



**City of Phoenix**  
PLANNING & DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT  
STAFF ANALYSIS**  
February 9, 2021

<u>Application:</u>	GPA-DV-3-20-1
<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 7th Avenue and Pinnacle Peak Road
<u>Acreage:</u>	77.17 acres
<u>Current Plan Designation:</u>	Industrial (75.84 acres) and Public/Quasi-Public (1.33 acres)
<u>Requested Plan Designation:</u>	Mixed Use (Industrial / Commerce / Business Park) (77.17 acres)
<u>Reason for Requested Change:</u>	General Plan Land Use Map Amendment to change the land use designation to Mixed Use Industrial / (Commerce / Business Park) 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><a href="#">Deer Valley Village Planning Committee Date:</a></u>	February 11, 2021
<u>Staff Recommendation:</u>	Denial as filed, approval of 59.24 acres of Mixed Use (Industrial / Commerce / Business Park)

**FINDINGS:**

- 1) The land use change as recommended by staff will better position the site for

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

## **BACKGROUND**

The subject site 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 land that are positioned to provide maximum benefit to the Trust's Beneficiaries when auctioned. The subject site 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 site outlined in yellow. The Aviation Department is not supportive of the change to the city owned parcel. Staff is recommending removal of the city owned parcel from the GPA request.



**Figure 1: Aerial Map (Source: ASLD)**

With the goal of positioning the site for future investment, the ASLD and the City of

Phoenix are proposing to rezone the subject site in advance of its auction to a Planned Unit Development (PUD). The PUD is the subject of a companion rezoning case, Z-68-20-1. The PUD will permit both commerce park and industrial land uses throughout the property. The sites current General Plan Land Use Map designation only permits Industrial uses. This General Plan Amendment proposes a Mixed Use land use map designation of Commerce / Business Park / Industrial. There is a small strip of Public/Quasi-Public adjacent to the airport. This Mixed Use designation will allow commerce park and industrial land uses to locate on the site in compliance with the PUD's development standards. The submitted proposal included land belonging to the City of Phoenix Deer Valley Airport. This area is not currently able to be included as part of this request. Therefore, staff is recommending a denial as filed and a recommendation for approval with a reduction in the site boundary to exclude the City of Phoenix Deer Valley Airport property and only include the Arizona State Land Department area only. The proposed and staff recommended areas are shown below in Figure 2. Maps of the existing and staff recommended General Plan Land Use Map designations can be found in Exhibit 1 attached to this report.

