



City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT
STAFF ANALYSIS**

March 9, 2016

Application: GPA-DV-3-15-1

Applicant: Brennan Ray, Burch & Cracchiolo, P.A.

Location: Northwest corner of 23rd Avenue and Pinnacle Peak Road

Acreage: 17.39 acres

Current Plan Designation: Industrial

Requested Plan Designation: Residential 5 to 10 dwelling units per acre

Reason for Requested Change: Amend the General Plan Land Use Map to provide additional housing to support existing and future employment and commercial in the area

Village Planning Committee Date: Deer Valley Village – March 17, 2016

Staff Recommendation: Denial

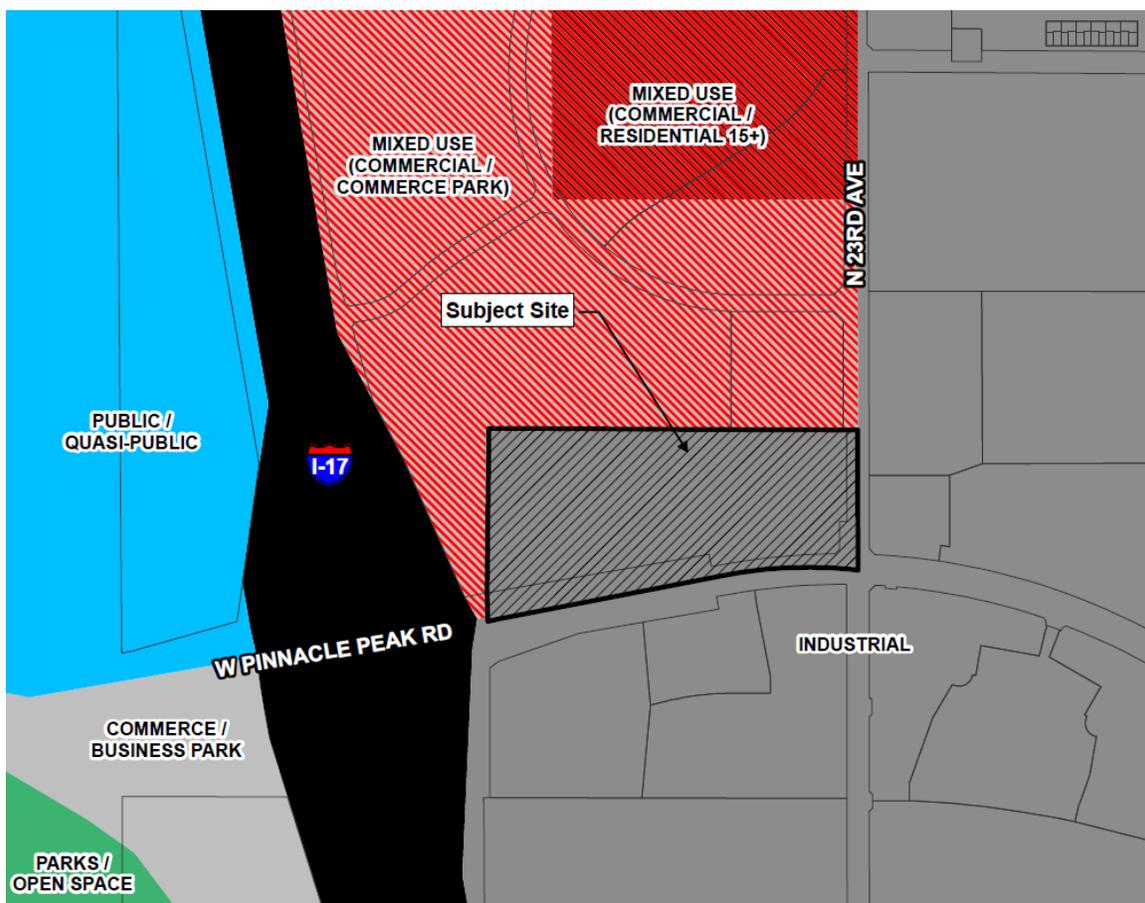
Findings:

- 1) The proposed General Plan Land Use Map designation of Residential 5 to 10 dwelling units per acre is not compatible with the uses developed and planned in the vicinity of the property.
- 2) The proposal is a missed opportunity for more intense development or an employment generating use within a major transportation corridor, the Deer Valley Major Employment Center, and within close proximity to the Deer Valley Airport; and not within close proximity to single-family and low-rise, multifamily housing.

