.
21. A question was asked whether there was any desire for the Town to promote affordable housing.

Neighborhood Impacts

22. A comment was made about light pollution concerns.
23. A question was asked about future plans for a screen wall to be included during the La Cholla expansion.
24. A comment was made about the current level of construction, and the impact additional construction would have on the area.

Schools

25. A question was asked about neighborhood school capacity and whether or not the additional development could be accommodated.
26. A comment was made concerning school traffic and that adding higher density development would overwhelm the system.

General Plan

27. Several comments were made in support of the current General Plan designations. (3 total)
28. A question was asked about the relationship between General Plan Amendments and the General Plan Update process.
29. A comment was made indicating preference for the property to remain Low Density.

Following the end of the question and answer period, Planning Manager David Williams closed the meeting and thanked everyone for their attendance.

**Neighborhood Meeting Summary
La Cholla & Naranja Southwest and Northwest
Major General Plan Amendments
August 13, 2014
6:00 – 7:30 PM
Casas Church, 10801 N. La Cholla Blvd.**

1. Introductions and Welcome

Meeting Facilitator Bayer Vella introduced the Oro Valley staff Paul Keesler, DIS Director and Chad Daines, Principal Planner. Approximately 65 residents and interested parties attended the meeting, including Vice Mayor Waters and Council Members Snider, Zinkin, and Hornat. Also in attendance were several Planning and Zoning Commission members.

2. Staff Presentation

Chad Daines, Principal Planner, provided a presentation that included:

- Area development activity
- Existing General Plan land use designations
- Applicant's request
- Development potential of property under existing and proposed land use designations
- Review process
- Public Participation Opportunities
- Review tools

Bayer Vella outlined the issues raised at the previous neighborhood meeting issues, which included:

- Lack of definition in land uses
- Increased traffic on La Cholla and Naranja
- Impact of commercial on La Cholla
- Lack of demand for more commercial
- Concern over proposed apartments
- Opportunity for linear park
- Area should remain low density

Mr. Vella then asked the audience for any additional issues which should be added to the list. Audience members offered the following additional issues:

- Accommodation for pedestrian / bicycle traffic
- Access to schools
- The proposed uses are not appropriate adjacent to the high school
- Impact to water resources

- Impact to the environment
- Impact to habitat
- Concerns over public safety
- Lighting and noise impact
- Increased drainage in the area
- Capacity of schools to handle the additional students
- Impact to taxes to address additional school impact
- Traffic impact to Shannon and Lambert
- Negative impact to property values
- Lack of market demand for additional residential
- Lack of market demand for additional commercial
- Increased air pollution

3. Applicant Presentation Paul Oland from the planning firm WLB addressed the following issues from the April 15th neighborhood meeting and the issues raised at tonight's neighborhood meeting.

- Overview of project, including location and existing and proposed General Plan land use designations
- Open space buffers
- One story restriction along the western border
- Traffic impact on La Cholla

Paul Keesler, DIS Director and Town Engineer provided an overview on planned improvements to La Cholla Boulevard, Naranja Drive and Lambert Lane.

4. Public Questions & Comments

Following is a summary of additional comments made at the neighborhood meeting:

- Need for additional open space
- Building heights
- No need for additional apartments
- Open space blocks commercial visibility
- Concern over deletion of the Significant Resource Area
- Impact on quality of education
- Oro Valley revenues received from development
- Need to maintain rural character
- Request to have Water Resources Director at next neighborhood meeting

Mr. Oland addressed some of the questions related to land use flexibility, variety in residential land use designations, justification for commercial designations, financial contributions to the school district, possibility for a linear park system and traffic impact.

Neighborhood Meeting Summary
La Cholla & Naranja Southwest and Northwest
Major General Plan Amendments
September 10, 2014
6:00 – 7:30 PM
Ironwood Ridge High School – Library Lecture Hall

1. Introductions and Welcome

Approximately 90 residents and interested parties attended the meeting, including Vice Mayor Waters and Council Members Snider, Zinkin, and Hornat. Two Planning and Zoning Commissioners were also in attendance.

Meeting Facilitator Bayer Vella welcomed the residents. Mr. Vella explained the purpose of the neighborhood meeting and outlined several objectives which were intended to be accomplished. The previous neighborhood meetings were very productive in hearing resident concerns. Tonight's format was designed to allow for Town staff to cover the "givens" with the review of any development application; specifically traffic, drainage, water and schools. The applicant will then present their revised plan and respond to issues raised at the earlier meetings. The meeting will then transition into an open house format where residents can visit stations covering water, traffic and drainage, general plan and public participation and applicant. The goal is to allow for residents to be able to ask focused questions and receive detailed answers. Each station has a note pad for residents to write specific comments, which will be reflected in the summary notes for the meeting.

