



City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT
STAFF ANALYSIS**
December 4, 2020

<u>Application:</u>	GPA-DV-1-20-1
<u>Applicant:</u>	City of Phoenix Planning and Development Department
<u>Owner:</u>	Arizona State Land Department
<u>Representative:</u>	City of Phoenix Planning and Development Department
<u>Location:</u>	Southeast corner of 19th Avenue and Alameda Road
<u>Acreage:</u>	321.69 acres
<u>Current Plan Designation:</u>	Industrial (158.01 acres) and Commerce / Business Park (163.68 acres).
<u>Requested Plan Designation:</u>	Mixed Use (Commerce / Business Park / Industrial) (321.69 acres)
<u>Reason for Requested Change:</u>	General Plan Land Use Map Amendment to change the land use designation to Mixed Use (Commerce / Business Park / Industrial) to reinforce the area's location as a destination for employment uses and to address collaboration between the City of Phoenix and the Arizona State Land Department.
<u>Deer Valley Village Planning Committee Date:</u>	December 17, 2020
<u>Staff Recommendation:</u>	Approval

FINDINGS:

- 1) Requested land use change will better position the properties for auction by the Arizona State Land Department.

- 2) The Mixed Use (Commerce / Business Park / Industrial) land use designation will permit new zoning to be applied to the site that maximizes the opportunities for additional investment within the Deer Valley Major Employment Center.
- 3) The Mixed Use (Commerce / Business Park / Industrial) land use designation will establish compatible uses in proximity to Deer Valley Airport and surrounding properties.

BACKGROUND

The subject property is State Trust Land and is managed by the Arizona State Land Department (ASLD). The ASLD, in partnership with the City of Phoenix, has identified strategically located parcels that are positioned to provide maximum benefit to the Trust's Beneficiaries when auctioned. The subject property's proximity to the Deer Valley Airport and Interstate 17 Freeway position it well for future investment. Figure 1 below is an aerial map of the subject property outlined in yellow.

