



**City of Phoenix**  
PLANNING & DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT  
STAFF ANALYSIS**  
August 30, 2021

<u>Application:</u>	GPA-PV-2-21-2
<u>Applicant:</u>	Chase Courchaine
<u>Owner:</u>	Harkins Phoenix Cinemas
<u>Representative:</u>	Withey Morris, PLC - Benjamin Tate
<u>Location:</u>	Northwest corner of 34th Way and Bell Road
<u>Acreage:</u>	12.92 acres
<u>Current Plan Designation:</u>	Residential 3.5 to 5 dwelling units per acre (6.11 acres) and Commercial (6.81 acres)
<u>Requested Plan Designation:</u>	Mixed Use (Commercial, Residential 15+ dwelling units per acre) (12.92 acres)
<u>Reason for Requested Change:</u>	Minor General Plan Amendment to a mix of Commercial and Residential 15+ dwelling units per acre to allow residential and commercial uses.
<a href="#"><u>Paradise Valley Village Planning Committee Date:</u></a>	August 31, 2021
<u>Staff Recommendation:</u>	Approval

**FINDINGS:**

- 1) The companion rezoning case, Z-38-21-2, proposes development that is consistent in scale and character with land uses in the surrounding area to the east and west.
- 2) The Mixed Use (Commercial / Residential 15+ dwelling units per acre) land use designation will permit new zoning to be applied to the site that maximizes opportunities within the Paradise Valley Village along a major arterial.

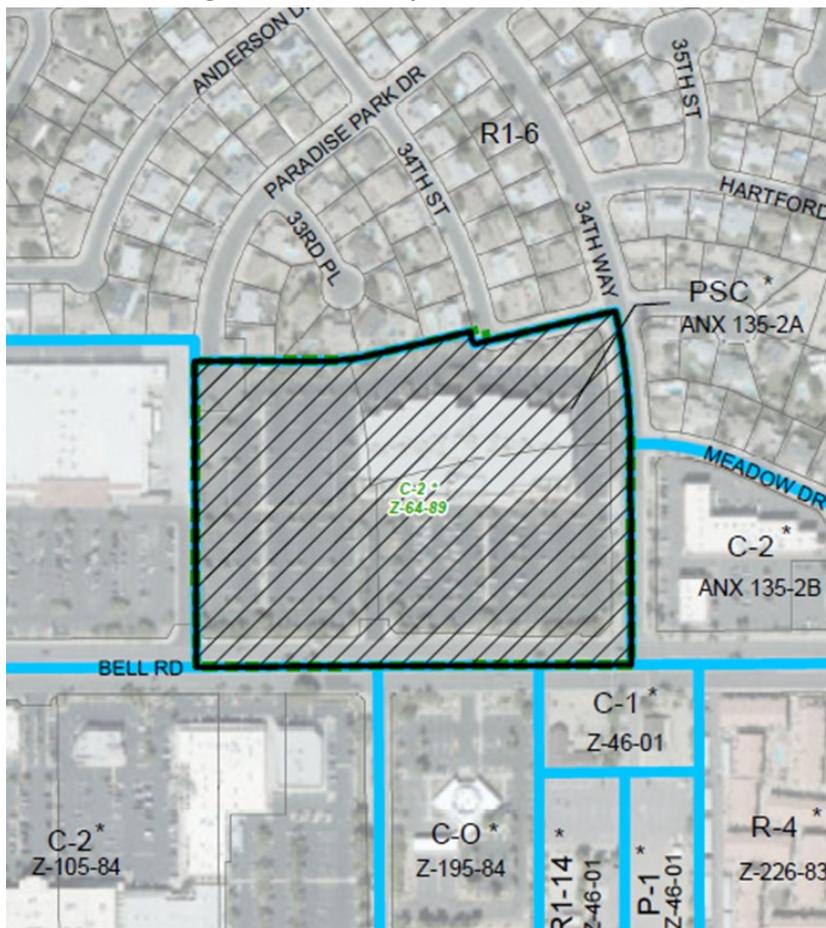
- 3) The Mixed Use (Commercial / Residential 15+ dwelling units per acre) land use designation will establish compatible uses in close proximity to the Piestewa Freeway, North 32nd Street Policy Plan area and surrounding properties.

## **BACKGROUND**

The subject site is located at the northwest corner of 34th Way and Bell Road. The site is occupied by a movie theater, and surface parking areas. The current building is located on the far northeastern portion of the site. The companion Rezoning Case No. Z-38-21-2 is a request to allow R-3A zoning for multifamily residential uses on the entirety of the site.

Currently the site has a land use map designation of Residential 3.5 to 5 dwelling units per acre (6.11 acres) and Commercial (6.81 acres). The requested land use map designation Mixed use (Commercial / Residential 15+ dwelling units per acre) will allow for alternative housing choices in the area as well as commercial in the event the rezoning proposal is not approved and to provide consistency with this stretch of the Bell Road corridor. Recent development suggests the Piestewa Freeway corridor area is evolving to a mixture of housing choices and commercial uses.