BACKGROUND

The subject site is a vacant property located at the northwest corner of 23rd Avenue and Pinnacle Peak Road, just east of the Interstate-17 freeway. The site is also within the Deer Valley Major Employment Center and within close proximity to the Deer Valley Airport.

This request would amend the existing General Plan Land Use Map designation from Industrial to Residential 5 to 10 dwelling units per acre. The north side of the site is also vacant, however it is designated as Mixed Use (Commercial / Commerce Park) on the General Plan Land Use Map and may potentially be developed for office/warehouse use in the future. There are multi-story office buildings to the east and south, as well as a 7-story hotel building to the south. These areas are designated Industrial on the General Plan Land Use Map. There is a significant drainage feature that separates the subject site from the freeway to the west. This area is designated Mixed Use (Commercial / Commerce Park) and Transportation on the General Plan Land Use Map. Most of the area designated as industrial, east and south of the subject site has not developed as industrial. The area has developed with mostly commerce park, warehouse or office type uses. Considering the area is located along the I-17 freeway, within the Deer Valley Major Employment Center, and within close proximity to the Deer Valley Airport, staff may need to further evaluate this industrially designated area to determine if it is still an appropriate land use map designation for the area.



Rezoning Case No. Z-54-15-1 is a related request and is running concurrently with this General Plan Amendment request. The companion case is a request to rezone the subject site from S-1 DVAO (Ranch or Farm Residence, Deer Valley Airport Overlay) to R-2 (Multifamily Residence Districts) DVAO to allow a multifamily residential development.

Staff is not supportive of changing the General Plan Land Use Map designation to Residential 5 to 10 dwelling units per acre or the associated rezoning request to R-2 DVAO. The requested use is not compatible in the area due to the location within a major transportation corridor, the Deer Valley Major Employment Center, and close proximity to the Deer Valley Airport. The requested land use designation and zoning would be more appropriate in a transitional use area, adjacent to commercial, single-family and low-rise, multifamily housing.

RELATIONSHIP TO GENERAL PLAN CORE VALUES (GOALS AND POLICIES)

CONNECT PEOPLE AND PLACES

- *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.*
- *OPPORTUNITY SITES; LAND USE PRINCIPLE: Encourage development of the taller and larger buildings in Areas of Change away from single-family and low-rise, multifamily housing.*

The subject site is located at a highly visible, prominent location within close proximity to a major intersection, the Interstate-17 freeway and Pinnacle Peak Road, an arterial street. The proposed General Plan Amendment does not meet the General Plan land use principles listed above. A single-story residential use is not compatible at this major intersection. The proposal is a missed opportunity for more intense development that is encouraged at locations that are not in close proximity to single-family and low-rise, multifamily housing.

- *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 proposal does allow for a housing type that is not typical in the area which may allow the opportunity for workforce or corporate housing for employers in the area.

STRENGTHEN OUR LOCAL ECONOMY

- *EMPLOYERS (JOB CREATION); 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.*
- *ENTREPRENEURS AND EMERGING ENTERPRISES; LAND USE PRINCIPLE: Encourage land uses that promote the growth of entrepreneurs or new businesses in Phoenix in appropriate locations.*
- *AIRPORTS; LAND USE PRINCIPLE: Encourage the development of city-owned and non-city-owned parcels near the airport to airport-compatible land uses*

surrounding the city's airports.

