



## TOWN OF PRESCOTT VALLEY STAFF REPORT

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**DATE:** February 8, 2024

**TO:** Mayor & Town Council

**THROUGH:** Gilbert Davidson, Town Manager

**FROM:** Donna Kennedy, Development Services Director

**DEPARTMENT:** Development Services

**AGENDA TYPE:** New Business (for Review, Comment, And/or Possible Action)

**SUBJECT:** FDP23-015 Southwests Homes - Consideration & Possible Action  
(Authorize Signature) [Ernest Rubi, Development Services Deputy Director]

**STRATEGIC PLAN FOCUS AREA:** Prosperous Community means creating an environment where our residents can thrive for a lifetime via job opportunities, a variety of housing options, and a safe and healthy lifestyle with a diversified and growing economy.

### SUMMARY/BACKGROUND:

This is a request by Jon Rocha with Southwest Homes LLC, for a Final Development Plan (FDP23-015) for a new Factory-Built Model Home Center near the southeast corner of the intersection of Enterprise Parkway and Valley Road in Prescott Valley. The site consists of two parcels (APNs 402-14-230C and 402-14-230D) and is currently zoned M1 PAD (Industrial; General Limited-Planned Area Development). It sits on approximately 4.29 acres of vacant land.

The proposed development is located on the south side of Valley Road approximately 750 ft east of Enterprise Parkway. It consists of a 2,280 sf sales office and up to 13 model homes. Two site access points to the property are proposed along the south side of Valley Road. The two driveways are recommended to align with the two existing driveways of the Canyon Distributing site located across the street to the north.

The sales office would be a factory-built (non-permanent) building connected to Town water and sewer, APS power, and telecommunications facilities. It would have a “commercial” look intended to mix well in an Industrial/Office area. All the model homes would be installed on non-permanent foundations and adhere to Arizona

Department of Housing and HUD rules and regulations. Some of the homes would be connected to power only. They would vary in size and style as they were sold off the lot and replaced. The outer boundary of the display area would be a 30' access road new models as needed (with a storage yard on the southeast of the site). A 10' walkway would be constructed for visitors to see the model home displays.

A Traffic Analysis has been performed that estimates the proposed site will generate 96 daily trips (9 trips in the AM peak hour and 14 trips in the PM peak hour). Twenty-two standard parking spaces would be provided (2 ADA accessible). This would accommodate both employees and visitors. Based on the anticipated peak hour trip generation, the proposed number of parking stalls meets Town Code requirements. The site is anticipated to be accessed by oversize vehicles transporting model homes so at least one of the driveways will provide necessary turn radii. The Central Arizona Fire and Medical Authority (CAFMA) has reviewed and approved the site plan with a condition that an all-weather access roadway for use of heavy firefighting apparatus (90,000 pounds) be provided at the start of construction.

The landscape design will include a low water use plant palette with a variety of tree types, shrubs and ground cover. The landscape character of the proposed development will include a wide variety of plants that will provide year-round color, shade, and texture for the site. Landscaping and lighting will be installed pursuant to the requirements of Town Code Articles 13-26 and 13-26a, respectively. The project will also require a sign permit for building and site signage.

A Preliminary Development Plan (PDP23-004) was reviewed by the Planning & Zoning Commission at its meeting on December 11, 2023, and approved by unanimous vote.

This Final Development Plan (FDP23-015) has been reviewed by Town staff and meets Town standards. It is consistent with existing uses in the area and is congruent with the provisions of the M1 PAD Zoning District and its Business Park designation in the General Plan 2035.

The Town Council may vote to authorize the Mayor to sign Resolution No. 2024-2360 to approve Final Development Plan (FDP23-015), direct staff to make modifications to FDP23-015 prior to approval or decline to authorize signature and approval.

[Note: In accordance with ARS §12-1134(I), the applicant has been asked to sign the standard Proposition 207 waiver agreement.]

**RECOMMENDED MOTION:**

Motion to authorize the Mayor to sign Resolution No. 2024-2360 approving Final Development Plan FDP23-015 for Southwest Homes, **OR** Motion not to adopt Resolution No. 2024-2360. **VOTE.**

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**STAFF RECOMMENDATION:**

Staff recommends authorizing signature of Resolution No. 2024-2360 approving Final Development Plan FDP23-015 for Southwest Homes.

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**FISCAL ANALYSIS:**

The Town would receive transaction privilege tax revenues from construction of the new facility and sales tax revenues from new home sales.

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**Council Action at the Meeting:**

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**ATTACHMENTS:** Yes