



Requesting Department:
Development Services

TO: Planning and Zoning Commission

THRU: Brett Burningham, Development Services Director

FROM: Steven Ester, Planner I

RE: **Public Hearing and Possible Action on P19-0026 Queen Creek Olive Mill PAD Rezone**, a request from Sean Lake, Pew and Lake PLC, on behalf of Frantoio Hills LLC, to rezone approximately 47.5 acres from R1-43 to Agritainment/PAD to allow the existing Queen Creek Olive Mill and its future expansion, located at the northeast corner of Combs and Rittenhouse roads.

DATE: **October 9, 2019**

STAFF RECOMMENDATION

Staff recommends approval of P19-0026 Queen Creek Olive Mill PAD Rezone, subject to the Conditions of Approval outlined in this report.

PROPOSED MOTION

Move to recommend approval of P19-0026 Queen Creek Olive Mill PAD Rezone, subject to the Conditions of Approval outlined in this report.

RELEVANT COUNCIL GOAL(S)



Secure Future



Effective Government

SUMMARY

This proposal consists of a request from Sean Lake, Pew and Lake PLC, on behalf of Frantoio Hills LLC, to rezone approximately 47.5 acres from R1-43 to Agritainment/PAD to allow the existing Queen Creek Olive Mill and its future expansion, located at the northeast corner of Combs and Rittenhouse roads.

HISTORY

December 16, 2015: Town Council approves GPA15-033 (Resolution 1077-15) "South SAP Major General Plan Amendment."

DISCUSSION

Agritainment Land Uses & District Concepts

As described by the applicant, the Queen Creek Olive Mill is a family owned company that was founded at its current location in 1998. What started as a 1,000-tree Olive Orchard has expanded into a 7,000-tree orchard that produces 16 varieties of olives for pressing into high-quality extra virgin olive oil. Within the olive groves, there is an existing tasting room, restaurant, gift shop, and the milling/production facility. Daily tours are offered seven times a day, and there is an outdoor picnic area. The site has evolved from the original farm building built 15 years ago. Through the years, the mill has not only expanded the original building, but also added shade structures and various utility and commercial buildings.

Consistent with the Agritainment theme, the proposed Conceptual Master Plan incorporates a variety of elements that will add to the entertainment value of the project and generate additional visitors and activity within the area. Specifically, the site will be expanded to feature several additional olive groves and a mix of agrarian-themed uses such as a future restaurant and bottling warehouse, event hall, spa/pool, cidemill and brewery, boutique bed and breakfast hotel, and decorative art walks. A single-family home is proposed near the northern end of the project to provide a future residence for the Rea family on-site, and further actualize the idea of a working farm concept. The site's access and grounds will provide internal paths and walkways to create a walkable and connected environment for visitors.

Vision images have been provided by the applicant to illustrate the overall theme and intent for the Queen Creek Olive Mill, as referenced in the South Specific Area Plan (SSAP). For reference, all of the uses permitted under the Agritainment zoning district at the Queen Creek Olive Mill are shown in Table 4.6-1 of the Zoning Ordinance.

Zoning and Planned Area Development (PAD)

The Agritainment General Plan Land Use designation is intended to provide for land uses that support agriculture and agriculture-oriented activities in the Town, while offering flexibility to accommodate these uses under one designation. Such uses shall be compatible with agriculture, and may include uses that support open space, natural resource management, outdoor recreation, enjoyment of scenic beauty, educational experiences, commercial, and residential uses.

The PAD Overlay in the Agritainment Zoning District is used as a planning tool, as required by the Zoning Ordinance, to enable flexibility in Design and Town Development Standards. This flexibility applies to, but is not limited to, formal site plans, setbacks, construction and repurposing of buildings, parking surfaces, signage, landscaping, onsite

way-finding, structure and signage heights, and other typical development standards. The strict enforcement of typical Development Standards would severely restrict the implementation of a truly agrarian atmosphere and ambiance on the property.

At this time, the applicant is not requesting formal site plan or building design approval. Rather, the purpose of this application is to establish an Agritainment PAD to conceptually outline its theming, design guidelines, and overall vision that will shape and inspire its future development. Within the attached project narrative is the vision for the execution of this Agritainment use through “Character and Concept Design Guidelines.”

The PAD Overlay in the Agritainment Zoning District also allows for more flexibility and efficiency in dealing with phasing and site plan review by the Town. The purpose of the Town’s site plan review regulations, as applicable in the Agritainment Zoning District, is to promote the safe, functional, and aesthetic development of the property. It allows for new structures, utilities, streets, parking, circulation systems, yards, and open spaces developed consistent with the flexibility of the PAD Overlay.

Accordingly, future site plan reviews for the Queen Creek Olive Mill shall consider the site, landscape, and architectural design of all structures, and related on-site or off-site improvements to promote the vision and intent of the Queen Creek Olive Mill Character and Concept Design Guidelines.

Under the PAD Overlay, the Site Plan and Phasing Review and Approvals will proceed as follows:

1. Site Plans for all or portions of the property that are generally consistent with the “Conceptual Master Plan” may be processed under Article 3.3(D)(1) *Minor Site Plan* of the Town’s Zoning Code.
 - a. Site Plans that are not generally consistent with the “Concept Master Plan” will be processed in accordance with the applicable Sections 3.3(D)(1) *Minor Site Plan* or 3.3(D)(2) *Major Site Plan* of the Town’s Zoning Code.
 - b. The Planning Administrator shall determine if a proposed Site Plan is generally consistent with the “Conceptual Master Plan.”
 - c. At the time of Site Plan review application, the Applicant will provide to the Town the items listed on the Town’s Site Plan submittal checklist, as may be modified by the Town Planning staff.
2. The following Design Standards will also be provided and demonstrated upon Site Plan review and submittal:
 - a. The Open Space requirements (i.e. 15%) for the Agritainment Zoning District will be met.
 - b. Perimeter landscape buffer yards will not be less than 15 feet; and building setbacks along project perimeters will conform to this landscape bufferyard requirement. Zero setback lines (subject to meeting Building Code) may be permitted for side and rear yards that are interior to site.

3. Phasing of on-site development may be proposed by the Applicant and approved by the Planning Administrator. The Planning Administrator's review and approval of phasing shall be based upon the Applicant's compliance with the proper coordinating and installation of off-site street, utility, emergency vehicle and other public safety requirements.

Additionally, the proposed Agritainment Planned Area Development (PAD) is subject to the following "Character and Concept Design Guidelines":

Theme and Design:

The existing character of the Olive Mill will remain intact and establish the template for design elements on the grounds of the QCOM. The planning scheme will always be focused on the agricultural experience established by the Rea family, and the sales and merchandising of olives and olive-related products, bath and beauty products, vinegar, dairy, and coffee. Opportunities may emerge for farm-related endeavors including the introduction of animal experiences, new crops, and landscaping and irrigation systems that will provide educational, employment and commercial opportunities. QCOM will continue to contribute to the distinct character for this area of the Town, as well as provide visually exciting views for residential uses that will ultimately surround the project. When the Queen Creek South Specific Area Plan (SSAP) was being developed, character images were included in that document that reflected the existing and proposed character of the Olive Mill operations. Queen Creek Olive Mill is committed to maintaining an aesthetic on the property that supports not only its own brand, but the Town's agricultural heritage.

Design Features:

Attracting customers from the Town, residents from the greater Phoenix metro area, and out-of-state visitors has been the focus of QCOM over the past 12 years. To further this goal, design standards have been developed that are creative, unique and flexible enough to facilitate a project that is not a conventional or typical development, but rather an eclectic "cottage-like environment" that exists in stark contrast to other, traditional, commercial development.