2. Staff Presentation

Chad Daines, Principal Planner, provided a presentation that included:

- Current designations and allowed density/intensity
- Context Area including existing density/intensity
- Proposed Master Planned Community
- Traffic Overview
- Drainage Overview
- Water Overview
- Review tools including amendment review criteria

- 3. Applicant Presentation** James Kai, Applicant, provided an overview of his family's involvement as a property owner in the area over the years. Mr. Kai provided comments relative to the role of the Kai family in bringing sewer into this area in conjunction with the construction of Ironwood Ridge High School and Wilson Elementary and his family's commitment to responsible growth within the community.

Paul Oland from the planning firm WLB provided an overview of the revised development plan including changing the western boundary to low density, reduction of the northern parcel to eliminate the flex zone north of Naranja, reduction in the allowed flexibility in the core and flex areas, and provision for recreation areas on La Cholla and the main wash corridor along Cross Road. Mr. Oland addressed the following summary issues from the earlier neighborhood meetings:

- Lack of defined land uses
- Maintain rural / low density
- Traffic / Drainage
- No commercial / Apartments
- Need for parks, open space and trails
- Water Availability
- Environmental impact
- Noise, light and air pollution
- Visual impacts
- Public safety impacts
- School impacts
- Lack of market demand

4. **Open House Stations** were staffed for Water, Traffic and Drainage, General Plan and Public Participation and Applicant. The following comments were recorded at each station:

Land Use Comments

- Leave the land from Glover to Naranja along La Cholla designated as rec area and open space. No building at all, except the already designated corner on Naranja and La Cholla.
- Keep flex land in the center of the property off Lambert. Senior Living and apartments will be an eyesore if allowed on Lambert.
- Apartments and 2 stories will destroy views.
- No Senior Living.
- No apartments – No pride of ownership.
- Keep all apartments and townhomes to 2 stories only to maintain views.
- No apartments – the residents are not vested in the community.
- Enough commercial is available one mile to the north, east and south.
- No commercial at La Cholla and Naranja.
- No apartments.
- No commercial at La Cholla and Naranja.
- 100 yard buffer on west side is inadequate (ditto).
- Too many people for unit of land as a result of apartments. We are not Scottsdale. Apartments encourage transiency. Let's keep our beautiful desert as open as possible.
- We have enough apartments in Oro Valley.
- Transitions among designations are erratic with core and flex areas.
- No apartments. Renters do not have a vested interest in property and they don't take as good care of it as someone who owns it.
- Transition from La Canada to Shannon is not consistent.
- One row of one story homes is not enough to not destroy views.
- Apartments destroy the view and feel of Sonoran Desert as stated in the Oro Valley vision.
- Oro Valley will become like the Foothills area which people moved to Oro Valley to get away from.
- Better definition of flex and core areas in Master Planned language – not made up.
- Objection to increasing commercial. Use property at La Cholla and Naranja.

- Who determines what kind of business is permitted on the commercial property? What is the criteria? A carwash? A Circle K? 24 hour liquor store?
- Object to commercial at Naranja. One mile in three directions has commercial on the current General Plan.
- Safe means to me: No commercial, knowing my voter approved General Plan is going to be.
- No apartments – they don't have a vested interest in the community.
- No apartments.
- Area removed from application – Glover to Naranja – please leave it a park or rec area.
- Lighting issue southeast to homes.
- Commercial property value to homes.
- No apartments.
- No retirement.

Environment

- Not consistent with Oro Valley Sonoran Desert protection.
- How are the plans addressing the SRA and ESL Ordinance.
- Not enough open space.
- Oro Valley is a beautiful area and developing this plan will destroy the desert area.

Traffic

- Naranja access – Par Drive – No left turn?
- La Cholla access – Divot Drive – No left turn?
- Additional traffic lights between Lambert to Naranja.
- Traffic on Shannon needs to be addressed. Shannon and Lambert traffic issues are already horrible at Ironwood Ridge High School start and stop hours.
- Par Drive needs street sign at entry from Naranja.

Water

- Just because we have water available doesn't mean we have to use it up.

General Plan Criteria and Process

- No one showed what major changes (other than widening La Cholla) have occurred to make it necessary to amend the General Plan.
- Wait for General Plan revisions.

Other

- The residents should know if it would be positive. Did anyone from the Town or WLB ask about how we feel? Not that we remembered.
- The format tonight seemed too chaotic.
- Not a neighborhood meeting. Next time allow group questions and answers.
- Current owners bought residences because of current zoning – why should they be subject to the financial interest of developers?

September 4, 2014

Mr. Chad Daines
Principal Planner
Town of Oro Valley
11000 N. La Cañada Dr.
Oro Valley, AZ 85737

Dear Chad,

We are writing in response to the Town of Oro Valley's request for comment on the proposed development near La Cholla and Naranja Dr. We own a property that we purchased for our part-time enjoyment and future retirement in the Chaparral Heights subdivision near the intersection of La Cholla and Lambert Lane. The proposed development directly impacts our subdivision.

