



## **2011 Major General Plan Amendment Process**

**June 2, 2011**

### **GPA 11-0010 *Cholla Hills***

A Major General Plan Amendment that amends approximately 478 acres of land located near SR 74 and Old Lake Pleasant Road (alignment). This amendment proposes the addition of a Resort Asterisk on the subject site to allow for the future development of a recreational vehicle park / resort. Also included in this amendment is the expansion of the currently-entitled commercial area to include retail and recreational vehicle storage uses on approximately 22 acres.

*Cholla Hills*

***General Plan  
Amendment***

**Approximately 454 acres**

**located**

**Northwest corner of State Route 74  
and Old Lake Pleasant Road**

**Application Number:**

**Property Owners**  
DLGC II, LLC  
and  
Lake Pleasant Group, LLP

Prepared:  
April 25, 2011  
*Revised May 23, 2011*

***Cholla Hills  
General Plan Amendment  
Project Narrative***

APNs: 201-24-004H, 201-24-004K and 201-25-001A

**INTRODUCTION**

DLGC II, LLC and Lake Pleasant Group, LLP, the property owners are seeking a General Plan Amendment and a companion rezoning request (under separate application) for two properties located northwest of the northwest corner of State Route 74 and Old Lake Pleasant road and at the northwest corner of State Route 74 and Old Lake Pleasant Road. This General Plan Amendment for both parcels totals approximately 454 acres.



The subject properties are the former site of the Estate at Lakeside I and II. The two properties consist of a northwest and southeast site. The southeast site is a 210 acre site and is located at the immediate northwest corner of State Route 74 and Old Lake Pleasant



open spaces which has less impact on the land than the existing Residential Estate land use designation where homes, yards, streets, and infrastructure are built to accommodate homes on a large footprint.

**DESCRIPTION OF PROPOSAL**

As previously stated, the properties are currently designated in the General Plan as “Residential Estate” land use which designates these properties as 0-2.0 dwelling units per acre, target density of 1 DU/AC. This request seeks to amend the land use designation of 454-acres to “Resort” and “Commercial.”

The proposed “Resort” land use designation and PAD zoning will allow development of portions of the properties for a Recreational Vehicle Resort with approximately 1,512 spaces over both properties. The southeast property will also include a small 22 acre commercial site which will include support commercial and opportunities for two R.V. Storage parcels as ancillary uses to help support the Recreational Vehicle Resort and the surrounding area. The previous approved PAD zoning allowed for 10-acres of commercial on the south side of State Route 74. However, since then ADOT (Arizona Department of Transportation) has taken the majority of the land along the south side of the roadway. This request shifts the approved commercial from the south side of the State Route 74 to the north side to allow a better and more logical commercial area. The commercial parcel will also allow development of retail and support services for the area.

The “Resort” land use designation is the most appropriate designation to accommodate this unique Recreational Vehicle Resort. Additionally, given the future intersection immediately west of this property, the approximately 22 acres commercial designation is a logical land transitional use to the future intersection of two major arterial streets.

The intent of this project is to create an upscale, highly amenitized, natural and unique Recreational Vehicle Resort that minimizes impacts to the desert environment and the existing terrain. This development has been specifically selected because the intent is to take advantage of the natural benefits of the desert and this sites proximity to the lake, trails and natural desert. Natural washes will largely be left undisturbed. Significant portions of the properties will remain undisturbed and the property will retain its pristine environment.

We believe that this general area will retain its natural open space character given the fact that the majority owners of the land consist of Lake Pleasant Regional Park, BLM and State Trust land. This natural desert area makes the proposed R.V. Resort development ideally suited for this area. Additionally, we believe that such a development creates significantly less impacts and demands upon urban services such as schools, parks, law and fire protection. We believe the proposed land use designations fits well with the area’s land pattern and will be consistent and compatible with these surrounding land uses.

Primary access to the property will be provided via State Route 74 in large part due to the difficult topography of the property. The existing 10-acre commercial designation that was approved with the Estate at Lakeside project will be relocated to the north side of State Route 74 since the ADOT condemnation has essentially eliminated the parcel south of the roadway. The new proposed 22-acre commercial site is planned off the project's main entry road and located at the southern portion of the site, which provides good visibility and access. The proposed commercial designation will provide the opportunity for a neighborhood/convenience-oriented retail center to serve the R.V Resort and those passing by along State Route 74. Support retail/commercial and two R.V. storage sites, totaling approximately 22 acres, are located along the southern portion of the property of the southeastern site. The most viable commercial sites are those located at the intersection of major transportation routes or at entrances to a project. These locations increase visibility and traffic flow critical for successful retail businesses. The proposed neighborhood commercial designation additionally provides a buffer and excellent transition to State Route 74.

Vehicular loop roadway systems are planned to provide excellent circulation throughout both sites. The main internal roadways system will provide access to two different types of R. V. parking spaces. The first R.V. parking space type is known as a ridge parking space and is typically parallel to the ridge roadway system. The second parking space type is hill parking and is typically angled to the roadway. The intent of each RV space is to provide superior views in all directions. The southeast project proposes approximately 99 acres or 44 % open space and provides three clubhouses. The northwest project proposes approximately 137 acres or 56% open space and also provides three clubhouses. The clubhouse amenities may include a registration office, game rooms, fitness center, restroom, showers, laundry, activity room and/or a separate activity building and a pool.

Because R.V.s are not permanent structures and are a fraction of the size of a typical residential unit the physical impact of this request is far less than a conventional residential development. The proposed companion rezoning request for the subject properties seeks a R.V space/density range which compliments the surrounding natural environment and land uses in the area.

