

Villas at Prescott Valley a Rêve Community



PAD Rezoning and Project Narrative

1st Submittal February 2, 2023 2nd Submittal May 17, 2023

3rd Submittal June 2, 2023



Villas at Prescott Valley a Rêve Community

PAD Rezoning Narrative

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Site Characteristics

Address: NWC East Market Street and North Great Western Drive - Prescott

Valley, Ariz.

Parcel Number (APN): 103-09-035 and 103-09-083K

Area: 32.91 Acres

General Plan Use Designation: Community Commercial

Current Zoning: R1-MH (Residential; Single Family Mobile/Manufactured Homes

C-2 (Commercial; General Sales and Services)

Proposed Zoning: RS-PAD (Residential and Services / Planned Area Development)

Water Provider: Town of Prescott Valley

Electricity: APS

Gas: Unisource

Wastewater Provider: Town of Prescott Valley

Fire Protection: Central Yavapai Fire District

Jurisdiction: Town of Prescott Valley

School District: Humboldt Unified School District



General Plan Use Designation



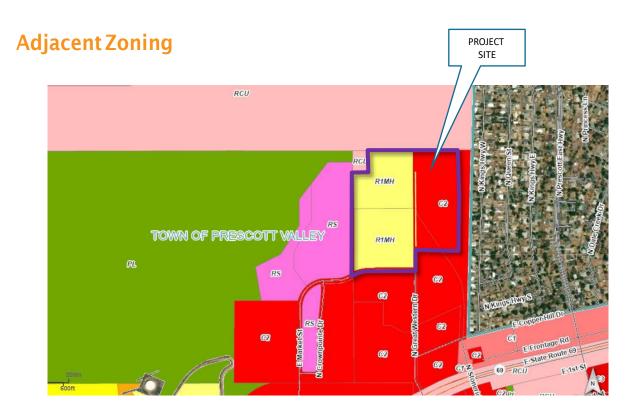




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Project Profile

Project Name: Villas at Prescott Valley – a Rêve Community

Property Owner: Prescott Valley Holdings (GA) LLC/

C/O - John Boniface, CDO

6260 Avalon Blvd Alpharetta, GA 30009 Phone (678) 802-4919

Assessor Parcel Numbers: 103-09-035 and 103-09-083K

Project Location: NWC East Market St. and North Great Western Dr. -

Prescott Valley, Ariz.

Project Area: 32.91 Acres (Gross)

Current Zoning: R1-MH (Residential; Single Family Mobile/Manufactured)

C-2 (Commercial; General Sales and Services)

Proposed Zoning: RS-PAD (Residential and Services / Planned Area Development

General Plan Designation: Community Commercial

Development Team:

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Executive Summary

The proposal would establish a Planned Area Development (PAD) on approximately 32 gross acres (including adjacent half street rights of way); 31.87 net acres. The site is generally located north of the intersection of East Market Street and North Great Western Drive in the Town of Prescott Valley, Arizona (the "Property"). The proposal would enable the development of 385 single-family townhome units with a gross density of 11.7 dwelling units per acre (385 units/32.91 acres). The project would establish a "for rent" community, held in common ownership. While this development will start as a "for rent" community, there is potential for these units to be converted to owner-occupied units in the future if market conditions change.

The proposals will require hearing review of three (3) applications:

- 1) Reversionary Plat application to combine two parcels totaling approximately 32 acres.
- 2) Rezoning application to change the zoning from R1MH and C-2 to RS-PAD.
- 3) Preliminary Development Plan describing the physical improvements to the property.

Site development will include two gated entry points; one along Market Street; and the other along the Jasper Parkway. Both are divided entries enhanced with monument signage, canopy trees with groundcovers and shrub massing that helps to establish a unique entrance experience that supports a sense of place for this residential project. The unit mix includes 192 3-bedroom units; and 193 2-bedroom units (385 units total). Townhomes do not front onto adjacent public roadways, rather they are enclosed by decorative screen walls and landscaping. The combination of the enhanced entrances, the contemporary architecture and substantial perimeter landscaping adds significant "character movement" to the streetscape. Please see *EXHIBIT A – Regional Aerial Context Map* for the location of this Property.

The Town of Prescott Valley General Plan 2035 supports a variety of housing types within a clustered setting in combination with open space for recreational amenities. The Villas at Prescott Valley project will bring a sophisticated and elegant contemporary townhome product to the Town of Prescott Valley that will be complementary to the surrounding neighborhoods while providing a community with an urban design supported by the General Plan.

The PAD proposal will provide a new variety of housing that will be perfect for those looking for a "lock and leave" lifestyle and those who want to make the Town of Prescott Valley their home, including young professionals, millennials, and empty nesters. The proposed site plan, land use and development standards will create a framework for community



living offering a sense of place. The project will provide a residential community that is compatible with and supportive of surrounding properties, while providing a design that is pedestrian friendly.



Property Description

Site Description

The project site includes 31.8 (net) acres. The gross acreage (32.91 acres) also includes right-of-way frontage on Market Street and the Jasper Parkway corridor. The entire gross acreage would be rezoned from R1-MH and C-2 to RS-PAD as part of this proposal. No portion of the site is encumbered by flood areas. The Yavapai County Assessor's Parcel Numbers are 103-09-035 and 103-09-083K. The Property is currently vacant. The topography features a grade that falls from west to east, and the terrain climbs a steep hill on the west side of the site. *Please see Exhibit B - Aerial Site Context Map and Exhibit C - ALTA Survey for additional site information*).

The Town of Prescott Valley General Plan 2035 currently designates this Property as "Community Commercial." The Community Commercial (CC) designation is intended to allow for both neighborhood and community serving commercial uses. The Town of Prescott Valley General Plan lists the C1, C2 and RS zoning districts as being compatible with this designation. The proposed RS PAD designation for the property fits with the stated purpose of the RS (Residential and Services) zoning district which is appropriate "in transitional areas between residential and non-residential districts." Prescott Valley Zoning Ordinance at § 13-11-010.

The Community Commercial use area extends north from Hwy 69 to the north boundary of the subject property. The CC category also includes projects eastward to just beyond the Old Prescott Highway intersection along Hwy 69; and west to the Town limits (about a mile). A small area of CC also exists along the south side of Hwy 69 adjacent to the Stoneridge intersection. Lands to the north are part of the Glassford Reclassification Area. An unincorporated residential area exists to the east. Areas to the west of the CC use area are designated Low Density Residential. There is also a multifamily area located within the CC use area immediately west of the subject property, known as Terraces at Glassford.



Relationship to Surrounding Properties

The Property is surrounded by a mixture of vacant properties and residential uses. The closest commercial retail uses are located along Hwy 69 about a quarter of a mile to the south. Please see *EXHIBIT D* - *Existing Prescott Valley Zoning* and *EXHIBIT E* - *Surrounding Uses*.

North: Vacant (zoned RCU). This site is being planned for the future Glassford Dells Regional

Park.

South: Vacant commercially zoned property (zoned C-2). A similar rezoning request was

recently approved for a new multi-family community on 11.2 acres south of Market Street, to be known as the Bungalows on Market Street (10 du/ac).

East: Unincorporated residential subdivision.

West: Terraces at Glassford apartments (zoned RS), 228 units on 16.3 acres

(approximately 14 du/ac).