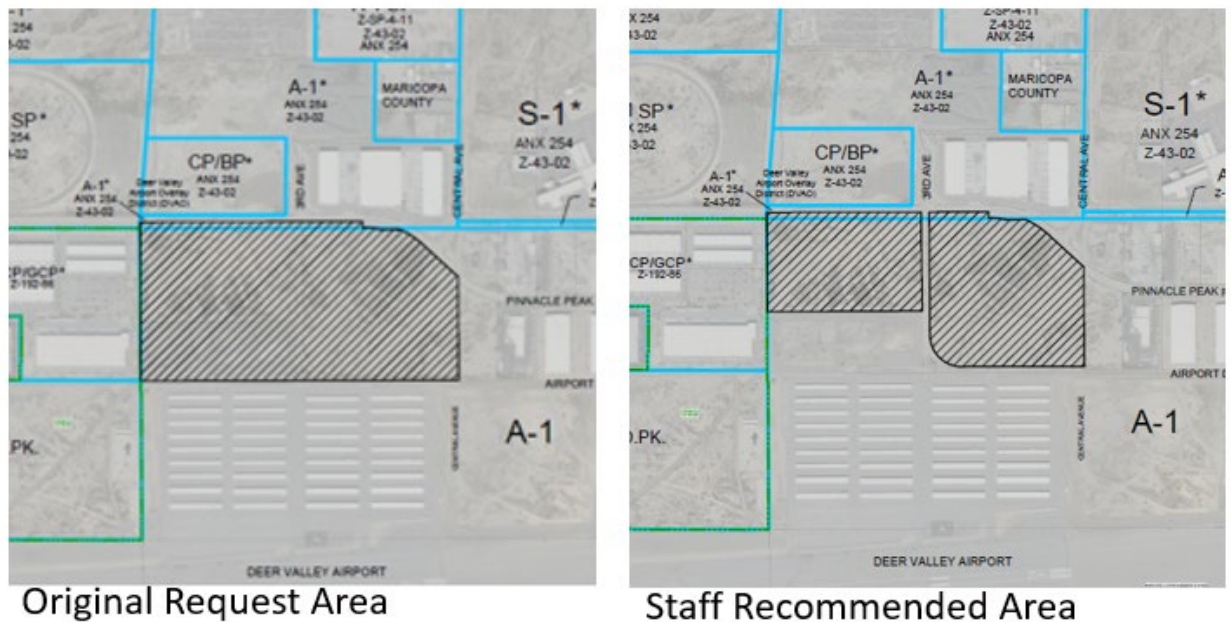


Figure 2: Source: City of Phoenix Planning and Development Department

**EXISTING CONDITIONS AND SURROUNDING LAND USES**

The subject site is generally flat and undeveloped. 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	Industrial	Vacant Land, Warehouse	A-1 DVAO

			and CP/BP DVAO
South	Public/Quasi-Public	Deer Valley Airport	A-1 DVAO
East	Industrial	Vacant Land	A-1 DVAO
West (Across 7th Avenue)	Industrial	Commerce Park and Fed Ex Distribution Center	S-1 SP DVAO, CP/GCP DVAO (Approved CP/GCP DVAO)

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

The proposed Mixed Use Land Use Map designation is compatible with the surrounding land uses and zoning. The site is abutting the Deer Valley Airport to the south. 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 close proximity to the airport. The proposed Mixed Use land use designation of Industrial / Commerce/Business Park maintains the integrity of this land use buffer and will ultimately support land uses and zoning on the subject site that will be compatible with the ongoing operations of the airport.

The site is also approximately 1.75 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 PPRINCIPLES**

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

- **Cores, 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 site that is surrounded by similar uses, is served by an arterial street (Pinnacle Peak Road) and is approximately 1.75 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 denial as filed and approval of 59.24 acres which excludes the City of Phoenix property. 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 map designation that will continue to support surrounding uses while maximizing the property's location in an Employment Center.

### **Writer**

David Simmons  
February 9, 2021

### **Exhibits**

Proposed Sketch Map (1 page)  
Sketch Map as recommended by staff (1 page)





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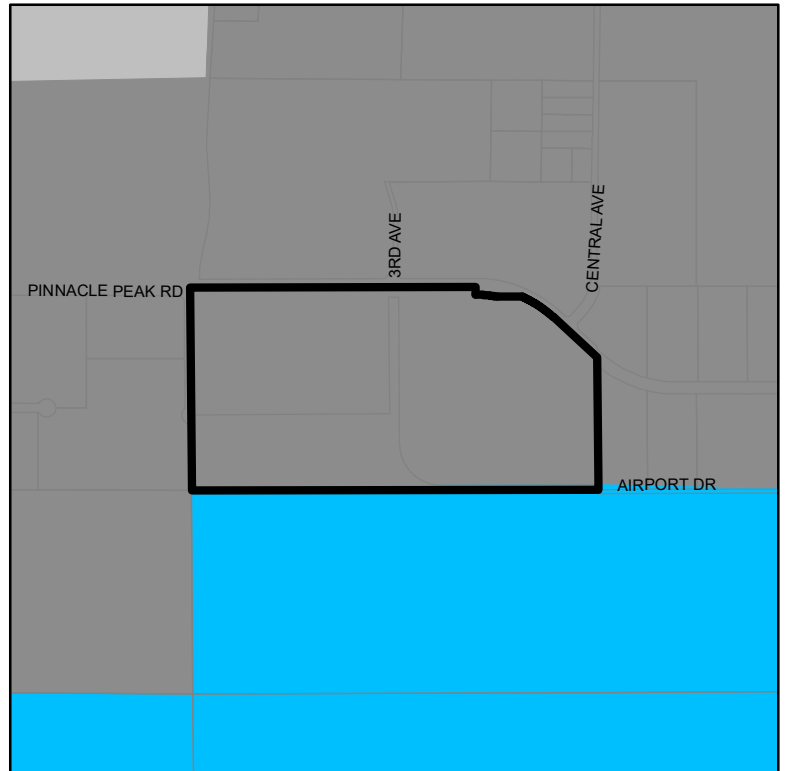
CITY OF PHOENIX ♦ PLANNING & DEVELOPMENT DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882

APPLICATION NO: GPA-DV-3-20-1	ACRES: 77.17 +/-
VILLAGE: Deer Valley	COUNCIL DISTRICT: 1
APPLICANT: City of Phoenix Planning and Development Department	

## EXISTING:



Industrial ( 75.84 +/- Acres)  
Public/Quasi-Public ( 1.33 +/- Acres)

