



City of Phoenix

PLANNING & DEVELOPMENT DEPARTMENT

GENERAL PLAN AMENDMENT

STAFF ANALYSIS

September 30, 2026

<u>Application:</u>	GPA-EST-1-26-7
<u>Owner:</u>	Walter Crutchfield, VP LB & 202, LLC
<u>Applicant/Representative:</u>	Lindsay Schube, Gammage and Burnham, PLC
<u>Location:</u>	Southeast corner of 63rd Avenue and Lower Buckeye Road
<u>Acreage:</u>	77.49
<u>Current Plan Designation:</u>	Industrial
<u>Requested Plan Designation:</u>	Mixed Use / Commerce/Business Park (50.01 acres) Mixed Use / Commercial (27.48 acres)
<u>Reason for Requested Change:</u>	A Minor General Plan Amendment to allow possible mixed use, commercial, and/or commerce park development
<u>Planning Commission Hearing Date:</u>	October 1, 2026
<u>Staff Recommendation:</u>	Approval

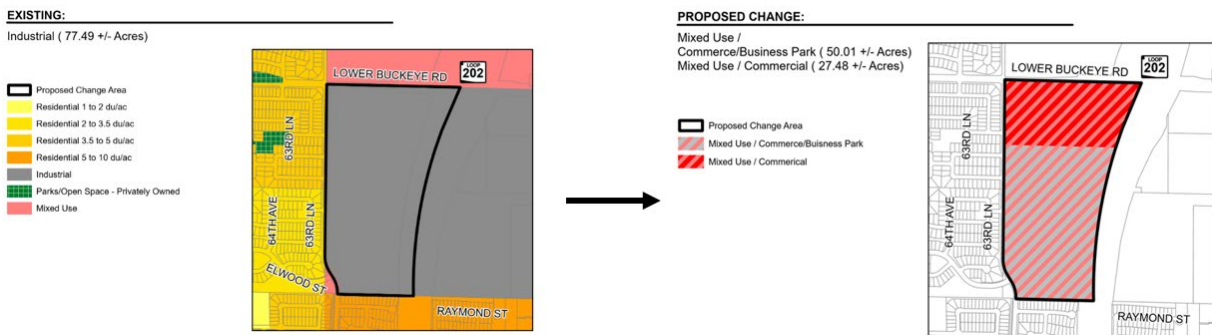
FINDINGS:

- 1) The proposed land use map designations provides a land use mix that is appropriate given the site is adjacent to the Loop 202 freeway and within the Village Core.
- 2) The companion rezoning case, Z-24-26-7, creates a unified zoning framework through a Planned Unit Development (PUD) for the entire site. This General Plan Amendment will provide for General Plan Land Use Map designations that are consistent with the proposed PUD and will allow for possible future mixed uses in the Village Core.
- 3) The companion rezoning case, Z-24-26-7, provides enhanced landscaping and shade standards, and enhanced development and design standards to make the proposal compatible with the surrounding land uses and designations.

BACKGROUND:

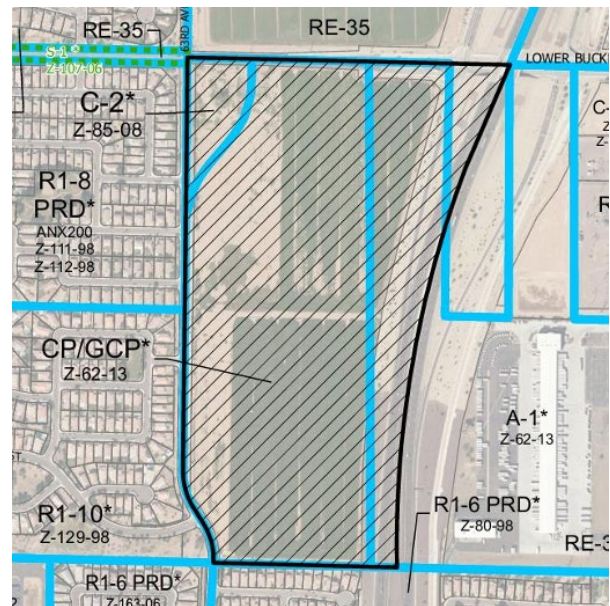
The subject site is 77.49 acres located at the southeast corner of 63rd Avenue and Lower Buckeye Road. The site currently consists of vacant agricultural land.

