

2015 MAJOR GENERAL PLAN AMENDMENT

LAND USE ELEMENT

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2.0 GOALS

1. Provide a range of land uses to encourage and maintain a sustainable community.
2. Maintain, update and create standards and guidelines to which developments shall adhere in an effort to achieve a sustainable community.

2.1 PURPOSE

The Land Use Element is the foundation upon which the other elements are based. It identifies the intent and direction for future growth. The Land Use Element serves as the focal point for goals, objectives, and policies that will be used by the City Council, Planning and Zoning Commission and planning staff to generally guide and direct development. The goals outlined within this Element will help set the stage for present and future growth and shape the pattern of the City.

Creating balance between the Land Uses, residential and non-residential, is essential to maximize growth and minimize the potential costs incurred by the City for provision of basic services and infrastructure.

2.2 EXISTING CHARACTER

Previous General Plans have designated the majority of the land within the Current City limits for residential purposes. Although the lands were designated in that way, the predominant current land use is agriculture. There are also many areas within the City and the Planning Area that have not been developed and remain vacant in natural desert conditions.

There are two historic areas which make up the current developed area of Eloy. The first is the Downtown area, which includes the original town site known as "Cotton City Proper". Cotton City Proper is bounded on the North by Battaglia Road, on the South by Alsdorf Road, on the East by Sunshine Boulevard and on the West by Curiel Street. The Downtown area extends to the East to Tryon Avenue and the West to Eleven Mile Corner Road which has functioned historically as the central business district. The second area is Toltec, which lies a few miles Northwest of the Eloy's historic downtown area and comprises additional community neighborhoods and freeway oriented commercial development.

2.3 DISCUSSION

Land Use Plan Land Use Plan

The Eloy Land Use Plan includes multiple residential and non-residential land use designations. These various land use types provide multiple options to landowners, developers and residents to encourage innovative and quality development.

Resident's needs may be met by providing a variety of housing types, costs, and sizes. In addition, the land use types outline specific requirements for retail, office, industrial and mixed use types of developments. All of these different land uses, when planned correctly, will create a balance between housing, jobs, and services. Each residential designation includes a density range, an indication of desired (targeted) density, and the typical uses intended to be located within each designation.

City staff has the flexibility to recommend densities above the target density, but within the land use density ranges, if the development proposal exceeds required design, infrastructure designation and amenity improvements. Approval for residential densities above the target shall be considered by the Planning and Zoning Commission and City Council for those projects that exhibit:

1. Adjacency to existing infrastructure and public services;
2. Functional and aesthetic utilization of the development site;
3. Variation of residential product type, location, and lot sizes;
4. Incorporation of additional recreation/open space amenities;
5. Connection/Development to the proposed trail system amenities; and
6. Mitigation of development-related impacts.

Land Use Designations

All residential designations have an associated density range. When applications are submitted for any residential development which satisfies the minimum requirements of the General Plan and Zoning Ordinance, the project shall be allowed a maximum density at the targeted density of the range. Residential developments which exceed the minimum requirements above may also be considered for increased density allowance. The following criteria shall be used when reviewing applications to allow increased density:

1. Proposed development plans that provide amenities above the requirements of the zoning ordinance (i.e. parks, pedestrian walkways, picnic areas, tot lots, covered pedestrian refuges, etc.).
2. Proposed development increases setbacks along transitional buffer areas (i.e. between commercial and lower residential land use designations).
3. Proposed development plans provide increased landscaping and larger trees than required by the Zoning Ordinance.
4. Proposed increase in density will not negatively impact adjacent lower density developments.
5. Proposed development is compatible with and exceeds the minimum design guidelines established in the General Plan, Zoning Ordinance and with the adjacent land uses.
6. Proposed development provides creative design approaches which implement the objectives of the General Plan.

7. Consideration of the topography of the project site and assurance that the site design minimizes impacts on adjacent property.

Note: Sensitive resources such as biology and archaeology may restrict or provide an impetus to allow increased density.

Estate Density Residential

Density Range: 1.0 du / 5.0 ac to 1.0 du / 1.0 ac

Permitted Zones: RR-20, RR-5, and R1-43

Uses allowed within this designation include large lot, single family residential development. The density range, 0.20 du/ac to 1.0 du/ac (1 du/5 acres to 1 du/1 acre), is intended to portray a rural setting and home sites within this designation should create more of an open environment. Municipal water and sewer connections are required when densities exceed 1.0 du/ac. Estate Density Residential uses may serve as a transitional land use buffer between residential uses with densities higher than 1 du/ac.

