



City of Phoenix

PLANNING AND DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT
STAFF ANALYSIS**

May 11, 2015

<u>Application:</u>	GPA-DV-1-15-1
<u>Applicant:</u>	Jason Morris/Adam Baugh, Withey Morris, PLC
<u>Location:</u>	Northwest corner of 19th Avenue and Happy Valley Road
<u>Acreage:</u>	397.86 acres
<u>Current Plan Designation:</u>	Commerce/Business Park (340.40 acres), Mixed Use (Commercial/Commerce Park) (49.73 acres), and Residential 2 to 5 du/acre (7.73 acres)
<u>Requested Plan Designation:</u>	Mixed Use (Commercial, Commerce Park/Business Park, Residential 5-10 du/acre, Residential 10-15 du/acre, Residential 15 + du/acre) (397.86 acres)
<u>Reason for Requested Change:</u>	Amend the General Plan Land Use Map to allow for mixed use, including single-family, multi-family, and commercial uses
<u>Village Planning Committee Date:</u>	Deer Valley Village – May 21, 2015
<u>Staff Recommendation:</u>	Approval

Findings:

- 1) The proposed General Plan Land Use Map designation of Mixed Use (Commercial, Commerce Park/Business Park, Residential 5-10 du/acre, Residential 10-15 du/acre, Residential 15 + du/acre) is compatible with the uses developed and planned in the vicinity of the property.
- 2) The request will alter the land use pattern in the area in a positive manner, allowing for the opportunity for more employment, general commercial retail and services, as well as diverse housing options.
- 3) Mixed Use (Commercial, Commerce Park/Business Park, Residential 5-10 du/acre, Residential 10-15 du/acre, Residential 15 + du/acre) is an appropriate

land use accessible by the Interstate-17 freeway, 19th Avenue, Happy Valley Road, Jomax Road, and Norterra Parkway.

BACKGROUND

The subject site is located at the northwest corner of 19th Avenue and Happy Valley Road. The site is surrounded by the Interstate-17 freeway and Norterra Parkway to the west, 19th Avenue to the east, Jomax Road to the north and, Happy Valley Road to the south. This request would amend the existing General Plan Land Use Map designation from Commerce/Business Park, Mixed Use (Commercial/Commerce Park), and Residential 2 to 5 du/acre to Mixed Use (Commercial, Commerce Park/Business Park, Residential 5-10 du/acre, Residential 10-15 du/acre, Residential 15 + du/acre). The existing Residential 2 to 5 du/acre is only located in and along the Jomax Road right-of-way. Rezoning case Z-3-15-1, a companion case to this one, is running concurrently and is a request to rezone the subject site to PUD to allow for mixed use, including single-family, multi-family, and commercial uses.

The subject site is currently vacant and surrounded by the following General Plan Land Use Map designations and uses:

GENERAL PLAN LAND USE MAP DESIGNATION

USE

North

Residential 2 to 5 du/acre

Vacant, single-family residential, and proposed multi-family residential

East

Residential 2 to 5 du/acre, Residential 3.5 to 5 du/acre, and Commercial

Large-lot single-family residential, vacant (county land), vacant, and gas station/convenience market

South

Mixed Use (Commercial / Commerce Park), Commerce / Business Park, and Industrial

Retail, restaurant, theater, vacant, office, childcare, medical office, bank, auto service

West

Mixed Use (Commercial / Commerce Park), Commerce / Business Park, and Transportation

Retail, restaurant, theater, vacant, office, Retail, restaurant, theater, vacant, office, freeway

RELATIONSHIP TO GENERAL PLAN GOALS AND POLICIES

LAND USE

- **GOAL 2: EMPLOYMENT AND POPULATION BALANCE: POLICY 14: LOCATE MULTI-FAMILY DEVELOPMENT NEAR SPECIALIZED PUBLIC FACILITIES, MAJOR TRANSPORTATION SERVICES AND EMPLOYMENT CENTERS.**

The subject site is within close proximity to the Interstate-17 freeway and the Happy Valley Park and Ride with an existing bus rapid transit service to downtown Phoenix. Also, there are public transportation options available off of Happy Valley Road and the area has been identified to potentially have additional bus rapid transit in the future. The subject site is in close proximity to major employment centers and will offer additional employment opportunities.

- **GOAL 4: MIXED LAND USE DEVELOPMENT: MIXED LAND USE PATTERNS SHOULD BE DEVELOPED WITHIN URBAN VILLAGES AND AT SMALLER SCALES TO MINIMIZE THE NUMBER AND LENGTH OF TRIPS.**

The proposed amendment allows for mixed use development. A variety of land uses will be permitted that will allow residents to live, work, and play in the area.

