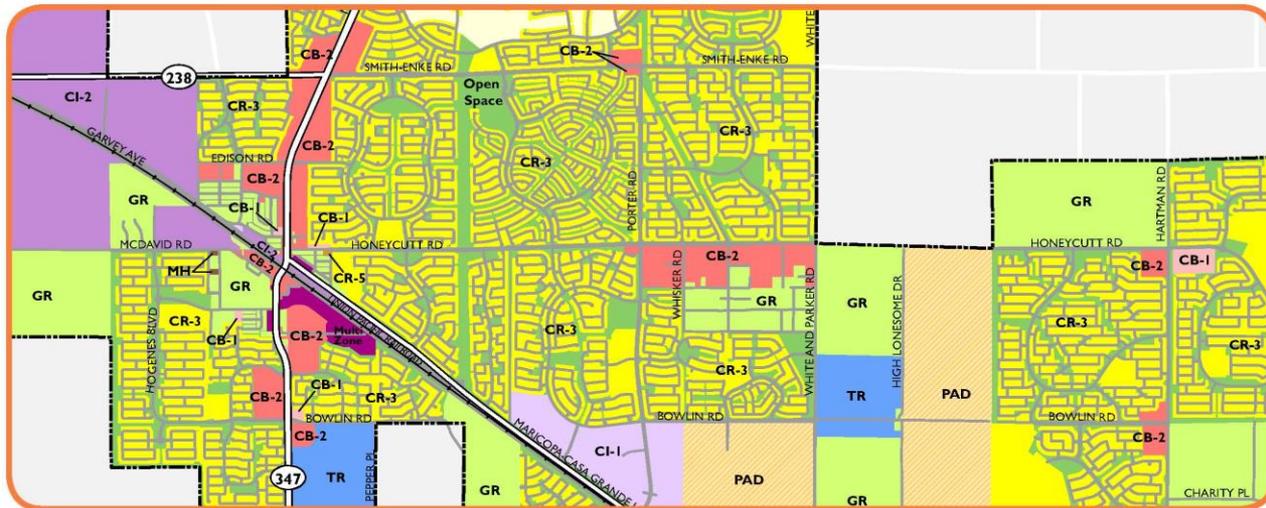


CITY OF MARICOPA[®] ZONING CODE REWRITE



Task Force Meeting #1 Presentation
March 4, 2013

Presentation Agenda

1. The Project: Overview of Approach and Process
2. Introduction to Zoning and the Code Rewrite
3. Kickoff Workshop and Stakeholder Interview Results
4. Public Participation Program

Project Overview

- Research and reconnaissance
- Kickoff workshop and stakeholder interviews
- Consultant assessment
- Annotated Outline for the Zoning Code Rewrite
- Draft Modules for Task Force Review:
 - *Module 1: Base and Overlay District Regulations*
 - *Module 2: City-wide Standards*
 - *Module 3: Administration*
- Commission and Council Briefings
- Public Review of Preliminary Draft Zoning Code

What is Zoning?

- Zoning deals with two basic concerns:
 - *How to minimize the adverse effects that buildings or uses on one property can have on its neighbors; and*
 - *How to encourage optimal development patterns and activities within a community, as expressed in planning policies.*

Types of Zoning

Types	Description
<i>Euclidean</i> (most common)	Separates the city into districts/zones where certain uses and intensities are specified
<i>Incentive</i>	Relaxes certain requirements in exchange for amenities (e.g. the proposed height/FAR bonus)
<i>Performance-Based</i>	Applies of objective and quantifiable standards to reduce impacts and promote land use compatibility
<i>Physical Form-Based</i>	Prescribes design of buildings and street typologies (typically through generic prototypes/illustrations)
<i>Hybrid</i>	Combines physical and performance regulations into conventional zoning to create a character-based or contextual ordinance

Purpose of Zoning

- Implement the General Plan
- Minimize the adverse effects that buildings or using one property can have on neighbors
- Encourage optimal land use and development patterns and activities within a community, as expressed in planning policies
- Achieve economic and fiscal sustainability

What Zoning Can Do

- Use Regulations
 - *What uses are permitted, subject to specific standards, or prohibited*
- Development and Design Standards
 - *Reflect the desired character of the community*
- Performance Standards
 - *Address land use compatibility*
- Predictability
 - *Assurance of potential development*

