



City of Phoenix

GENERAL PLAN AMENDMENT
Staff Analysis and Recommendation

Application No. GPA-DV-2-08-1

REQUESTED AMENDMENT: (To Map)

Applicant: City of Phoenix Planning Commission

Site Location: Northeast corner of 19th Avenue and Happy Valley Road

Village: Deer Valley Acres: 79.96

Current Plan Designation: Residential 3.5-5

Requested Plan Designation: Mixed-Use (Commercial and Commerce Park)

Reason for requested change:

To be consistent with the Happy Valley Road Land Use Study recommendation.

Associated Zoning Case (if applicable):

STAFF RECOMMENDATION: (Summary)

It is recommended this request be approved.

HEARING SCHEDULE

Table with 2 columns: Date, Action. Rows include Village Planning Committee (3/19/09), Planning Commission (4/7/09), City Council (5/6/09), and Resolution Adoption (5/6/09).



GENERAL PLAN AMENDMENT STAFF ANALYSIS

<u>Application:</u>	GPA-DV-2-08-1
<u>Applicant:</u>	City of Phoenix Planning Commission
<u>Location:</u>	Northeast corner of 19th Avenue and Happy Valley Road
<u>Approximate Acres:</u>	79.96 acres +/-
<u>Current Plan Designation:</u>	Residential 3.5 to 5 du/ac
<u>Requested Plan Designation:</u>	Mixed-Use (Commercial and Commerce Park)
<u>Reason for Requested Change:</u>	Amend the current General Plan Land Use Map to be consistent with the Happy Valley Road Land Use Study recommendation.
<u>Village Planning Committee Action:</u>	March 19, 2009
<u>Staff Recommendation:</u>	Approve as requested

BACKGROUND

The purpose of this request is to designate 79.96 acres located on the northeast corner of 19th Avenue and Happy Valley Road to Mixed-Use (Commercial and Commerce Park) on the General Plan Land Use Map. Currently, the immediate northeast corner of 19th Avenue and Happy Valley Road is approved for C-O (Z-155-05), C-1, C-2 and P-1 zoning (Z-140-01). This area is currently undeveloped. East of this corner is zoned County Rural-43. This area is mainly vacant with the exception of a few houses, a landscaping business, outdoor storage and a pet care facility. Further east, the site is zoned S-1 (Z-166-06) where a church and vacant parcels are located. The remainder of the site is zoned County Rural-43 with the exception of a property on the northwest corner of Happy Valley Road and 7th Avenue that is zoned County IND-2 and County C-2. This General Plan Amendment would bring the General Plan Land Use Map into conformance with the Happy Valley Land Use Study recommendation.

The Land Use Study recommendation recognized that land uses adjacent to Happy Valley Road have and are transitioning away from residential uses and are developing into commercial and/or employment type uses. Although there is a significant presence of regional commercial and employment in the area, there may be a need for support services. Staff held a number of public meetings with property owners in the study area as well as surrounding property owners. Participants generally agreed that residential use is not practical adjacent to Happy Valley Road. They were concerned that, as property owners come forward to annex into the city and rezone their property, land use mitigation would be necessary to respect the residential neighborhood to the north. The study contains a number of suggestions for mitigation.

RELATIONSHIP TO THE GENERAL PLAN GOALS AND POLICIES

GROWTH AREA ELEMENT

- **GOAL 1 – GROWTH: MAINTAIN A HIGH QUALITY OF LIFE AND ECONOMICALLY HEALTHY COMMUNITY.**

The mixed-use designation would create consistency with the surrounding land use adjacent to Happy Valley Road and serve the existing residential development to the north.

LAND USE ELEMENT

- **GOAL 2 –EMPLOYMENT AND POPULATION BALANCE: DEVELOPMENT OF EACH VILLAGE’S POTENTIAL SHOULD BE ENCOURAGED BY DISTRIBUTING A DIVERSITY OF EMPLOYMENT AND HOUSING IN A WAY THAT ACHIEVES A BALANCED CITYWIDE PLAN AND THAT IS CONSISTENT WITH COMMUTE TRAVEL PATTERNS AND THAT CURRENT CHARACTER OF EACH DEVELOPED VILLAGE.**

The proposed mixed-use designation encourages the development of commercial and commerce park uses that will create jobs to balance population and employment near predominately single-family residential areas.

