



GENERAL PLAN AMENDMENT STAFF ANALYSIS

January 26, 2026

<u>Application:</u>	GPA-DSTV-1-25-2
<u>Owner/Applicant:</u>	Jonathan Stelzer, The Plaza Companies
<u>Representative:</u>	Nick Wood, Snell & Wilmer, LLP
<u>Location:</u>	Southeast corner of 64th Street and Mayo Boulevard
<u>Acreage:</u>	219.22 acres
<u>Current Plan Designation:</u>	Residential 5 to 10 dwelling units per acre (216.47 acres) Commercial / Commerce/Business Park (2.75 acres)
<u>Requested Plan Designation:</u>	Commercial (8.20 acres) Residential 15+ dwelling units per acre (211.02 acres)
<u>Reason for Requested Change:</u>	Minor General Plan Amendment to facilitate hotel and higher density attached townhouses, condos, or apartments
<u>Desert View Village Planning Committee Meeting Date:</u>	February 3, 2026
<u>Staff Recommendation:</u>	Approval

FINDINGS:

- 1) The proposal will facilitate a mix of residential and commercial uses, contributing to the land use mix in the area.
- 2) Existing zoning to the south and east of the companion rezoning case boundary is consistent with the proposed Residential 15+ dwelling units per acre designation.
- 3) The subject site is appropriate for commercial uses, as the site is at an intersection of two arterial streets and nearby a freeway interchange.

BACKGROUND

The subject site is a 219.22-acre site located at the southeast corner of 64th Street and Mayo Boulevard. The current General Plan Land Use Map designations on the site are 216.47 acres of Residential 5 to 10 dwelling units per acre and 2.75 acres of Commercial / Commerce/Business Park. The applicant proposes to change the designation for the area of the companion rezoning case Z-87-E-03-2, which is 8.20 acres in size, to Commercial and the remaining area, which is 211.02 acres in size, to Residential 15+ dwelling units per acre to be consistent with the existing zoning.

Companion Case Z-87-E-03-2 (Plaza Companies Hospitality PUD) is a request to rezone 8.20 acres from S-1 (Approved CP/BP PCD) (Ranch or Farm Residence, Approved Commerce Park District, Business Park Option, Planned Community District) to PUD PCD (Planned Unit Development, Planned Community District) for a Major Amendment to the Paradise Ridge PCD to allow a hotel.

The proposed commercial use on the PUD site is not consistent with the General Plan Land Use Map designation of Residential 5 to 10 dwelling units per acre. The zoning to the south and east of the proposed PUD rezoning area is R-3A, which is inconsistent with the General Plan Land Use Map designation of Residential 5 to 10 dwelling units per acre. Therefore, a minor General Plan Amendment is required to amend the General Plan Land Use Map designation for the PUD site and for the sites to the south and east of the PUD site as the combined area is larger than 10 acres.

SURROUNDING LAND USES

NORTH / WEST

North and west of the subject site, at the northeast corner of 64th Street and Mayo Boulevard, is a proposed multifamily residential development designated as Commercial / Residential 15+ dwelling units per acre.

EAST

East of the site is a commercial center, an office complex, a fitness center, and multifamily residential designated Commercial / Commerce/Business Park.