1. Landscaping. The project shall not be required to strictly adhere to the Town's streetscape design standards concerning the intensity and type of landscaping materials adjacent to Combs and Rittenhouse Roads. Visual permeability into QCOM is critical to maintaining the Agritainment environment. As Meridian Road is reconfigured, future arterial streetscape design and themes may be developed for the project which will provide a streetscape appearance consistent with Agritainment goals and objectives, but remain consistent with the current Olive Mill architectural design.

2. Lighting. Lighting may be more subdued than a typical commercial use. The use of sustainable renewable energy is encouraged.

3. Open Space. There are currently 29 acres of olive trees planted on the property. This is nearly 68% of the entire property. Though subsequent development on the

property will reduce this percentage of open space, at no time will the open space percentage fall below the 15% threshold prescribed in the zoning ordinance for the AT zoning district.

4. Paving. Paving may be minimized to reduce traffic speeds, provide drainage and to encourage a walkable environment. Driveways and parking areas may be constructed of permeable surfaces such as decomposed granite rather than conventional asphalt and concrete. No landscape islands will be used. When permeable materials are used in parking areas, no curbing is required. Where curbing is necessary, it may be either vertical or rolled as circumstances require.

5. Pathways/Accessibility. Meandering sidewalks are not required. The width of pathways shall be consistent with their intended purpose. Overly wide concrete pathways are to be avoided. Typically, pathways will be detached and made of permeable materials and will be ADA-compliant.

6. Signage. An important element of "place-making" for QCOM is signage, both temporary and permanent. The character and appearance of signage within QCOM should be distinct and distinguishable from signage in other areas of the Town. Recognizing the opportunities for special events, festivals, arts and culture, and farm/Agritainment operations, signage for QCOM may take advantage of alternative designs, materials, and locations that may not otherwise be provided for, or allowed, in other parts of the Town. A comprehensive sign plan may be separately submitted for review and approval by the Town, as permitted in Article 6 of the Town's Zoning Ordinance. These elements may include, but are not limited to:

- Temporary banner locations and other unique signage or branding that may exceed the Town's standards for size and location, especially if related to periodic and /or recurring activities.
- Signage or branding that is on-premises, but not attached to a building structure, such as fence signs or other similar signage intended to inform, direct, or draw the attention of visitors.
- Parking, directional and wayfinding signage.
- Building mounted signage.
- Monument, icon or similar freestanding signage.
- Decorative awnings may be used as signs.
- A vehicle, tractor, or agricultural trailer may be used as a sign, as long as it fits with the theme of QCOM and does not pose a safety risk.
- Signs may be painted on fences, buildings or rocks. Signs hanging below awning for pedestrian viewing shall be allowed.
- Entry signage for the project may include an antique olive mill, silo, windmill or other device/structure commonly associated with agriculture that may be modified as a sign. Rocks, fences or pylons may have a painted sign. Signs made of layered materials or that may be internally illuminated are allowed. Exposed neon is also allowed as a highlighting element.
- Signage may incorporate a water feature and/or landscape.

7. Walls and Fencing. Solid masonry or concrete walls shall not be required. Minimizing the amount of fencing throughout the project is desirable. The use of landscaping materials such as Italian cypress and olive trees as a screening device is encouraged. Tuscan stone fencing, stone and wrought iron fencing, wood fencing, metal fencing, picket fencing is encouraged where fencing is necessary. Other rustic fencing styles may be used that are consistent with our theme.

8. Structural Characteristics. Hardscape and construction elements may include Adobe, block, brick, iron, stone, steel, wood (including reclaimed building materials) and plant life used historically on the site. These elements will evidence existing key characteristics of the QCOM. The agricultural experience that creates the ambiance for Queen Creek Olive Mill Corner is not only built of physical objects such as structures and materials; but also of intangibles, such as the sense of community, tradition, emotions, and memories. Consequently, the above list of materials and design characteristics is not intended to be an exhaustive list of design concepts and structural features. Allowance may be made to allow for other unique, creative and eclectic structural concepts.

As stated in Section 4.11 of the Zoning Ordinance, the purpose of the Planned Area Development Overlay District (PAD) is to provide for the orderly development of land consistent with the Town of Queen Creek General Plan and Zoning Ordinance, while permitting flexibility in the design, construction and processing of residential, commercial and/or industrial developments of a quality which could not be achieved by traditional lot by lot development under conventional zoning concepts. While the conventional zoning districts and the requirements of those districts set forth in the Town of Queen Creek Zoning Ordinance are reasonable, there may be circumstances in which it is in the Town's best interests to allow unique and/or creative designs and techniques that:

1. Promote the most appropriate use of a parcel;
2. Allow diversification of use;
3. Allow economic development;
4. Facilitate the adequate and economical provision of streets, parks, open space, schools, storm drainage and sewer and water utilities;
5. Preserve and utilize open space;
6. Offer recreational opportunities close to residential uses;
7. Enhance the neighborhood's appearance;
8. Counteract adverse effects of urbanization; and
9. Provide for the unified control of land development.

The PAD is designed to encourage these purposes while implementing the goals and policies of the *Town of Queen Creek General Plan*.

In order to grant the PAD Overlay Zoning District, the following findings of fact must be made:

- a. That the requested modifications to the requirements of the Zoning Ordinance and the underlying Zoning Districts are in the best interests of the Town and are beneficial to the Town in that a higher quality or more appropriate design, or economic benefits (such as employment) can be achieved by not requiring strict adherence to the terms and regulations of the zoning ordinance;
- b. That strict adherence to the requirements of the Zoning Ordinance is not required in order to ensure the health, safety and welfare of the future occupants of the proposed development;
- c. That strict adherence to the requirements of the Zoning Ordinance is not required in order to ensure that property values of adjacent properties will not be reduced;
- d. That the proposed development is consistent with the goals, objectives and policies of the General Plan.

The site is currently designated in the 2018 General Plan as “Special District 1: Agritainment” and “Neighborhood.” The Agritainment land use category was created to celebrate the agricultural character of the Town and conserve those assets that contribute to the Town’s agricultural history. The designation was also created to further codify the Town’s South Specific Area Plan, which designated Schnepf Farms, Sossaman Farms, and the Queen Creek Olive Mill within an Agritainment land use category. The new land use designation recognized there were certain types of development, both existing and future, that were not appropriate for any of the other land use categories, and required greater flexibility in development standards. Rezoning the Queen Creek Olive Mill will implement some of the following Goals, Policies and Actions outlined in the Land Use Element of the General Plan:

- Goal 1: Continue to promote Agritainment uses in appropriate locations within the Town.
- Strategy 1.A: Protect and promote the Town’s history, location, amenities, and development potential to create a unique, attractive, desirable, and economically sustainable community.
- Action 1.A.2: Continue to promote Agritainment uses in appropriate locations within the Town.

Additionally, the Economic Development section of the General Plan discusses the tourism and tax dollars that flow from Agritainment uses. An Economic Development goal is to make the Town of Queen Creek an Agritainment capital of Arizona by supporting and expanding agritourism assets in the Town, which include the Queen Creek Olive Mill.

ANALYSIS

Queen Creek Olive Mill PAD Rezone Project Information	
Site Location	Northeast corner of Combs and Rittenhouse roads
Current Zoning	R1-43

Proposed Zoning	Agritainment/PAD
General Plan Designations	Special District 1: Agritainment Neighborhood
Surrounding Zoning:	
North	R1-43 (Rural Estate District) RC (Recreation and Conservation)
South	R1-43 (Rural Estate District)
East	R1-18 (Suburban Residential Type B) R1-43 (Rural Estate District)
West	EMP-A (Light Industrial) C-2 (General Commercial)
Gross Acreage	47.5 acres
Open Space Acreage: (Required)	15% minimum
Landscape Buffer Setback(s)	No less than 15 feet around the perimeter
Internal Building Setback(s)	0 feet (subject to Building Code)
Lot Coverage	N/A

General Plan Review: The current 2018 General Plan designations for this property are “Special District 1: Agritainment” and “Neighborhood.” Approximately 4.8 acres fall under the “Neighborhood” land use category, with the remaining area designated as “Special Use District 1: Agritainment.” The proposed rezoning to Agritainment/PAD is in compliance with the 2018 General Plan, and aligns with the land uses envisioned for the project under both of the designations.

