



City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT
STAFF ANALYSIS**
March 26, 2020

<u>Application:</u>	GPA-LV-3-19-8
<u>Owner:</u>	John Silva Farms LTD Partnership
<u>Applicant:</u>	Barnett Jacobs Real Estate, LLC
<u>Representative:</u>	Steve Bowser
<u>Location:</u>	Southwest corner of 43rd Avenue and Baseline Road
<u>Acreage:</u>	16.62 acres
<u>Current Plan Designation:</u>	Residential 2 to 3.5 dwelling units per acre (16.62 acres)
<u>Requested Plan Designation:</u>	Commercial (16.62 acres)
<u>Reason for Requested Change:</u>	Amend the General Plan Land Use Map to allow for a development with commercial land uses.
<u>Village Planning Committee Date:</u>	Laveen – April 13, 2020
<u>Staff Recommendation:</u>	Approval

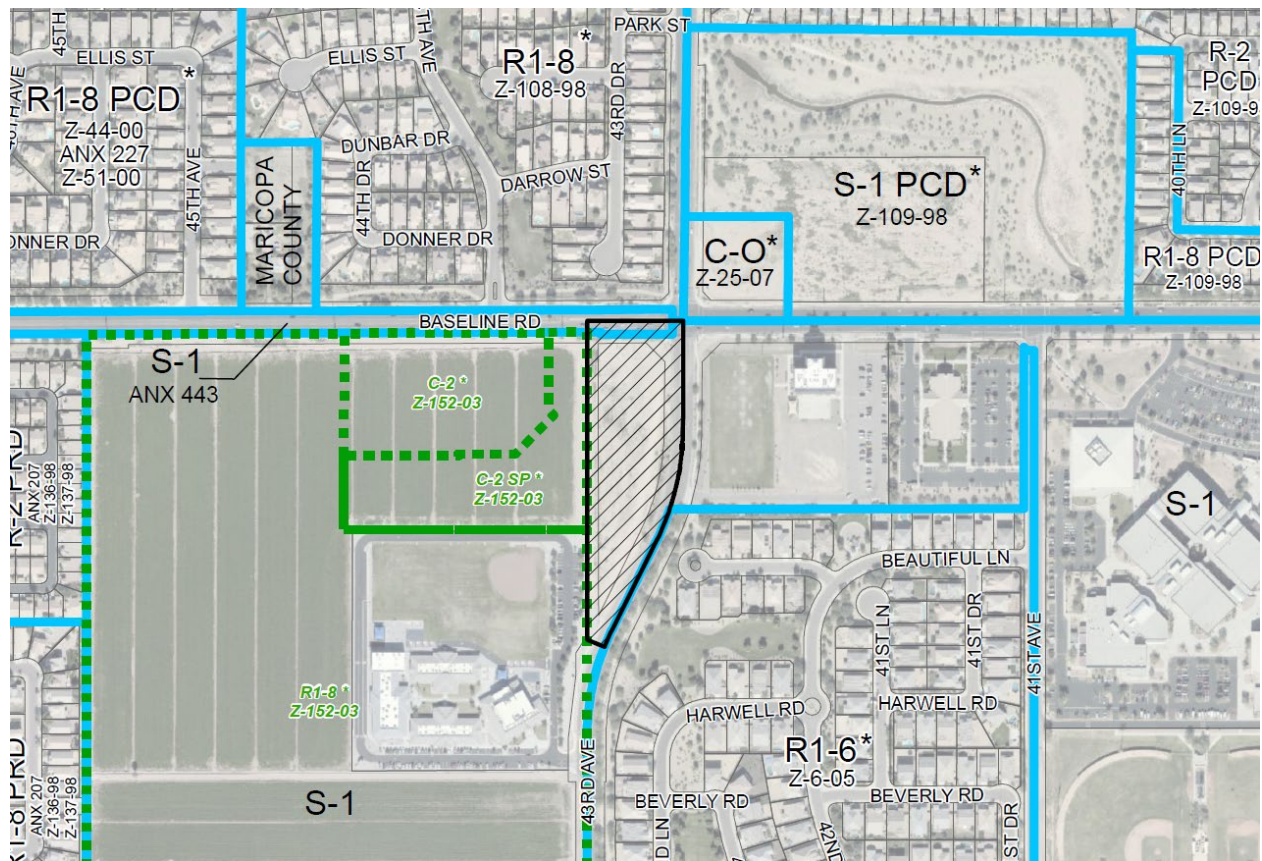
FINDINGS:

