AGENDA
ORO VALLEY PLANNING AND ZONING COMMISSION
SPECIAL SESSION
NOVEMBER 20, 2014
ORO VALLEY COUNCIL CHAMBERS
11000 N. LA CANADA DRIVE

SPECIAL SESSION AT OR AFTER 6:00 PM

CALL TO ORDER

ROLL CALL

PLEDGE OF ALLEGIANCE

CALL TO AUDIENCE - at this time, any member of the public is allowed to address the commission on any issue not listed on today's agenda. Pursuant to the Arizona open meeting law, individual commission members may ask town staff to review the matter, ask that the matter be placed on a future agenda, or respond to criticism made by speakers. However, the commission may not discuss or take legal action on matters raised during "call to audience." In order to speak during "call to audience" please specify what you wish to discuss when completing the blue speaker card.

COUNCIL LIAISON COMMENTS

SPECIAL SESSION

1. REVIEW AND/OR APPROVAL OF THE OCTOBER 7, 2014 REGULAR SESSION AND OCTOBER 21, 2014 SPECIAL SESSION MEETING MINUTES

2. PUBLIC HEARING: LA CHOLLA BOULEVARD AND NARANJA DRIVE SOUTHWEST AND LA CHOLLA BOULEVARD AND NARANJA DRIVE NORTHWEST

   A. MAJOR GENERAL PLAN AMENDMENT FROM RURAL LOW DENSITY RESIDENTIAL (0-0.3 HOMES/ACRE), LOW DENSITY RESIDENTIAL (0.4 TO 1.2 HOMES/ACRE), MEDIUM DENSITY RESIDENTIAL (2.1-5.0 HOMES/ACRE), NEIGHBORHOOD COMMERCIAL/OFFICE, PUBLIC/SEMI PUBLIC, OPEN SPACE AND SIGNIFICANT RESOURCE AREA TO MASTER PLANNED COMMUNITY COMPRISED OF LOW DENSITY RESIDENTIAL, MEDIUM DENSITY RESIDENTIAL, HIGH DENISTY RESIDENTIAL, NEIGHBORHOOD COMMERCIAL OFFICE, SENIOR CARE USES AND OPEN SPACE FOR 186

ACRES LOCATED ON THE WEST SIDE OF LA CHOLLA BOULEVARD, BETWEEN NARANJA DRIVE AND LAMBERT LANE. THE APPLICANT ALSO PROPOSES TO DELETE THE SIGNIFICANT RESOURCE AREA DESIGNATION AND ADOPT SPECIAL AREA POLICIES RELATED TO THE MASTER PLANNED COMMUNITY, OV1114-002

B. MAJOR GENERAL PLAN AMENDMENT FROM MEDIUM DENSITY RESIDENTIAL (2.1-5.0 HOMES/ACRE) AND SIGNIFICANT RESOURCE AREA TO MASTER PLANNED COMMUNITY COMPRISED OF NEIGHBORHOOD COMMERCIAL OFFICE AND/OR MEDIUM DENSITY RESIDENTIAL FOR 8 ACRES LOCATED AT THE NORTHWEST CORNER OF LA CHOLLA BOULEVARD AND NARANJA DRIVE. THE APPLICANT ALSO PROPOSES TO DELETE THE SIGNIFICANT RESOURCE AREA DESIGNATION AND ADOPT SPECIAL AREA POLICIES RELATED TO THE MASTER PLANNED COMMUNITY, OV1114-003

PLANNING UPDATE (INFORMATIONAL ONLY)

FUTURE AGENDA ITEMS

ADJOURNMENT

POSTED: 11/10/14 at 5:00 p.m. by mrs

When possible, a packet of agenda materials as listed above is available for public inspection at least 24 hours prior to the Commission meeting in the Town Clerk's Office between the hours of 8:00 a.m. – 5:00 p.m.

The Town of Oro Valley complies with the Americans with Disabilities Act (ADA). If any person with a disability needs any type of accommodation, please notify the Town Clerk’s Office at least five days prior to the Commission meeting at 229-4700.

INSTRUCTIONS TO SPEAKERS

Members of the public have the right to speak during any posted public hearing. However, those items not listed as a public hearing are for consideration and action by the Commission during the course of their business meeting. Members of the public may be allowed to speak on these topics at the discretion of the Chair.

If you wish to address the Commission on any item(s) on this agenda, please complete a blue speaker card located on the Agenda table at the back of the room and give it to the Recording Secretary. **Please indicate on the speaker card which item number and topic you wish to speak on, or if you wish to speak during “Call to Audience,” please specify what you wish to discuss when completing the blue speaker card.**

Please step forward to the podium when the Chair announces the item(s) on the agenda which you are interested in addressing.

1. For the record, please state your name and whether or not you are a Town resident.
2. Speak only on the issue currently being discussed by the Commission. Please organize your speech, you will only be allowed to address the Commission once regarding the topic being discussed.
3. Please limit your comments to 3 minutes.
4. During “Call to Audience” you may address the Commission on any issue you wish.
5. Any member of the public speaking must speak in a courteous and respectful manner to those present.

Thank you for your cooperation.

“Notice of Possible Quorum of the Oro Valley Town Council, Boards, Commissions and Committees: In accordance with Chapter 3, Title 38, Arizona Revised Statutes and Section 2-4-2 of the Oro Valley Town Code, a majority of the Town Council, Board of Adjustment, Conceptual Design Review Board, Historic Preservation Commission, Parks and Recreation Advisory Board, Stormwater Utility Commission, and Water Utility Commission may attend the above referenced meeting as a member of the audience only.”

MINUTES
ORO VALLEY PLANNING AND ZONING COMMISSION
AMENDED AGENDA
REGULAR SESSION
October 7, 2014
IRONWOOD RIDGE HIGH SCHOOL - CAFETERIA
2475 W. NARANJA DRIVE

REGULAR SESSION AT OR AFTER 6:00 PM

CALL TO ORDER

Chair Cox called the October 7, 2014 session of the Oro Valley Planning and Zoning Commission Regular Session to order at 6:00 PM.

ROLL CALL

PRESENT: Don Cox, Chairman
John Buette, Vice-Chairman
Greg Hitt, Commissioner
Bill Leedy, Commissioner
Frank Pitts, Commissioner
Bill Rodman, Commissioner

EXCUSED: Tom Drazazgowski, Commissioner

ALSO PRESENT: Joe Hornat, Council Member and Council Liaison
Lou Waters, Vice - Mayor
Paul Keesler, DIS Director
Joe Andrews, Chief Civil Deputy Attorney

PLEDGE OF ALLEGIANCE

Pledge of Allegiance was not said, due to no flag being present.

CALL TO AUDIENCE

There were no speaker requests.

COUNCIL LIAISON COMMENTS

Council Member Hornat updated the Commission on the following items:

Miller Ranch, decrease lot width was denied by Town Council

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Olson Property Rezoning was approved by Town Council 7-0 with some changes
Stone Canyon Clubhouse was approved by Town Council

REGULAR AGENDA

1. REVIEW AND/OR APPROVAL OF THE SEPTEMBER 2, 2014 REGULAR SESSION MEETING MINUTES

MOTION: A motion was made by Vice-Chairman Buette and seconded by Commissioner Rodman to approve the September 2, 2014 Regular Session meeting minutes.

MOTION carried, 5-0. with Bill Leedy, Commissioner abstained.

***2. PUBLIC HEARING: SHANNON ROAD SOUTH OF IRONWOOD RIDGE HIGH SCHOOL MAJOR GENERAL PLAN AMENDMENT FROM RURAL LOW DENSITY RESIDENTIAL (0-0.3 HOMES/ACRE) AND SIGNIFICANT RESOURCE AREA TO LOW DENSITY RESIDENTIAL (0.4-1.2 HOMES/ACRE) AND MEDIUM DENSITY RESIDENTIAL (2.1-5.0 HOMES/ACRE) FOR A 77 ACRE PROPERTY LOCATED ON THE EAST SIDE OF SHANNON ROAD, APPROXIMATELY ONE-QUARTER (1/4) MILE SOUTH OF NARANJA DRIVE. THE APPLICANT ALSO REQUESTS DELETION OF THE SIGNIFICANT RESOUCE AREA DESIGNAITON AND INCLUDE THE PROPERTY IN THE URBAN SERVICES BOUNDARY, OV1114-001 (ITEM HAS BEEN WITHDRAWN FROM AGENDA PER APPLICANTS REQUEST)**

3. PUBLIC HEARING: LA CHOLLA BOULEVARD AND NARANJA DRIVE SOUTHWEST AND LA CHOLLA BOULEVARD AND NARANJA DRIVE NORTHWEST

A. MAJOR GENERAL PLAN AMENDMENT FROM RURAL LOW DENSITY RESIDENTIAL (0-0.3 HOMES/ACRE), LOW DENSITY RESIDENTIAL (0.4 TO 1.2 HOMES/ACRE), MEDIUM DENSITY RESIDENTIAL (2.1-5.0 HOMES/ACRE), NEIGHBORHOOD COMMERCIAL/OFFICE, PUBLIC/SEMI PUBLIC, OPEN SPACE AND SIGNIFICANT RESOURCE AREA TO MASTER PLANNED COMMUNITY COMPRISED OF SINGLE FAMILY RESIDENTIAL, MULTI-FAMILY RESIDENTIAL, NEIGHBORHOOD COMMERCIAL OFFICE, PROFESSIONAL AND MEDICAL OFFICE, SENIOR LIVING USES CASAS CHURCH EXPANSION AND OPEN SPACE FOR 202 ACRES LOCATED ON THE WEST SIDE OF LA CHOLLA BOULEVARD, BETWEEN NARANJA DRIVE AND LAMBERT LANE. THE APPLICANT ALSO PROPOSES TO DELETE THE SIGNIFICANT RESOURCE AREA DESIGNATION AND ADOPT SPECIAL AREA POLICIES RELATED TO THE MASTER PLANNED COMMUNITY, OV1114-002

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B. MAJOR GENERAL PLAN AMENDMENT FROM MEDIUM DENSITY RESIDENTIAL (2.1-5.0 HOMES/ACRE) AND SIGNIFICANT RESOURCE AREA TO MASTER PLANNED COMMUNITY COMPRISED OF NEIGHBORHOOD COMMERCIAL OFFICE AND MEDIUM DENSITY RESIDENTIAL FOR 8 ACRES LOCATED AT THE NORTHWEST CORNER OF LA CHOLLA BOULEVARD AND NARANJA DRIVE. THE APPLICANT ALSO PROPOSES TO DELETE THE SIGNIFICANT RESOURCE AREA DESIGNATION AND ADOPT SPECIAL AREA POLICIES RELATED TO THE MASTER PLANNED COMMUNITY, OV1114-003

Chad Daines, Principal Planner, presented the following:

- Applicant's Request
- Public Participation/Outreach
- Location
- Current & Proposed General Plan
- Concept Plan
- Development Potential
- Special Area Policies
- Significant Resource Area
- Environmentally Sensitive Lands
- General Plan Evaluation Criteria
- Conditions in community have changed?
- Socio-economic betterment/community and environmental compatibility?
- Reflects market demand?
- Will Not adversely impact community without mitigation?
- Neighborhood Meetings
- Summary/Conclusion

Paul Oland, of WLB representing the applicant, presented the following:

- Aesthetics - level of quality that would be required
- La Canada Drive (from Lambert to Naranja) - Land Uses along corridor
- Plan Policies
- Effects of the RMA
- General Plan Criteria

Chair Cox opened the public hearing

Adrianne Caldwell, Oro Valley resident, stated she was opposed to the proposed application and questioned where is the hard evidence that there is a demand or will be a demand in the near future for apartments.

Bill Boull, Oro Valley resident, expressed his concern for 5 additional plans for high density sites in Oro Valley and stated his opposition to high density housing.

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Don Burdick, Oro Valley resident, expressed his concern with zone number 621 referred to in the applicants market data and questioned what information or data was provided for Council to support an increase in growth. In the current General Plan, covered is twice of people that are supposed to more into Oro Valley, there is no need for an increase for housing whether it be low or high density.

Betty Danker, Oro Valley resident, expressed her concerns with the following: commercial being built in the area, the dark sky will be impacted, access off of La Cholla with Divot Drive being the only access and making left hand turns. Ms. Danker went on to ask the Commission to consider an access lane.

Roslyn Nemke, Oro Valley resident, stated she is an advocate for the Citizen Advocate for Oro Valley's General Plan and went on to ask the Commission to not recommend the amendments and leave the General Plan as is. Amendments should be based on significant change and there seems to be more concern with owners, developers and future residents than there is for the current residents who are adversely impacted.

John Lay, Oro Valley resident, stated he is opposed to high density and is open to change in plans, just not high density. Maybe graduate to two acre lot and he doesn't care much for the apartment idea.

Tom Myatt, Oro Valley, resident, stated he is opposed to the significant resource area deletion. The current designation is consistent with the existing development to the south of the property and should remain as is. A lower density area to the south should be considered and the existing walking paths in Oro Valley are being used as recreational purposes and don't believe they are being used to access commercial. Mr. Myatt doesn't believe there is a support for any additional commercial development on this property.

Joe Bailes, Oro Valley resident, stated he is pro-business and pro- development and he does not like high density. When the apartment get older and in order to be competitive the rent will be lowered. The Commission needs to take responsibility and turn this around and not let it happen.

Don Bristow, Oro Valley resident, stated that everything in Oro Valley is in a convenient distance of residential areas. Mr. Bristow went on to question, is there really a demand for commercial/professional offices? The applicant has not submitted any facts that support the need for additional multi-family homes in Oro Valley. Mr. Bristow commented that he did some research and the Town has not documented to support the claim that the Vantana Medical Center requires high end housing units for their employees.

Karen Stratman, Oro Valley resident, commented that Ironwood Ridge High School is in the middle of the proposed development. Students and educators travel along La Cholla which is already overcrowded. Ms. Stratman agrees with keeping the area

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residential and low/medium density and allowing the environmental sensitive lands ordinance to guide development will result in people coming to this area.

Gary Meyers, Oro Valley resident, expressed his concern with traffic, water and drainage. Mr. Meyers also commented that he didn't like the format of the neighborhood meeting held on September 10th. Attendees of the meeting were not able to hear all the questions/answers. He opposes the proposed amendments and is proud of the members of this community for standing up for the character of Oro Valley.

Rick Harris, Oro Valley resident, commented that the proposal is going to make this community look like any other community. The Planning Department cannot prove that it is required to change the General Plan. Mr. Harris choose to live in Oro Valley because of the schools. The developer needs to go back and look at this proposal.

Connie Inboden, Oro Valley resident, commented that her idea of well planned community is to have separate residential, commercial and open space as a buffer. The owners of the property have a right to make a profit on their investment, but would make a tidy profit for single family homes. Ms. Inboden is asking the Commission not to approve the proposed amendment.

Bill Adler, Oro Valley resident, commented on community acceptance. Mr. Adler went on to comment about targeting specific uses and neighbors having the right to know what a commercial piece of property will provide. Apartments are not desirable and do not provide any architectural or visible appearance that is desirable.

Eric Kleil, non-Oro Valley resident, stated to compare La Cholla to La Canada is unfair because what is already there is completely different. In the proposal the buffer to the west should be larger and what is already here needs to be factored in. People need to live in apartments, but apartments make no sense on this property.

Chair Cox closed public hearing.

4. REQUEST FOR PLANNING AND ZONING COMMISSION INITIATION OF A ZONING CODE AMENDMENT TO PROVIDE TEMPORARY SIGN ALLOWANCES FOR BUSINESSES IN AREAS OF ROAD CONSTRUCTION

Bayer Vella, Planning Division Manager, presented the following:

- Construction along Oracle Road
- Banner/Signs
- Brought forth by the Community

Bill Adler, Oro Valley resident, commented that Rancho Vistoso HOA should provide some guidance to staff. Care should be taken to avoid creating a safety problem. A decision needs to be made on which business need a sign. All business don't need or want a sign. Travelers need to be able to read the sign.

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MOTION: A motion was made by Commissioner Rodman and seconded by Commissioner Leedy approve to initiate a Zoning Code Amendment to Section 28.6 B (Temporary Signs in a Commercial/Industrial Zoning District) to provide a special sign type for businesses in road construction areas.

MOTION carried, 6-0.

PLANNING UPDATE (INFORMATIONAL ONLY)

Bayer Vella, Planning Division Manager, presented the following:

- 10/21 Special Planning and Zoning Commission Meeting
- 11/03 Special Planning and Zoning Commission Meeting
- Upcoming Neighborhood Meetings

ADJOURNMENT

MOTION: A motion was made by Commissioner Rodman and seconded by Commissioner Hitt to adjourn the Planning and Zoning Commission meeting at 8:21 PM.

MOTION carried, 6-0.

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MINUTES
ORO VALLEY PLANNING AND ZONING COMMISSION
SPECIAL SESSION
AMENDED AGENDA
October 21, 2014
ORO VALLEY COUNCIL CHAMBERS
11000 N. LA CANADA DRIVE

SPECIAL SESSION AT OR AFTER 6:00 PM

CALL TO ORDER

Chairman Cox called the October 21, 2014 session of the Oro Valley Planning and Zoning Commission Special Session to order at 6:00 PM.

ROLL CALL

PRESENT: Don Cox, Chairman
John Buette, Vice-Chairman
Greg Hitt, Commissioner
Bill Leedy, Commissioner
Frank Pitts, Commissioner
Bill Rodman, Commissioner
Tom Drazazgowski, Commissioner

ALSO PRESENT: Joe Hornat, Council Member and Council Liaison
David Laws, Permitting Manager

PLEDGE OF ALLEGIANCE

Chairman Cox led the Planning and Zoning Commission members and audience in the Pledge of Allegiance.

CALL TO AUDIENCE -

Bill Adler, Oro Valley resident, expressed his concern with the confusion among citizens on land use over General Plan Designations. Staff and the applicant's need to start using lot size as the reference because the applicant knows how this thing is going to pencil out. Part of our job is education, which is communication with citizens and the need to use one terminology rather than two or three.

COUNCIL LIAISON COMMENTS

Council Member Hornat had no updates to present this evening.

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SPECIAL AGENDA

1. PUBLIC HEARING: REQUEST TO AMEND SECTION 27.10.D. OF THE ZONING CODE TO ALLOW THE TOWN ENGINEER DISCRETION TO MODIFY THE DRIVEWAY ACCESS REQUIREMENTS TO ENSURE SAFE DRIVING CONDITIONS, OV714-006

Michael Spaeth, Senior Planner, presented the following:

- Tangerine Road Corridor Overlay District

David Laws, Permitting Manager, presented the following:

- Tangerine Road Widening Project
- Driveway Separation Requirements
- What's the issue?

Michael Spaeth, concluded the presentation with the following:

- Proposed Code Amendment
- Discussion

Chairman Cox opened the public hearing.

There were no speaker requests.

Chairman Cox closed the public hearing.

MOTION: A motion was made by Commissioner Leedy and seconded by Commissioner Hitt to recommend approval of the Zoning Code Amendment in Attachment 1 related to the Tangerine Road Corridor Overlay District, based on the finding that the request would allow the Town Engineer to maintain safe driving conditions.

Attachment 1
Proposed Code Amendment
Tangerine Road Corridor Overlay District Code Amendment
OV714-006
October 21, 2014, Planning and Zoning Commission

Section 27.10.D.3.f.vi.b

Tangerine Road

A tract of not less than twenty-five (25) feet in width for commercial developments located at arterial intersections and fifty (50) feet in width for all other developments

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shall be designated on all properties abutting Tangerine Road, measured from the right-of-way. Crossing of the tract with roads, public or private, and driveways (except for emergency vehicle access where required) is prohibited without the approval of ADOT and the Town. ~~and in no case shall such~~ NO direct access crossing SHALL be less than three hundred thirty (330) feet from an arterial intersection or less than one thousand (1,000) feet from another vehicular tract crossing, UNLESS OTHERWISE APPROVED BY THE TOWN ENGINEER DUE TO SIGNIFICANT TRAFFIC SAFETY CONCERNS SUPPORTED BY RECOGNIZED TRAFFIC SAFETY ENGINEERING STANDARDS.

MOTION carried, 7-0.

***2. PUBLIC HEARING: REQUEST TO AMEND SECTION 22.5 OF THE ZONING CODE TO UPDATE THE CONDITIONAL USE PERMIT REVIEW CRITERIA AND CONSIDERATION OF THE COORDINATION OF CUP AND REZONING PUBLIC HEARINGS, OV714-007**

Michael Spaeth, Senior Planner, presented the following:

- What is a Conditional Use Permit
- Existing CUP Evaluation Criteria
- Impact of a CUP
- Proposed Code Amendment
- Timing of Rezoning and CUP
- Discussion

Chairman Cox opened the public hearing.

Bill Adler, Oro Valley resident, commented that he has advocated to Town Council on convenience uses and asked that this process be removed. There is no use in the table of conditional and permitted uses that cannot be reviewed adequately during the rezoning process. Staff has the skills and the talent to do this. Mr. Adler's suggestion would be to deny this particular proposal and place it on a future agenda to discuss doing away with conditional use permits.

Don Bristow, Oro Valley resident, expressed concern with words like reasonable. There is a need for a definition beyond reasonable when we are making up our minds about conditional use permits.

Dave Perry, Oro Valley resident, stated that this is deep water for him. Why do conditional use permits need to take so long at the expense of the developer. Maybe put some of the meetings together to reduce meetings. This is a good thing and maybe figure out a way to do that. It's important for us as a community to make our processes simpler, easier to follow, with less meeting times and less subjective. He encouraged developing ways to change this process to accomplish these goals.

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Chairman Cox closed the public hearing.

MOTION: A motion was made by Vice-Chairman Buette and seconded by Chairman Cox to recommend denial of the Zoning Code Amendment in Attachment 3 related to the Conditional Use Permit review criteria, as the request does not meet the finding that the request would improve the effectiveness of and add specificity to the conditional use permit review criteria.

Chairman Cox withdrew his 2nd.

Vice Chair Buette withdrew his motion.

MOTION: A motion was made by Vice-Chairman Buette and seconded by Commissioner Rodman to continue the Zoning Code Amendment at a future date for further discussion.

Bayer Vella, Planning Manager, requested direction to deliver what is needed.

- Some logical presentation on why we need conditional use permits
- Specificity
- Streamline this process

MOTION carried, 7-0.

3. **PUBLIC HEARING: REQUEST TO AMEND SECTION 28.6.B OF THE ZONING CODE TO ADD A NEW TEMPORARY SIGN TYPE FOR BUSINESSES IN ROAD CONSTRUCTION ZONES, OV714-008**

Patty Hayes, Senior Planning Technician, presented the following:

- Proposal
- Completed Road Improvement
- Road Construction in Progress
- Road Construction Impact
- Solution
- Proposed Sign Size Example
- Sign Relief Program
- Discussion

Chairman Cox opened the public hearing.