What Zoning Cannot Do

- Dictate Architectural Design
 - *Zoning can improve physical character with respect to building envelope*
- Regulate free market
 - *Cannot determine exact mix of tenants in private development*
- Establish Land Use Policy
 - *Zoning is an implementation tool*

Meeting Maricopa's Needs

- Zoning should perform - it should implement the City's planning policies and the Council's Strategic direction;
- Zoning should be positive and design friendly;
- Community character, particularly in neighborhoods, should be respected;
- Zoning must recognize economic reality and offer real, tangible benefits for development and business in Maricopa; and
- Zoning must reflect a willingness to rethink traditional assumptions, not only about what gets built but also with respect to the review and approval process.

Role of the Task Force

- Act as sounding board for draft regulations
- Identify zoning and urban form issues that may not yet have been resolved by Plan policies
- Address specific technical concerns
- Provide input on Plan implementation
- Review and comment on zoning as it is formulated
 - *Use regulations*
 - *Development standards*
 - *Citywide regulations*
 - *Administrative procedures*



User's Perspective of Zoning

- Applicants
 - *Rules that City follows, timeframe for decision making, types of relief that may be requested, neighbors concerns in process?*
- Design Professionals
 - *Clear rules; also, how much flexibility there is (waivers from fixed standards, design character, use lists, etc.)*
- Planning Staff and City Officials
 - *Flexibility to respond to community concerns, implement General Plan, reconcile competing priorities, protect City's character and environment resources*
- Maricopa Residents & Business Owners
 - *What can be built, how long will it take, process for community input, flexibility, getting a final answer*

Tradeoffs with Zoning

- Flexibility vs. Predictability
- Flexibility vs. Administrative Cost
- Development Cost vs. Quality
- Preservation vs. Development
- Under-Regulation vs. Over-Regulation

Kickoff Workshop and Interview Results

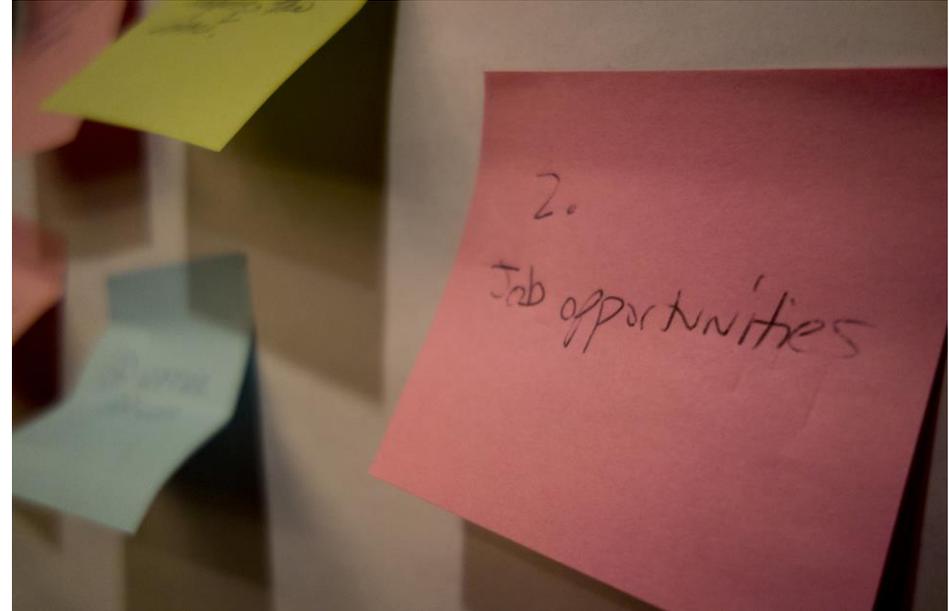
What word best defines Maricopa?

- Community
- Friendly
- Multi-complex
- New
- Privacy
- Progressive
- Promise
- Sleepy
- Small town



What needs to improve the most?

- Buildings
- Communication
- Enterprise zones
- Identity
- Infrastructure
- Job opportunities (2)
- Requirements for potential business
- Roads into and out of Maricopa
- Water prices



What one zoning change do you want made?