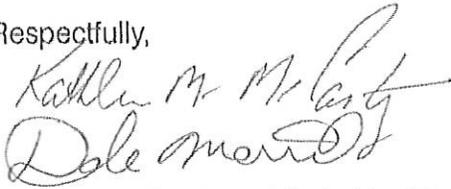
We are very much against the proposed development including apartment and commercial development in the areas broaching La Cholla and Lambert. Frankly, we are becoming concerned about the direction we see Oro Valley taking. Oro Valley was and is still known to be a more upscale area in the region surrounding Tucson. We are aware of the large number of new apartment homes recently constructed off of Oracle Road and the additional commercial development in that area. We are also aware that existing commercial is not fully occupied and has struggled so the call for more commercial development is frankly mind boggling. In addition, the construction of more apartment homes is beginning to make Oro Valley appear to be no different than any other location in Tucson and the resulting traffic impacts to existing residents have been ignored in the development equation. The traffic and the continued development of lower income (yes...we are aware they are supposed to be luxury apartments but they appear no different than any other apartment) cheapen the reputation of the community and potentially negatively impact all property values. It brings to the town an entirely different resident that also contrasts with the family environment many new and younger residents seek. Will Oro Valley continue to be a desirable place to locate?

In regards to the Lambert/La Cholla development there is no way to convince existing residents that you are not devaluing their properties. Firstly, to put apartments and commercial next to homes that are considered upscale and cost residents from over \$500,000 to in excess of \$800,000 in some cases immediately devalues the rural nature of the subdivisions they bought into and their own personal property value. Many of these folks are people that work hard or have worked hard to purchase this kind of property. Apparently they don't matter to the Town of Oro Valley and this is a slap in the face to them. Secondly, the traffic situation and impacts have not been at all thought through or addressed. There is absolutely nothing about traffic mitigation in what have been residential areas in the plan as proposed. Third, there is a blatant ignoring of what many thought was a protected desert riparian area. The proposed development completely disregards the existing residential character of the neighborhood. We are aware that other residents are upset and will probably be submitting more formal documentation as to the potential

overbuilding of properties generally in Oro Valley (many homes are still for sale and property values haven't even come close for many properties to the earlier peak prices) and the lack of need for this proposed development over the foreseeable future.

When we purchased our home we were aware of the existing zoning called for medium density residential and a small zone for commercial on the northeast side of La Cholla. The proposed development goes far beyond what our initial concept of development in this area would be and is extremely disappointing. The question we have is what kind of a town does Oro Valley want to be? If the direction is to look like any other part of Tucson along Oracle Road or to attempt drive city tax revenue at the expense of the character of the Town, then perhaps we have made an error in wanting to be more permanent residents at some point in the near future.

Respectfully,

Handwritten signatures of Kathleen M. McCarty and Dale Merrill. The signature for Kathleen M. McCarty is written in a cursive style, and the signature for Dale Merrill is also in cursive, appearing below the first signature.

Kathleen McCarty and Dale Merrill
10350 N. Wild Creek Dr.
Oro Valley, AZ 85742

Daines, Chad

From: Curt Adams <cadams234@comcast.net>
Sent: Sunday, August 10, 2014 4:40 PM
To: Daines, Chad; Spaeth, Michael; Vicens, William
Subject: Neighborhood Meeting for La Cholla and Naranja Drive

Chad Daines cdaines@orovalleyaz.gov

Michael Spaeth mspaeth@orovalleyaz.gov

William Vicens wvicens@orovalleyaz.gov

Neighborhood Meeting for La Cholla and Naranja Drive Northwest Major General Plan Amendment 19 acre property on the west side of La Cholla Boulevard between Glover Road and Naranja Drive OV1114-003

We will not be able to attend the neighborhood meeting on August 13 concerning the proposed changes to the master plan for La Cholla Boulevard between Naranja Drive and Glover Road. We did attend the previous meeting.

At the earlier meeting justifications and reasons for the proposed changes were not given other than this is the last strip of land in Oro Valley that can be developed commercially. I assume the reasons are: a higher sale price to the land owners if the land is zoned commercial; more jobs and income to the planning company; and eventually sales tax revenue to Oro Valley.

But, Oro Valley already has numerous undeveloped or only partially developed commercial properties, some of them very close to La Cholla and Naranja. There are at the present time several unoccupied commercial buildings, buildings for lease or for rent. And most of our shopping areas have ample room for expansion. Why do we want more undeveloped or partially developed commercial corners and mini strip malls? Why do we want more empty buildings?

The letter accompanying the meeting announcement gave possible land use as open space, neighborhood commercial/office, single family residential, multifamily residential, professional/medical offices, and senior living. Commercial zoning is a very broad category that may encompass many types of businesses including drug stores, nail salons, restaurants, or car care centers. During the previous meeting it was stated that convenient stores, fast food establishments, and filling stations were also possible uses. Do we really want these, on a narrow strip of land between two schools, surrounded by medium density neighborhoods?

We don't want these and we oppose these changes to the master plan. The parcel of land is presently zoned residential. The location between two schools should make it desirable for family home sites.

