



**City of Phoenix**  
PLANNING & DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT  
STAFF ANALYSIS**  
July 12, 2021

<u>Application:</u>	GPA-EST-1-21-4
<u>Applicant:</u>	Charles Huellmantel, Huellmantel & Affiliates
<u>Owner:</u>	Eplex Realty, LLC
<u>Representative:</u>	Charles Huellmantel, Huellmantel & Affiliates
<u>Location:</u>	Southeast corner of 35th Avenue and Interstate 10
<u>Acreage:</u>	8.94 acres
<u>Current Plan Designation:</u>	Public/Quasi-Public
<u>Requested Plan Designation:</u>	Mixed Use
<u>Reason for Requested Change:</u>	Minor General Plan Amendment to change the designation to mixed-use to allow for commercial and multifamily uses.
<u><a href="#">Estrella Village Planning Committee Date:</a></u>	July 20, 2021
<u>Staff Recommendation:</u>	Approval

**FINDINGS:**

- 1) The companion rezoning case, Z-2-20-4, as stipulated, proposes commercial and multifamily on the site that is consistent in scale and character with land uses in the general area.
- 2) The Mixed Use land use designation requested is consistent with the proposed R-4A and C-2 zoning, as it allows commercial and residential land uses within a quarter-mile of two modes of high-capacity transit.

- 3) The subject site is in proximity to two planned high-capacity transit lines. Thus, a gradual increase in residential density from the existing land use designation is appropriate.

## **BACKGROUND**

The subject site is located on the southeast corner of 35th Avenue and Interstate 10 and was formerly utilized as a United States Navy recruitment center. The companion Rezoning Case No. Z-2-21-4 is requesting to rezone a portion of the subject site from R1-6 (Single-Family Residence District) and R-5 (Multifamily Residence District) to R-4A (Multifamily Residence District) and C-2 (Intermediate Commercial District) to allow a mix of residential and commercial uses. A multi-story multifamily residential development is proposed along the eastern portion of the site, while a fuel station and convenience store are proposed along the south portion of the site. A future commercial use is also proposed along this north portion of the property.

In 1999, the City of Phoenix approved the Estrella Village Plan which identified goals, objectives and strategies pertaining to growth, the village core, protection of residential neighborhoods, housing and employment, and urban design among other elements. This plan identified the land use designation of the subject site as Public/Quasi-Public, which include schools, churches, wastewater treatment plants, landfills, government complexes and utility facilities. The former use of the site, a United States Navy recruitment center, was consistent with this land use designation.

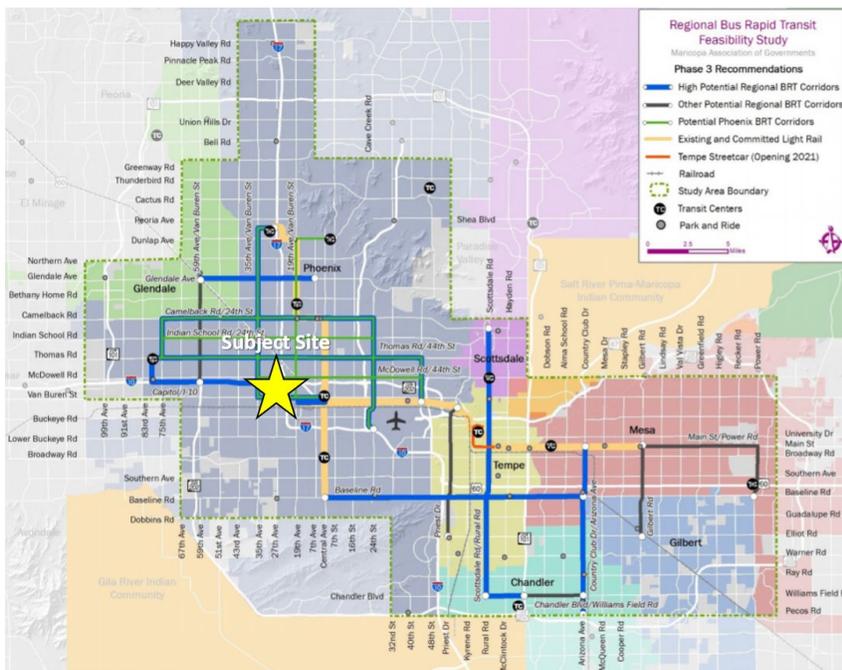
The proposed General Plan Land Use Map Amendment to Mixed Use, will allow a land use map designation that is consistent with the concurrent rezoning case, Z-2-21-4, which proposes residential and commercial uses on the site. The Mixed Use Land Use Map designation is appropriate at this location as it is located within a quarter-mile of the proposed Capitol/I-10 West mass-transit extension that will connect Downtown Phoenix with West Phoenix along a portion of the I-10 freeway. A secondary high-capacity transit mode, Bus Rapid Transit (BRT), will also be available within close proximity to the site. The Mixed Use land use designation allows for a mix of uses such as residential, service, basic commercial, general office, entertainment, and cultural functions. These mix of uses that can provide housing, shopping and employment opportunities in the same area and benefit the site's proximity to transportation corridors, I-10 and the future light rail corridor.

This land use map designation, as requested, would further diversify the land uses in this part of the Estrella Village in a manner consistent with development patterns based on the existing zoning and general plan land use map designations which include residential, commercial, open space and public/quasi-public categories.



