
**SILVERHAWKE BLOCK 5
GENERAL PLAN AMENDMENT
& REZONING
PUBLIC OUTREACH PLAN**

PREPARED BY:

Paradigm
LAND DESIGN LLC

Attn: Paul Oland
GPO@ParadigmLand.US
(520) 664-4304

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I. PROJECT OVERVIEW

The subject property is part of a larger land holding that was acquired by the Kai family over half a century ago. Much of that original land holding has been developed over the years for various residential purposes. This property is known as Silverhawke Block 5 and is currently zoned for commercial development along with Block 4 to the west. Block 4 is right on the corner of Tangerine and First, and we believe someday it'll be viable for commercial development. Unfortunately, several factors make this property, Block 5, unsuitable for commercial use: First, it has poor visibility from nearby streets. This alone is a critical flaw for retail. Second, it is physically located well off the corner of Tangerine and First. Third, there is an abundance of more suitable undeveloped commercial parcels nearby. Fourth, the market for retail floorspace is weak in this part of the Tucson metro area, partially due to that abundance of commercially zoned land and partially due to a lack of the residential density needed to support extensive retail. And lastly, a relatively low number of additional residential units are likely ever to be built within the parcel's retail service area, so the retail market isn't likely ever to improve much at this location. All these factors lead us to believe that the most viable, and most appropriate, use for this property would be for residential or senior care uses.

Over 15 years ago a list of General Plan Special Area Policies were applied to the overall "Kai-Capri" property, which encompassed roughly 290 acres east of 1st Avenue from Tangerine Road to Naranja Drive. The Policies provided direction for development of the entire property including the identification of approximately 24 acres at the corner of Tangerine at First as being appropriate for commercial development, so that portion of the Kai-Capri property was designated in the General Plan as Neighborhood Commercial / Office ("NCO"). Our proposed downzoning from C-1 Commercial to R-6 Residential will not require an amendment to the General Plan land use map because R-6 is a permitted zoning classification within the NCO designation. However, along with the downzoning we are requesting text amendments to the Special Area Policies to allow this property to be developed for residential purposes.

Our proposed downzoning includes several Tentative Development Plans, depicting different development scenarios that we believe to be viable and appropriate uses for this property, including:

- A rental casita product similar to a number of others that have been very successful around Tucson and Phoenix. The residents of this sort of development are typically renters by choice, meaning that they could afford to purchase a home but prefer not to at this time. The project will be well landscaped, featuring a central recreational amenity such as a pool and spa area, and is most often entirely single-story.
- A gated, two-story apartment community in an amenitized and well-landscaped setting. As with the rental casita scenario the project would include a central recreation area with a clubhouse and rental office. And also, as with the casita scenario, residents in apartments such as this usually chose to live in an apartment even though they have the means to purchase a home.
- A senior care facility to meet the significant unmet need in the senior care industry. An increasing number of people are deciding that modern senior care facilities are an attractive living option that provides resort-like amenities and also the support that many aging people, or their spouses, require.

The development will include a main two-story building where assisted living, memory care, and/or independent living quarters are offered. Around the perimeter one-story independent living cottages would provide a place where those requiring less care could live with a bit more room while still benefiting from the amenities and services available at the main building. Senior care facilities are very low traffic generators, and they're just as quiet if not quieter than other residential areas in Oro Valley.

- A single-family neighborhood featuring two-story townhome-style housing or one- and two-story detached homes similar to the nearby Villages at Silverhawke or Catalina Shadows neighborhoods.

Regardless of which development scenario comes to fruition, several facts will remain the same:

- ✓ Building heights will not exceed the two-story limitation that is already in place under the existing C-1 zoning.
- ✓ Traffic generation will be equivalent or most likely lower than what could be expected if developed under the existing C-1 zoning.
- ✓ Any of the proposed development types will benefit the struggling retailers that have already established themselves in Oro Valley.
- ✓ The nearest residents in the Catalina Shadows neighborhood are over 800 feet away, and will be separated from this development not only by distance but also by homes to be built within the Villages at Silverhawke Phase 3.
- ✓ This development concept will not negatively impact any nearby homeowners in the area.

II. YOUR VOICE, OUR FUTURE CONFORMANCE

Oro Valley's Your Voice, Our Future General Plan includes many goals and policies that support the development or appropriate, transitional, and viable land uses such as those proposed by this rezoning. Below are a sample of goals and policies that this proposal supports:

- 3.4.A. – A robust local economy and job market that provide opportunities for quality employment, build on Oro Valley's assets and encourage high-quality growth.
- 3.4.D. – A community with a wide range of services, amenities, shopping and dining opportunities and housing types that meet the needs of current and future residents.
- 3.6.CC.7. – Support the development of diverse housing types within the community.
- 3.6.CC.8. – Foster development of complete neighborhoods with easy access to transportation and employment options, and commercial areas that offer amenities and services for residents' daily needs.

