

TO: Planning & Zoning Commission  
FROM: Golf Links Subdivision Homeowners  
RE: Additional Information on Heights Church Rezoning Request  
DATE: April 23, 2012

The enclosed submittal contains the following for your review:

1. Three Phoenix churches with membership, attendance, and services as requested by Commissioner Ken Mabarak.
2. Regular Sunday service photos/videos/observations of traffic requested.
3. The City of Prescott's General Plan specifications for local neighborhood interest, concerns, and precedence.
  - A. Subsection 4.4 (BALANCING COMMUNITY VALUES) of section 4.0 (FUTURE CHALLENGES)
  - B. Subsection 5.2 (NEIGHBORHOODS AND HOUSING BALANCE) of Section 5.0 (LAND USE ELEMENT)
  - C. Subsection 11.2 (EXISTING CONDITIONS, TRENDS & CHALLENGES) of section 11.0 (ECONOMIC DEVELOPMENT ELEMENT)
4. Topography of N.O.B. zoned parcel and its evaluation per P & Z Commissioners' recommendation.
5. A request for research on fire and medical safety requirements, as per ex-San Francisco Fire Chief Dan Fraijo.
6. Research on 50 foot high buildings in Prescott. Only one found to fit this criteria—the Courthouse itself.
7. The homeowner committee requested a meeting with Ty Myers and other Church Council members on Wednesday, April 25<sup>th</sup> at 3 P.M.

Since the parcel containing 4.2 Acres is already zoned for a 35 foot above ground design and the capacity for shaving the existing hill 15 feet underground exists, the residents question the validity of the Church's rezoning request. Submitting a "Conceptual Site Plan" for a 50 foot high Church indicates their real intent of requesting a Business General zoning status enables them to sell their property with a higher resale value, while lowering the property values of the nearby residents' property.

Please be advised that at the April 26<sup>th</sup> Planning and Zoning Public Hearing the following people will be available to explain any or all questions that might arise regarding the above documentation:

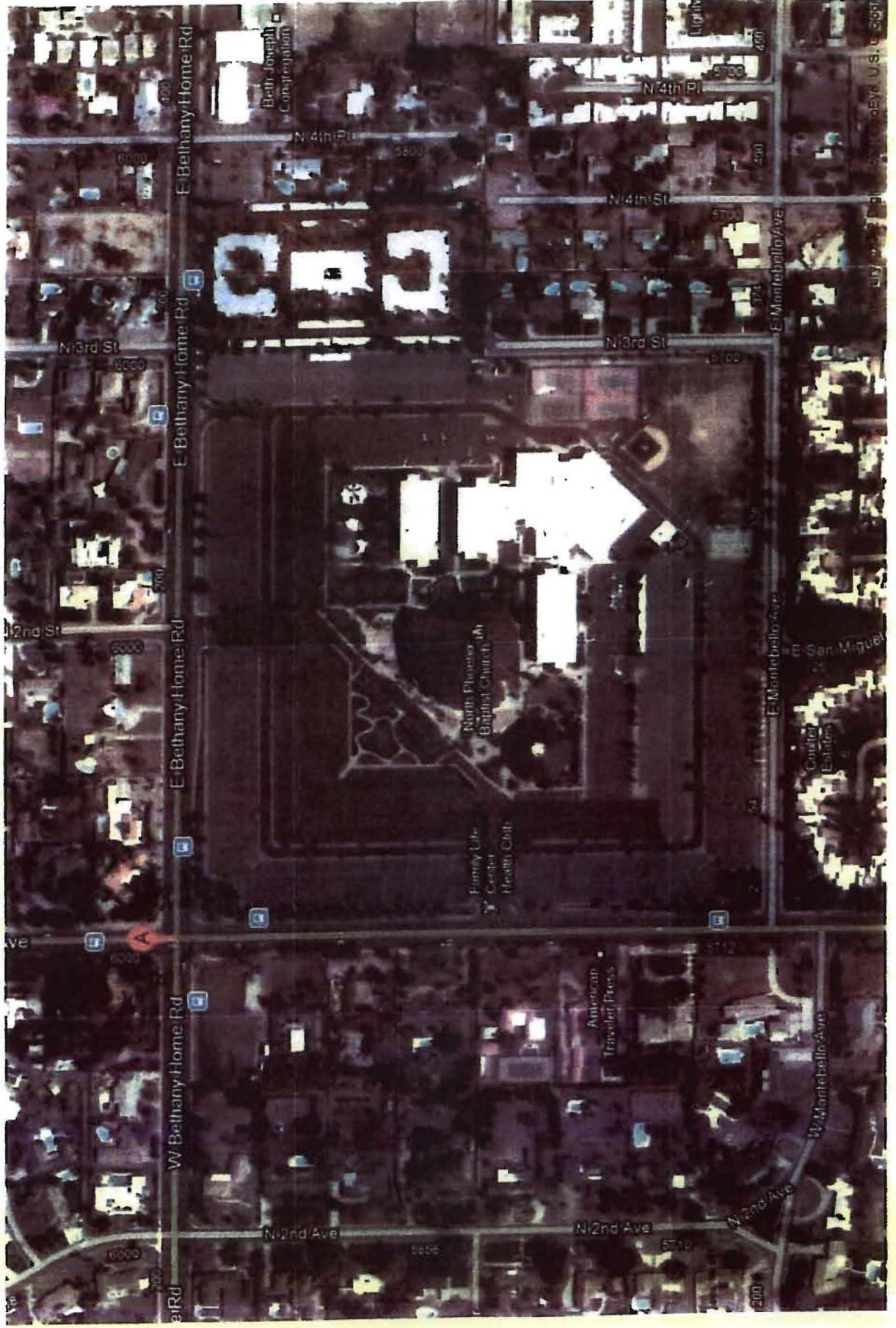
1. Ken Helenbolt
2. Andy Ozols
3. Charley Arruda
4. Frank Arruda
5. Frank Kuperman
6. Sharon Schmidtke
7. Ed Rucker