- **GOAL 4 – MIXED LAND USE DEVELOPMENT: MIXED LAND USE PATTERNS SHOULD BE DEVELOPED WITHIN URBAN VILLAGES AND AT SMALLER SCALES TO MINIMIZE THE NUMBER AND LENGTH OF TRIPS.**

The proposed amendment will integrate mixed uses in order to create jobs along a major road near residential development to help reduce the number of vehicle trips outside of the village and improve the quality of life. The amendment will support the residential uses that surround the area and the established commercial and commerce park uses to the south.

CIRCULATION ELEMENT

- **GOAL 1 – AN EFFECTIVE MULTI-MODAL TRANSPORTATION SYSTEM: A MULTI-MODAL TRANSPORTATION SYSTEM SHOULD BE DEVELOPED THAT WILL ALLOW THE MOVEMENT OF GOODS AND ALL PEOPLE SAFELY AND EFFICIENTLY THROUGHOUT THE CITY, ESPECIALLY INTO, AND BETWEEN, THE URBAN VILLAGE CORES.**

The proposed amendment designation will maintain the distribution of residential and support services throughout the Deer Valley Village. The area is equipped with adequate streets and traffic flow and will reduce the length and number of vehicle trips.

CONSERVATION, REHABILITATION & REDEVELOPMENT ELEMENT

- **GOAL 5- ELIMINATION OF DETERIORATION AND BLIGHT: PREVENTION OR ELIMINATION OF DETERIORATION AND BLIGHT CONDITIONS SHOULD BE PROMOTED TO ENCOURAGE NEW DEVELOPMENT AND REINVESTMENT.**

The Mixed Use designation will encourage new development in an area that is largely vacant and that is no longer suitable for residential uses as currently designated on the General Plan Land Use Map. This development will be compatible with adjacent commercial and office development and will support the residential development.

OTHER ELEMENTS NOT IMPACTED OR INDIRECTLY IMPACTED BY THIS GENERAL PLAN AMENDMENT ARE:

**COST OF DEVELOPMENT ELEMENT
BICYCLING ELEMENT
HOUSING ELEMENT
NEIGHBORHOOD ELEMENT
ENVIRONMENTAL PLANNING ELEMENT
NATURAL RESOURCES CONSERVATION ELEMENT
OPEN SPACE ELEMENT
RECREATION ELEMENT
WATER RESOURCES ELEMENT
PUBLIC BUILDINGS ELEMENT
PUBLIC SERVICES AND FACILITIES ELEMENT
SAFETY ELEMENT**

CONCLUSION AND RECOMMENDATION

The General Plan Amendment would bring the General Plan Land Use Map into conformance with the Happy Valley Road Land Use Study recommendation and would not adversely impact the adjacent neighborhood. The Planning Department recommends GPA-DV-2-08-1 be approved as requested for Mixed-Use (Commercial and Commerce Park).

Writer

LM

Team Leader

MD

Attachments

1. General Plan Amendment Map
2. Aerial



GENERAL PLAN AMENDMENT

CITY OF PHOENIX ♦ PLANNING DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882

APPLICATION NO: GPA-DV-2-08-1	ACRES: 79.96 +/-
VILLAGE: Deer Valley	COUNCIL DISTRICT: 1
APPLICANT: City of Phoenix Planning Commission	

EXISTING:



Residential 3.5 to 5 du/acre (73.14 +/- Acres)
 Commercial (5 +/- Acres)
 Floodplain (1.82 +/- Acres)

-  Proposed Change Area
-  Residential 3.5 to 5 du/ac
-  Commerce / Business Park
-  Industrial
-  Commercial
-  MU (Commercial / Commerce Park)
-  Floodplain
-  Residential 0 to 2 du / acre
-  Preserves / 0-1 & 1-2 du / acre



PROPOSED CHANGE:

MU (Commercial / Commerce Park) (79.96 +/- Acres)

-  Proposed Change Area
-  MU (Commercial / Commerce Park)