Don Bristow, Oro Valley resident, voiced his concern with signage directing people into the business. Thought needs to be put into this and if nothing is going to be done to help the driver, then the nice big sign isn't going to help a lot.

Bill Adler, Oro Valley resident, expressed his concern with the stipulation that the sign be on private property as well as signs needing to be two way signs and portable. For

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the advertising for the businesses themselves, they need to be on public property and closer to the roadway to expedite the advertising purpose.

Dave Perry, Oro Valley resident, echoed the previous speaker's comments and a suggestion of black type on white background. Mr. Perry also agreed with Mr. Adler in regards to getting the signs closer to the roads. His suggestion would be flexibility to the staff in allowing different solutions for different projects.

Chairman Cox closed the public hearing.

Bayer Vella, Planning Manager, pointed out that on attachment 2, staff intended to strike L4.

MOTION: A motion was made by Commissioner Rodman and seconded by Commissioner Drazazgowski to recommend approval of the Zoning Code Amendment to Section 28.6. B to provide a special sign type for commercial, religious institutions and multi-family properties during road construction and deletion of L4 in attachment 2.

MOTION carried, 7-0.

PLANNING UPDATE (INFORMATIONAL ONLY)

Bayer Vella, Planning Manager, provide the following:

- Change to November 20th Special Planning and Zoning Commission meeting
- Vice Chair Buette and Chairman Cox term out December 31st
- Recruitment for the above two vacant seats
- Upcoming three neighborhood meetings

ADJOURNMENT

MOTION: A motion was made by Commissioner Leedy and seconded by Commissioner Rodman to adjourn the October 21, 2014, Planning and Zoning Commission meeting at 7:46 PM.

MOTION carried, 7-0.

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Major General Plan Amendment
Planning and Zoning Commission Staff Report

CASE NUMBER: OV1114-002 and OV 1114-003

MEETING DATE: November 20, 2014

AGENDA ITEM: 2A and 2B

STAFF CONTACT: Chad Daines, Principal Planner
cdaines@orovalleyaz.gov (520) 229-4896

Applicant: Paul Oland of WLB Group

Requests:

Agenda Item	From:	To:
Case #2A OV1114-002 La Cholla / Naranja Southwest	Rural Low Density Residential Low Density Residential Neighborhood Commercial Office Public / Semi Public Medium Density Residential Open Space Significant Resource Area	Master Planned Community comprised of: Open Space Neighborhood Commercial / Office Low Density Residential Medium Density Residential High Density Residential Senior Care Facility Deletion of Significant Resource Area Adoption of Special Area Policies
Case #2B OV 1114-003 La Cholla / Naranja Northwest	Medium Density Significant Resource Area	Master Planned Community comprised of: Neighborhood Commercial / Office Medium Density Residential Deletion of Significant Resource Area Adoption of Special Area Policies

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

Recommendation: Recommend approval to Town Council

SUMMARY:

The applicant proposes two Major General Plan Amendments to Master Planned Community for 194 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), including:

- Low, Medium and High Density Residential
- Open Space
- Senior Care Facility

The applicant also proposes Special Area Policies to guide future development of the property (Attachment 3). The applicant's narrative, response to Code evaluation criteria and market study are

provided as Attachments 4A and 4B. The current and proposed General Plan Land Use Maps are provided on Attachments 5 and 6.

Following the October 7th Commission public hearing, another neighborhood meeting was held on October 20th. In addition, the applicant also met recently with a smaller group of residents to hear their concerns. As a result, the proposed amendment has been modified by the applicant as follows:

- Elimination of apartments from the Master Planned Community and replacement with townhouses / condominiums with a density not to exceed 12 homes per acre
- Narrowing the range of allowed uses in the High Density area to townhouses /condominiums, medium density residential and senior care
- Elimination of the southern "flexible zone", replacing it with medium density residential
- Provision for a maximum 778 dwelling unit cap on the entire project area.
- Extending area of the one-story home restriction along the southern border
- Amended Special Area Policies to address previously raised staff issues
- Amended general plan amendment criteria and submittal of a market study

The above issues will be addressed in greater detail in the balance of this staff report.

In summary, conditions in the community have changed which warrant reconsideration of the land use densities and intensities along this corridor, specifically the funding of the expansion of La Cholla Boulevard to a four lane parkway. The planned expansion of La Cholla will establish this roadway as a primary north-south route through Oro Valley. General Plan policies support the location of higher density / intensity uses along or near major arterial streets. The function and future traffic volume of this major arterial roadway supports reconsideration of the existing land use designations and a moderate intensification of land use along this corridor.

As a result of neighborhood input, the applicant has made significant modifications to the amendments which reduce the impact of the planned development on adjacent areas. These modifications include deletion of the planned apartments, removal of the church expansion, reduction in the range of uses allowed on specific parcels and the inclusion of open space buffers and building height restrictions. The proposals are consistent with the major general plan amendment review criteria and general plan goals and policies.

BACKGROUND:
Land Use Context

LOCATION	EXISTING LAND USE (Attachment 1)	GENERAL PLAN LAND USE (Attachment 5)
SUBJECT PROPERTY	Vacant	Various designations
NORTH	Vacant and 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 and Vacant	Medium Density, Low Density and Neighborhood Commercial Office
WEST	Single-family Residential and Vacant	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) The current Oro Valley General Plan designates the property as follows:

Agenda Item 2A

- 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

Agenda Item 2B

- Medium Density Residential (2.1 – 5.0 homes per acre)
- Significant Resource Area

Proposed General Plan Land Use Designation (Attachment 6)

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:

Agenda Item 2A

- Open Space
- Neighborhood Commercial / Office
- Low Density Residential (1.3 -2.0 homes per acre)
- Medium Density Residential (2.1 – 5.0 homes per acre)
- High Density (Up to 12 homes per acre)
- Senior Care Uses

Agenda Item 2B

- Neighborhood Commercial / Office
- Medium Density Residential (2.1 – 5.0 homes per acre)

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, areas outside Critical Resource Area's will be designated RMA Tier 2 and require 25% open space conservation. Previously, staff had indicated that the area proposed on the western boundary as Low Density should be designated RMA Tier 1 and require 66% open space conservation. After further analysis relative to the existing classification for the other existing Master Planned Community areas, staff has concluded that this Low Density area should be classified as RMA Tier 2 and require 25% open space. This determination is based on the overall medium density character of the development and that the Tier 2 classification would be consistent with the other Master Planned Community referenced in the Environmentally Sensitive Lands section of the Zoning Code.

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, proceeded 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 would 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. As the comprehensive standards established by the Environmentally Sensitive Lands section of the Zoning Code provide for a superior level of resource protection, staff is supportive of the applicant's request to delete the Significant Resource Area designation.

DISCUSSION / ANALYSIS:

Land Use Plan Analysis

The proposed Concept Plan (Attachment 2) provides for a range of single-family residential land uses, townhouses/condominiums, parks and non-residential uses. The Concept Plan is provided for illustrative purposes and will not be formally adopted as part of the General Plan. 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.

A significant concern of staff and the neighborhood with the earlier proposal was the inclusion of apartments in the center portion of the property. Based on staff and neighborhood input, the applicant has now eliminated the proposed apartments and replaced this use with townhouse/condominium development not to exceed 12 homes per acre.

Along the western boundary, the applicant proposes Low Density Residential with a maximum density of 2.0 homes per acre to provide lower densities adjacent to the 3.3 acre lots to the west. A 200 foot open space buffer and 300 foot one story home restriction along the western boundary adjacent to existing homes will provide additional buffering to this lower density area. Based on neighborhood input, the 300 foot one story single-family residential height restriction has been extended along the southern boundary (Lambert Lane).

Neighborhood Commercial / Office parcels are proposed at the northwest and southwest corners of Naranja Drive and La Cholla. Additionally, the applicant proposes an expansion of the existing Neighborhood Commercial / Office property at the northwest corner of Lambert and La Cholla. The proposed commercial parcels are consistent with General Plan policies which support the location of higher intensity uses near major arterial streets. A Special Area Policy has been included providing a back-up designation of Medium Density Residential within these commercial areas once all other residential areas have developed. Discussion relative to the market for future commercial is addressed in the criteria analysis section of this report.

A number of previous concerns with the proposals have been addressed as follows:

- The applicant has modified the amendments to significantly reduce the amount of variation in land use. The southern "flexibility" area has been eliminated and now only permits medium density residential. Furthermore, the center area is now restricted to townhouse/condominiums, senior care and medium density residential.
- The back-up designation for the commercial areas of medium density residential would result in the commercial areas being developed as residential based on the typical market sequence which prioritizes single-family residential, followed by commercial development. The applicant has addressed this concern with a Special Area Policy which allows residential development on the commercial parcels only after all other residential development within the property occurs.
- The lack of market analysis supporting the senior care uses within the property is addressed under the criteria analysis section of this report.
- A Special Area Policy has been included requiring the recreational areas to be improved with a commensurate level of amenities required by the Zoning Code. The Parks and Recreation Director has reviewed the site and determined that the size of the recreation areas is not conducive to a dedicated Town park and therefore the recreational areas should remain private.

In summary, the moderate increase in intensity is consistent with the General Plan policies with regard to locating higher intensity uses near major arterial streets. The moderate intensity will result in an efficient use of infrastructure and complement the planned expansion of La Cholla Boulevard. The planned commercial areas are consistent with General Plan policies on location and scale of commercial development. The applicant has incorporated measures to address some neighborhood concerns as follows:

- Established a maximum unit cap of 778 units which will result in an overall density that is comparable with the density of the residential area to the east.
- Modified the proposed amendments to respond to neighborhood concerns through the elimination of the apartment use and church expansion and limiting the density of the townhouses/condominiums to 12 homes per acre.
- Included an open space buffer on the western boundary and building height restrictions on the west and south which will reduce the impact of development on these areas.

Special Area Policy Analysis

The applicant proposes a number of Special Area Policies to implement the proposed Master Planned Community (Attachment 3). Notable elements of the Special Area Policies are discussed in the preceding Land Use Analysis section. Previous concerns with the policies have been addressed as follows:

- All land use designations will utilize General Plan land use descriptions
- A requirement to master plan the property through the use of a Planned Area Development
- Open space buffer on the west and single-story height restrictions on the west and south have been incorporated
- Apartments have been deleted and replaced with townhouses/condominiums not to exceed 12 homes per acre
- Medium density development on commercial parcels can only occur after all other residential in the master planned community are developed
- A maximum of 778 residential dwelling units can be built in the master planned community
- Clarification with regard to the amenities within the Park areas.

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 – See Pages 2 and 3 of Attachment 4

Staff Comment:

The funding of the planned expansion of La Cholla Boulevard 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. 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 warrants re-evaluation of the planned land uses. A moderate increase in density / intensity is supported by the General Plan policy which provides that higher density uses should be located near major arterial streets. 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 which is also supported by General Plan policy.

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 – See Page 3 of Attachment 4

Staff Comment:

The planned variety of residential uses, supported by 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. Nearby commercial services also creates walkable neighborhoods by promoting non-motorized travel to access goods and services. Employment opportunities also contribute to the socio-economic betterment of residents through reduced traffic impact and transportation costs.

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, a number of mitigation measures have been included in the proposals:

- The proposed Low Density along the western boundary of the property address compatibility with the 3.3 acre lots to the west.
- Open space and one story residential building height limitations on the west and south boundaries to reduce the impact on adjacent areas.
- Elimination of the planned apartments which had been the major concern of a majority of residents who spoke at the neighborhood meetings and the October 7th Planning and Zoning Commission meeting. The plan now proposes townhouse/condominium uses limited to 12 homes per acre in the center portion of the property.
- Establishment of a maximum unit cap of 778 units which will result in an overall density that is comparable with the density of the residential area to the east.

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

Applicant's Response – See Pages 4 - 6 of Attachment 4

Staff Comment:

General Plan policy states that the Town "reasonably" wishes to be satisfied that market demand exists for the land uses proposed in the application. It should be acknowledged that market demand beyond the 2-3 year timeframe is difficult to predict. It also should be noted that demand and supply in a free market economy are never perfectly synchronized and a margin of supply above demand is normal.

Residential

As of 2013 the Town was approximately 80% built out for single family residential development. Of the remaining vacant land left in the Town, this area represents one of the few remaining large tracts of vacant land. This condition has resulted in a significant amount of recent growth and development pressure in this specific area. Recent medium density residential development activity along the La Cholla corridor includes the subject property, Rancho de Plata, Rancho de Cobre, Saguaros Viejos, Meritage at Naranja and a rezoning at the southeast corner of Lambert and La Cholla. This recent and focused development activity demonstrates there is current market demand in this area for medium density residential.

To compare supply of medium density residential in relation to demand, staff refined the numbers provided in the October 7th staff report to delete areas which were not comparable (e.g. Stone Canyon) and to reflect actual proposed development totals. For vacant areas, density assumptions were reduced to the midpoint of the density range which is more reflective of actual development densities based on the Town's Environmentally Sensitive Lands section of the Zoning Code. This refined analysis resulted in a reduction of the supply numbers from the previous reported number of 2,420 down to 1,993 units. A breakdown of these supply units is as follows:

Category	Number of Lots
Vacant lots in actively selling subdivisions	222
Projects approved since 2013	655
Projects Proposed Since 2013	900
Vacant Zoned & General Plan	216
Total	**1,993**

The revised application submitted by the applicant contains additional analysis relative to market absorption over time of this projected supply of medium density residential units. Included within the revised submittal is conclusions derived from a draft market demand report which is being prepared by Valbridge Property Advisors. The applicant has provided a supplemental analysis projecting future growth of medium density residential based on assumed timeframes of development by community, assumed rate of growth of the market and an assumed absorption rate by community. This analysis is provided on Attachment 4B.

It should be noted that the full market analysis has not been completed nor reviewed by staff and therefore definitive conclusions cannot be reached. It also should be reinforced that an empirical market study is not required by the General Plan which requires only that the Town wishes to be reasonably satisfied that a market exists for the proposed land uses. Based on the information supplied, several observations are noted:

- The analysis submitted by the applicant includes most of the supply numbers listed above, with the exception of the 216 vacant / zoned units.

- The analysis reflects 626 units for the subject property, not the 778 units proposed by Special Area Policy.
- The analysis uses an expected annual growth rate of 5%, which in staff's opinion is optimistic and conflicts with the conclusions of Valbridge Property Advisors which suggest a more modest 2% annual growth rate.
- The analysis assumes an absorption rate by community of 2 homes per month. The current absorption rate by community is actually higher at 2.5 – 3.0 homes per month, dependent on the specific community.
- The draft market demand study submitted by Valbridge Property Advisors concludes that there is demand for approximately 100-200 townhouses, although the study is general in nature.

With the noted discrepancies, the analysis generally shows a reasonable relationship between supply and demand of medium density residential units. Correction of the unit totals will result in a longer supply horizon beyond the applicant's forecast of 2022. Given the generalized nature of the General Plan policy and the evaluation criteria, staff is reasonably satisfied that a market exists for the medium density land use with the observation that absorption of the supply medium density will extend beyond the applicants forecast of 2022.

Commercial

In regard to the market to support the amount of commercially designated land in the plan, Valbridge Property Advisors concludes that there is a market for approximately 200,000 additional square feet of retail space in the neighborhood. The conclusions do not appear to account for the existing commercial zoning at the northeast corner of Lambert and La Cholla. The back-up analysis supporting the market study conclusion for 200,000 sq. ft. of additional retail demand is general in nature. It is reasonable to anticipate additional commercial will be needed, although the timeframe is uncertain and tied to residential growth.

Senior Care

The market demand study submitted by Valbridge Property Advisors concludes that there is demand for approximately 200 new assisted living units in the neighborhood, although the study is general in nature. This study notably does not account for all planned facilities in the Town including La Posada at 1st Avenue and Naranja and All Seasons Care on Innovation Park Drive, north of Tangerine Road which are outside the study area of the market study. The applicant has indicated that they will be seeking a niche of senior care not currently addressed by the above referenced planned facilities.

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 – See Pages 6 and 7 of Attachment 4

Staff Comment:

The General Plan supports higher density development near major arterial streets and the proposed moderate increase in density is consistent with this policy. Measures incorporated into the proposals to reduce impacts on adjoining areas and the school district, including:

- The proposed plan internalizes the higher density and intensity land uses away from the lower density areas to the west.

- To address compatibility concerns raised by residents to south along Lambert, the revised plan extended the 300 foot single-story residential building height limitation along Lambert Lane.
- The modified plan eliminates the planned apartments which had been the major concern of a majority of residents who spoke at the neighborhood meetings and the October 7th Planning and Zoning Commission meeting. The plan now proposes townhouse / condominium uses limited to 12 homes per acre.
- The applicant has established a maximum unit cap of 778 units which will result in an overall density that is comparable with the density of the residential area to the east.
- The applicant has met with Amphitheater School District who have provided a letter indicating that with the applicant's commitment to complete a donation agreement, the school district anticipates that they will be able to serve the expected enrollment generated from the project. (Attachment 10).

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 1.3.2 *The Town shall encourage new development to locate uses that depend on convenient transportation access (e.g. higher density residential and commercial) near major arterial streets.*

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 proposed density / intensity of the planned development is consistent with the policy supporting higher density residential and commercial uses near major arterial streets. 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, in conformance with the General Plan policy.

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 generally demonstrated demand exists for the proposed single family residential uses, although the timeframe for absorption of the supply will more than likely significantly longer than suggested by the applicant based on discrepancies noted. The market study concludes there is additional demand for retail and assisted living, although these conclusions cannot be independently verified by staff.

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

Policy 1.4.11 *The Town shall establish procedures to ensure the coordinated development of vacant areas of 40 acres or more either under multiple or single ownership by requiring the development of master plans for those areas. These master plans must consider and seek to minimize the impact of development on all adjoining properties.*

The applicant proposes a Special Area Policy requiring master planning of the property through the use of a Planned Area Development (PAD) zoning application.is to comprehensively plan the property through the use of master planning at the rezoning stage of development. This PAD will provide a coordinated and cohesive circulation, utility, infrastructure phasing, land use, landscaping, recreational areas and architectural standards, consistent with this policy.

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

The proposed moderate overall density provides a complementary relationship between the planned development and the transportation network. Expansion of La Cholla to a four lane parkway supports 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 private recreational area to serve

the planned neighborhoods. The Town has analyzed this parcel and concluded that is too small to accommodate community level park facilities.

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 with the applicant's commitment to complete a donation agreement, the school district anticipates that they will be able to serve the expected enrollment generated from the project.

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

The applicant conducted three neighborhood meetings and an open house on the proposals as follows:

- April 15, 2014, with approximately 75 interested parties attending the meeting.
- August 13, 2014, with 65 interested parties attending the meeting
- An open house was held September 10, 2014 with approximately 90 interested parties attending the meeting.
- October 20th with approximately 40 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 neighborhood meetings and the open house are attached as Attachment 8. Letters, emails and/or comment cards from area residents have been submitted and are attached as Attachment 9. As a result of neighborhood input following the October 7th Commission meeting, the proposed amendment has been modified by the applicant as follows:

- Elimination of Apartments from the Master Planned Community and replacement with townhouses / condominiums with a density not to exceed 12 homes per acre
- Narrowing the range of allowed uses in the High Density area to townhouses /condominiums, medium density and senior care
- Elimination of the southern flexible zone, replacing it with medium density residential
- Provision for a maximum 778 dwelling unit cap on the project.
- Extension of the one-story home restriction along the southern border
- Amended Special Area Policies to address previously raised staff issues
- Amended general plan amendment criteria and submittal of a draft market demand study

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 General Plan policies support the location of higher density / intensity along or near major arterial streets.
2. The amendment will provide for the efficient use of the planned infrastructure expansion of La Cholla Boulevard. A moderate increase in density and intensity of development will provide an appropriate relationship with the expansion of La Cholla Boulevard.
3. The overall residential density proposed by the applicant is generally compatible with the moderate density to the east along La Cholla.
4. The Low Density area, open space and one-story residential building height restriction will provide compatibility with the lower density area to the south and east
5. The proposed development provides nearby commercial services and employment to area residents.
6. The applicant has addressed the primary concerns of the neighborhood.
7. The proposals are consistent with the General Plan review criteria
8. The proposal are consistent with the Vison, Goals and Policies of the General Plan.

Factors Against:

1. Compatibility concerns have been raised by the residents to the east and south of the property.
2. Market viability of commercial and senior care uses has not been clearly demonstrated by the applicant.

RECOMMENDATION:

Based on the findings that the request is supported by the Factors For list above, it is recommended that the Planning and Zoning Commission take the following action:

Recommend approval to the Town Council of the requested Major General Plan Amendment under OV1114-002 and OV1114-003.

SUGGESTED MOTIONS:

Agenda Item 2A

I move to recommend approval of the Major General Plan Amendment requested under case OV1114-002, specifically the land use map as shown on Attachment 6, deletion of the Significant Resource Area and adoption of the Special Area Policies shown on Attachment 3, based on the findings contained in the staff report.

OR

I move to recommend denial of the Major General Plan Amendments requested under case OV 1114-002, based on the finding that _____.

Agenda Item 2B

I move to recommend approval of the Major General Plan Amendments requested under case OV1114-003, specifically the land use map as shown on Attachment 6, deletion of the Significant Resource Area and adoption of the Special Area Policies shown on Attachment 3, based on the findings contained in the staff report.