SOUTH

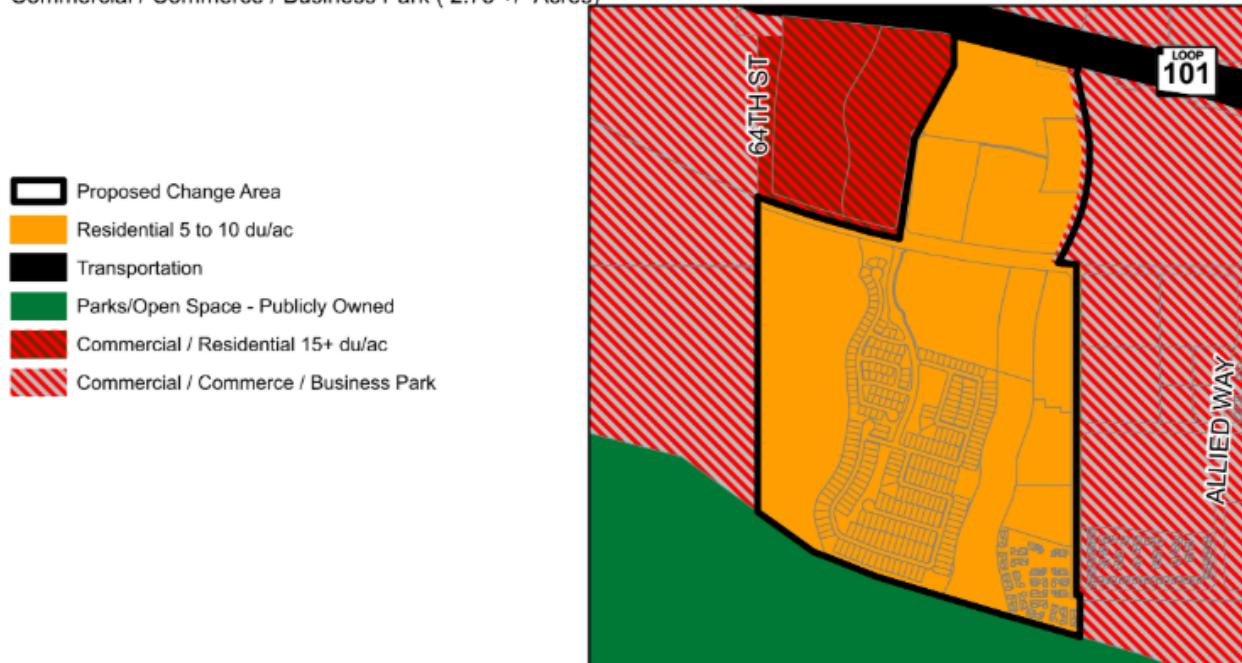
South of the site is the Reach 11 recreation area designated Parks/Open Space – Publicly Owned.

WEST

West of the site, across 64th Street, is vacant land designated Commercial / Commerce/Business Park.

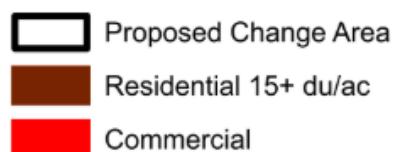
EXISTING:

Residential 5 to 10 du/ac (216.47 +/- Acres)
Commercial / Commerce / Business Park (2.75 +/- Acres)



PROPOSED CHANGE:

Commercial (8.20 +/- Acres)
Residential 15+ du/ac (211.02 +/- Acres)



RELATIONSHIP TO GENERAL PLAN CORE VALUES AND PRINCIPLES

CONNECT PEOPLE & PLACES

- ***OPPORTUNITY SITES; LAND USE PRINCIPLE: Support reasonable levels of increased intensity, respectful of local conditions and surrounding neighborhoods.***

The proposal for additional residential and commercial uses is appropriate for this location on two arterial streets and near a freeway, and the proposed PUD proposes development standards to prevent negative impacts to the adjacent residential properties.

CELEBRATE OUR DIVERSE COMMUNITIES & NEIGHBORHOODS

- ***DIVERSE NEIGHBORHOODS; LAND USE PRINCIPLE: Communities should consist of a mix of land uses to provide housing, shopping, dining and recreational options for residents.***

The proposal will contribute to the mix of uses in the area by supporting existing and future higher-density residential and by providing commercial uses.

BUILD THE SUSTAINABLE DESERT CITY

- ***TREES AND SHADE: DESIGN PRINCIPLE: Integrate trees and shade into the design of new development and redevelopment projects throughout Phoenix.***

The proposal, as regulated by the PUD Narrative of companion rezoning case Z-87-E-03-2, includes development standards that require enhanced landscaping and shade, including detached sidewalks and minimum shade requirements for sidewalks, bicycle infrastructure, pedestrian pathways, and parking areas. This will help to provide shade for pedestrians and bicyclists in and around the community and to mitigate the urban heat island effect by covering hard surfaces, thus cooling the micro-climate around the vicinity.

COMMUNITY INPUT SUMMARY

At the time this staff report was written, staff has received three letters of opposition. Concerns include traffic, impact to character of adjacent neighborhoods, building height, signage incompatibility with desert character, and safety.