The site is also located within the Deer Valley Major Employment Center and within close proximity to the Deer Valley Airport, and as such the site should be utilized for an employment generating use that promotes the growth of entrepreneurs or new businesses, and is compatible in close proximity to an airport.

CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS

- *CERTAINTY AND CHARACTER; LAND USE PRINCIPLE: Locate land uses with the greatest height and most intense uses within limits based on village character, land use needs, infrastructure and transportation system capacity.*
- *CERTAINTY AND CHARACTER; LAND USE PRINCIPLE: Protect residential areas from concentrations of incompatible land uses that could change their character or destabilize land values.*
- *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 amendment does not make considerations for the above principles. As mentioned above, the subject site is located at a highly visible, prominent location within close proximity to a major intersection, the Interstate-17 freeway and Pinnacle Peak Road. The proposed amendment could allow a use that is not compatible with other uses that are encouraged in the area. New development should be compatible with existing uses in the area and with development that is encouraged in the Deer Valley Major Employment Center.

- *CERTAINTY AND CHARACTER; DESIGN PRINCIPLE: Provide impact-mitigating features (such as extra width or depth, single story units, or landscape buffering) when new residential lots abut existing non-residential uses or are adjacent to arterial streets or freeway corridors. Dissimilar land uses often require additional separation or other measures to achieve compatibility.*
- *CERTAINTY AND CHARACTER; DESIGN PRINCIPLE: Require appropriate transitions/buffers between neighborhoods and adjacent uses.*

The development plans associated with the General Plan Amendment and companion rezoning case do not allow for the additional separation and buffering that is necessary adjacent to dissimilar land uses or adjacent to arterial streets. Specifically, on the north side of the property where there may be office/warehouse development in the future and the south side adjacent to Pinnacle Peak Road. Although the south landscape setback is not sufficient as measured from the property line, there is a significant Arizona Department of Transportation (ADOT) right-of-way area adjacent to the site that may be landscaped per ADOT approval.

BUILD THE SUSTAINABLE DESERT CITY

- *BUILD THE SUSTAINABLE DESERT CITY CORE VALUE; RIVERS, WASHES AND WATERWAYS; LAND USE PRINCIPLE: Preserve natural washes coming from the preserves and promote access and views of the preserves by the public.*

The proposed amendment allows for residential development that has the potential to design the retention area to blend with the drainage feature west of the site.

CREATE AN EVEN MORE VIBRANT DOWNTOWN

- The proposed amendment has no significant effect on the General Plan Core Value related to creating an even more vibrant downtown.

CONCLUSION AND RECOMMENDATION

Staff recommends that the request be denied.

Approval of this General Plan Amendment will not be consistent with several goals and principles of the General Plan. Denial of the General Plan Amendment will allow for the opportunity to have an employment generating use within a major transportation corridor, the Deer Valley Canyon Major Employment Center, and within close proximity to the Deer Valley Airport; and not within close proximity to single-family and low-rise, multifamily housing.

