
LAKESHORE 650

PRESCOTT VALLEY | ARIZONA

FAIN SIGNATURE GROUP



BrownHOMES
A Family Tradition

APPLICATION NARRATIVE

SEPTEMBER 1, 2023 | DRAFT

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A. PROJECT OVERVIEW

Fain Signature Group on behalf of the landowner (the “Owner”) seeks to develop approximately 652 acres of land west of the intersection of Lakeshore Drive and Fain Road. More specifically, the land is composed of three noncontiguous parcels of which two parcels are located north of Lakeshore Drive (a right-of-way from the Atchison Topeka & Santa Fe Railway bisects these parcels) and the other parcel is located south of Lakeshore Drive (the “Property”). The application requests zoning the Property and apply the Planned Area Development (PAD) overlay district. See the Lakeshore 650 PAD.

B. GENERAL PLAN ANALYSIS

The Prescott Valley General Plan 2035, (the “General Plan”) was adopted by the Town of Prescott Valley (the “Town”) on May 12, 2022 and ratified on November 08, 2022. The General Plan addresses various planning and development topics that affect the municipal planning of the Town. The General Plan also establishes specific guiding principles, goals, policies, and implementation strategies to help guide future growth within the Town. The proposed Lakeshore 650 PAD s consistent with the General Plan, as described below.

C. GENERAL PLAN GROWTH ELEMENT

The Property is located within the Village PAD F-II Land Use designation, a Tier II Growth Area. See *Exhibit 1 –General Plan Growth and Development Tier II*.

As intended with this designation, the Lakeshore 650 PAD permits a diverse variety of housing options and an opportunity for neighborhood services to serve the neighborhood and surrounding communities. The Lakeshore 650 PAD ensures orderly and thorough planning and review procedures that will result in urban design that will encourage variety in architectural design and site planning. It will permit flexibility in so that development may provide greater choice in the types of environments, living units, amenities, and an efficient, aesthetic, and desirable use of open space in a manner that will produce an environment in harmony with the surrounding areas.

The General Plan outlines specific goals, principles, and policies related to the growth element that are consistent with the proposed plan as described below.

GUIDING PRINCIPLE GA-A: PROMOTE MANAGED AND ORDERLY GROWTH THAT SUPPORTS A VARIETY OF LAND USES, CONSERVE NATURAL RESOURCES, REDUCE AUTOMOBILE DEPENDENCY, AND PROVIDE FOR THE RATIONAL ADDITION OF INFRASTRUCTURE AND SERVICE CAPACITIES.

The proposed development supports a variety of land uses with the combination of commercial and residential uses incorporating a pedestrian/bike trail system within the Planned Area Development (PAD), which reduces automobile dependency within the community. The PAD will conserve natural resources by incorporating open space in the form of centrally located parks, trails, and landscape buffers containing native vegetation.

GOAL GA-A2: FOCUS NEW DEVELOPMENT INTO APPROPRIATE GROWTH AND DEVELOPMENT TIERS, AS DEFINED IN SECTION 3.3.2.

The proposed development is located in land use designation Tier II and recognizes that the approximately 15,000 acres of land immediately adjacent to the Town boundaries may be available and appropriate to accommodate growth anticipated within the planning horizon of this General Plan.

POLICY 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.

The proposed PAD is contiguous to existing development and has excellent access to Fain Road and Lakeshore Drive. There are multiple public and private schools within close proximity to the proposed development. The proposed PAD will adequately be served by parks, trails and other services, as the Prescott Valley General Plan 2035 designates this area (Village PAD F-II) to be comprised of community facilities, conveniences of shopping and services, that are interconnected and linked by a balanced pedestrian/bike trail.

POLICY GA-A2.4: ENCOURAGE THE EFFICIENT USE OF INFRASTRUCTURE BY FOCUSING WELL-DESIGNED NEW AND REDEVELOPED HOUSING ON VACANT, INFILL OR UNDERUTILIZED LAND.