Information on the membership and attendance of 3 Phoenix churches included in the packet are:

**NORTH PHOENIX BAPTIST CHURCH**

- a. Membership of 5000-5500**
- b. Attendance of approximately 2000**
- c. Sunday Services at 10:30 A.M.; a 5 P.M. smaller service**

To see  
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Information on the membership and attendance of 3 Phoenix churches included in the packet are:

**LIVING STREAMS CHURCH**

- a. Membership of 1100**
- b. Attendance of 600**
- c. 3 Services— One Sat. Evening**
  - 9 A. M. Sunday**
  - 11 A.M. Sunday**

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Information on the membership and attendance of 3 Phoenix churches included in the packet are:

**FIRST CONGREGATIONAL UCC**

- a. Membership of 439**
- b. Attendance of 200**
- c. 10:30 A.M. Sunday Service**



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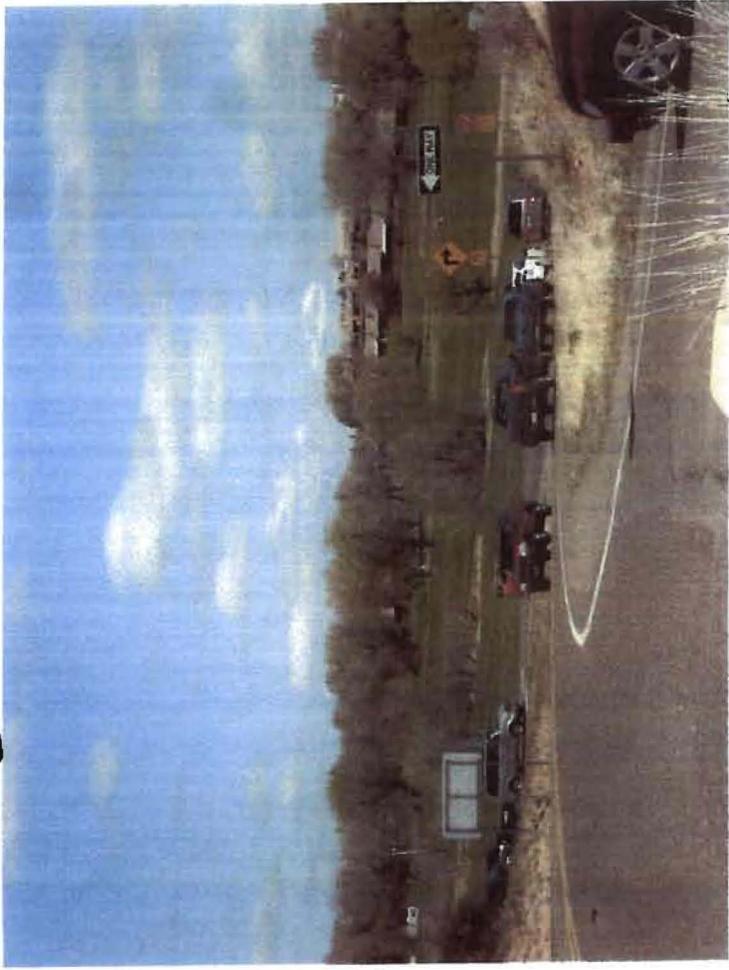