Daines, Chad

From: Chuck Sweet <chuckmpa@comcast.net>
Sent: Friday, August 08, 2014 11:04 AM
To: gpoland@wlbgroup.com
Cc: Daines, Chad; Spaeth, Michael
Subject: Lambert and La Cholla Proposed Rezoning

Hello Paul,

First of all Thank You and the TOV staff for holding the Public Meeting on this proposed rezoning on Wednesday evening August 6, 2014 at the Casas Adobes Church. It was very helpful to get more detailed information with respect to what the land owner and future developer would like to do with the property.

My wife and I live in the Rancho Feliz subdivision east of this project and will obviously be affected by its eventual development. Although our property does not border the subject property we would like to provide our input on the following subjects:

Lambert Lane and La Cholla Improvements:

We understand that the land owner is going to be required to do a traffic impact analysis as part of their rezoning application. With that said, we have lived in the Rancho Feliz subdivision since 1993 and travel the Lambert Lane and La Cholla streets on a daily basis. Our concerns are proper site distance at intersections, installation of left & right turn lanes for residents turning into and out of this new subdivision. Without these kinds of road improvements on Lambert Lane and La Cholla as part of this development, the unsafe condition that exists today on these two roadways will only become worse. We understand there are future road improvements planned for both La Cholla and Lambert Lane by the RTA and TOV, however we have lived here long enough to experience what government says they PLAN to do, and what actually get done in a timely manner.

Drainage:

We are concerned about how the drainage will be addressed during and after construction so there is no impact to the existing home owners to the east and south of the proposed project.

Conceptual Site Plan:

We question the need for the project to place the eight homes proposed near Lambert Lane. The elimination of these eight homes from the project would still give the developer a little over one house per acre, which reflects exactly the density of the Rancho Feliz subdivision.

Thank you for taking these comments into consideration as the project moves forward in the rezoning process.

Chuck & Wendy Sweet
10332 N. Placita Lujoso
Oro Valley, Arizona 85737
Cell: 520-904-0488

Daines, Chad

From: Bev Van Horn <bevvanhorn@gmail.com>
Sent: Friday, September 12, 2014 3:57 PM
To: Daines, Chad
Subject: La Cholla & Naranja Dr.

Dear Mr. Daines,

I have lived on La Tanya Dr. 14 years and go to La Cholla via of Glover where the school light is located.

I have watched La Cholla get busier and busier since Ironwood Ridge High School was built and of course Wilson is also there.

Now we have two housing developments near Tangerine, Meritage and Marakay which will make that road even more busy.

And you are wanting to add more developments near Naranja and La Cholla.

I didn't think I would be able to turn left yesterday at Glover because there is no left turn arrow and school was out. I don't know how many light changes we had to wait on before I finally got to turn.

When will La Cholla be widened there?

I rather like the desert myself.

Thanks for listening.

Bev

Bev Van Horn
Chartered Real Estate Consultant
Tierra Antigua Realty
Phone 520-403-5931
Bev@BevSellsTucson.com
www.BevSellsTucson.com

TO: Chad Daines, Principal Planner, Development and Infrastructure Services

FROM: Don Nemke
11068 N. Divot Drive
Oro Valley, AZ 85737
797.0771 DONNEMKE@AOL.COM

DATE: 8/8/2014

RE: Input to 8/13/14 Neighborhood Meeting Regarding Two Proposed Developments (near the intersection of La Cholla Blvd. and Naranja) that Require Changes to the Oro Valley Land Use Plan

The following will confirm our 8/6/14 telephone conversation. Since I will not be able to attend the 8/13/14 Neighborhood Meeting, please submit this into the meeting records.

OVERVIEW

My general comments covering both proposed developments are:

- 1) Maintain the existing Land Use Plan with the possible exception of allowing increased residential development density, *which would increase potential customer base and improve feasibility for longer term, area commercial development.*
- 2) Retain maximum integrity, functionality, and safety of the existing major arterial streets plan (La Cholla) by limiting the number and location of traffic access points.

Specific comments follow:

LA CHOLLA BLVD AND NARANJA SOUTHWEST OV1114-002

- 1) Land Use

Continue the existing Land Use Plan consisting primarily of residential development with a small commercial area at the northwest quadrant of La

Cholla and Lambert Lane. Given the areas established residential character, major school locations and favorable transportation infrastructure, increasing the allowable residential development density would appear to remain consistent with the overall Land Use and Major Street Plans.

2) Major Streets Plan

The development should provide an internal streets plan that has the vast majority of development traffic directed to Naranja or Lambert so that access to and from La Cholla is via traffic controlled intersections for safety and maximum efficiency.

Allowing multiple minor street access points to a major arterial street (La Cholla) undermines the very purpose of a major arterial which is to accommodate large traffic volumes as quickly and efficiently as possible. Multiple minor access points also reduce major arterial safety due to excessive amounts of vehicular turning, decelerating and accelerating activity. It can also increase development costs due to the need for additional turn lanes and more substantial right-of-way widths.

