



TIFFANY
& BOSCO
P.A.

SWC OF SR 89A & N. COUNTY FAIR TRAIL

REZONE PROJECT NARRATIVE

Date: February 13, 2025

Request

Rezone Request from RCU-70 to IG (formerly M1)

Case Numbers:

PDP24-021/IPR24-021

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- Exhibit C – 2035 General Plan Land Use Map (PAD 4-1)
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I. PROJECT PROFILE

Project Name:	SWC of 89A & N. County Fair Trail
Property Owner:	Fain Land & Cattle Co.
Developer:	VTRE Development, LLC
Assessor Parcel Numbers:	401-01-009N
Project Location:	Southwest Corner of Highway 89A and N. County Fair Trail, Prescott Valley, Arizona
Project Area	100± Acres (gross)
Current Zoning	RCU-70 (Town of Prescott Valley)
General Plan	PAD 4-1

Introduction

This proposed application request is to rezone 100± acres (gross), generally located at the southwest corner of State Route (SR) 89A and N County Fair Trail Road within the Town of Prescott Valley ("**Town**"). The property is identified by the Yavapai County Assessor as parcel number 401-01-009N (the "**Property**"), and is currently undeveloped, vacant land. The Property is highlighted on the attached **Exhibit A - Regional Aerial Map**. The Town's 2035 General Plan currently designates the entire Property for PAD 4-1 (mixed use area), and it is currently zoned RCU-70 (Residential; Single-Family; Rural).

We represent VTRE Development, LLC ("**Developer**"), who proposes to activate a portion of the Property as a delivery facility. The rise of e-commerce offers unparalleled customer convenience, significantly driving its growing popularity among consumers. With the establishment of strategically located delivery centers, e-commerce companies can ensure faster delivery times and improved service for Town residents, making online shopping even more appealing. This addition of delivery logistics not only enhances the customer experience but also supports the increasing demand for quick and reliable fulfillment.

Property Description

Current Site Description, General Plan Designation, and Zoning

Developer is requesting to rezone the Property to IG (Industrial; General Limited) zoning. The Property is bounded on the north and west by SR 89A, which continues southwest toward the City of Prescott. SR 89A also merges with Fain Road, which proceeds southeast to connect with SR 69. The property across SR 89A to the north and the property to the west is undeveloped, vacant land. The abutting parcels to the east are a mixture of uses, consisting of fairgrounds, RV parks, an industrial bottling plant and a sports complex. To the south of the Property is the Yavapai County Sheriff's office and training facility. The primary ingress/egress to the Property is from N County Fair Trail, which is accessible from SR 89A.

As illustrated in **EXHIBIT B – Context Aerial Map**, the Property consists of a single 100± acres (gross) parcel. Developer desires to initially develop on a portion of the Property a single story 86,800± SF building, with loading docks, van and the required amount of automobile parking spaces. The Property is currently identified in the Town's General Plan with a land use designation of PAD 4-1 as a mixed use area that includes support services for the Fairground/ Racetrack, rural related businesses/services, and diverse housing opportunities for area workers. **(See attached EXHIBIT C – General Plan Land Use Map: PAD 4-1).**

Vicinity Information

The Property is predominantly surrounded by undeveloped land to the north and west, and industrial park/mixed uses to the east. The adjacent property to the south is civic/industrial uses including an Emergency Vehicle Operations Course. The Property is located to the south and east of SR 89A, making it easily accessible for the proposed use as a delivery

center. This strategic positioning enhances logistics and connectivity, supporting efficient operations and transportation.

The following is the surrounding land use context:

North: APN 401-01-113N

- Jurisdiction – Town
- This property is zoned RCU (Residential; Single-Family; Rural)
- Undeveloped Land

East: APN 800-20-059D

- Jurisdiction – Yavapai County
- This property is zoned RCU-2A (Residential; Single-Family; Rural)
- Undeveloped Land

South: 401-01-009L

- Jurisdiction – Town
- This property is zoned RCU (Residential; Single-Family; Rural)
- Yavapai County Sheriff's Office & Training Facility

West: APN's: 401-01-135E, 401-01-135D, 401-01-135B, 401-01-125F, 401-01-127B, 401-01-099Y, and 401-01-127C.