- 1) The companion rezoning case (Z-30-19-8) proposes approximately 4.87 acres of intermediate commercial at the southwest corner of 43rd Avenue and Baseline Road. The approximately 11.75-acre parcel directly adjacent to the west has approved C-2 zoning which is not consistent with the General Plan Land Use Map designation. Taken together, these two parcels require a general plan amendment to amend the Land Use designation to Commercial.
- 2) The proposal for commercial is appropriate given the site's location adjacent to a major arterial scenic drive.

- 3) The proposed land use designation will be compatible with the surrounding General Plan Land Use Map designations by providing a commercially-designated corner on a major arterial scenic drive to serve the surrounding residential neighborhoods.

BACKGROUND

The subject site is located at the southwest corner of 43rd Avenue and Baseline Road. Currently, the western portion of the site is agricultural land while the remainder on the east is a vacant lot.



Source: City of Phoenix Planning and Development Department

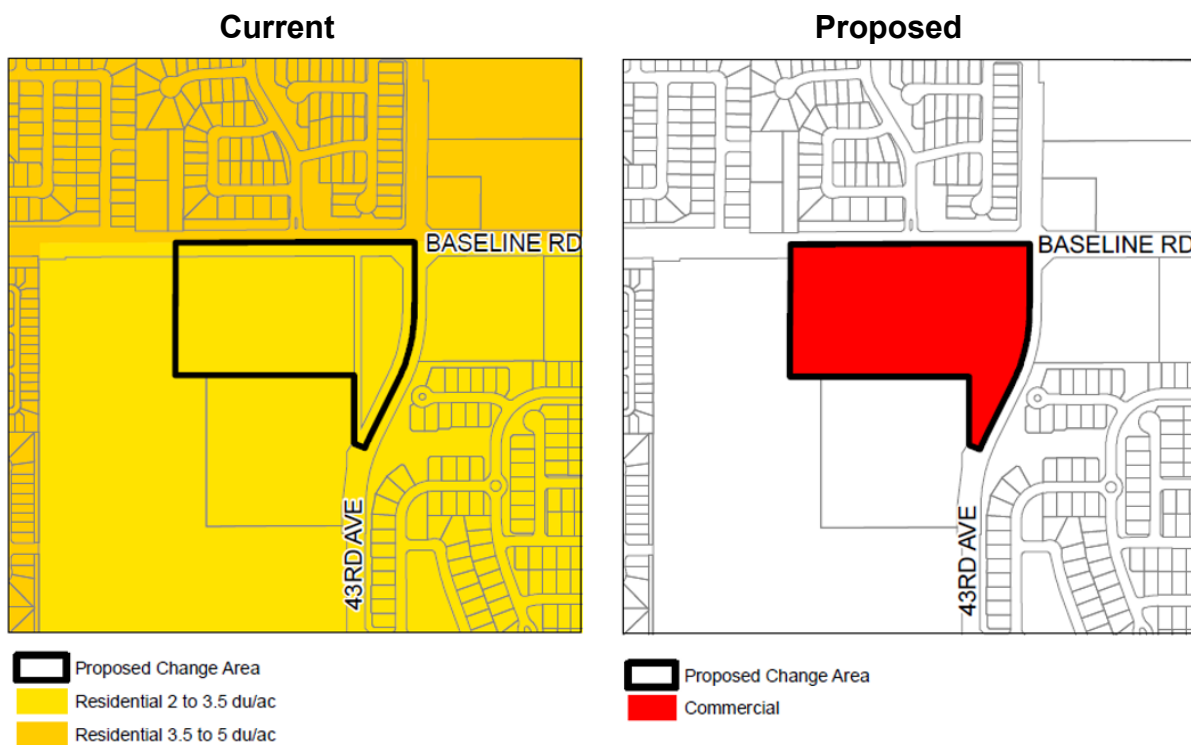
The General Plan Amendment will allow for commercial development. There is a companion rezoning request Rezoning Case No. Z-30-19-8 that proposes a drive-through restaurant on the corner of 43rd Avenue and Baseline Road and future commercial development on the southern portion of the parcel. The western parcel, which is currently farmland, was rezoned in 2003 through Rezoning Case No. Z-152-03 to C-2 (Intermediate Commercial District). The site has since remained as farmland and, in 2019, a developer applied for modifications to zoning stipulations for this site through the Planning Hearing Officer public hearing process to build a church campus. The stipulation modification request was approved by the City Council on September 18,