### **CONFORMANCE WITH GENERAL PLAN**

The Land Use Element of the Plan includes Goals, Objectives and Policies that encourage the type of development requested in this General Plan and companion rezoning applications, such as:

***Policy 1.C.3: Utilize performance standards and site design elements to reduce compatibility conflicts with adjacent uses.*** Most of the surrounding land is owned by Federal Government and is under Bureau of Land Management Jurisdiction, State Trust

Land or part of the Lake Pleasant Regional Park. By use of the Planned Area Development zoning category, a balance of open space, design guidelines, site design, uses and ancillary commercial and R.V storage, can be provided and property development standards can be modified to minimize impacts on the land. There is far greater opportunity for creative site planning and design under the proposed land use mix.

***Objective 1.F: Promote sustainable development that elevate community identity and convenience, reduce vehicular trips, minimize infrastructure needs, improve air quality and provide a diversity of use.*** The proposed “Resort” and “Commercial” land use designations and PAD zoning will allow development of portions of the properties to allow a unique R.V. Resort environment which includes a small support commercial site and two R.V. Storage parcels as ancillary uses to help support the RV Resort and the surrounding area. The convenience retail portion on the site provides a service which allows guests to stay on the property for their goods.

***Objective 1.I: Promote resort development that provides tourism opportunities within the City.*** This proposal takes advantage of one of the City’s most unique recreational facilities-Lake Pleasant. The proposed resort will be compatible and enhance this recreational area.

***Policy 1.I.1: Identify and designate resort development sites that have direct access to significant recreational corridors and open spaces areas.***

***Policy 1.I.2: Identify recreational corridors with future access points to resort areas and visitor access that encourage tourism and visitors activity.***

***Goal 3: Protect and preserve the Sonoran Desert in its natural state.***

***Objective 3.A: Develop program that encourage the clustering of development in exchange for preserved natural open space area.***

***Policy 3.A.1: Open space preservation and planning is equally as important to the City as all other components of development review when considering the appropriateness of development proposals.***

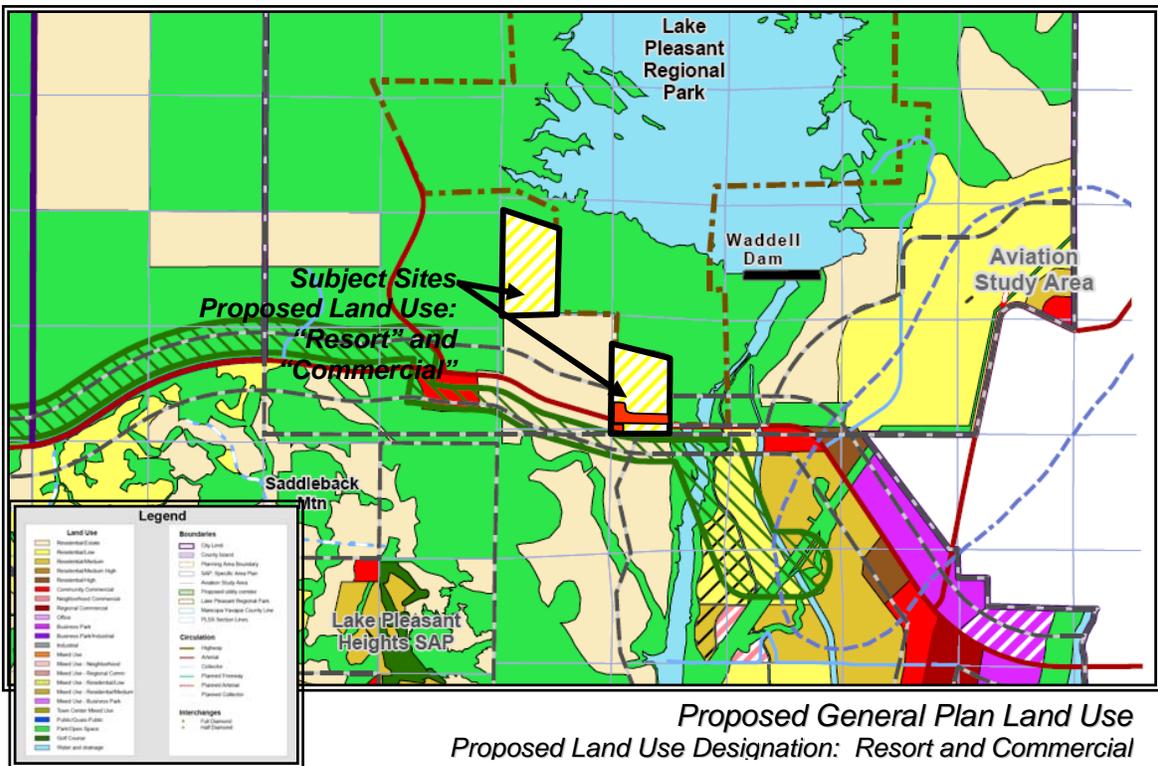
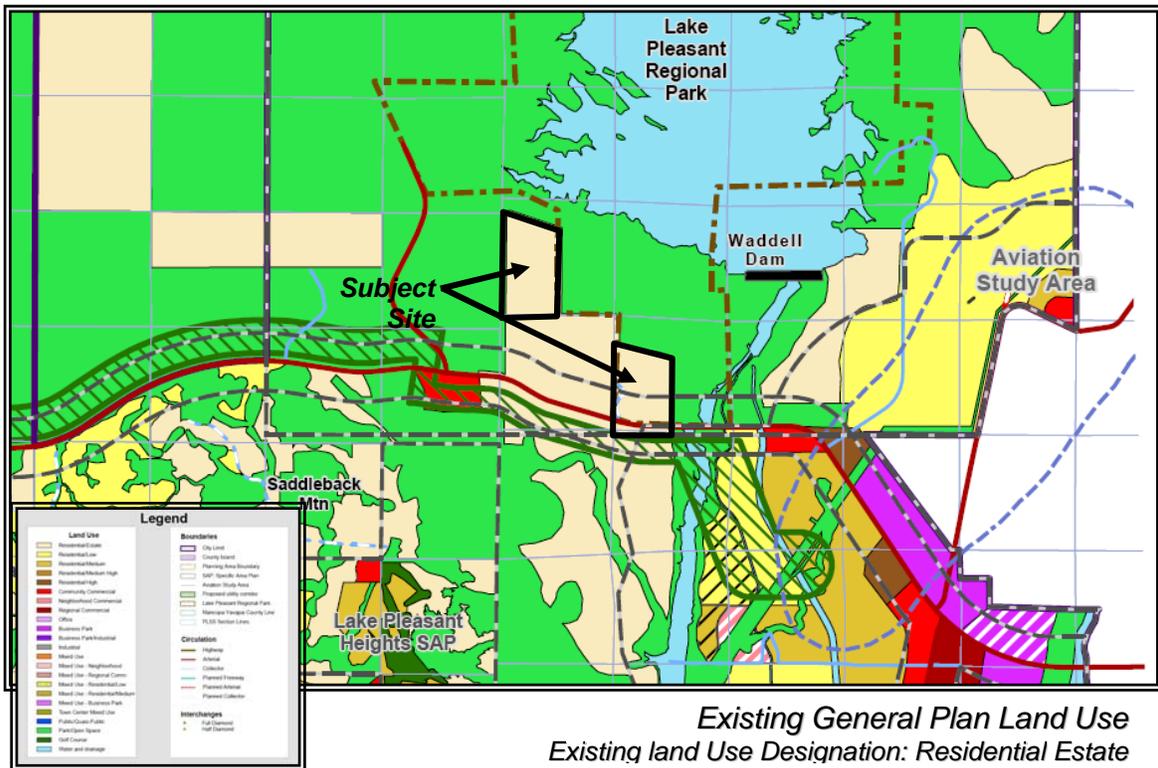
***Policy 3.A.2: Encourage creative development patterns to ensure preservation of open spaces.*** The site has significant washes that cross the site, running generally from northwest to southeast. These washes are deeply incised, 30 to 50 feet deep in many locations. The topographic contour of the property is dramatic and offers both opportunities for creating a unique R.V. Resort environment and constraints in terms of construction of streets. As designed, the site provides over 40% open space.