The proposed development meets the principles, goals and policy because the Master Development plan uses the underutilized land in an efficient manor by assuring the most efficient use of infrastructure throughout the proposed PAD incorporating the existing terrain and appropriate transitions between the different developments.

GOAL GA-A4: ESTABLISH A PREDICTABLE PATTERN OF DEVELOPMENT INTENSITY AND DESIGN FEATURES THAT BEST REFLECT AND MAINTAIN THE “TOWN AND COUNTRY” ATTRIBUTES OF PRESCOTT VALLEY.

The proposed development reflects and maintains the “Town and Country” attributes by utilizing the existing terrain, rolling hills and incorporating it into its design, providing a true natural edge to the community. This includes, but not limited to, the proposed perimeter buffer and open space areas.

POLICY GA-A4.1: ENCOURAGE A CONCENTRIC PATTERN OF DEVELOPMENT THAT PROVIDES FOR A LESS INTENSE, RURAL EDGE TO THE TOWN. DEVELOP AND REVISE REGULATIONS AND STANDARDS TO ENABLE DESIRED “TOWN AND COUNTRY” PATTERNS OF GROWTH.

The proposed development meets the principle, goal, and policy because it establishes a predictable pattern of development intensity while highlighting the Town and Country attributes of Prescott Valley. The PAD will provide a subdivision that has appropriate uses and densities for the location, which is near two major roadways that run through the Town of Prescott Valley and adjacent to an existing subdivision.

D. GENERAL PLAN LAND USE ELEMENT

The Property is within the PAD F-II Land Use designation. See *Exhibit 2 – General Plan Land Use*. The characteristics of this designation is described as, “A walkable community of diverse housing stock with neighborhood centers, public gathering spaces, schools, community facilities, and conveniences of shopping and services that are interconnected and linked by a balanced pedestrian/bike trail and auto circulation system.”

As intended with PAD F-II Land Use designation, the proposed plan will permit for the development of diverse housing types, including low density and medium density neighborhoods as well as neighborhoods that have a mix of lot sizes, home sizes, and housing types with public gathering spaces incorporated throughout the space. Neighborhood serving commercial uses may be located near the intersection of major roadways where access and visibility can contribute to the success of a commercial use.

The General Plan outlines specific goals and policies related to the land use element that are consistent with the proposed plan as described below.

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 proposed development supports a variety of land uses with the combination of commercial and residential uses within the PAD, This will provide pedestrian-oriented mixed uses with linked pedestrian circulation system.

GOAL LU-A7: PRESERVE AND REINFORCE THE STABILITY AND DIVERSITY OF THE TOWN'S EXISTING NEIGHBORHOODS, WHILE ALLOWING FOR INCREASED DENSITY IN ORDER TO ATTRACT AND RETAIN LONG-TERM RESIDENTS AND BUSINESSES TO ENSURE THE TOWN'S RESIDENTIAL QUALITY AND ECONOMIC VITALITY.

The development includes a diverse mix of housing types, including low density and medium density neighborhoods as well as neighborhoods that have a mix of lot sizes, home sizes, and housing types to accommodate various income levels.

E. GENERAL PLAN HOUSING ELEMENT

A variety of housing options, including both single family and medium density residential units, have been identified as a future development need in the Town. With both modest and more aggressive growth projections, the results show that there will be a need for additional acres of residential development to accommodate the population growth. The proposed plan will allow for additional housing options to accommodate growth in the region.

POLICY H-A3.1: PROMOTE 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 proposed development is encouraging diverse housing types, including low density and medium density neighborhoods as well as neighborhoods that have a mix of lot sizes, home sizes, and housing types to accommodate this policy.

F. GENERAL PLAN CIRCULATION ELEMENT

The Circulation Element focuses on the movement of vehicles, pedestrians, bicycles, and other forms of transportation through the existing and future roadway and trail system in the Town. The proposed development is located on the NWC of Fain Road and Lakeshore Drive utilizing the existing system consisting of arterial, collector and local roadways.