Project Description

PAD Proposal

The applicant is requesting a zone change from R1MH and C2 to RS-PAD for a 33 acre site located north of East Market Street at the northern terminus of North Great Western Drive. The zoning request is accompanied by a Reversionary Plat application (to consolidate the two existing parcels); and a Preliminary Development Plan for a residential community of 385 townhomes (a resulting gross density of 11.7 Du/Ac).

The current R1MH zoning of the west parcel (APN 103-09-035) would allow 1 unit per 10,000 sf of lot area; or approximately 90 units on the 20.55 acre parcel. The C-2 zoning currently associated with the 11.32 acre east parcel (APN 103-09-083K) would not permit residences on that parcel. The proposed RS zoning would allow 1 unit per 3,000 sf (463 total units over the entire site). The current proposal would establish 385 residential units.

Project Details

The zoning proposal would enable a high-quality townhome neighborhood which is also a safe, active, and comfortable environment. While blending with the surrounding communities, Villas at Prescott Valley will provide an alternate housing product that caters to those looking for a "lock and leave" lifestyle as well as those looking to make Prescott Valley their home, including young families, professionals, and empty nesters. There will be a mix of 192 three-bedroom units and 193 two-bedroom units to accommodate families of different sizes. The neighborhood provides open space and amenities to its residents well beyond what is required by the Prescott Valley Zoning Code. (Please see *Exhibit F - Conceptual Site Plan*).

The development will have two gated access points: one on Market Street and one on Jasper Parkway. Parking will be provided in conformance to the Prescott Valley Zoning Ordinance, Sec. 13-12. Guest parking will be strategically located near the centralized amenities.

Each of the townhome units will front onto a series of interior private drives that will traverse through the project linking residential units and amenities through tree-lined pedestrian walkways. This will occur seamlessly throughout the development creating a well-connected community that promotes pedestrian activity and interaction.

At strategic locations along these interior drives, the drive aisle will be enhanced with traffic calming features intended to accomplish three goals:

- Slow down traffic
- Provide visual relief to residents.
- Provide safer crosswalks with additional tree canopies for the comfort of residents.

The development will meet the requirements for (total) open space. A centralized amenity area



will consist of a clubhouse and swimming pool, as well as perimeter open areas, including a dog park. The main Recreation Center is located at the heart of the community to provide easy accessibility for the residents. Enhanced landscaping will be provided at the main gated entry to provide an inviting arrival to the community for residents. All other open space areas will also be thoughtfully landscaped and consistent with town requirements.

The requirements of the Prescott Valley Zoning Ordinance, as amended, shall apply except where explicitly stated otherwise herein by this PAD.

Vehicular Access & Circulation

The site is accessed from two divided entries; one each on Market Street and on Jasper Parkway. Adjacent half street improvements will be provided as required by the Town. Both entries will be gated and provide direct access to the clubhouse/pool area, as well as to secondary routes that collect traffic from the individual homesites, grouped into a variety of 3-8-formats. Each unit fronts onto a private street and backs onto a common area. All improvements will be designed to meet Town of Prescott Valley standard details unless otherwise noted herein and will be addressed with the improvement plans.

Traffic

A Traffic Impact Study ("TIS") was conducted as part of this proposal, demonstrating current and estimated traffic volumes in the vicinity of the project site; as well as an estimation of the likely traffic impact which may be associated with the intended use and development of the property. The TIS also suggests "fair share" contributions for improvements associated with the following traffic facilities:

- SR69 / Stoneridge Drive: The Traffic Impact Study suggests that traffic volumes at the
 intersection of SR69 and Stoneridge Drive will exceed capacity in the future regardless of
 constructing the Villas at Prescott Valley development. The development team will continue to
 coordinate with the Town of Prescott Valley on optimizing existing traffic signals and
 responsibilities of this proposed development.
- Market Street/Project Access: Developer will construct a 55-ft southbound left-turn storage lane on Market Street for Project access..
- **Jasper Parkway/Project Access:** Developer will construct a 50-ft northbound left-turn storage lane on the future Jasper Parkway for Project access.

In response to the Town's request for this analysis, the TIS also provides recommendations to alleviate ongoing regional traffic congestion issues which may be pursued by the Town or ADOT as is appropriate. The recommendations include adding travel and turn lanes on SR69 in the vicinity of the project site.

A supplement to the TIS was prepared and shows that traffic counts would be sixty-seven percent (67%) higher if the Property were to be developed under its current zoning (R1-MH and C-2). So the development of the Villas at Prescott Valley, as proposed, will reduce trip generation in the area.



Flood Zone Determination

There are no washes or other flood zone areas on this property.

Proposed Land Uses

Permitted Uses

The following uses shall be permitted in this PAD. All uses not specifically provided for herein are prohibited unless a subsequent determination by the Zoning Administrator finds a specific use to be an analogous use to a permitted use:

- a. Single-family attached townhomes.
- Accessory uses and buildings incidental to the principal use such as clubhouses, swimming pools, community building, on-site sales/leasing/manager's office, and garages and storage areas.
- c. Public recreation facilities.
- d. Private community recreational facilities associated with a residential project.
- e. Temporary construction office, shed and/or storage yard in conjunction with on• site construction.
- f. Temporary residential marketing office for the on-site sale or rental of units.
- g. Home occupations in accordance with the Town of Prescott Valley Zoning Ordinance.
- h. Child-care in the home for four (4) or fewer children not related to the residents as an accessory to the primary residential use of the dwelling.

Conditional Uses

Conditional uses shall be processed and evaluated in accordance with the Prescott Valley Zoning Ordinance, Sec. 13-11 RS (Residential and Services) Zone.

Prohibited Uses

All uses not specifically provided for herein are prohibited unless a subsequent determination by the Zoning Administrator finds a specific use to be an analogous use to a permitted use.



Development Standards

The development standards for the proposal are outlined in the table below. The requirements of the Prescott Valley Zoning Ordinance shall apply except as revised by this PAD.

DEVELOPMENT STANDARDS			
Site Development Criteria	R1-MH	C-2	RS-PAD
Maximum Residential Units Allowed	1/10,000 sf	0	1/3,000 sf
Floor Area Ratio (FAR)	N/A	N/A	.3
Minimum Lot Size	10,000 sf	N/A	N/A
Minimum Lot Width	100 ft	N/A	N/A
Minimum Lot Depth	100 ft	N/A	N/A
Maximum Height	2.5 story / 35 ft	3-story / 35 ft	3-story / 35 ft
Maximum Building Lot Coverage	55%	N/A	55%
Minimum Front Setback	25 ft	N/A ⁽¹⁾	N/A
Minimum Rear Setback	25 ft	N/A (3)	N/A
Minimum Side Setback (Interior)	7 ft	N/A (2)	N/A
Minimum Side Setback (Exterior)	10 ft	15 ft	N/A
Minimum Distance Between Buildings	8 ft	N/A (3)	10 ft
Minimum Total Side Setbacks	N/A	N/A (3)	N/A
Minimum Distance between Garage Doors	N/A	N/A	72 ft
Minimum Distance between Back Doors	N/A	N/A	25 ft
Minimum Street Side Setback	20 ft	15 ft	N/A
Minimum Perimeter Building Setbacks	N/A	N/A	20 ft North 25 ft East 25 ft South 10 ft West
Minimum Perimeter Landscaping	10 ft	10 ft	20 ft North 35 ft East 20 ft South 10 ft West
Minimum OS/Landscaped Area on Site	N/A	N/A (4)	30%

Notations

- (1) 25' next to residential.
- (2) 5' next to residential.
- (3) 15' next to residential.
- (4) 10% of parking area (in addition to 10' perimeter).