## 4.0 FUTURE CHALLENGES

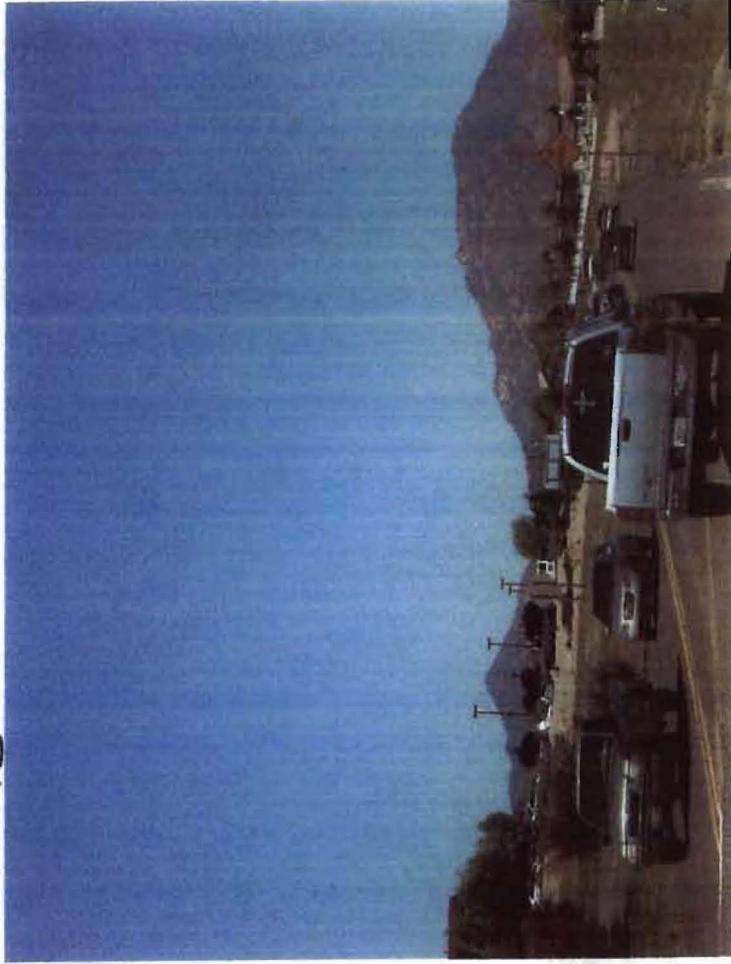
### 4.4 BALANCING COMMUNITY VALUES

Business development, neighborhood and environmental protection efforts will at times conflict. The challenge lies in the choices and tradeoffs the community must make when values conflict. In making these conscious community choices and tradeoffs, community wide interests and benefits will be primary criteria for resolving the conflict. **When considering neighborhood conflicts not of a community wide impact, the concerns of the neighborhood will be the primary consideration.**