This Resort and Commercial designations are intended to provide a development that integrates a combination of active and passive recreational amenities and ancillary commercial opportunities in areas of exceptional scenic and environmental quality. The plan has been designed in concert with existing contours of the land which minimizes

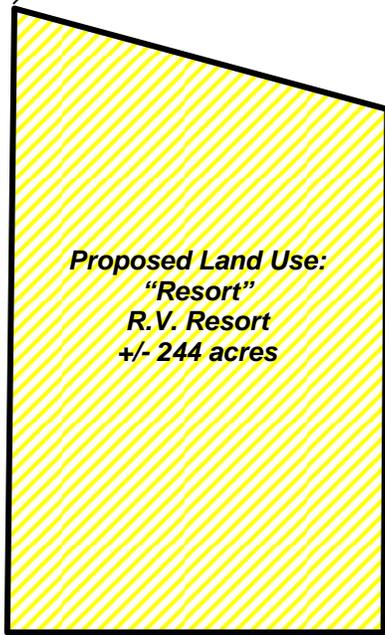
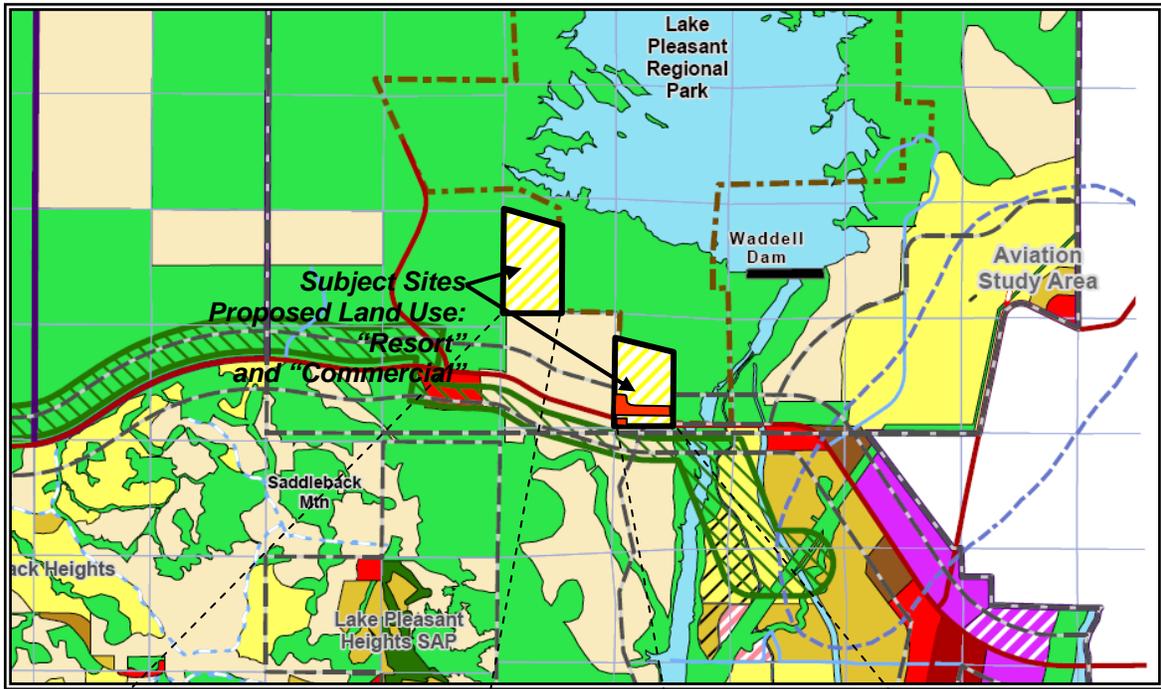
cuts and fills. The individual R.V spaces have been designed to provide view corridors, minimizes permanent structures, and provides large amounts of open spaces.

