



**Town of Oro Valley
Community and Economic Development Department**

**Southwest corner of Oracle and Tangerine – Oro Valley Marketplace
(Oro Valley Village Center) rezoning Frequently Asked Questions.**

Listed below are frequent questions the Town has received regarding the applicant's proposals.

1. WHAT ARE THE VACANCY RATE, TARGET MARKET AND CRIME STATISTICS ASSOCIATED WITH APARTMENTS?

The Town recently commissioned an Apartment Study as part of a larger, and future, Town-wide housing inventory analysis, which was identified as an action item in the voter approved *Your Voice, Our Future* General Plan. The study, the first step in the larger housing analysis, was conducted to provide information to policy makers and help inform land uses decisions.

The analysis, which utilized both qualitative and quantitative data focused on similar questions heard at our neighborhood meetings by Town staff. The questions are listed below in italics and are followed by a short summary of the findings for each topic.

A. What is the demand for and supply of apartments [in Oro Valley]?

Demand for apartments in Oro Valley is high and experiencing the strongest rent growth in the region. Oro Valley currently has a limited supply of vacant apartment units with an average vacancy rate of 5.4%, similar to that of the greater Tucson market (4.3%), however, average rents in Oro Valley are 35% higher than the market as a whole.

When a community is approaching build-out (Oro Valley is currently 94% built-out), residential development typically becomes more dense (e.g., apartments) and represents a greater percentage of the communities housing stock. In two other Arizona cities facing similar build-out constraints (Scottsdale and Tempe) apartments make up approximately 27% and 41% of all housing units, respectively, significantly more than the supply of apartments in Oro Valley (15.3%). Moving forward, empty nesters downsizing and early career professionals moving to Oro Valley will only increase the demand for the affordable, convenient, and low-maintenance options apartments provide.

B. What are the income levels and age of renters in comparison to homeowners?

Renters in Oro Valley (living in all housing types, not just apartments) are typically young professionals or empty nesters. A majority of renters in Oro Valley (79%) are either 55+ (42%) or aged 25-44 (37%).

The average median household income for renters in Oro Valley is \$51,092, slightly higher than the median household income (\$51,037) for all housing types in the Tucson region.

Additionally, average monthly rent in Oro Valley is \$1,123, substantially higher than the average in Tucson of \$846.

C. Do apartments significantly contribute to overall crime?

No. Since 2015, apartment communities have accounted for approximately 13% of Part I (more serious) crimes. Considering apartments make-up 15.3% of total housing units in Oro Valley, the data clearly indicates less crime occurs within apartment communities than elsewhere within the Town.

D. Is crime higher in apartment communities compared to single-family residential subdivisions?

No. On a per unit basis, apartments had less crime reported than single-family homes when compared over a 6-month period.

For more information, the Apartment Study can be viewed on OVprojects.com.

2. WHAT NEW USES ARE BEING PROPOSED AS PART OF THE APPLICANT'S REQUESTS?

The applicant is proposing new uses as part of the following two requests:

Amending the existing zoning for the property

A component of this application is a request to permit apartments within the shopping center. Currently, all Regional Commercial (C-2) uses are permitted which range from office, retail and restaurant, hotel, and indoor recreation. The applicants request would only apply to the Oro Valley Marketplace and not other similarly zoned areas with Rancho Vistoso.

The applicant's proposal includes a request for two apartment complexes (one along Oracle Road and another along Tangerine Road) with a total of 730 units.

There is also a proposal to develop an Entertainment District as recreational open space in the area currently designated as Critical Resource Area within the property. No changes are being proposed for the Big Wash area owned and maintained by Pima County.

