



City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT
STAFF ANALYSIS**

October 1, 2026

<u>Application:</u>	GPA-DV-1-26-1
<u>Applicant:</u>	Tom Auther, JACOR Partners
<u>Representative:</u>	Shelby Duplessis, Diversified Future
<u>Owner:</u>	Daniel L. Lewis, Daniel E Lewis Living Trust, Thomas and Virginia Reitmeyer
<u>Location:</u>	Northwest and southwest corners of 33rd Avenue and Oberlin Way
<u>Acreage:</u>	10.11 acres
<u>Current Plan Designation:</u>	Residential 0 to 2 dwelling units per acre (10.01 ac.) Residential 2 to 5 dwelling units per acre (0.10 ac.)
<u>Requested Plan Designation:</u>	Residential 2 to 3.5 dwelling units per acre (10.11 ac.)
<u>Reason for Requested Change:</u>	Minor General Plan Amendment to allow for a density of 2 to 3.5 dwelling units per acre
Deer Valley Village Planning Committee Meeting Date:	October 5, 2026
<u>Staff Recommendation:</u>	Approval

FINDINGS:

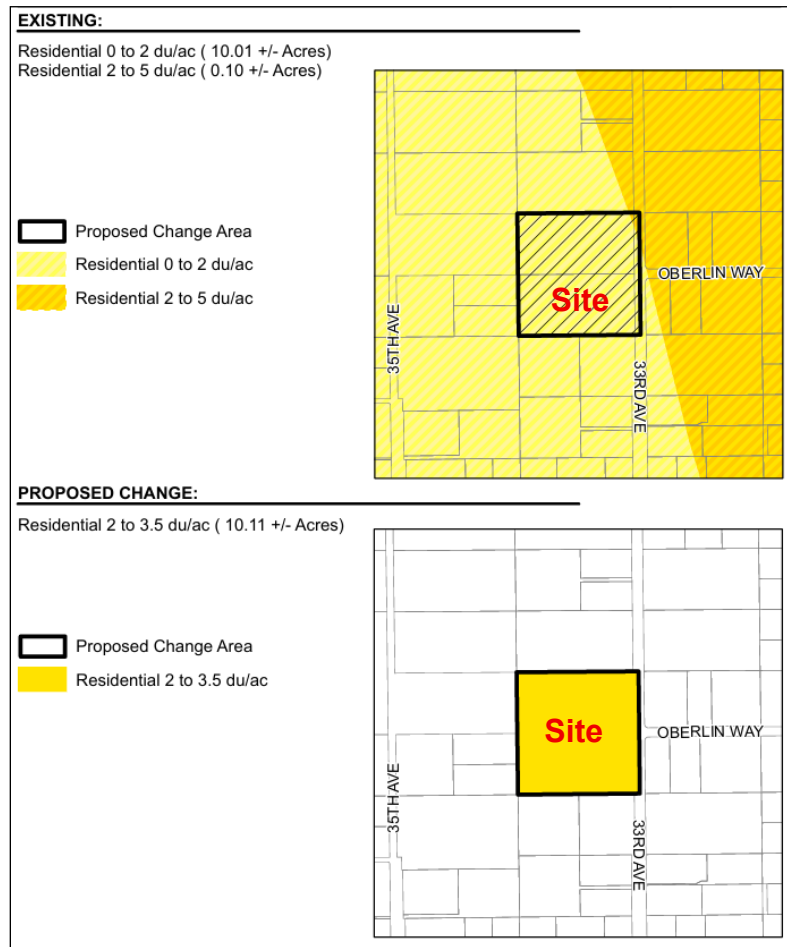
- 1) The proposed Residential 2 to 3.5 dwelling units per acre General Plan Land Use Map designation is compatible with surrounding land use designations and will complement and diversify the surrounding land use pattern.

- 2) The companion rezoning case, Z-119-26-1, proposes a development that is compatible in scale and character with surrounding the land use pattern.
- 3) The companion rezoning case, Z-119-26-1, as stipulated, provides enhanced open space and design standards that will improve the proposed development's compatibility with the surrounding land use pattern.