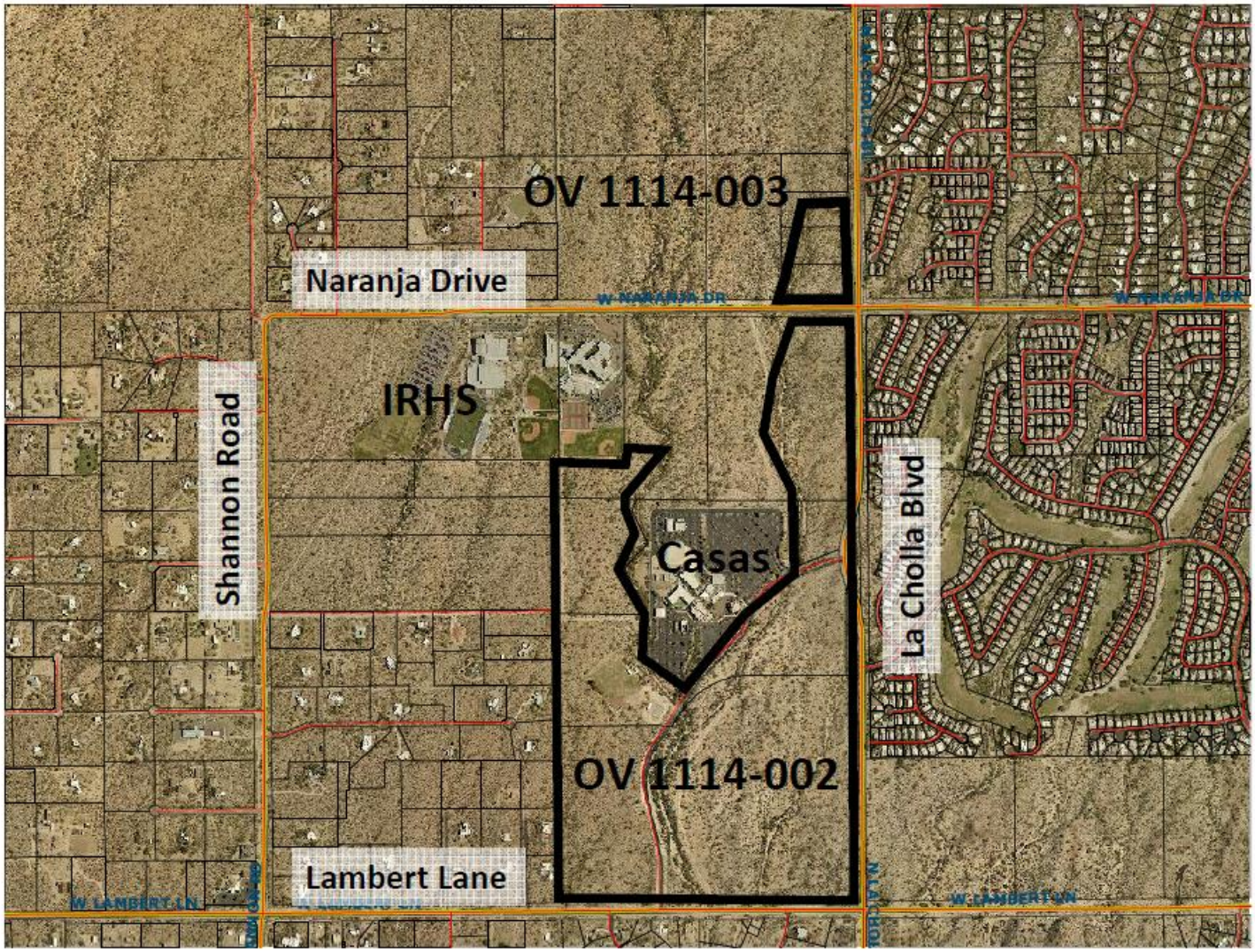
OR

I move to recommend denial of the Major General Plan Amendments requested under case OV 1114-003, based on the finding that _____.

ATTACHMENTS:

1. Location Map
2. Concept Plan
3. Proposed Special Area Policies
4A. Applicant Market Study and Responses to Criteria
4B. Applicant Housing Demand Study
5. Current General Land Use Plan
6. Proposed General Plan Land Use Plan
7. Environmentally Sensitive Lands Planning Map
8. Neighborhood Meeting Summary Notes
9. Letters / Emails Received
10. Amphitheater School District Letter

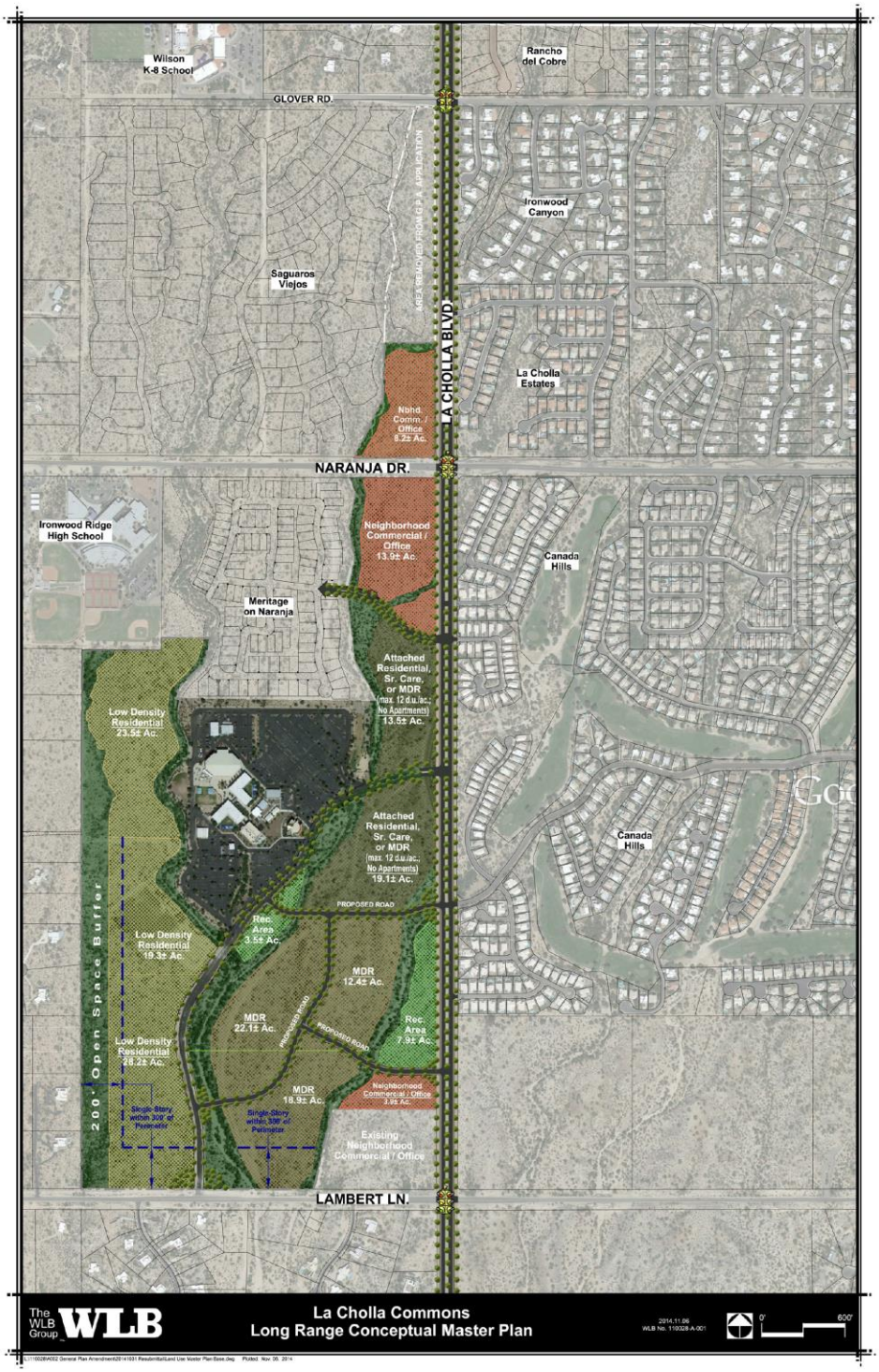
Bayer Vella, AICP, Interim Planning Manager



LOCATION MAP

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

Attachment 1



CONCEPT PLAN

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

Attachment 2

Special Area Policies – Attachment 3

La Cholla and Naranja Southwest and Northwest

General

1. Planning unit boundaries are shown graphically. The actual boundaries extend to the centerline of adjacent rights-of-way or property boundaries as depicted on the Concept Plan.
2. Lands outside the Critical Resource Areas shall be considered Resource Management Area Tier 2.
3. At the time of rezoning a master plan shall be prepared through the use of a Planned Area Development zoning for the entire site, including a Master Land Use Plan, Master Drainage Plan, Master Traffic Plan and Master Recreational Plan. The master planning shall include anticipated development phasing, main trunk infrastructure, master schedule of improvements, landscaping, signage and thematic elements.
4. A single-story residential building height limit (not to exceed 24 feet) shall be in effect within 300 feet of the west boundary of the master plan up to a point approximately 2,570 feet north of the northern right-of-way line of Lambert Lane, and within 300 feet north of the northern right-of-way line of Lambert Lane.
5. A 200 foot natural open space buffer shall be maintained from the property lines of existing homes to the west of the Master Planned Community.
6. A maximum 778 residential dwelling units shall be built within the boundaries of the Master Planned Community.

Neighborhood Commercial / Office

7. Neighborhood Commercial / Office parcels on Naranja Drive and La Cholla Boulevard have a back-up designation of “Medium Density Residential” that may only be utilized once the remainder of the Master Planned Community residential parcels have been developed.

High Density Residential

8. Apartments, as defined by the Oro Valley Zoning Code Revised, are not allowed within this Master Planned Community.
9. Attached residential development shall be limited to townhouses or condominiums as defined by the Oro Valley Zoning Code Revised, with a density not to exceed 12 homes per acre. Medium Density Residential (2.1 – 5.0 homes per acre) and Senior Care Facilities shall also be permitted within the High Density Residential area.

Senior Care Facilities

10. Senior Care Facilities shall feature a design palette of colors, materials and architectural details that are compatible with the surrounding community. All design elements must meet or exceed the Town's Design Standards.

Park

11. The Park areas within the Master Plan shall count toward the recreation area acreage required by Town Code for residential development within the Master Plan. The Park areas shall be improved by the developer with a commensurate level of amenities as required by the Zoning Code.

La Cholla Commons

Narrative for Major General Plan Amendments

November 6, 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

The Lin Family
c/o Greg Wexler
6088 W Arizona Pavilions Dr Ste 1
Tucson, Arizona 85743

T/F Naranja Group LLC
PO Box 31987
Tucson, Arizona 85751

Prepared By:

The WLB Group, Inc.
4444 East Broadway Blvd.
Tucson, Arizona 85711
Contact: Paul Oland
520.881.7480
gpoland@wlbgroup.com

WLB No. 110028-A-002
&199032-A-008

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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 residential densities 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: 8± acres.
South of Naranja Drive: 186± 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.

- 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 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*). 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.

- An in-depth residential market analysis, demonstrating the changing market conditions, is further explained within the section of criteria #3 of this narrative.
- A market study has been prepared, analyzing the current and expected viability of the various land uses proposed. A draft of the study is attached to this document as an appendix.

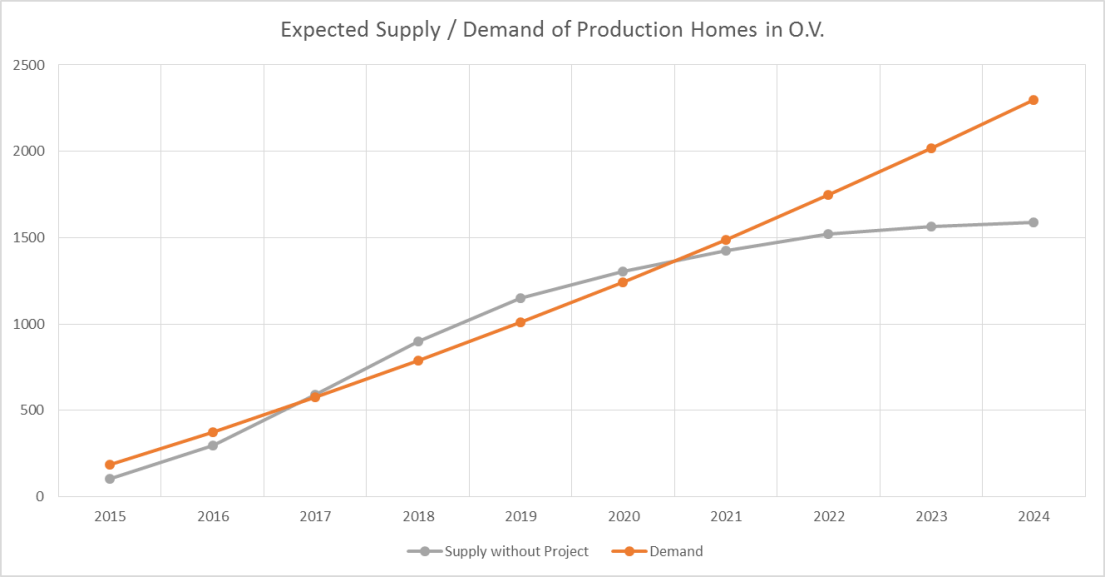
2. The proposed change is sustainable by contributing to the socio-economic betterment of the community, while achieving community and environmental compatibility.

- 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.

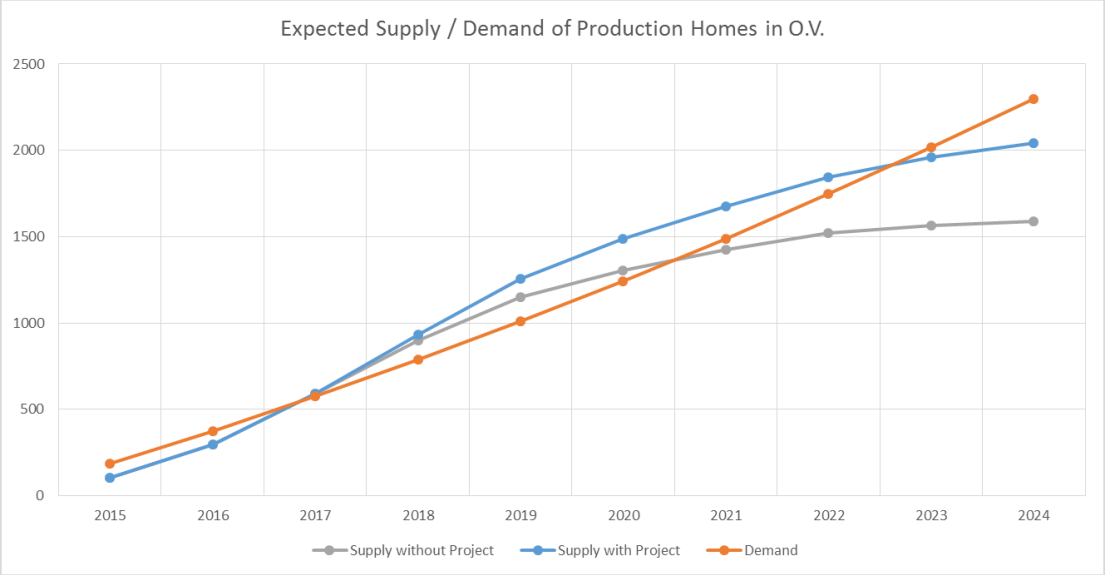
3. The proposed change reflects market demand which leads to viability and general community acceptance.

- 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 38%, 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, which is in line with the average of 183 per year over the last decade (*Source: Orange Reports, The Sales and Permit Report – August 2014, Volume 319*).

  The market area applicable to this project has an expected annual growth rate of roughly 2% (*Source: Valbridge Property Advisors, Draft Market Demand Report – October 2014*). This number is derived from analyzing growth over a period of 10 years, 2000 -2010, and establishing a trend projection. During this time period, the country experienced an economic recession and real estate bubble, which contributed to the low growth rate projection. The graph below measures modeled demand for production type housing at an annual growth rate of 5%, against production home inventory that is known to exist or be in the platting process and assumed to be absorbed at a rate of 2 homes per month, per community phase (currently absorption rates are around 3 homes per month). The table clearly shows that a supply shortage will likely exist starting in 2020.



Given that the land planning, design, platting, and construction process typically takes 3-4 years in Oro Valley, it is imperative that additional home sites be planned for now in order to avoid a shortage. The graph below shows the anticipated housing supply with this project's anticipated start of 2018. Supply needs to stay slightly ahead of demand, and this project will accomplish this goal for a couple more years, but demand is still anticipated to outpace supply by 2022 even with this project.



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.

- 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.
- Section C-1 of this document provides statements and a graph regarding market supply and historically modeled demand.
- A market study is being prepared, analyzing the current and expected viability of the various land uses proposed. A draft of the study is attached to this document as an appendix.

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.
- Amphitheater School District has funded plans to construct a new elementary school in the southwest portion of Rancho Vistoso. This, along with the significant increase in education-related property taxes that this development will generate, will allow the School District to continue to provide the high quality of education that Oro Valley residents have come to expect.

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

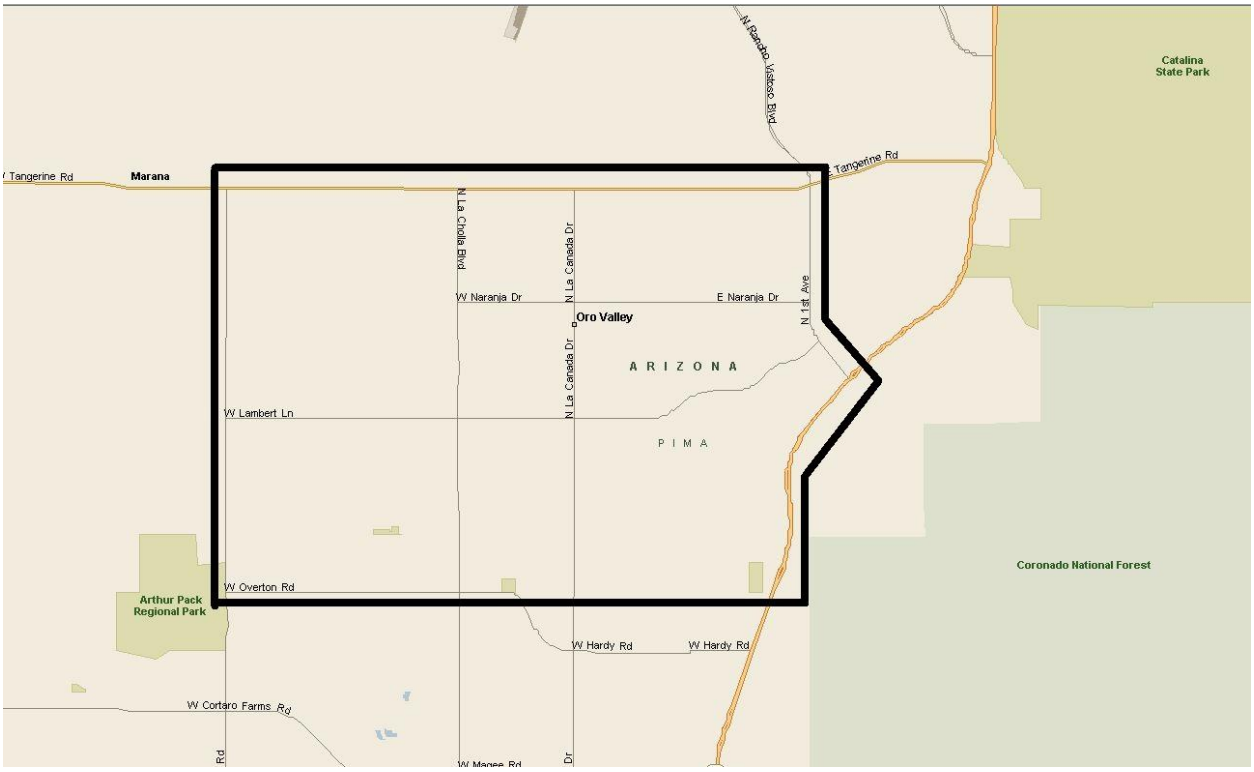
- The wash areas on the site will be designated as open space in compliance with the ESLO. (Policy 12.1.1)
- This development will be served by Oro Valley Water Utility, which participates in the Central Arizona Project (C.A.P.) and other regional groundwater protection initiatives. (Policy 12.2.1)
-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

8. Housing

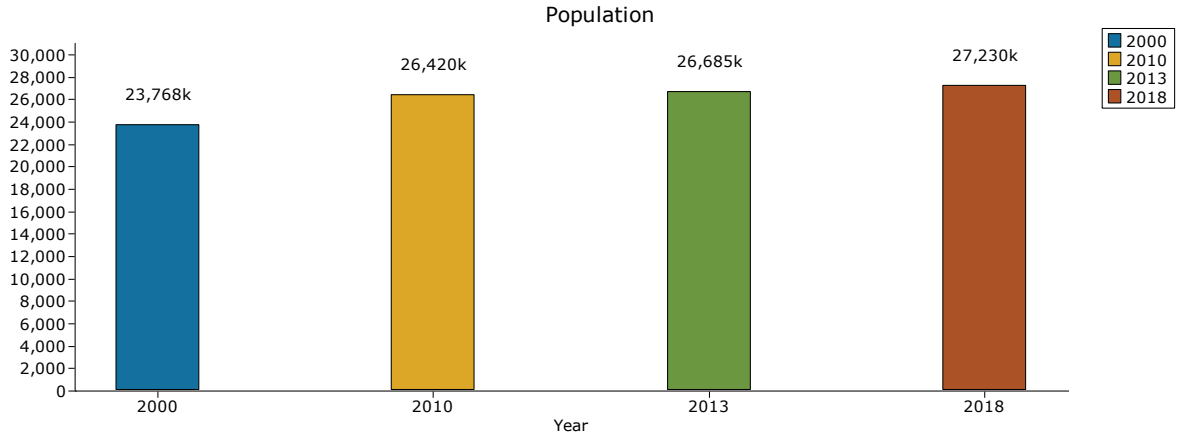
- Under the heading of encouraging and maintaining a range of housing opportunities, the General Plan states the following, which aligns very well with this proposal, "The Town shall encourage the development of a variety of types of homes to accommodate the varied needs of residents, including single-family attached and detached, townhomes, small apartments (3-4 units), condominiums, active retirement communities and congregate care housing…" (Policy 7.2.1)
- "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." (Policy 7.2.3)

APPENDIX:
MARKET ANALYSIS

Neighborhood Demographics



Neighborhood Population Growth Projection:

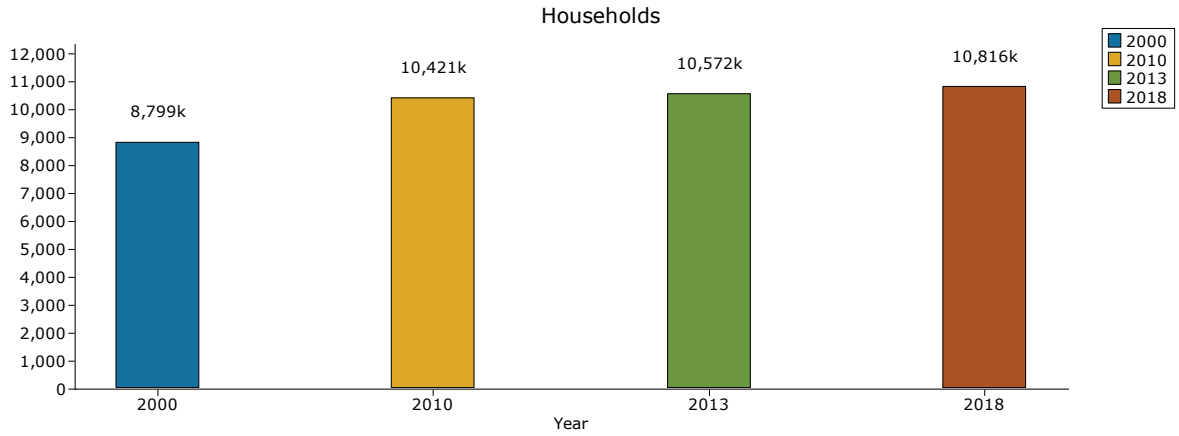


Neighborhood Population Summary Compared to Tucson MSA:

Population Summary		
Population	**Neighborhood**	**Tucson MSA**
2010 Census	26,420	980,263
2013 Estimate	26,685	1,003,140
2018 Projection	27,230	1,032,970
Gross Population Change		
2010 - 2013	1.0%	2.3%
2013 - 2018	2.0%	3.0%
Average Annual Population Change		
2010 - 2013	0.3%	0.2%
2013 - 2018	0.4%	0.6%
Median Age (2013)	47.1	38.0
Households		
2013 Estimate	10,572	397,760
2018 Projection	10,816	410,226
Avg. New HH/Year 2013-2018	49	2,493
2013 - 2018 % Change	2.3%	3.1%
Avg. Annual Change 2013 - 2018	0.5%	0.6%
Average Household Size (2013)	2.52	2.46

Source: U.S. Cenus Bureau, Cenus 2010

Neighborhood Projected Household Growth:

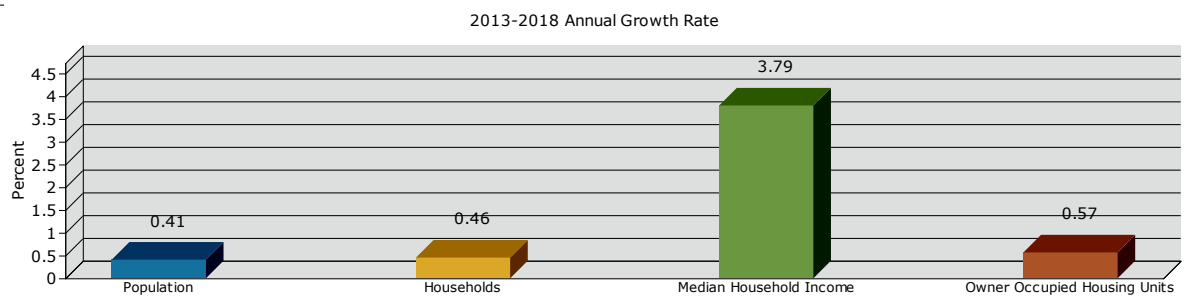


Neighborhood Income Statistics compared to Tucson MSA:

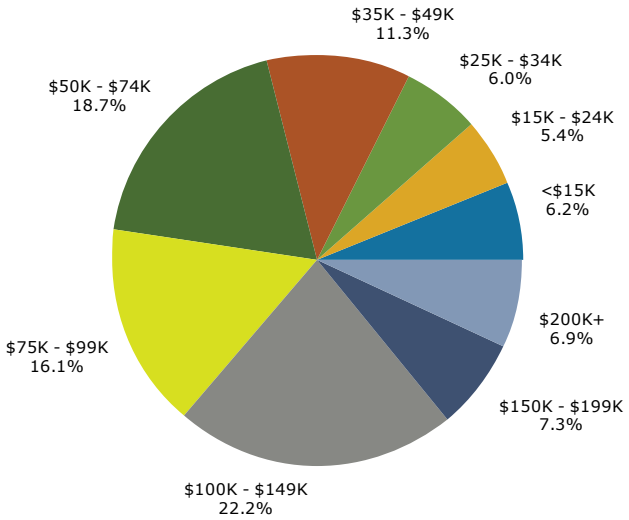
Income		
	Neighborhood	**Tucson MSA**
Average HH Income	$95,350	$60,355
Median HH Income	$77,834	$43,502
Per Capita Income	$38,013	$24,459
Household Income		
$0 - $15,000	6.2%	15.4%
$15,000 - $24,999	5.4%	12.1%
$25,000 - $34,999	6.0%	12.6%
$35,000 - $49,999	11.3%	15.2%
$50,000 - $74,999	18.7%	18.8%
$75,000 - $99,999	16.1%	10.3%
$100,000 - $149,999	22.2%	9.9%
$150,000 - $199,999	7.3%	3.0%
$200,000 +	6.9%	2.6%

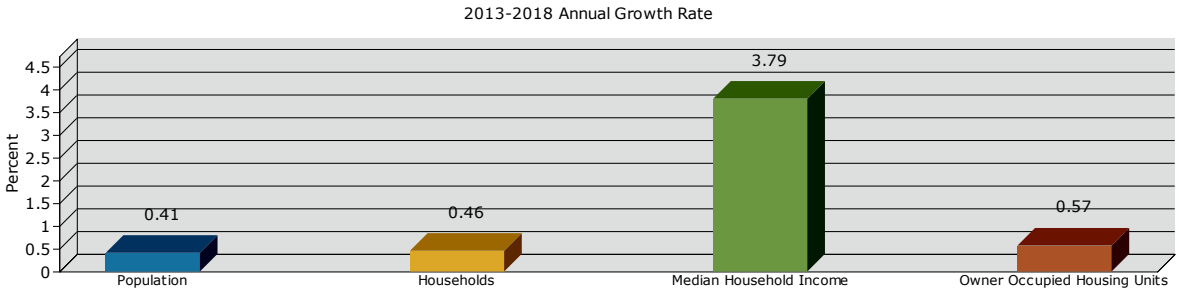
Source: U.S. Cenus Bureau, Cenus 2010

Neighborhood Growth:



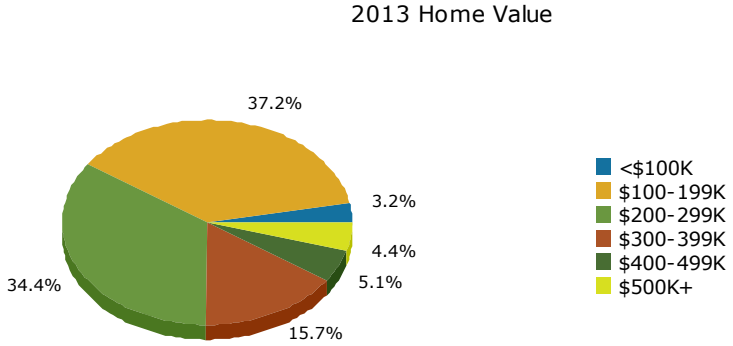
Household Income:





Housing (2013)		
% Owner Occupied	75.1%	55.0%
% Renter Occupied	17.8%	34.0%
% Vacant	7.1%	11.0%
Median Home Value	$224,073	$146,486

Source: U.S. Cenus Bureau, Cenus 2010



Employment Demographics

Neighborhood Employment	
Total Businesses:	1,227
Total Employees:	4,610
Total Residential Population:	26,685
Employee/Residential Population Ratio:	0.17

Source: Dun & Bradstreet, Inc.

Employment by Industry	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	34	2.8%	90	2.0%
Construction	104	8.5%	364	7.9%
Manufacturing	36	2.9%	130	2.8%
Transportation	13	1.1%	48	1.0%
Communication	7	0.6%	23	0.5%
Utility	2	0.2%	10	0.2%
Wholesale Trade	43	3.5%	156	3.4%
Retail Trade Summary	126	10.3%	688	14.9%
Home Improvement	7	0.6%	19	0.4%
General Merchandise Stores	5	0.4%	186	4.0%
Food Stores	11	0.9%	36	0.8%
Auto Dealers, Gas Stations, Auto	3	0.2%	9	0.2%
Apparel & Accessory Stores	9	0.7%	108	2.3%
Furniture & Home Furnishings	15	1.2%	42	0.9%
Eating & Drinking Places	22	1.8%	74	1.6%
Miscellaneous Retail	54	4.4%	215	4.7%
Finance, Insurance, Real Estate Summary	138	11.2%	423	9.2%
Banks, Savings & Lending Institutions	8	0.7%	60	1.3%
Securities Brokers	9	0.7%	24	0.5%
Insurance Carriers & Agents	17	1.4%	31	0.7%
Real Estate, Holding, Other Investment	104	8.5%	307	6.7%
Services Summary	720	58.7%	2,388	51.8%
Hotels & Lodging	5	0.4%	77	1.7%
Automotive Services	10	0.8%	49	1.1%
Motion Pictures & Amusements	29	2.4%	157	3.4%
Health Services	54	4.4%	194	4.2%
Legal Services	9	0.7%	24	0.5%
Education Institutions & Libraries	21	1.7%	382	8.3%
Other Services	592	48.2%	1,505	32.6%
Government	4	0.3%	291	6.3%
Totals	**1,227**	**100%**	**4,610**	**100%**

Source: Dun & Bradstreet, Inc.

Net Worth and Age Cohorts

Neighborhood Net Worth Profile		
Wealth	People	Percentage
<$15,000	1,462	13.8%
$15,000-$34,999	476	4.5%
$35,000-$49,999	321	3.0%
$50,000-$74,999	530	5.0%
$75,000-$99,999	432	4.1%
$100,000-$149,999	744	7.0%
$150,000-$249,999	990	9.4%
$250,000-$500,000	1,836	17.4%
$500,000+	3,780	35.8%
Total	**10,572**	**100.0%**
	Median Net	$278,009
	Average Net	$960,806

Source: U.S. Census Bureau

Net Worth by Household Age	<25	25-34	35-44	45-54	55-64	65-74	75+
<$15,000	57	338	372	267	253	97	78
$15,000-$34,999	27	117	148	80	56	24	24
$35,000-$49,999	5	47	113	70	47	26	12
$50,000-$99,999	16	128	263	213	139	118	84
$100,000-$149,999	6	76	125	165	137	167	69
$150,000-$249,999	5	58	150	247	273	113	145
$250,000+	1	98	316	1,307	1,646	1,350	898
Total	117	861	1,488	2,349	2,553	1,894	1,309
Median Net Worth	$15,548	$28,882	$64,905	$250,001	$250,001	$250,001	$250,001
Average Net Worth	$50,051	$165,872	$284,084	$923,231	$1,200,203	$1,205,730	$1,008,277

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2013 and 2018.

Demographic Summary	Census 2010	2013	2018	2013-2018 Change	2013-2018 Annual Rate
Total Population	26,420	26,685	27,230	545	0.41%
Population 50+	11,361	12,213	12,979	766	1.22%
Median Age	46.0	47.1	48.3	1.2	0.50%
Households	10,421	10,572	10,816	244	0.46%
% Householders 55+	51.0%	54.5%	58.0%	3.5	1.25%
Owner/Renter Ratio	4.8	4.2	4.3	0.1	0.47%
Median Home Value	-	$224,073	$245,839	$21,766	1.87%
Average Home Value	-	$254,609	$278,344	$23,735	1.80%
Median Household Income	-	$77,834	$93,730	$15,896	3.79%
Median Household Income for Householder 55+	-	$70,385	$89,107	$18,722	4.83%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.

Total Population	Census 2010 Number	Census 2010 % of Total	2013 Number	2013 % of Total	2018 Number	2018 % of Total
Total(50+)	11,361	43.0%	12,213	45.8%	12,979	47.7%
50-54	2,442	9.2%	2,411	9.0%	2,055	7.5%
55-59	2,264	8.6%	2,414	9.0%	2,433	8.9%
60-64	2,084	7.9%	2,249	8.4%	2,414	8.9%
65-69	1,609	6.1%	1,808	6.8%	2,131	7.8%
70-74	1,127	4.3%	1,328	5.0%	1,635	6.0%
75-79	817	3.1%	904	3.4%	1,116	4.1%
80-84	604	2.3%	618	2.3%	662	2.4%
85+	414	1.6%	481	1.8%	533	2.0%
65+	4,571	17.3%	5,139	19.3%	6,077	22.3%
75+	1,835	6.9%	2,003	7.5%	2,311	8.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.

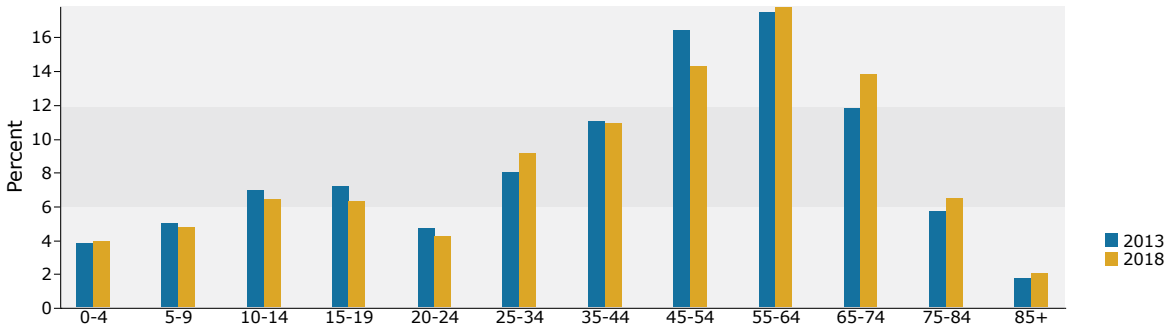
2013 Households by Income and Age of Householder 55+	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	2,553	100%	1,894	100%	1,309	100%	5,756	100%
<$15,000	140	5.5%	94	5.0%	178	13.6%	412	7.2%
$15,000-$24,999	91	3.6%	138	7.3%	170	13.0%	399	6.9%
$25,000-$34,999	124	4.9%	84	4.4%	210	16.0%	418	7.3%
$35,000-$49,999	252	9.9%	173	9.1%	297	22.7%	722	12.5%
$50,000-$74,999	424	16.6%	433	22.9%	216	16.5%	1,073	18.6%
$75,000-$99,999	408	16.0%	353	18.6%	67	5.1%	828	14.4%
$100,000-$149,999	645	25.3%	391	20.6%	124	9.5%	1,160	20.2%
$150,000-$199,999	221	8.7%	120	6.3%	25	1.9%	366	6.4%
$200,000+	249	9.8%	107	5.6%	23	1.8%	379	6.6%
Median HH Income	$88,236		$76,230		$38,605		$70,385	
Average HH Income	$107,326		$91,934		$53,622		$90,044	

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.

2018 Households by Income and Age of Householder 55+	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	2,588	100%	2,223	100%	1,460	100%	6,271	100%
<$15,000	95	3.7%	78	3.5%	180	12.3%	353	5.6%
$15,000-$24,999	44	1.7%	84	3.8%	116	7.9%	244	3.9%
$25,000-$34,999	84	3.2%	69	3.1%	206	14.1%	359	5.7%
$35,000-$49,999	156	6.0%	125	5.6%	267	18.3%	548	8.7%
$50,000-$74,999	282	10.9%	365	16.4%	215	14.7%	862	13.7%
$75,000-$99,999	524	20.2%	550	24.7%	123	8.4%	1,197	19.1%
$100,000-$149,999	853	33.0%	618	27.8%	264	18.1%	1,735	27.7%
$150,000-$199,999	275	10.6%	191	8.6%	49	3.4%	515	8.2%
$200,000+	274	10.6%	144	6.5%	39	2.7%	457	7.3%
Median HH Income	$103,545		$90,717		$47,055		$89,107	
Average HH Income	$125,455		$108,636		$68,934		$106,335	

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.

Population by Age

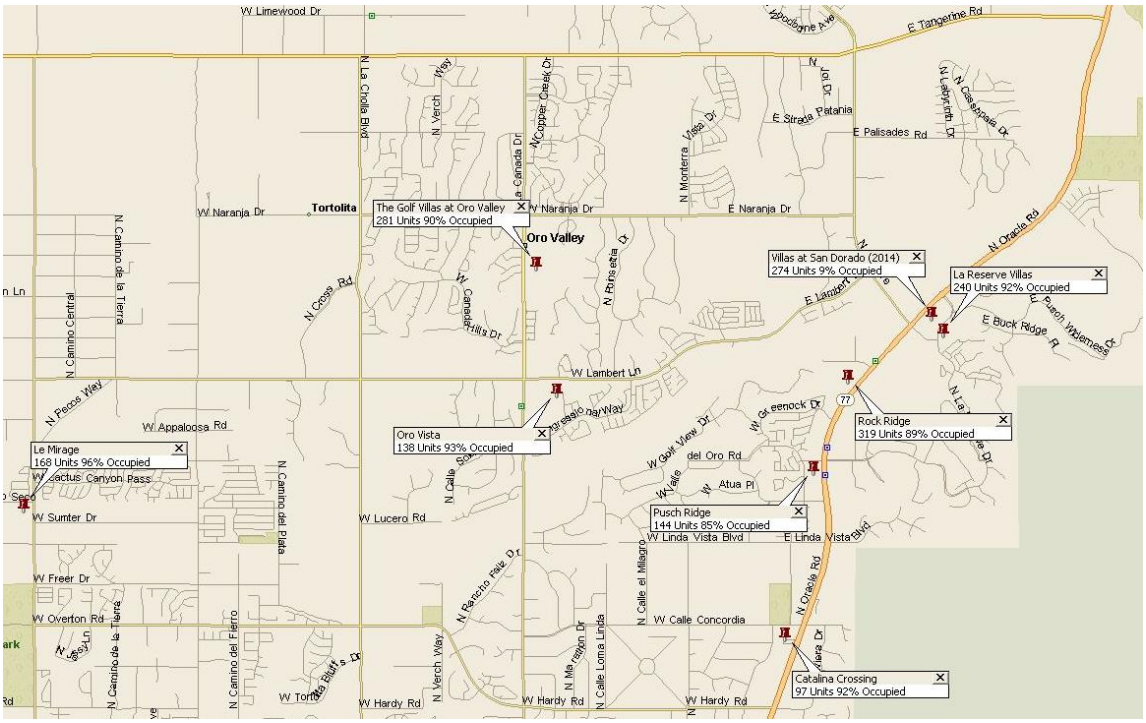


Medical Expenditures

	Average Amount Spent	Total
Health Care	$6,275.01	$66,339,358
Medical Care	$2,768.02	$29,263,457
Physician Services	$354.22	$3,744,785
Dental Services	$564.91	$5,972,262
Eyecare Services	$68.72	$726,509
Lab Tests, X-Rays	$89.38	$944,887
Hospital Room and Hospital Services	$214.18	$2,264,313
Convalescent or Nursing Home Care	$19.54	$206,623
Other Medical services (1)	$158.03	$1,670,706
Nonprescription Drugs	$164.65	$1,740,655
Prescription Drugs	$680.73	$7,196,668
Nonprescription Vitamins	$95.01	$1,004,468
Medicare Prescription Drug Premium	$117.17	$1,238,730
Eyeglasses and Contact Lenses	$118.06	$1,248,091
Hearing Aids	$31.70	$335,145
Medical Equipment for General Use	$6.64	$70,165
Other Medical Supplies (2)	$85.08	$899,450
Health Insurance	$3,506.99	$37,075,901
Blue Cross/Blue Shield	$1,114.37	$11,781,133
Commercial Health Insurance	$664.12	$7,021,068
Health Maintenance Organization	$565.43	$5,977,735
Medicare Payments	$708.70	$7,492,424
Long Term Care Insurance	$150.25	$1,588,431
Other Health Insurance (3)	$304.12	$3,215,110

Source: Bureau of Labor Statistics

Multifamily Supply



Supply:

Existing Multifamily									
Property	Location	Total Units	Year Built	Unit Types	Avg. Rent	Units	Overall Occ.	Lambert	Naranja
Golf Villas	10950 N La Canada	231	1999	1BR/1BA	$957	50	90%	1.25 mi	1.1 mi
				2BR/2BA	$1,082	140			
				3BR/2BA	$1,297	41			
La Reserve Villas	10700 N La Reserve	240	1988	1BR/1BA	$725	64	92%	3.55 mi	3.6 mi
				2BR/2BA	$825	148			
				3BR/2BA	$925	28			
Oro Vista	1301 W Lambert	138	2006	1BR/1BA	$719	32	93%	1.15 mi	1.6 mi
				2BR/2BA	$852	82			
				3BR/2BA	$1,104	24			
Catalina Crossing	9095 N Oracle	97	1985	1BR/1BA	$565	66	92%	3 mi	3.65 mi
				1BR/1BA	$785	1			
				2BR/2BA	$809	18			
				3BR/2BA	$950	12	TH		
Push Ridge	9901 N Oracle	144	1998	1BR/1BA	$729	48	85%	2.8 mi	3.15 mi
				1BR/1BA	$889	8			
				2BR/2BA	$864	60			
				3BR/2BA	$959	28			
Rock Ridge	10333 N Oracle	319	1995	1BR/1BA	$710	96	89%	3 mi	3.15 mi
				2BR/2BA	$808	192			
				3BR/2BA	$995	31			
Villas at San Dorado	10730 N Oracle	274	2014	1BR/1BA	$1,000	102	35%		
				2BR/2BA	$1,242	136			
				3BR/2BA	$1,490	36			
Le Mirage	9777 N Thornydale	168	1995	1BR/1BA	$624	60	96%	2.2 mi	2.7 mi
				2BR/2BA	$744	76			
				3BR/2BA	$919	32			
Total/Average		1,611		1BR/1BA	$754		84%		
				2BR/2BA	$903				
				3BR/2BA	$1,080				

Demand:

Multifamily Residual Demand	
Households	10,572
x Current Renter rate	x 25%
	2,643
x .95 frictional vacancy	x.95
Rental Unit Demand	2,511
Existing Units	1,611
Residual Demand for Rental Units	900
Household Growth Projection 2013-2023	1,750
x Projected Renter rate	x 30%
Renter Growth Projection	525
x .95 frictional vacancy	x.95
Future Renter Demand	499
Total Rental Units Demanded 2013-2023	1,399
Multifamily Projects Under Construction	0
Residual Demand for Multifamily Units Thru 2023	1,399

Conclusion:

- Demand is strong
- However, scale and market demand is not met by complexes under construction.
- Area has seasonal empty-nesters in a population weighted to older age cohorts.
- Recommend casita apartments such as Tucson Rental Homes and Avilla, NOT stacked 2 and 3 story garden units with higher density.