Low Density Residential

Density Range: 1.0 to 3.0 du/ac

Permitted Zones: R1-12

Uses allowed within this designation include detached, moderate-sized lot, single family residential development. The density range (1.0 to 3.0 dwelling units per gross acre) is intended to accommodate single family residential subdivisions with standard typical lot layouts. Development potential of properties within this designation is determined by location, access, availability of existing or proposed public facilities and utilities, existing and future land use patterns, and natural or human-made constraints.

Medium Density Residential

Density Range: 3.0 to 6.0 du/ac

Permitted Zones: R1-8, R1-6

Uses allowed within this designation include single family detached and attached residential homes. The density range (3.0 to 6.0 dwelling units per gross acre) is intended to accommodate areas suitable for single family, townhome, patio home, and duplex-type units. Development potential of properties within this designation is determined by location, access, availability of existing or proposed public facilities and utilities, existing land use patterns, and natural or human-made constraints.

Other uses permitted in this category may include limited Neighborhood Commercial development (three acres or less) excluding any form of auto repair and service, open lot sales or storage. Neighborhood Commercial shall be sensitively integrated into the site and functionally linked for pedestrian and automobile access.

Medium-High Density Residential

Density Range: 6.0 to 10.0 du/ac

Permitted Zones: R-2

Uses allowed within this designation include attached and detached residential development. The density range (6.0 to 10.0 dwelling units per gross acre) is intended to accommodate attached and detached single family

homes, townhome, patio home, duplex, multi-plex, and apartment units. Development potential of properties within this designation is determined by location, access, and availability of existing or proposed public facilities and utilities, and existing and future land use patterns. Other uses permitted in this category may include limited Neighborhood Commercial development (three acres or less) if sensitively integrated into the site and functionally linked for pedestrian and automobile access, excluding any form of auto repair and service, open lot sales or storage.

High Density Residential

Density Range: 10.0 to 24.0 du/ac

Permitted Zones: R-3, R-4

Uses allowed within this designation include multi-family residential density development. The density range (10.0 to 24.0 dwelling units per gross acre) is intended to accommodate two- and three-story apartments, condominiums, and townhomes close to employment and service areas and to buffer lower density residential areas from higher intensity uses. Development potential of properties within this designation is determined by location, access, and availability of existing or proposed public facilities and utilities, and existing and future land use patterns.

Other uses permitted in this category may include limited Neighborhood Commercial development (three acres or less) if sensitively integrated into the site and functionally linked for pedestrian and automobile access.

Neighborhood Commercial

Uses allowed within this designation include commercial services used by the general public on a daily basis on corner parcels at arterial and collector street intersections. The market area radius for a Neighborhood Commercial area is approximately one mile, which would allow walking and bicycling to be used as feasible modes of transportation.

Neighborhood Commercial areas often have a grocery store as an anchor tenant and may include other commercial uses including drug stores, video rentals, beauty/barber shops, dry cleaners, post offices, small restaurants, small tenant retail, and single professional and medical offices.

Uses that are not intended for Neighborhood Commercial areas adjacent to residential neighborhoods due to noise, traffic, odors, visual blight, and similar nuisances may include, but are not limited to, auto service or repair, theaters, and taverns. Some examples of uses that might be acceptable on a case-by-case basis are small health clubs and restaurants accommodating drive-through traffic.

Development Guidelines:

Neighborhood commercial areas typically consist of limited, convenience oriented establishments that serve the surrounding residential neighborhood area within an approximate one-mile radius. Retail and service oriented commercial uses should be encouraged within revitalized existing quality neighborhoods and promote new development. Typical uses may include, but are not limited to, food markets, bakeries, pharmacies, video stores, restaurants, and self-service laundries. While commercial uses within new or existing neighborhood developments may be beneficial to the City and residential areas, specific design criteria and guidelines should be required to mitigate any potential negative impacts. The following guidelines may both influence the siting

and design of the Neighborhood Commercial uses but also the preservation, revitalization, and success of the adjacent neighborhoods.

All neighborhood commercial uses shall be located at the intersection of arterial or collector streets.

No single Neighborhood Commercial corner shall exceed 15- to 20 acres of retail, service and office uses.

Neighborhood Commercial uses shall be restricted to the height limitation of the adjacent residential district.

