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STAFF ANALYSIS

ZON20-04

To:	Honorable Mayor and City Council
Through:	Nathan Steele, Economic and Community Development, Director
From:	Rodolfo Lopez, Economic and Community Development, Deputy Director
Meeting Date:	August 18, 2020

REQUEST

Text Amendment TXT20-01: The Mayor and City Council shall discuss and possibly take action to approve Ordinance 20-14, case # TXT20-01, a request by the City of Maricopa amending the Maricopa City Code, Title 18 Zoning by incorporating a new overlay chapter 18.80 Maricopa Station Overlay District and amending Sec. 18.205.020 definitions. **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 Maricopa Station and proposed text amendment. 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 diligently been 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) the 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).

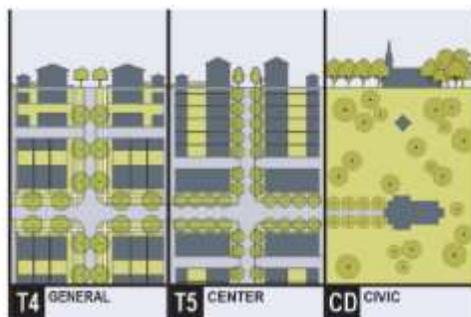
“The Heritage District plan celebrates its cultural and history through its architecture of public and private buildings, its streetscape and small town, pedestrian friendly environment.”
- Heritage District Design Guideline (2011).

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.



The proposed development standards (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 below.

Bulk and Scale Illustration



Like any other zoning district of the city, the new development standards will include a permitted use table, general development standards (building setbacks, height, and lot coverage), parking location standards, and general transition standards. Similar like current overlay zones established by the city (Mixed Use Heritage Overlay and Transportation Corridor Overlay), the proposed development standards for the Maricopa Station area targets 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 code amendment 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, refer to Exhibit A Maricopa Station Overlay Development Standards.

Lastly, as part of the proposed code, staff proposes specific design guidelines for the areas as an appendix document to the development standards. The design guidelines will be intended to provide guidance on development architectural, signage, road, and park amenity design. It is not a regulating document; instead, it offers 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 Exhibit C, Maricopa Station Design Guidelines.

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

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. Refer to Exhibit D, Citizen Participation Report for additional information.

- 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 27 – Planning and Zoning Commission (Public Hearing and Action)

P&Z COMMISSION FINDINGS

As required by Sec. 509.104 of the City's Zoning Code, the Planning & Zoning Commission made the following findings for the text amendmnet 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

CONCLUSION

On July 27, 2020 the Planning and Zoning Commission recommended approval of **Text Amendment (TXT) 20-01** subject tot eonditions state in this staff report and as amendmend by the Planning and Zoning Commission:

1. The proposed text to the Zoning Code formatting heading and sub-heading structure shall be modified to reflect the correct heading, sub-heading, and formatting structure of the current city code.
2. City staff shall be given the responsible of any syntax or scrivener/clerical errors found within the proposed documents.

Exhibit A – Zoning Code New Chapter 18.80 Maricopa Station Overlay

Exhibit B – Zoning Code Amended Definitions

Exhibit C – Maricopa Station Design Guidelines

Exhibit D – Citizen Participation Report

-- End of staff report --