The General Plan outlines specific goals and policies related to the circulation element that are consistent with the proposed plan as described below.

GUIDING PRINCIPLE CIR-A: ESTABLISH AND BUILD A SAFE AND EFFICIENT TRANSPORTATION SYSTEM OF ROADS THAT IMPROVES THE FLOW OF TRAFFIC, ENHANCES PEDESTRIAN SAFETY, PROMOTES COMMERCE AND PROVIDES FOR ALTERNATIVE MODES OF TRANSPORTATION THROUGHOUT PRESCOTT VALLEY AND BEYOND, WITH REGIONAL CONNECTIVITY.

The proposed will utilize Fain Road which exists today as the extension from State Route 69 to State Route 89A at the north end of the Town and is now developed as a four-lane divided road with grade-separated interchanges at Lakeshore Drive, with proposed future interchanges at Superstition Drive and Santa Fe Loop. It will also utilize Lakeshore Drive which at the time of built-out the road will be widened to four lanes.

GOAL CIR-A2: ENCOURAGE ALTERNATIVE TRANSPORTATION SYSTEMS TO INCREASE MOBILITY, IMPROVE ACCESS FOR ALL RESIDENTS, REDUCE TRAFFIC CONGESTION, MAINTAIN AIR QUALITY, AND CONSERVE ENERGY.

The proposed development is located just east of the Prescott Valley Demand- Response Zone. The trip study conducted in 2019 which recommended advancing a public transportation to this area.

POLICY CIR-A2.1 : CONTINUE TO ENCOURAGE PEDESTRIAN AND BICYCLE USAGE BY PROVIDING BICYCLE ROUTES, WALKING PATHS AND TRAILS THROUGHOUT THE TOWN.

The proposed development meets this principle, goal, and policy by providing regional pedestrian and bicycle routes adjacent to streets that will encourage pedestrian usage.

G. GENERAL PLAN ENVIRONMENTAL PLANNING & WATER RESOURCE ELEMENT

This Element addresses the potential impacts on water resources and water quality, air quality, and natural resources associated with proposed development. As the PV 540 development moves forward the goals and policies of this element will be met in the design and coordination of the water services with the Town.

The General Plan outlines specific goals and policies related to the environmental planning and water resources element that are consistent with the proposed plan as described below.