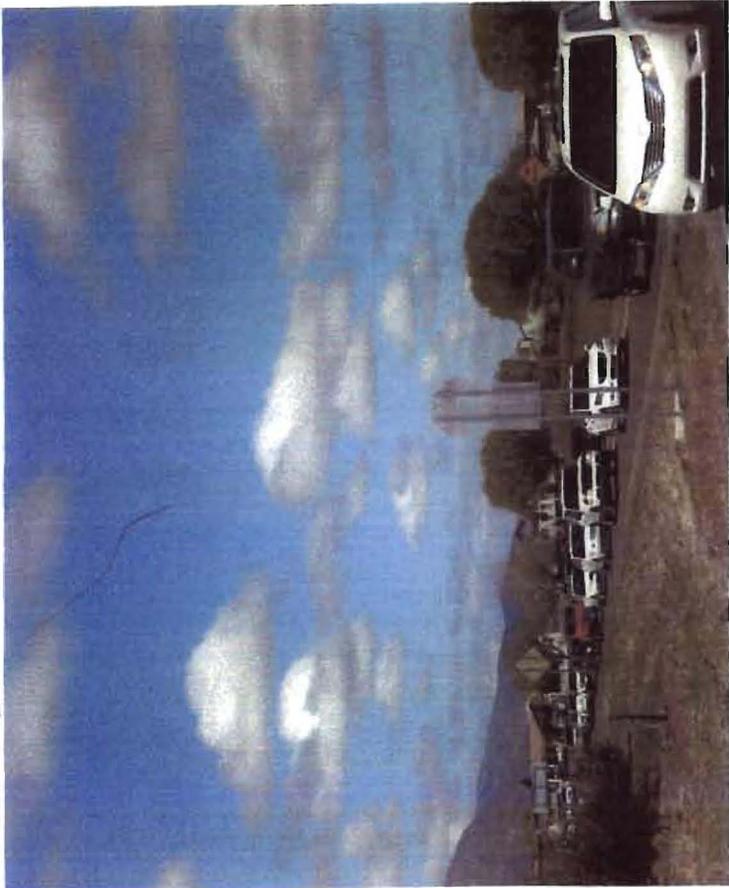
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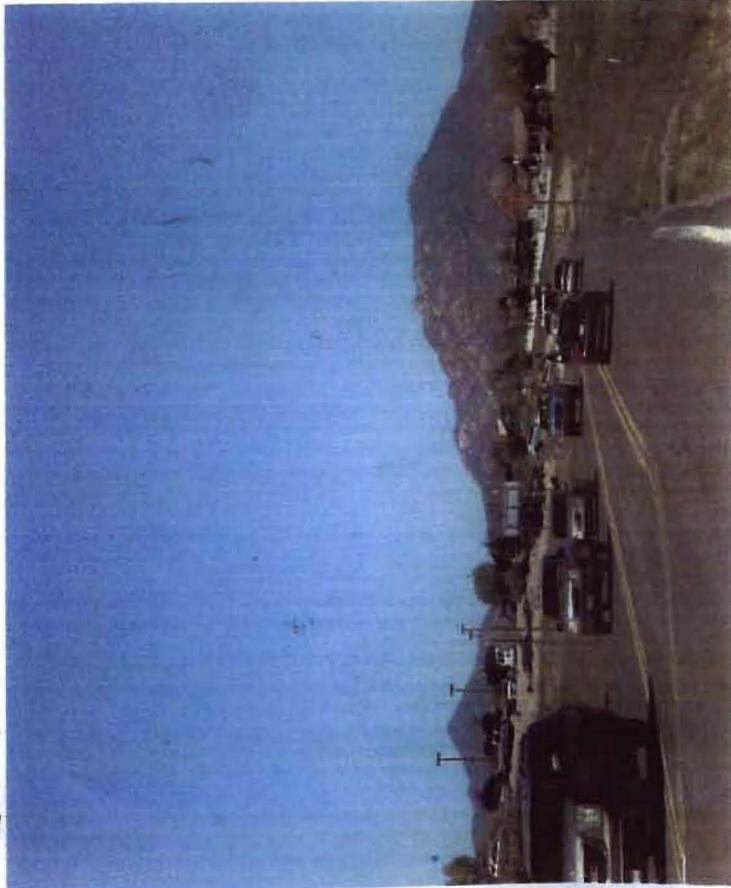
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4-15-12



4-22-12



# **PRESCOTT GENERAL PLAN**

**RATIFIED MAY 18, 2004**

The neighborhoods, the downtown and the economic opportunities are vital to provide for living, working and enjoying a quality life in the Prescott vision.

**NEIGHBORHOODS** are characterized by:

- People gathering / activity focus areas, combining recreation areas (e.g. parks, school yards); civic and public services (e.g. schools, churches, civic clubs, fire and police substations); and small business (e.g. sundries, eateries, household service shops, daycare, medical / professional offices) – oriented to low traffic and modest parking needs.

## **4.2 BALANCED MIX OF LAND USES**

The challenge for the city is: to assure the continued vitality and longevity of existing commercial and industrial area; to zone additional sites suitable for business, commercial and industrial development as the community and region grow; but to do so without sacrificing the historic and cultural resources and open space valued by the community or creating undue negative impacts on existing neighborhoods. Currently undeveloped areas represent the best opportunities to improve and maintain a sustainable balance between these types of land uses. The Land Use Element addresses this topic in greater detail.