Single Family

Single Family Demand Analysis		
Housing Price	**$250,000**	**$500,000**
20% Down	$50,000	$100,000
Loan Amount	$200,000	$400,000
30 year loan,4.25%	$984	$2,460
Taxes, Ins.	$350	$700
Monthly Payment	$1,334	$3,160
Ann. Inc. Req. at 33%	**$48,509**	**$114,909**
% of the Area Population With Sufficient Income for Housing Price Range	71.20%	Approx. 35%

Single Family Existing Supply							
Name	Builder	Location	Total Lots	Lots Remaining	Months on Market	Absorption Per Year	Price:
Uplands	AF Sterling	La Canada & Lambert	14	2	18	8	300K+
Rancho de Plata	Meritage	La Cholla & Tangerine	50	32	8	27	280-350k
Desert Sky	Dorn	NW of Desert Sky & Oracle	40	1	60	7.8	210-240K
Sunset Canyon	Copper Canyon	SWc of Tangerine & Vista del Oro		15			549-700K
Rancho de Cobre	Maracay	11752 N Mabini	68	50	8	27	380k+
Total/Average			172	100		17.45	
Outside Neighborhood Boundary							
Shannon Estates		Shannon & Magee	55	28	12	27	270-400K
Cortina Terrace	Miramonte	Shannon & Magee	12	9	60	0.6	200-250K
La Cholla Vista	Pulte	Magee & La Cholla	42	8	12	34	250-325K
Total/Average			109	45		20.53	
Overall Total/Average			281	145		18.99166667	

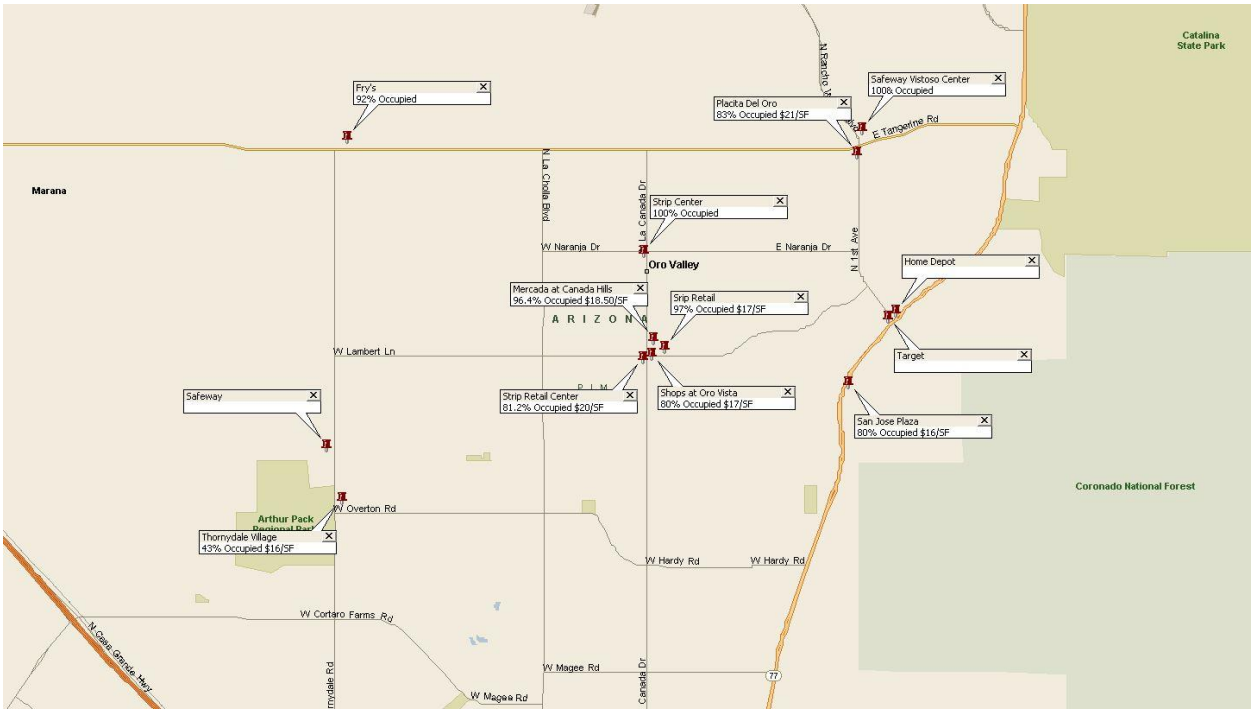
Single Family Approved Lots (In Platting Process)			
Name	**Builder**	**Location**	**Total Lots**
Saguaros Viejos	AF Sterling	Near NWc of La Cholla & Naranja	118
Meritage on Naranja	Meritage	SWc of Naranja & La Cholla	120
Total Approved Lots			**238**
Single Family Proposed Lots (Submitted for Approval)			
Name	**Builder**	**Location**	**Total Lots**
OVTC	AF Sterling	Oracle & Pusch View Lane	60
River's Edge	Davis Development	Naranja & Pusch Ridge Vistas	55
SEC Lambert & La Cholla	N/A	Sec of Lambert Ln. & La Cholla Blvd	154
Meritage on First	Meritage	Nec of 1st & Palasades	255
Total Proposed Lots			**524**
		at 50% for risk and unknown	**262**

2013-2023 Household Growth Projection:	
	1750 Households
x Owner Occupancy rate	x 70%
Demand 2013-23	1,225 Households
- Existing Supply	100 Homes
- Planned Supply	500 Homes
Net Demand 2013-23	**625 Homes**

Remarks:

- The market is currently coming out of a recession and STDB growth projections are under-represented. Our projections are based on historical 2000-2010 household growth rates which equally rate the growth cycle and the recession in that decade.
- Owner occupancy rates projected to decrease from 75% to 70% as the area matures.
- Price range is $250,000 to $500,000 move up segment.
- Given age cohort information, low maintenance for sale units would meet needs on this market niche.

Retail



Shopping Center Retail Supply					
Center Name	**Location**	**Total S.F.**	**Year Built**	**Vacancy**	**Asking Rents/ S.F.**
Shoppes at Thornydale Crossings	Tangerine & Thornydale	158197	2007	8.0%	$18-$28
Thornydale Plaza	9665-9725 N. Thornydale Rd.	76,975	1997	9.3%	$23
Thornydale Village	Thornydale & Overton Rd	57,612	1995	56.7%	$16
Mercado at Canada Hills	La Canada Dr. & Lambert Ln	54,517	2008	3.6%	$19
Strip Retail Center	La Canada Dr. & Naranja Dr.	13,527	2003	0.0%	N/Ap
Shops at Oro Vista	La Canada Dr. & Lambert Ln	59,017	2002	20.0%	$17
Strip Retail Center	La Canada Dr. & Lambert Ln	23,022	2000	18.8%	$20-$21
Strip Retail Center	10420 N. La Canada Dr.	75,333	1993	2.9%	$17
Placita del Oro	Tangerine & 1st Avenue	63,891	2002	17.0%	$21
Safeway Vistoso Center	Tangerine & Rancho Vistoso	100,363	1999	0.0%	N/Ap
Target/ Home Depot	10775-10885 N. Oracle Rd.	609,385	1993	0.6%	N/Ap
San Jose Plaza	10110 N. Oracle Rd.	13,785	2000	21.3%	$16-$20
Total S.F.		**1,305,624**		**6.9%**	**$16-$28**

*Excluding Thornydale Village, due to inferior appeal and functionality, the overall vacancy rate is reduced to 4.4%, which is below frictional vacancy

Demand:

Retail Surplus/Leakage Analysis Summary					
Industry Summary	**Demand**	**Supply**	**Retail Gap**	**Leakage**	**Businesses**
Total Retail Trade and Food &	$373,861,255	$75,787,562	$298,073,693	66.3	118
Total Retail Trade	$337,381,202	$70,095,500	$267,285,702	65.6	110
Total Food & Drink	$36,480,053	$5,692,062	$30,787,991	73.0	8

Source: Dun & Bradstreet

Proposed Shopping Center Developments		
Name	**Location**	**Approx. Planned S.F.**
Mercado Mandarina	Near NWC of La Cholla & Naranja	50,000
Rancho del Cobre	SWc of Naranja & La Cholla	50,000 - 60,000
Total Proposed S.F.		**100,000 - 110,000**

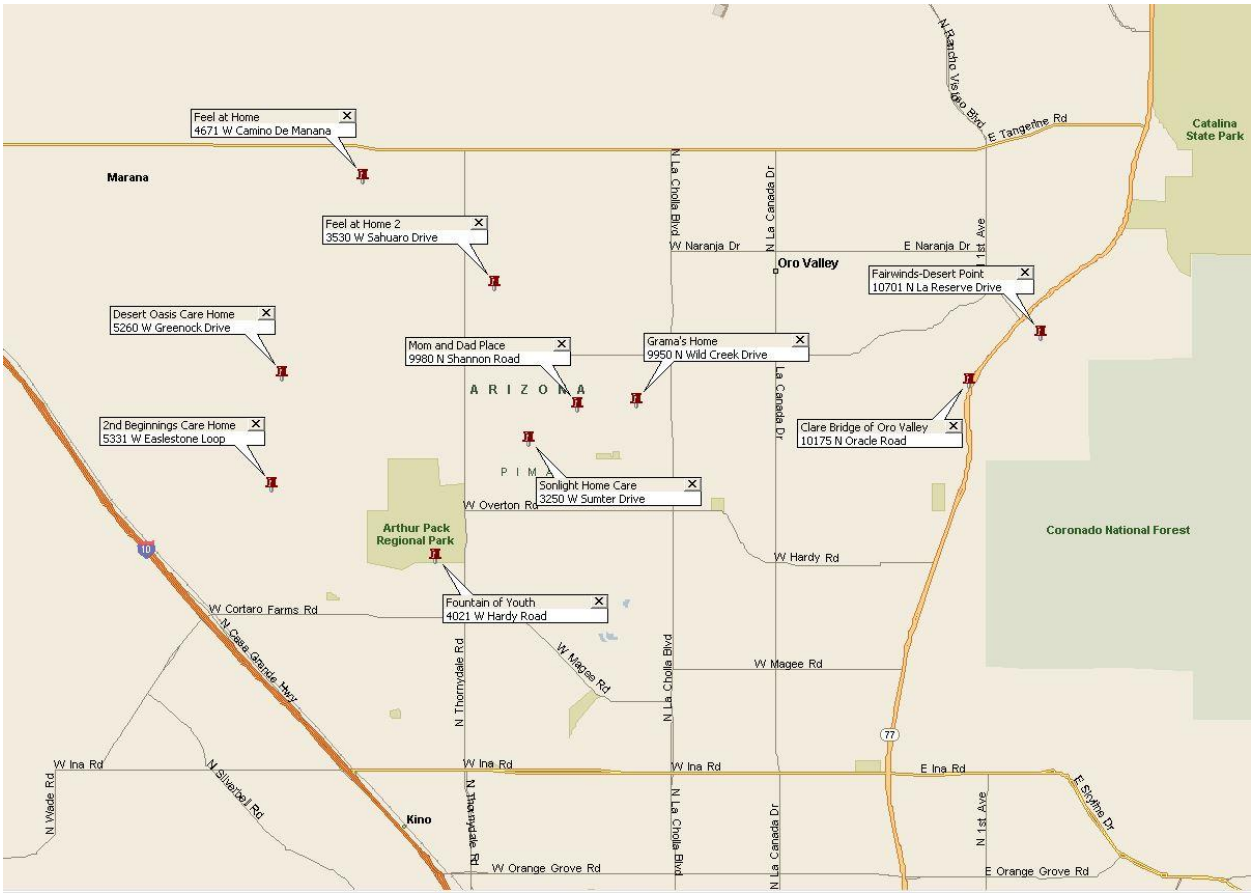
Household Disposable Income Profile (2013)		
	Number	**Percent**
<$15,000	767	7.3%
$15,000-$24,999	696	6.6%
$25,000-$34,999	864	8.2%
$35,000-$49,999	1,603	15.2%
$50,000-$74,999	2,321	22.0%
$75,000-$99,999	1,781	16.8%
$100,000-$149,999	1,812	17.1%
$150,000-$199,999	336	3.2%
$200,000+	392	3.7%
Total	10,572	100.0%
Median Disposable Income	$62,015	
Average Disposable Income	$77,128	

Source: U.S. Census Bureau

Conclusion:

- The area has a significant retiree and seasonal population
- There is significant discretionary income for food, services, and medical services
- Centers with higher vacancy lack curb appeal and inviting attractive architecture to create a sense of place. The area is not overbuilt. Higher vacancy centers have design and/or functional obsolescence issues.
- There is household and income growth demand for a planned center in 2 years but likely with a 5 to 7 year delivery.
- Despite demand, immediate construction would not take place for at least 2 years due to planning/entitlement time as the market is still coming out of a recession and development is less risky with strong pre-leasing.

Assisted Living



Supply:

Existing Assisted Living Beds		
LEGALNAME	ADDRESS	CAPACITY
CLARE BRIDGE OF ORO VALLEY	10175 NORTH ORACLE ROAD	42
FAIRWINDS - DESERT POINT	10701 NORTH LA RESERVE DRIVE	75
2ND BEGINNINGS CARE HOME	5331 WEST EAGLESTONE LOOP	4
DESERT OASIS ADULT CARE HOME	5260 WEST GREENOCK DRIVE	10
FEEL AT HOME 2 ASSISTED LIVING	3530 WEST SAHUARO DIVIDE	5
FEEL AT HOME ASSISTED LIVING	4671 WEST CAMINO DE MANANA	10
FOUNTAIN OF YOUTH, LLC	4021 WEST HARDY ROAD	5
GRAMA'S HOME, LLC	9950 NORTH WILD CREEK DRIVE	5
MOM AND DAD PLACE, LLC	9980 NORTH SHANNON ROAD	10
Total		166

Population:

	Census 2010		2013		2018	
Total Population	Number	% of Total	Number	% of Total	Number	% of Total
Total(50+)	11,361	43.0%	12,213	45.8%	12,979	47.7%
50-54	2,442	9.2%	2,411	9.0%	2,055	7.5%
55-59	2,264	8.6%	2,414	9.0%	2,433	8.9%
60-64	2,084	7.9%	2,249	8.4%	2,414	8.9%
65-69	1,609	6.1%	1,808	6.8%	2,131	7.8%
70-74	1,127	4.3%	1,328	5.0%	1,635	6.0%
75-79	817	3.1%	904	3.4%	1,116	4.1%
80-84	604	2.3%	618	2.3%	662	2.4%
85+	414	1.6%	481	1.8%	533	2.0%
65+	4,571	17.3%	5,139	19.3%	6,077	22.3%
75+	1,835	6.9%	2,003	7.5%	2,311	8.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1 Esri forecasts for 2013 and 2018.

Affordability:

Net Worth by Household Age							
	<25	25-34	35-44	45-54	55-64	65-74	75+
<$15,000	57	338	372	267	253	97	78
$15,000-$34,999	27	117	148	80	56	24	24
$35,000-$49,999	5	47	113	70	47	26	12
$50,000-$99,999	16	128	263	213	139	118	84
$100,000-$149,999	6	76	125	165	137	167	69
$150,000-$249,999	5	58	150	247	273	113	145
$250,000+	1	98	316	1,307	1,646	1,350	898
Total	117	861	1,488	2,349	2,553	1,894	1,309
Median Net Worth	$15,548	$28,882	$64,905	$250,001	$250,001	$250,001	$250,001
Average Net Worth	$50,051	$165,872	$284,084	$923,231	$1,200,203	$1,205,730	$1,008,277

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2013 and 2018.

Demand:

Assisted Living Demand							
2013	Age	Income	Health	**2018**	Age	Income	Health
75-84	1,522	1,370	343	75-85	1,778	1,600	400
				Change	*256*	*230*	*57*
85+	481	433	217	85+	533	480	240
				Change	*52*	*47*	*23*
TOTAL			560				640

Inputs:

	75-84	85+
Affordability	90%	90%
Health	25%	50%

Conclusion:

- Population age cohorts and income cohorts intersect to infer considerable demand.
- Balancing development of targeted medical and wellness services with assisted living development appears to have strong demand.

Conclusions

The district boundaries utilized were designed to emphasize the immediate area. This included a district of at least 1 mile up to 3 mile boundaries. District lines were set with the intent to provide an accurate depiction of the immediate neighborhood. Therefore, regional retail such as the Walmart anchored retail center at Tangerine and Oracle, which serves a larger trade area much farther north, luxury homes against Pusch Ridge, older dwellings to the south, and higher density merchant built housing to the west were specifically excluded.

A review of population statistics indicated excessively optimistic projections in 2008 based upon a high growth housing bubble. The 2013 projections tend to understate growth due to projections made during a recession. Therefore, I reviewed growth rates from 2000 to 2010, which included five years of recession bracketing five years of expanding economy. The usefulness of this time period is derived from its balance of both strong and weak economies.

The growth projected based on 2000 through 2010 would be over 1,900 units. I back this off to 1,750 housing units. As the area matures and given current trends, there's likelihood of more rather than fewer renters. So I reduced the home ownership components from 75% to 70%. However, I only used a 25% rental component for rental housing because of the age cohorts within this neighborhood, thereby allocating approximately 5% to senior housing.

Household income is over 50% higher in the neighborhood than the Tucson MSA. Employment demographics likely infer a considerable seasonal resident, empty nester, and family components, based upon the .17 employee/residential population ratio.

Over 60% of the residents have net worth of above $150,000, with the majority concentrated in the 45 year and older age cohorts. Moreover, about 55% of householders are 55 years or older.

In conclusion, this is a moderately affluent neighborhood, with many residents at or just past their peak earning years based upon these statistics. Housing that is easier to maintain, adaptable for greater accessibility and flexible for varied occupancy by different generations, will generate greatest demand.

For Sale Residential Conclusions:

- Owner occupancy rates are forecasted to decline from 75% to 70% due to age cohorts in the neighborhood and due to changing market preferences.
- A likely price range is $250,000 to 500,000 which is a move up segment and also accounts for both low and medium density development.
- Based upon neighborhood demographics including wealth and age, for sale units that emphasize low maintenance, adaptability to meeting physical needs, and inter-generational use would attract broader demand.
- Even with planned developments in the neighborhood, there appears to be additional demand of 600+ for sale residential units.
- It is important to be aware of the gradually changing age of the neighborhood population, whereby, ease of using housing will attract demand. Therefore, this inherently infers some demand for attached products such as townhomes. The current develop pipeline of townhomes and condominiums is quite shallow, which is typical in recessionary periods. There is a demand for about 100 to 200 townhomes or casita style apartments.

Multi-Family Conclusions:

- Demand for multi-family is strong with residual demand of about 1400 units.
- Traditional garden apartments of two to three stories is inconsistent with scale of the existing neighborhood.
- Multi-family use should be limited to a combination of one and two stories designed to attract the market segments typically found within casita projects such as those developed by Avilla and Tucson Rental Homes.
- The market segments consist of seasonal visitors, empty nesters, a few families in modest segments of larger units, and single employed professionals. Single employed professionals, particularly females, are attracted to this product's lower density, low maintenance, and greater similarity to living in owner occupied residence whether it be a townhome or single family home.

Retail Conclusions:

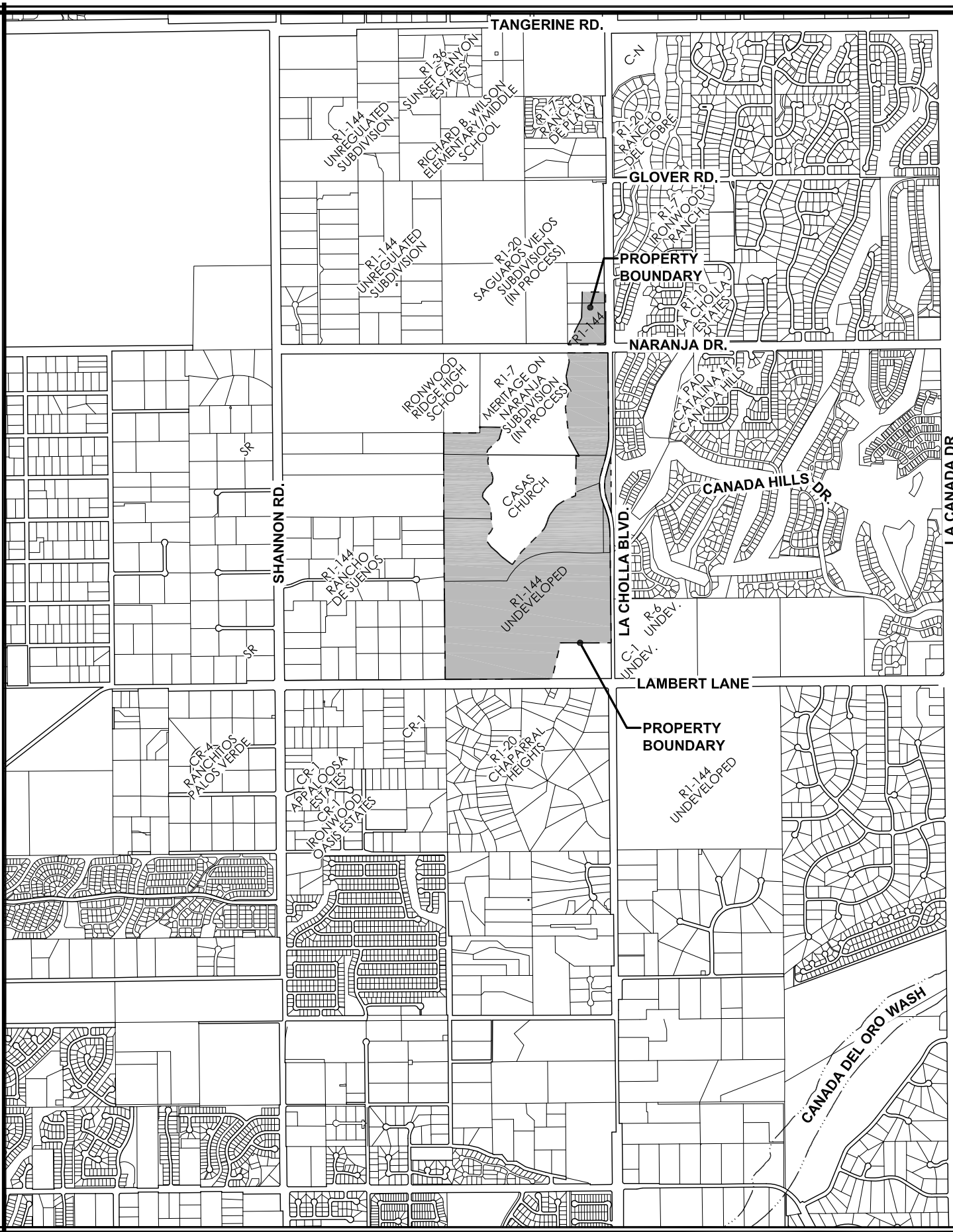
- The area has a significant retiree and seasonal population
- There is significant discretionary income for food, services, and medical services
- Centers with higher vacancy lack curb appeal and inviting attractive architecture to create a sense of place. The area is not overbuilt. Higher vacancy centers have design and/or functional obsolescence issues.
- There is household and income growth demand for a planned center in 2 years but likely with a 5 to 7 year delivery.

- Despite demand for about 200,000 S.F., immediate construction would not take place for at least 2 years due to planning/entitlement time as the market is still coming out of a recession and development is less risky with strong pre-leasing.
- Medical expenditures infer demand for supporting services oriented to 55+ age cohorts, included in the retail demand.
- Observing retail development, Oracle Road, La Canada, and Tangerine Road have attracted retail development but, there is a hole in the center of the immediate neighborhood in the area along La Cholla, primarily at Lambert Lane but secondarily at Naranja Drive.

Assisted Living Conclusions:

- Population age cohorts and income cohorts intersect to infer considerable demand.
- Balancing development of targeted medical and wellness services with assisted living development appears to have strong demand.
- There are 166 senior care beds in the immediate area. For assisted living, mobility is less important though a sense of place for a senior resident is also important. Moreover, this neighborhood is proximate to the Town hall, Town library, and parks without having to navigate the heavy traffic on Oracle Road. Even assuming dislocation out of the immediate area, there is unmet assisted living demand for over 200 beds, increasing by 80 more beds over the next 10 years.

