



City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT
STAFF ANALYSIS**

July 9, 2026

<u>Application:</u>	GPA-SM-2-25-8
<u>Owner:</u>	Jim Zomorodi, Great Phoenix Income Properties, LLC
<u>Applicant:</u>	Patrice Marcolla, Mertiage Homes
<u>Representative:</u>	Ashley Z. Marsh, Gammage & Burnham, PLC
<u>Location:</u>	Approximately 995 feet south of the southeast corner of 15th Avenue and Baseline Road
<u>Acreage:</u>	20.37 acres
<u>Current Plan Designation:</u>	Residential 1 to 2 dwelling units per acre (20.37 acres)
<u>Requested Plan Designation:</u>	Residential 5 to 10 dwelling units per acre (20.37 acres)
<u>Reason for Requested Change:</u>	Minor General Plan Amendment to allow single-family residential (detached and attached)
South Mountain Village Planning Committee Date Meeting Date:	July 14, 2026
<u>Staff Recommendation:</u>	Approval

FINDINGS:

- 1) The proposal will facilitate a mix of single-family attached and detached homes, contributing to the land use mix in the area.
- 2) The companion rezoning case, Z-112-25-8, creates a unified zoning framework through a Planned Unit Development (PUD) for the entire site. This General Plan Amendment will provide for a General Plan Land Use Map designation that is consistent with the proposed PUD.

- 3) The companion Rezoning Case Z-112-25-8 includes standards that ensure consistency in design and character with the adjacent area.

BACKGROUND

The subject site is 20.37 acres located approximately 995 feet south of the southeast corner of 15th Avenue and Baseline Road and is currently vacant land. The companion rezoning case Z-112-25-8 is requesting to rezone the subject site from S-1 (Approved R1-18) (Ranch or Farm Residence, Approved Single-Family Residence District) to PUD (Planned Unit Development) to allow single-family residential (detached and attached).

The General Plan Land Use Map designation of the subject site is Residential 1 to 2 dwelling units per acre. The proposed General Plan Amendment is to designate the site as Residential 5 to 10 dwelling units per acre.

SURROUNDING LAND USES

NORTH

North of the subject site is agricultural land, a plant nursery and single-family residential zoned S-1 (Ranch or Farm Residence). This area is designated Residential 1 to 2 dwelling units acre on the General Plan Land Use map.

SOUTH

Immediately south of the subject site are single-family residential homes zoned S-1 (Ranch or Farm Residence) and designated Residential 1 to 2 dwelling units per acre. The area south of the Western Canal is zoned R1-10 (Single-Family Residence District). The canal area is designated as Parks/Open Space – Publicly Owned and further south is designated Mixed Use Agricultural on the General Plan Land Use map.

EAST

East of the subject is a plant nursery zoned S-1 (Ranch or Farm Residence). This area is designated as Residential 1 to 2 dwelling units per acre on the General Plan Land Use map.

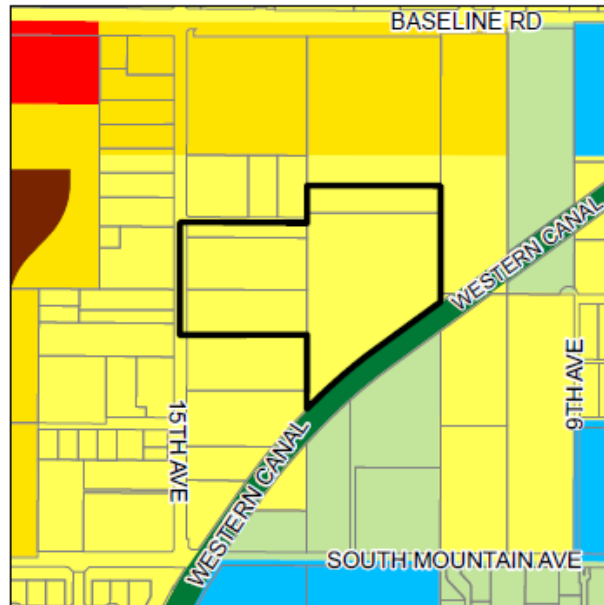
WEST

West of the subject site, across 15th Avenue, is vacant land, single-family residential, and storage zoned S-1 Ranch or Farm Residence) and S-1 SP (Ranch or Farm Residence, Special Permit). This area is designated as Residential 1 to 2 dwelling units acre on the General Plan Land Use map.