The proposed land use map change will serve as a continuation of the proposed land use designations to the south of the subject site. The area has seen increased requests for multifamily development north and east of Bell Road.



*Aerial Map, Source: City of Phoenix Planning and Development Department*

This General Plan Amendment proposes a Mixed Use land use map designation of Commercial / Residential 15+ dwelling unit per acre. This Mixed Use designation will allow commercial and residential land uses to locate on the site. Maps of the existing

and proposed General Plan Land Use Map designations can be found attached to this report.

**EXISTING CONDITIONS AND SURROUNDING LAND USES**

There is one existing commercial building on the northeastern quadrant of the site. The table below provides a summary of the surrounding General Plan (GP) Land Use Map designations, existing land uses and zoning.

<b>Location</b>	<b>GP Land Use</b>	<b>Existing Land Uses</b>	<b>Zoning</b>
North	Residential 3.5 to 5 dwelling units per acre	Single-family homes	R1-6
South (across Bell Road)	Commercial	Commercial office/ retail/financial institutions	C-O, C-1 and C-2
East (across 34th Way)	Residential 3.5 to 5 dwelling units per acre and Commercial	Single-family homes and retail	R1-6 and C-2
West	Commercial	Retail	C-2

**Surrounding Land Use Designations, Land Use and Zoning**

The site is within close proximity to the Piastewa Freeway and falls within the boundaries of the North 32nd Street Policy Plan area. This proximity to the Piastewa Freeway and location within the North 32nd Street Policy Plan area reinforces the site’s capacity to support land uses associated with commercial operations, employers and supportive housing. The proposed Mixed Use designation supports a mix of land uses that will maximize the area’s transportation infrastructure assets and will support the addition of more residential and employers to the area.

**RELATIONSHIP TO GENERAL PLAN CORE VALUES AND PPRINCIPLES**

***Connect People and Places Core Value***

- **OPPORTUNITY SITES; LAND USE PRINCIPLE: Promote and encourage compatible development and redevelopment with a mix of housing types in neighborhoods close to employment centers, commercial areas, and where transit or transportation alternatives exist.**

The proposed request supports the proposed development that is compatible in scale and intensity with the surrounding area. The development is located in a mixed-use corridor where adjacent properties are residential or commercial. The project site is also within the Piastewa Peak Freeway Specific Plan area. The

concentration of people near employment uses and transportation corridors promotes the sustainability of nearby commercial uses. Further, the opportunity to add additional housing choices is consistent with the goals of the Housing Phoenix Plan.

- **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 residential options adjacent to a major arterial and in close proximity to the Piestewa Freeway.

### **CONCLUSION AND RECOMMENDATION**

Staff recommends approval of GPA-PV-2-21-2 as filed. The request aligns with the goals and polices of the General Plan and will result in a land use designation that will continue to support surrounding uses while maximizing the property's location in a transportation corridor and within the North 32nd Street Policy Plan.

### **Writer**

David Simmons  
August 30, 2021

### **Exhibits**

Sketch Maps (2 pages)

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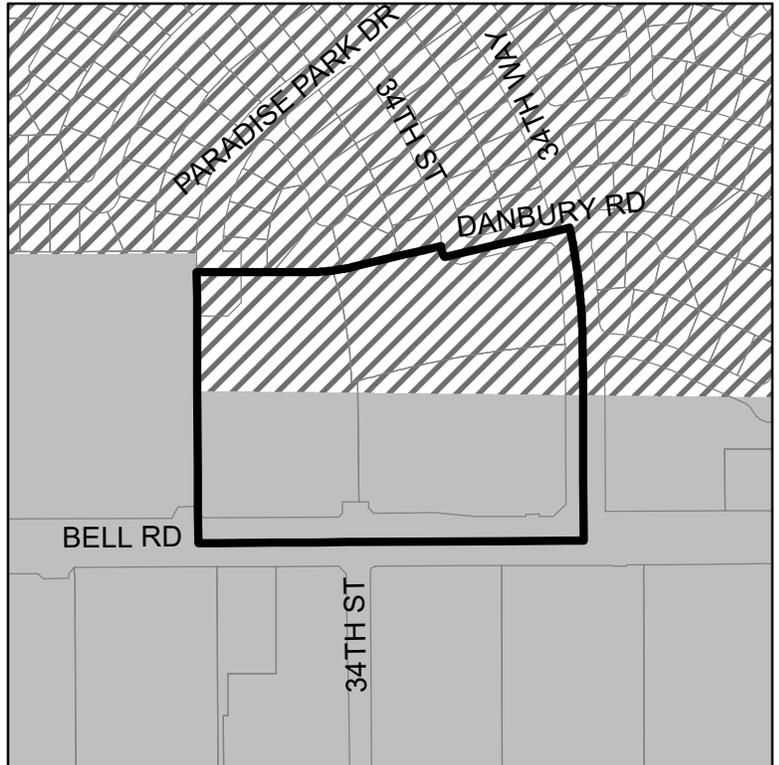
CITY OF PHOENIX ♦ PLANNING & DEVELOPMENT DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882