Additional Development Standards and Guidelines

The following guidelines are supplemental to the Town's Multi-Family design standards in the Zoning Code and Subdivision Code. In the case of a conflict, the PAD shall govern.

1. Architectural Design Criteria

a. The builder of any home shall conform to the Architectural Design Criteria defined herein, as well as Prescott Valley's Multi-Family design standards.

2. Landscape

- The landscaping within the development shall comply with the requirements applicable to Multifamily Residential Districts as contained within the Prescott Valley Zoning Ordinance.
- b. The landscaping shall conform to the guidelines for landscaping as set forth in the Prescott Valley Zoning Ordinance, Section 13-26-040.

3. Lighting

a. Minimization of light pollution for the protection of nighttime views is an important component of the design theme for the project, as well as for the adjacent neighboring properties. In response, all exterior lighting for common open space areas, development entries and adjacent to the internal streets will comply with Section 36-26a, Outdoor Lighting. A photometric plan will be provided at the time of final development plan approval.

4. Walls and Fences

 All walls and fences shall conform to the guidelines set forth within the Town of Prescott Valley Zoning Ordinance at the time of Site Plan and Design Review Submittal.

5. Parking

a. Parking shall be in accordance with the Town of Prescott Valley Zoning Ordinance. Each unit will include two parking spaces comprising of one garage space and one driveway space. Guest parking will be provided by the central amenity area.

6. Retaining Walls

- a. The walls will be terraced and will have a minimum horizontal terracing spacing of three (3) feet.
- b. Retaining walls will not exceed twenty (20) feet in height.
- c. Fall protection will be included on walls and lower walls will be fenced off for safety.

7. Sidewalks

a. All internal sidewalks will be placed on both sides of private streets.



- b. The sidewalks will be four (4) feet wide.
- c. Ramp landings will be five (5) feet wide.



Architectural Design Criteria

The Villas at Prescott Valley project is a residential development of 385 homes with common amenities, and landscaped open spaces. Each unit includes:

- one-car garage,
- one driveway parking space,
- 50 square-foot storage, and a
- private walled backyard.

The Architectural style is a fresh contemporary design with warm inviting colors and materials appropriate for living in this region of Arizona.

Ample open space has been provided which meets Town of Prescott Valley minimum standards. Our development team looks forward to working with Town staff to ensure that this community achieves the desired architectural standards.

Conceptual elevations have been provided with this application as *Exhibits G - Conceptual Elevations* to showcase the color palettes, design and material selection and quality.

The guidelines referenced below are intended to provide the framework to ensure that all home elevations provide for varied building massing, rooflines, proportion, facade articulation, appropriate detailing, colors, and materials to promote design diversity, while also respecting the architectural character of the surrounding built form.

- Architectural Diversity Provide house designs with sufficient variation in elevations and detailing which address the goal of diversity, while maintaining an identifiable image:
 - a. Provide at least three body colors.
 - b. Provide variety in roof materials and shapes with a minimum of two roof material shapes, and a minimum of two different colors.
 - c. Provide exterior accent materials as a standard design feature.
- 2. Features and Common Design Elements
 - a. Window and door trim as well as accent detailing should be incorporated and vary from the primary color and materials of the building.
 - b. The use of upgraded wall materials or accents such as stucco stone veneer and/or brick is encouraged. Wall materials, textures and visual characteristics should be terminated at a logical point such as at an inside corner or at a fence return.
 - c. Balconies and window pop-outs on the 2nd floor will be style appropriate.



3. Colors and Materials

- a. Use of multiple body and accent colors within a scheme are encouraged to break up massing and create additional visual interest.
- b. No dwelling or accessory building shall be constructed with plastic, aluminum, or composition siding.



Site Design Criteria

The Applicant has designed the site to create appropriate buffering and transitioning to adjacent use areas. These measures include the installation of landscape buffers planted with evergreen trees and shrub massing that will effectively screen views.

The development is gated with decorative walls incorporating view-fence elements along public street fronts. Decorative entry signs welcome residents into the site. Pedestrian walkways throughout link the residences to the open space retention areas and to the centrally located amenity areas.

Site design concepts have been provided with this application as *EXHIBIT H – Conceptual Floor Plans* showcasing the variance between different floor plans and *EXHIBIT I – Conceptual Open Space and Amenity Areas* showcasing the open space amenities and connectivity to open space areas.

Landscaping, Pedestrian, Open Space and Amenities

Pedestrian Focus

The project will include safe and effective pedestrian circulation throughout the entire neighborhood as shown on Exhibit J - Pedestrian Connectivity Plan. The layout of the lots and the proposed Development Standards and Design Guidelines, provide the necessary standards for integrated pedestrian pathways that encourage residents to walk to open space and on-site recreational amenities. The pedestrian paths will feature enhanced landscaping, differentiated paving and lighting to make these pedestrian areas pleasing and safe. The off-site improvements will also allow safe pedestrian access to and from the neighborhood. The internal pedestrian path network will connect to the future Glassford Dells Regional Park through a private trail access point for Villas at Prescott Valley residents - shown on Exhibit F. The trail access point will connect to the future public multiuse path on Jasper Parkway through a trail north of the Villas at Prescott Valley neighborhood, also shown on Exhibit F. An additional private trail access point for the Villas at Prescott Valley will be connected to a public gravel trail outside the Villas at Prescott Valley neighborhood. The public gravel trail will be constructed to connect the Villas at Prescott Valley to the Town-owned parcel located northwest of the site. This will be done to support regional trail connectivity and future trails that are planned for the Glassford Dells Regional Park.

Landscaping and Open Space

The development will have more than the minimum requirement of useable open space, which will create an attractive community. The open space areas will provide opportunities for landscaping, including shade trees, grass turf areas, and playground features. The total landscape area on-site will meet the Town's standards for open space. The purpose of the landscaped and open space area will be to complement and enhance the pedestrian scale of



the development. The primary amenities are designed in the center of the development to create a space for community gatherings and families to play that will include amenities such as a swimming pool, dog park, playground equipment and BBQ's. The landscaping throughout the development will incorporate low water use plant material concentrated in strategic areas to present a well-designed themed landscape that provides seasonal color, texture, and a progression of sizes and massing, while providing shade and comfort to pedestrians and users of open space and amenity areas.



Signage Standards

Signage shall be in accordance with the Town of Prescott Valley Zoning Ordinance / Sign Code, Sec. 13-23. The owner may elect to submit a Comprehensive Sign Plan to seek modification of the sign requirements.

Infrastructure

Road Improvements, Right-of-way, Easements, Surrounding Street Improvements

The Project will be responsible for the construction of the adjacent half-street improvements, including turn lanes, 46' of asphalt, curb, gutter, and five-foot sidewalks for Market Street. The construction of Jasper Parkway is the responsibility of the Jasper development. If construction is not completed by the time the Villas at Prescott Valley are occupied, the developer and the Town will enter into a development agreement to establish a method of reimbursement from the Jasper developer, and the Villas at Prescott Valley developer will construct the infrastructure and roadway improvements necessary to access the primary access point into the Villas at Prescott Valley. Additionally, this PAD acknowledges a left turn lane on Jasper Parkway is the primary access point for this development as illustrated on the PDP.