LA CHOLLA BLVD AND NARANJA NORTHWEST OV 1114-003

1) Land Use

Continue the existing Land Use Plan for residential development but increasing the allowable density would still be consistent with the established residential character and street infrastructure.

The much more appropriate area for commercial development in the area is the intersection of La Cholla and Tangerine (as shown on the existing Land Use Plan). That area is far better suited for a fuller range of commercial developments due to its location on the highest traffic volume arteries extending in all directions, a key consideration/necessity for many types of commercial uses. The larger and potentially better shaped parcels also increase the efficiency of needed public infrastructure and potentially provides a much broader range of development types and scale.

Commercial uses near La Cholla/Naranja conflict with established residential character and may adversely impact the two major schools in the neighborhood.

2) Major Streets Plan

To the extent possible, development access traffic should be directed via Naranja or Glover. See above for additional comments regarding minimizing minor street access to La Cholla.

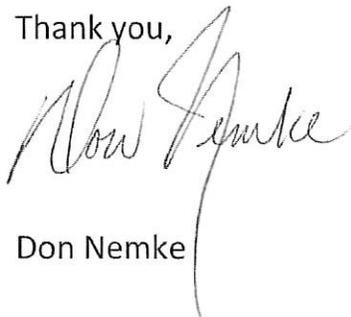
Commercial traffic in this area will also significantly increase safety risks for the large volumes of pedestrian traffic consisting of school children attending the two nearby schools and citizens utilizing the walking/bike paths in the area.

My comments are based primarily on the observations and concerns of an 18-year local resident. My understanding of the numerous public and private issues underlying these development proposals is based on hands-on experience from multiple perspectives including:

- a) 20 years as a bank officer which included underwriting all types of development proposals that were seeking financing.
- b) 7 years as an urban planning consultant dealing with land use, transportation, public infrastructure, etc. types of planning and enforcement legislation
- c) Degrees in construction administration and real estate appraisal and investment analysis.

I appreciate the opportunity to comment on the proposed developments and amendments to the Land Use Plan.

Thank you,

A handwritten signature in cursive script, appearing to read "Don Nemke". The signature is written in black ink and is positioned above the printed name "Don Nemke".

Don Nemke

11487 N Ironwood Canyon PL
Oro Valley, AZ 85737
August 5, 2014

Mr. Michael Spaeth
Mr. Matt Michaels
Mr. David Williams
Oro Valley Town Planners
11000 N. La Canada Blvd
Oro Valley, AZ 85737

Gentlemen:

I am writing to express my strong displeasure with the proposed amendments to the General Plan for land use on LaCholla Blvd. Although I am opposed to any commercial or high density residential development on La Cholla Blvd north of Overton Road, I am especially concerned that this type of development is being considered for the westside portion between Naranja and Glover Roads. Any such development is entirely dangerous and unsuitable for an area between two large public schools. I walk in the early morning almost daily on the multiuse path there, and I frequently see students walking, biking, or skateboarding their way to school along that section. In addition it is a popular area for those walking for exercise, with or without dogs, and will become even more popular as the new homes are occupied. It is an attractive stretch of land with lush desert vegetation, one of the few remaining in this town that should not be destroyed.

I have been a resident of Oro Valley for 12 years and regularly patronize the existing businesses in the town, which are more than adequate for the needs of a growing population. Furthermore there is an abundant supply of vacant space for both offices and small businesses that is already completed and available to lease. I refer specifically to developments at LaCanada and Lambert, Tangerine and First, and several locations along Oracle Road. Since Oracle Road, La Canada Blvd, Lambert Lane, Naranja Blvd, and Tangerine Road in Oro Valley and Thornydale Rd in Marana are already built with commercial property and high density residential; there is no need to also develop the residential area along LaCholla Blvd in that manner.

I know you are aware that there are three large housing developments currently being built or approved for building near the La Cholla/Glover intersection that will greatly increase traffic along those streets. We don't need commercial developments to further increase traffic. I realize that residential development does not directly result in sales tax income for the town, but it certainly does increase the population that patronizes the existing businesses in the area so will indirectly increase that revenue.

Those attending the neighborhood meeting in April were unanimous in voicing their disapproval for this type of development. As a board member of the Ironwood Canyon HOA, I know I am representing most of the property owners in this neighborhood who are in agreement with these opinions. Although we realized that the vacant land around us would eventually be developed when we bought our homes here, we did expect that the town planners and council would protect

COMMENT CARD

Comments: ADD MORE LARGE OPEN AREAS TO
THE ENTIRE DEVELOPMENT
DO NOT HIDE "OPEN AREAS" IN SMALL SECTIONS

Name: GIL ALEXANDER
Email Address: 1546 W MOORE OU 85755
Address: 1546 W MOORE OU 85755



COMMENT CARD

Comments: So I prefer to keep the land the way it is designated. I'm not in favor of any higher density housing in that area. Ultimately the land is designated just fine. - All I see is a land owner wanting to make more money off his land.