Zoning Review: The property is currently zoned R1-43 (Rural Estate District). The proposed 47.5 acre Agritainment/PAD is in compliance with the provisions of the Zoning Ordinance and the South Specific Area Plan (SSAP).

Based on the findings of fact in the PAD ordinance and the applicant providing the design amenities outlined in the PAD ordinance, staff is recommending approval of this application. Staff has reviewed this proposal and believes the overall quality of the request will support favorable consideration of the requested modifications.

Adequate Public Facilities: In accordance with Article 5.1 and its provisions in the Zoning Ordinance, the adequate public facilities will be provided by the project. Additional details will be provided with the future Site Plan review and approvals for this site. The Town of Queen Creek will be the potable water provider and wastewater service provider for the property.

Engineering Review: The project has been reviewed by the Engineering and Transportation Divisions. Additional review will continue during the future Site Plan process.

Open Space: The total open space required for the Agritainment Zoning District is 15%. This project will demonstrate detailed compliance with this minimum open space requirement during the first Site Plan submittal.

Public Participation: A Neighborhood Meeting was conducted by the applicant on June 26, 2019. No residents attended the meeting. Staff has received no other public input to date.

CONDITIONS OF APPROVAL

1. This project shall be developed in accordance with the plans attached to this case and all the provisions of the Zoning Ordinance applicable to this case.
2. Site Plans for all or portions of the property that are generally consistent with the “Concept Master Plan” may be processed under Article 3.3(D)(1) *Minor Site Plan* of the Town’s Zoning Code.
 - a. Site Plans that are not generally consistent with the “Concept Master Plan” will be processed in accordance with the applicable Sections 3.3(D)(1) *Minor Site Plan* or 3.3(D)(2) *Major Site Plan* of the Town’s Zoning Code.
 - b. The Planning Administrator shall determine if a proposed Site Plan is generally consistent with the “Concept Master Plan.”
 - c. At the time of Site Plan review application, the Applicant will provide to the Town the items listed on the Town’s Site Plan submittal checklist, as may be modified by the Town Planning staff.
3. The following Design Standards will also be provided and demonstrated upon Site Plan review and submittal:
 - a. The Open Space requirements (i.e. 15%) for the Agritainment Zoning District will be met.
 - b. Perimeter landscape buffer yards will not be less than 15 feet; and building setbacks along project perimeters will conform to this landscape bufferyard requirement. Zero setback lines (subject to meeting Building Code) may be permitted for side and rear yards that are interior to site.
4. Phasing of on-site development may be proposed by the Applicant and approved by the Planning Administrator. The Planning Administrator’s review and approval of phasing shall be based upon the Applicant’s compliance with the proper coordinating and installation of off-site street, utility, emergency vehicle and other public safety requirements.
5. Temporary banner locations and other unique signage or branding that may exceed the Town’s standards for size and location, especially if related to periodic and /or recurring activities, shall be reviewed and approved by the Planning Administrator in compliance with the overall vision and theme of the Queen Creek Olive Mill.

6. For offsite public improvements the Town requires cash, irrevocable letter of credit (IRLOC), or a bond to cover the costs for construction assurance. The IRLOC and bond are required to be approved by the Town Attorney. The assurance amount shall be determined by an engineer's estimate during the Construction Document review phase. Construction assurance shall be deposited with the Town prior any permits being issued.
7. Developer shall design and construct the remaining half-street improvements (per the Town's Detail No. R-101) for Combs Road and Meridian Road adjacent to the property. The Town is completing roadway improvements for Combs and Meridian Road as part of a capital improvement project. Coordinate with the Town's Engineering and Capital Improvement Project team for remaining items not included in the Town's project.
8. Developer shall provide an in-lieu payment for future half-median landscaping for Combs and Meridian Road per an approved engineer's estimate.

ATTACHMENTS

1. Queen Creek Olive Mill PAD Aerial Exhibit
2. Queen Creek Olive Mill PAD General Plan Exhibit
3. Queen Creek Olive Mill PAD Current Zoning Exhibit
4. Project Narrative
5. Conceptual Master Plan
6. Vision Images

Project Name: Queen Creek Olive Mill PAD Rezone Aerial Exhibit

Case Number: P19-0026



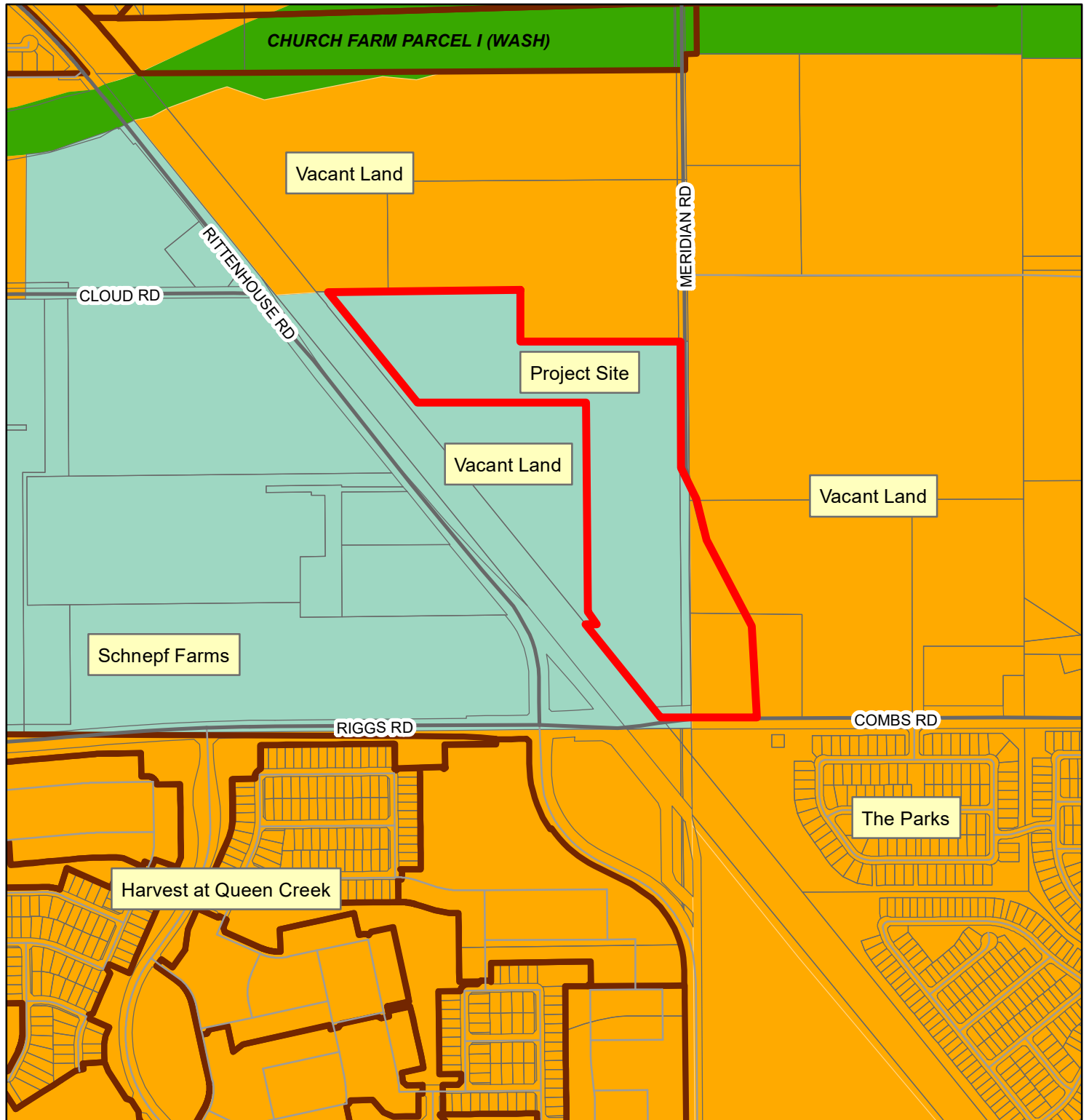
Hearing Date: October 9, 2019 (Planning Commission)