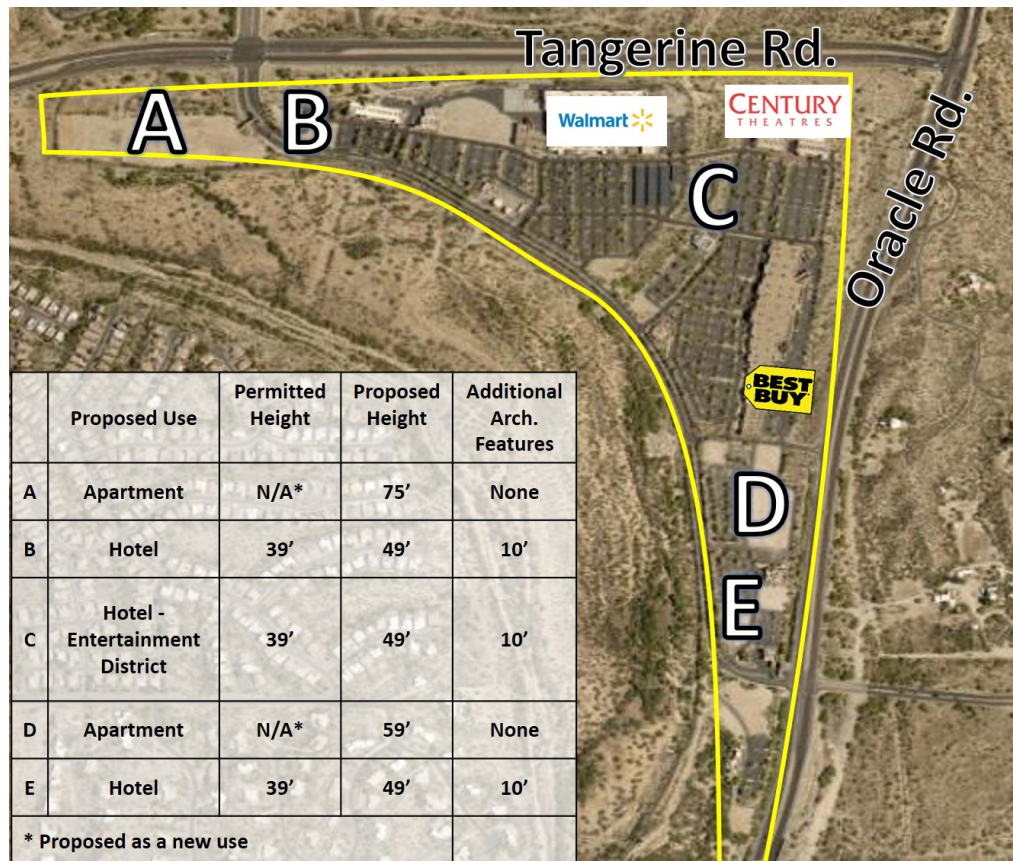
Revising the site and landscape design

As part of this request, the applicant is proposing 3 hotels. The hotels **ARE** a permitted use in the existing Regional Commercial (C-2) zoning district but were not depicted on the development plan approved in 2008. The applicant's revised development plan includes these proposed hotels.

3. WHAT ARE THE NEW BUILDING HEIGHTS PROPOSED BY THE APPLICANT?

The current development has a permitted building height of 39 feet, with an allowance for an additional 10 feet for architectural details. The applicant is proposing to increase the maximum

building height for one use to 75 feet (Tangerine Apartments) and 49 feet or 59 feet for other uses in specific locations as outlined below. The existing (allowed) and proposed building height for the individual buildings in the applicant's requests are shown in the image below:



4. WHAT MEASURES ARE BEING TAKEN TO CONSERVE VIEWS OF THE CATALINA MOUNTAINS?

The original design for the center approved in 2008 intentionally located the tallest buildings (Walmart and movie theater) nearest to the Tangerine and Oracle Roads intersection. This area is approximately 60 feet lower than the adjacent intersection and furthest from neighboring residential across Big Wash.

The applicant's requests include buildings proposed on previously grading lots within the center, many of which are over 1000 feet away and lower than surrounding residential developments. The one exception, the apartments proposed along Tangerine Road, is located north/northeast of adjacent residential approximately 730 feet away.

These proposed apartments along Tangerine Road, the taller of the two, were moved to this location (previously proposed along Oracle Road) as it does not significantly impact views of the Catalina Mountains in this new location. Currently, the most visible building in this direction is the 75-foot-tall Oro Valley Hospital. The proposed apartments along Tangerine Road are limited to a maximum building height of 75 feet.

This was a primary topic of discussion at most of the neighborhood meetings. For an explanation from the applicant, please view the meetings at OVprojects.com. Furthermore, the applicant has provided view perspectives for the proposed buildings that can be viewed [HERE](#).

5. IF THE PROPOSED BUILDING HEIGHT IS APPROVED, WILL ALL SIMILARLY ZONED PROPERTIES BE PERMITTED THE NEW BUILDING HEIGHT? WILL IT SET A PRECEDENT FOR SIMILAR FUTURE REQUESTS?