- APN's: 401-01-135E, 401-01-135D, 401-01-135B, 401-01-125F, 401-01-127B, 401-01-099Y, and 401-01-127C
 - Jurisdiction – Town
 - These properties are zoned PL (Public Lands)
 - Improved with RV Park, Fairgrounds and a Race Track
- APN: 401-01-099Y
 - Jurisdiction: Town
 - This property is zoned C-3 (Commercial; Minor Industrial)
 - Pepsi Bottling Plant

Topography

The Property is flat and undeveloped, with no significant topographical or natural features that would complicate development. As vacant land, it offers flexibility for construction tailored to the needs of the proposed delivery center. A comprehensive grading and drainage analysis will be conducted to address storm water management effectively. These reports will be submitted to the Town for review, ensuring compliance with local regulations and environmental standards. Overall, the lack of significant features simplifies

the development process while thorough planning helps integrate the project into the surrounding area.

Current Circulation

The Property is located at the southwest corner of SR 89A and N County Fair Trail. SR 89A is an 83.85-mile (134.94 km) state highway that runs from Prescott north to Flagstaff in Arizona. SR 89A begins at SR 89 in Yavapai County and travels northward through Prescott Valley, entering the historic town of Jerome. It continues on to Flagstaff, where it intersects with Interstate 17 ("I-17") and Interstate 40 ("I-40"). The highway concludes at I-40 Business in Flagstaff. I-17 and I-40 provide vital connectivity in Arizona by linking major cities and facilitating the efficient movement of goods and people across the state, while also connecting to surrounding states.

IV. DESCRIPTION OF THE REQUEST

The proposed rezoning seeks to transform the currently vacant land by permitting the construction of an approximate 86,800 square foot building designated for use as a delivery center. The delivery center project will be the first phase of development of the Property. Development of the remainder of the Property over time will be driven by market demand. The Property is located in the Tier 1 Growth Area which promotes direct growth within the town boundaries. **(See attached EXHIBIT D – Growth & Development Tier 1 Map)** This development will not only utilize the underused property but also create job opportunities and stimulate local economic growth. By establishing a delivery center, the project aims to enhance logistics and improve supply chain efficiency in the region, benefiting local businesses and consumers alike. Additionally, the increased activity on the site could lead to further investments in infrastructure and services, contributing to the overall vitality of the community. The project is expected to align with regional development goals and promote sustainable growth while ensuring that necessary measures are in place to minimize any environmental impact.

The property is currently zoned RCU-2A (Residential; Single-Family; Rural), **(See attached EXHIBIT E – Existing Zoning Map)** which restricts its use to residential purposes. The proposed zone change to IG (Industrial; General Limited), which was previously M1 (Industrial; General Limited), will facilitate the establishment of a delivery center on a portion of the site as well as complementary uses in future phases of development on the Property. This change in zoning is crucial for maximizing the land's development potential, as it aligns with the growing demand for logistics and distribution services in the area. Moreover, this proposed use will match the surrounding established industrial and commercial uses, creating a cohesive development pattern that supports economic growth. By transitioning to an industrial designation, the property can support economic development, create job opportunities, and enhance the efficiency of supply chain operations while still adhering to appropriate regulatory standards for industrial use.

This delivery facility will facilitate the last-mile delivery of packages to residents of the Town. Packages will be transported to this facility from larger warehouses by truck in the early morning. Packages are then sorted by route and loaded onto last-mile delivery vehicles to be delivered to customers. Packages will not be stored at the facility overnight. The site will contain a truck court and loading dock where inbound vehicles will unload packages to the delivery facility, a loading zone where outbound delivery vehicles will be loaded with packages to be delivered to customers, and delivery vehicle and employee parking.