Project Name: Queen Creek Olive Mill PAD Rezone General Plan Exhibit

Case Numbers: P19-0026

Hearing Date: October 9, 2019 (Planning Commission)



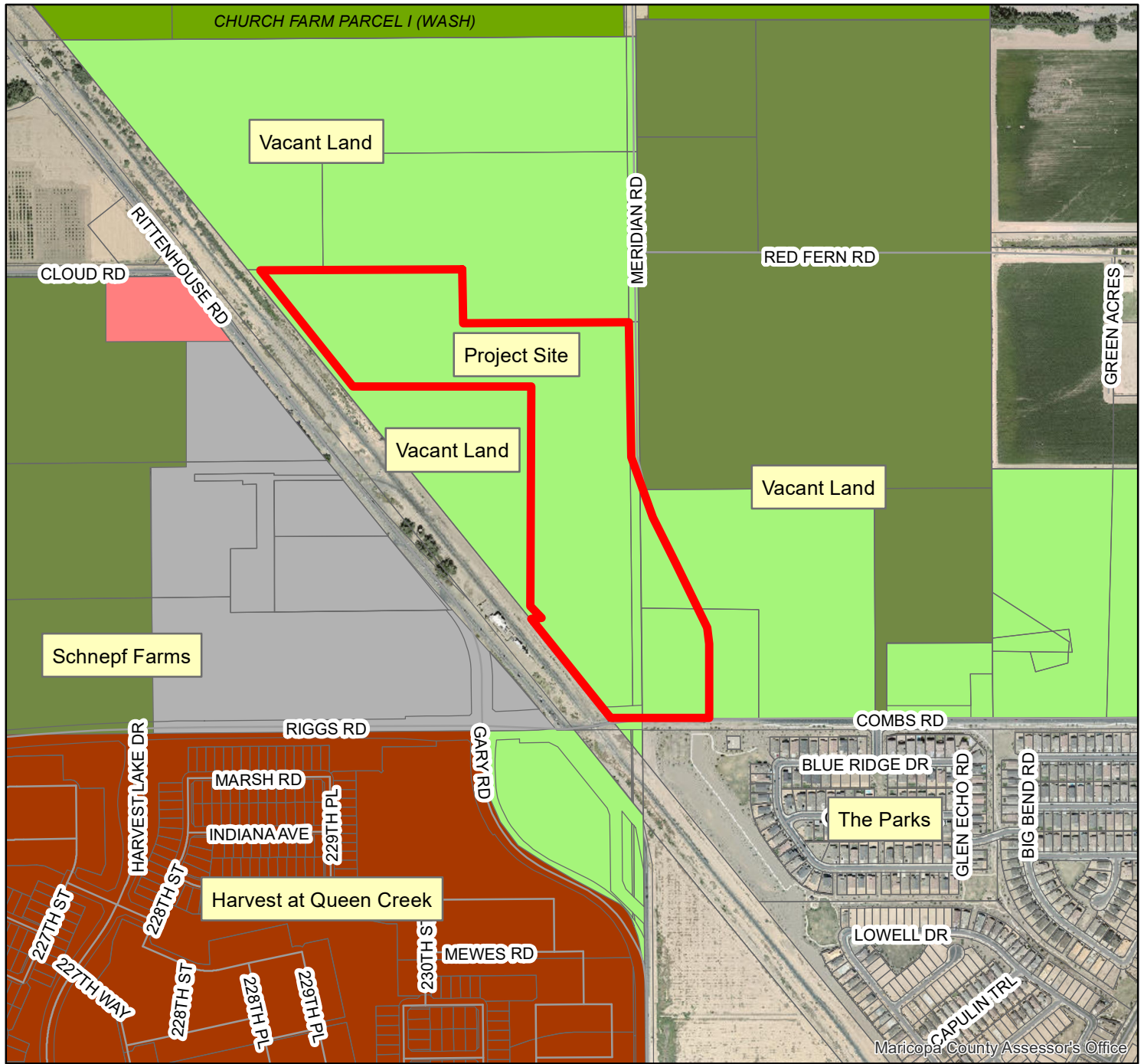
General Plan Land Use



Project Name: Queen Creek Olive Mill PAD Current Zoning Exhibit

Case Numbers: P19-0026

Hearing Date: October 9, 2019 (Planning Commission)



Zoning Districts

C-1 - Commercial	PQP - Public/Quasi-Public	R1-7 - Residential	R1-35 - Residential
C-2 - Commercial	RC - Recreation/Conservation	R1-8 - Residential	R1-43 - Residential
C-3 - Commercial	MDR - Residential	R1-9 - Residential	R1-54 - Residential
TC - Commercial	R1-4 - Residential	R1-12 - Residential	R1-190 - Residential
EMP A - Office/Industrial Park	R1-5 - Residential	R1-15 - Residential	PCD - Planned Community
EMP B - General Industrial	R1-6 - Residential	R1-18 - Residential	AT - Agritainment



Rezoning and Development Plan Project Narrative

Submitted by:

Sean B. Lake

Pew & Lake, PLC

1744 South Val Vista Drive, Suite 217

Mesa, AZ 85204

On Behalf of:

Frantoio Hills, LLC

Submitted to:

The Town of Queen Creek

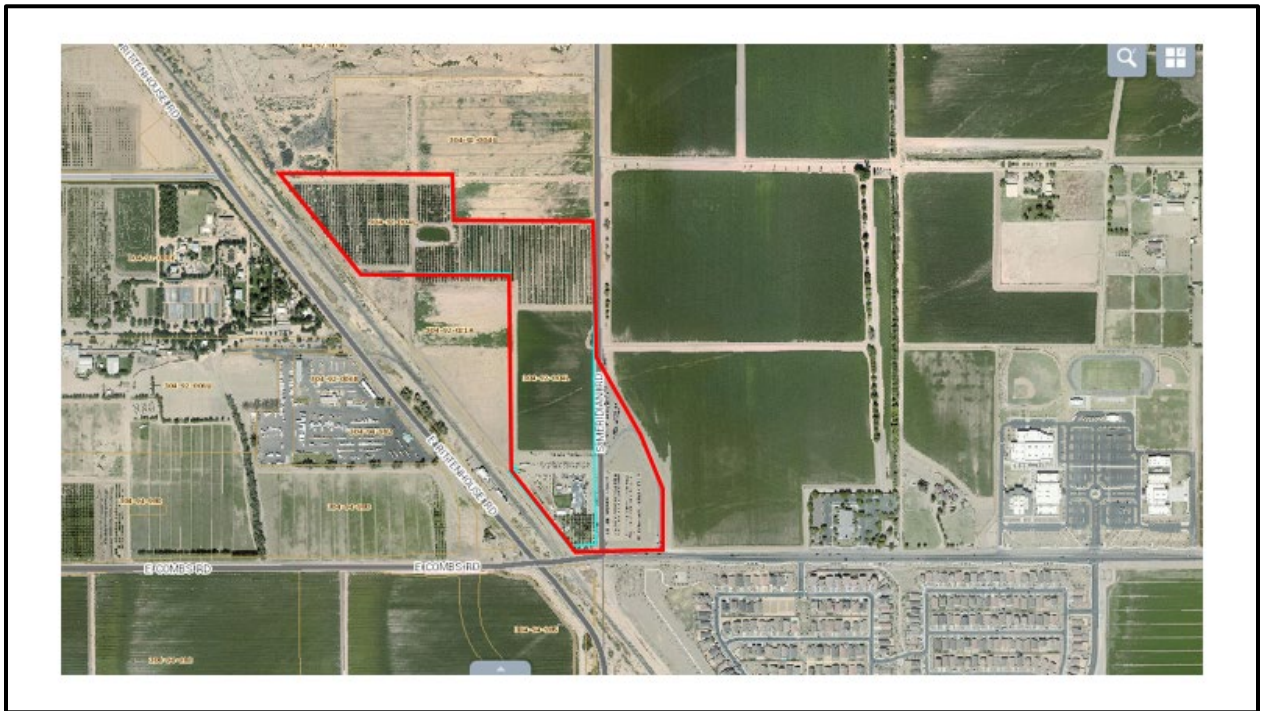
REVISED July 26, 2019

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Introduction

Pew & Lake, PLC, on behalf of Frantoio Hills, LLC, is pleased to provide this project narrative and related materials to the Town of Queen Creek in support of a rezoning application for approximately 47.5 acres of property located at the northeast intersection of Rittenhouse and Combs Roads. The parcels are shown below and may be identified on the Maricopa County Assessor's Map as parcel number 304-92-004L and on the Pinal County Assessor's Map as parcel number 104-53-040B. If the request discussed in this narrative is approved, it will create consistency between the current use of the property, it's General Plan Designation and Zoning classification.



About the Queen Creek Olive Mill

The Queen Creek Olive Mill is a family owned company that was founded at its current location in 1998. What started as a 1,000-tree Olive Orchard, has expanded into a 7,000-tree orchard, that produces 16 varieties of olives for pressing into high-quality extra virgin olive oil. Within the olive groves, there is a tasting room, restaurant, gift shop and the milling/production facility. Daily tours are offered seven times a day and there is an outdoor picnic area.

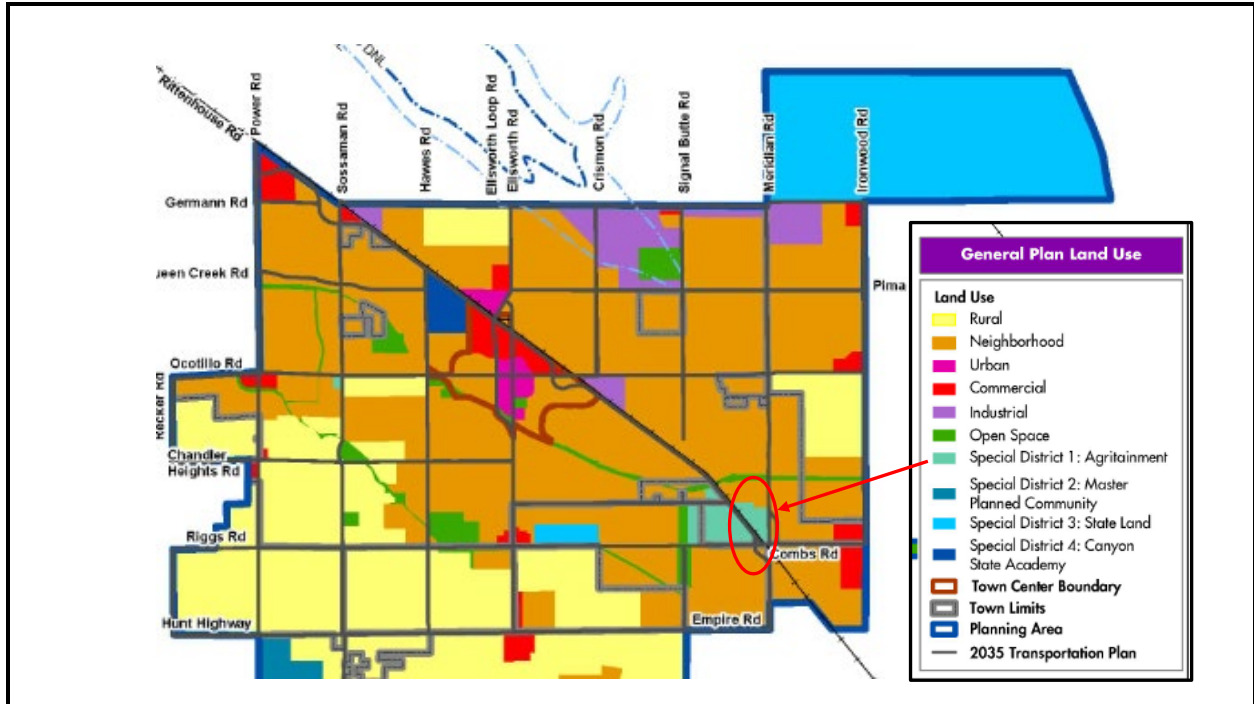


What began as a small family enterprise has grown over twenty years into a large endeavor includes the growing, harvesting, pressing and retailing of Olive products. It is the only family-owned olive farm in Arizona and has truly established an agricultural legacy in the Town of Queen Creek. The Queen Creek Olive Mill's values of family, sustainability contribute to the rich agricultural history in Queen Creek.

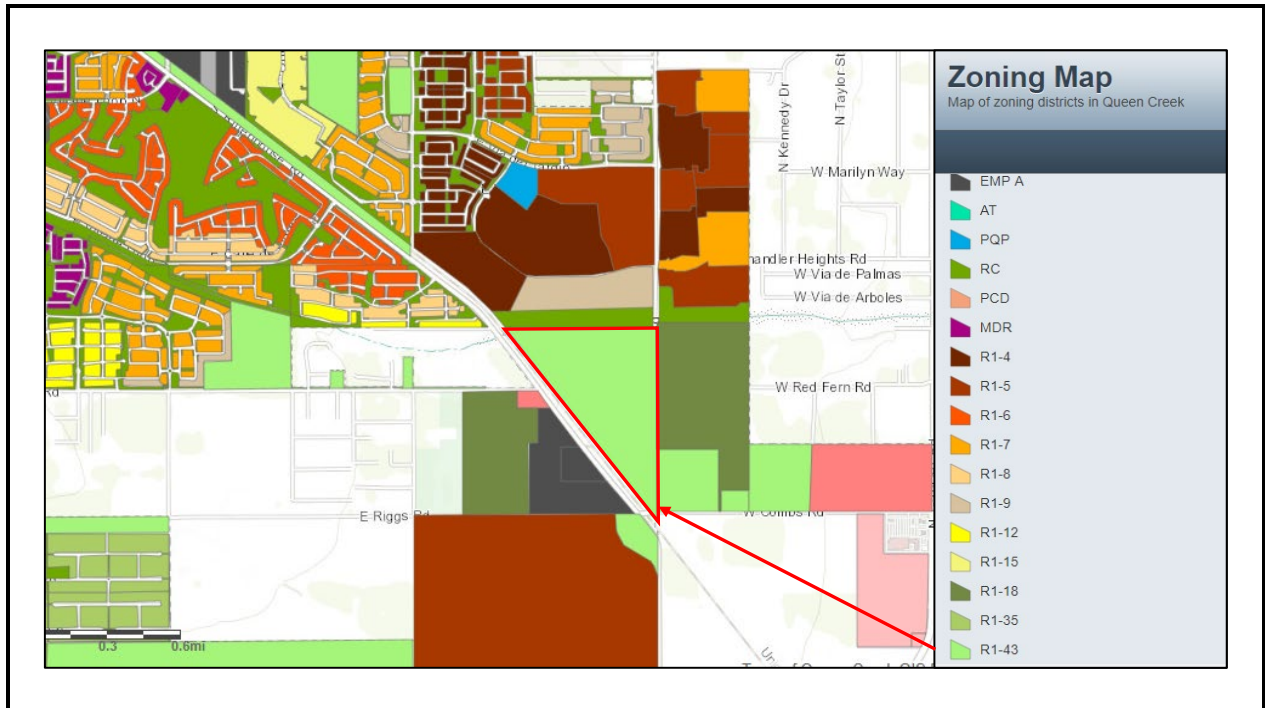
Existing General Plan Designation and Zoning Classification