No. The applicant has requested increased building height strictly for select building areas within the Oro Valley Marketplace. The Rancho Vistoso Planned Area Development currently has specific requirements for each Neighborhood and the property owner is applying for increased building height standards only for Neighborhood 4. It is important to note that the Oro Valley Marketplace is the only development within Neighborhood 4. As a result, the building heights in all other commercially zoned areas within the Rancho Vistoso PAD and Oro Valley will not change.

The location of increased building heights would also be further limited within the Oro Valley Marketplace. If approved, the increases would only apply to the specific uses and locations requested (e.g. 75 feet for the Tangerine Apartments, 59 feet for Oracle apartments, and 49 feet for the three hotels). All other lots within the center would continue to have a maximum building height of 39 feet.

The applicant's requests to increase select building height within the Oro Valley Marketplace will not set a precedent as they are being evaluated based on the unique circumstances and site characteristics (e.g. lower grade, separated by Big Wash from neighbors to the west, adjacent to the existing 75-foot tall Oro Valley Hospital).

Requests for building height increases above 2 stories in Oro Valley have always been on a **site-specific** basis. Each request has been measured relative to the unique characteristics of the land (e.g. lower grade, obstructed from view by existing topography, etc.). This was the case with the Nakoma Sky/La Posada, Oro Valley Hospital and other site-specific requests.

Approvals, like the one for Nakoma Sky/La Posada, were not made by referring to other tall building allowances in Town as a "precedent". The review and decision-making focus was on site specific view impacts from public streets, homes and other adjacent properties.

6. WHAT IS GOING TO BE DONE TO LIMIT IMPACTS FROM NOISE?

The Town recently updated its noise ordinance to address potential impacts from "noise generating uses" (e.g., drive-thru restaurants, live music, etc.) early in the review process. The applicant is required to provide a noise study to ensure mitigation measures are incorporated into the design.

7. IS THE PROJECT GOING TO PROTECT DARK SKIES AND LIMIT IMPACTS FROM LIGHTING?

The Town's lighting standards are similar to Pima County's Dark Sky ordinance which aims to minimize light pollution. The Oro Valley Marketplace Master Lighting Plan is in conformance with these standards and all future development will be required to demonstrate compliance as well. Several notable requirements include:

- All exterior lighting affixed to a building is restricted to a maximum of 9 feet. Please note, balcony lighting for individual apartments is not subject to this restriction.
- Parking lot light fixtures are limited to a maximum height of 28 feet (similar to the existing parking lot lighting)

8. IS THE PROJECT GOING TO BE PHASED? IF SO, WHAT IS THE EXPECTED TIMELINE FOR CONSTRUCTION/COMPLETION?

The applicant plans on phasing the project as the development market dictates, with the apartments and Entertainment District part of phase 1. The amenities proposed within the Entertainment District are being used to meet some of the recreation area requirements for the proposed apartments and are required to be constructed and operational concurrently.

9. HOW DOES THE PROPOSED INCREASE IN TRAFFIC COMPARE TO THE EXPECTED INCREASE IN TRAFFIC BASED ON THE CURRENTLY APPROVED DESIGN?

The applicant's proposal **WILL** generate similar traffic volume throughout most of the day. However, during the morning peak hour (7am-9am), this new development will have an increased impact of approximately 5% to Oracle Road traffic volume over what was originally anticipated with the centers full build-out.

It is important to note the Oro Valley Marketplace is not 100% built-out and currently generates less traffic than was anticipated and built to accommodate. With or without the applicant's proposed changes, there is going to be an expected increase in traffic in the area reflecting the full build-out of the center.

If the new proposed development is approved and is 100% built-out, the traffic will be similar to what was originally planned (for full build-out of the center) and will meet the safety requirements the improvements were already built to accommodate. The difference between full build-out traffic generation (as currently entitled) and proposed is outlined in the table below.

The traffic volumes included in the table are based on applying theoretical generation from the ITE (Institute of Transportation Engineers) traffic generation manuals, to make an apples-to-apples

ORO VALLEY MARKETPLACE TRAFFIC GENERATION	
Traffic Generation Type	Vehicle Trips Per Day (VTPD)
Built sites as of 2021 (e.g. Walmart, Movie Theater, etc.)	16,184
Approved for <u>entire center</u> in 2005 for all building pads (developed and undeveloped as of 2021)	26,124
Projected for entire center with applicant's proposed uses	28,978
Projected difference	2,854

comparison with projected volumes.