2019.

Although these are two separate zoning cases, the Phoenix General Plan has a provision which states that sites whose size exceeds 10 gross acres when combined with the acreage of all abutting zoning on the same side of the street, within no more than 150 feet from the subject site which is also not in conformance with the general plan, shall require a General Plan Amendment.

SURROUNDING LAND USES

The current General Plan Land Use Map Designation for the site is Residential 2 to 3.5 dwelling units per acre.



Source: City of Phoenix Planning and Development Department

South of the subject site, there is farmland and a single-family subdivision. These properties have the General Plan Land Use Designation of Residential 2 to 3.5 dwelling units per acre.

North of the subject site, the General Plan Land Use Map designation is Residential 3.5 to 5 dwelling units per acre.

West of the subject site, the General Plan Land Use Map designation of Residential 2 to 3.5 dwelling units per acre exists, encompassing further single-family residential subdivisions.

Directly to the east of the site is land designated as Residential 2 to 3.5 dwelling units per acre which is currently being used for a charter school site. Further to the east, along Baseline Road, there are General Plan Land Use Map designations of Public/Quasi- Public and Parks/Open- Space Public where a high school and a public park exist.

RELATIONSHIP TO GENERAL PLAN CORE VALUES AND PRINCIPLES

CONNECT PEOPLE AND PLACES CORE VALUE

- ***OPPORTUNITY SITES; LAND USE PRINCIPLE: Support reasonable levels of increased intensity, respectful of local conditions and surrounding neighborhoods.***

The proposed land use map designation will provide an area for commercial development on the southwest corner of 43rd Avenue and Baseline Road, which is at the intersection of a major arterial scenic drive and an arterial street, and serves as a connection to the newly constructed Loop 202 freeway to the west. The new designation will allow for new commercial development which will serve and support the neighboring residential and public areas.

CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE

- ***CERTAINTY & CHARACTER; DESIGN PRINCIPLE: Require appropriate transitions/buffers between neighborhoods and adjacent uses.***

As stipulated through the companion case Z-30-19-8, the development will provide enhanced landscaping within the required perimeter setbacks, which will buffer the proposed use from adjacent properties.

- ***DIVERSE NEIGHBORHOODS; LAND USE PRINCIPLE: Communities should consist of a mix of land uses to provide housing, shopping, dining and recreational options for residents.***

The proposed land use map designation will provide opportunities for new commercial development to take place along Baseline Road and serve existing residents of the area with new dining and recreational options, also adding variety to the mix of land uses present around this intersection.

CONCLUSION AND RECOMMENDATION

Staff recommends approval of GPA-LV-3-19-8. The approval of this request will update the General Plan Land Use Map designation to reflect the commercial zoning that has previously been approved on a portion of this site, in addition to the new proposed commercial zoning on the corner of 43rd Avenue and Baseline. A Commercial

designation at this location is an appropriate land use due to the site's location directly adjacent to a major arterial scenic drive and arterial street and will allow for new commercial development which will serve the existing residential communities surrounding the site and support nearby public places.

Writer

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March 26, 2020

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Exhibits

Sketch Map