As shown on the next page, the project site is currently designated in the Town of Queen Creek General Plan as Special District 1: Agritainment and Neighborhood, and is designated as Rural Estate District (R1-43) on the Town's Zoning Map.

Town of Queen Creek General Plan Land Use Map



Town of Queen Creek Zoning Map



Relationship to Surrounding Properties

As shown in the graphic below, the site is bound on the east by Meridian Road. The site is bound on the south by the Union Pacific Railroad tracks and related easement. The site is bound on the west by the railroad tracks and easement, beyond which is agricultural property owned by Schnepf Farms. On the north the site is bound by vacant agricultural property.

	General Plan Designation	Zoning	Existing Use
North	Neighborhood	R1-43	Vacant Agricultural
South	Neighborhood	R1-43	Railroad Easement/Tracks
East	Neighborhood	R1-43	Vacant Agricultural
West	Special District 1: Agritainment	Employment Type A	Railroad Easement/Tracks and Schnepf Farms
Project Site	Special District 1: Agritainment Neighborhood	R1-43	Queen Creek Olive Mill

Existing Site Conditions

The oddly configured site is presently in use as The Queen Creek Olive Mill. The site has evolved from the original farm building built 15 years ago. Through the years, the mill has not only expanded the original building, but also added shade structures and various utility and commercial buildings.

Utilities and Services

Utilities are provided to the site by the providers as shown below:

Utility	Provider
Electric	Salt River Project
Natural Gas	Southwest Gas
Water	Town of Queen Creek
Sewer	Town of Queen Creek
Trash and Recycling	Right Away Disposal
Telephone	Century Link or Other
Internet	Cox Communications
Law Enforcement	Maricopa County Sheriff’s Office
Emergency Services	Town of Queen Creek

Request

Our request to the Town of Queen Creek is to rezone the property from R1-43 to Agritainment (AT) with a Planned Area Development (PAD) Overlay, as required in the Town of Queen Creek Zoning Ordinance, and approval of The Queen Creek Olive Mill Conceptual Master Plan, provided at **Exhibit A** of this narrative.

As outlined in zoning ordinance, the Agritainment zoning district provides for land uses that support and enhance agricultural uses in the Town. The uses need to be compatible with agriculture, and may include uses that contain open space, outdoor recreation, commercial and residential uses.

Compliance with General Plan

As previously stated, the site is currently designated in the Town of Queen Creek General Plan as Special District 1: Agritainment and Neighborhood. The Agritainment Land Use category was created in the Town of Queen Creek General Plan that was adopted by voters in May of 2018. The creation of this land use designation is to celebrate the agricultural character of the Town and conserve those assets that contribute to the Town's agricultural history. The designation was also created to further codify the Town's South Area Specific Plan which designated Schnepf Farms, Sossaman Farms and the Queen Creek Olive Mill within an Agritainment land use category. The new land use designation recognized that there were certain types of development-both existing and future- that were not appropriate for any of the other land use categories, and that required greater flexibility in development standards.

Rezoning the Queen Creek Olive Mill will implement some of the following Goals, Policies and Actions outlined in the Land Use Element of the General Plan:

- Goal 1: Continue to promote Agritainment uses in appropriate locations within the Town.
- Strategy 1.A: Protect and promote the Town's history, location, amenities, and development potential to create a unique, attractive, desirable, and economically sustainable community.
- Action 1.A.2: Continue to promote Agritainment uses in appropriate locations within the Town.

Additionally, the Economic Development section of the General Plan discusses the tourism and tax dollars that flow from Agritainment uses. An Economic Development goal is to make Queen Creek the Agritainment capital of Arizona, by supporting and expanding agritourism assets in the Town, which include the Queen Creek Olive Mill.

For the foregoing reasons, the proposed rezoning is consistent with the Town of Queen Creek

General Plan Special District 1: Agritainment and Neighborhood land use designations.

Planned Area Development (PAD) Applicability

As stated in Section 4.11 of the Town of Queen Creek Zoning Ordinance, the purpose of the Planned area Development Overlay District (PAD) is to provide for the orderly development of land consistent with the Town of Queen Creek General Plan and Zoning Ordinance while permitting flexibility in the design, construction and processing of residential, commercial and / or industrial developments of a quality which could not be achieved by traditional lot by lot development under conventional zoning concepts. While the conventional zoning districts and the requirements of those districts set forth in the Town of Queen Creek Zoning Ordinance are reasonable, there may be circumstances in which it is in the Town's best interests to allow unique and /or creative designs and techniques that:

1. Promote the most appropriate use of a parcel;
2. Allow diversification of use;
3. Allow economic development;
4. Facilitate the adequate and economical provision of streets, parks, open space, schools, storm drainage, sewer and water utilities;
5. Preserve and utilize open space;
6. Offer recreational opportunities close to residential uses;
7. Enhance the neighborhood's appearance;
8. Counteract adverse effects of urbanization; and provide for the unified control of land development.

Permitted Uses

The Permitted Uses at the Queen Creek Olive Mill are those shown in Agritainment District (AT) in able 4.6-1 of the Queen Creek Zoning Ordinance.

Dimensional and Density Regulations

There are no dimensional and density regulations prescribed for the Agritainment zoning district. Accordingly, there are no proposed dimensional standards proposed for the QCOM at this time, beyond what currently exist on the property. It is expected that as new elements are proposed

on the property, the Site Plan Review process will include and evaluation of each proposed element to ensure that it meets the intent of the AT zoning district. At this time, there is no request for Site Plan Review, instead, the purpose of this rezoning application is to establish zoning on the property that is consistent with its General Plan Designation as well as codify the existing uses on the property through the approval of a Conceptual Master Plan. Future phases of development on the property will be subject to the following:

- 1) Site plans for additional development of the property that are generally consistent with the Conceptual Master Plan provided with this submittal will be processed as a Minor Site Plan Review pursuant to Article 3.3(D)(1).
- 2) Site plans that are not generally consistent with the Conceptual Master Plan will be processed as either a Minor or Major Site Plan review, as determined by the Planning Administrator, in accordance with Article 3.3(D)(1)(2) of the Queen Creek Zoning Ordinance.
- 3) The Planning Administrator shall determine if a proposed site plan is generally consistent with the Conceptual Master Plan.
- 4) At the time of Site Plan Review, the Applicant will provide to the Town the items listed on the Town’s site plan submittal checklist, as may be modified by the Planning Administrator.

Phasing of the future development on the property will be undertaken after careful consideration of economic and market conditions. There is no established timeline for future development of the QCOM.