- **GOAL 5: INTEGRATION OF LAND USE AND TRANSPORTATION SYSTEMS: AN INTEGRATED LAND USE AND TRANSPORTATION SYSTEM, WHICH FURTHERS THE URBAN VILLAGE MODEL AND MINIMIZES THE ADVERSE IMPACTS OF THE TRANSPORTATION SYSTEM ON HOUSING, BUSINESSES AND PUBLIC USES, SHOULD BE ENCOURAGED. POLICY 2: LOCATE MAJOR TRAFFIC-GENERATING LAND USES ON MAJOR STREETS IN AREAS PLANNED FOR SUCH USES, OR NEAR PARKWAY AND FREEWAY ACCESS AND TRANSIT CENTERS OR LIGHT RAIL TRANSIT STATIONS, AND AVOID USE OF LOCAL STREETS.**

The subject site is located on arterial and collector streets, within close proximity to the Interstate-17 freeway and the Happy Valley Park and Ride facility. The area has sufficient transportation options to support the development. Additionally, the area has been identified to potentially have additional bus rapid transit options in the future, either on 35th Avenue or 19th Avenue.

CIRCULATION ELEMENT

- **GOAL 1: AN EFFECTIVE MULTI-MODAL TRANSPORTATION SYSTEM: A MULTIMODAL TRANSPORTATION SYSTEM SHOULD BE DEVELOPED THAT WILL ALLOW THE MOVEMENT OF GOODS AND ALL PEOPLE SAFELY AND EFFICIENTLY THROUGHOUT THE CITY, ESPECIALLY INTO, AND BETWEEN, THE URBAN VILLAGE CORES. POLICY 4: SUPPORT THE LAND USE ELEMENT GOALS OF BALANCING HOUSING AND EMPLOYMENT IN URBAN VILLAGES AND ENCOURAGING A MIXTURE OF LAND USES IN NEIGHBORHOODS TO REDUCE THE LENGTH AND NUMBER OF VEHICLE TRIPS.**

The proposed amendment will allow a variety of commercial and residential uses that will aide in balancing housing and employment and reduce number of vehicle trips.

BICYCLING ELEMENT

- GOAL 2: RIDERSHIP: INCREASE BICYCLE RIDERSHIP WITHIN THE CITY OF PHOENIX. POLICY 1: PROVIDE A COMPATIBLE STREET SYSTEM AND REMOVE BARRIERS TO BICYCLING. BARRIERS INCLUDE MID-BLOCK CROSSINGS, FREEWAY CROSSINGS, CANAL CROSSINGS, ISCONNECTED BIKE LANES, ETC. RECOMMENDATION A: CONTINUE TO INCLUDE BICYCLE FACILITIES AS AN INTEGRAL PART OF FUTURE DEVELOPMENTS IN ALL AREAS THROUGHOUT THE CITY THAT CONNECT TO OTHER EXISTING AND PROPOSED BICYCLE FACILITIES.

HOUSING ELEMENT

- GOAL 2: HOUSING CHOICE: A DIVERSE CHOICE OF HOUSING SHOULD BE PROVIDED IN ALL VILLAGES OF THE CITY TO MEET THE NEEDS OF ALL HOUSEHOLDS.

The proposed amendment allows for a variety of housing and density options, ranging from 5 to 15+ dwelling units per gross acre.

NEIGHBORHOOD ELEMENT

- GOAL 2: COMPATIBLE NEIGHBORHOOD DEVELOPMENT: 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. POLICY 3: 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 proposed development, via accompanying rezoning case Z-3-15-1, will be sensitive in scale and character to the surrounding neighborhoods to the north and east.

The proposed amendment has no significant effect on the following General Plan Elements:

**GROWTH
COST OF DEVELOPMENT
CONSERVATION, REHABILITATION AND REDEVELOPMENT
ENVIRONMENTAL PLANNING**

**NATURAL RESOURCES CONSERVATION AND ENERGY
OPEN SPACE
RECREATION
WATER RESOURCES
PUBLIC BUILDINGS
PUBLIC SERVICES AND FACILITIES
SAFETY**

CONCLUSION AND RECOMMENDATION

Staff recommends that the request be approved.

Approval of this General Plan Amendment will further the goals of the General Plan. Approval is consistent with the residential and commercial development patterns in the area.