Screening techniques (i.e. landscaping, berming, fencing) shall be used to buffer adjacent residential uses from noise, sight and glare impacts generated by Neighborhood Commercial uses.

Landscaping shall be drought tolerant and evergreen.

Four-sided Architecture and design shall be used to soften the visual appearance of the commercial development in order to minimize any potential negative impacts to surrounding residential neighborhoods.

Commercial developments shall provide open space and should provide pedestrian amenities and places for pedestrians to gather.

Community Commercial

Uses allowed within this designation include a variety of types and intensities of commercial development. Community Commercial areas typically consist of large shopping centers and districts that offer a wider variety of goods and services than the neighborhood commercial areas. They rely on larger trade areas (two-mile radius or greater) and include such uses as department stores, bookstores, furniture stores, restaurants, theaters, and non-retail services, such as offices and banks. Major Community Commercial centers should be located with adequate controlled access and visibility to arterial streets.

Development Guidelines:

The City is located along an interstate highway that transports a significant amount of daily vehicular traffic between Phoenix and Tucson. The City of Eloy desires to create and diversify the community's economy by capturing a portion of the future commercial and industrial jobs that will locate along the corridor. A sustainable economy is created by balancing the respective elements of a community. Residential, commercial and industrial development should develop proportionately.

Over-designation of commercial land can lead to a vacant and abandoned commercial land use pattern, under designation of commercial land can result in inflated land prices, a lack of needed services, and a loss of economic development potential through a resultant sales tax base. The guidelines presented below will influence the siting of Community Commercial uses.

All such uses are located at the intersection of arterial and/or collector streets, or within Mixed Use Centers.

No single corner should exceed 40 acres of commercial or retail uses, unless viability and impact mitigation can be demonstrated by a feasibility study.

Community Commercial developments may be required to submit, for review and approval, a traffic impact study as part of the site planning process to determine number and location of median and curb cuts for optimal traffic flow and adequate site ingress/egress.

Building design shall utilize 360-degree architecture (four-sided attractive articulation)

Landscaping shall be drought tolerant and evergreen.

Buffering (i.e. landscaping, distance, and fencing) shall be utilized to shield adjacent residential uses from noise, glare, and supply truck traffic generated from adjacent Community Commercial uses.

Mixed Use

Residential Component:

Density Range: 10.0 to 24.0 du/ac

Permitted Zones: Combination of R-3 / R-4 / C-1 / C-2 / I-1

Development within this designation shall be represented by a mix of retail, office, and higher density residential at more urban densities with an emphasis on pedestrian scale and walk-ability. This category is also appropriate along rail corridors where a mix of commercial, industrial and higher residential densities are appropriate. The uses and densities permitted within this category include Neighborhood Commercial, Community Commercial, Light Industrial, Medium-High Density Residential and High Density Residential. It is encouraged that zoning applications within the Mixed Use category include multiple uses and/or the integration of at least two uses within individual structures. Although not required, it is encouraged that sites designated as Mixed Use should exceed 25 acres in area.

Development Guidelines:

Mixed Use developments have the potential to help revitalize the City's Downtown area. In order to provide direction for these types of developments the following guidelines should be followed:

Develop a mixture of neighborhood-serving businesses and residences.

Provide opportunities for residential uses that can capitalize on ready access to commercial and retail establishments.

Allow flexibility in the design and development of residential and Mixed Use developments.

Encourage a variety of housing types mixed with light commercial retail/professional offices (i.e. live work units).

Planned Community Area

The proposed Planned Community Area (PCA) designation provides for large-scale (generally 640 acres or more) master planned developments that include a mixture of land use opportunities. Such developments should also include an appropriate transportation system connecting possible schools, park, retail, and/or employment areas. Residential development within a PCA will promote a variety of residential densities to provide a diversity of housing choices for residents of the community.

Communities within a PCA should also provide commercial and/or employment land uses for residents of the area. Requests for the PCA designation shall include a conceptual land use plan; however, the designation shall permit the shifting of the land uses within the plan from one location to another without requiring an amendment to the designation.

If the overall land use balance increases beyond that originally approved, the rules for amendments will determine whether a major or minor amendment is necessary. Landowners may request the PCA designation on previously approved General Plan Amendments that meet the requirements above, as long as the allocation of land uses remain unchanged. Such requests shall be processed as a Minor General Plan Amendment and assessed the base fee only.

