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## STAFF ANALYSIS

## TXT20-01 AND ZON20-04

<b>To:</b>	Planning and Zonign Commission
<b>Through:</b>	Nathan Steele, Economic and Community Development, Director
<b>From:</b>	Rodolfo Lopez, Economic and Community Development Deputy Director
<b>Meeting Date:</b>	July 27, 2020

## REQUEST

**PUBLIC HEARING: Text Amendment TXT20-01:** A request by the City of Maricopa for review and approval of a proposed text amendment to the City of Maricopa Zoning Code, establishing Article 304 Maricopa Station (MS) Overlay for the Maricopa Townsite subdivision located within the Heritage District Redevelopment Area.

### **DISCUSSION AND ACTION.**

**PUBLIC HEARING: Zoning Overlay ZON20-04:** A request by the City of Maricopa to approve ZON20-04 amending the city's zoning map to include the Maricopa Station Overlay for the Maricopa Townsite subdivision located within the Heritage Distrcit Redevelopment Area.

### **DISCUSSION AND ACTION.**

## COUNCIL PRIORITIES CONSIDERED

- Quality of Life
- Economic Sustainability
- Managing the Future
- Public Safety

## APPLICANT INFORMATION

Project Planner: Rodolfo Lopez, Deputy Director  
City of Maricopa  
39700 W. Civic Center Plaza  
Maricopa, AZ 85138

## PROJECT INFORMATION

This request is for the designation of the overlay zone and the adoption of development code for the proposed Maricopa Station. In October 2019, city staff presented a request to the Planning and Zoning Commission to initiate a text amendment to the Zoning Code to develop development standards for the Maricopa Townsite area and rezoning overlay. Since then, staff has been diligently working with outside consultants in drafting proposed development standards and design guidelines.

The proposed overlay will be an addition to the already existing overlay zone, Mixed-Use Heritage Overlay (MU-H), which was established as part of the city's adoption of the new zoning code (2014) and the designation of the overlay in 2015. The area that is being designated with the new overlay is

recognized as the Maricopa Townsite area (part of the Heritage District Redevelopment Area), which was platted as a subdivision in 1945. In response to the recent activity in the area, such as the overpass completion, street name change, and road improvements (Honeycutt Road, Mercado Street, and Main Street) this proposed overlay zone and development regulations (text amendment) will help assist the goals and vision of the city's 2009 Redevelopment Area Plan of creating a character, identity and a downtown destination for the area. This implementation of the Zoning Overlay and Text Amendment will also advance the Heritage District's design guidelines and goals. Below is a direct quote from the adopted design guidelines for the Heritage District (2011).

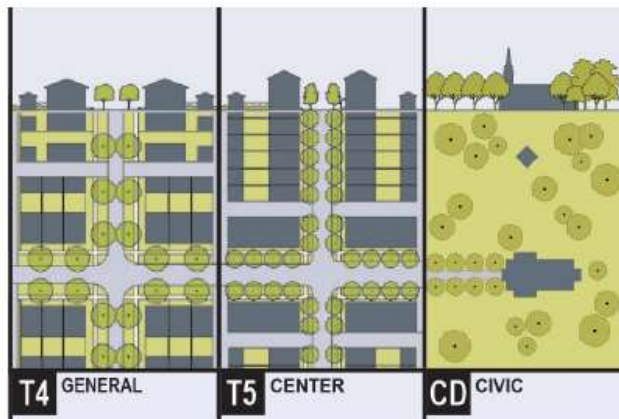
*"The Heritage District plan celebrates its cultural and history through its architecture of public and private buildings, its streetscape and small town, pedestrian friendly environment."*  
- Heritage District Design Guideline (2011).

The Maricopa Station (MS) Overlay District is proposed to be located within the existing Mixed Use Heritage Overlay zone (MU-H) and will act as a sub-overlay zone. See map below or refer to Exhibit A for detail area location.



The proposed development standards Article 304 (text amendment) for the Maricopa Station area will further advance goals of the Redevelopment Area Plan. The proposed development standards are designed around the notion of transect type zoning standards. Transect zoning is a type of zoning that incorporates standards and guidelines for urbanized area from least intense area to a high development intensity, see illustration on next page.