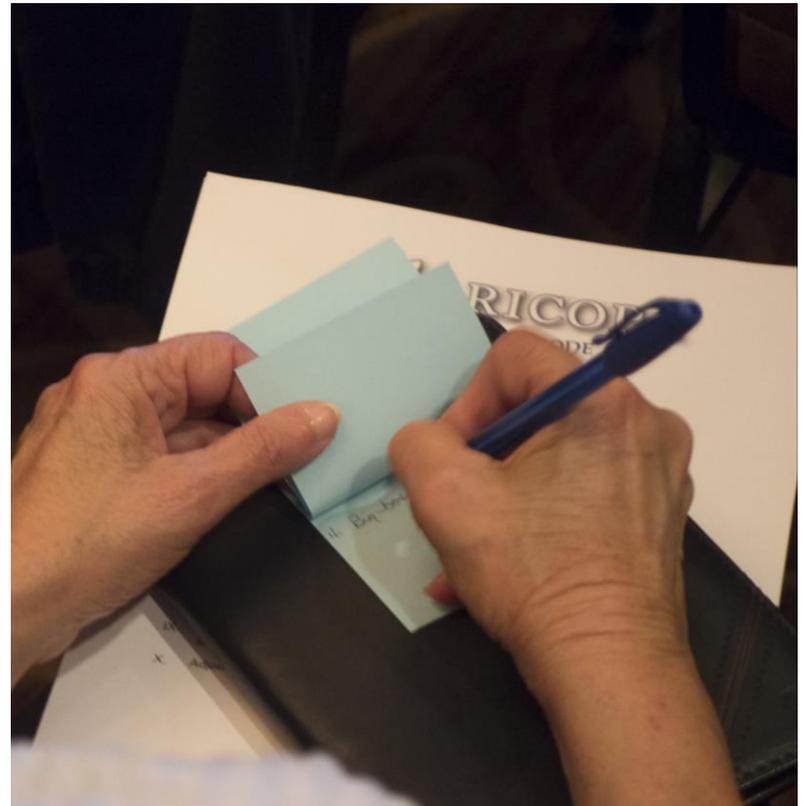
- Add incentive-based options
- Better, clear street alignment (i.e., RR)
- Building heights
- Do not restrict meeting/religious purposes
- Flexibility
- Industrial zone – flexible regulations for “non-traditional” industry
- More streetlights
- Maintain low light ordinances
- More jobs (2)
- More open space
- Open space requirements on new development HOAs

What types of new employers or businesses do you want to target for new jobs?

- Advanced business and professional services (offices/technology)
- Agricultural/Biotech
- Internet-based entrepreneurs
- Light industrial
- Manufacturing
- Mid-level skills
- More restaurants
- Office (white collar), commercial, light manufacturing
- Strip mall and anchor stores

What kind of new homes do you want for the future?

- Apartments/condos (3)
- Communities and horse properties
- Custom homes
- Eco-friendly, electricity-saving
- Large lots; one to 20 units; rural
- Single-family (2)
- Traditional

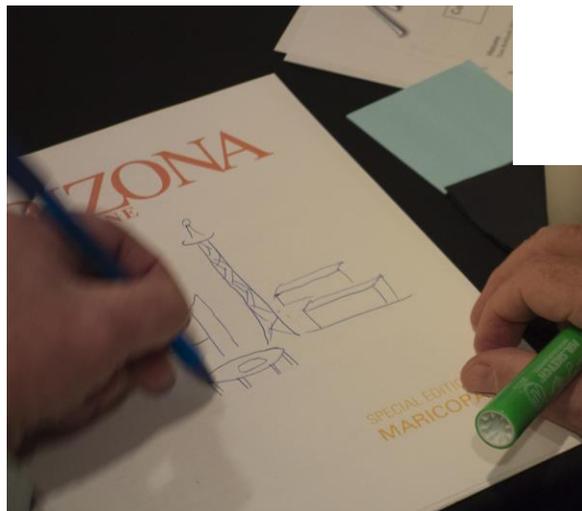


What types of problem uses need to be regulated as the city grows?

- Adult business/Sexually-oriented businesses (3)
- Agricultural use (dust)
- Heavy manufacturing
- More lighting
- No smelly ones
- Off-track betting
- Smoke shops (3)

Magazine Headlines

- “Blending of past and future”
- “Come one, come all”
- “Diversified community”
- “Small town feel, big city attitude”
- “#1 in specializing in the future, ongoing technology and industries in the U.S.”