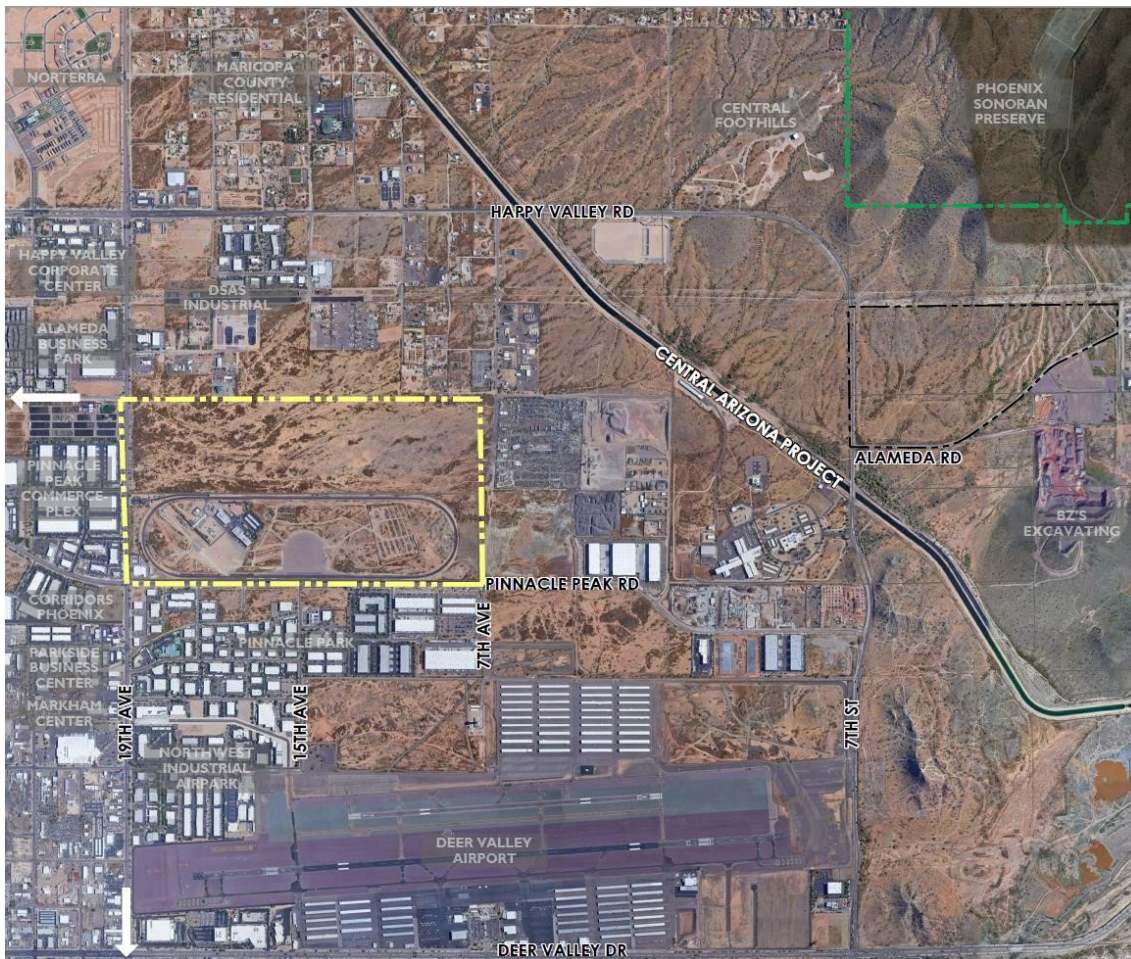


Figure 1: Aerial Map (Source: ASLD)

With the goal of positioning the property for future investment, the ASLD and the City of Phoenix are proposing to rezone the subject property in advance of its auction to a Planned Unit Development (PUD). The PUD is the subject of a companion rezoning case, Z-57-20-1. The PUD will permit both commerce park and industrial land uses throughout the property. The property’s current General Plan Land Use Map designations only permit commerce park uses on the northern portion (163.68) of the site and industrial land uses on the southern portion (158.01 acres) of the site. This General Plan Amendment proposes a Mixed Use land use designation of Commerce / Business Park / Industrial. This Mixed Use designation will allow commerce park and industrial land uses the flexibility to locate on any portion of the site in compliance with the PUD’s development standards. Maps of the existing and proposed General Plan Land Use Map designations can be found in Exhibit 1 attached to this report.

EXISTING CONDITIONS

The northern portion of the subject property is vacant while the southern portion of the site is occupied with improvements and subject to ASLD Commercial Lease No. 03-053542 to Exponent of Delaware, Inc. through January 16, 2028. Exponent operates their Test and Engineering Center (TEC) on the site where they maintain “a vehicle proving ground and full-scale crash facility and nearly 27,000 square feet of high-bay space used in the evaluation of everything from sports equipment to large-format electric vehicle batteries” (Source: www.exponent.com). The proposed Mixed Use designation will support the ongoing operation of the Exponent facility and permit a variety of compatible land uses to the north.

SURROUNDING LAND USES, INFRASTRUCTURE AND REGIONAL CONTEXT

The table below (Figure 2) provides a summary of the surrounding General Plan (GP) Land Use Map designations, existing land uses and zoning.

Location	GP Land Use	Existing Land Uses	Zoning
North	Commerce / Business Park	Towing, Vacant County Land, Construction, County Residential	RU-43, CP/GCP, S-1, A-1
South (Across Pinnacle Peak Road)	Industrial	Industrial Park, Commercial	IND.PK., CP/GCP
East	Industrial	Towing, Vacant	A-1, CP/BP
West (Across 19th Avenue)	Industrial, Residential 15+	Wholesale Growers, Warehouse / Office, Commerce Park, Restaurants, Hotel	R-3A, A-1, C-2, approved C-2 HGT/WVR

Figure 2: Surrounding Land Use Designations, Land Use and Zoning

The proposed Mixed Use Land Use designation is compatible with the surrounding land uses and zoning. The site is approximately 0.5 miles north of the Deer Valley Airport. The existing General Plan Land Use Map designations of the subject site and the surrounding properties are meant to provide a buffer of appropriate land uses within proximity to the airport. The proposed Mixed Use land use designation of Commerce / Business Park / Industrial maintains the integrity of this land use buffer and will ultimately support land uses and zoning on the subject property that will be compatible with the ongoing operations of the airport.

The site is also approximately 0.8 miles east of the Interstate 17 Freeway and falls within the boundaries of the Maricopa Association of Government's Deer Valley Employment Center. This proximity to the Interstate 17 Freeway and location within an Employment Center reinforces the site's capacity to support land uses associated with industry and employers. 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 employers to the area.