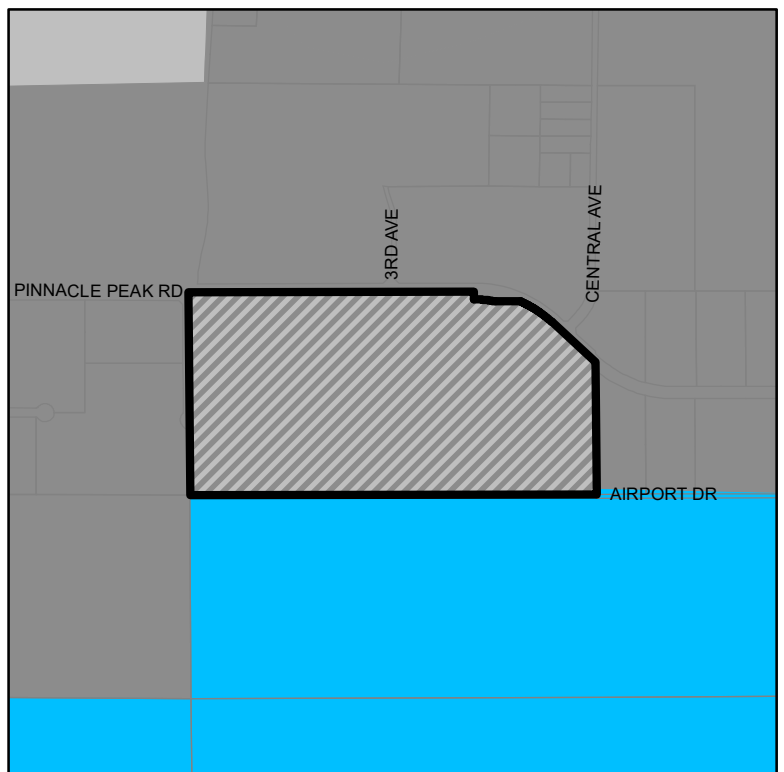
-  Proposed Change Area
-  Public/Quasi-Public
-  Commerce/Business Park
-  Industrial



## PROPOSED CHANGE (as Recommended by Staff):

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

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







# GENERAL PLAN AMENDMENT

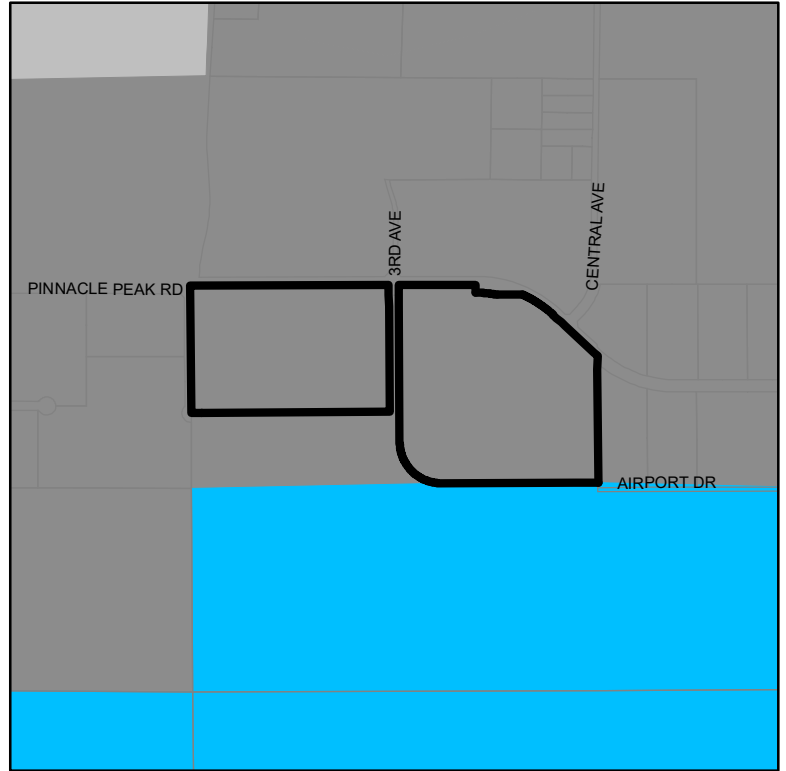
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VILLAGE: Deer Valley	COUNCIL DISTRICT: 1
APPLICANT: City of Phoenix Planning and Development Department	

## EXISTING:



Industrial ( 59.24 +/- Acres)

-  Proposed Change Area
-  Industrial
-  Commerce/Business Park
-  Public/Quasi-Public



## PROPOSED CHANGE:

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

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