This concept will be Peoria's first unique R.V. Resort community in the scenic desert at Lake Pleasant. A high standard of environmental sensitivity with creative planning will be incorporated into the PAD. This proposal will offer a true Arizona desert experience, with hiking, swimming, and other leisure activities while also being able to take advantage of the activities associated with the nearby Lake Pleasant Regional Park.

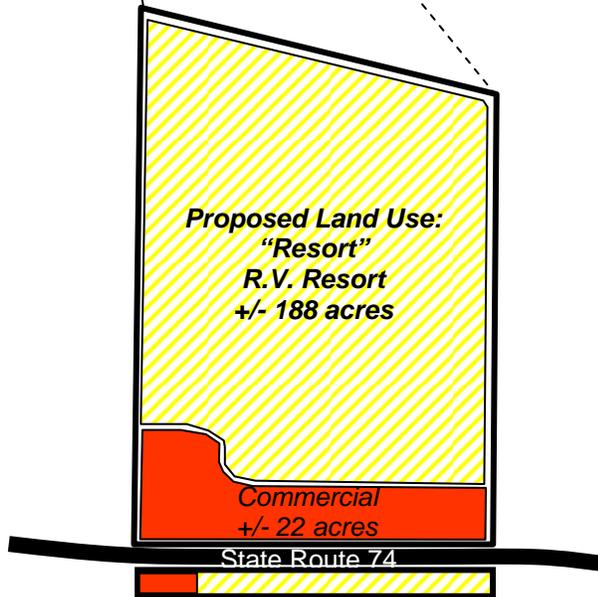
Based upon the analysis provided above, we believe this proposed amendment is consistent with the overall intent and goals of the General Plan and will be beneficial to the surrounding area.



Enlargement of Proposed General Plan Land Use Map



Northwest Property



Southeast Property

*Proposed General Plan Land Use  
Proposed Land Use Designation: Resort and Commercial*

**ECONOMIC BENEFITS**

Under separate cover an economic impact statement resulting from the development will be provided.

The economic opportunities afforded by this project include; the generation of construction jobs, management jobs, tax revenue from real estate, sales taxes, increased land values, revenue to local businesses, and general economic growth for the region.

**PUBLIC FACILITIES**

The public facilities plan shows the subject site to be within the City's Fire Management Area. This request to change the land use designation to Resort puts no demands for additional schools, parks, or municipal offices. In fact, changing the land use to resort should reduce the number of children from the existing Residential Estate land use which provides permanent homes with children. The properties are located within the service areas of the regional water and wastewater facilities defined in the City of Peoria Water & Wastewater Master Plans.

Fire protection is provided by an existing fire company at Lake Pleasant. Police protection is provided by the City of Peoria police department, Maricopa County Sheriffs department and park rangers.

The project is not presently within an incorporated school district and is anticipated to be primarily vacation/second or retirement population which would require no school facilities.