## **4.4 BALANCING COMMUNITY VALUES**

Business development, neighborhood and environmental protection efforts will at times conflict. The challenge lies in the choices and tradeoffs the community must make when values conflict. In making these conscious community choices and tradeoffs, community wide interests and benefits will be primary criteria for resolving the conflict. When considering neighborhood conflicts not of a community wide impact, the concerns of the neighborhood will be the primary consideration.

In conclusion, the Golf Links Subdivision and thereby the neighborhood; has an ongoing unhandled problem of poor stewardship which Heights Church began in 2002. The rezoning of their property would create undue negative impacts on our existing neighborhood for years to come. In proposing denial of rezoning, I constructively submit the church's needs would be served by moving north on Highway 89A one mile

to the Granite Dells Drive exit where proper zoning to access are existent. This action would solve both parties' needs in this matter.

Lastly, if a change of zoning was granted the Heights Church, our neighborhood would be eliminated from the church's future development. In so doing the Heights Church could sell off the land with its new commercial designation and the neighborhood would have no input as the new owner and possible development.

We thank you, the Planning and Zoning Commission, for placing the earlier limits on the property in 2002 and request you to vote in the same manner on this rezoning proposal. THANK YOU.

## 5.0 LAND USE ELEMENT

### 5.2 NEIGHBORHOODS AND HOUSING BALANCE

Prescott has a variety of existing neighborhoods, including mixed-use and historic neighborhoods, large-lot subdivisions, apartment complexes, master-planned communities, cluster-housing areas, and gated communities of various sizes and designs. The city celebrates this diversity and is committed to protect this balance. Some existing neighborhoods are completely built out with few opportunities for additional development. Other neighborhoods have vacant parcels, which may be suitable for infill development. A few existing neighborhoods are in transition from residential to commercial or from one type of residential to another, resulting in the potential for development conflicts. Care must be taken in these situations because incremental development decisions can have negative consequences, for example a neighborhood street can be overwhelmed if higher infill densities result in heavier traffic loads than existing streets can support. A neighborhood plan approach has been used to establish the direction of future development and/or redevelopment in many such neighborhoods. Continued use of this process will improve public participation in the planning process and will help to integrate in-fill development sensitive to the varied character of our neighborhoods. **An important part of good neighborhood design is street connectivity. Assuring adequate street connectivity offers pedestrians, bicyclists and drivers multiple options to reach destinations and encourages interactions and a sense of community.**

#### 5.2.6 Neighborhoods Goals and Strategies

##### **Goal 1. Maintain the integrity and character of existing neighborhoods.**

**Strategy 1.1** Prepare specific area plans, neighborhood plans and/or special purpose plans with the involvement of residents and property owners to guide future development and re-development within or adjacent to existing neighborhoods.

**Strategy 1.2** Define areas where zoning overlay districts, including Historic Preservation Districts, or other tools for specific neighborhood protection are appropriate.

**Strategy 1.3** Encourage in-fill development/ re-development at densities compatible with the established neighborhood character and infrastructure.

**Strategy 1.4** Assure adequate buffering and screening between dissimilar uses through implementation of the 2003 Land Development Code.

##### **Goal 2. Manage and guide future development in neighborhoods in a manner sensitive to topography, ridgeline or view-shed protection, protection of open space and other natural features.**

**Strategy 2.1** Promote preservation of steep slopes by clustering residential development on flatter terrain.

**Strategy 2.2** Restore vegetation where cut and fill sites occur to minimize scarring and control erosion to protect the site and adjoining properties.

**Strategy 2.3** Implement development code provisions to reduce the visual impacts of ridgeline development and construction-related scarring on hillsides.

**Strategy 2.4** Promote establishment or preservation of open space within neighborhoods through subdivision designs that allow incorporation of open spaces within neighborhoods.

**Strategy 2.5** Encourage developers to use the Planned Area Development design option to preserve natural features and provide buffers and open spaces in new subdivisions.

**Strategy 2.6** Use negotiation opportunities and applicable regulations to preserve or create neighborhood open space, trails and parks.

##### **Goal 3. Assure adequate vehicular and pedestrian access and connectivity within and between residential neighborhoods and adjoining commercial areas by promoting street interconnectivity, particularly minor collector streets.**

**Strategy 3.1** Promote efficient circulation that disperses traffic while allowing neighborhood interconnectivity using traffic calming techniques as appropriate.