CONCLUSION AND RECOMMENDATION

Staff recommends approval of GPA-DSTV-1-25-2. The proposed General Plan Land Use Map designations allow for commercial and higher-density residential development at an appropriate location. The proposed Residential 15+ dwelling units per acre designation is consistent with existing zoning to the north, south and east of the

proposed PUD site. The companion rezoning case, Z-87-E-03-2, as stipulated, will enhance connectivity in the surrounding area and add standards to buffer the proposed use from the nearby residences.

Writer

Adrian Zambrano
January 26, 2026

Team Leader

Racelle Escolar

Exhibits

Sketch Maps (2 pages)
Community Correspondence (5 pages)

GENERAL PLAN AMENDMENT

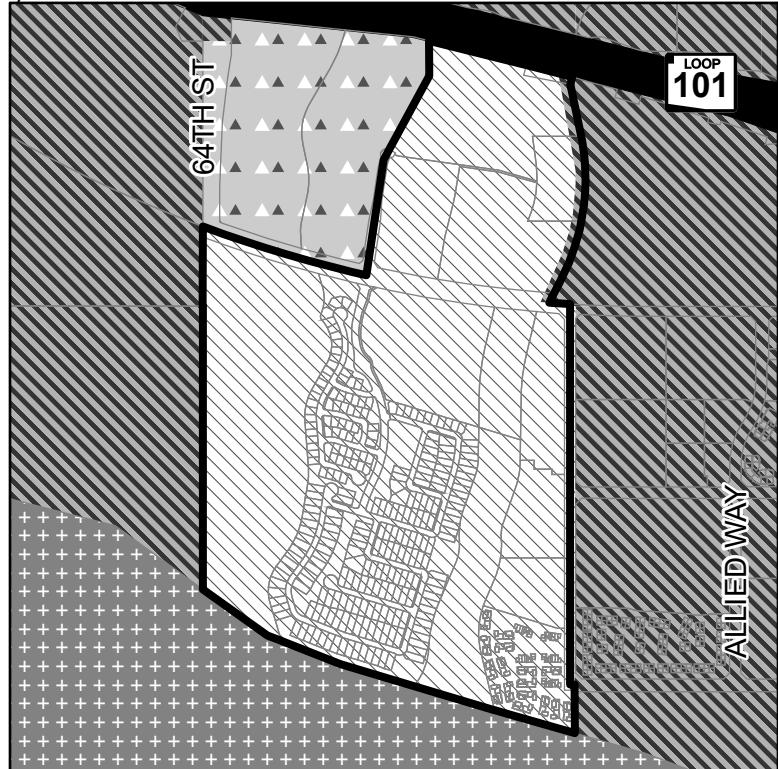
CITY OF PHOENIX ♦ PLANNING & DEVELOPMENT DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882

APPLICATION NO: GPA-DSTV-1-25-2	ACRES: 219.22 +/-	REVISION DATE:
VILLAGE: DESERT VIEW	COUNCIL DISTRICT: 2	
APPLICANT: Snell & Wilmer, LLP		

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Commercial / Commerce / Business Park (2.75 +/- Acres)

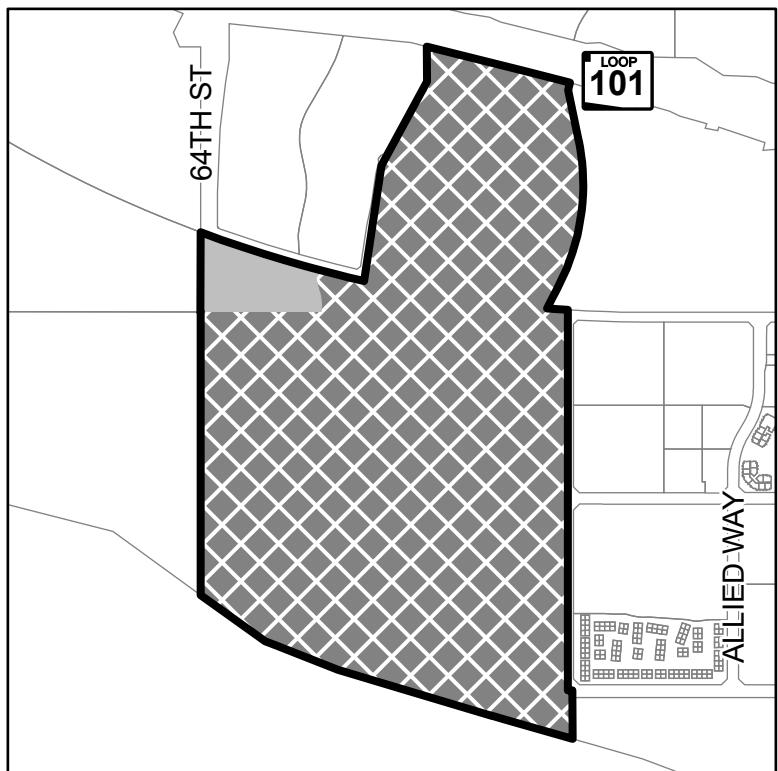
- Proposed Change Area
- Residential 5 to 10 du/ac
- Transportation
- Parks/Open Space - Publicly Owned
- Commercial / Residential 15+ du/ac
- Commercial / Commerce / Business Park