This request proposes a minor amendment to the General Plan Land Use Map to allow possible mixed use, commercial, and/or commerce park development. The proposal will modify the land use map designation from Industrial to 27.48 acres of Mixed Use / Commercial and 50.01 acres of Mixed Use / Commerce/Business Park.



*General Plan Land Use Map Designation
Source: Planning and Development Department*

The companion rezoning case Z-24-26-7 is requesting to rezone the site from 53.62 acres of CP/GCP (Commerce Park District, General Commerce Park Option), 3.85 acres of C-2 (Intermediate Commercial), and 8.12 acres of A-1 (Light Industrial District) to PUD (Planned Unit Development). The existing zoning is depicted on the adjacent figure. Staff is supportive of the companion rezoning case because it would allow for commercial and commerce park uses that will activate the Estrella Village Core and provide employment opportunities within the Village.



*Aerial Zoning Map
Source: Planning and Development Department*

SURROUNDING LAND USES:

NORTH (across Lower Buckeye Road)

North of the subject site, across Lower Buckeye Road, is agricultural land designated Mixed Use.

EAST (across Loop 202 Freeway)

Across the Loop 202 Freeway is an electrical substation and freight facility development designated as Industrial.

SOUTH

South of the subject site is a single-family residential development designated Residential 5 to 10 dwelling units per acre.

WEST (across the 63rd Avenue)

Several single-family residential subdivisions are located west of the subject site, across 63rd Avenue, and are designated Residential 2 to 3.5 dwelling units per acre, Residential 3.5 to 5 dwelling units per acre, and Mixed Use.

RELATIONSHIP TO GENERAL PLAN CORE VALUES AND PRINCIPLES:

CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS

- **CERTAINTY AND CHARACTER; LAND USE PRINCIPLE: New development and expansion or redevelopment of existing development in or near residential areas should be compatible with existing uses and consistent with adopted plans.**

The proposed land use map designations will support the development of commercial and employment uses within the Estrella Village Core. The proposed designations are compatible with the Mixed Use designation across Lower Buckeye Road and will serve the surrounding single-family by providing retail and employment opportunities.

CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS

- **CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; CERTAINTY AND CHARACTER; DESIGN PRINCIPLE:** Create new development or redevelopment that is sensitive to the scale and character of the surrounding neighborhoods and incorporates adequate development standards to prevent negative impact(s) on the residential properties.

The companion rezoning case will create new development that is sensitive with the scale and character of the surrounding neighborhoods including the single-family residences to the west and south. The companion rezoning request Z-24-26-7, proposes design standards to provide enhanced buffers adjacent to existing single-family residential development.

CELEBRATE OUR DIVERSE COMMUNITIES AND 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 proposed General Plan Land Use Map designations will allow for a mix of uses including commercial, commerce park, and opportunity for mixed use. The designations will provide commercial services, retail, recreational, and employment opportunities for residents in the Estrella Village.

CONNECT PEOPLE AND PLACES

- **CORES, CENTERS AND CORRIDORS; LAND USE PRINCIPLE:** Locate land uses with the greatest height and most intense uses within village cores, centers and corridors based on village character, land use needs, and transportation system capacity.

The proposed General Plan Land Use Map designations will allow a mix of uses with the greatest employment opportunities within the Estrella Village Core. The companion rezoning case, Z-24-26-7, proposes development that incorporates commercial and commerce park employment uses within the Core.