Name: Christine Fapp

Email Address: cfapp66@yahoo.com

Address: 11557 N. Verch Way 85737



COMMENT CARD

Comments: REMOVE ALL OPTIONS FOR
MULTI-FAMILY STRUCTURES FOR ALL
OF THE ZONES

Name: GIL ALEXANDER
Email Address: GILALEX@Q.COM
Address: 1546 W MOORE, OU 85755



TO: Chad Daines

FROM: Diane Peters and Citizen Advocates of the Oro Valley General Plan

DATE: September 16, 2014

TOPIC: September 10th Neighborhood Meeting

We wanted to make you aware of our feelings on the Open House format at Wednesday night's Neighborhood Meeting.

Positioning town staff, the applicant, and the landowner at various stations around the room is a terrible format for a variety of reasons which we will outline below. Also, we understand that the town staff has already been made aware in the past (by Bill Adler) that this format is not conducive to residents' active participation in the process, which is the whole point of the Neighborhood Meeting.

The Open House format forces residents to stand in line for a long time in order to ask their question. I stood in line for over 20 minutes to ask just ONE QUESTION of James Kai. After that, I wasn't about to spend another 20 minutes standing in yet another line.

Additionally, with this format, the other 70-100 people in attendance don't get to hear the other residents questions or the answers. **Part of the Neighborhood Meeting Ordinance is that citizens are allowed to SHARE their questions and concerns with the other residents in attendance. The Open House format violates that portion of the ordinance.** In the "Purpose" section of the ordinance, #2 states that there must be an "*open dialogue between stakeholders, applicants, staff...*" While a "dialogue" might just be between two people, an "open dialogue" refers to the entire audience. The questions and answers must be open to the entire room.

A member of Citizen Advocates told me that she spoke with you (Chad Daines) about her displeasure with the Open House format. You told her that at the other two Neighborhood Meetings with the Q&A format, many people were frustrated that they had to wait so long to ask their question.

How is that worse than residents having to stand in line-after-line for 20 minutes each to get their questions answered? At 20 minutes per station, it would take a person an hour to get three questions answered at three separate stations. In my experience waiting to talk with James Kai, the person in front of me asked about 10 questions. This was unfair to me who had only one question. With the Q&A format, each person is allowed to ask one question at a time.

We believe that the town and Oland deliberately circumvented us by changing the format and that it was done by design because it's easier for the developer. We all saw how heated the last two Neighborhood Meetings were and how Paul Oland was worn down towards the end of the last meeting.

Another member of Citizen Advocates spoke with both Oland and Daines after the meeting and was told by both that they didn't receive our memo/questions until late in the afternoon and

therefore they weren't prepared to address them at the meeting. We feel compelled to point out that in the Q&A format of the previous meetings, Oland did not receive the questions from the audience in advance yet he was still expected to answer them during the meeting.

In fact, in the SOP section of the ordinance, under **III. Guidelines, #2 Applicant's Role**, it says that the applicant must *"be prepared to respond to questions about how the project meets specific general plan policies and review criteria."* THAT was the exact content of our memo, yet Oland was allowed to dodge those questions that evening, in yet another violation of the ordinance.

We understand that the "Neighborhood Meeting Ordinance" was created by the Planning Administrator and Bill Adler and that it was approved along with a Standard Operating Procedure document that describes the approved format and content of these meetings. Why did the town staff ignore the SOP? Inconvenience for the staff? Inconvenience for the applicant?

Feedback from some of the members of our citizens group:

Something didn't smell right about that session. Whoever designed it was brilliant...divide everyone into groups, long waits to discuss each topic, and when you get to the head of the line, the expert would filibuster on one topic. I mentioned to Oland and Daines that this meeting was not going to cut it. We want a separate meeting with them. ~ Mr. Rick Hines

I didn't like the format, the way they broke up the groups. Cowardly move on their part. Questions and answers should be heard by everyone. ~ Ms. Carol Sapone

Last night's Neighborhood Meeting was totally one-sided, all advantaged to the "seller" having the floor. It was arranged for the WLB to do all the talking as opposed to anyone in the audience being able to confront them on anything. ~ Mr. Jim Dixon

I was so disappointed in the meeting. This was not a Neighborhood Meeting. It did not meet the requirement for neighbors to SHARE their concerns and questions. It was more of a presentation and then divide and deflate the audience. It was a waste of time. Time in line for one question was often 20 minutes or more. ~ Anonymous

Last night's meeting was strategic. Having us ask our questions to various individuals stationed at various locations in the room was a divide-and-conquer tactic. No one knows what's going on because no one can hear the questions and answers. ~ Mr. Cameron Servick

Hearing the questions and answers from other attendees is as important as having your own questions answered. I also believe that the Open House format was decided upon when it was learned that an organized group had questions and were demanding specific answers. ~ Ms. Roslyn Nemke

There were some new residents at the meeting who were hearing the proposal for the first time. We didn't get a chance to hear their questions and concerns. ~ Mr. Don Burdick

Staff changed the format to ease pressure which violates the Neighborhood Ordinance. No education. No information sharing. ~ Bill Adler (advisor)

Residents have good reason to be upset with the Town. They were completely blinded-sided by staff. This station-format meeting was the last public meeting before going to the P & Z, and a completely new plan was introduced, and the public wasn't allowed to have an open Q & A session. To be fair, the residents should be allowed another Town meeting regarding the new proposal.