Writer

Racelle Escolar
March 3, 2016

Attachments

Sketch Map
Aerial Map

GENERAL PLAN AMENDMENT

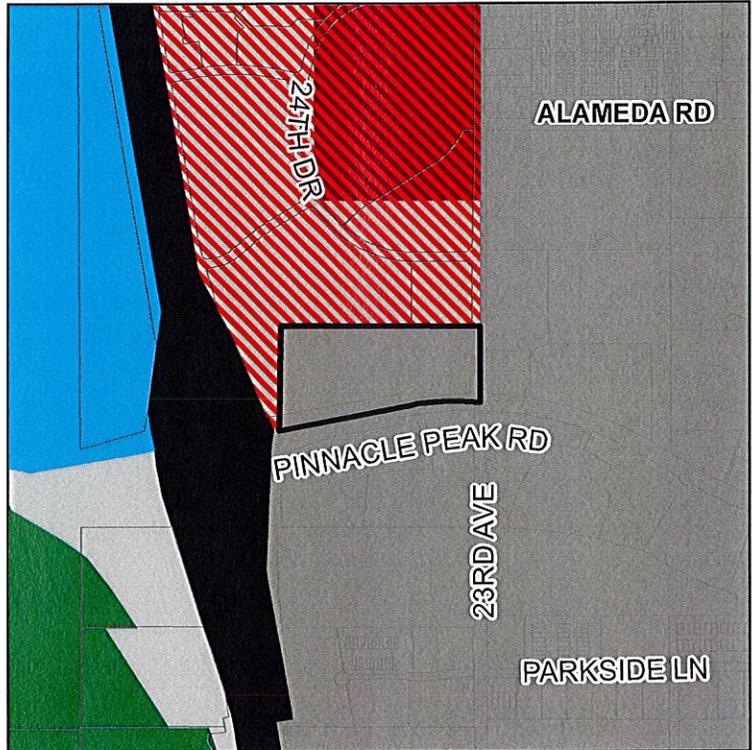
CITY OF PHOENIX ♦ PLANNING & DEVELOPMENT DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882

APPLICATION NO: GPA-DV-3-15-1	ACRES: 17.39 +/-
VILLAGE: Deer Valley	COUNCIL DISTRICT: 1
APPLICANT: Brennan Ray	

EXISTING:

Industrial (17.39 +/- Acres)

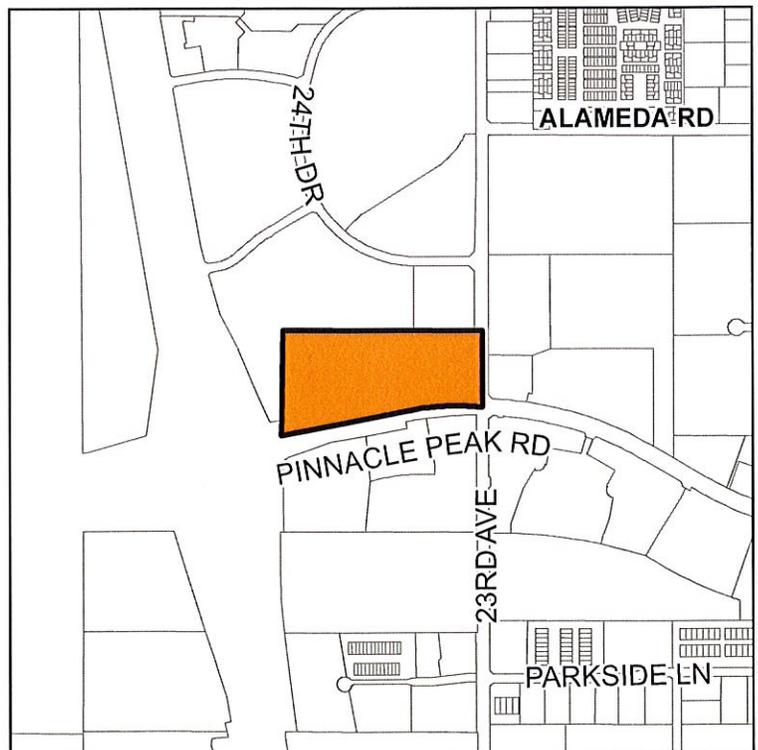
-  Proposed Change Area
-  Mixed Use (Commercial / Commerce Park)
-  Mixed Use (Commercial/15+ du/ac)
-  Commerce / Business Park
-  Industrial
-  Parks/Open Space - Publicly Owned
-  Public/Quasi-Public
-  Transportation