Light Industrial

Uses allowed within this designation include the least intense industrial employment uses, such as professional offices, research and development, wholesale and storage warehouses, utility centers, the repairing and packaging of goods, and ancillary eating and retail establishments. In particular, light industrial areas should be designed such that the least intense uses are located along major and minor arterial streets, where visibility to the public is high. Adherence to landscape standards, setbacks, and providing an adequate transition between intense uses and low impact developments (residential and neighborhood commercial) ensures compatibility between uses and enhances the community's visual aesthetics and appeal.

General Industrial

Uses allowed within this designation include the most intense industrial employment uses and generally consist of wholesale and storage warehouses, external storage yards (including utility centers), fabrication, manufacturing, processing, repairing, and packaging of goods. Manufacturing areas typically display and produce noise, truck or rail traffic, and open storage and as such shall be designed in such a way that the rear and sides of the structure and outside storage areas are screened from view of the public. Adherence to landscape standards, setbacks, and providing an adequate transition between intense uses and low impact developments (residential and neighborhood commercial) ensures compatibility between uses and enhances the community's visual aesthetics and appeal.

Development Guidelines (for all industrial designations):

Light Industrial and General Industrial designated areas are anticipated to capitalize on the economic opportunity of the transportation network within the City.

It is important to designate appropriate lands that will maximize the future employment potential. Providing adequate infrastructure and support services in areas designated for industrial and manufacturing use will help draw businesses to the area. There may be a correlation between the timing to which services and infrastructure are provided and the development of land. The guidelines presented below will influence the siting of industrial related land uses.

Generally, all such uses should be located along the interstate and/or state highway corridors, as well as, in and around the Eloy Municipal Airport.

Industrial related uses should not be located adjacent to single family residential uses without adequate buffers.

Industrial uses may be required to submit, for review and approval, a traffic impact study as part of the site planning process to determine number and location of median and curb cuts for optimal traffic flow and adequate site ingress/egress.

Building front and street side architecture should be significantly articulated using wall undulation, varied rooflines, changes in materials to help create visual interest and minimize negative impacts created from large building massing (both vertically and horizontally).

Landscaping shall be drought tolerant, yet green and healthy.

Screening techniques (i.e. landscaping, distance, berming, and fencing) shall be used to shield and buffer adjacent residential uses from noise, sight, glare, and delivery truck traffic.

Parks/Open Space

This designation shall be used for existing and planned open space, parks and other related recreational facilities as they are currently or conceptually located and are meant to serve the City's current and future recreational needs.

Development Guidelines:

Lands designated as Parks/Open Space shall provide the citizens of Eloy and its visitors with the opportunity to navigate through the City using an interconnected trail system. The opportunity to enjoy the unique characteristics of the surrounding agricultural landscape, and to engage in active or passive recreation activities at parks located throughout the City is a worthwhile goal that should increase the quality of living among the citizens of Eloy. Standards and definitions related to developing new active parks are located in the Parks, Open Space and Trails Element, while the guidelines presented below will influence the siting of Parks, Open Space and Trails land uses.

All parks that do not contain lighted facilities should be located at the center of their service area to equalize accessibility for all users.

Parks that contain lighted facilities should be located adjacent to roadways and employment uses to help buffer glare and noise. Parks that are lighted shall adhere to the City's "Dark Sky" Ordinance.

Parks, Open Space and Trails areas shall be designed and constructed to conform to their respective definitions (located in the Parks, Open Space and Trails Element).

Parks shall be constructed so that they can be used at the completion of the first phase of adjacent residential development.

Siting parks, open space and trails shall be planned in conjunction with adjacent subdivisions, master planned communities, and other residential developments (including multifamily). Each residential development shall be required to submit a conceptual design plan which will incorporate the parks, open space and trails by including pedestrian walkways, pathways, and trails etc. which tie into the overall area.

The City may want to purchase, or obtain through dedication, lands designated for Parks and Open Space in order to ensure that lands held in private ownership or by the Arizona State Land Department are developed as parks and open space. The City cannot require private property owners or the State to preserve their lands, nor can the City remove all development potential from a property thus held.

Public/Institutional

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This designation shall be used for land and/or facilities that are owned by a city, county, state, or federal public or quasi-public institutional entity. The land uses allowed shall provide governmental, educational, cultural, solid waste disposal, or corrections services within the City. These essential public uses shall support and enhance the overall community's land use pattern and visual aesthetics in order to minimize potential negative impacts.