Site Plan

A preliminary site plan is included with this Zone Map Change submittal. Developer acknowledges that a formal site plan process will need to be undertaken to address Town codes and policies and be submitted under separate preliminary plan of development application to be processed concurrently with consideration of (but subject to approval of) this Zone Map Change Submittal. The site plan for the proposed delivery center includes three strategically positioned ingress and egress points, ensuring full circulation around the site. This design promotes smooth traffic flow for incoming and outgoing vehicles, preventing congestion and queuing on public roadways. By accommodating delivery trucks and employee vehicles separately, the layout enhances operational efficiency and safety. Ultimately, these access points contribute to effective traffic management and minimize any potential impact on the surrounding community, reflecting a commitment to a functional logistics operation. **(See attached EXHIBIT F - Preliminary Site Plan).**

V. CONCLUSION CONFORMANCE WITH THE TOWN OF PRESCOTT VALLEY GENERAL PLAN

The proposed rezone and development will further the goals and policies of the Town's 2035 General Plan.

GOAL: GA-A1 Encourage infill development and revitalization in Tier I.

POLICIES:

GA-A1.1 Prepare and support redevelopment, revitalization, and specific plans for existing residential neighborhoods, redevelopment districts, and commercial corridors.

GA-A1.2 Establish an Infill District Incentive to encourage redevelopment and infill in existing neighborhoods and commercial areas.

GA-A1.3 Target public investments and infrastructure improvements within existing developed areas.

GA-A1.4 Develop standards that ensure new development fits within existing neighborhoods in terms of scale, design, etc.

RESPONSE: The establishment of the delivery center will revitalize the area by creating local job opportunities, boosting the economy, and attracting new businesses. It is expected to prompt infrastructure improvements to local streets, enhancing accessibility and traffic

flow, which will benefit all users. Additionally, increased property values and support for local businesses will further contribute to the area's desirability, ultimately improving the overall quality of life for residents.

GOAL: GA-A2 Focus new development into appropriate growth and development tiers, as defined in Section 3.3.2.

POLICIES: GA-A2.1 Provide assistance to new developments where the following conditions exist: prior administrative approval, the site is contiguous to existing development, it will be served by existing or planned utilities and roads, and it will be adequately served by existing or planned schools, parks, trails, and services.

GA-A2.2 Allow development when adequate physical infrastructure (e.g., transportation, water, sewer, utilities, etc.) and social services (e.g., education, public safety, etc.) are available to serve that development or will be provided as part of the development plan.

GA-A2.3 To ensure an orderly extension of essential services, facilities, and preservation of a free-flowing circulation system, the Town shall continue to require the provision of essential services and facilities at the developer's expense where these systems do not exist or are not already part of the Town's financed capital improvement program.

GA-A2.4 Encourage the efficient use of infrastructure by focusing well-designed new housing on vacant, infill, or underutilized land.

RESPONSE: The delivery center aligns with the Town's strategy to direct growth within Town boundaries, promoting logical development adjacent to existing infrastructure and utilities. By focusing on infill development and reinvestment in Tier I areas, the project supports the Growth Areas Element's goal of maximizing opportunities in established regions rather than expanding into remote lands. This approach encourages the efficient use of infrastructure by prioritizing well-designed development on vacant, infill, or underutilized land, making optimal use of existing utilities. Overall, this strategy not only meets the 2035 growth projections but also fosters sustainable development and enhances the overall community.

GOAL: LU-A1 Encourage and promote public and private reinvestment in the Town's older residential and commercial neighborhoods to help stimulate new growth and development.

POLICIES LU-A1.2 Identify which neighborhoods, mixed use, and commercial corridors in the Town are transitioning from one use to another and may require future revitalization efforts.

LU-A1.4 Provide incentives where possible to encourage parcel assemblage to provide opportunities for new project development.

RESPONSE: A delivery center near SR 89A will significantly encourage public and private reinvestment in the Town's older residential and commercial neighborhoods, stimulating

new growth and development. Its strategic location enhances accessibility and visibility, making surrounding areas more attractive for investment and redevelopment. Overall, the delivery center will stimulate growth, attract investment, and promote a vibrant and sustainable community.

GOAL: LU-A3 Ensure that new development is compatible with surrounding land uses, the circulation network, the availability of public facilities, and existing development constraints.