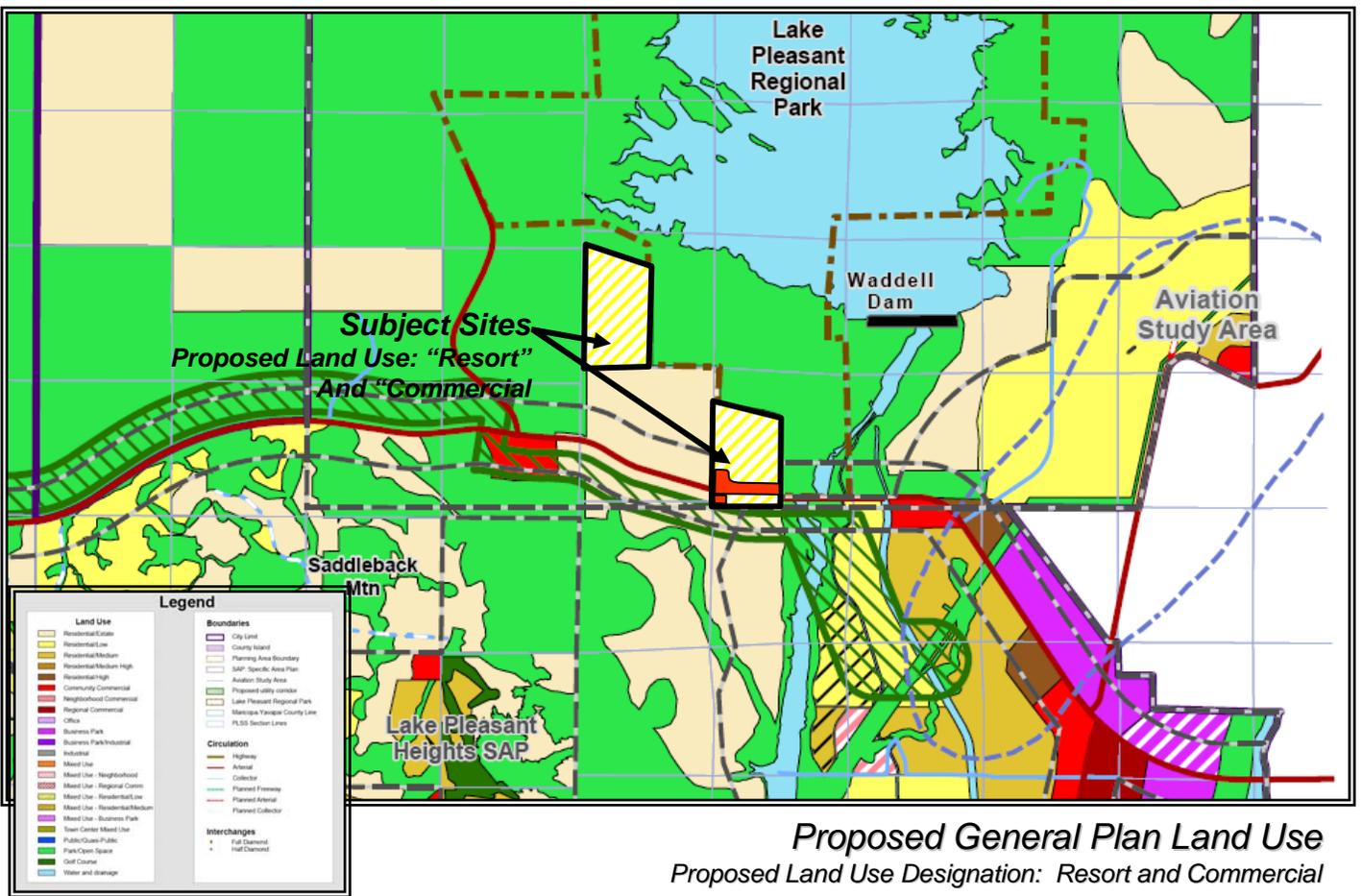
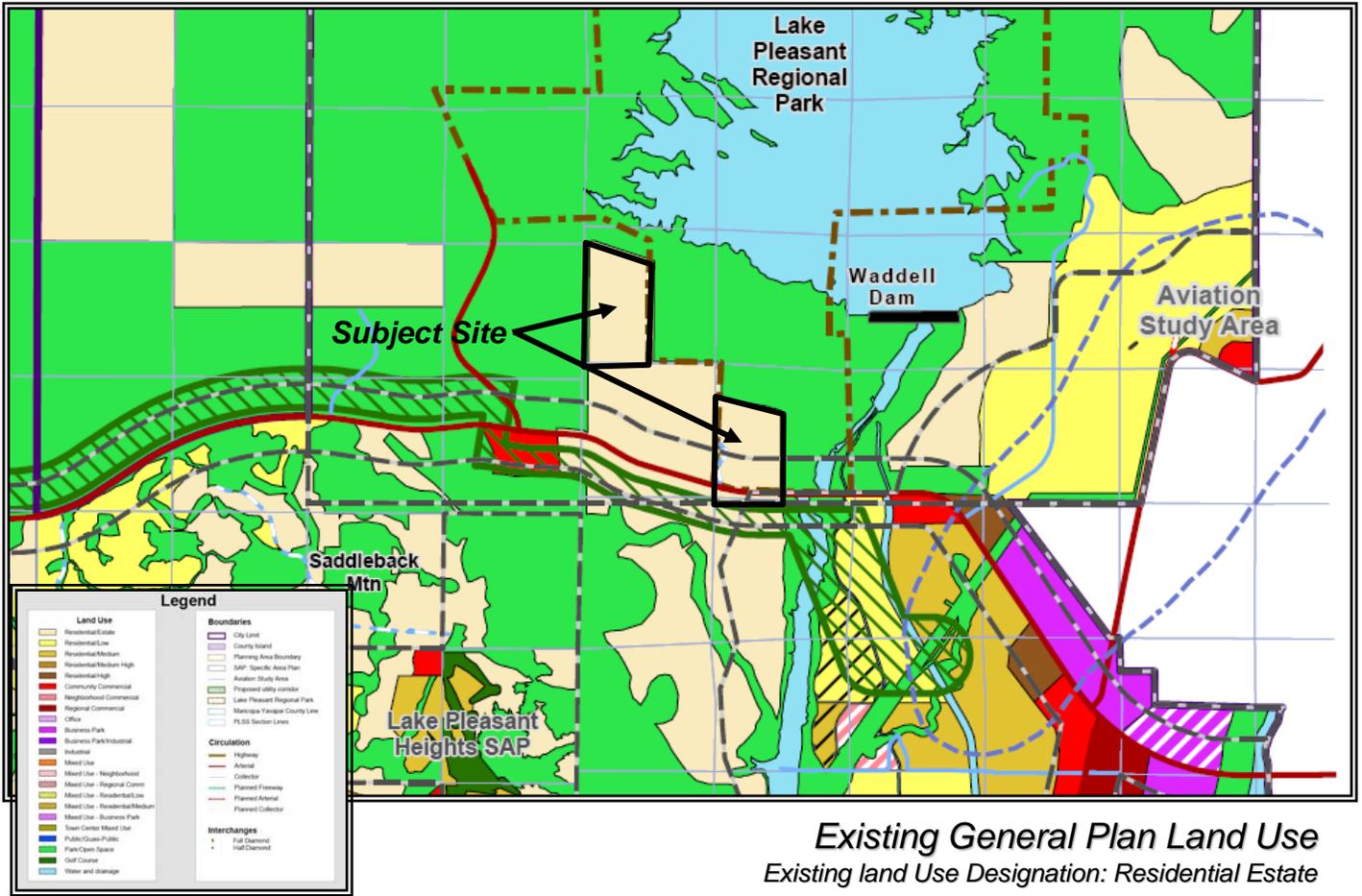
**LOCATION AND ACCESSIBILITY**