Character and Concept Design Guidelines

Theme and Design

The existing character of the Olive Mill will remain intact and establish the template for design elements on the grounds of the QCOM. The planning scheme will always be focused on the agricultural experience established by the Rea family and the sales and merchandising of Olives and Olive Related Products, Bath and Beauty products, Vinegar, Dairy and Coffee. Opportunities may emerge for farm-related endeavors including the introduction of animal experiences, new crops, and landscaping and irrigation systems that will provide educational, employment and commercial opportunities. QCOM will continue to contribute to the distinct character for this area of the Town as well as provide visually exciting views for residential uses that will ultimately surround the project. When the Queen Creek South Specific Area Plan was being developed, character images were included in that document that reflected the existing and proposed character of the Olive Mill operations. Queen Creek Olive Mill is committed to maintaining an aesthetic on the property that supports not only its own brand, but the Town’s agricultural heritage.

Design Features

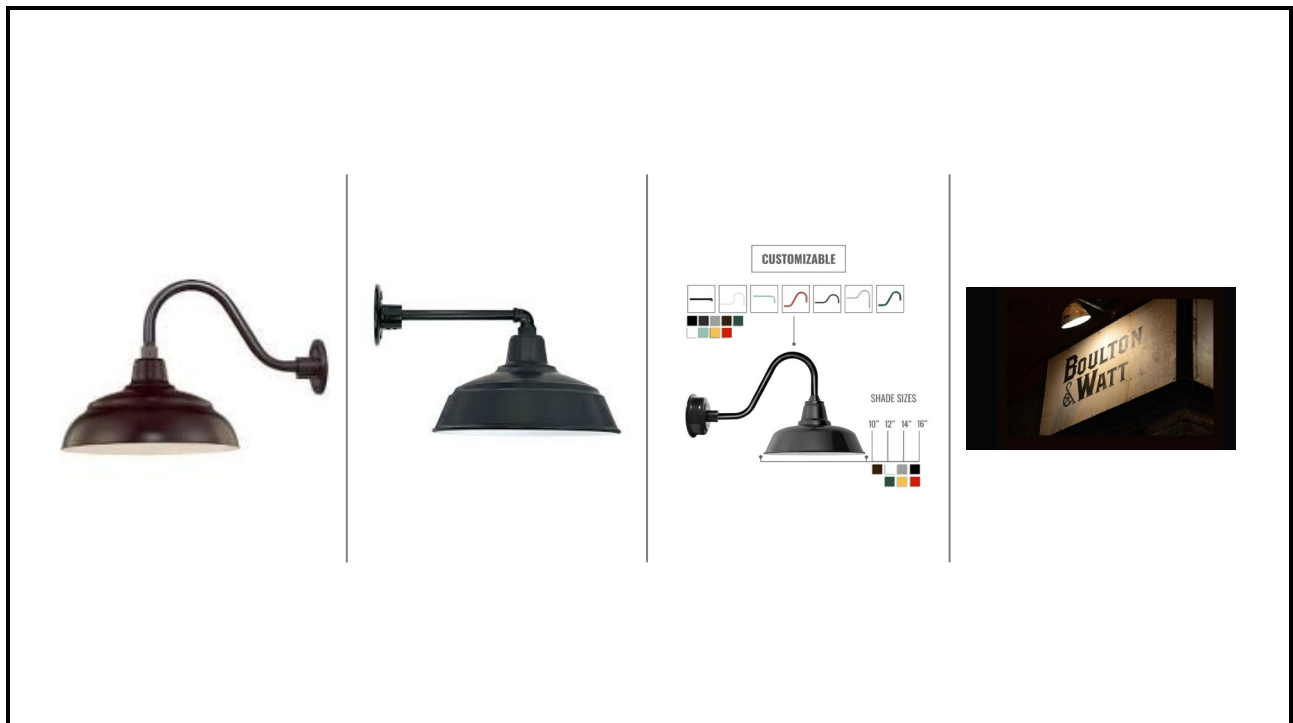
Attracting customers from the Town, residents from the greater Phoenix metro area, and out-of-state visitors has been the focus of QCOM over the past 12 years. To further this goal, design standards have been developed that are creative, unique and flexible enough to facilitate a project that is not a conventional or typical development but a rather an eclectic "cottage-like environment" that exists in stark contrast to other, traditional, commercial development. The following guidelines will be followed in order to maintain the look and feel of the Queen Creek Olive Mill.

Landscaping

The project shall not be required to strictly adhere to the Town's streetscape design standards concerning the intensity and type of landscaping materials adjacent to Combs and Rittenhouse Roads. Visual permeability into QCOM is critical to maintaining the Agritainment environment. As Meridian Road is reconfigured, future arterial streetscape design and themes may be developed for the project which will provide a streetscape appearance consistent with Agritainment goals and objectives but remain consistent with current Olive Mill architectural design.

Lighting

Lighting may be more subdued than typical commercial use. Use of sustainable renewable energy is encouraged. Examples of proposed lighting are shown below:



Open Space

There are currently 29 acres of olive trees planted on the property. This is nearly 68% of the entire property. Though subsequent development on the property will reduce this percentage of open space, at no time will the open space percentage fall below the 15% threshold prescribed in the zoning ordinance for the AT zoning district.

Paving

Paving may be minimized to reduce traffic speeds, provide drainage and to encourage a walkable environment. Driveways and parking areas may be constructed of permeable surfaces such as decomposed granite rather than conventional asphalt and concrete. No landscape islands will be used. When permeable materials are used in parking areas, no curbing is required. Where curbing is necessary, it may be either vertical or rolled as circumstances require.

Pathways/Accessibility

Meandering sidewalks are not required. The width of pathways shall be consistent with their intended purpose. Overly wide concrete pathways are to be avoided. Typically, pathways will be detached and made of permeable materials and will be ADA-compliant.

Signage

An important element of "place-making" for QCOM is signage, both temporary and permanent. The character and appearance of signage within QCOM should be distinct and distinguishable from signage in other areas of the Town. Recognizing the opportunities for special events, festival, arts and culture, and farm/Agritainment operations, signage for QCOM may take advantage of alternative designs, materials, and locations that may not otherwise be provided for, or allowed, in other parts of the Town. A comprehensive sign plan may be separately submitted for review and approval by the Town, as permitted in Article 6 of the Town's Zoning Ordinance. These elements may include, but are not limited to:

- Temporary banner locations and other unique signage or branding that may exceed the Town's standards for size and location, especially if related to periodic and /or recurring activities.
- Signage or branding that is on-premises, but not attached to a building structure, such as fence signs or other similar signage intended to inform, direct, or draw the attention of visitors.
- Parking, directional and wayfinding signage.
- Building mounted signage.
- Monument, icon or similar freestanding signage.
- Decorative awnings may be used as signs.
- A vehicle, tractor, or agricultural trailer may be used as a sign, as long as it fits with the theme of QCOM and does not pose a safety risk.

- Signs may be painted on fences, buildings or rocks. Signs hanging below awning for pedestrian viewing shall be allowed.
- Entry signage for the project may include an antique olive mill, silo, windmill or other device/structure commonly associated with agriculture that may be modified as a sign. Rocks, fences or pylons may have a painted sign. Signs made of layered materials or that may be internally illuminated are allowed. Exposed neon is also allowed as a highlighting element.
- Signage may incorporate a water feature and/or landscape.

Walls and Fencing

Solid masonry or concrete walls shall not be required. Minimizing the amount of fencing throughout the project is desirable. The use of landscaping materials such as Italian cypress and olive trees as a screening device is encouraged. Tuscan stone fencing, stone and wrought iron fencing, wood fencing, metal fencing, picket fencing is encouraged where fencing is necessary. Other rustic fencing styles may be used that are consistent with our theme.