EXISTING:



Residential 1 to 2 du/ac (20.37 +/- Acres)

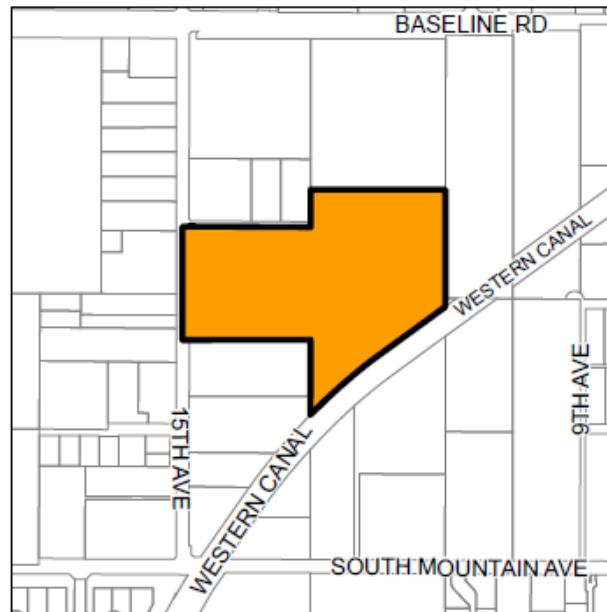
-  Proposed Change Area
-  Residential 1 to 2 du/ac
-  Residential 2 to 3.5 du/ac
-  Residential 15+ du/ac
-  Commercial
-  Public/Quasi-Public
-  Parks/Open Space - Publicly Owned
-  Mixed Use (Agricultural)



PROPOSED CHANGE:

Residential 5 to 10 du/ac (20.37 +/- Acres)

-  Proposed Change Area
-  Residential 5 to 10 du/ac



Existing and Proposed General Plan Land Use Map, Source: City of Phoenix

RELATIONSHIP TO GENERAL PLAN CORE VALUES AND PRINCIPLES

CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS

- **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 proposed land use designation and PUD (Z-112-25-8) will broaden the range of housing types and densities available within the Village.

CONNECT PEOPLE AND PLACES CORE VALUE

- **BICYCLES; DESIGN PRINCIPLE:** Development should include convenient bicycle parking.

The proposed PUD (Z-112-25-8) includes convenient bicycle parking to encourage bicycling and transit use.

BUILD THE SUSTAINABLE DESERT CITY

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

The proposed PUD (Z-112-25-8), as stipulated, includes shaded detached sidewalks along 15th Avenue, enhanced landscape setbacks planted with shade trees, and shaded pedestrian pathways. These improvements will create a comfortable pedestrian environment along public streets and within the development, reduce the urban heat island effect, and make the walk to nearby destinations safer and more comfortable.

COMMUNITY INPUT SUMMARY

As of the writing of this report, staff has received one letter of support and one letter of opposition. Concerns raised were regarding the proposed density, traffic issues, and street capacity.

CONCLUSION AND RECOMMENDATION

Staff recommends approval of GPA-SM-2-25-8. The proposed General Plan Land Use map designation of Residential 5 to 10 dwelling units per acre facilitates a mix of housing types in the area and the companion rezoning case, Z-112-25-8, will create a unified zoning framework through a Planned Unit Development (PUD).

Approval of the request, with concurrent case Z-112-25-8, will support the development of this underutilized property and provide additional housing options that are compatible with the land use designations and zoning districts in the general area.

Writer

Samuel Rogers
July 9, 2026

Team Leader

Racelle Escolar

Exhibits

Sketch Maps
Correspondence (3 pages)