Other infrastructure improvements will include water, sewer, lift station, storm sewer and detention pond.

Water

It is anticipated that the water service on-site will be located within proposed access and roadway easements and easements provided for utility purposes. This is more thoroughly outlined in the attached preliminary water design report. Locations for connections and the internal network shall be illustrated with the Site Plan Approval phase. Water will have two points of connection to existing water within Market Street and each unit will have a subunit in which the management company can bill each unit/user. All infrastructure related to water services will be completed as reviewed by the Engineering Department and as approved with the Preliminary Development Plan and the Final Plat.

The developer will provide the Town with proof of a water commitment from Water Asset Management (WAM) prior to being issued building permits for the construction of each unit. WAM has confirmed the assumptions for water quantity in the preliminary water report submitted herewith and has stated that water is available for purchase in this quantity.

Sanitary Sewer

The Town of Prescott Valley is the wastewater service provider for the Property. It is anticipated that the sewer service on-site will be located within proposed access and roadway easements and easements provided for utility purposes. Precise locations for connections and networks shall be illustrated with the Site Plan Approval and detailed at the Platting phase. All infrastructure related to sewer services will be completed as approved by the Engineering Department.



A portion of the site will gravity sewer to existing sanitary within Market Street. The remainder of the site will gravity sewer to a proposed lift station at the northwest corner of the site. Force main will convey sanitary flows from the lift station to existing gravity sanitary within Market Street.

Grading and Drainage

A substantial cut bank will result along the west boundary as part of this project. Decorative concrete and landscaping treatments will be provided as part of the terracing to mitigate any visual impacts. With regard to drainage, the on-site retention requirements shall be per Town of Prescott Valley standards and will meet the 100-year 2-hour storm event for both on-site and adjacent off-site flows. Historic flows may safely pass through or be routed around the site. These items will be more thoroughly designed with the formal site plan review.

PAD Review and Analysis

As stated previously, the purpose of the PAD district is to provide a high quality, neighborhood providing a safe, active, and comfortable environment for its residents. The development proposes a housing product that requires minor modifications to certain development standards to conform to the design intent of the community.

The need for larger fenced-in backyards typical in a traditional housing lot are not required in a community that is centered on common space for outside community interaction. The modification in lot development standards is warranted given the following enhancements of the development:

- Providing high-quality and functional open space interspersed throughout the development will create a unique housing development in Prescott Valley embracing sustainable design elements.
- Connecting all residential units with communal open spaces that are focused on providing an enhanced pedestrian and community experience.
- Enhancing the main entry design to be more inviting and thoughtfully placed central in the project to provide relief to the streetscape design.

This PAD meets all the requirements of the Town of Prescott Valley General Plan and Zoning Ordinance. Some examples are as follows:

- 1. As outlined in the General Plan conformance Section of this narrative, the Trilogy project PAD is in conformance with the intent of the General Plan.
- 2. The proposed PAD meets the PAD requirements of the Zoning Ordinance, Subdivision Regulations, Design Manuals and other applicable regulations and requirements, unless otherwise modified by the PAD Narrative.
- 3. That adequate public infrastructure and services exist to serve the proposed development or all necessary public infrastructure and services to serve the



proposed development will be completed in connection with development within the PAD.

As provided within the PAD and accompanying engineering plans and reports, the development has adequate public infrastructure and services to serve the proposed development.

4. The proposed PAD will result in compatible land use relationships within the proposed development and with adjacent properties including the future Glassford Dells Regional Park. The project provides a use which is compatible with all adjacent development types.

The Applicant has determined that the Property provides an ideal location for a high-density residential community that will fill a need in Prescott Valley. Considering the substantial growth, the applicant has determined based on market analysis and adjacent land uses that this is the most advantageous use of the property. The project is designed to create a cohesive and connected community that utilizes open space throughout the development. The proposed housing in the development will meet or exceed Prescott Valley standards.

The PAD proposal will provide a perfect opportunity for a higher density, single-family residential development that will be designed in a way that is complimentary to the surrounding neighborhoods and is supported by current market conditions.

5. The development standards of the proposed PAD are consistent with or exceed the desired character of development for the area. The project PAD development standards have been crafted to provide a unique housing development that is currently not allowed to be developed with current standards zoning districts. The increased active open space, amenities, connectivity, and a community center more than justify any deviations from the traditional development standards.

Phasing

The project is intended to develop under one phase. The developer will complete all required off-site improvements prior to issuance of a Certificate of Occupancy or Completion for any building within the development.

Ownership and Maintenance

The developer will construct common areas and facilities, which will include circulation and access roadways, utilities for the purposes of transmission and distribution, signage, common area and perimeter landscaping.

Site common areas will be privately owned and operated and maintained by a professional management company. The construction, ownership, operation, and maintenance of common areas and perimeter rights-of-way ensure consistency and conformance with the intended character of the property.



Conformance with Prescott Valley Plans

The Property is designated as Community Commercial land use category on the Town's General Plan. The Community Commercial (CC) designation is intended to allow for both neighborhood and community serving commercial uses.

Neighborhood serving commercial uses generally include smaller scale business activities that provide retail or convenience services for the residents in the surrounding neighborhood. Community serving commercial uses generally include retail, professional office, and service-oriented business activities that serve the entire community. Community commercial areas typically include neighborhood commercial uses, as well as larger retail uses. Institutional uses such as churches and schools are also appropriate if they are compatible with surrounding land uses.

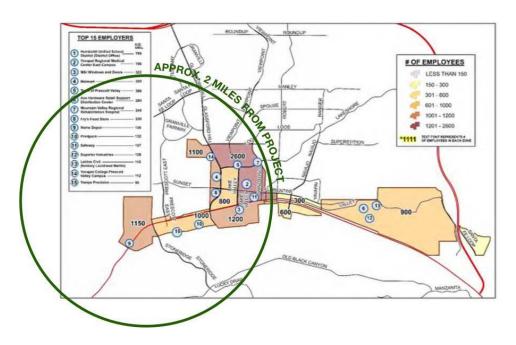
Sites with the CC designation need to be sensitive to the surrounding land uses when establishing their development intensity. Floor area ratios (FAR) range from 0.25 for high trip generating land uses to 1.0 for low trip generating land uses; a mix of one- to three-story buildings is appropriate for the sites. This land use designation is typically located along arterials due to the potential amount of traffic generated. Zoning districts compatible with the CC designation include: C1, C2, and RS.

The PAD proposal conforms to recent changes approved in the Town's General Plan and is supportive of the current Glassford Regional Market Place Specific Area, and the Town's Central Business District (CBD). Following the November 2022 ratification of the General Plan, the proposed **RS zoning is allowed** within the Community Commercial Designation.

The PAD proposal supports a project that meets the intent for the character of this area. The Property is identified in the General Plan as part of the Glassford Regional Market Place Specific Area. The vision for the character of this area includes support for the economic viability of the Town's Central Business District (CBD). As defined in the General Plan's Economic Development Element, "economically viable means providing a wide range of housing and employment opportunities that meet the needs of residents and workers alike and establishing and funding public service levels that preserve Prescott Valley's quality of life."