Structural Characteristics

Hardscape and construction elements may include Adobe, block, brick, iron, stone, steel, wood (including reclaimed building materials) and plant life used historically on the site. These elements will evidence existing key characteristics of the QCOM. The agricultural experience that creates the ambiance for Queen Creek Olive Mill Corner is not only built of physical objects such as structures and materials; but also of intangibles, such as the sense of community, tradition, emotions, and memories. Consequently, the above list of materials and design characteristics is not intended to be an exhaustive list of design concepts and structural features. Allowance may be made to allow for other unique, creative and eclectic structural concepts.

Citizen Participation

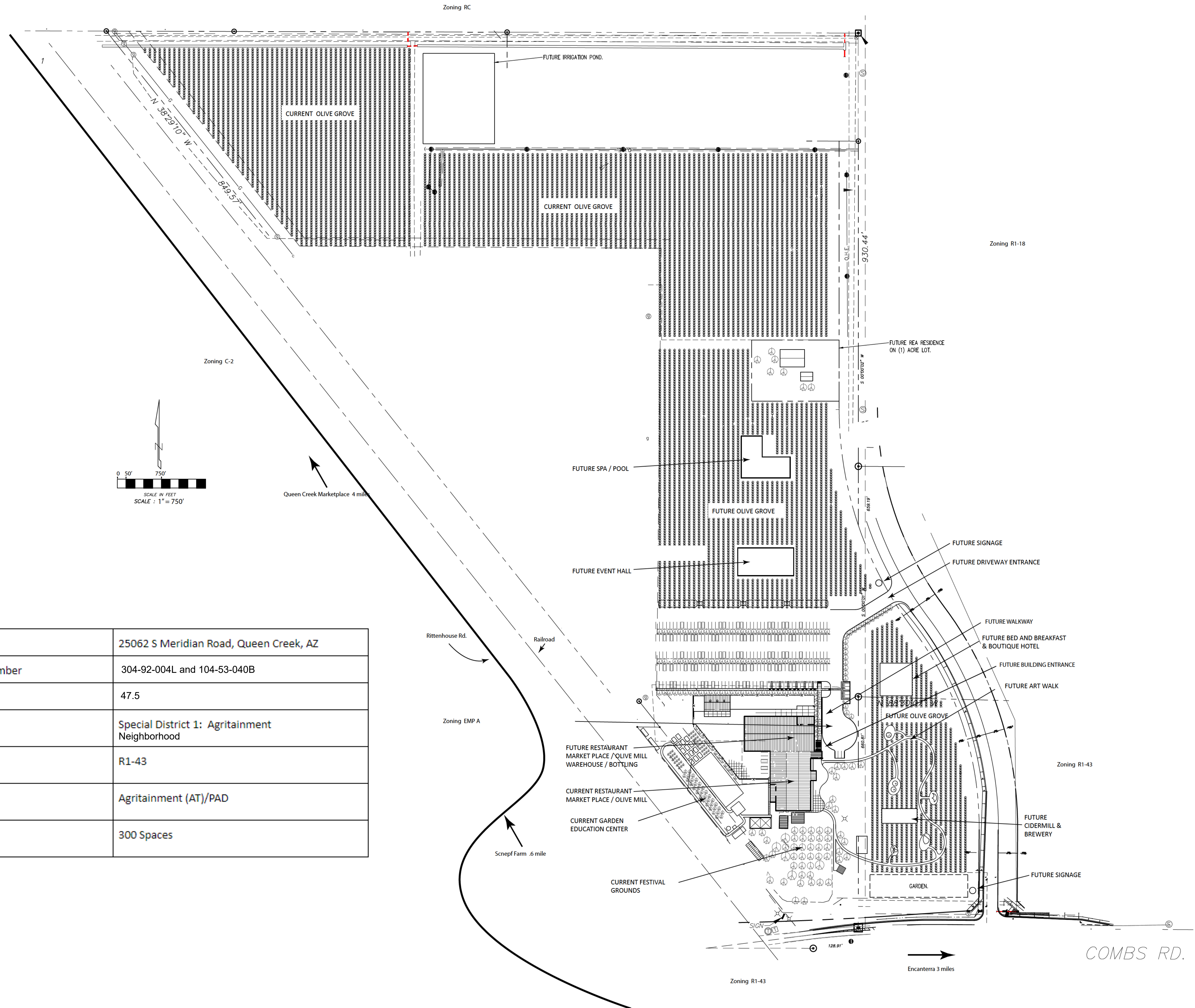
The applicant has conducted citizen participation activities in accordance with Town of Queen Creek Zoning Ordinance Article 3, Section 3.1.C- Public Outreach Procedures. This includes a neighborhood meeting to inform surrounding neighbors about the proposed rezoning application. Notification for the neighborhood meeting included sending a meeting notice to all property owners within 1200 feet of the Queen Creek Olive Mill and posting a sign on the property that met the requirements outlined in the zoning ordinance. Both of these actions were taken at least 15 days prior to the scheduled neighborhood meeting. The applicant has prepared a Citizen Participation Report including a summary of the neighborhood meeting and copies of the notification materials. This report will be provided to the Town of Queen Creek prior to any scheduled public hearings.

Conclusion

Queen Creek Olive Mill has been in operation in Queen Creek since 2003 and has enjoyed tremendous growth as one of Arizona's premier Agritainment destinations, with over 650,000 visitors a year. The Town of Queen Creek has proven to be extraordinary partners helping fuel this growth through the years. The Rea family is excited to continue operating in Queen Creek and bringing new and exciting activities to the Olive Mill. With the approval of this rezoning application, a clear path to future development will be established that will allow for the continued growth and success of the Olive Mill for many years to come.

Property Address	25062 S Meridian Road, Queen Creek, AZ
Maricopa County Parcel Number	304-92-004L and 104-53-040B
Gross Acreage	47.5
General Plan Designation	Special District 1: Agritainment Neighborhood
Current Zoning	R1-43
Proposed Zoning	Agritainment (AT)/PAD
Parking Provided	300 Spaces

Date of preparation: February 21, 2019
Revision 1: April 2, 2019



QUEEN CREEK OLIVE MILL
2506 SOUTH MERIDIAN ROAD
QUEEN CREEK, ARIZONA
CONCEPTUAL MASTERPLAN FEB. 20TH, 2019

COMBS RD.

Encanterra 3 miles

Zoning R1-43

Zoning R1-43

Zoning R1-18

Zoning C-2

Zoning RC

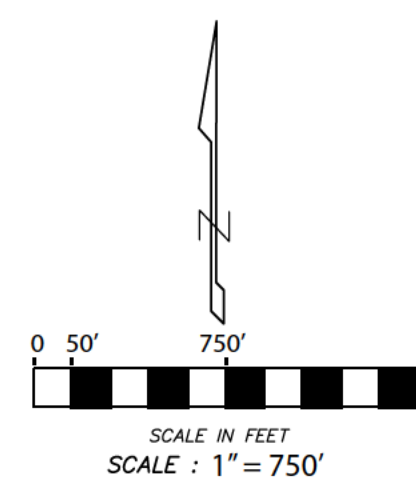
Rittenhouse Rd.

Railroad

Zoning EMP A

Scepff Farm .6 mile

Queen Creek Marketplace 4 miles



SIGN

128.91'

9.30.44'

68.19'

68.19'

68.19'

68.19'

68.19'

68.19'

68.19'

68.19'



Olive Mill

SOUTH SPECIFIC AREA PLAN

andersonbaron
plan - design - achieve
50 W. McClintock Dr., Ste 1
Chandler, Arizona 85226
date: 04.09.15
ph: 480.699.7556 fax: 480.899.7986