EXHIBITS



The WLB Group WLB

LA CHOLLA COMMONS
SITE LOCATION MAP

WLB No. 110028-A-002

0' 2000'

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The WLB Group WLB

LA CHOLLA COMMONS AERIAL PHOTOGRAPH

Aerial Photo Date = 2012
WLB No. 110028-A-002

0' 800'

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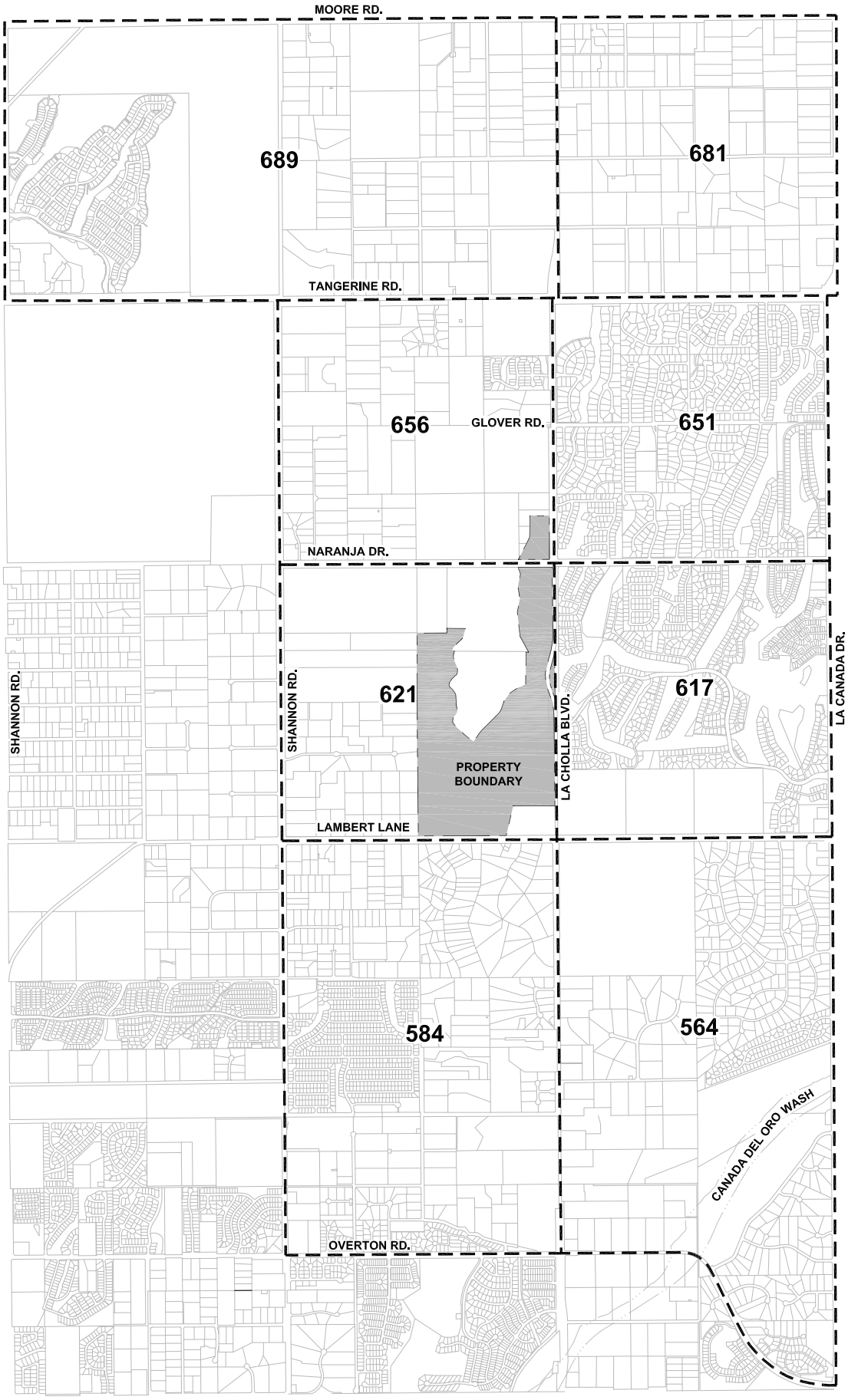

The WLB Group Inc. WLB

LA CHOLLA COMMONS SOUTH TRAFFIC ANALYSIS ZONES

WLB No. 110028-A-002

N.T.S.

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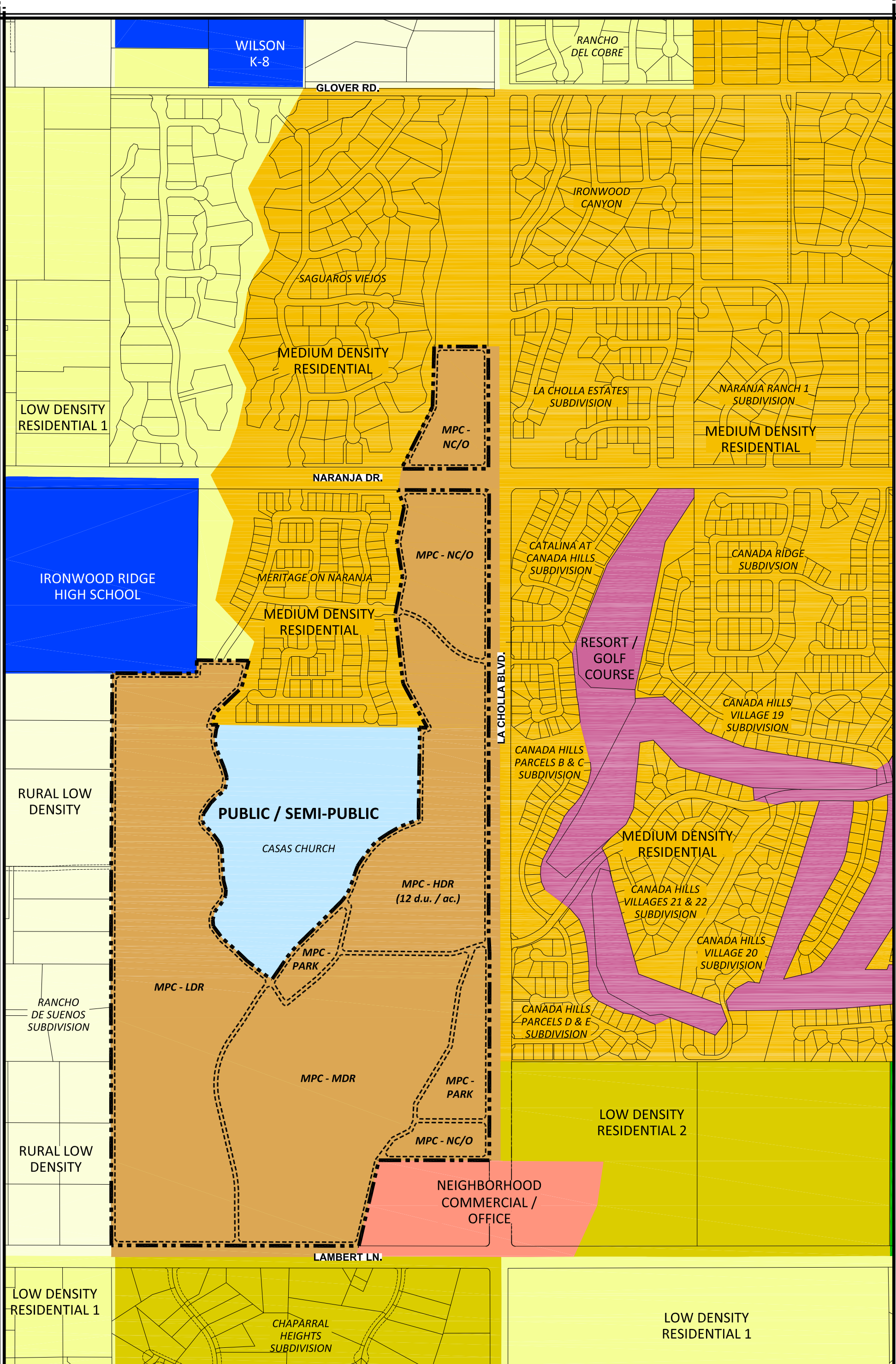

The WLB Group Inc. WLB

La Cholla Commons
Proposed General Plan Land Use Designation

2014.10.31
WLB No. 110028-A-001

0' 600'

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The WLB Group Inc. **WLB**

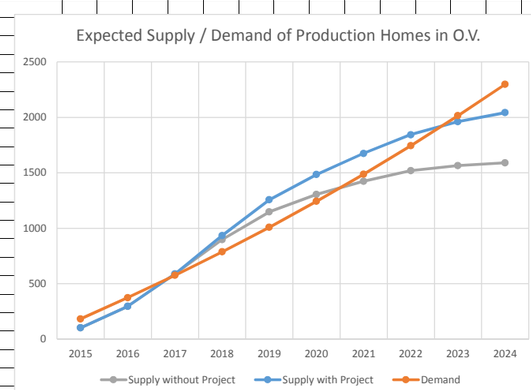
La Cholla Commons
Long Range Conceptual Master Plan

2014.11.06
WLB No. 110028-A-001

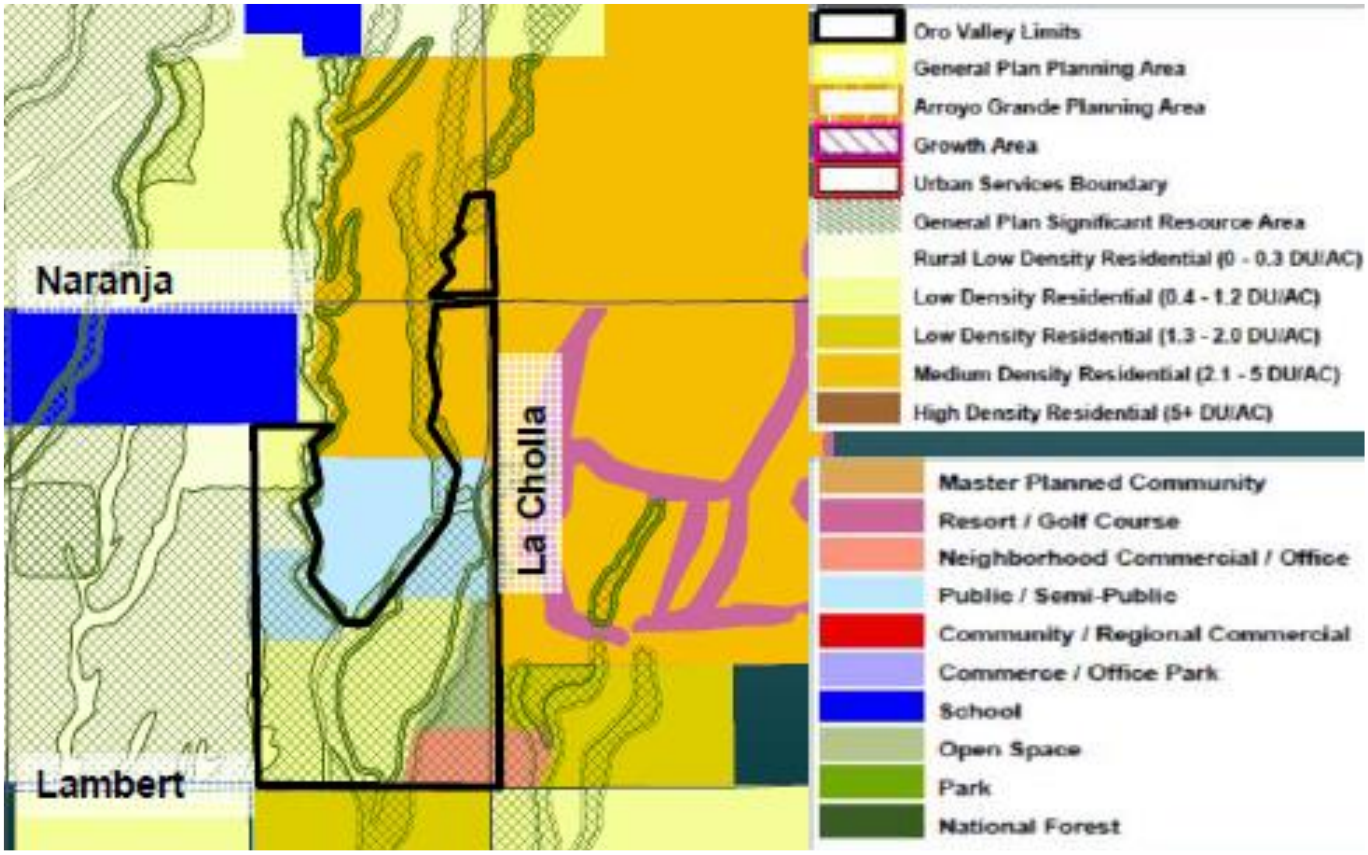
0' 600'

L:\110028\A002 General Plan Amendment\20141031 Resubmittal\Land Use Master Plan Base.dwg Plotted: Nov. 06, 2014

Neighborhood	Status	Total Lots	Total Lots (Undeveloped)	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	
AF Sterling's La Reserve Villas	Platted	40	40		12	24	4															40
Dorn Homes' Desert Sky	Building	45	9	4	5																	9
River's Edge	Zoned	55	55			6	12	12	12	12	1											55
Vistoso Parcel 10A	Zoned	29	29			6	12	11														29
SEC Lambert & La Cholla	Rezoning	154	154				12	24	24	24	24	24	22									154
Meritage on First - South	Zoned	44	44			6	12	12	12	2												44
Meritage on First - North	Rezoning	211	211				6	24	24	24	24	24	24	24	24	13						211
AmericaBuilt's La Canada Ridge	Platted	33	33		6	24	3															33
Miller Ranch		40																				0
Vistoso Parcel 10T	Zoned	19						19														19
Meritage on Naranja Ph. 1A	Zoned	72	72		8	24	24	16														72
Meritage on Naranja Ph. 1B	Zoned	47	47		8	24	15															47
Lennar's Discovery at Vistoso Reserve	Platted	27	27		24	3																27
Saguaros Viejos	Zoned	118	118				24	24	24	24	22											118
Maracay's Center Pointe Block 1 Ph. 1	Building	50	50			12	24	14														50
Maracay's Center Pointe Block 1 Ph. 2	Platted	31	31					10	21													31
Maracay's Center Pointe Block 2	Building	39	39			12	24	3														39
Maracay's Center Pointe Block 3 Ph. 1	Building	42	42			12	24	6														42
Maracay's Center Pointe Block 3 Ph. 2	Platted	59	59					18	24	17												59
Maracay's Center Pointe Block 4 Ph. 1	Building	31	31			12	19															31
Maracay's Center Pointe Block 4 Ph. 2	Platted	43	43				5	24	14													43
Maracay's Center Pointe Block 5	Platted	47	47					21	24	2												47
Mattamy's Vistoso Phase 1A	Zoned	50	50			6	24	20														50
Mattamy's Vistoso Phase 1B	Zoned	50	50			6	24	20														50
Mattamy's Vistoso Phase 2A	Zoned	100	100					4	24	24	24	24										100
Mattamy's Vistoso Phase 2B	Zoned	100	100					4	24	24	24	24										100
Olson Property	Zoned	75	75				24	24	24	3												75
Maracay's Rancho del Cobre	Building	68	51	10	24	17																51
Meritage's Rancho de Plata	Building	50	32	25	7																	32
Richmond's Torreno at Rancho Vistoso	Building	68	20	14	6																	20
AF Sterling's Uplands at Oro Valley	Building	14	9	7	2																	9
DR Horton's Stonefield at Rancho Vistoso	Building	59	2	2																		2
Existing Projects Annual Totals:		**1910**	**1670**	**62**	**102**	**194**	**292**	**310**	**251**	**156**	**119**	**96**	**46**	**24**	**24**	**13**	**0**	**0**	**0**	**0**	**0**	**1689**
Existing Projects Running Totals:					**102**	**296**	**588**	**898**	**1149**	**1305**	**1424**	**1520**	**1566**	**1590**	**1614**	**1627**	**1627**	**1627**	**1627**	**1627**	**1627**	
La Cholla Master Plan Townhome/MDR Ph. 1		135						12	24	24	24	24	24	3								135
La Cholla Master Plan Townhome/MDR Ph. 2		190												21	24	24	24	24	24	24	25	190
La Cholla Master Plan MDR Ph. 1		66						12	24	24	6											66
La Cholla Master Plan MDR Ph. 2		37									18	19										37
La Cholla Master Plan MDR Ph. 3		57										5	24	24	4							57
La Cholla Master Plan LDR Ph. 1		47						12	24	11												47
La Cholla Master Plan LDR Ph. 2		38								13	24	1										38
La Cholla Master Plan LDR Ph. 3		56										23	24	9								56
La Cholla Master Plan Totals:		**626**		**0**	**0**	**0**	**0**	**36**	**72**	**72**	**72**	**72**	**72**	**57**	**28**	**24**	**24**	**24**	**24**	**24**	**25**	**626**
Cumulative Annual Totals:				**62**	**102**	**194**	**292**	**346**	**323**	**228**	**191**	**168**	**118**	**81**	**52**	**37**	**24**	**24**	**24**	**24**	**25**	**2315**
Cumulative Running Totals:					**102**	**296**	**588**	**934**	**1257**	**1485**	**1676**	**1844**	**1962**	**2043**	**2095**	**2132**	**2156**	**2180**	**2204**	**2228**	**2253**	
Annual Demand Based on OV Last 10 Years:		182.8			183	192	202	212	222	233	245	257	270	284	298	313	328	345	362	380	399	
Cumulative Running Demand Total:					183	375	576	788	1010	1243	1488	1746	2016	2299	2597	2910	3238	3583	3945	4325	4724	
Expected Annual Growth Rate:		105%																				



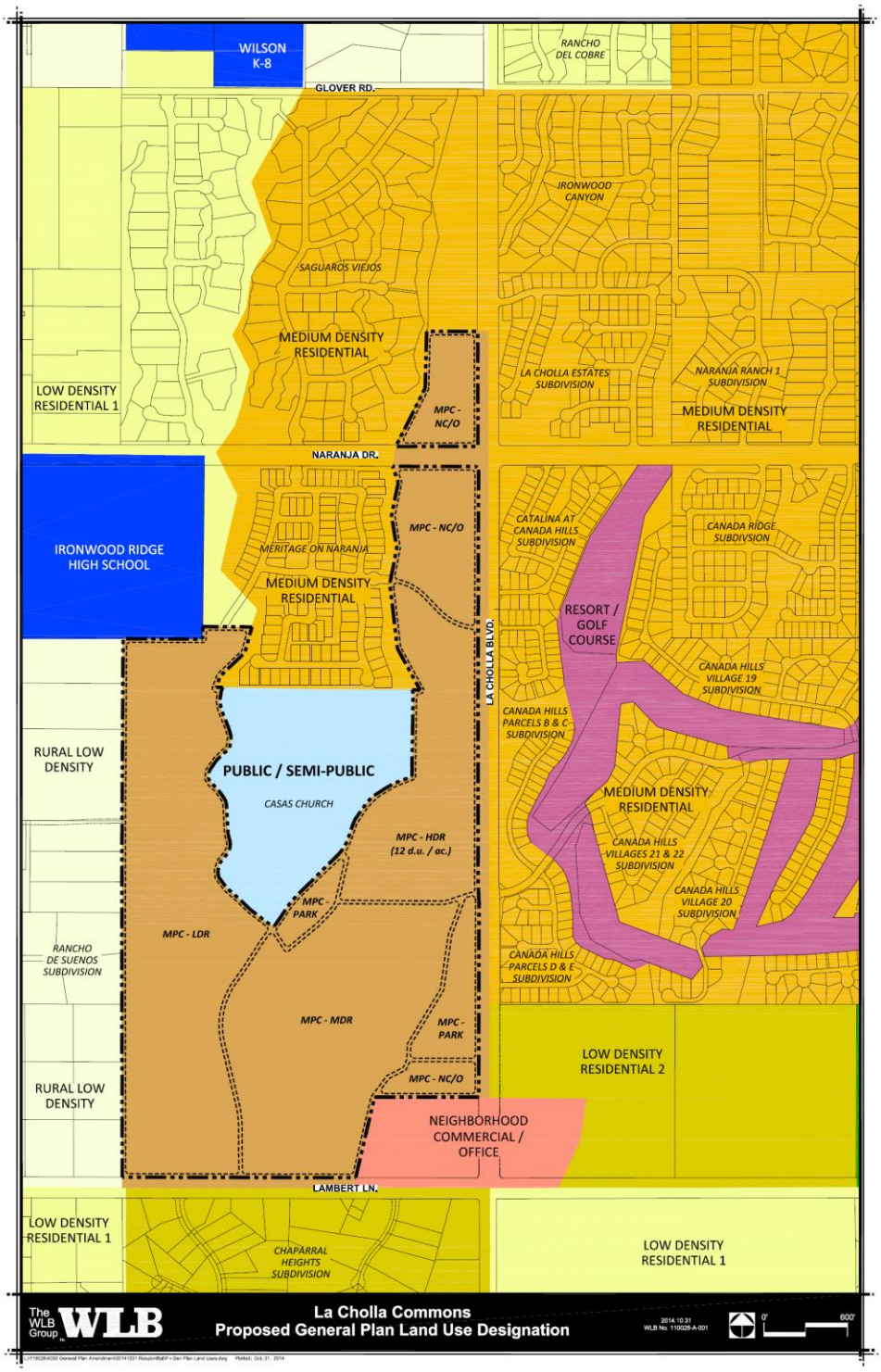
* Assumed 2 homes/month absorption



EXISTING GENERAL PLAN

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

Attachment 5

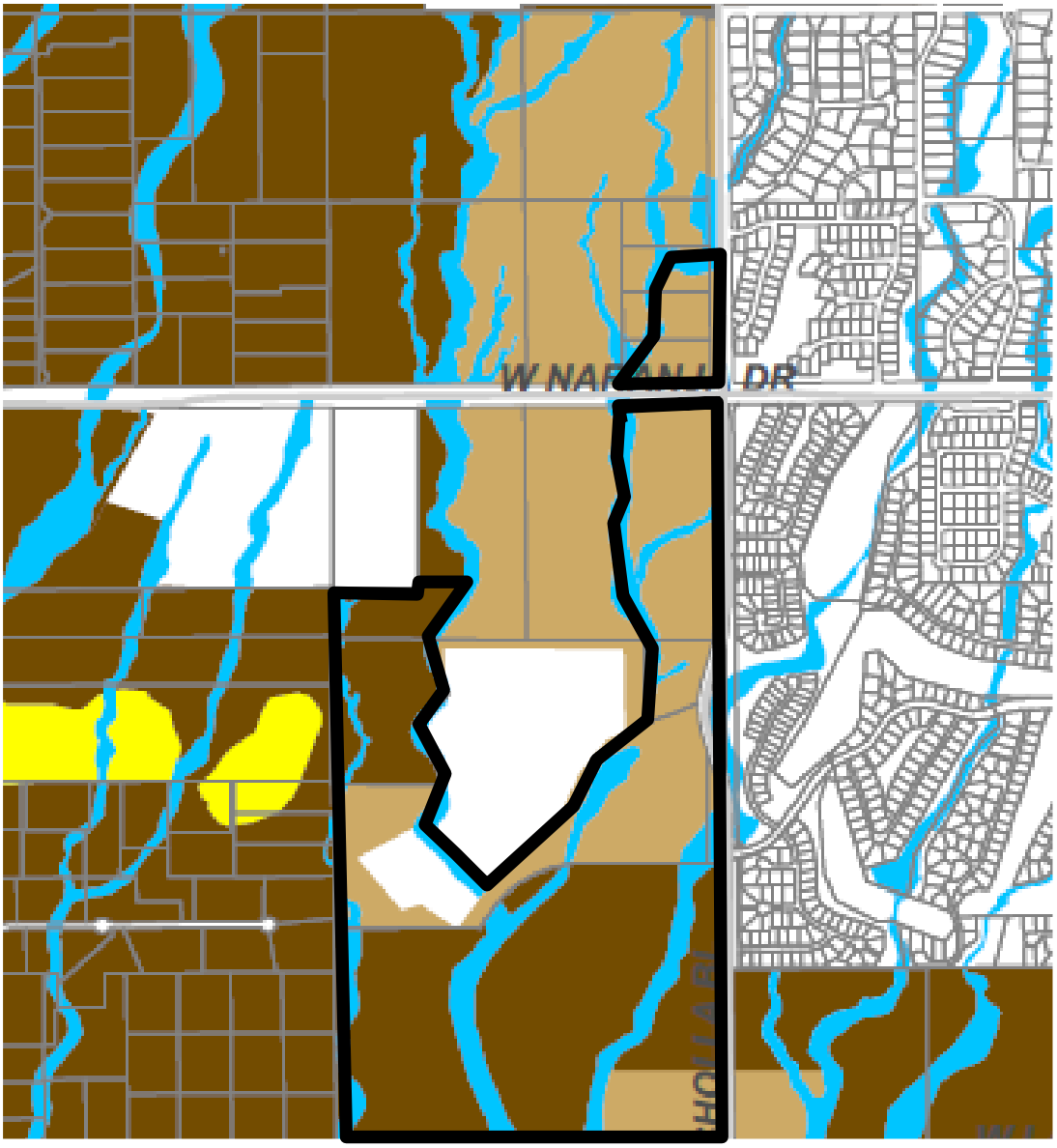


ORO VALLEY ARIZONA FOUNDED 1974

PROPOSED GENERAL PLAN

LA CHOLLA NARANJA SOUTHWEST / NORTHWEST
(OV1114-002 & OV1114-003)

Attachment 6



ESL PLANNING MAP

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

Attachment 7

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

5. **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.