New housing supported by the PAD proposal realizes the intended character of this area as a livable community where residents **may live close to where they work**. The General Plan identifies that "of the Towns four primary commercial areas, three are located within the Prescott Valley Opportunity Zone". Page 190 of the General Plan identifies commercial development in the Town of Prescott Valley is clustered in four locations along State Route 69 and Glassford Hill Road. An analysis of the Property shows 80% of the top 15 employers in the Town are within 2 miles, comprising 7,850 jobs:





The PAD proposal addresses an identified need for new housing in the General Plan. Page 191 of the General Plan explains that "in 2018 the Town of Prescott Valley conducted a retail gap analysis for the Prescott Valley Market Areas which highlighted six development opportunities within the community, all of which are focused on new development within the Opportunity Zone." The development opportunity pertaining to **new housing** identifies: "The greatest need for current and future residents is for multi-family housing, specifically market and below-market-rate units. Currently, nearly all multi- and single-family rentals in Prescott Valley are at 100% occupancy with wait lists."

The PAD proposal provides an opportunity for new housing that not only addresses the current need for housing choice, but also **future housing needs of the Town**. Page 188 of the General Plan identifies that the labor force in Prescott Valley has increased from 17,265 in 2010 to 21,158 in 2020.

The PAD proposal is consistent with numerous Elements within the Town's General Plan 2035, beginning with the stated **Community Values** of:

- Community well being
- Economic development



- · Managed growth
- Positive image and identity
- Coordinated transportation and infrastructure systems
- Arts and culture
- Hub of recreation
- Pedestrians as priority
- Environmental stewardship
- Water stewardship

The PAD proposal builds on existing investments in transportation and utility infrastructure to deliver a housing project the Town can be proud of. The PAD proposal and project represent growth well managed, and new residents at this Property will enjoy the ability to live close to current and future job opportunities. Onsite amenities are available for residents to enjoy, and these new residents will also be able to patronize and support the Town's art and culture programs and organizations. The Project's development will come with adherence to current building codes and water use requirements.

The PAD Proposal fits within the General Plan vision of promoting managed growth in the Town's Tier I Growth Area, as articulated in the Growth Areas Element and its Goal GA-A1. Page 26 of the General Plan describes "Infill development and the revitalization of existing areas plays an important role in the growth and development of Prescott Valley. The Growth Areas Element promotes infill development and continued investment in Tier I, where possible, in preference to the development of outlying or more remote lands." The guiding principle GA-A emphasizes "managed growth that supports a variety of land uses, conserves natural resources, reduces automobile dependency, and provides for the rational addition of infrastructure and service capacities." Goal GA-A1.1 further specifies the Town's desire to "prepare and support redevelopment, revitalization, and specific plans for existing residential neighborhoods, redevelopment districts, and commercial corridors." Two additional General Plan Policies under Goal GA-A1 provide a supporting rationale for this PAD Proposal. Policy GA-A2.2 encourages the Town to "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." And Policy GA-A2.4 "encourage(s) the efficient use of infrastructure by focusing well-designed new housing on vacant, infill, or underutilized land."



The PAD Proposal fits within the General Plan Land Use Element and its' Guiding Principle LU-A: "Provide a balance of land uses including residential, commercial, industrial, educational, recreational, and open space. The Town is also committed to providing quality development that is walkable and provides community level services and facilities in both existing and new neighborhoods. Reinvestment in the Town's older areas is also a recognized need." The development facilitated by the PAD proposal will provide the capacity for continued managed growth in commercial, industrial and educational sectors in new and existing neighborhoods. New residents increase consumer spending and will keep up the utilization of educational facilities and other civic institutions. This result of the PAD proposal also supports goal LU-A3, "Ensure that new development is compatible with surrounding land uses, the circulation network, the availability of public facilities, and with existing development constraints." And LU-A3.3 "Assure that the type and intensity of proposed land uses will be compatible with that of the immediate neighborhood." The proximity of the Property to the CBD demonstrates advancement of Goal LU-A3.4, to "establish development patterns that combine residential with other compatible uses in mixed use areas, the Town Center, or near employment centers."

The Land Use Element of the General Plan also identifies Policies LU-A6.1 to "zone sufficient buildable land for residential development to accommodate Prescott Valley's share of regional household growth." and LU-A6.3 to "encourage the provision of adequate housing to meet the needs of families of all sizes." Three additional Policies under LU-A also directly relate to the PAD proposal and the development project it facilitates. Policy LU-A6.5 directly addresses a sustainable aspect, to "Locate greater residential densities near major employment centers to reduce vehicle miles traveled per capita and help to maintain air quality." Policy LU-A6.7 is compatible with this PAD proposal because it "discourage(s) construction of new housing at substantially lower densities than the maximum permitted by the General Plan, particularly on sites designated for medium and medium-high density residential."

The PAD proposal specifically addresses the General Plan Land Use goals related to planned residential communities and the **provision of amenities**. With a clubhouse, pool, and additional amenity areas, GOAL: LU-A8 that "residential neighborhoods should be integrated with central activity focal points to reinforce the sense of community", and policy LU-A8.1, to "promote 'planned area developments.' Future residential areas shall be focused on a community center that should include a school, park, convenience/activity uses and other multipurpose facilities." are well supported.

The PAD proposal facilitates a development that is of high quality that will meet or exceed the Town's design review standards. Guiding Principle LU-B directs the Town to "create an



attractive environment for its citizens by developing, implementing, and enforcing design guidelines that will **assure high quality development** and the maintenance and beautification of properties." Policy LU-B1.1 supports this by requiring "development shall be of high quality design and construction, a positive addition to and compatible with the Town's ambiance. Development shall enhance the character and identity of existing non-residential and residential neighborhoods."

The PAD proposal also facilitates a **sustainable housing** development in keeping with the Guiding Principle of LU-C to "promote sustainability in project design and development."

The use of low-water landscaping, and energy efficient construction directly support the related goal LU-C1, to "promote water conservation in existing and new projects" and related policies LU-C1.1 to "promote installation of low water use attractive landscaping including trees, shrubs, and ground cover in new projects", and LU-C1.2 to "promote use of drought tolerant plant materials native to the Verde Valley in all Town landscaping and discourage use of non-native invasive species." Project construction will meet or exceed current building codes, and will support GOAL: LU-C2 to "promote use of "green" building methods in new construction and retrofit of existing structures" and related policy LU-C2.1 to "Encourage energy conservation in single family home design and construction through use of dual pane windows, solid core exterior doors, additional insulation in exterior walls and attics, energy efficient appliances similar cost-effective construction options." There are several other goals and policies that development under the PAD proposal will advance in the areas of low-water use and site-specific building design. These all fall within Goal LU-C3, to "develop design standards which incorporate sustainability issues to be addressed in new planned area developments (pads)."

Element. Guiding Principle H-A, to "promote development of sustainable, attractive, and diverse housing options and neighborhoods." is facilitated by approval of the PAD proposal and the townhomes it supports. The supporting goals H-A2, to "promote superior residential building design and architectural style", and H-A3 to "promote development of a variety of housing types" are realized though the townhome community facilitated by the PAD proposal. Policy H-A3.1 articulates the Town's desire for non-single family home construction proposed in this PAD application. Policy H-A3.1 describes the promotion of "development of a variety of housing types including single family attached and detached homes, modular homes, multiple family homes and apartments, senior apartments, condominiums, and other types of housing are all encouraged within the community to provide a diverse palette of housing types to meet the diverse housing needs of our residents."