- 5.4.X. – Effective transitions between differing land uses and intensities in the community.
- 5.5.LU.5. – Provide diverse land uses that meet the Town’s overall needs and effectively transition in scale and density adjacent to neighborhoods.
- 5.5.LU.7. – Coordinate planning for land use and transportation in order to promote growth areas and transit and commercial corridors.
- 5.5.LU.9. – Promote the design of cohesive developments that enhance and promote the pedestrian experience.
- 5.7.DG.1. – Require new development to pay its share toward the cost of additional public facility and service needs generated by new development while balancing public and private interests in cost allocation.

III. IDENTIFICATION OF INTERESTED STAKEHOLDERS

In Oro Valley the term “interested stakeholder” is usually taken to mean “any interested party”. The terms are not synonymous, but for the purpose of this report we will assume them to be. Previous planning, entitlement, and engineering efforts on the overall Kai-Capri property garnered significant interest from the residents of the Catalina Shadows, Palisades South, Tangerine Hills, and Tangerine Meadows neighborhoods. The potential impact of this rezoning is relatively small because the proposal involves downzoning the land, the nearest homeowner is hundreds of feet away, and Block 5 is only a small portion of the original Kai-Capri property. Even so, given previous interest levels the Town should expand their typical notification area to include the closest homeowners in those neighborhoods. That expanded notification area will result in over 500 homeowners being notified of this project. Private intra-neighborhood communication will expand the notification even further. Despite their distance to the subject property, it is important that our nearest neighbors receive accurate information about this rezoning.

IV. PROPOSED NEIGHBORHOOD MEETING PROCESS

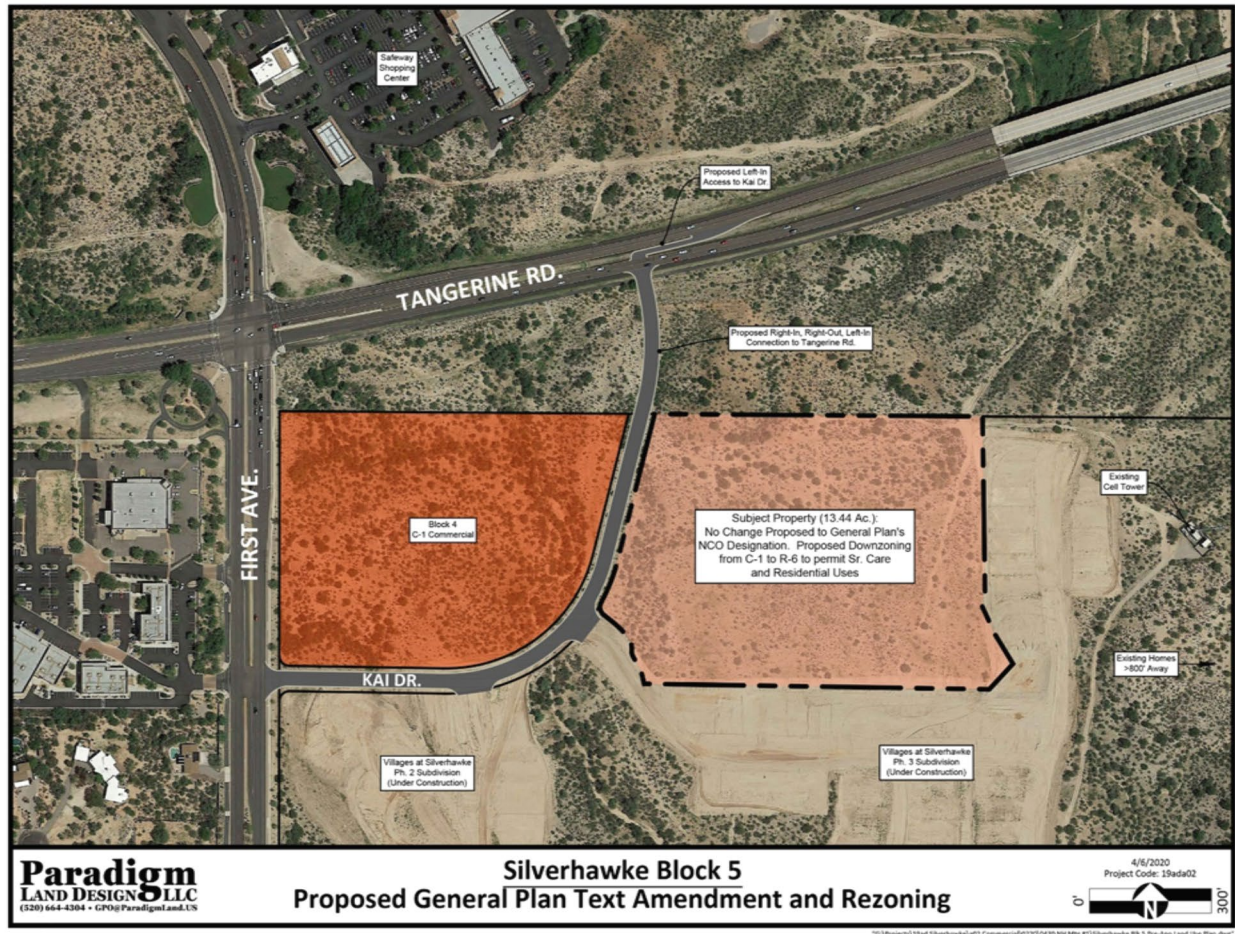
The Town Code defines the minimum neighborhood outreach requirements for General Plan amendment and rezoning proposals. The goal of the requirements is to inform nearby property owners and solicit their feedback about the project in hopes of causing adjustments to the proposals that are best for the common good. This project will undoubtedly create a fair amount of interest from the public, but the COVID19 pandemic has created a novel circumstance wherein large gatherings of people would not be lawful or prudent. In order to fulfill the goal of the Code’s requirements we will shift our primary outreach efforts to the internet. An initial informational video will be filmed and posted to the web in early April. The extensive list of interested parties will be notified of the video and will be given two weeks for initial review and comment of the information presented. Once comments are collected, we will prepare a follow-up video addressing comments and questions. This initial outreach will occur prior to our formal application so that we will have the opportunity to adjust the proposal in response to reasonable comments and concerns offered by nearby landowners. Further information will be disseminated as the