6. **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

7. **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

8. **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:

<u>Land Use Comments</u>

- 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.

<u>Environment</u>

- 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.

<u>Traffic</u>

- 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.

<u>Water</u>

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

<u>General Plan Criteria and Process</u>

- 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?

Neighborhood Meeting Summary
La Cholla & Naranja Southwest and Northwest
Major General Plan Amendments
October 20, 2014
6:00 – 7:30 PM
Casas Church, 10801 N. La Cholla Blvd.

9. **Introductions and Welcome**

Meeting Facilitator Bayer Vella welcomed the audience. Approximately 40 residents and interested parties attended the meeting, including Vice Mayor Waters and Council Members Snider, Zinkin, and Hornat.

Mr. Vella discussed the opportunity tonight to identify areas where the application could be improved. The format tonight would be to hear from the applicant and then focus on areas of agreement and areas where the application could be improved.

10. **Applicant Presentation** Paul Oland from the planning firm WLB outlined the main areas he understood were an issue from previous neighborhood meetings. Mr. Oland indicated that the applicant has listened and presented the following changes to the application.

    - Elimination of apartments from the Master Planned Community
    - Open space buffers
    - One story restriction extended along the southern boundary
    - Replacement of the multiple uses in MPA-2 with medium density
    - Focusing uses in the center HDR parcel to allow townhouses or condominiums, senior care or medium density residential
    - Allowing medium density residential development in NC/O areas

11. **Public Questions & Comments**

Mr. Vella asked for input and comments from the audience. Comments were placed under four headings on the wall: “Got it Right” “Improve”, “Protest” and “To Do”. The comments provided by category were as follows:

<u>Got it Right</u>

Removal of Apartments

<u>Improve</u>

Change commercial at Lambert Lane and La Cholla from commercial to medium density residential

Low Density Residential area should provide 66% open space

Cap density in MDR areas at 2.5 homes per acre

No drive-thru's or fast food in commercial areas

Address cut-through traffic into neighborhoods to the east

Cap density to no greater than the density to the east

The western boundary should include a berm, wall or elevation change as a buffer

Carmel Point should be used as a model for the townhouse area

Protest

Too much senior care already in the Town

Concern over conversion of townhouse to rentals

Keep current General Plan designations

Commercial not viable

To Do

School Impact

Drainage

Traffic

Address General Plan Amendment criteria

Mr. Oland addressed some of the questions related to the amended land use plan, planned townhouse development, commercial uses and school district impact. Mr. Vella and Mr. Daines answered questions relative to the Town process, existing general plan designations, cut-through traffic and the upcoming Commission hearing.

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 that 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 or 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,

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 stories, 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,

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 OV 85755

Address: 1546 W MOORE OV 85755

ORO VALLEY ARIZONA FOUNDED 1974

COMMENT CARD

Comments: So I prefer to keep the land the way it is designated. I'm not in favor of any high 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

ORO VALLEY ARIZONA

FOUNDED 1974

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, OV 85755

ORO VALLEY ARIZONA FOUNDED 1974

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 seems 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: Chad Daines, Bayer Vella
Town of Oro Valley Planning Department

FROM: Roslyn Nemke

RE: La Cholla Commons Amendments

DATE: November 10, 2014

I am a current resident of Oro Valley living at 11068 N. Divot Drive.

I ask you to not recommend the La Cholla- Naranja Boulevard amendments and leave the General Plan as is.

In 2005 except for an area at the Lambert-La Cholla intersection, the General Plan designated this area medium density residential. The developers claim that major changes have occurred that justify their amendments. I disagree.

Amendments should be based on significant change. In the 2005 Oro Valley General Plan, La Cholla Boulevard was designated as a major arterial. The RTA reconfirmed the designation as a major arterial in 2006. This proposed amendment should not be based on something that has not been altered. Even if the widening is considered to be New development, RTA expansion for La Cholla from Lambert to Tangerine is not scheduled to begin until 2021. Development of La Cholla Commons before and during the road improvements will be an extra burden to those living nearby.

Oro Valley is a desirable area in which to live, shop, and work, and I'm sure market demand has increased. But that doesn't mean that all parts of Oro Valley are equally suited for all purposes. Oracle and Tangerine Roads are better suited and have the infrastructure in place for apartments or townhomes, and especially for commercial development. The area under discussion and the nearby subdivisions (except for the Casas Church) is 100% single family housing. Before building a home in this area 18 years ago, we looked at the surrounding environment and information available at the town hall. We expected the area to grow and develop, but grow with additional single family homes. It seems that there is more concern for the owners, developers, and future residents than there is for current residents who are adversely impacted.

If townhomes are determined to be appropriate for this area, please add conditions so that the CC&Rs must be written to allow only a small percent of units be rental units. Owner-occupied units will better blend with the single family nature of the area. This is important for the same reason that the developer determined that apartments were not appropriate for this development.

It is optimistic to think that close commercial development will lead to residents walking and therefore reducing the travel on nearby roads, but what evidence is there to suggest that people will walk carrying packages…especially in the high temperatures of summer. If commercial needs to be included, offices

or low traffic business are preferable to grocery stores or other commercial that requires large parking lots and night lighting.

A Senior Living complex that includes assisted living and possibly skilled nursing care may be needed in Oro Valley as baby boomers age, but the increased traffic at the 7:00 a.m. and 3:00 p.m. shift changes will exacerbate the traffic problem with students going to or leaving the schools that are close to La Cholla Commons. Other Oro Valley locations do not have this added problem.

It seems that so many changes have been made since the original amendment that perhaps the developer has not done his due diligence. The changes have not been to accommodate the wishes/needs of nearby residents. If amendments to the General Plan are necessary, I ask that they be included in the next scheduled revision of the General Plan which can be voted up or down by Oro Valley residents.

I would like to thank the members and staff of the Planning and Zoning Committee for your service to Oro Valley. Keeping in mind the concerns of all interested parties and the community as a whole is a difficult and demanding position.

Sincerely,

Roslyn Nemke

TO: Chad Daines, Bayer Vella

Town of Oro Valley Planning Department

FROM: Robert and Diane Peters

RE: LaCholla General Plan Amendments

DATE: November 7, 2014

Please include this letter in the P&Z Meeting of November 20th and the Town Council Meeting of December 10th.

We didn't just move here because we wanted to live in the Southwest geographically. We also moved here because we wanted to "visually" live in the Southwest. We chose a property that gave us

mountain views, desert views, a lot of natural desert left in between each home, and an abundance of wildlife. We also chose a neighborhood with larger lot sizes (2-3 homes per acre) and no mass grading.

When we purchased our home, all of the undeveloped land surrounding us was zoned for rural low density residential with 3.3 acre sized lots. For example, the parcel at the end of our street (now known as Rancho del Cobre) was originally planned for only 9 homes. It was later rezoned to medium density residential and we currently have 68 homes going up and the land was mostly clear-cut. We have already seen a drastic reduction in the number of coyotes and bobcats that once frequented our property. We do not wish to see a repeat of this type of development all along LaCholla.

We may not own the land in question, but since the view is factored into the price of every home (it's called a "view premium") all of the people living in this area paid a premium for these views and as such, we collectively own the view! We paid for it…we should be allowed a huge say in what happens to it.

"The landscape belongs to the person who looks at it." ~ Ralph Waldo Emerson

A huge issue that came up during our 4-hour long meeting with Paul Oland and James Kai on November 3rd was the town's preference for clustering homes on one portion of the property in order to leave a lot of open space on another portion of the property. Oland explained that when the open space is factored in, the remaining built portion will look like a high density development because the homes will be clustered on the buildable NET portion of the property.

The Low Density Residential portion will have only 8,000-10,000 square foot lot sizes. From a visual standpoint, that is not low density by any stretch of the imagination. The Medium Density Residential portion will have only 6,000-9,000 square foot lot sizes. Neither of these is compatible with the existing properties on the western and southern portions of the property.

We believe that instead of turning the net acreage of the property into smaller lot sizes in order to accommodate the number of homes that *could have* been built if they were building on the entire property, the LDR and MDR lot sizes should remain the same and they should build less homes on the net acreage. The formula for clustering homes along the western and southern portion of the property does not work because VISUALLY, we will end up with high density housing adjacent to estate sized lots. Although technically, the land will still be considered LDR and MDR, visually, it will be high density. Visually is what we see. Visually is what counts.

Additionally, and we would say this about any developer, not just Paul Oland, there is something we would like the town staff and the town council to consider…and we suspect that they do not. Mr. Oland's fiduciary responsibility is to his boss (The WLB Group) and to the landowner (The Kai Family.) It is not to the town of Oro Valley nor to the residents who live in the area of the proposed development. If this project is approved, his boss is happy, he gets to keep his job and maybe he also gets a nice bonus. If he makes the property owner happy, that landowner will hire the WLB Group again when they have another parcel to develop.

Oland is a salesman first (as is any developer) and as such, much of their sales pitch and spin, while claiming to be beneficial to the town, is in reality, beneficial to them and the landowner.

During questions and answers, answers that are vague should not be allowed by Town staff. Your responsibility is to insist upon clarity. We don't always feel that you do that. When the applicant dodges a question by stating that that will be discussed during the rezoning phase, it needs to be pointed out to them that the rezoning criteria is different from a Major GPA criteria and requires only 4 votes on council. This is a MAJOR request that will greatly impact the residents in this area. Specifics must be given, clarity must be expected.

The lands along LaCholla are the last pieces of undisturbed natural desert in Oro Valley. We have an opportunity to make it something special. Let's not turn it into another homogenized neighborhood. As we previously stated in our position paper on opposition to apartments, submitted by *Citizen Advocates of the Oro Valley General Plan,* the town owes the homeowners in this area some allegiance to what we bought and what we have.

We realize that adjacent neighbors will take one perspective and the developer will have another. But residents views (both figuratively and literally) are as valid and legitimate as any other.

It comes down to a simple question. Why should the desires of one land owner supersede the desires of hundreds of property owners whose homes surround the property in question?

Respectfully submitted,

Robert and Diane Peters

11553 N Kelly Rae Place

Our Conditions

~ Citizen Advocates of the Oro Valley General Plan ~

Although our citizens group is **advocating for the current voter-approved General Plan** designations, we are aware that many proposals are passed with conditional approval. Therefore, we have prepared the following list of conditions for the staff to consider.

General Plan Amendment Evaluation Criteria, Section 22.2.D.3, Adoption of Amendment

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

In order to achieve community acceptance, if these Major GPA's are approved, we strongly recommend that the following conditions be met:

RESIDENTIAL CONDITIONS

Population growth must be limited to meet the capacity of our schools and roads.

No high density residential. There is already an area near the NE corner of LaCholla/Lambert that is hard-zoned for apartments.

One story single-family detached residential only.

Minimum lot size must exceed 15,000 square feet and no mass grading of those lots. General Plan 11.2.17

Minimum one-acre lots next to any existing housing on the west side of the property (not including the open space requirements, roads, buffer yards, and other setbacks).

To shield glare and other visual impacts, a guaranteed 200-foot undisturbed buffer next to current housing on the west side.

Scenic Corridor View Protection/General Plan 11.3.2. A 75-foot undisturbed buffer (beyond where the RTA widening project ends) to minimize view disruption for residents living on the east side of LaCholla. *We paid a premium for desert views and an asphalt road does not provide a natural buffer.* Also, the addition of an earthen berm 6-8 feet high where necessary with desert trees and shrubs to shield any other visual impacts. Trees must be given a deep watering on a weekly basis.

New residential uses to be adjacent to existing residential uses.

If townhouses are approved, condos similar to those at Carmel Point with 2-attached single story units with garages is preferable. No mass grading and minimum 50 feet of natural desert open space between each building/unit and no connecting walls.

If 2-story townhomes are approved, maximum of two-attached townhomes and maximum height limited to 24 feet. Minimum 25 feet natural desert open space between each townhouse and no connecting walls.

MASTER PLANNED COMMUNITY AT LACHOLLA AND NARANJA (Southwest)

The views, privacy, and peacefulness that we cherish must be protected. We believe that the proposed uses are inconsistent with the adjacent uses.

Neighborhood Commercial/Office on the NW corner of LaCholla/Lambert only as is currently designated in the General Plan.

No supermarkets as this requires a large area of mass grading, a large asphalt parking lot, and high-intensity lighting.

No convenience stores, no alcohol or tobacco sales, no drug stores, gas stations, fast food, or drive-thru. All businesses close by 10 PM. A small restaurant (similar to Harvest), or bakery is acceptable. Offices for doctors, dentists, or physical therapy are acceptable.

Small commercial building footprints, similar in size to those on the SW corner of LaCanada/Naranja.

No multi-family residential.

Medium Density Residential, one-story single-family detached homes only on lots exceeding 15,000 square feet with no mass grading. General Plan 11.2.7

No senior care facilities since the demand, viability, and community acceptance has not been established. The Town Staff report of October 7th is in agreement with us. It states, *"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."*

Minimal lighting and no 24-hour lighting to protect our Dark Skies.

NEIGHBORHOOD COMMERCIAL/OFFICE AT LACHOLLA AND NARANJA (Northwest)

We strongly believe that this amendment request should be withdrawn or rejected for the following reasons:

There is a complete service center a mile away at LaCanada/Lambert with a grocery store, two gas stations, hardware store, restaurants, hair salons, etc. Additionally, the NE corner of LaCholla/Lambert is already zoned for commercial and Mercado Manderina at the NE corner of Tangerine and LaCholla has already been approved for development of 2 drive thru restaurants, 1 drive thru pharmacy, 90,000 square feet of Senior Living, and additional commercial and office space. This area is saturated and there is no correlation in the General Plan amendment criteria that supports the need for more commercial at this time.

Should the Town Council approve this request despite our objections, our conditions are as follows:

No supermarkets as this requires a large area of mass grading, a large asphalt parking lot, and high-intensity lighting which will all combine to create a major intrusion on the views of the residential area directly across the street on the east side of LaCholla. General Plan 2.1.4.

No convenience stores, no alcohol or tobacco sales, no drug stores, gas stations, fast food, or drive-thru. All businesses close by 10 PM.

Small commercial building footprints, similar in size to those on the SW corner of LaCanada/Naranja.

Commercial buildings limited to a maximum height of 24 feet.

MISCELLANEOUS CONDITIONS

Building of residential and/or commercial should not begin until *after* LaCholla road widening is completed between Overton and Tangerine.

An off-street bike path (similar to Lambert and Tangerine) with a connection to the other bike paths. Having it off the street is critical to safety, especially where we have a major roadway planned in the near future.

Great care must be taken to protect our Sonoran Desert views and our scenic drive into and out of town. General Plan 11.3

The Town of Oro Valley designates LaCholla Blvd. as a "scenic corridor." View protection must be an essential part of this development. General Plan 11.3.1

Details must be provided of buffer widths and type of screening to be used. No small nursery trees that take years to replace the shade and wildlife habitat that will be lost due to grading.

No compromise on Environmentally Sensitive Lands Ordinance (ESLO) requirements.

Respectfully submitted,

Robert and Diane Peters, Chair

Jerry & Patricia Donegan

Don Burdick

Bill Gross

Bill & Cindy Senn

Cameron Servick

Mitch & Erin Entrican

Gary Meyers

Steve & Lois Roth

Roslyn Nemke

Frank and Carol Sapone

Karen Stratman

Jim Dixon

Jeff and Karen Carlson

Rick and Janna Hines

Jim and Pat Krueger

Connie Inboden

Betty Danker

Steve Kraft

Hello Bayer and Chad,

Our group met for four hours with Paul Oland and James Kai yesterday to discuss conditions. One thing that came up that we were not aware of was that when we asked for minimum lot sizes of greater than 15,000 square feet (so there would be no mass grading) and minimum lot sizes of one acre on the western portion of the property, Paul told us that this couldn't be done because the town prefers clustering of homes (which I believe is in the General Plan).

He said that in order to leave a lot of natural open space in other areas, the homes must be clustered together on smaller sized lots. He said the lot sizes would end up being 6,000-9,000 square feet even though the designation is MDR or LDR.

Is this correct? A medium or low density residential area can actually end up with lot sizes that small?

I knew that clustering was planned for the parcel at the SE corner of LaCholla and Lambert which is not part of this proposal and that it was being done due to the topography of the land with all the rolling hills. I wasn't aware that the topography was the same on these WLB proposals, so I'm not clear on why clustering is the preferred method for development here.

The residents of this area would prefer that the natural desert landscape be protected through the use of larger lot sizes rather than through the use of clustering all the homes in one area which involves mass grading of that area with homes built on postage stamp sized lots. Large lots is the plan for Saguaro Viejos at LaCholla and Glover. Why is this not the plan for the parcels between Naranja and Lambert?

Can you please advise?

Thank you.
Diane Peters
Citizen Advocates of the Oro Valley General Plan

From: Rick Hines [mailto:rhines1@msn.com]
Sent: Thursday, October 30, 2014 7:51 AM
To: Gustav Paul Oland
Cc: Dean T Gehr; Ron Bliss; jan@pandoratucson.com; jannacarol@msn.com; jazzisfun@gmail.com; Bill Adler; James M. Kai LEED AP (james.kai@kaienterprises.com); Diane Peters (tucson_cowgirl@hotmail.com)
Subject: Re: La Cholla and Lambert Application

Hi Paul, sorry it's taken so long to get back and thanks for returning my and Dean's emails.

A separate meeting isn't necessary. I (we) will be at the Nov 3rd meeting and we can discuss the issues below then. I know you're busy. We are part of the Diane Peters group and support the communities concerns. Note that most on my distribution live on or at Lambert. Obviously, they will prioritize issues somewhat differently. There are issues that are important to them.

As an example, the land designated as MD right on Lambert that you have mentioned below. This is a show stopper for us. It doesn't fit. We all know that once open space is factored in, this will look like a high density development. Doesn't fit.

Another concern, and this is universal, you have areas in the development, most internal to the site, that are flex or wildcat or..... but they are categorized HD and not defined. There needs more definition. This area is where I suggested high end town-homes. And conditions to ensure that is what go there. A CarmelPoint at Canada Hills is what I envisioned. Spacious and well planned. At least we, the community would know what the developer has proposed. As I've mentioned in other emails to the community. Under your current plan, a developer could put in a motor home park now. We don't know.

I know you are planning to resubmit your application shortly. These changes can be made by WLB now, in their plan. I also realize that these issues can be addressed with conditions on the property. Why wait.

However, if this application is approved, I believe it is our obligation to get the best, highest quality development we can. Get top notch commercial, if that is in the plan. And guarantees. I'm hoping that this is what we all want. This is a large area. If the development is something that the community desires to live next to, an area the town can be proud of and something the developers can point to as an example of what they can do to enhance communities and their value, we all win.

Personally, I'm hoping as many of us come together so we can support a development, assuming that WLB supports the required burden stipulated by the GP.

By the way, I had a difficult time with the pics you enclosed.

These are just my thoughts. See you next week. Best regards, Rick

Sent from my iPad

From: rhines1@msn.com
To: bvella@orovalleyaz.gov
CC: stfatha@aol.com; dtgehr@raytheon.com; jazzisfun@gmail.com; jannacarol@msn.com
Subject: La Cholla and Lambert Application
Date: Thu, 23 Oct 2014 20:43:13 +0000

Dear Bayer,

After the last neighborhood meeting, I thought I would pass on my thoughts to the town staff. Although I don't believe the "required" clause of the GPA can be met by WSL (widening a road from 2 to 4 lanes is hardly a reason and certainly does not substantiate a requirement to change and build 600-1000 more homes on top of the 300 plus already planned); however, I'm assuming that this development will precede forward because there is a lot of $$ at stake for the town and developer. Thus the need, not the "required" obligation.

In any case, I'm concerned with the process as are most of my neighbors. I'm referencing neighborhood meetings in particular and the process afterwards. They are near pointless. Many questions and concerns are discussed with no answers and no development change. I'm assuming that the P&Z meeting will proceed per the current WSL proposal. All the questions, the concerns of the community, etc., mentioned at the last meeting remain in place. No change, no answers to the community concerns. I'm sure the Planning Response will mention some of them, maybe recommend some.

