

Public Outreach Plan Oro Valley Village Center Rancho Vistoso PAD Amendment

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Neighborhood Four, Rancho Vistoso PAD

Prepared by:



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Oro Valley Village Center Rancho Vistoso PAD Amendment Public Outreach Plan

Below is the Public Outreach Plan (the “Outreach Plan”) for the proposed redevelopment and repositioning of Oro Valley Marketplace to Oro Valley Village Center, a new mixed-use lifestyle center (the “Project”) at the northeast corner of Oracle Road and Tangerine Road (the “Property”). A number of entitlements, including an amendment to the Rancho Vistoso Planned Area Development (“PAD”) is required for the Project to be redesigned with the configuration and combination of uses to provide a true mixed-use, village center infill Project. This Outreach Plan is required by the Town of Oro Valley (the “Town”) Zoning Code § 22.15(D).

The Project and Background

The Owner. The new owner of the Project, Town West Companies, is a financially sound Tucson organization, owned and managed for 40 years by the Horvath family. Town West is proud of the many local signature projects they have owned, developed, re-positioned and/or re-imagined. A few examples include Plaza Del Oro Shopping Center, 5th and Wilmot office park, NW Medical Park, Sam Hughes Place, Joesler Village, the award-winning Casa Presidio (Fort Lowell and Campbell), and Park Place Apartments.

Jim Horvath and team (the “Town West Team”) are working with Tucson/Southern Arizona individuals and businesses to develop a sustainable future for the former Oro Valley Marketplace – economically and environmentally revitalizing the development by investing in a center where all of the infrastructure exists and growth is planned.

The Town West Team has re-imagined this site, and it is being designed to bring enjoyment to longtime residents as well as newcomers and visitors. It is envisioned as a destination for people of all ages to gather, work, live, play, shop and stay to appreciate the unique beauty of the area.

Project Description. The newly-planned Oro Valley Village Center is designed to revitalize and expand the existing development and provide benefits to the community through:

- Increased sales tax revenues
- Expanded job opportunities
- Increased tourism and hotel tax revenues
- Cultural and social experiences for residents and visitors

The former Marketplace will not succeed in its current state. This “brick and mortar” retail-centric model is no longer as successful with today’s changing demographics and technology. To be successful, the new Oro Valley Village Center must offer a combination of retail, recreation, additional and diverse housing on-site, dining, wellness services and hospitality

in a new, innovative “*retailidential*” village. It focuses on creating experience and energy for a wider range of people: young professionals, retirees, families and visitors connected to the surrounding residential, employment and medical uses. This Project encourages embracing a social lifestyle experience within a walkable environment. The location is perfect as the surrounding infrastructure is in place, the current retail center is already in transition, and it is in the heart of Oro Valley adjacent to employment, healthcare and other related services. This holistic approach has proven to bring long-term success to similar visionary projects.

Your Voice, Our Future Conformance. Oro Valley’s General Plan, *Your Voice, Our Future*, includes numerous goals and policies that support environmentally sensitive, mixed-use, infill development. Oro Valley Village Center exemplifies this sustainable community vision through its compliance with the following:

Community Goals

- A. Long-term financial and economic stability and sustainability.
- B. A robust local economy and job market that provide opportunities for quality employment, build on Oro Valley’s assets and encourage high-quality growth.
- 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.
- E. A high-quality parks, recreation and open space system that is accessible, comprehensive, connected and serves the community’s needs.

3.5 Economy Focus

Policy E.1: Develop a diversified and robust economic base to support long-term economic stability.

Policy E.3: Promote Oro Valley as an ideal destination for economic activity, tourism, shopping, cultural attractions, research and development.

3.6 Complete Community Focus

Neighborhoods

Policy CC.6: Promote the creation of unique community gathering places that are inviting, walkable, attractive and vibrant and offer commercial, entertainment or cultural activity.

Policy CC.7: Support the development of diverse housing types within the community.

Development Goals

- Q. A built environment that creatively integrates landscape, architecture, open space and conservation elements to increase the sense of place, community interaction and quality of life.



X. Effective transitions between differing land uses and intensities in the community.

5.5 Land Use and Design Focus

Neighborhoods and Quality of Life

Policy LU.5: Provide diverse land uses that meet the Town’s overall needs and effectively transition in scale and density adjacent to neighborhoods.

Planned Built Environment

Policy LU.8: Encourage the development of master planned communities which include suitable residential and commercial uses.

Policy LU.9: Promote the design of cohesive developments that enhance and promote the pedestrian experience.