GOAL EPW-A9: *PROVIDE CONTIGUOUS OPEN AREAS FOR WILDLIFE HABITAT AND PROTECTION OF SENSITIVE NATURAL TERRAIN.*

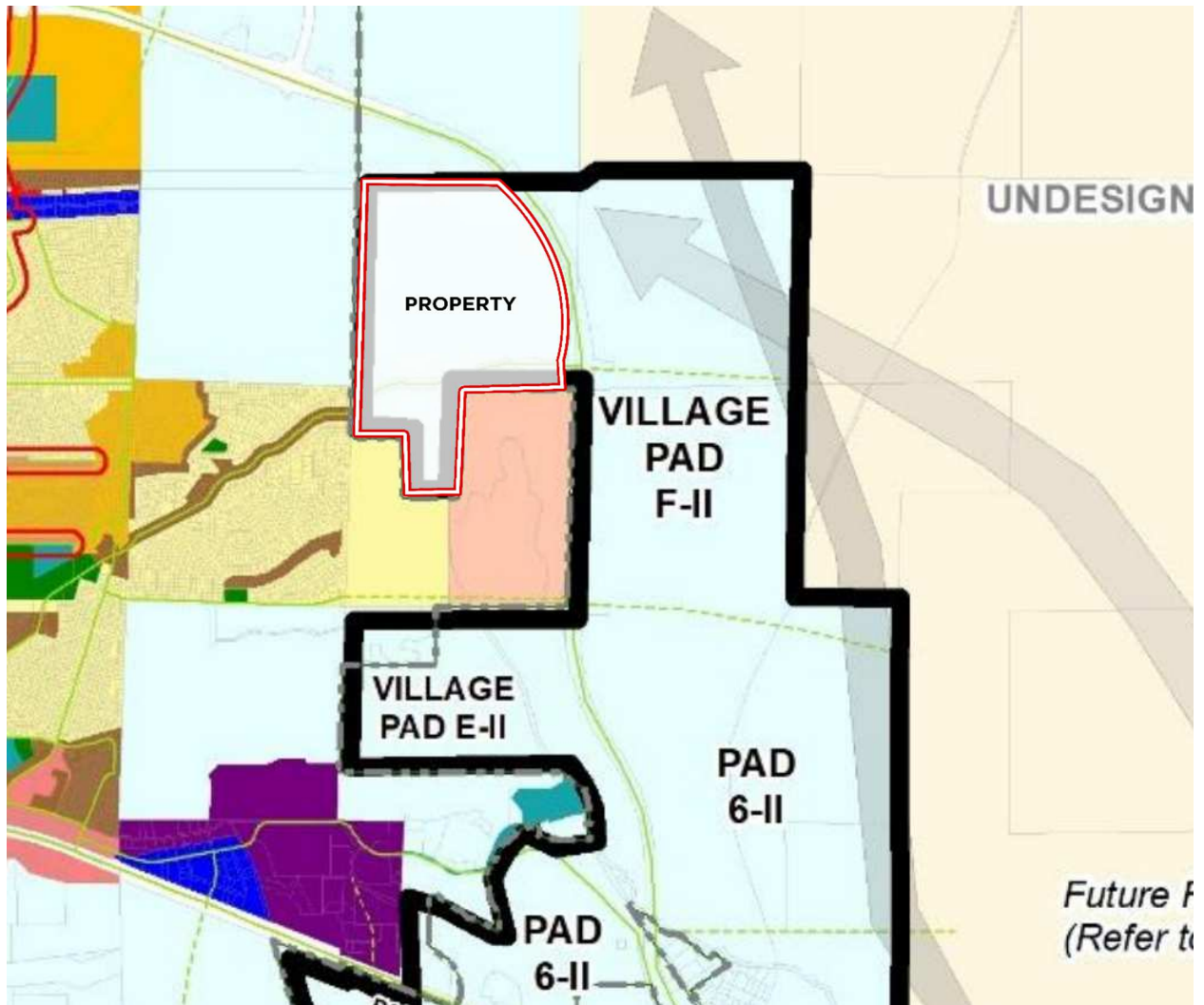
The proposed development will provide an open space corridor, often in the form of a landscape buffer, linear park, or greenway following a drainage corridor, roadway, utility corridor or neighboring properties at a minimum of 50' in depth.

POLICIES EPW-A9.1: *SUPPORT THE PRESERVATION OF CONTIGUOUS OPEN SPACE AREAS AND CORRIDORS FOR THE MIGRATION OF NATIVE WILDLIFE.*

The proposed development meets this principle, goal, and policy as there are a number of washes that run through the existing land and these will be maintained. These washes can act as wildlife corridors on the site.

H. EXHIBITS

EXHIBIT 1 – GENERAL PLAN GROWTH AND DEVELOPMENT TIER II



LEGEND

Land Use	Area Plans
Low Density	Town Center Plan - Sec. 6.4.6
Medium Density	Robert Road Area Plan - Sec. 6.4.2
Medium-High Density	
Mixed Use	
Regional Commercial	
Community Commercial	
Business Park	
Industrial	
Public/Quasi	
Open Space	

Boundaries	Roads
Growth and Development Tier I	Major Roadways
PAD Boundaries	Future Roads
Town Limits	