RESPONSE: Rezoning the Property to an industrial classification ensures compatibility with existing surrounding land uses and will support planning goals by aligning with local zoning regulations and selecting locations that complement existing areas. Development of the Property for industrial uses will enhance the circulation network through well-defined traffic patterns and multiple access points, while also leveraging available public facilities like water and sewer services. The existing surrounding industrial and commercial uses make this contemplated delivery center highly compatible with the area. By integrating into a landscape already characterized by similar operations, the rezoning aligns with established land use patterns, ensuring that it complements rather than disrupts the local environment. This compatibility enhances logistical efficiency, as the planned delivery center can easily connect with existing transportation networks and supply chains.

GOAL: LU-A5 Provide for a variety of industrial and/or job-based uses (i.e., light industrial, technology centers, performance manufacturing) to ensure additional employment opportunities are available in the Town.

POLICY: LU-A5.1 Encourage development that maintains and/or expands employment opportunities for residents consistent with the overall land use and economic development policies of the Town.

RESPONSE: Rezoning the Property to an industrial zoning can significantly enhance employment opportunities in the Town by providing a range of industrial and job-based uses, such as light industrial operations, office, technology centers, and performance manufacturing. This diversity creates jobs for residents with varying skill sets and promotes local workforce development through partnerships with educational institutions. The project can also attract complementary businesses, fostering collaboration and economic activity while aligning with the Town's land use and economic development policies. By expanding employment opportunities, the distribution center contributes to long-term economic stability and sustainable growth, ultimately supporting a vibrant community.

GOAL: ED-A1: Maintain an atmosphere conducive to the economic growth and development of Prescott Valley.

RESPONSE: The proposed delivery center will foster economic growth in the Town by creating job opportunities, attracting investment, and enhancing local infrastructure. Its presence can strengthen supply chains and promote mixed-use development, creating a vibrant community that balances residential, commercial, and industrial elements.

Additionally, the project will encourage innovation and collaboration across sectors, driving advancements in efficiency and productivity. By aligning with the Town's economic development goals, the delivery center will contribute to a supportive atmosphere for sustainable growth and development in the area.

VI. CONCLUSION

In conclusion, the proposed rezoning of the Property and development of a delivery center as the initial phase of development on a portion of the Property represents a strategic opportunity to leverage the site's potential while addressing the growing demand for logistics services in the region. By converting the Property from residential to industrial use, the project aligns with surrounding established commercial activities, cultivating a cohesive economic environment. The delivery facility will streamline last-mile delivery operations, enhancing efficiency for local businesses and improving service for consumers. The proposed development will provide ample space for development of the first Phase of the Property as a delivery center, with a 86,800 square foot facility designed to facilitate efficient logistics and distribution processes. Its strategic location near major transportation routes enhances accessibility for shipments, supporting timely deliveries and optimizing supply chain efficiency. With thoughtful planning and adherence to regulatory standards, this initiative not only promises to invigorate the local economy and create jobs but also ensures a sustainable approach to development that benefits the entire community. The proposed project stands to make a significant positive impact, positioning the area for future growth and development.