*Bulk and Scale Illustration*



Like any other zoning district of the city, the new development standards for the area (Article 304) will include a permitted use table, general development standards (building setbacks, height, and lot coverage), parking location standards, and general transition standards. Also, like previous overlay zones established by the city (Mixed Use Heritage Overlay and Transportation Corridor Overlay), the proposed development standards will focus on new construction, and any existing dwellings or structure within the area will be able to keep their permitted rights and uses. However, any expansion or additions will be governed through the proposed article with requirements of adhering to specific design standards, such as curb appeal elements (paint color scheme, removal of chain link fencing, or other aesthetic items design guidelines). Refer to Exhibit B to view Article 304, proposed development standards.

Lastly, the city is also proposing specific design guidelines for the areas as an appendix document to the development standards, Article 304 Maricopa Station Overlay. The design guidelines are intended to provide guidance on development architectural, signage, road, and park amenity design. It is not intended to be a regulating document. Instead, it is to provide visual illustrations of preferred design features within the area, further advancing the goals and objectives of the General Plan and Redevelopment Area Plan. Refer to Attachment C, Design Guideline Appendix.

## **GENERAL PLAN CONFORMANCE**

The text amendments to the Zoning Code is in conformance with the following goals and objectives outlined in the General Plan (Planning Maricopa).

### **B. Land Use Element**

Objective B1.4.5: Update and consistently enforce the community's development codes, including zoning, subdivision, and related regulations.

### **F. Economic Development Element**

Objective F1.2.9: Streamline and simplify governmental permitting processes to assist businesses in locating or expanding within the community

## **PUBLIC OUTREACH**

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Before recommending the overlay district's approval and text amendment, city staff initiated a public participation plan to inform residents of the requests. The Public Participation Plan included an open house meeting, notification letters to approximately 60 property owners within the overlay district, and surrounding the community (within 300 feet), public notice signs within the subject area, and legal notices in the local newspaper circulator, Maricopa Monitor and Casa Grande Dispatch. A timeline of the participation event is shown below. Notification letters were sent in both English and Spanish to accommodate the large Hispanic population in the area. Copies of the notification documents and other related files to the participation plan are available at City Hall. At the time of writing this report, no formal opposition to the request has been received.

- October 14, 2019 – Planning and Zoning Commission initiated the request
- June 25, 2020 – Heritage District Advisory, Initial Discussion
- July 9, 2020 – Notification Letters, Sign Postings and Legal Notices
- July 23 – Open House Meeting (Maricopa Unified School District)
- July 23 – Heritage District Advisory Meeting
- July 27 – Planning and Zoning Commission (Public Hearing and Action)

## **P&Z COMMISSION FINDINGS**

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As required by Sec. 509.14 of the City's Zoning Code, the Planning & Zoning Commission shall make the following findings for the rezoning request in their recommendation to City Council:

1. The amendment is consistent with the General Plan;

**Staff Analysis:** *The proposed overlay zone adheres to the city's Redevelopment Area plan of creating character, identity and a downtown destination for the area.*

2. Any change in District boundaries is necessary to achieve the balance of land uses desired by the City, consistent with the General Plan, and to increase the inventory of land within a given Zoning District; and

**Staff Analysis:** *The zone change amendment will allow the area to continue its development pattern with additional non-residential type development opportunities.*

3. The amendment will promote the growth of the City in an orderly manner and protect the public health, safety, peace, comfort and general welfare.

**Staff Analysis:** *The overlay zone will not impact the health, safety and general welfare of the area and will promote growth in an orderly manner.*

As required by Sec. 509.104 of the City's Zoning Code, the Planning & Zoning Commission shall make the following findings for the text amendment in their recommendation to City Council:

1. The amendment is consistent with the General Plan;

**Staff Analysis:** *The text amendment for the overlay zone adheres to the city's Redevelopment Area plan of creating character, identity and a downtown destination for the area.*

2. The amendment will promote the growth of the City in an orderly manner and protect the public health, safety, peace, comfort and general welfare.

**Staff Analysis:** *The text amendment for the overlay zone will not impact the health, safety and general welfare of the area and will promote growth in an orderly manner*

### **STAFF RECOMMENDATION**

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Staff recommends approval of cases **Text Amendment (TXT) 20-02** and **Zoning Overlay (ZON) 20-04** subject to the conditions of approval stated in this staff report, and as amended by the Planning and Zoning Commission. Each case will require an independent motion by the Commission:

Exhibit A – Zoning Overlay Map

Exhibit B – Proposed Article 304 Maricopa Station Overlay

Exhibit C – Design Guidelines Appendix

-- End of staff report --