0 0.75 1.5 Miles

Growth and Development Tier II

Exhibit GA-3

EXHIBIT 2 - GENERAL PLAN LAND USE

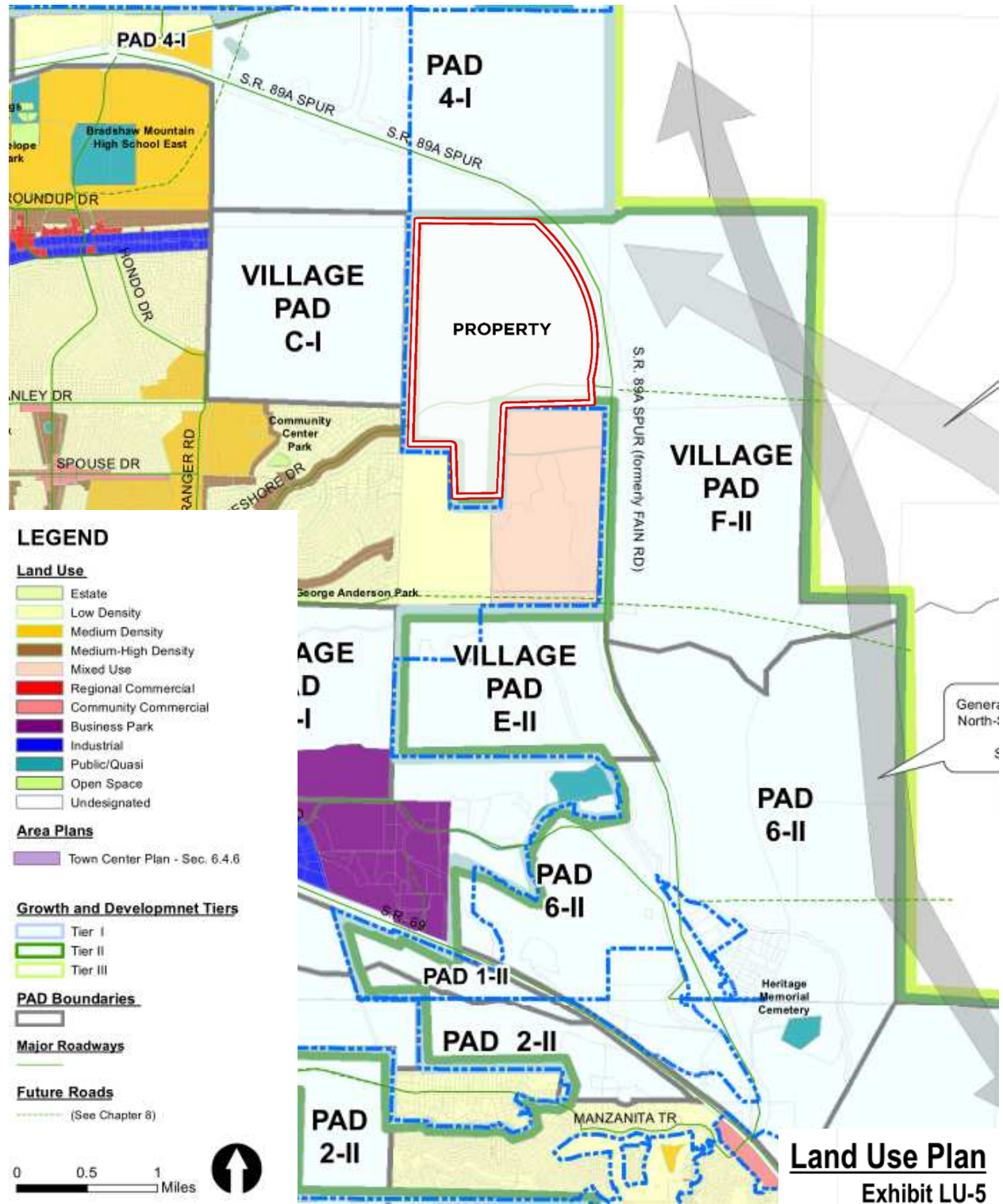


EXHIBIT 3 - GENERAL PLAN RECREATION AND OPEN SPACE