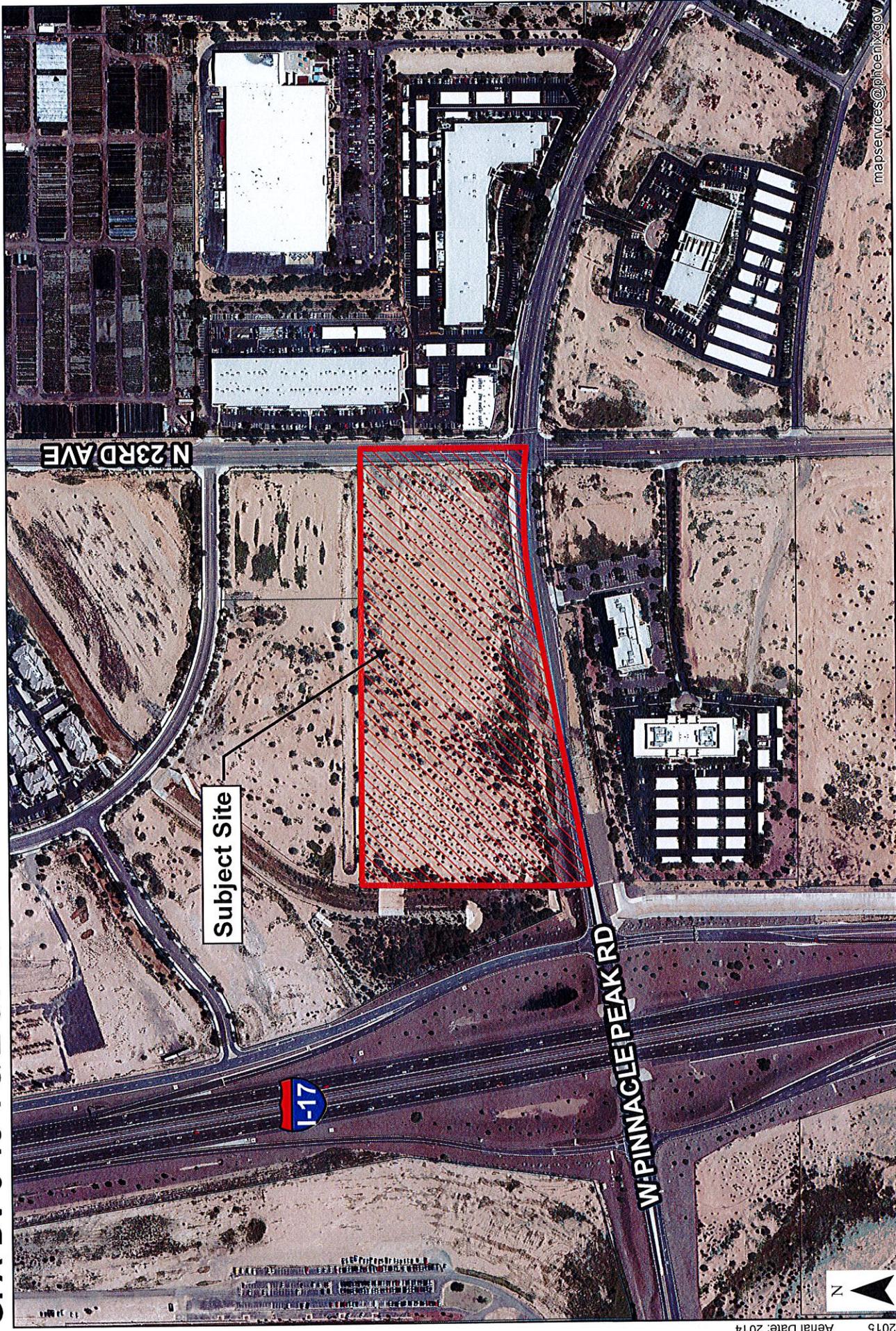
PROPOSED CHANGE:

Residential 5 to 10 du/acre (17.39 +/- Acres)

-  Proposed Change Area



GPA-DV-3-15-1 & Z-54-15-1



mapservices@phoenix.gov