Writer

Racelle Escolar
May 7, 2015

Attachments

Sketch Map
Aerial

GENERAL PLAN AMENDMENT

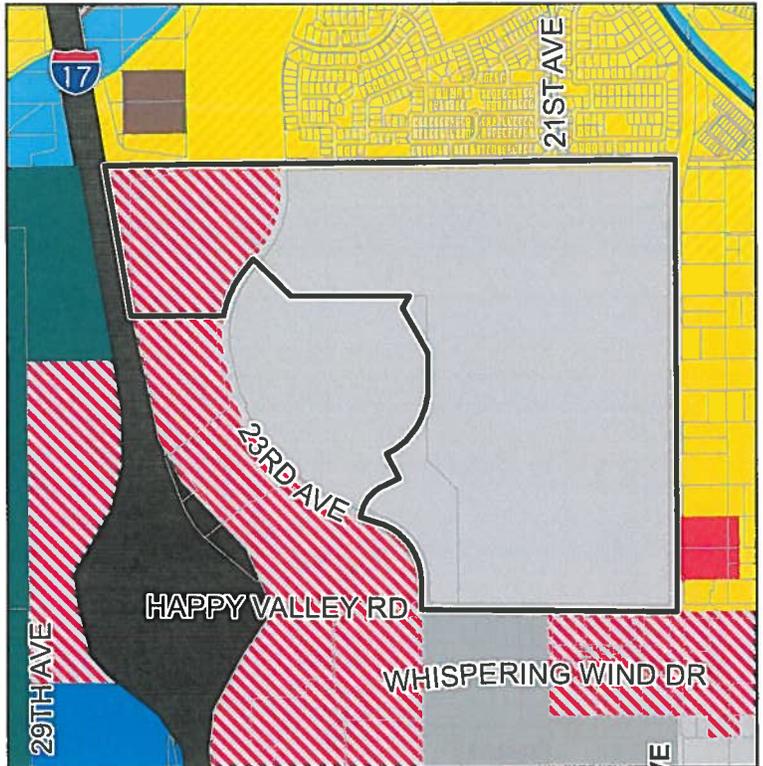
CITY OF PHOENIX ♦ PLANNING & DEVELOPMENT DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882

APPLICATION NO: GPA-DV-1-15-1	ACRES: 397.86 +/-
VILLAGE: Deer Valley	COUNCIL DISTRICT: 1
APPLICANT: Jason Morris/Adam Baugh	

EXISTING:

Commerce/Business Park (340.40 +/- Acres)
 Mixed Use (Commerical/Commerce Park) (49.73 +/- Acres)
 Residential 2 to 5 du/acre (7.73 +/- Acres)

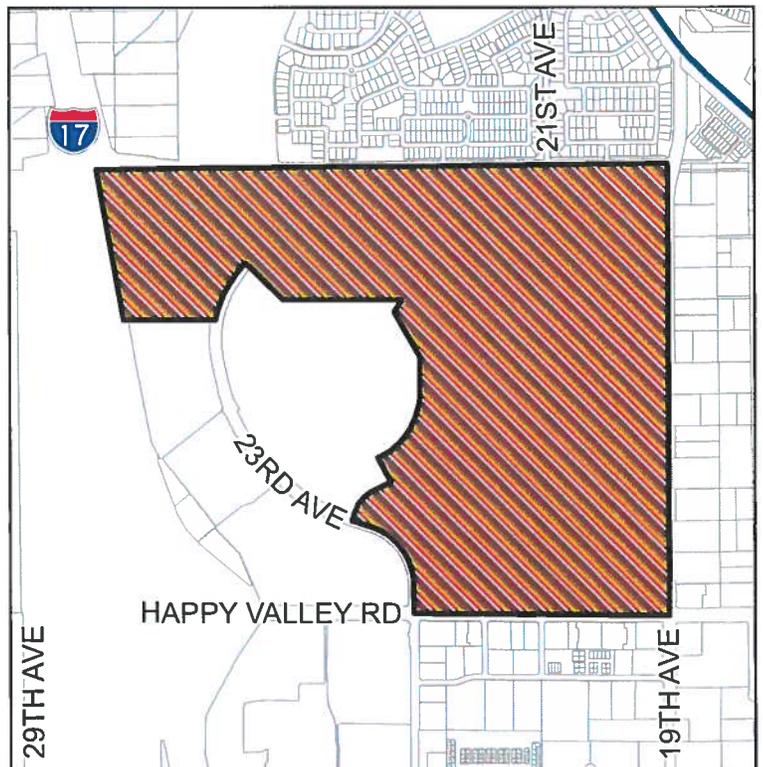
-  Proposed Change Area
-  Residential 2 to 5 du/acre
-  Residential 3.5 to 5 du/acre
-  Residential 15+ du/acre
-  Commercial
-  Mixed Use Residential 15+/Commerce/Business Park
-  Mixed Use (Commercial / Commerce Park)
-  Commerce / Business Park
-  Industrial
-  Parks/Open Space - Publicly Owned
-  Public/Quasi-Public
-  Floodplain
-  Transportation