The break-out stations format doesn't allow all the residents to equally participate in all Q & A sessions. Apparently, the assumption by staff is that not all residents are interested in the total picture, just certain elements. With this format, residents leave with limited knowledge. This format results in a lack of transparency for the residents and benefits only the applicant. It also makes it seem that each station is already finalized for presentation to the P & Z.

The staff spends unlimited time with the applicants, but always want to restrict allowable time for the residents' meetings. ~ Don Bristow (advisor)

TO: Paul Oland, The WLB Group (Applicant)

FROM: Citizen Advocates of the Oro Valley General Plan

DATE: September 10, 2014

TOPIC: LaCholla Blvd. and Naranja Northwest and Southwest
Major General Plan Amendment Applications

From the General Plan, Review and Approval Process (approved by town residents in 2005)

“The applicant for the amendment shall have the burden of presenting facts and other materials to support these criteria in writing prior to any public hearings.”

Please address as many of these questions/criteria tonight. We also expect these criteria from the General Plan to be met in writing, prior to the first Planning & Zoning Public Hearing on October 7, 2014.

Item 3. Adoption of Amendment:

“The disposition of the General Plan amendment proposed shall be based on the consistency with the vision, goals, and policies of the General Plan.....

QUESTIONS: Consistent with the Vision of the OV General Plan, how does an undefined Master Planned Community (MPC) balance the needs of today against impacts to future generations? How does a MPC support a high standard of environmental integrity?

How is the MPC consistent with the following General Plan Goals & Policies:

1.4.7 General Land Use

2.1.4 2.1.5 2.1.7 Community Design ~ Built Environment

7.1.1 Housing ~ High Quality Neighborhoods

11.1.11 Open Space and Natural Resources Conservation ~ Natural Open Space

11.3.1 Open Space and Natural Resources Conservation ~ Visual Resources

.....with special emphasis on compliance with the following criteria:”

(a) “The proposed change is necessary because conditions in the community have changed to the extent that the plan requires amendment or modification.”

QUESTIONS: What specifically has changed? What FACTS do you have to prove changes in the community? Have you done any studies that prove that conditions have changed? If no, then this GPA should be rejected. If yes, where can citizens access these studies?

(b) “The proposed change is sustainable by contributing to the socio-economic betterment of the community, while achieving community and environmental compatibility.”

QUESTIONS: A MPC includes many options. How can we be assured that this MPC will contribute to sustainability when you haven’t identified the specific uses & locations?

Please explain how “socio-economic betterment” can possibly improve for OV residents in light of increased traffic, destruction of natural desert, reduction of open spaces and views, dense development (and potentially increased crime?)

(c) “The proposed change reflects market demand which leads to viability and general community acceptance.”

QUESTIONS: How do you measure “general community acceptance?”

The current General Plan designates medium density residential with single family detached homes. Again, what studies have you done to support your assertion of market demand for neighborhood commercial office, multi-family residential, neighborhood commercial, professional/medical offices, and senior living uses?

(d) “The amendment will not adversely impact the community as a whole, or a portion of the community, without an acceptable means of mitigating these impacts through the subsequent zoning and development process.”

QUESTIONS: Keeping in mind that many residents paid a premium for homes with desert views and a low density designation as identified in the General Plan, how will you mitigate the impact of a Master Planned Community adjacent to rural low density residential and medium density residential neighborhoods? (desert views, noise, nighttime lighting, headlight glare.)

To date, we have no specifics on exactly what you intend to build and where you intend to build it. Why should this General Plan Amendment be approved when we don’t have a clear indication of what we’re approving? (eg. screening, spacing, buffering; exact locations for the various building options.)

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Sent: Monday, September 29, 2014 11:23 AM

To: Vella, Bayer

Subject: LaCholla Commons

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To: Council Members and Development Infrastructure Services

24 September 2014

Town of Oro Valley
11000 N. La Canada
Oro Valley, AZ 85737

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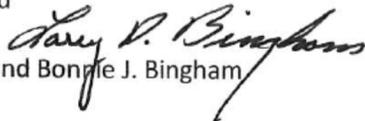
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OFFICE OF LEGAL COUNSEL

Todd A. Jaeger, J.D.
Associate to the Superintendent
(520) 696-5156
FAX (520) 696-5074

701 W. Wetmore Road • Tucson, AZ 85705 • TDD (520) 696-5055

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SUPERINTENDENT
Patrick Nelson

August 25, 2014

Chad Daines, AICP
Principal Planner
Town of Oro Valley
11000 N La Canada Dr
Oro Valley AZ 85737

**RE: La Cholla Boulevard and Naranja Drive
Southwest (OV1114-002) and Northwest (OV1114-003)
Major General Plan Amendments**

Dear Mr. Daines:

I am responding to your request for information regarding the capacity of Amphitheater schools impacted by your proposed development. As you indicated, 500 of the proposed unites could be either single-family or multi-family units; we therefore have agreed to provide this statement based on the higher unit calculation.