RELATIONSHIP TO GENERAL PLAN CORE VALUES AND PRINCIPLES

Connect People and Places Core Value

- **Core 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 land use change is appropriate for a property that is surrounded by similar uses, is served by two arterial streets and is approximately 0.8 miles from the Interstate 17 Freeway.

Strengthen Our Local Economy Core Value

- **Job Creation (Employers); Land Use Principle: Support General Plan Land Use Map and zoning changes that will facilitate the location of employment generating uses in each of the designated employment centers.**

The proposed land use change will reinforce the location as a destination for employment uses within the Deer Valley Employment Center.

CONCLUSION AND RECOMMENDATION

Staff recommends approval of GPA-DV-1-20-1 as filed. The request aligns with the goals and polices of the General Plan, represents an ongoing collaborative planning

effort with the Arizona State Land Department, and will result in a land use designation that will continue to support surrounding uses while maximizing the property's location in an Employment Center.

Writer

Joshua Bednarek
December 4, 2020

Exhibits

Exhibit 1: Sketch Map (1 page)








GENERAL PLAN AMENDMENT

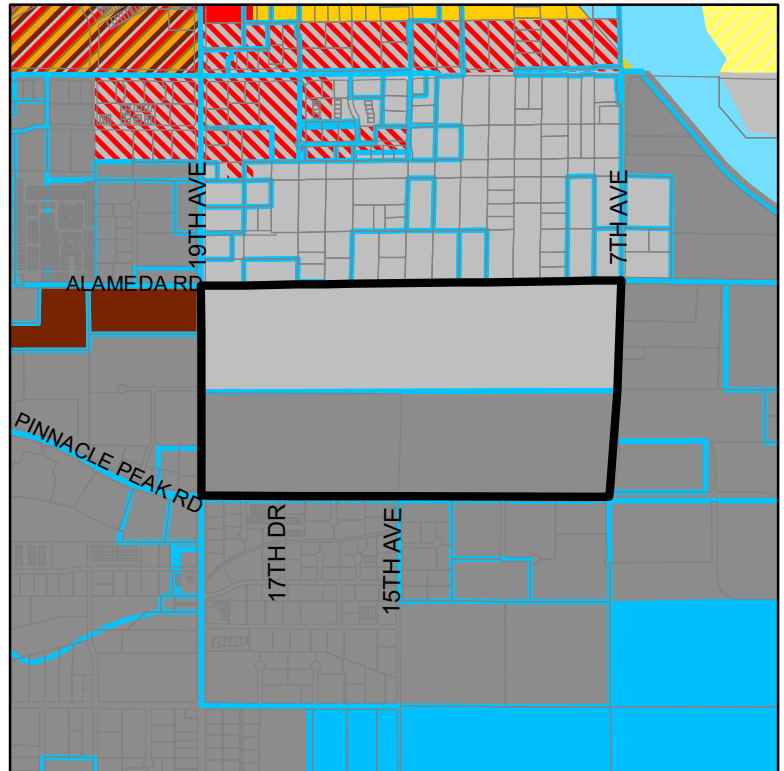
CITY OF PHOENIX ♦ PLANNING & DEVELOPMENT DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882

APPLICATION NO: GPA-DV-1-20-1	ACRES: 321.69 +/-
VILLAGE: Deer Valley	COUNCIL DISTRICT: 1
APPLICANT: City of Phoenix Planning and Development Department	

EXISTING:



Commerce/Business Park (163.68 +/- Acres)
 Industrial (158.01 +/- Acres)

-  Proposed Change Area
-  Residential 0 to 2 du/ac
-  Residential 3.5 to 5 du/ac
-  Residential 15+ du/ac
-  MU (Commercial/Commerce Park/Business Park/Residential 5 to 10 / 10 to 15/15+)
-  Mixed Use (Commercial / Commerce Park)
-  Industrial
-  Commercial
-  Commerce/Business Park
-  Public/Quasi-Public
-  Floodplain



PROPOSED CHANGE:

Mixed Use (Commerce / Business Park / Industrial) (321.69 +/- Acres)

-  Proposed Change Area
-  Mixed Use (Industrial / Commerce/Business Park)