APPLICATION NO: GPA-PV-2-21-2_BW	ACRES: 12.92 +/-
VILLAGE: Paradise Valley	COUNCIL DISTRICT: 2
APPLICANT: Chase Courchaine	

## EXISTING:

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 Commercial ( 6.81 +/- Acres)

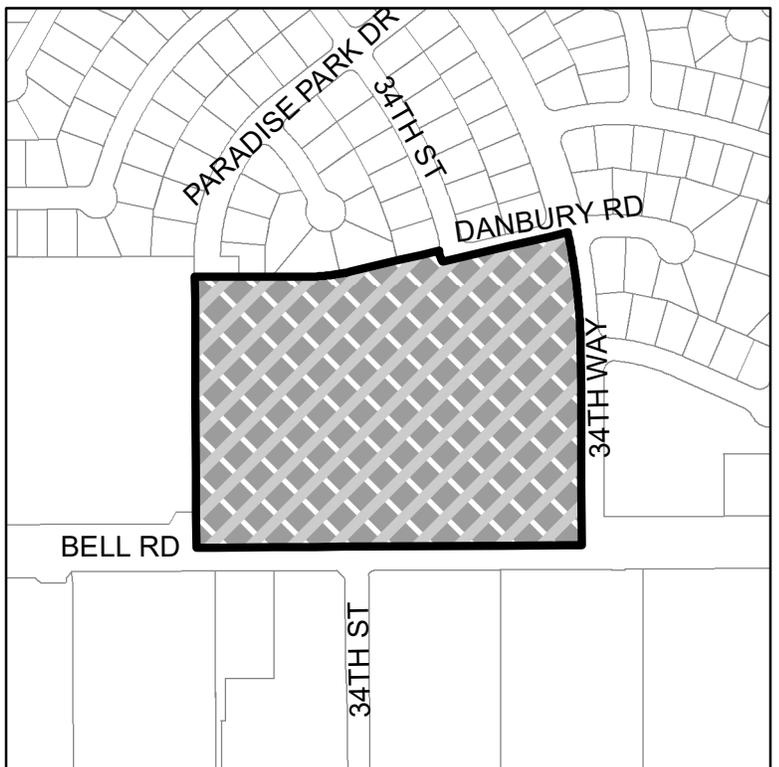
-  Proposed Change Area
-  Residential 3.5 to 5 du/acre
-  Commercial



## PROPOSED CHANGE:

Mixed Use (Commercial/  
 Residential 15+ du/ac ( 12.92 +/- Acres)

-  Proposed Change Area
-  Mixed Use (Commercial/  
Residential 15+ du/ac)



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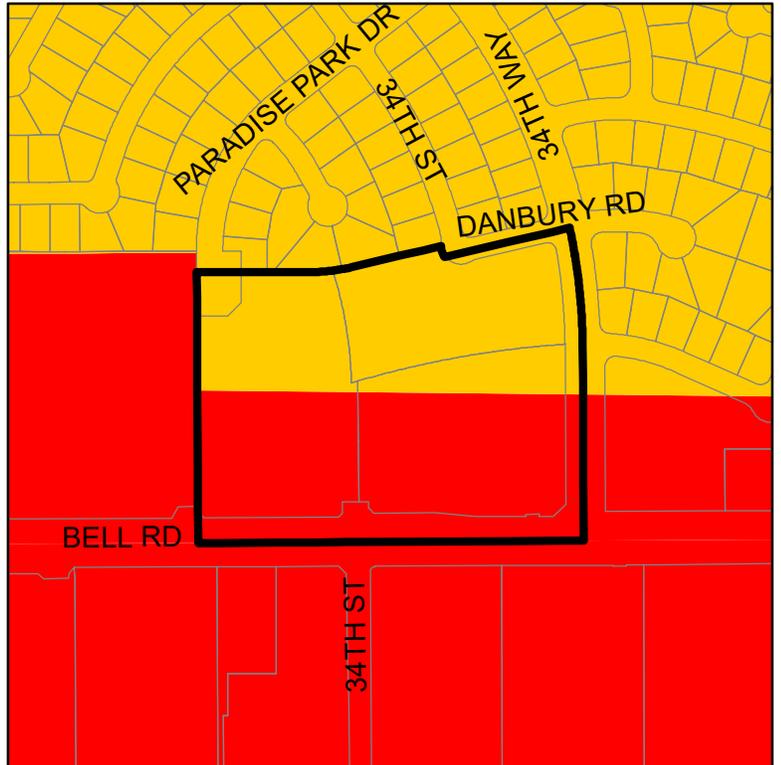
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