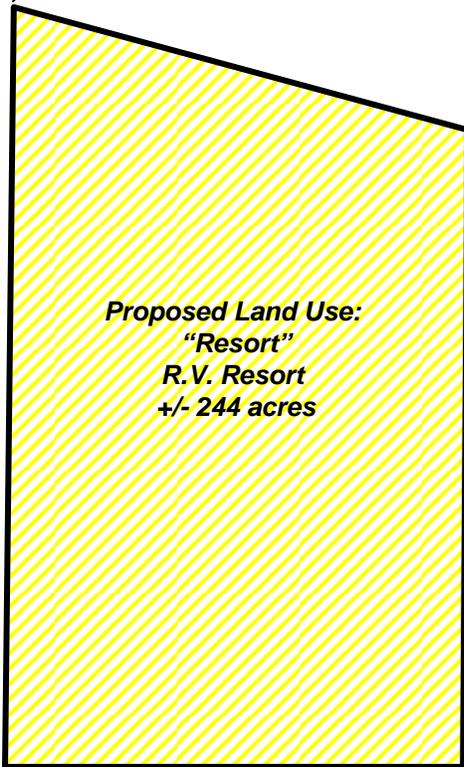
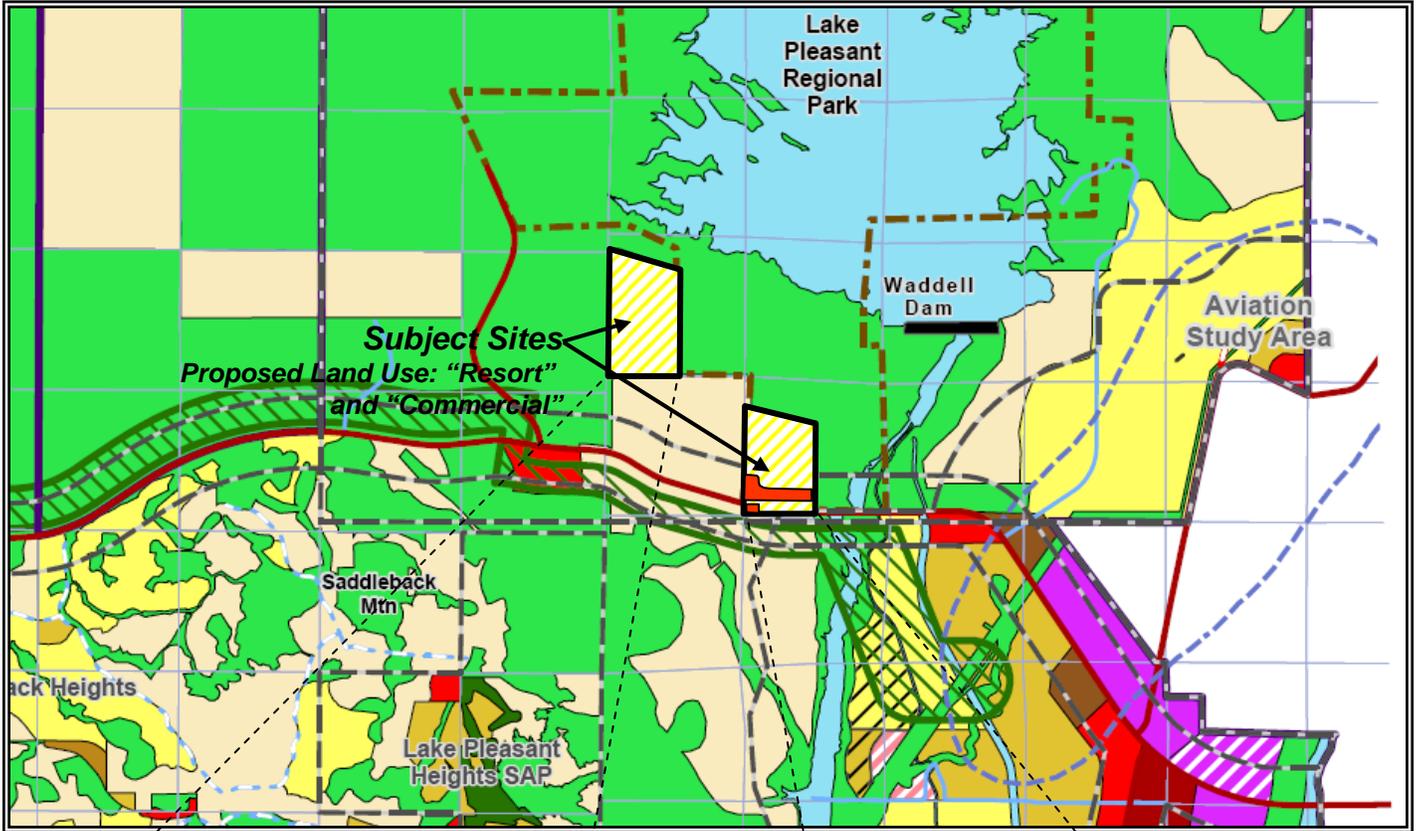
The I-17 Freeway and Carefree Highway (State Route 74) interchange is only just over 9 miles east of the proposed site. State Route 74 also provides excellent access to Grand Avenue which provides access to Las Vegas and other parts of the western United States. State Route 74 is a two-lane paved road and is designated to be a major roadway as the area matures. State Route 74 will provide primary access to the site. State Route 74 right-of-way has been expanded to 308-feet which will accommodate a "controlled access rural freeway". The current feasibility study indicates a ten lane roadway with a 65' open median. It is owned and maintained by the Arizona Department of Transportation (ADOT).