**Strategy 3.2** Integrate bike/pedestrian and transit options into neighborhood plans and development proposals as appropriate.

**Strategy 3.3** Implement the approved Trails Plan to expand open space and trail uses in neighborhoods.

**Strategy 3.4** Encourage development which promotes multi-modal transportation options.

**Strategy 3.5** Design streets to meet the needs of emergency vehicles in a neighborhood friendly way while allowing safe on-street parking.

**Goal 4. Promote a balanced community with a diversity of neighborhoods and residential types and prices.**

**Strategy 4.1** Investigate opportunities for public/private partnerships which can help to create housing for a balanced community. Such partnerships might include:

- joint ventures
- dedications of city owned property for housing projects
- city sponsorship of funding applications (e.g. CDBG grants)
- coordination between private property owners, developers and non-profit organizations seeking to develop in-fill or rehabilitation of existing building to meet housing needs

**Strategy 4.2** Provide regulatory incentives, as appropriate, to reduce production costs and promote production of more housing affordable to families at or below the median income. Consider implementation of regulatory incentives such as:

- density bonuses
- greater flexibility in placement of quality manufactured housing
- reduction in parking requirements where appropriate
- increased allowable building footprint and/or decreased set back requirements
- reduced off site improvements, where appropriate.

**Strategy 4.3** Consider implementation of procedural incentives to stimulate production of more moderately priced housing such as:

- streamlined review and approval processing for developments which provide a minimum number of units affordable to buyers at or below the median income
- priority development review where possible.
- limits on number of area meetings or other development review processes
- expedited general plan amendment application reviews

**Strategy 4.4** Consider implementation of program incentives to stimulate production of more moderately priced housing. Such incentives might include:

- relief from all or a portion of building permit and/or inspection fees
- higher priority for water allocation
- setting aside a portion of the water budget specifically for multi-family development
- water allocation priority given to new developments that target 10-20% of units affordable to people at median income
- differential water and sewer buy in fees for multi-family development which are lower than fees for single-family development
- waiver of certain fees for restoration of historic structures, including adaptive re-use projects

**Strategy 4.5** Consult with developers and builders about housing needs in the community as well as the possible incentive options available to assist them in lowering production costs and thereby provide housing affordable to targeted income groups.

**Goal 5.** Prepare a Housing Master Plan for the City of Prescott to include a needs assessment and to address at a minimum, housing availability and variety (number of units, types of units, size of units, etc); housing quality (sanitation, safety and amenities); and housing affordability.

**Strategy 5.1** Conduct a new Prescott Housing Needs Assessment and regularly update it to keep an accurate inventory of both housing needs and housing availability by unit price and income level affordability.

**Strategy 5.2** Using a variety of media, provide housing information (based on needs assessment and Housing Master Plan) to the general public addressing the types and quantities of housing available in the community. Include information to address public misperceptions regarding look and quality of housing affordable to moderate and low income families.

**Strategy 5.3** Work with non-profits and builder to proactively identify and plan sites suitable for development of affordable housing (specific area plans in undeveloped areas, plans for newly annexed areas, neighborhood plans).

**Strategy 5.4** Promote preservation, restoration and rehabilitation of existing housing stock which contributes to greater diversity of housing options (including price ranges) and which maximizes existing infrastructure investment.

**Goal 6.** Encourage more compact development, quality in-fill development and higher density development as a means to provide lower cost housing, maximize use of existing infrastructure or improve infrastructure as necessary, and promote longevity of established neighborhoods.

**Strategy 6.1** Investigate the feasibility of reducing permit and utility connection fees for compact development forms as incentives to encourage production of more affordable housing. Consider application of these incentives to:

- in-fill development
- mixed use developments
- smaller lot size subdivisions
- multi-family development
- manufactured or modular housing

**Strategy 6.2** Promote the development of multi-family and other compact residential development in suitably zoned districts through use of Planned Area Developments, water allocations and other appropriate means.

**Strategy 6.3** Promote greater public understanding of positive aspects of higher density, more compact development forms including mixed use neighborhoods, multi-family housing, cluster housing, and manufactured homes.