Bayer, I know this is not a Planning Department undertaking, yet as a resident of this town, I'm lost in this process. A logical person would think that the neighborhood meetings would or could be used as a mitigation tool. Maybe a means to get the community and developer together via separate smaller meetings. I think that's the intent, I just don't think it happens. Maybe a representative group of locals and the developer to resolve any open issues prior to the P&Z.

Instead, WSL is trying to mitigate the issues by making a big "concession" and leaving all else basically unchanged. That's their shtick. To be frank, since the very start of the first neighborhood meeting forward, Mr Oland knew that apartments did not belong here, knew OV was building a massive amount on Oracle and the local community would not accept them. He knew that. But as a chip to show how compassionate the builder is, he tossed them out. That was always the plan to get the remainder of the application accepted. I believe that. He's now made "concessions". The act he put on the other night on how disappointed he was that the community didn't embrace him was pure theater.

In any case, I don't think that's going to work. I'm sure the P&Z will get an earful on Nov 3. Mostly, from angry homeowners. It didn't have to be that way. It may not be to current protocol, but it would be nice to have some of the local community in support of the application. As it is, I don't think there will be any. Many will stand firm on the lack of WSL to support their "required" obligation.

With that said,

Here are the primary issues I and my immediate neighbors took out of this last neighbor meeting should this development proceed (this is not the Peter's group, but the people in the Chaparral Heights area).

1) The Roads, drainage, environmental and water issues will be resolved. These are engineering issues and can be addressed adequately.

2) However, with over 300 more homes currently planned for the NW and this development adding 2x-3x more residential housing, a plan by the Amphi School district needs to submitted that addresses the increased population. We cannot ruin the great schools we have here by overcrowding and lack of planning. Putting a bond issue on the ballot is not an option. Not one more home should be built anywhere in the NW until this is addressed.
3) No senior living. These are merely more apartment like dwellings. OV has plenty of senior living.
4) Townhomes only if luxuary, spacious single story with no more than 2 adjacent.
5) Consistency with existing homes in the surrounding areas. That means the plots adjacent to Lambert Lane should be revised to Low density, single story to be consistent with the other properties along the south of lambert. This was a question asked during the Neighborhood meeting and I later discussed with Mr Oland and WSL management. They listened and shook their heads. I don't know what that means.
6) The buffer areas and setbacks should be addressed to minimize impact to views. Maybe added grading.
7) A condition that ensures quality commercial development will go in at the La Cholla corners.

If these were addressed, I know I for one would be in support. I truly believe that we could convince others that this is the best development for this area. As mentioned, I agree with many in attendance that WSL cannot come close to supporting their "required" obligation, but it would be nice if several in the community would be in support of the "need" for change. I don't think any will now.

My best to you,
Rick Hines

TO: Bayer Vella, Chad Daines, Paul Oland

FROM: Citizen Advocates of the Oro Valley General Plan

DATE: October 20, 2014

RE: Thoughts on Townhouses ~ Neighborhood Meeting

Please include the attached document in tonight's Neighborhood Meeting.

During a phone conversation I had with Mr. Oland last week, he informed me that they were thinking of revising the proposal from apartments to townhouses and he asked me if the residents in this area would be agreeable to that change. I surveyed the members of our citizens group over the weekend.

Attached are the responses I received from the group.

Additionally, two members stated that they would only agree to townhomes if there were a 75 foot natural desert buffer shielding the view of the townhomes from the other residents in the area. They would also want not more than 2-3 connected townhomes in each section (rather than 6-10 townhomes in a row) and they would want a lot of natural open space in between each section of townhouses.

The thinking in this regard was that if there are 6-10 connected townhomes in a row, this would still have the appearance of an apartment building with a large footprint.

Respectfully,
Diane Peters, Chairperson
Citizen Advocates of the Oro Valley General Plan

Why we oppose Townhouses / Condos

~Citizen Advocates of the Oro Valley General Plan~

(1) Paul Oland stated that, "there is as much demand for townhomes as there is for apartments." However, at a Neighborhood Meeting a few months ago when he was pitching Saguaro Viejos (one-story single family residential at LaCholla and Glover) he stated that there was a demand for single family residential as evidenced by the fact that "Rancho de Plata and Rancho del Cobre are selling out faster than expected."

What we've seen is that when they want to build SFR, we're told that SFR is in demand. When they want to build apartments, we're told that apartments are in demand. Now they want to build townhomes and we're told that townhomes are in demand. We're now skeptical of the reasoning behind the sales pitch.

(2) Per the current U.S. Census, 55 years of age and older is the fastest growing segment in Oro Valley. Most people in this age group prefer one-story homes. As such, how can 2-story homes meet market demand?

(3) Multi-connected townhomes are still considered high-density. We have previously stated that we do not want any high-density housing sandwiched between medium density and rural low density.

(4) During the peak of the last housing demand, apartment complexes were upgraded and marketed as condos. When the housing market weakened, they were again marketed as rental units. Boulder Canyon is an example of an Oro Valley complex that went through this cycle. What guarantee do we have that these townhomes won't become rental units during the next housing downturn?

(5) The building of a high-density development will strengthen their position that more commercial development will be needed/wanted later because those residents will want shopping within walking distance to their homes. We do not want any development along LaCholla that will necessitate more commercial later. We wish to keep the low to medium density character of our neighborhood.

(6) Mr. Oland often refers to LaCanada as the model for what LaCholla will look like once the road is widened by the RTA. Using **LaCanada** as a model, the apartments on LaCanada are surrounded by medium density and commercial. Conversely, the land nearby the proposed apartments or townhomes on **LaCholla** includes low density residential and rural low density residential. Therefore, LaCanada and LaCholla are not the same.

Again, using LaCanada as the model, Carmel Point has duplex type condos, they're one-story, gated, upscale, and have space between the units. Why are they not considering this type of development if LaCanada is the model?

Why We Oppose Apartments

~ Citizen Advocates of the Oro Valley General Plan ~

At the October 7th P&Z Hearing, the applicant (Paul Oland) of the WLB Group stated: "There's a stigma that surrounds apartments that I've never understood." He asked, "What do apartments do to Oro Valley that is objectionable?" Below is our response.

Allegiance to current residents: We moved here to be surrounded by the peaceful desert landscape and to enjoy the wildlife, quiet nights, and dark skies. If we wanted to be surrounded by apartment **buildings and parking lots, that's what we would have purchased. The land all around us was zoned for rural low density 3.3 acre lots, meaning that even after it was developed, we would still have our residential neighborhood with large lots and unobstructed desert views. Our lifestyle and everything we cherish about this area would not change. It's a stress reliever just to drive through the desert and mountain scenery on LaCholla, Naranja or Lambert after a long day of work.**

We believe that the land owner, the developer, and the town all owe us some allegiance to what we have and what we bought. We don't believe that the desires of one landowner should supersede the desires of dozens of homeowners whose properties surround the property in question. This is OUR home and OUR neighborhood after all. We live here. They don't.

Vested Interest in the Property: **Renters do not have a vested interest in the property. In general, they do not take as good care of it as someone who owns their home. Because of high turn-over, apartments are in need of constant maintenance and become unsightly more rapidly. Owners of apartment buildings are notorious for ignoring the required upkeep not only of the interior of the**

building, but also the exterior. As the apartment buildings deteriorate, so does the neighborhood and our property values.

Vested Interest in the Town: Renters also do not have a vested interest in the town. As such, they don't bother to get involved in town politics and development issues. It's easier for new developments to get approval when few people are paying attention and speaking up. We need to attract people who will be here for the long-term, who will care about the town and cherish their surroundings as we do.

Crime: Crime statistics are generated based on the population of an area. More people means more crime (and more police needed). Apartment dwellers are transient in nature and therefore less likely to get involved in neighborhood watch programs or other crime prevention efforts.

Demographics: The applicant said that we didn't need to worry about crime because these apartments would be taken by temporary white collar workers from Ventana Medical who don't wish to purchase a home since they'll be employed here only temporarily. Aren't there about 700 apartments being built along Oracle Road now? We haven't been told the exact number of Ventana transitional/contract personnel requiring apartments nor what their specifications are for high-end apartments.

The applicant has offered no proof of the Ventana Medical claim. No letters of interest from VM were provided in the applicant's proposal. A Public Records Request with the Town revealed that no letters requesting apartments were submitted by VM. With nothing in writing from Ventana Medical, what GUARANTEE do we have that all of these apartments will be taken by their white collar professional employees?

Additionally, the nature of tenants runs a wider range of age, occupation and education, which is inconsistent with surrounding neighborhoods.

Wrong Location: Ventana Medical is on the other side of town. If these apartments are for them, shouldn't they be closer to their workplace? A bike path can be included so they can walk or bicycle to work. There are already restaurants, shopping, a movie theater, and a playhouse in that area for them as well. Everything they need or want would be close by.

Saturation: There is an abundance of new apartments on Oracle Road that are in a very convenient location for all of the short-term Ventana Medical employees and others who choose to rent instead of own (eg. San Dorado at First and Oracle, Steam Pump Village at Steam Pump Way and Oracle, and El Corredor at Linda Vista and Oracle.)

Views / Character of Neighborhood: Most apartment buildings are two-story and would impede our mountain and desert views. Since the view is factored into the price of every home, the residents in this area paid a premium for those views. Apartments add visual density which is out of character with our single-family residential neighborhood.

Transitioning: Although the General Plan talks about transitioning from Low Density uses to Higher Density uses, we do not believe the property has the SPACE to make this an effective transition. Whether we have a 50 foot or 150 foot natural open space buffer, we will still be living next to high density housing.

High Density: Apartments are high density housing. Sandwiching high density residential in between upscale medium density residential and rural and low density residential is not sound planning.

Schools: School boundaries shift based on enrollment numbers. Apartments would increase school enrollment by a factor much greater than that of single family homes. Taxpayers will have to foot the bill for new schools.

Some people bought homes in our area specifically so their children could attend Wilson K-8. Their children could now be forced to enroll in a different Amphi school if Wilson enrollment is maxed out due to the number of new students from the apartments.

Higher Temps, Air Pollution, Noise, Light Pollution: There would be a large paved area for parking. Whenever the natural desert landscape is replaced with more buildings and asphalt, the hotter the temperatures become. More vehicles means more air pollution and more traffic at all hours. There would be light pollution from the outdoor lights, parking lot lights, and from all the windows. There will be more roadside trash. There will be more noise in general, especially if the apartment complex includes a swimming pool/Jacuzzi.

Traffic: Multi-unit apartments will increase traffic many more times than traffic from single family homes. We're told by the town that traffic won't be a problem once LaCholla is widened but the applicant stated that they plan to begin development BEFORE the widening of LaCholla is complete. This is a single-family residential neighborhood. Whether we have 20,000 cars per day traveling down a 2-lane road or 20,000 cars per day traveling down a 4-lane road, we would still have 20,000 cars per day driving through our neighborhood.

Engineers believe that all that matters is that with more lanes, the traffic moves along at a better pace with less backups and congestion, but that's not the only issue. We'd still be dealing with more traffic NOISE, more AIR-POLLUTION, hotter temperatures, more road hazards for wildlife and a more dangerous situation for all the school children who have to cross LaCholla twice per day.

Traffic figures from 2013 comparing LaCanada to LaCholla reveal that:

Between Lambert and Naranja there are approx. three times the amount of vehicles on LaCanada vs. LaCholla (21,100 vs. 7,366)

Between Naranja and Tangerine, there are approx. 1.5 times the amount of vehicles on LaCanada vs. LaCholla (13,194 vs. 8,723).

After LaCholla is widened, assuming approx. half the motorists switch from LaCanada to LaCholla *(heading to Foothills Mall, LaCholla Corporate Center, medical facilities at LaCholla and Orange Grove, and all points west of LaCholla)* we could have an additional 10,000 cars per day in this area of LaCholla on top of the 7,000-9,000 that we have already. Apartments and commercial development will only add to those figures.

Considering that General Plan Policy 1.4.7 states that "the town shall ensure that increased densities approved for high density residential projects are based on reducing the negative impacts on adjacent lower density residential projects…"

It bears noting that apartments that would have an exit onto Lambert will increase traffic on rural low density Shannon Road because with the traffic backups on LaCholla every day during the morning rush hour, it will be easier for students to make three right hand turns to get to IRHS (right turns on Lambert, Shannon, and Naranja) than to make three left hand turns (left turns on Lambert, LaCholla, and Naranja). The same would be true for apartments with an exit on the west side of LaCholla.

I'd like to summarize what I feel can gain community acceptance.

In the commercial section restaurants, no take out or drive through, for early morning coffee, light breakfast, and a restaurant that is fine dinning and some light entertainment. Bank with ATM, dry cleaner, interior decorator, household accessories, bike sales & repair, Electronics,-computer repairs. Can include medical offices, professional offices include attorney, real estate., printing stationary, business cards, invitations.

The residential areas, limit to one acre lots closest to the boundaries of the large lot home owners, no two stories near the western boundary, If there is a need for smaller lots interior to the property, create a community of town homes or Loft homes with a unique live - work at home floor plan.

LaCholla is designated in the General Plan as a Scenic Corridor, and should be treated similarly with greater setbacks from the road and with heavier landscaping.

I believe that if the development supports this arrangement or something close to it the Community acceptance will come along with it.

Considerable work must be put into the buffer between the west and balanced with the west of the property to provide distance, and an earthen berm of nearly 8' high with a three foot stone wall on top with colorful plants and trees might obscure visual impacts a s well as audible and block visual impacts, This is to separate one life style on larger lots from the life style in the newer section on smaller lots. I think the combination of large lots adjacent to the western border with larger single story homes on smaller lots will give each their own opportunity to create a suitable life style privately with in each neighborhood.

Buffering on the property lines must feature a 8' earthen berm with a three foot stone wall on top, and desert plantings throughout. To create an attractive screen that is easy to look at but also obscures the glare from headlights, noise from vendor making deliveries, and kids playing in the streets. Its large enough to screen visual buildings that may be a design very different from the homeowners next door These are special area policies that I can see being applied to the development ,, and being accepted by the neighborhood,

If the developer feels that there is a good prospect for assisted living - not independent- that cold be considered more of the center of the property, Assisted living is where the greater need is. Splendido is jammed in their department and LaPosada plans four levels of assisted living to handle the market as I they see it. Assisted Living is a more care intensive service, but the margin is far larger.

Bill

Hi Bayer,

Attached below is a summary of the ideas and thoughts exchanged by the local community surrounding the LaCholla Commons area (the prior emails regarding the discussion are attached for reference only). This was sent to me by Karen Stratman today. Karen is heavily involved with the local neighbors in our area but did not attend the meeting with WLB. However, I think it is a good place for me to start in addressing the issues discussed with WLB last Monday afternoon since all of these issues were discussed in detail with WLB. I have commented on Karen's input in **blue reflecting what I believe came out of the Monday meeting**. I'm sure Diane Peter's has more which I'm sure she will submit ASAP. Hopefully, through WLB's revised application, your recommendations and added conditions placed on this development, the

Please note that there are a substantial number of residents who still believe that there is no justification/proof that the GP should be changed. **However, I realize that the GP change issue is very subjective to the reviewer. Some chose not to attend Tuesday because discussing application change and conditions are not required. In any case, should this proceed through our Planning Department, P&Z and council, these are issues and concerns that the community shares and hopefully get mitigated with hope that you will incorporate into the Planning response and recommendations. I believe that much of the local community is hoping that what was discussed Tuesday becomes part of WLB revised application and conditions placed on the property.**

I believe that Paul Oland has been down to see you and some of us would also like to stop by and meet with you and staff to discuss the results of our meeting. If you need to discuss further, there are several of us who would be available.

Best Regards,
Rick Hines
520-869-5878

LaCholla Commons
General Plan Criteria
Karen Stratman

The subject property is located in an area that has seen moderate growth and development over the last few years following the General Plan Guidelines without exception.

These are the existing conditions for the Western boundary to Oro Valley. Not only is this the Western boundary for Oro Valley but it is the Amphi School Boundary for Ironwood High School and the town limits.

- La Cholla is the “Gateway” to 3 Schools. This unique stretch of Roadway is the carrier for nearly 4000 of the most precious of commodities, the Children of Oro Valley.

This was discussed in detail with both Paul Oland and James Kai. They fully understand that the current infrastructure will not accommodate more enrollment without substantial harm to the quality of these schools. Currently, Amphi has no plan to build and even if they did, it would take years, land and roadways. Our schools are one of the jewels of Oro Valley. I don't think we can sacrifice that just to build more homes. WLB mentioned that they are in discussions with Amphi and will advise.

- Nearly 4000 Children are brought to LaCholla to enter either Wilson K-8 on Glover or Ironwood Ridge High School on Naranja. **Also discussed and understood in our meeting. Lambert has not been discussed much, but high schoolers use this road to avoid traffic on Naranja everyday by going this "back way". It is congested at the start and end of each day. The back-up on some mornings is sometimes 30-40 cars deep. Furthermore, this development will add substantial traffic as a outlet for the internal development. As far as anyone knows, there is no plan to widen Lambert. WLB acknowledged these issues and would address. Maybe in LDR housing, no senior care.....to minimize traffic on this road.**
- Additional children attend school at Casas Adobes Church, also entered off La Cholla with an additional entrance on Lambert Lane. **See above.**
- Commercial Zoned Land of 27 acres at Tangerine Road and LaCholla on the NE corner for 2 drive thru restaurants, Senior Living, Drive Thru pharmacy, and additional Commercial uses. **This could be the single most troubling issue for the community as a whole. Many are opposed to any commercial development as it is currently out of character for the immediate area. There is neighborhood commercial retail within a mile in most directions and Tangerine and La Cholla will also be developed in the future. If developed, there are deep concerns about what will be built on Lambert and La Cholla and Naranja and La Cholla. It doesn't seem appropriate on a High School main outlet (Naranja) to allow certain kinds of retail. WLB mentioned they would look at this and address our concerns. Diane Peter's conditions address some of the conditions that might be appropriate.**
- Commercial Zoned Land of approximately 8 acres on the NE corner of La Cholla and Lambert.
- Commercial Designated Land of approximately 11 acres on the NE corner of La Cholla and Lambert.
- Commercial Designated Land on the SE corner of LaCholla and Tangerine
- Commercial Designated Land on the SW corner of LaCholla and Tangerine
- The remaining area is dedicated to Single Family Detached Residential Homes on 3.3 acre lots. Rural Low Density Single Family Detached Residential.
- Homes on the North side of Naranja are ? Single Family Detached residential development zoned. ???

The Oro Valley Zoning Code states that "the disposition of the General Plan amendment proposed shall be based on consistence with the vision, goals and policies of the General Plan, with special emphasis on the following criteria. The applicant for the amendment has the burden of presenting facts and other materials to address these criteria."

1. **The propose change is necessary because conditions in the community have changed to the extent that the plan requires amendment or modification. This was discussed at lengths with WLB.**

   There is no documentation or information provided that supports the proposed increased in market demand beyond that which is supported by the current General Plan. In fact the current General Plan will accommodate the Pima Association of Government (PAG) historical trends in housing and land use anticipated to the year 2040
   (See Criteria 3. TAZ 621 508 homes) of the WLB amendment.

Regardless of how market demand may be calculated, community acceptance requires specifics of protection of life style, privacy(2.1.4).
This is a condition to approval now; not later. Details of Land Uses along with details such as buffer widths and type of screening, for example need to be detailed now.

<u>CONDITIONS OF APPROVAL.</u>
No retirement facility or apartments. **We believe that WLB understands that this is currently a poor fit for this area and the town has ample facilities now. WLB will address in their application.**
One acre or larger residential lots (LDR-1) over any residential area. **This was heavily discussed with WLB and they understand that there are several issues associated with building more densely packed homes**
1) population increase in the area and schools.
2) the surrounding areas (west border and along Lambert) would be inconsistent with surrounding residential. West border are all homes on large lots an S/Lambert is all larger homes on larger lots, one story only. Anything put along these borders should be consistent with what is there. WLB understood this and I believe WLB was receptive to a LD designation with consistent setback along the these borders (200'-same as currently fixed to the west border).
3) Even with the LDR designation (MDR 6000-8000), WLB reminded all attendees that, due to "clustering" and the open space requirement, lot sizes in the LDR areas would be around 10,000 Sq. Ft. The attendees were very surprised. The conditions discussed by the community was to have all housing be single story and have a minimum 15000 Sq Ft net lot. WLB's counter argument was that the Canada Hills are MDR and therefore, this development should be the same.
WLB was reminded that all other perimeter sides are very Low Density (every lot was larger than 1000 Sq Ft). That should remain throughout (remains "consistent" with the area).

No retail uses other than breakfast/luncheon restaurant. (no drive-thru, fast food or takeout). Exercise facility, bank, medical services. Professional offices limited to real estate, legal, accounting, insurance, home accessories. **Again, commercial which was heavily discussed and a primary community concern.**
New residential uses to be adjacent to existing residential uses. No two story construction adjacent to La Cholla, Lambert or buffer area. Height limit of 24' on all development.
The recommendation by the community, to protect views, was to build one story surrounding the property whenever adjacent to the four main roads. WLB certainly accepted the limitation on the West side and Lambert but paused on La Cholla and Naranja. They said they would think about it. It was discussed that if any 2 story built, limit it to the internal part of the property next to Casas Adobes.

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.

Policy 1.2.1 The Town shall encourage the location of residential neighborhoods close to activity centers compatible with residential uses, and visa versa.

Policy 1.3.6 The Town shall encourage new developments to incorporate accommodations for non-motorized travel in their design.

Policy 1.4.2
The Town shall continue to ensue that zoning near natural open space, parks, washes, trails, trailheads, schools, recreation areas, Tortollita Mountain Park, Catalina State Parks and Pusch Ridge Wilderness provides adequate buffers and compatible uses.

These ideas were all discussed with WLB. All agreed that this should be the responsibility of the community, town.....and developer.

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

AMPHITHEATER
Public Schools

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

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November 6, 2014

James M. Kai, LEED-AP
VP Operations/Finance
Kai Enterprises/JMK Family Properties/Kai Motels Inc.
P.O. Box 2305
Cortaro, AZ 85652 -2305

RE: Planning and Zoning Application Process for OV1114-002; School Enrollment Capacity

Dear Mr. Kai:

I would like to again thank you, and Messrs. Wexler and Oland, for meeting with Jim Burns and I last week to discuss your planned project. I appreciated, very much, the opportunity to get some additional clarification on your plans.

I also appreciate and commend you and your company for your commitment to the community and your sincere support of our public schools. Our discussions included a commitment from the Kai companies to enter into a donation agreement that would greatly ameliorate the enrollment impact we might expect from your residential project. With current enrollment capacity at each affected school, the support provided by your firm through the donation agreement we still must finalize, and the existing commitments of other developers of a similar nature, we do anticipate that we will be able to serve the enrollment we would expect from your project.

Thank you again for your interest and concern for our schools. I look forward to concluding our agreement very soon.

Sincerely,

Todd A. Jaeger, J.D.
Associate to the Superintendent & General Counsel