PROPOSED CHANGE:

Commercial (8.20 +/- Acres)
Residential 15+ du/ac (211.02 +/- Acres)

- Proposed Change Area
- Residential 15+ du/ac
- Commercial



GENERAL PLAN AMENDMENT

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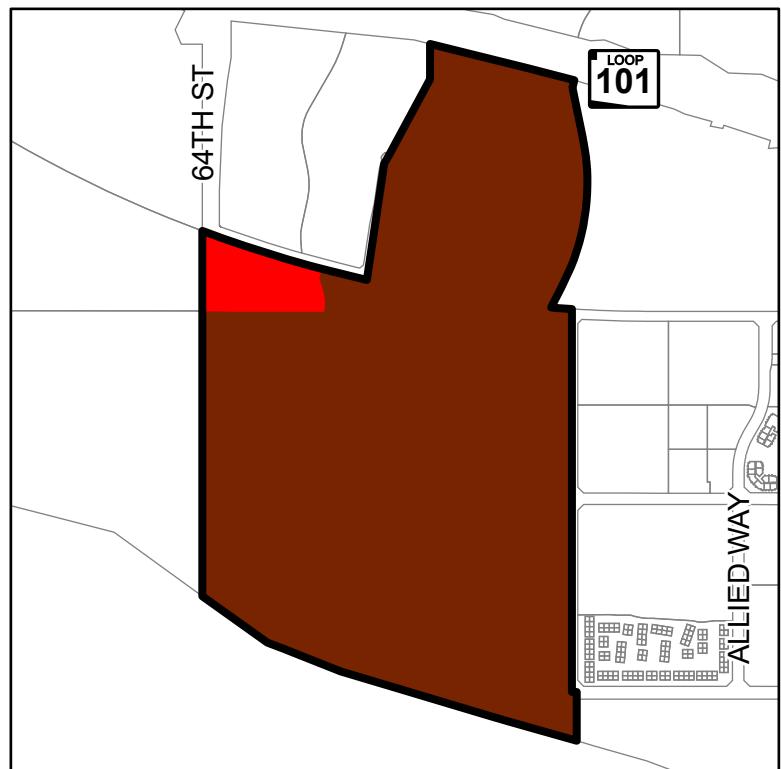
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- Proposed Change Area
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From: pensandoval@gmail.com
To: Adrian.G.Zambrano@phoenix.gov
Subject: Desert View Village 64th & Mayo
Date: Wednesday, November 26, 2025 11:03:34 AM

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We oppose the entire rezoning of this area from residential to commercial and apartments. The entire corridors along 68th St, Scottsdale Rd to/from Mayo/101, and now 56th St are being built up into commercial and apartments buildings which will increase the traffic on streets that are not set up to handle what will be double or triple number of vehicles all trying to get on the 101 from Scottsdale, 64th, and 56th St. in addition to bringing the Cardinals training facility within 1 mile radius, the congestion is already bad, and this will make it worse.

Norma and Praxedis Sandoval

Owners of 17850 N 68th St #1145

From: kbsle@aol.com
To: Griemann, Noel; Adrian G Zambrano
Subject: Re: New hotel proposal
Date: Monday, December 1, 2025 3:45:47 PM

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Hi Noel,

I did receive the notice of the next two meetings, however I will be out of town for the Dec. 8 Meeting.