**CONCLUSION**

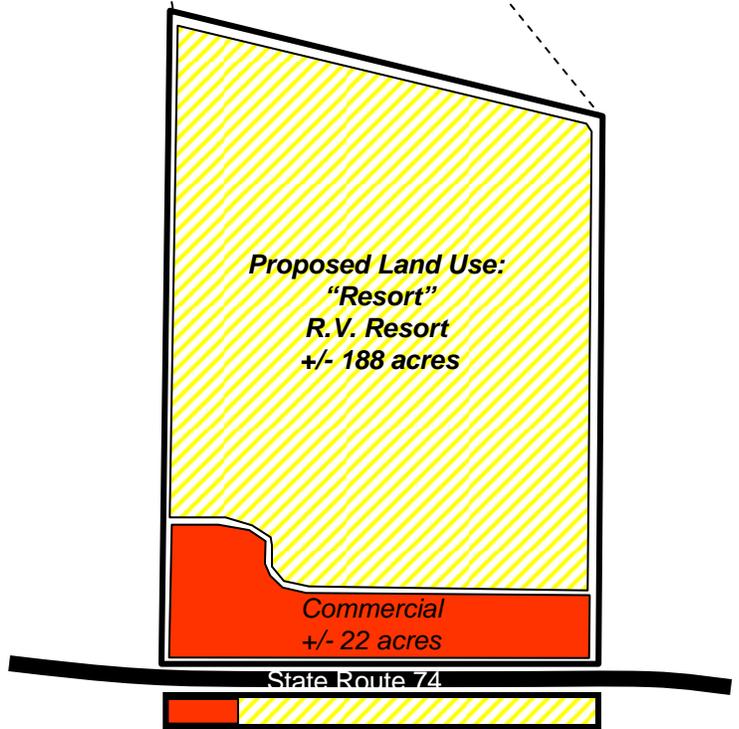
In summary the proposed land use amendment to the General Plan Land Use map is a unique opportunity to provide for a development which reflects the community's needs and is compatible with the cities planning goals, policies and objectives. The Cholla Hills project is a well planned, low impact and sustainable R.V Resort with a Commercial component that is compatible with the existing Lake Pleasant Regional Park, BLM and State land in the surrounding area. Further the very low density land use is very much in harmony with the Lake Pleasant Regional Park. Cholla Hills is particularly well suited to maintain the openness of the high desert terrain. The project will contribute to the orderly growth of the City and will provide a unique opportunity which is currently unavailable. We believe that this General Plan Amendment and companion rezoning will contribute positively to the well planned growth of the northern portion of Peoria and a high quality of life for its residents and visitors.

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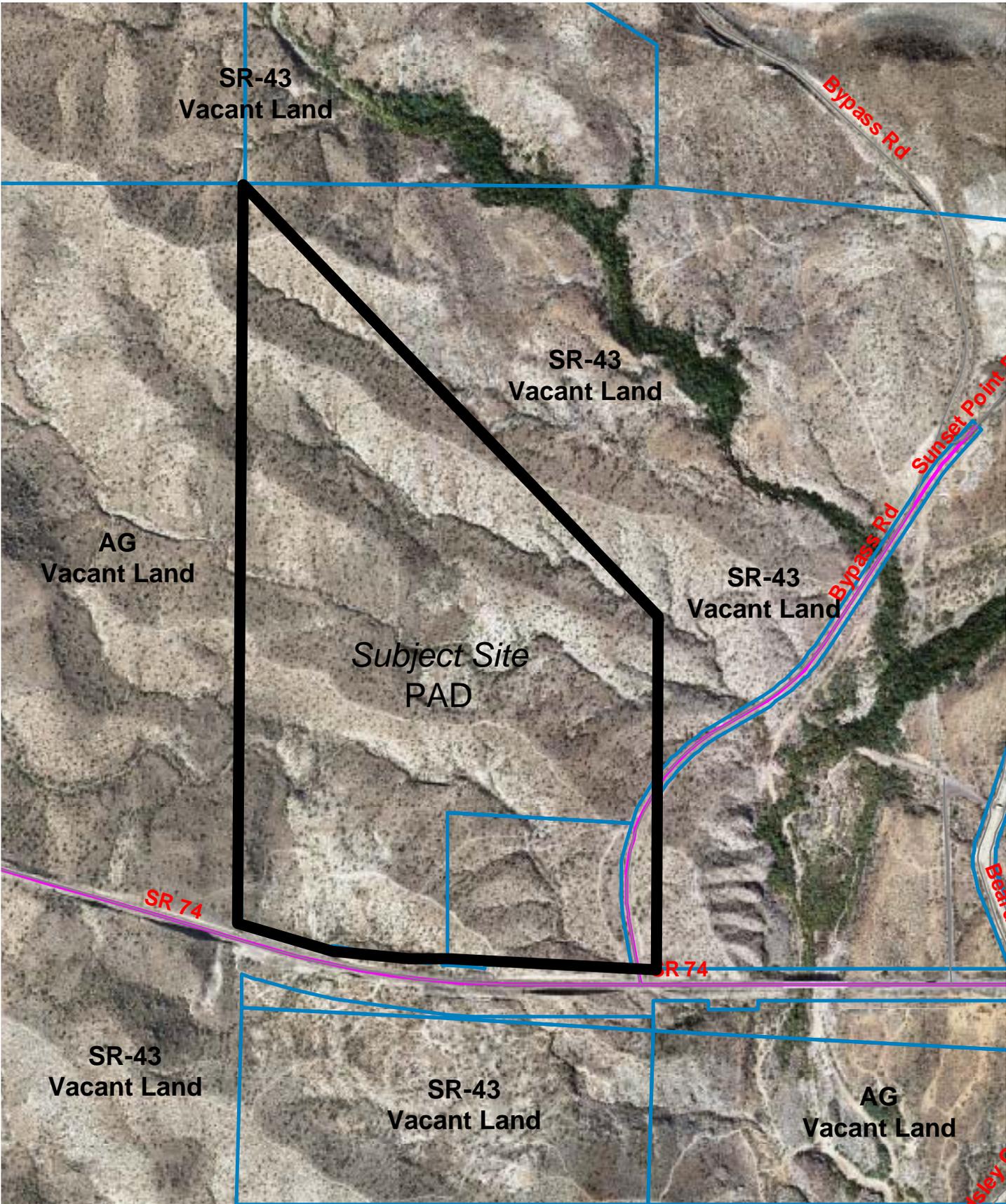