Using 2000 demographic multipliers developed by the U.S. Department of Census, Bureau of Census, and adjusted for Amphitheater District's school organizational patterns, we project the following student populations to result from this project when built:

<u>Academic Level</u>	<u>753 Single Family Homes</u>
Elementary	156
Middle	165
High School	96

The census multipliers we use to obtain these projections are 0.2075 elementary students per household, 0.2197 middle school students per household and 0.1282 high school students per household.

As you may know, our schools are currently enrolling students for this school year. Therefore, the capacity noted below is based on our last confirmed enrollment calculations. The schools which would be impacted by this population are listed

Amphitheater High • Canyon del Oro High • Ironwood Ridge High
Amphitheater Middle School • Coronado K-8 School • Cross Middle School • La Cima Middle School • Wilson K-8 School
Copper Creek Elementary • Donaldson Elementary • Harelson Elementary • Holaway Elementary • Keeling Elementary
Mesa Verde Elementary • Nash Elementary • Painted Sky Elementary • Prince Elementary • Rio Vis
Rillito Center • El Hogar

below, along with the physical capacity available at each school *presently*. Please note that these schools will also be impacted by other developments in this area which may have already been approved by the Council but which are not yet built.

<u>School Name</u>	<u>School Capacity</u>	<u>Spaces Currently Available</u>
Wilson K-5 (Elementary)	750	116
Wilson 6-8 (Middle)	800	189
Ironwood Ridge High	2290	402

As I noted above, we are providing this information at your request and using somewhat nebulous information. Accordingly, we cannot, at this time, reliably assure your office that sufficient capacity will be available at the elementary (and possibly middle) schools.

If I can provide any additional information, please feel free to contact me.

Sincerely,

Connie R. McFarland
Legal Assistant to Todd A. Jaeger, J.D.

TO: Paul Oland, The WLB Group (Applicant)

FROM: Citizen Advocates of the Oro Valley General Plan

DATE: September 10, 2014

TOPIC: LaCholla Blvd. and Naranja Northwest and Southwest
Major General Plan Amendment Applications

From the General Plan, Review and Approval Process (approved by town residents in 2005)

“The applicant for the amendment shall have the burden of presenting facts and other materials to support these criteria in writing prior to any public hearings.”

Please address as many of these questions/criteria tonight. We also expect these criteria from the General Plan to be met in writing, prior to the first Planning & Zoning Public Hearing on October 7, 2014.

Item 3. Adoption of Amendment:

“The disposition of the General Plan amendment proposed shall be based on the consistency with the vision, goals, and policies of the General Plan.....

QUESTIONS: Consistent with the Vision of the OV General Plan, how does an undefined Master Planned Community (MPC) balance the needs of today against impacts to future generations? How does a MPC support a high standard of environmental integrity?

How is the MPC consistent with the following General Plan Goals & Policies:

1.4.7 General Land Use

2.1.4 2.1.5 2.1.7 Community Design ~ Built Environment

7.1.1 Housing ~ High Quality Neighborhoods

11.1.11 Open Space and Natural Resources Conservation ~ Natural Open Space

11.3.1 Open Space and Natural Resources Conservation ~ Visual Resources

.....with special emphasis on compliance with the following criteria:”

(a) “The proposed change is necessary because conditions in the community have changed to the extent that the plan requires amendment or modification.”

QUESTIONS: What specifically has changed? What FACTS do you have to prove changes in the community? Have you done any studies that prove that conditions have changed? If no, then this GPA should be rejected. If yes, where can citizens access these studies?

(b) “The proposed change is sustainable by contributing to the socio-economic betterment of the community, while achieving community and environmental compatibility.”

QUESTIONS: A MPC includes many options. How can we be assured that this MPC will contribute to sustainability when you haven’t identified the specific uses & locations?

Please explain how “socio-economic betterment” can possibly improve for OV residents in light of increased traffic, destruction of natural desert, reduction of open spaces and views, dense development (and potentially increased crime?)

(c) “The proposed change reflects market demand which leads to viability and general community acceptance.”

QUESTIONS: How do you measure “general community acceptance?”

The current General Plan designates medium density residential with single family detached homes. Again, what studies have you done to support your assertion of market demand for neighborhood commercial office, multi-family residential, neighborhood commercial, professional/medical offices, and senior living uses?

(d) “The amendment will not adversely impact the community as a whole, or a portion of the community, without an acceptable means of mitigating these impacts through the subsequent zoning and development process.”

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