CONCLUSION AND RECOMMENDATION:

Staff recommends approval of GPA-EST-1-26-7. The request aligns with the goals and policies of the General Plan and will result in land use designations that will maximize the property's location in the Village core and adjacent to the Loop 202

freeway. Along with the companion rezoning case, Z-24-26-7, the General Plan Amendment will allow for a compatible mix of land uses that will provide commercial uses, recreational activities, and employment opportunities for the Estrella community.

Writer

Nayeli Sanchez Luna
September 30, 2026

Team Leader

Racelle Escolar

Exhibits

Sketch Maps (2 pages)

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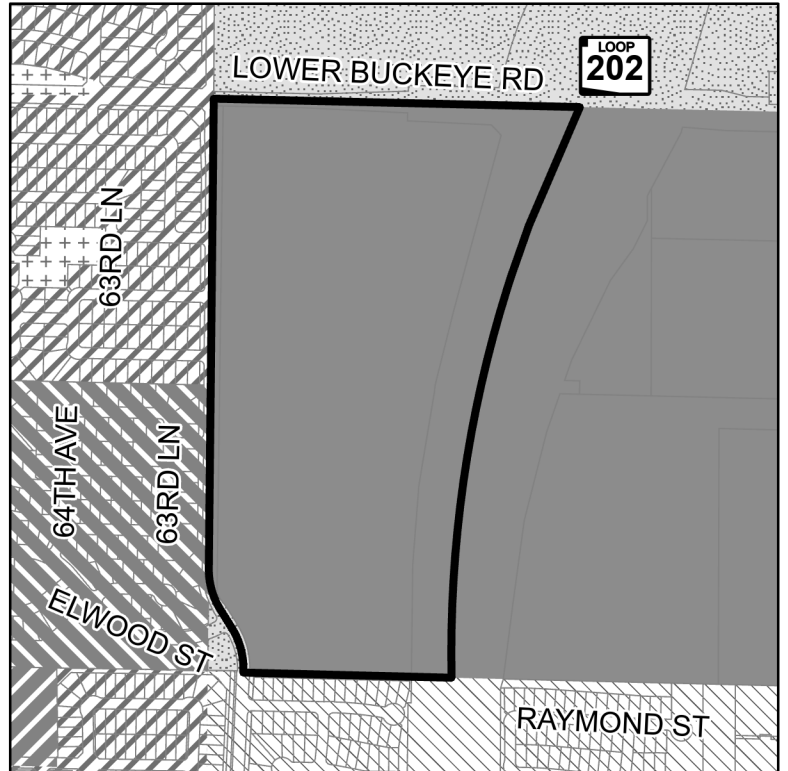
CITY OF PHOENIX ♦ PLANNING & DEVELOPMENT DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882

APPLICATION NO: GPA-EST-1-26-7	ACRES: 77.49+/-	REVISION DATE:
VILLAGE: Estrella	COUNCIL DISTRICT: 7	9/8/2026
APPLICANT: Gammage and Burnham		

EXISTING:

Industrial (77.49 +/- Acres)