The Housing Element also contains two Guiding Principles that are advanced by the approval of this PAD proposal. Guiding Principle H-B calls for "the Improve(d) compatibility between residential uses and adjacent non-residential uses."; while Guiding Principle H-C seeks to "promote residential infill development that takes advantage of existing infrastructure". Both of these principals are realized by the new residential community this PAD proposal facilitates. Principle H-B is advanced by the previously demonstrated proximity of new housing to available and future jobs. Principle H-C is advanced by the location of the Property, adjacent to existing investment in road and utility infrastructure. The General Plan Goals H-C1 specifically addresses this by seeking to "encourage housing development that absorbs existing capacities in infrastructure" as well as policy H-C1.1 that seeks to "support development that is located adjacent or in close proximity to existing utility and roadway infrastructure."

Design and affordability are addressed in the General Plan as well as this PAD proposal. Guiding Principle H-D seeks to "support development that offers alternatives to traditional neighborhood design", which townhome development certainly does through its increased density, ease of livability, and opportunity for creating a tight-knit community of residents. The additional Goal of H-D1 calls for "housing development that meets the needs of all households, regardless of income." The townhome development supported by this PAD proposal creates new housing that can be priced below traditional single-family homes for existing and future residents. The design of the development also provides an opportunity to convert the units to owner-occupied units depending on market conditions, further providing residents with housing options that evolve with the needs of residents. Goal H-D2 also promotes "development that offers amenities to encourage alternatives to traditional development patterns", which this PAD proposal identifies in detail.

Section 6.4.5 of the General Plan on page 49 further addresses housing affordability by describing how "affordability of housing directly affects housing availability. To provide a variety of housing options to meet the needs of the Town's diverse population, a variety of housing types should be made available in the Town." The townhomes made possible through this PAD proposal represent a departure from more typical single-family and multifamily development types.

Section 7.4 of the General Plan on page 90 addresses future housing development policy by directing that "In planning for future housing development in the Town of Prescott Valley, policies guiding growth should focus on providing various **housing options** for current and future residents. Particular attention should be paid to careful expansion of new, affordable development, encouraging it in areas where costly infrastructure is already provided, and where the additional needed services do not adversely affect the community's financial resources. The



Town's goal is for new growth to cover the Town's costs of providing the services the additional growth will require."

The PAD proposal specifically addresses General Plan principles and goals in the **Circulation Element**. Guiding Principal CIR-A cites a need to "establish and build a safe and efficient transportation system of roads that improves the flow of traffic, enhances pedestrian safety, promotes commerce, and provides alternative modes of transportation throughout Prescott Valley and beyond with regional connectivity". This PAD Proposal uses and brings private investment to utilize and extend the existing investments the Town has made in roadways. Through this PAD Proposal, additional investments will be made on Market Street and the future Jasper Parkway. Additionally, this PAD Proposal acknowledges that additional traffic will be brought to the area. The Traffic Impact Analysis addresses improvements to the roadway network to ensure that levels of service are sufficient for this development. New residents on this Property will promote commerce.

The PAD proposal specifically addresses General Plan principles and goals in the **Environmental Planning and Water Resources Element**. Guiding Principal EPW-A identifies the need to "increase recognition of the importance of maintaining and upgrading where possible the quality of the Town's environmental resources including water and reclaimed water, air quality, natural design elements, and historic resources." The development facilitated by the PAD proposal will respect the need to provide and conserve the water and wastewater resources that make residential living on this Property possible and sustainable.

The PAD proposal specifically addresses General Plan principles and goals in the Arts, Parks, Recreation and Open Space Element. Guiding Principle PR-A is to "grow the park system", and the supportive goals and polices of this Principle focus on provision of recreational spaces, and connectivity of these spaces throughout the community, where possible. The development facilitated by this PAD proposal will pay its share of development impact fees to support responsible growth of the Town's recreational facilities. The property will develop onsite recreational amenities and connections for walking, biking, and enjoyment of outdoor spaces and vistas. Development will advance policy PR-B6.2, requiring "new development at the conceptual stage, with assistance of the Community Services Director, to provide open space and Neighborhood Parks to serve their new neighborhoods, in accordance with adopted standards for size, location, and the needs of the primary users." Open space connectivity goes beyond providing access to the private amenities within the neighborhood. This PAD Proposal also creates opportunities to connect residents to the Glassford Dells Regional Park to the north as well as to the multiuse path network on Jasper Parkway.

The PAD proposal specifically addresses General Plan principles and goals in the Education



Element. Guiding Principle EDU-A serves to "encourage lifelong learning for all Prescott Valley residents." This PAD proposal allows for a new residential community that families will call home, as well as residents of all ages. In recognizing the importance of quality schools, the developer is committed to one-time contribution to the local school district. The local schools, learning centers, and community programs that connect people to arts, culture and education will be enhanced with increased participation by new residents.

The PAD proposal specifically addresses General Plan principles and goals in the **Public Safety Element.** Guiding Principle PS-A "foster(s) a safe and vibrant community to enhance quality of life", and is supported by the Goal PS-A1 to "maintain Prescott Valley as a safe community through crime prevention", realized though Policy PS-A1.1, to "incorporate crime prevention strategies in the design and development of all areas of the city." The residential community facilitated by the PAD proposal will be designed with the principles of **crime prevention through environmental design**, taking opportunities to create a built environment for residents and visitors that is clean, safe and friendly. The development will also support Goal PS-B2 to "deliver effective and efficient response for emergencies and disasters", and Policy PS-B2.1 to "Identify emergency evacuation routes" and Policy PS-B2.7 to "require alternative access points in residential development projects."

The PAD proposal specifically addresses General Plan principles and goals in the **Cost of Development Element.** Guiding Principles in this Element relate to ensuring "management of the fiscal and capital impacts resulting from development", and that "development will occur in a fiscally sound and equitable process". This project will be paying its share of development impact fees and service-related fees to support these programs and to ensure the continued provision of high-quality municipal services for all.

The PAD proposal specifically addresses General Plan principles and goals in the **Economic Development Element**. Guiding Principles ED-A is supported by Policy ED-A6.3, where "developers and the community will work together to ensure that a diversity of housing options is available to the workforce." The project facilitated by this PAD proposal will provide increased diversity in housing choices by introducing a new, well-designed and sustainable townhome community to the Town Prescott Valley. As stated earlier, the sustainability of this particular project is enhanced by its location and proximity to existing and future employment.

This PAD proposal is made in order to facilitate a project with densities and a housing type that can best address the current and future needs of Prescott Valley. As determined on page 58 of the General Plan, the PAD process is intended to: "permit flexibility in design so that developments would produce maximum choice in the types of environments, living units, and commercial installations and facilities available to the public, and produce an efficient,



aesthetic, and desirable use of open space."

The recently adopted Prescott Valley General Plan was designed with the vision and guidance from the Town Council, and crafted with input from engaged residents, local businesses, and key personnel across the Town's organization. The General Plan represents a cohesive and intelligent approach to continuing the path to Prescott Valley's vision to create a community that is both family friendly and economically robust. The PAD proposal is on property that is compatible with existing development, supports desired housing opportunities and provides a prime location for housing close to employment and commercial opportunities for the residents. The proximity of the Villas at Prescott Valley to employment and commercial areas will ensure that economic opportunities will stay in Prescott Valley. The PAD Proposal will complement and support the managed growth and economic vision of the General Plan.