Capitol/I-10 West Transit Map with Planning and Development Department annotations, Source: Valley Metro

As of the writing of this staff report, Valley Metro had determined a locally preferred high-capacity transit alignment approximately 0.1 miles north of the site. The Capitol/I-10 West high-capacity transit corridor will serve as a major transportation route in this part of the region, connecting the residents of this future development to employment, shopping, educational, and other opportunities in Downtown and West Phoenix.



MAG BRT Corridor Map with Planning and Development Department annotations, Source: Maricopa Association of Governments

Furthermore, as of the writing of this staff report, the City of Phoenix Transit Department and Citizen Transportation Commission had recommended that 35th Avenue/Van Buren Street route be approved as a BRT corridor. This high-capacity transit will serve to connect residents along 35th Avenue and Van Buren Street to employment, shopping, educational, and other opportunities in Downtown and North West Phoenix.

## SURROUNDING LAND USES

The proposed general plan land use map amendment is located in the northeast portion of the Estrella Village and is generally bounded by the Interstate 10 to the north, north of the Latham Street alignment to the south, 35th Avenue to the west and 34th Avenue to the east. North of the site, the General Plan Land Use Map designation is Transportation within the I-10 and Residential 3.5 to 5 dwelling units per acre within the Maryvale Village north of the freeway. A future proposed light rail station is envisioned at this intersection of 35th Avenue and I-10, as part of the Capitol/I-10 West light rail extension.



Existing General Plan Land Use Map designation, Source: Planning and Development Department

South of the subject site is Falcon Park, a city-owned and maintained park, designated as Parks or Open Space – Publicly Owned. This property is zoned R1-6 (Single-Family Residence District) and R-5 (Multifamily Residence District). Further south, across Roosevelt Street, is Carl Hayden High School, a public high school that is in the Phoenix Union High School District which is also zoned R1-6 and R-5.

West of the property, across 35th Avenue, is a fuel station and convenience store zoned C-3 (General Commercial District) and designated as Commercial on the General Plan Land Use Map. There are also single-family residences zoned R1-6 and R-2 (Multifamily Residence District) which are designated as Residential 3.5 to 5 dwelling units per acre.

East of the subject site, across 34th Avenue, the General Plan Land Use Map has designated properties as Residential 3.5 to 5 dwelling units per acre. These properties are established residential subdivisions which are zoned R1-6 (Single-Family Residence District).

## **RELATIONSHIP TO GENERAL PLAN CORE VALUES AND PRINCIPLES**

### **CONNECT PEOPLE AND PLACES**

- ***TRANSIT ORIENTED DEVELOPMENT; LAND USE PRINCIPLE: Develop land use and design regulations governing land close to transit centers and light rail stations, to maximize the potential for ridership***

Rezoning case Z-2-21-4, companion of this General Plan Amendment, proposes to develop a portion of the site as multifamily residential that will have pedestrian access to 35th Avenue in order to connect future residents of this community to transportation options including bus and future high-capacity transit stations along 35th Avenue. The proximity to transportation opportunities in the area will encourage the use of high-capacity transit and thus reduce vehicular trips.

- ***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 General Plan Land Use Map amendment and companion rezoning case will allow for a commercial and multifamily residential development to be established on the subject site. This will provide additional employment opportunities in the area and introduce a new housing type in an area that is predominantly single-family residential. This proposed amendment will locate a residential use near existing residential uses along 34th Avenue, and commercial development along an existing commercial corridor along 35th Avenue. This amendment will support an increase in intensity on the property within proximity to the I-10 freeway, 35th Avenue, and future high-capacity transit corridors that will help serve the increased density over the existing zoning by this development.

### **CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS**

- ***CERTAINTY AND CHARACTER: DESIGN PRINCIPLE: 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.***

As stipulated via companion Case No. Z-2-21-4, the proposed multifamily residential zoning will incorporate stipulations to prevent negative impacts on existing residential properties east of the site. These stipulations include an enhanced building setback and balcony limitations along 34th Avenue, building height limitations, and enhanced landscaping along the street frontage to help with screening of the site.

- ***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 proposed General Plan Amendment will further diversify the existing land use map designations in this part of the city by allowing a multifamily residential use in an area that currently does not have many housing options. The stipulations for case Z-2-21-4 incentivizes affordable housing on the site by allowing a greater building height. This will help to provide diverse housing opportunities within proximity to transit to allow a broader range of lifestyles in this area to both current and future residents.

## **CONCLUSION AND RECOMMENDATION**

The staff recommendation for GPA-EST-1-21-4 is to approve as filed, as **Mixed Use**. The proposed land use map designation is consistent in scale and character with existing land uses in the surrounding area. The subject site is in the general vicinity of future high-capacity transit and the I-10 freeway, part of a major transportation corridor for this part of the Phoenix Metropolitan region. The Mixed Use land use designation will allow for a mix of uses such as residential, service, basic commercial, general office, entertainment, and cultural functions that can be integrated to provide housing, shopping and employment opportunities in the same area. The companion rezoning case, Z-2-21-4, will provide compatibility and consistency with the land use pattern in the surrounding area, in addition to buffering the adjacent single-family zoned property to the east of 34th Avenue. Approval of the request will support the development of this underutilized site with uses that are compatible with the land use designations and zoning districts in the general area, while allowing for compatible uses within proximity of a future high-capacity transit station.

### **Writer**

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**Exhibits**

Sketch Maps (2 pages)