**Strategy 6.4** Investigate methods to encourage affordable housing in areas appropriate for in-fill development.

**Strategy 6.5** Support rental accessory dwellings where permitted in zoning districts and neighborhood plans

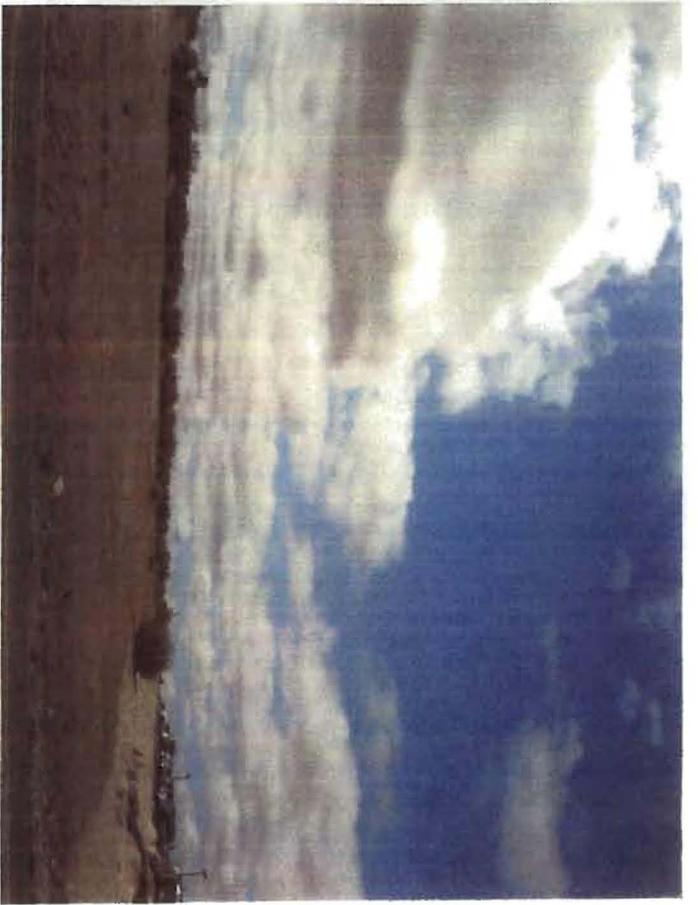
## **11.0 ECONOMIC DEVELOPMENT ELEMENT**

### **11.2 EXISTING CONDITIONS, TRENDS & CHALLENGES**

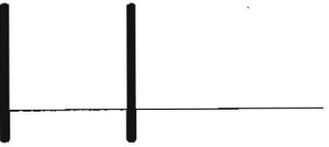
Growth projections for the region will create additional demand for businesses and services to serve the growing population. In addition to the availability of goods and services, that population will need quality, high paying jobs to sustain a reasonable standard of living. Recent trends in geographic distribution of commercial development have evidenced a shift of commercial and, to a lesser extent, employment centers out to major arterial corridors, and to Highway 69 in particular. These moves have drawn attention to the need to maintain a diverse retail/commercial presence at locations throughout the city. The relative prominence in the economy of areas such as Ponderosa Plaza, the K-Mart/ Safeway Center on Willow Creek Road, the Fry's/ABCO Center on west Gurley and Park Plaza, has declined in recent years. Since there continues to be a need for availability of goods and services for neighborhoods near these locations, significant efforts should be made to encourage the redevelopment of sites left vacant by the relocation of major commercial entities and employers