EXHIBIT A
Regional Aerial Map

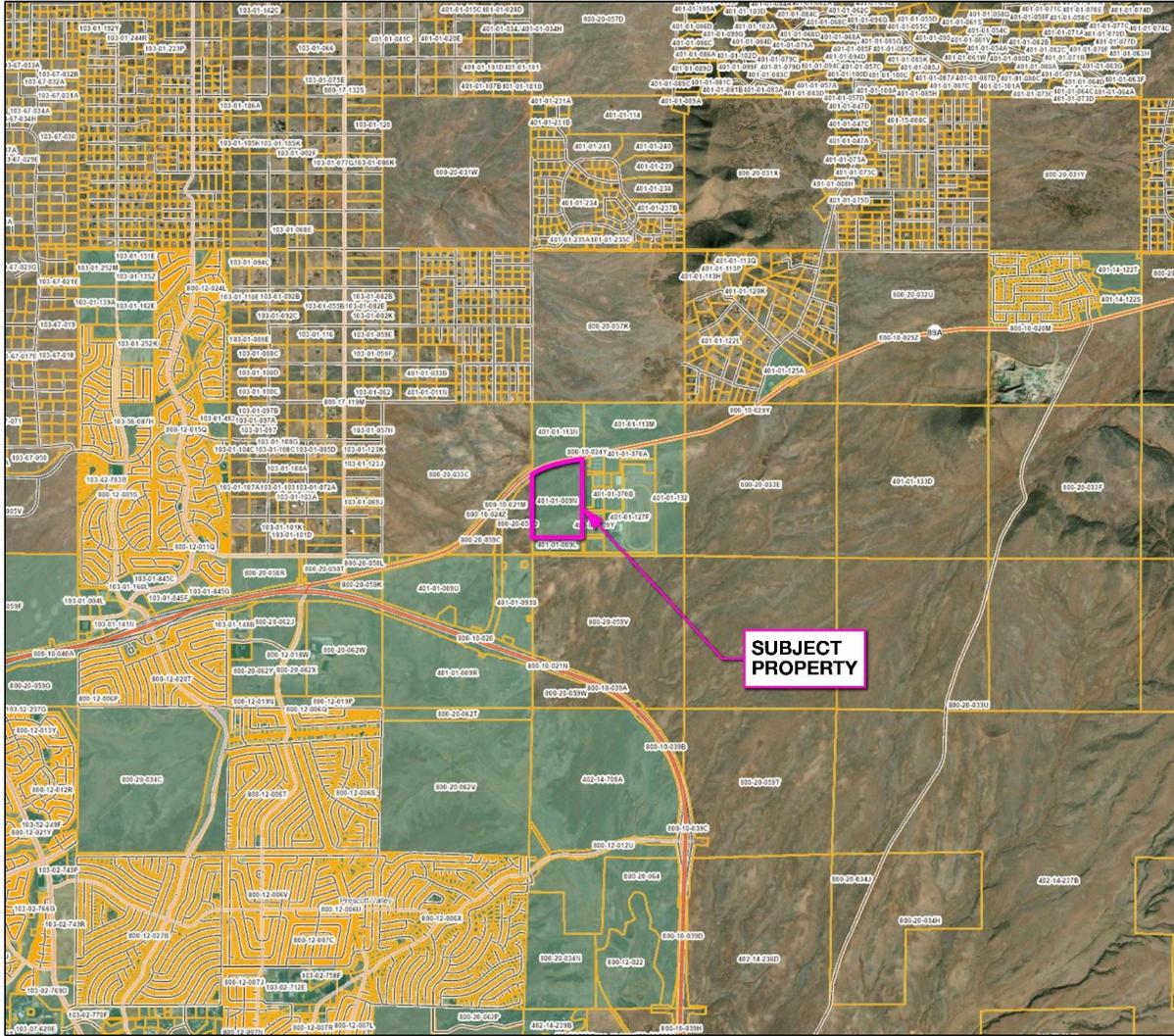


EXHIBIT B
Context Aerial Map