Schools

Representatives from the Humboldt Unified School District have been contacted regarding the proposed density for the Property as required. It is anticipated that the additional residential impact will be accommodated by the district. The Developer is committed to providing a school contribution to support the local school district.

Public Involvement / Neighborhood Meeting Process

A neighborhood meeting has been scheduled for 6PM on Thursday March 2, 2023 at the Prescott Valley Public Library. Property owners within 1,000 feet of the subject property will be contacted regarding the proposal and neighborhood meeting opportunity. Meeting notices will be sent out approximately two weeks in advance. All comments received will be summarized as part of a final report and submitted one month in advance of the targeted hearing date.

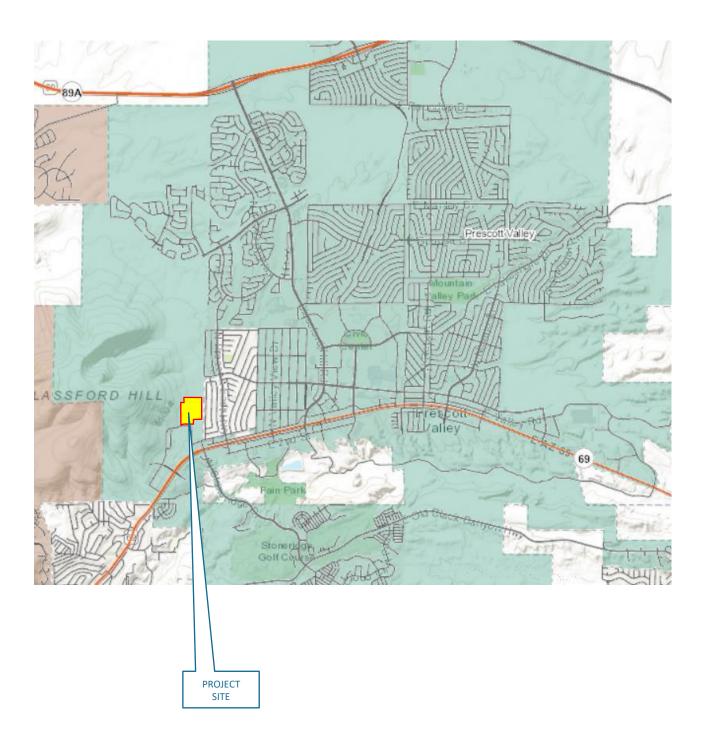
Conclusion and Summary

The project proposal provides the perfect location for a housing choice needed and demanded in the Town. The PAD creates a development scenario to complement the surrounding uses while providing a new type of housing product not readily available in the Town of Prescott Valley.

This PAD is consistent with many of the policies of the Town of Prescott Valley's, General Plan 2035. The proposed site plan places residential lots around common area open spaces promoting community interaction, and adjacent to a public recreational area promoting regional recreational connectivity. This PAD ensures that development will follow Town's standards and continue the tradition of quality housing in the Town of Prescott Valley.