Throughout its history the downtown has been a major economic asset of the community. The downtown business district accounted for approximately 20% of total sales within the community in the late 1990s. With the opening of the new Gateway Mall the downtown percentage of citywide sales has been reduced. With its historic character, the downtown remains the single most significant tourist draw for the community. With its combination of historic structures, cultural amenities, community events and varied mixture of businesses, the downtown will continue to draw a large share of the area's tourism. The Downtown remains a focal point for efforts to preserve it as an economic engine for the city and as a central aspect of the character of Prescott. A Downtown Specific Area Action Plan was adopted in 1997. The Plan called for the formation of a public/private partnership between the City and a private partner to represent the resources and interests of downtown businesses and land owners. This resulted in the formation of the Prescott Downtown Partnership, Inc. which acts as a manager for downtown activities and functions as a liaison between the City and the private sector. Also pursuant to the plan, a downtown renovation project was initiated in 1998 which was designed to enhance the shopper and visitor experience by repairing sidewalks, adding pavers to crosswalks, landscape planters, lampposts, benches and waste receptacles as pedestrian friendly amenities. In 1998 with property owner participation, an Historic Preservation District was formed around the Courthouse Plaza to protect the historic integrity of the buildings surrounding the Plaza. Mindful of the importance of cultural and arts amenities to the economic vitality of downtown, the City purchased the Elks Opera House in 2001. A newly organized nonprofit, tax-exempt corporation, the Elks Opera House Foundation, with assistance from the Prescott Area Arts and Humanities Council, is moving forward with plans to renovate this structure which has been the home of live performances, movies, and meetings for nearly a century. Also recommended by the Downtown Action Plan, efforts to create a Central Business Zoning district are underway. With the completion of a parking garage, the city will have invested more than \$8.5 million in the downtown's infrastructure and assets. The proportion of land available for commercial purposes has remained static while the proportion specifically set aside for industrial development has declined over time. As this type of development represents opportunities to recruit higher paying jobs for area residents, plans should be formulated to increase availability of suitable sites and to attract employers to those sites. Commercial corridors are being created along arterial roadways and all of the existing Specific Area Plans designate commercial areas for commerce and industry growth. These plans will be reviewed periodically and should provide enough flexibility to maximize opportunities for Prescott's economic improvement. An adequate workforce is critical to the economy of Prescott. One of the key concerns noted in a recent study is that a significant portion of the local workforce is underemployed, meaning their education and skills are not being fully utilized. A second concern is that a portion of the workforce is lacking in the skills at the levels desired by employers. The first concern can best be mitigated through business attraction and retention to provide more jobs requiring the higher education and skills possessed by the currently underemployed. The second concern is being addressed by the educational institutions and employers working together to improve workforce development and skills preparation programs.

Another trend which has become apparent is that the City of Prescott, like many other cities in Arizona, does not have sufficient numbers of housing units to meet the demands of service level workers and other residents at or below the median income level. A state commissioned study by Elliott D. Pollack & Company identifies the available housing stock affordable to each income range from less than \$5,000 to more than \$75,000 annually. The study assumes that "affordable" means a monthly rent or mortgage payment of no greater than 28% of household income. The study indicates that a significant "gap" or deficiency of affordable housing units exists for those households earning 60% or less of the city's median household income. The Land Use Element provides additional information on the Pollack study and possible solutions to the challenge of providing housing for a balanced community. Pursuit of strategies to attain and maintain a healthy economy may cause some undesired impacts either on nearby residential neighborhoods or on the natural environment and may conflict with community goals and values in other areas. Business, commercial and industrial development of community-wide interest must be vigorously pursued in order to achieve community goals and maintain a healthy economy. Some business development will not carry as much community-wide significance and can be more a matter of local neighborhood concern. **The "rule of thumb" for resolving these conflicts is that when community-wide interests are at stake, they usually take precedence; when community wide interest is not at stake, then neighborhood interests will usually prevail in resolving conflicts.** The challenge is to determine which business development opportunities constitute community wide interests, and which do not.

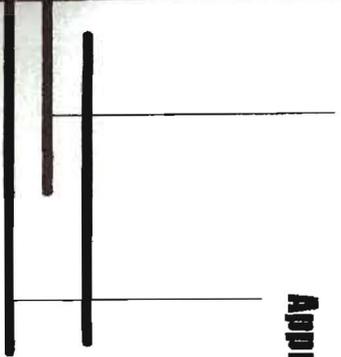


**Approximately 20 ft**



**Approximately 20 ft**

**Approximately 30 ft**



**Heights Church MOB Property**

Topics to discuss with Church Wed. April 25<sup>th</sup> at 3 P.M.:

1. Has the Church estimated the costs involved with this expansion regarding the overpass and Larry Caldwell 4-lane widening?
  - a. \$6 Million is our estimate
  - b. Church's estimate?
  - c. Where will the Church get this money?
  - d. How long to raise it, if this is their intent?
  
2. Have they ever considered the use of the existing N.O.B. parcel for their Church?
  
3. Clear up statement that **WE** wanted 50 foot building at Golf Links and Larry Caldwell.
  
4. Will they consider a variance on height with **NO** rezoning?
  
5. Community Concerns:
  - a. Widening of road to Golf Course presents safety elements not only to golfers, but church members driving enroute to church property.
  - b. Rezoning effect on property values and tax issues
  - c. As it stands now, ambiguity of property proposal has made it difficult to disclose the church's property expansion to prospective buyers. Thus, it leaves the seller in potential liability.