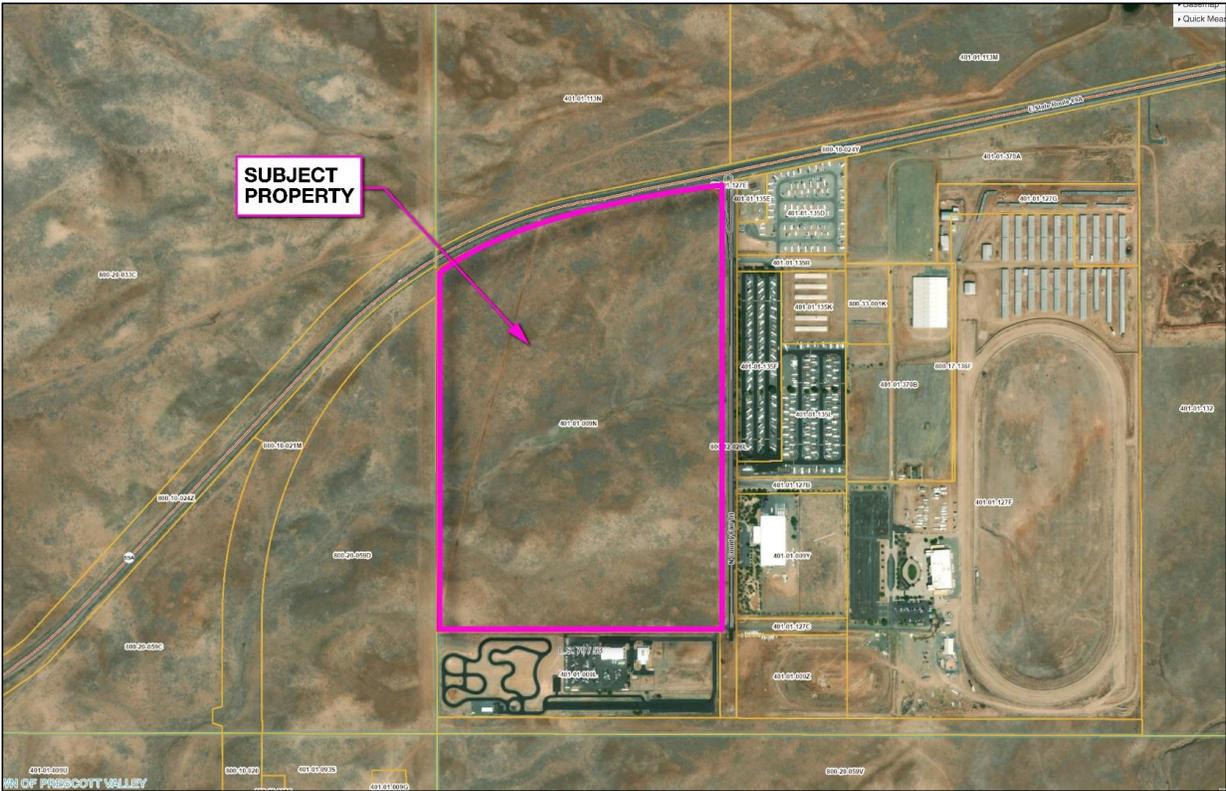


EXHIBIT C

General Plan Land Use Map: PAD 4-1

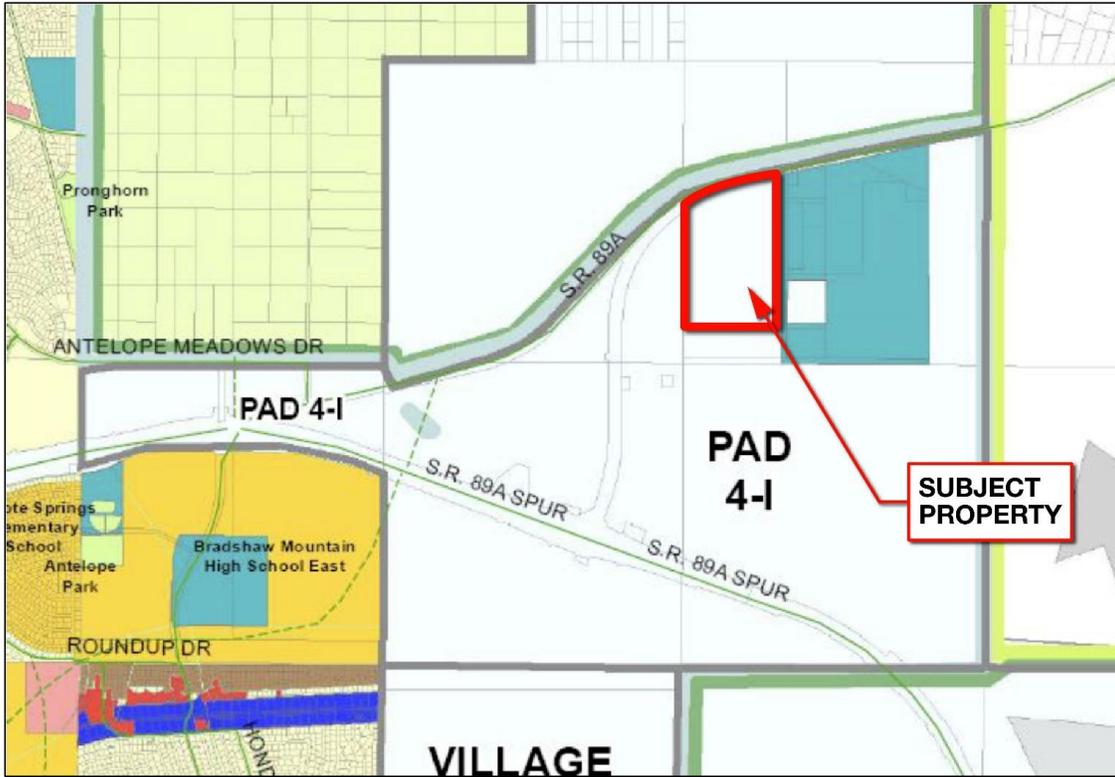