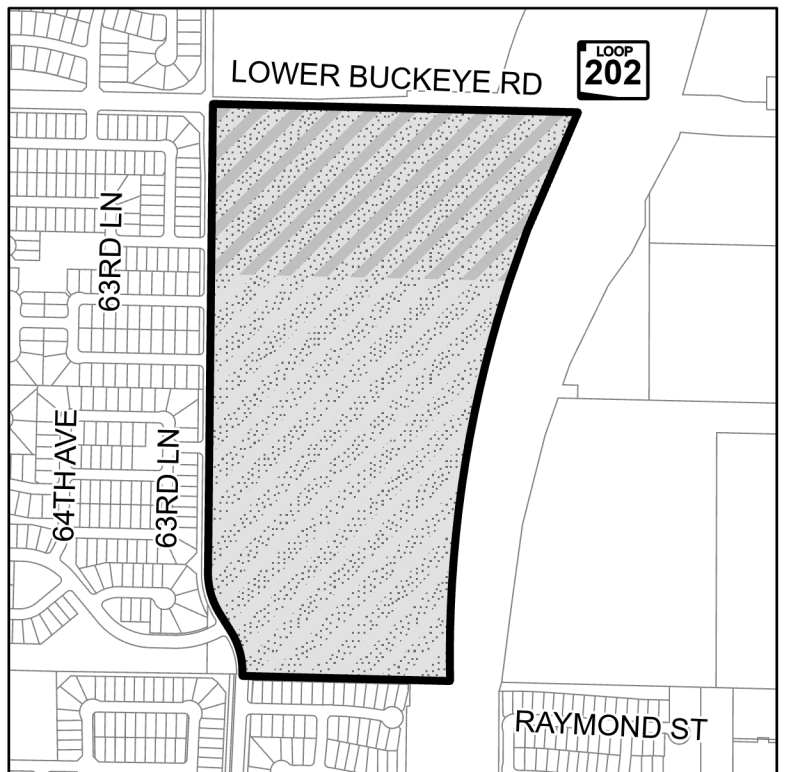
-  Proposed Change Area
-  Residential 1 to 2 du/ac
-  Residential 2 to 3.5 du/ac
-  Residential 3.5 to 5 du/ac
-  Residential 5 to 10 du/ac
-  Industrial
-  Parks/Open Space - Privately Owned
-  Mixed Use



PROPOSED CHANGE:

Mixed Use /
 Commerce/Business Park (50.01 +/- Acres)
 Mixed Use / Commercial (27.48 +/- Acres)

-  Proposed Change Area
-  Mixed Use / Comerical
-  Mixed Use / Commerce/Business Park



GENERAL PLAN AMENDMENT

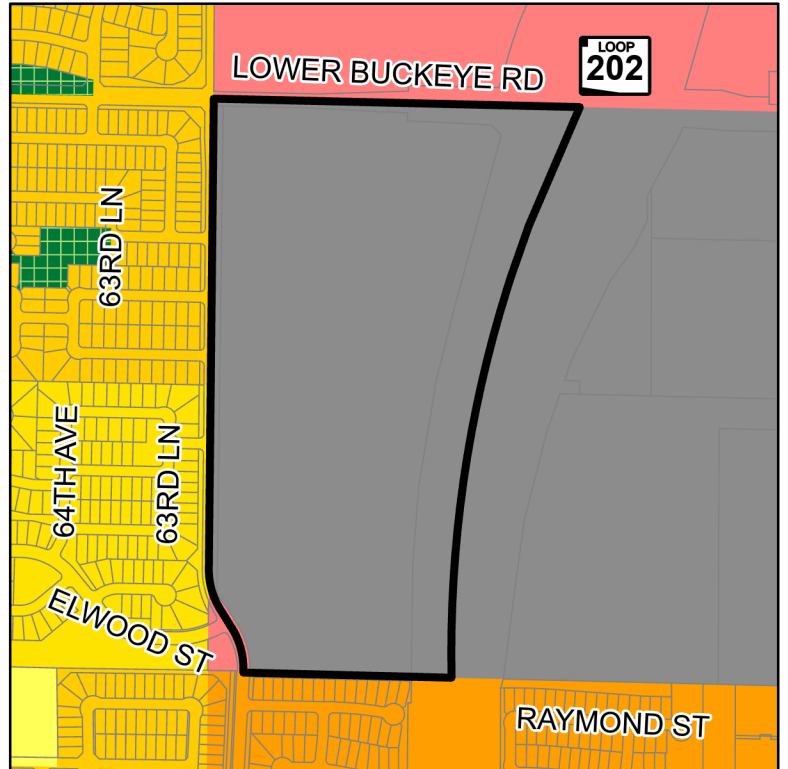
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