project proceeds through the review process. If the COVID19 pandemic subsides later this year and reasonable concerns from nearby property owners still exist we hope to be able to conduct in-person meetings because in-person meetings are an important part of the process and should be held if conditions allow. If not, we will continue through interactive web-based outreach efforts. The following schedule is proposed:

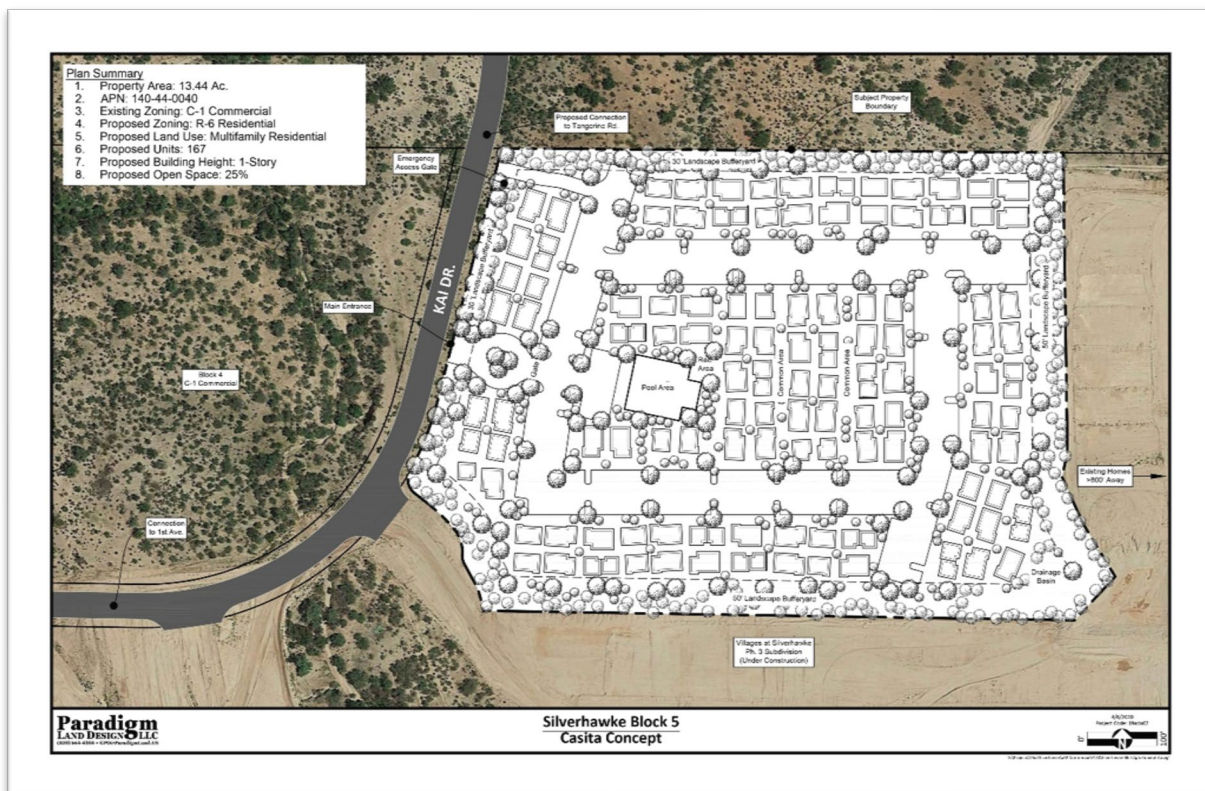
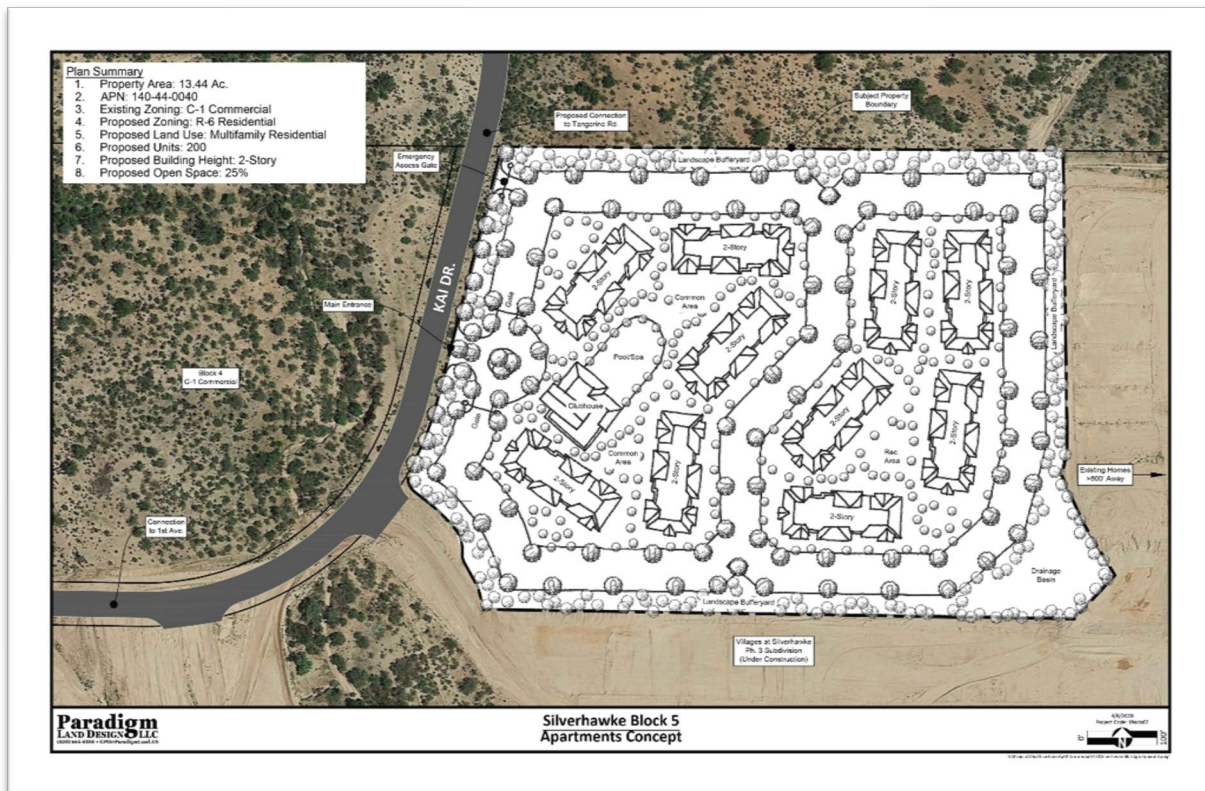
April 10.....	Informational Video Posted
April 23.....	Deadline for Questions & Comments about 4/10 Informational Video
April 30.....	Second Informational Video Posted, Responding to Questions & Comments
April 30.....	Formal Submittal
May 21.....	Web-Based Interactive Neighborhood Meeting
August.....	In-Person Neighborhood Meeting (If Possible)
September	In-Person Neighborhood Meeting (If Possible)
October.....	Planning & Zoning Commission Hearing
November.....	Planning & Zoning Commission Hearing
December.....	Town Council Hearing

Ironically, a web-based outreach approach is actually more accessible to more people than in-person meetings. Any physical and/or scheduling constraints of interested parties are overcome by the proposed approach, and we hope and believe that we will receive public feedback that is both more extensive and more germane than that which is often received at large in-person neighborhood meetings that can be dominated by strident non-stakeholders who rarely have actual neighbors' best interests at heart.

V. PROJECT LOCATION MAP



VI. PRELIMINARY CONCEPTUAL SITE PLANS



PRELIMINARY CONCEPTUAL SITE PLANS (CONT'D)