Northwest Property

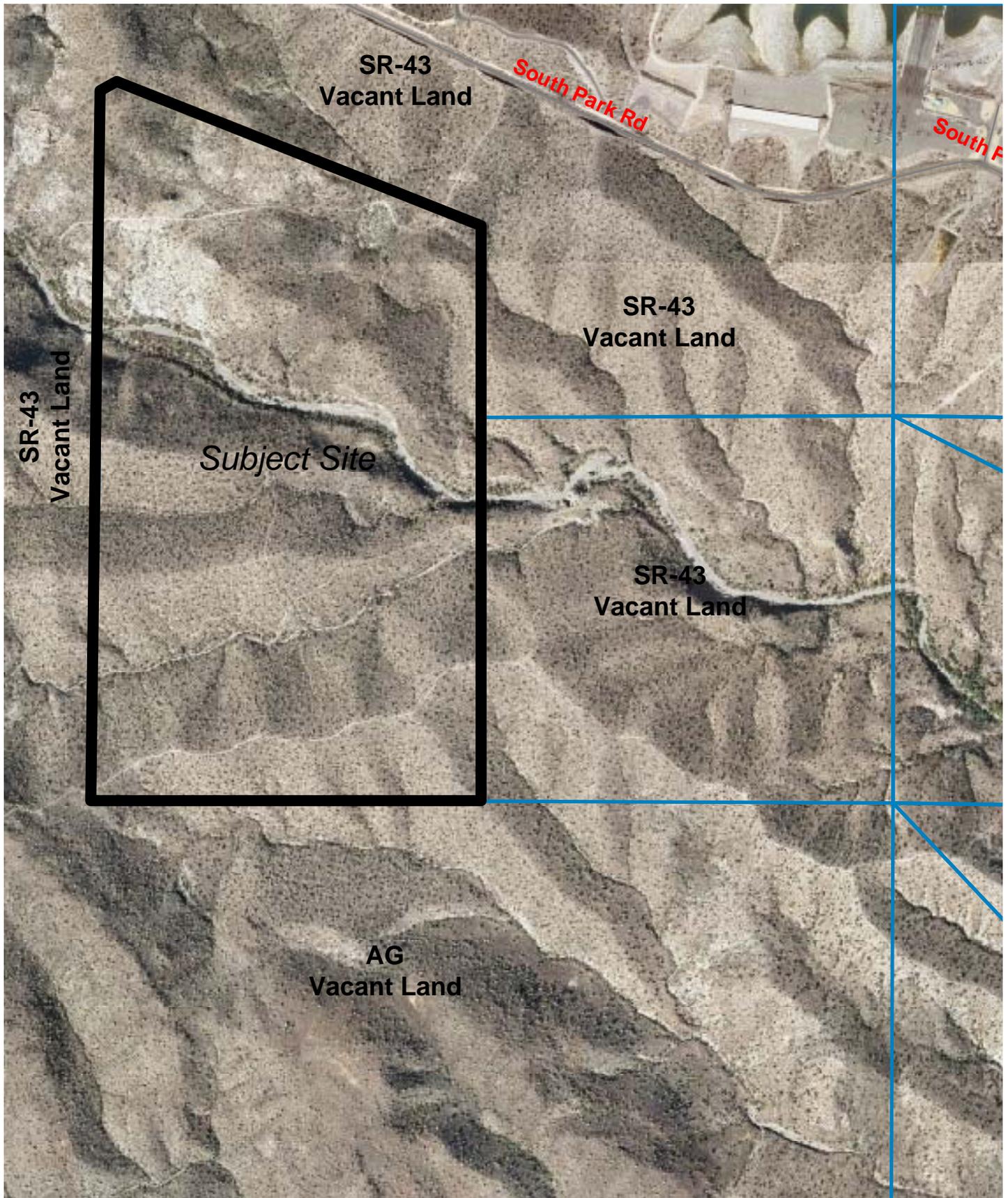


Southeast Property

Proposed General Plan Land Use  
 Proposed Land Use Designation: Resort and Commercial



Cholla Hills R.V. Park – Southeast Site  
APNs: 201-24-004H and 201-24-004K



Cholla Hills R.V. Park – Northwest Site  
APN: 201-25-001A