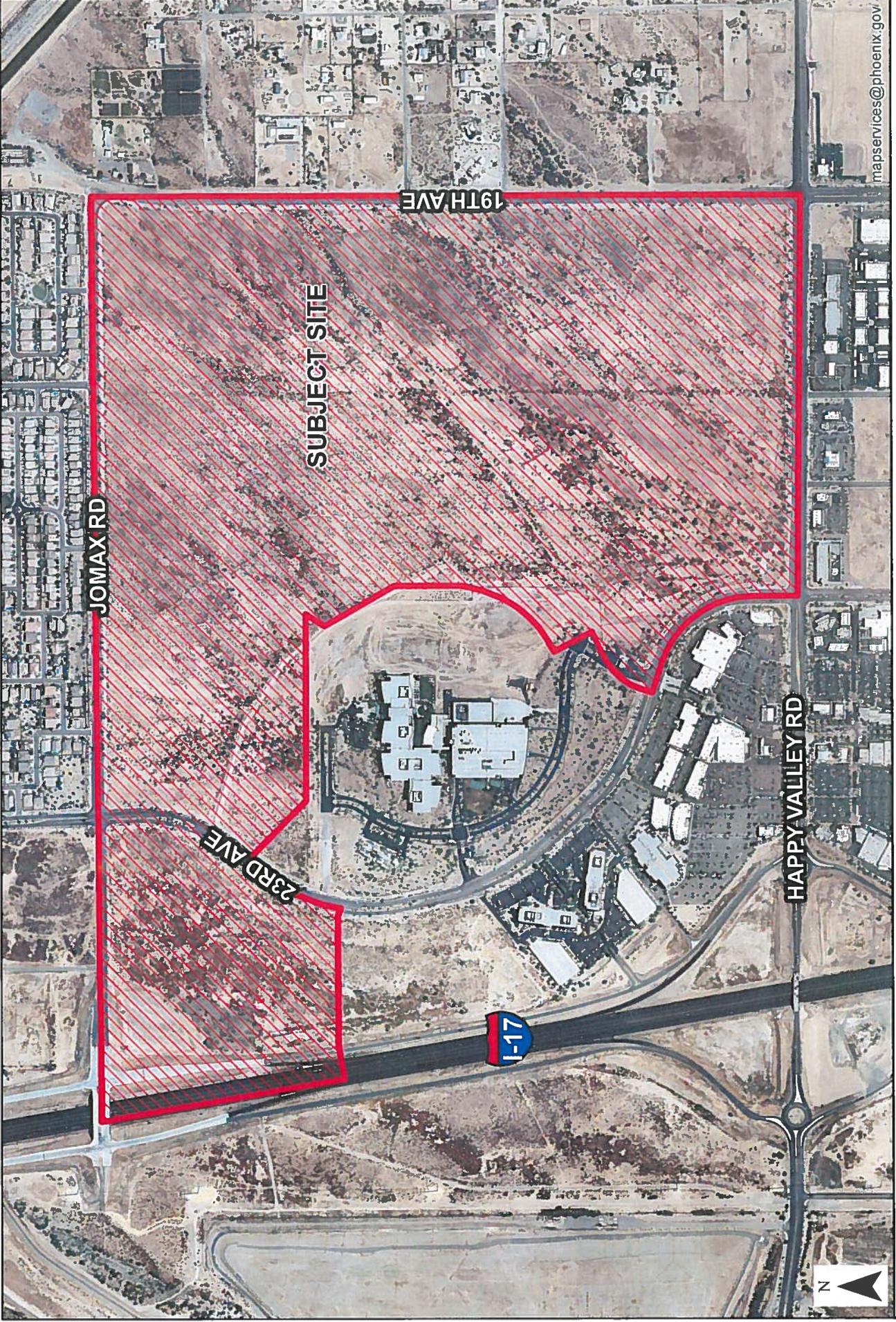


PROPOSED CHANGE:

Mixed Use (397.86 +/- Acres)
 (Commercial,
 Commerce Park/Business Park,
 Residential 5-10 du/acre,
 Residential 10-15 du/acre,
 Residential 15 + du/acre)

-  Proposed Change Area
-  Mixed Use
 (Commercial,
 Commerce Park/Business Park,
 Residential 5-10 du/acre,
 Residential 10-15 du/acre,
 Residential 15 + du/acre)





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