10. DOES ORACLE ROAD HAVE THE CAPACITY FOR THE ANTICIPATED TRAFFIC?

Yes. The traffic impacts of this development were fully studied in 2008 during the original Oro Valley Marketplace Development. The total traffic generation numbers were derived from a full build-out model and the developer was required to build all necessary traffic mitigation/control measures to accommodate that level of traffic. Again, it is worth noting, there will be an expected increase in traffic regardless of which development scenario is fully built-out (existing entitlements or applicant's proposal).

Moreover, the site has two ingress/egress points to the Public right-of-way system – Oracle Road and Tangerine Road. Staff anticipates these two intersections will split site generated traffic as 60% for Oracle Road and 40% for Tangerine Road. Considering this, the overall expected increase to Oracle Road traffic is outlined in the table below.

ORO VALLEY MARKETPLACE TRAFFIC GENERATION (ORACLE ROAD)	
Traffic Generation Type	Vehicle Trips Per Day (VTPD)
Existing traffic south of Water Harvest Way	33,477*
Full build-out based on approved design	39,441
Full build-out for applicant's proposed design	41,153
Projected difference	1,712

* Includes traffic generated by Oro Valley Marketplace

These full build-out numbers on Oracle Road are very conservative (assumes all traffic is heading south out of the site and heading north into the site). **The total impact to Oracle Road traffic if the applicant's requests are approved has the potential of increasing the volume on Oracle Road by 4% over what is already entitled today.**

To put all of this in perspective, the volume of traffic **between Ina and Magee Roads (pre-pandemic)** was **54,551 VTPD**. This section of Oracle Road has substantially more side constraints (entry/exit points) than the section of Oracle Road near the Oro Valley Marketplace and is able to handle a significantly higher volume of traffic.

11. WHEN WILL ORACLE ROAD BE IMPROVED?

The Arizona Department of Transportation (ADOT) will be improving Oracle Road from Calle Concordia north to Tangerine Road as Phase 2 of their Oracle Road Improvements (Phase 1 is currently underway from Calle Concordia south to Miracle Mile). Currently, the ADOT schedule tentatively identifies this project running from late January 2022 through December 2022.

12. SHOULD A TRAFFIC LIGHT BE INSTALLED AT RAMS PASS BOULEVARD AS A RESULT OF THE INCREASE IN TRAFFIC?

A signal at Rams Pass, at this time, has not met warrant for installation. There is not enough neighborhood traffic generated to require the installation of a signal, regardless of the corresponding volume on Oracle Road. When the planned commercial at the entrance of Rams Field Pass is constructed, we will reevaluate the warrants and it is expected that a signal should be warranted at that point.

Traffic signals that do not meet warrants can have unintended consequences. Placing a signal where it is not warranted could have the adverse effect of causing a negative safety issue.

13. DOES THE TOWN HAVE SUFFICIENT WATER SUPPLY TO SERVE THE PROPOSED DEVELOPMENT?

Yes, the proposed development lies within the boundary of the Town's service area in which the utility is legally required to annually demonstrate to the Arizona Department of Water Resources that the Town's ground-water resource availability exceeds the Town's projected buildout demands for a period of 100-years. While this requirement only applies to groundwater, the Utility also delivers reclaimed water for turf irrigation as well as Central Arizona Project (CAP) water further preserving groundwater for future use if ever needed.

14. WHAT IS BEING DONE TO CONSERVE THE DESERT LANDSCAPE AND WILDLIFE?

When the development was originally approved in 2008 a primary component of the approval was an agreement from the developer to restore the previously degraded Big Wash area adjacent to the site owned by Pima County. This area, approximately 77 acres in size had been used as farmland for decades and had little resource value (see graphic below at left). The developer, as part of a Restoration Plan, transplanted or planted more than a 1,000 native trees, shrubs and cactus to restore the site to the native landscape flourishing there today (see graphic below at right).



Furthermore, the applicant's proposal for the man-made central wash area (between Walmart and the movie theaters) is to change the "type" of open space (environmentally restored drainage area open space vs. recreational open space). The Town's General Plan, which drives land use decisions, identifies the need for both natural and recreational open space areas. Town staff is charged with seeking a balance between the goals and policies of "protecting open space" and "establishing recreational amenities where appropriate". In this instance, the engineered drainage area has less resource value than something like the restored Big Wash area. As such, the applicant's proposal to change the type of open space is acceptable.