Development Guidelines:

The Public/Institutional land designation will be used to provide for the basic functions and services as needed and desired by the City's residents and business owners. As development occurs within the City, additional lands will be needed to provide basic public services, such as wastewater facilities, public safety facilities, utilities, and large-scale recreation uses.

Specific Plan Study Areas

In the future, the City will have to critically evaluate new development proposals within specific areas of interest or focus. These areas will require additional research, development criteria, and have specific Council policies that should be met. The City's decisions will affect the future residential and economic growth in these areas.

LU-1: Existing Designated Land Use			
Land Use Type	Acres	Square Miles	Percent of Total Land Area
Residential	279,442.70	436.63	81.66%
Commercial	6,886.92	10.76	2.01%
Industrial	18,408.73	28.76	5.38%
Mixed Use	5,621.81	8.78	1.64%
Open Space	30,155.74	47.12	8.81%
Public/Institution	1,695.33	2.65	.50%
TOTALS	342,211.24	534.71	100.00%

*Sum does not include ADOT freeway right-of-way

**Quantities listed include City Limits and Planning Area

2.3 OBJECTIVES

The following objectives are meant to guide development of land within the City and give Staff direction to make flexible decisions about the overall land use pattern within the City of Eloy when amendments to the map are requested.

1. Maintain transitional buffers between high and lower impact land uses.
2. Promote Mixed Use development within designated areas including the downtown.

3. Adopt and enforce policies and standards for architecture and landscaping to which all new developments shall adhere.
4. Maintain land use designation target ratios when amendments are proposed.