Small Group Discussions

- Diversity, Value, and Balance
- Develop different housing types
- Start and business and create jobs
- Open space requirements
- Urban village
- Transportation
- Work in conjunction with higher education
- Retail and restaurants
- Address lighting and light pollution



Stakeholder's Concerns

- Overall issues with current code
 - *Heritage District*
 - *Seven Ranches*
 - *Cell towers*
 - *Parking, landscaping, and lighting*
 - *Signs*

Stakeholder's Concerns

- Proposed Zoning Changes
 - *Housing*
 - *Commercial, mixed-use, and industrial zoning*
 - *Landscaping*
 - *Lighting and parking*
 - *Signs*
 - *Water*
 - *Permitting procedures, entitlements, and enforcement*

Stakeholder's Concerns

- What should not be changed
- Priorities for the Code Rewrite
 - *“By right” zoning versus review for certain types of uses or projects*
 - *Planning recommendations*
 - *Other issues and concerns*

Public Participation Program

Goals

- Engage a broad constituency of the City's population and interests
- Maximize inclusion
- Communicate effectively
- Foster input



Principles

- Education
- Balanced Interests
- Structured Meetings
- Open Outcomes



Purposes

- Define the purpose of zoning
- Describe the current state of regulations and results
- Identify strategies
 - *Transit and Pedestrian*
 - *Urban Design*
 - *Parking*
 - *Etc.*
- Provide opportunities for input
- Achieve public ownership

Components

- Mailings (Targeted Audiences)
- Handouts (In Person)
- Press Releases
- Online and Email Newsletters (Opt-In via the website or meeting attendance as an observer or participant)
- Advertisements
- Website always accepts comments and questions

<http://www.zoningcode.maricopa-az.gov>

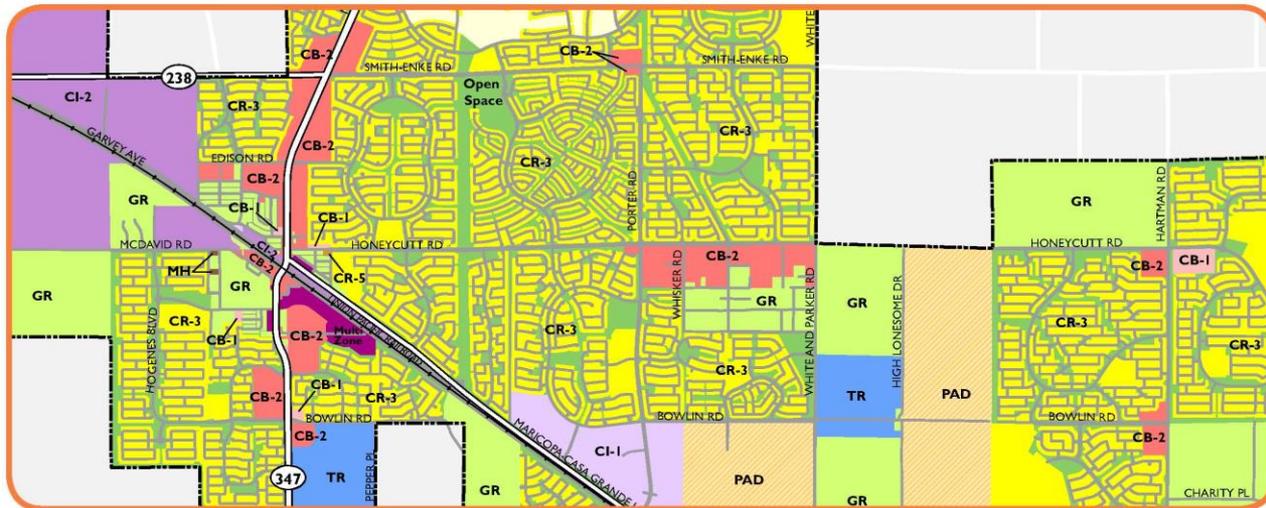
- Dana Burkhardt always accepts comments and questions via telephone or email

dana.burkhardt@maricopa-az.gov - (520) 316-6983

Efforts

- March 4 – Task Force Committee Meeting (Today)
- March 9 – Fishing Derby
- March 23 – Salsa Festival
- April 3 – Task Force Committee Meeting
- April 16 – City Council Briefing
- Future meetings (Dates TBD): July 2013 – January 2014

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