EXHIBIT D
Growth and Development Tier 1 Map

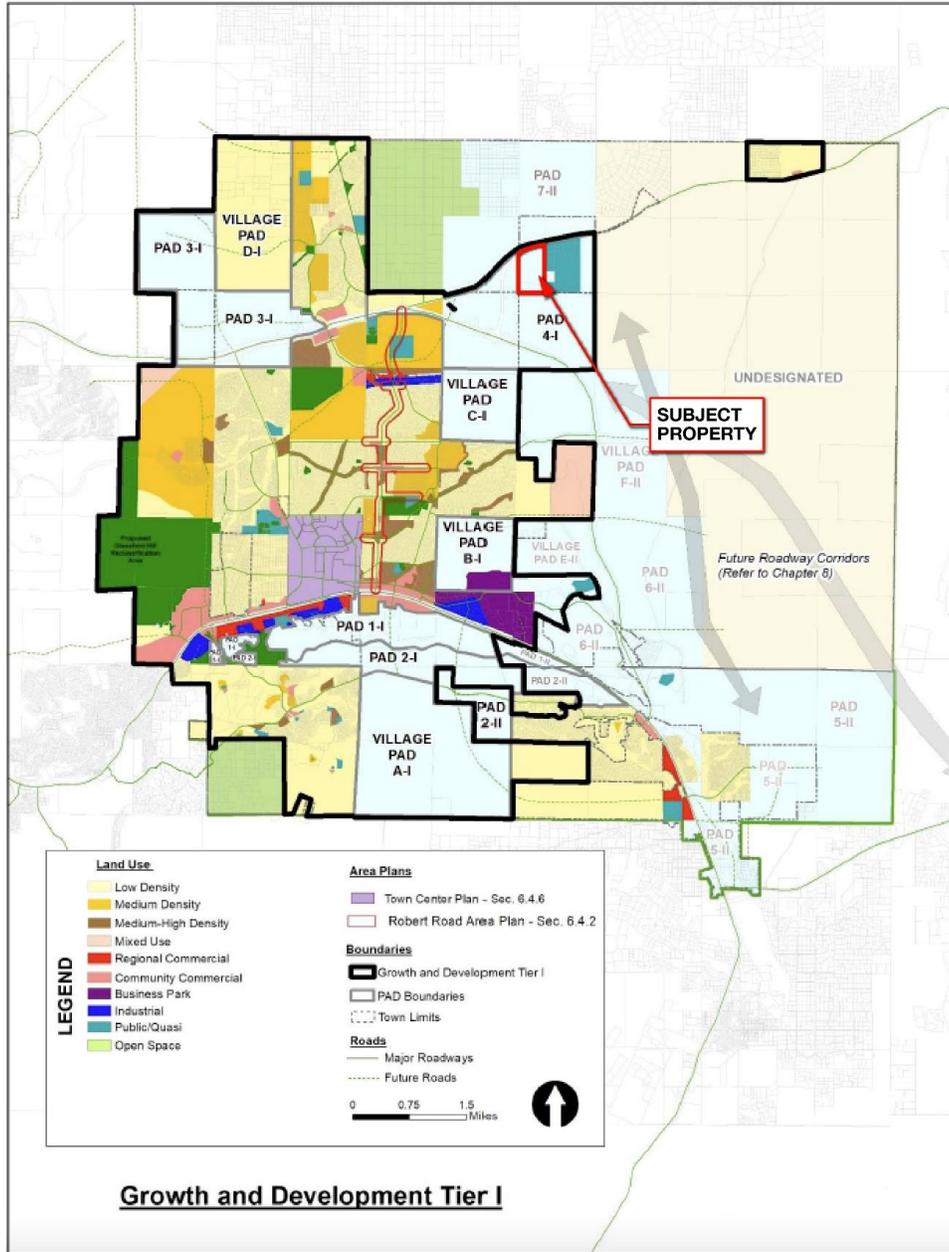


EXHIBIT E