After reviewing the latest documents, would you please add the following comments to your neighborhood summary comments page:

1) As a resident of Paradise Ridge which will be next door to the proposed hotel, I do not believe this is the right venue for the area with million dollar plus homes. A nice restaurant would be a much better option for the site especially due to the additional residences and town homes that are being built adjacent to the site. A hotel is too transient for a family community. There already is a hotel for Mayo visitors, which is set back and closer to the hospital, so it is likely this hotel will be filled with event guests who have no concern of keeping a neighborhood quiet, clean and safe.

2) If the plan for the hotel does get approved, my thoughts for adjustments follow:

-the height is too high for being so close to residents homes. The lighting will be too high for the neighborhood at night. I suggest reducing the floors to four. I just stayed at a Hyatt Place in Flagstaff and it had four floors which made it look to fit the area better. Is anyone considering the water usage for a 6 story hotel?

-The logo on the front top of the building doesn't fit with our desert landscape and should be more discreet like the ASU building, showing only the ASU letters, not the full name, and in a silver/white look which is located on the next lot.

-The company colors of the bright orange and green are again to "loud" and vivid for the desert space of Phoenix. Just as McDonalds does not have yellow arches in Sedona, these colors should be muted to keep the integrity of the desert landscape.

-The renderings sent did not show any landscaping but I would guess that is in the plan, and the more the better.

-The hotel should be required to have a set maximum number of adults per room that matches the beds. To have this become a constant churn of an overcrowded room for our local events is inappropriate for the residents, and our police department.

-The hotel should have 24/7 security on site for the hotel and parking lot to get ahead of issues.

-I would expect the pool to be fenced and locked for guests only.

Thank you for the opportunity to express my concerns.

Karen Batic, Paradise Ridge resident

On Wednesday, November 19, 2025 at 12:05:47 PM MST, Griemann, Noel <ngriemann@swlaw.com> wrote:

Karen,

Thank you for reaching out and we will add your comments to the summary report to the City for that first meeting as well as pass them along to the developer team.

On process, the next step is our informational presentation to the Desert View Village Planning Committee, which is scheduled for December 2nd. After that, we will have a second neighborhood meeting, date still not firmed up yet. If you received a letter last time, you will get another. If not, please send me your address and I will make sure you are on our mailing list.

In the interim, please let me know of any other questions. Hope to see you at one of the upcoming meetings.

Noel J. Griemann, AICP

Sr Urban Planner

O: 602.382.6824

ngriemann@swlaw.com

SNELL

& WILMER

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From: kbsle@aol.com <kbsle@aol.com>
Sent: Wednesday, November 19, 2025 11:29 AM
To: Griemann, Noel <Ngriemann@swlaw.com>
Subject: New hotel proposal

[EXTERNAL] kbsle@aol.com

Hi Noel,

We met at the meeting with the Paradise Ridge residents. I didn't have time to fill out the comment card but I would like to share in writing the points of concern that I mentioned to you for your thoughts and discussions.

With the proposal for the hotel to be so close to Paradise Ridge homes, I do not think that is the best venue for the area. A high end restaurant on the Mayo facing property would be better suited for the residents in the area to use. We already have an influx of drunken, rowdy people coming in to town for all of the events in the area ex. golf outing, etc. and a lower price hotel will attract more.

In addition, the drawings showed a building not considerate of the southwest landscape in architecture or colors which is important. The height of the building is too high as well. If it was designed as a higher end boutique hotel, I think it might be received better, or another use for the property.

Also, I haven't received any communication about meetings for residents to express their thoughts in person. Has that been sent out or will it be coming soon?

Thank you, Karen Batenic

From: [Michelle](#)
To: [Adrian G Zambrano](#)
Subject: 64 St & Mayo Rezoning for hotel
Date: Monday, December 29, 2025 12:53:23 PM

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Hi Adrian,

I have attended a meeting that Snell & Wilmer conducted for getting the land rezoned near my home. I realize that with Mayo Hospital expanding they want to provide short term stays for patients and families, but this is not the place to do it. That corner backs up to my neighborhood Paradise Ridge with single family homes. A 7 story hotel with a parking surrounding it just isn't right. Wouldn't a 2-3 story building be more in line with what surrounds us? Or have the builder of the the townhomes get to build out all the way to Mayo Blvd?

Please let me know how I can be updated more about the dates and process of this rezoning?

Thank you,

Michelle Seabrook