GENERAL PLAN AMENDMENT

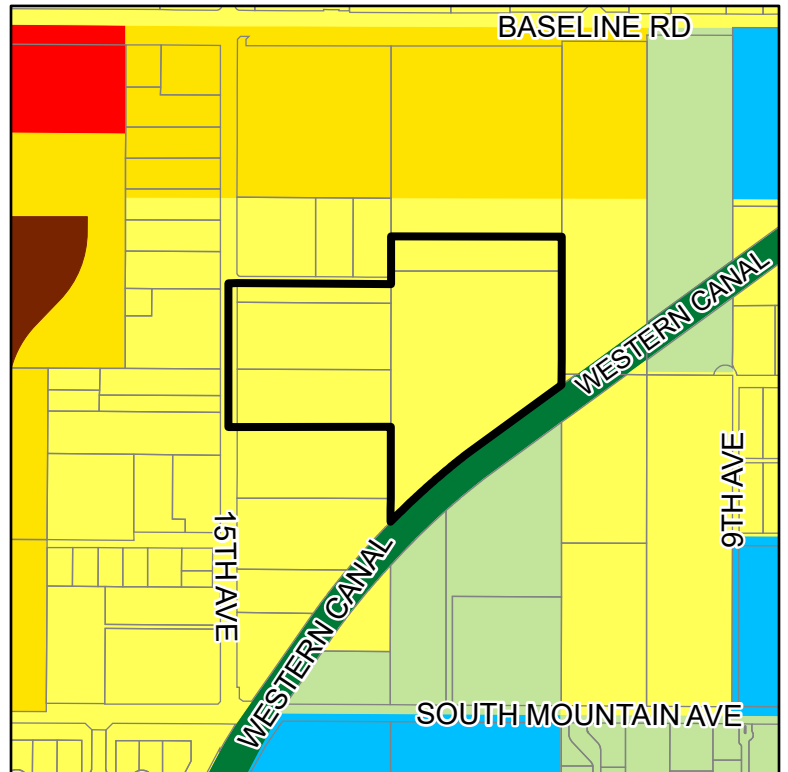
CITY OF PHOENIX ♦ PLANNING & DEVELOPMENT DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882

APPLICATION NO: GPA-SM-2-25-8	ACRES: 20.37 +/-	REVISION DATE:
VILLAGE: SOUTH MOUNTAIN	COUNCIL DISTRICT: 8	9/12/2025
APPLICANT: Gammage & Burnham, PLC		

EXISTING:



Residential 1 to 2 du/ac (20.37 +/- Acres)

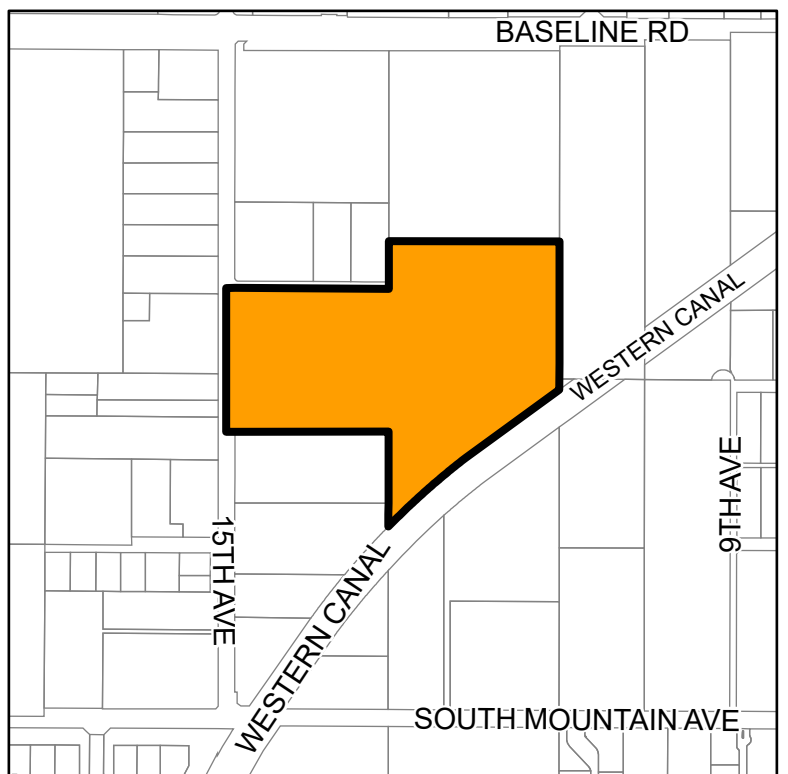
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PROPOSED CHANGE:

Residential 5 to 10 du/ac (20.37 +/- Acres)

-  Proposed Change Area
-  Residential 5 to 10 du/ac





Meritage Homes / 15th Ave and Baseline Rd - GPA-SM-2-25-8 and Z-112-25-8.

From My Beach <azbeach@gmail.com>

Date Tue 7/7/2026 10:01 AM

To Samuel S Rogers <samuel.rogers@phoenix.gov>; amarsh@gblaw.com <amarsh@gblaw.com>

CAUTION: This email originated outside of the City of Phoenix.