BACKGROUND

The subject site is 10.11 acres and is located west of 33rd Avenue and Oberlin Way. The subject site is currently vacant and contains slopes greater than 10 percent along its western side. The companion rezoning case Z-119-26-1 requests to rezone the site from S-1 (Ranch or Farm Residence District) to R1-10 (Single-Family Residence District) to allow single-family residential development.

This request proposes a minor amendment to the General Plan Land Use Map to facilitate development of a new single-family residential community. The amendment will modify the land use map designation for the majority of the site from Residential 0 to 2 dwelling units per acre to Residential 2 to 3.5 dwelling units per acre, and will modify a small triangular portion of the site from Residential 2 to 5 dwelling units per acre to Residential 2 to 3.5 dwelling units per acre.



*Existing and Proposed General Land Use Designation Maps
Source: City of Phoenix Planning and Development Department*

SURROUNDING LAND USES

NORTH

The area to the north of the subject site is developed as a single-family residence and is designated Residential 0 to 2 dwelling units per acre and Residential 2 to 5 dwelling units per acre.

SOUTH

South of the subject site are two parcels. One is developed with a single-family residence and the other vacant. Both parcels are designated Residential 0 to 2 dwelling units per acre.

EAST

East of the subject site, across 33rd Avenue, are two parcels, both developed with a single-family residence. The northernmost parcel is designated Residential 2 to 5 dwelling units per acre, while the south parcel is designated Residential 0 to 2 dwelling units per acre and Residential 2 to 5 dwelling units per acre.

WEST

West of the subject site are three parcels, each containing hillside and designated Residential 0 to 2 dwelling units per acre. The northernmost parcel is vacant land owned by the State Land Department. The southernmost parcel is developed with a single-family residence. The parcel located between the two is privately owned and vacant, and contains existing disturbance towards the western end.



Source: Maricopa County Assessor Maps

RELATIONSHIP TO GENERAL PLAN CORE VALUES AND PRINCIPLES

- **CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; DIVERSE NEIGHBORHOODS; LAND USE PRINCIPLE:** Include a mix of housing types and densities where appropriate within each village that support a broad range of lifestyles.

The request facilitates additional housing opportunities within the Village.

- **CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; CERTAINTY & CHARACTER; LAND USE PRINCIPLE:** Protect residential areas from concentrations of incompatible land uses that could change their character or destabilize land values.

The proposed rezoning case, Z-119-26-1, will provide the entitlement necessary to develop the site with single-family residential uses in a manner that is compatible with the surrounding uses, thereby protecting the area from otherwise incompatible land uses.

- **BUILD THE SUSTAINABLE DESERT CITY CORE VALUE; *DESIGN PRINCIPLE: Integrate trees and shade into the design of new development and redevelopment projects throughout Phoenix.***

The proposal, as stipulated in the companion rezoning case Z-119-26-1, includes enhanced landscaping along 33rd Avenue on both sides of the sidewalk. Enhanced landscaping will also be provided within the landscape strips of the internal detached sidewalks. These improvements will create a comfortable pedestrian environment adjacent to and within the development by reducing the urban heat island effect and making the walk to nearby destinations safer and more comfortable.

COMMUNITY INPUT SUMMARY

As of the writing of this report five letters of opposition have been received. Concerns raised were regarding traffic impacts, lack of housing demand urgency, lack of water, decrease in property values, street flooding, loss of views, dark sky, neighborhood compatibility, and privacy.

CONCLUSION AND RECOMMENDATION

Staff recommends approval of GPA-DV-1-26-1. The proposed land use map designation will allow for future single-family residential development that is compatible with surrounding land use designations. The companion rezoning case, Z-119-26-1, as stipulated, will require enhanced standards for landscaping, pedestrian pathways, and open space, as well as provisions intended to minimize water consumption within the development.

Writer

Robert Kuhfuss
October 1, 2026

Team Leader

Racelle Escolar

Exhibits

Sketch Map (Color)
Sketch Map (Black and White)
Correspondence (13 pages)