Land Use Element

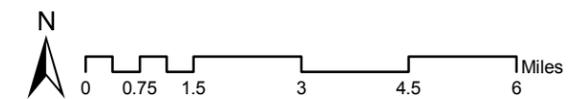
Eloy General Plan

Land Use Designations

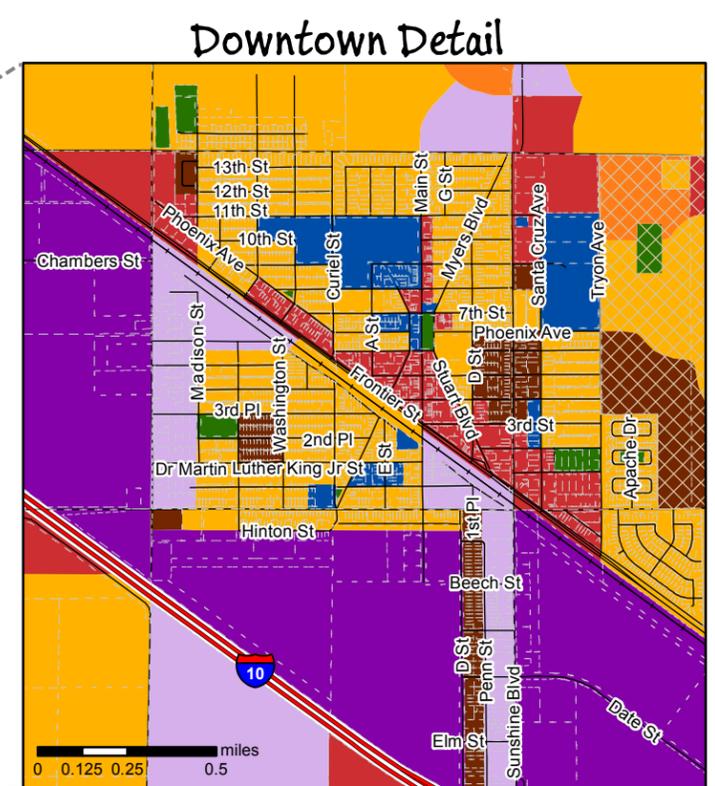
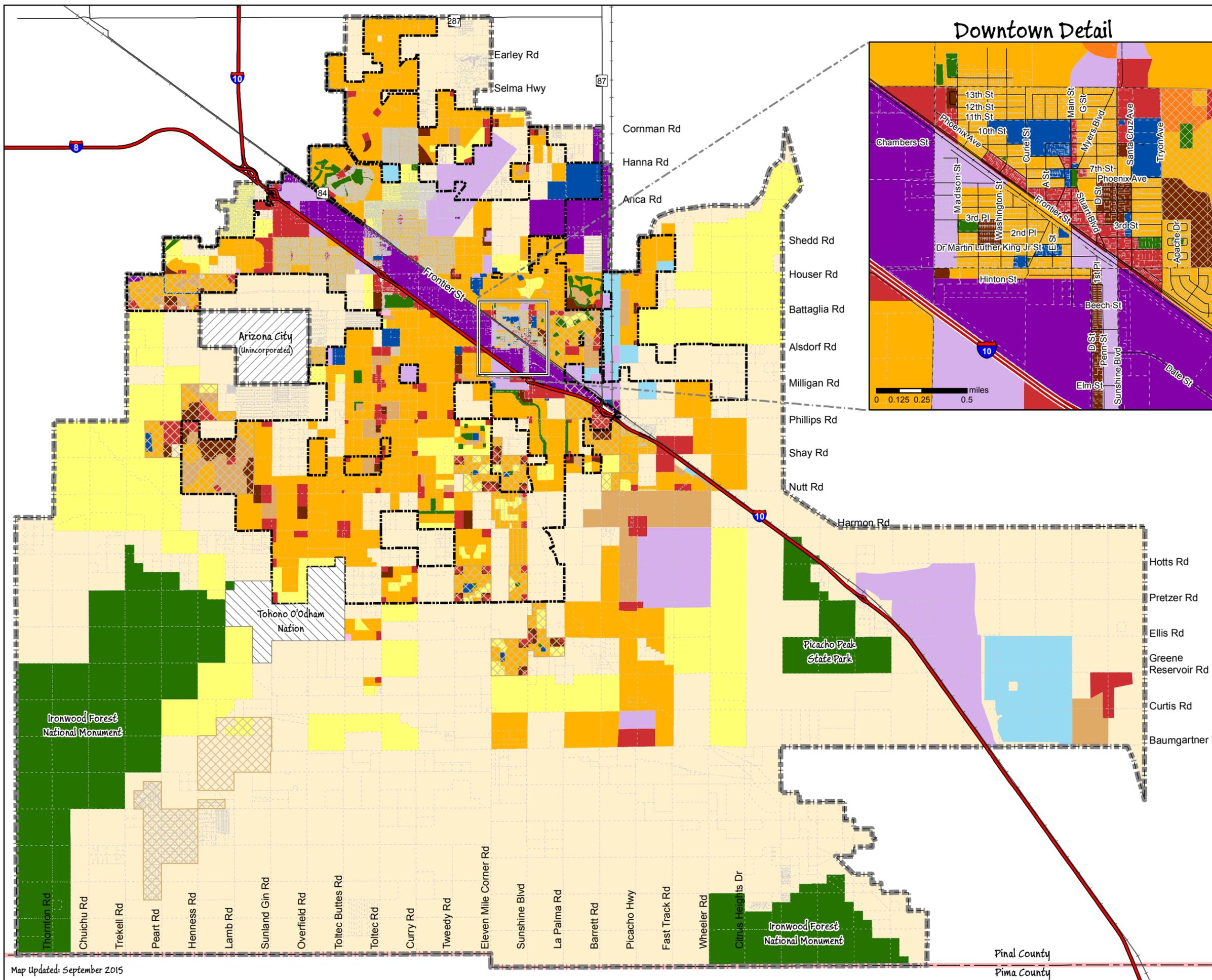
- Estate Density Residential (0.2 - 1.0 du/ac)
- Low Density Residential (1.0 - 3.0 du/ac)
- Medium Density Residential (3.0 - 6.0 du/ac)
- Med-High Density Residential (6.0 - 12 du/ac)
- High Density Residential (10 - 24 du/ac)
- Neighborhood Commercial
- Community Commercial
- Light Industrial
- General Industrial
- Mixed Use
- Public/Institutional
- Parks/Open Space
- Planned Community Area

Reference

- Interstate
- Railroad
- Eloy Incorporated Area
- Eloy Planning Area



This map is for reference only and has not been prepared or is suitable for legal, financial, engineering, or surveying purposes or commitments. While every effort has been made to ensure its accuracy and completeness, the City of Eloy furnishes this map "as is", and assumes no responsibility for errors, omissions, or inaccuracies presented. Any conclusions derived from this map are the responsibility of the user. The City of Eloy shall have neither liability nor responsibility to any person or entity with respect to any direct or indirect loss or damage in connection with, or arising from, the information on this map.



Map Updated: September 2015

Pinal County
Pima County