Existing Zoning Map

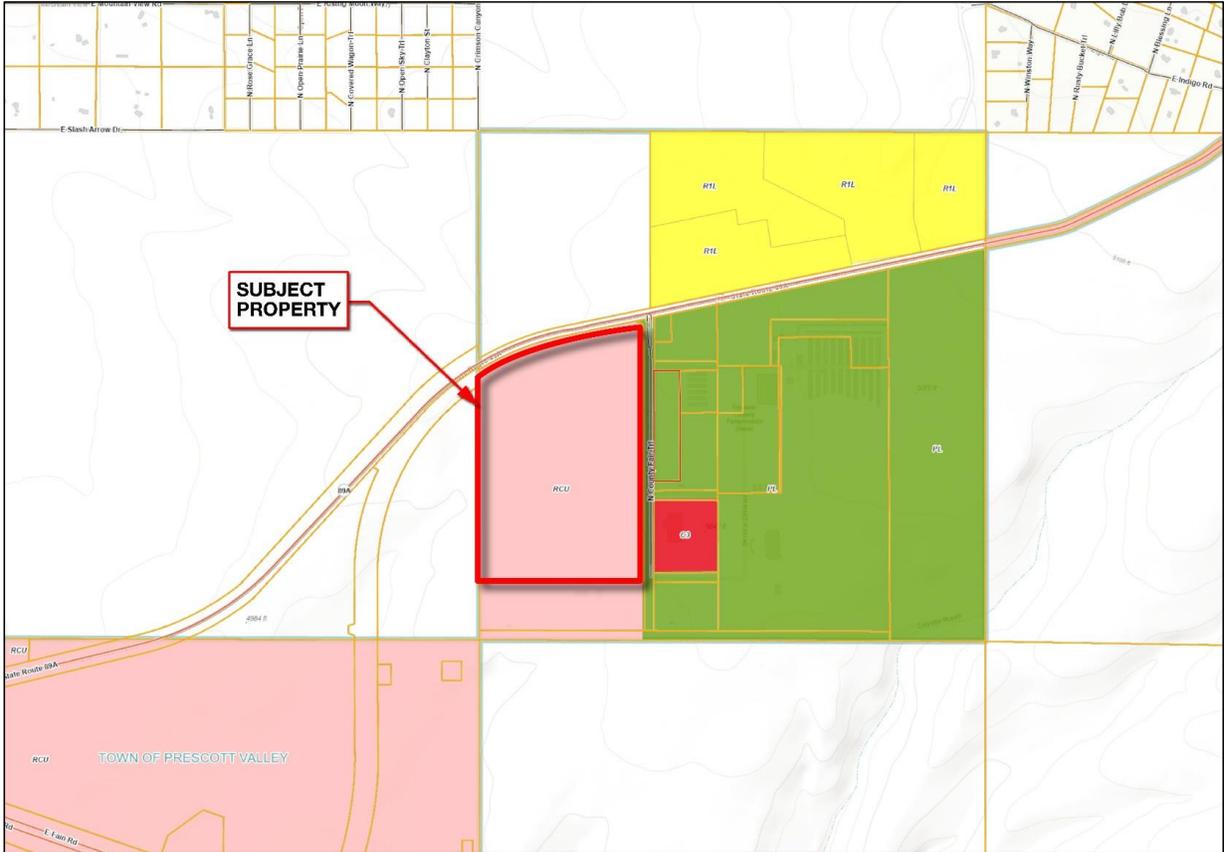


EXHIBIT F
Preliminary Site Plan
(on following page)