Do not click links or open attachments unless you know the sender and were expecting this email.

Report Suspicious

Good morning Samuel, my name is Thomas Haines and I am the owner of:

8211 S. 15th Ave.,
Phoenix, AZ 85041

Re: Support for Proposed Development on South 15th Avenue (Second Property South of proposed development)

Dear Samuel,

I am writing to express my strong support for the proposed development on South 15th Avenue.

My property at 8211 South 15th Avenue is the second property to the south of the project site. I fully support approval of this project because it will bring significant economic value to the City of Phoenix and serve as a positive asset to our community. This fresh, clean development represents a substantial improvement to the area. Currently, the site functions as an illegal dumping ground where homeless individuals reside, leaving behind piles of debris, trash, drug paraphernalia, and other waste. For years, I have personally worked to clean up this street by removing trash and paraphernalia and encouraging people to move on.

While I understand that some neighbors may oppose the project, I believe approving this development is in the best interest of both the local community and the City of Phoenix as a whole. It will help transform a blighted area into a productive and well-maintained space. Please feel free to contact me at 602-538-0027 if you have any questions or need additional information. I am happy to discuss this further.

Thank you for your consideration and for your work on behalf of the City of Phoenix.

Sincerely,

Thomas Haines



GPA-SM-2-25-8 and Z-112-25-8 : Neighbor concerns and request for lower density

From Rasa F. <rasaroni@gmail.com>
Date Thu 12/11/2025 7:45 PM
To Samuel S Rogers <samuel.rogers@phoenix.gov>
Cc Craig Fuller <aair@aviationarchaeology.com>

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Report Suspicious

Hello Mr. Rogers,

We are writing today to express our concerns regarding the subject GPA and Zoning applications on 15th Ave & Baseline in the South Mountain area of Phoenix.

We are impacted neighbors, residing at 7644 S 15th Ave. We have two primary concerns. The first one is the extremely high density requested by this project, and the second concern is linked - that the street is inappropriately sized for Meritage's additional 600 vehicle density. As you know, the entire surrounding area on 15th Ave, south of Baseline, is very low density, mostly residential, and nearly all lots greater than 1 acre. We are just barely managing the traffic with the school drop-off and pick ups.

As a reminder, we (and other neighbors) worked with the owners of the 100 acre property at the corner of 19th Ave and Baseline to ensure that any development that directly abuts our existing homes will be of similar size and quality. The stipulations that were implemented supported this, and the development received our full support.

Now, back to the subject development. The requested density for this project is entirely inconsistent with our existing neighborhood, and with the new single-family neighborhoods to be built adjacent to us on the 100 acre property. While we support the development of this property on 15th Avenue into a residential neighborhood, we do NOT support the density. Additionally, we are concerned that the PUD request will lock this property into a high-density development, even if the current developers change their minds and do not build. That is completely unacceptable to us.

The current developers, Meritage, appear to be (based on their provided information and conversation at the neighborhood meeting) very locked in on providing a "new product" in the Phoenix market that is this combination single-family-detached + single-family-attached step-up neighborhood. They have decided our neighborhood is fine for this, without understanding

that higher density belongs north of Baseline (based on the Rio Montaña Plan, and the existing zoning), or alongside other higher-density developments. Not alongside our acre properties on this little country lane. They need to provide a lower-density Plan B product for this piece of land that meets the needs of our neighborhood. Specifically, larger homes, larger lots.

Secondarily, South 15th Avenue is in no way capable of supporting Meritage's 600 additional vehicles during commute times, ESPECIALLY given the school on the corner has no bus service and the entire student population is dropped off and picked up by individual vehicles every day. We can barely get out of our driveway at these times as it is. Adding 600 more vehicles 2x daily is unthinkable, even if the road is widened. And, please recall that the 100acre project already plans to have it's secondary entrance onto 15th Avenue. The vehicle count study recently conducted was during the school's summer break and does not yet include the vehicles from the 100acre project, so it is woefully underrepresenting the traffic.

Please take our comments and concerns into consideration, and we request that you ask Meritage to provide a lower-density plan, and do not lock in a PUD that the neighbors do not support.

We would like this email entered into the project case files. Can you make that happen, or do we need to send a physical copy to City of Phoenix Planning Department?

Sincerely,

Rasa & Craig Fuller

rasaroni@gmail.com

602-692-8197

7644 S 15th Ave, Phoenix, AZ 85041