Exhibit A Regional Aerial Context Map





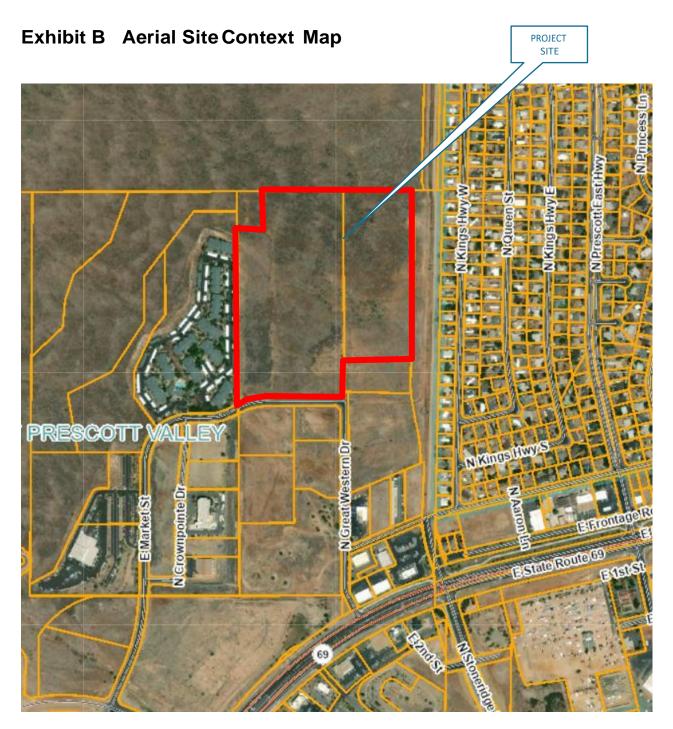




Exhibit C ALTA Survey

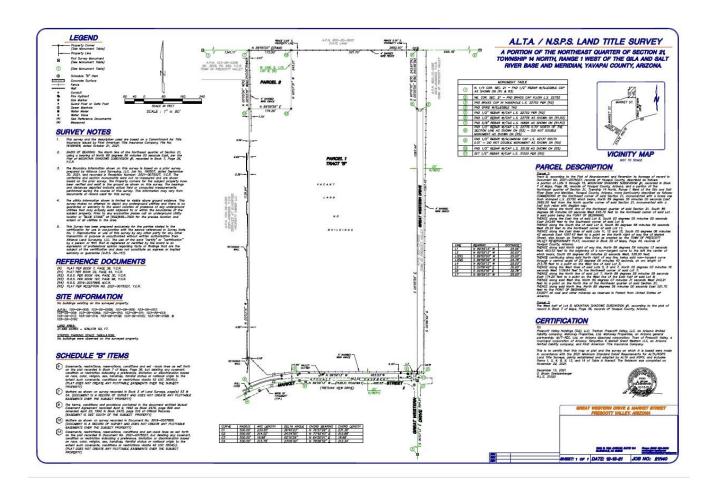




Exhibit D Existing Prescott Valley Zoning Map





Exhibit E Surrounding Uses Map





Exhibit F Conceptual Site Plan

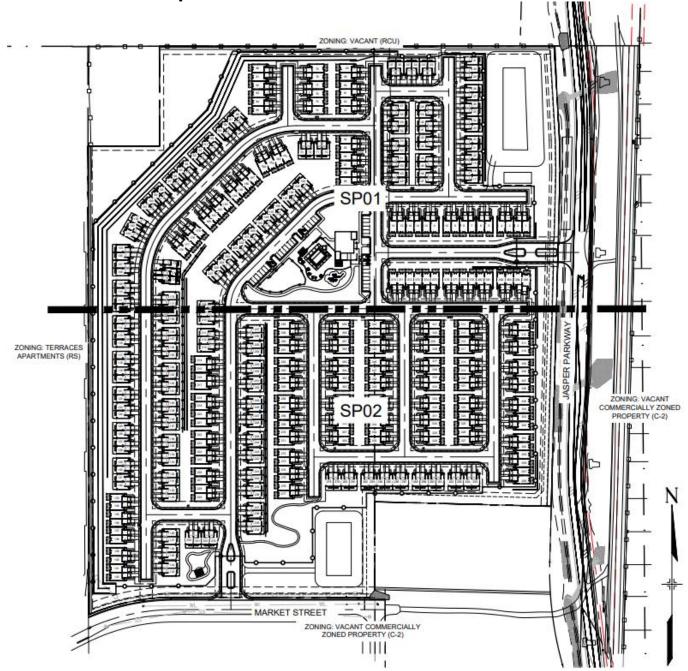
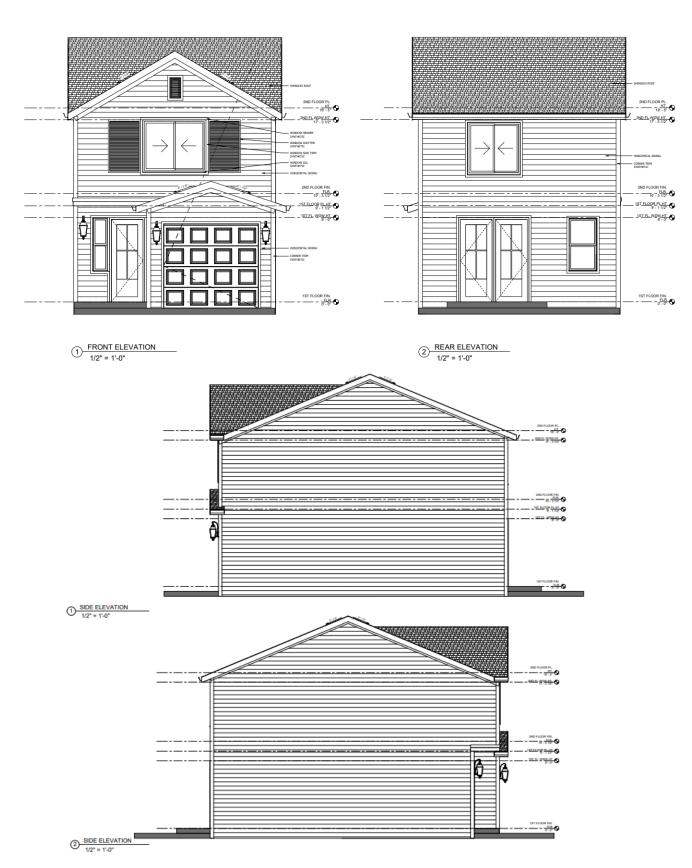




Exhibit G Conceptual Elevations



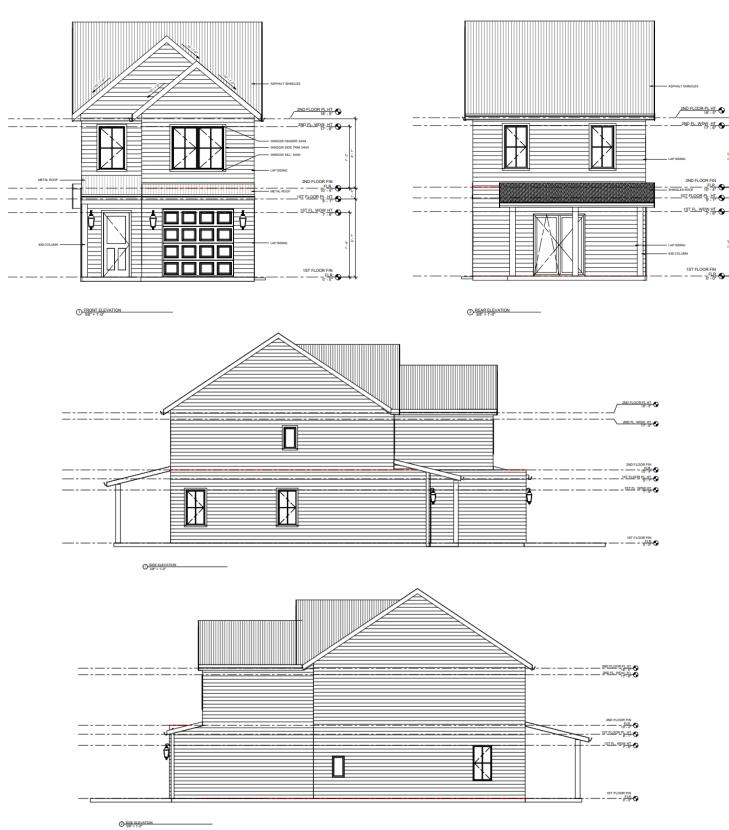








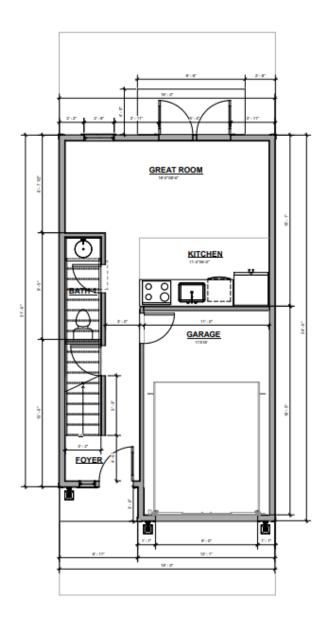


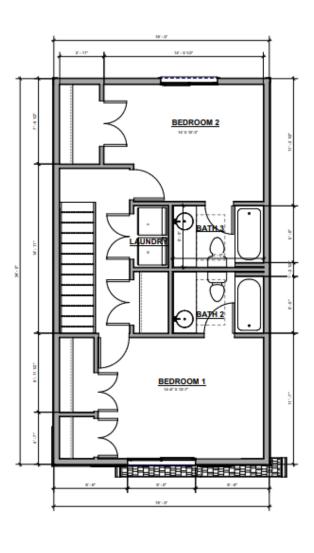


2ND FLOOR PL HT 18' - 5'



Exhibit H Conceptual Floor Plans

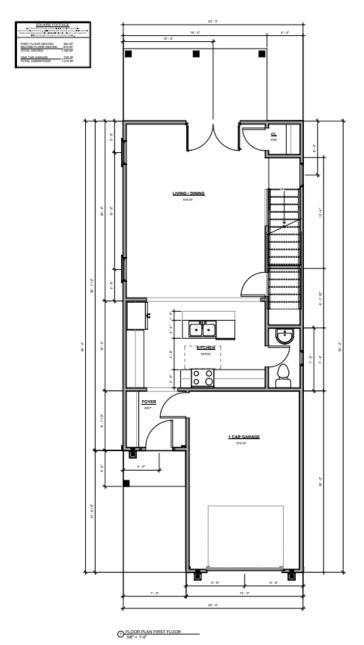




1/2" = 1'-0"

2 FLOOR PLAN SECOND FLOOR
1/2" = 1'-0"





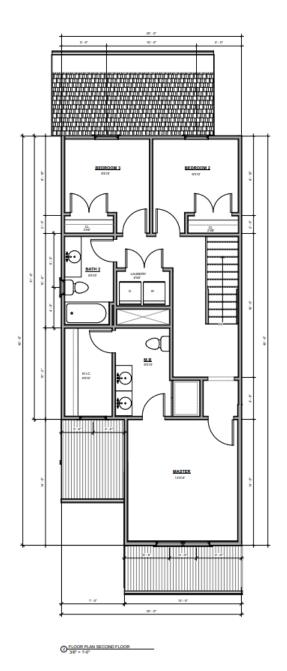




Exhibit I Conceptual Open Space and Amenity Areas





Exhibit J Pedestrian Connectivity Plan