Strategic Leadership Plan Conformance. Aspects of the new Village Center that meet the goals of Oro Valley’s Strategic Leadership Plan include:

Goal 1B: Implement strategies to attract retail and restaurant investment and expansion in primary commercial centers within the community. (The objectives within this Goal specifically call out “Work with owner of the Oro Valley Marketplace to develop a multi-faceted, mutually agreeable approach to attract and retain new investment and an expanded customer base to that center.”)

Goal 1E: Identify opportunities to increase sustainable tourism investment in the community.

Goal 7A: Ensure the Town’s financial future remains stable.

Town West is committed to being good stewards of this land. Oro Valley Village Center will be a quality development, created in context and with sensitivity to the unique landscape, environment and views. The center of the Project will be re-imagined as a community/gathering space with amenities such as:

- A new center park area will emphasize shade, usable open space, and water harvesting.
- A stroll down the walking path will lead visitors to an active recreation area that celebrates the natural beauty of the area.
- Active recreation areas will include amenities such as a splash pad for children, sand beach area, and other play areas with associated shade structures.
- Easy access points to The Loop for bicyclists, joggers, walkers, birders and equestrians.
- Public art reflective of the environment will be integrated into the Village.

The exciting amenity spaces and anticipated new retail and restaurant uses will only be viable and properly utilized if the Project incorporates additional residential and hospitality uses



on-site to create the critical mass and activity to support the anticipated new uses. To that end, the Project will include approximately 220-unit garden apartments, approximately 360-unit amenitized apartment building, approximately 150-room hotel and approximately 120-room hotel. All of these components will be built to take advantage of views, while also being sensitive to viewscales. The high-end multi-family housing targets working professionals, families and retirees with average rentals in the \$1,200 - \$1,500 per month. Near the center park area, multi-family housing is anticipated to be constructed over the retail and restaurants linking residents to a walkable streetscape setting. Oro Valley Village Center offers a walkable and bikeable world that is:

- Close to work
- Close to activities and exercise
- Close to entertainment, restaurants and shopping

Entitlements Required. In order to achieve the goals of this Project, there are a number of processes required through the Town of Oro Valley. Those processes will not begin until after the first neighborhood meeting, as described below. There will be additional community engagement (also described below) throughout the processes. The required processes include a PAD amendment to permit additional height, an Environmentally Sensitive Lands Ordinance amendment to acknowledge the center recreation area is man-made and not a natural area, revised Conceptual Site Plan and ESL approvals, revised Architectural approvals and revised signage.

Public Outreach Plan

Identification of Interested Stakeholders. The Town West Team has been working to identify various stakeholders for this process. In addition to the required outreach to property owners and homeowners' associations ("HOAs") within 600 feet of the Property (excluding the washes and rights of way), Arizona Department of Transportation, and the Town of Oro Valley, the Town West Team has been outreaching to local businesses and the leadership of surrounding HOAs prior to any formal process. In addition, the Town West Team is working with the Town to ensure that if a portion of a neighborhood falls within the 600-foot notice area, the entire neighborhood will be included in the notification of official meetings. The goal is to ensure accurate information and feedback is received directly to Town West rather than through other media and social channels.

Proposed Neighborhood Meeting Process. The Project's neighborhood outreach process will meet or exceed the Neighborhood Meeting Requirements set forth in the Town's Zoning Code, § 22.15(F). The process is as follows:

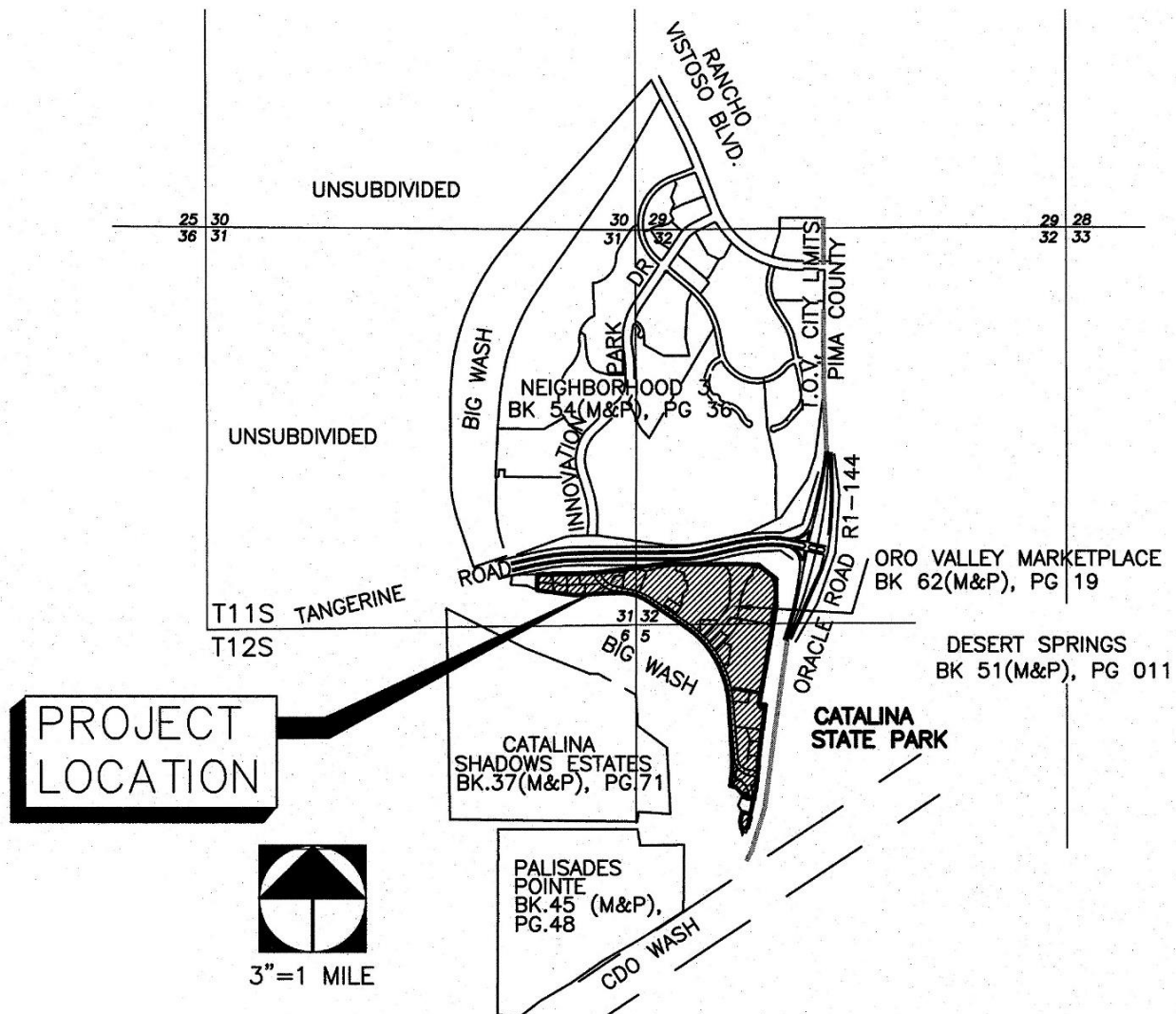


1. Outreach requires two official public neighborhood meetings. This Project will hold its first neighborhood meeting on **March 10 at 6:00 p.m. at Town Hall**. Prior to this meeting, the Town West Team has been reaching out to the leadership of surrounding HOAs to start the outreach process. This first meeting will serve two purposes: first, it will be an educational session with neighbors, other stakeholders and the Town's project planner to review and discuss the process and applicable planning and zoning regulations. Second, the meeting will be an opportunity to present the Project, solicit feedback and address issues and concerns.

After the first meeting, and while Town staff is reviewing the various applications, the Town West Team intends to continue working with surrounding neighbors, businesses and associations to provide updates on modifications to the plans. If deemed necessary, additional meetings will be scheduled with stakeholders. It is expected that the second official public neighborhood meeting will be convened once Town staff has determined the various applications are ready to proceed through the public process. The second official meeting will respond to any follow-up questions and to continue to educate the public and obtain feedback. Neighborhood meeting participants who sign in at official public neighborhood meeting(s) but were not included in the original mailing will be invited to attend any subsequent public meeting(s).

2. The above official public meeting(s) will be held in a facility that is accessible to the general public and provides access to people with disabilities.
3. The above official public meeting(s) will be scheduled on a weekday evening, or on another day to meet the needs of the neighborhood, if appropriate.
4. Notice will be provided to all interested stakeholders at least 15 days prior to any official public meeting date, as required by the Town's Zoning Code.





LOCATION MAP

A PORTION OF SEC. 31 & SEC. 32 T11S R14E,
& A PORTION OF SEC. 5, T12S R14E,
G&SRM, TOWN OF ORO VALLEY,
PIMA COUNTY, ARIZONA



ORO VALLEY
VILLAGE CENTER



