



**City of Phoenix**  
PLANNING & DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT  
STAFF ANALYSIS**  
April 25, 2022

<u>Application:</u>	GPA-PV-4-21-2
<u>Applicant:</u>	Nick Wood, Esq., Snell & Wilmer, LLP
<u>Owner:</u>	Valwood Mesquite, LLC
<u>Representative:</u>	Nick Wood, Esq., Snell & Wilmer, LLP
<u>Location:</u>	Southwest corner of Kierland Boulevard and Marilyn Road
<u>Acreage:</u>	6.10 acres
<u>Current Plan Designation:</u>	Industrial (6.10 acres)
<u>Requested Plan Designation:</u>	Mixed Use (Commercial / Residential 15+ dwelling units per acre) (6.10 acres)
<u>Reason for Requested Change:</u>	Minor General Plan Amendment for a mix of commercial and residential 15+ dwelling units per acre
<a href="#"><u>Paradise Valley Village Planning Committee Date:</u></a>	May 2, 2022
<u>Staff Recommendation:</u>	Approval

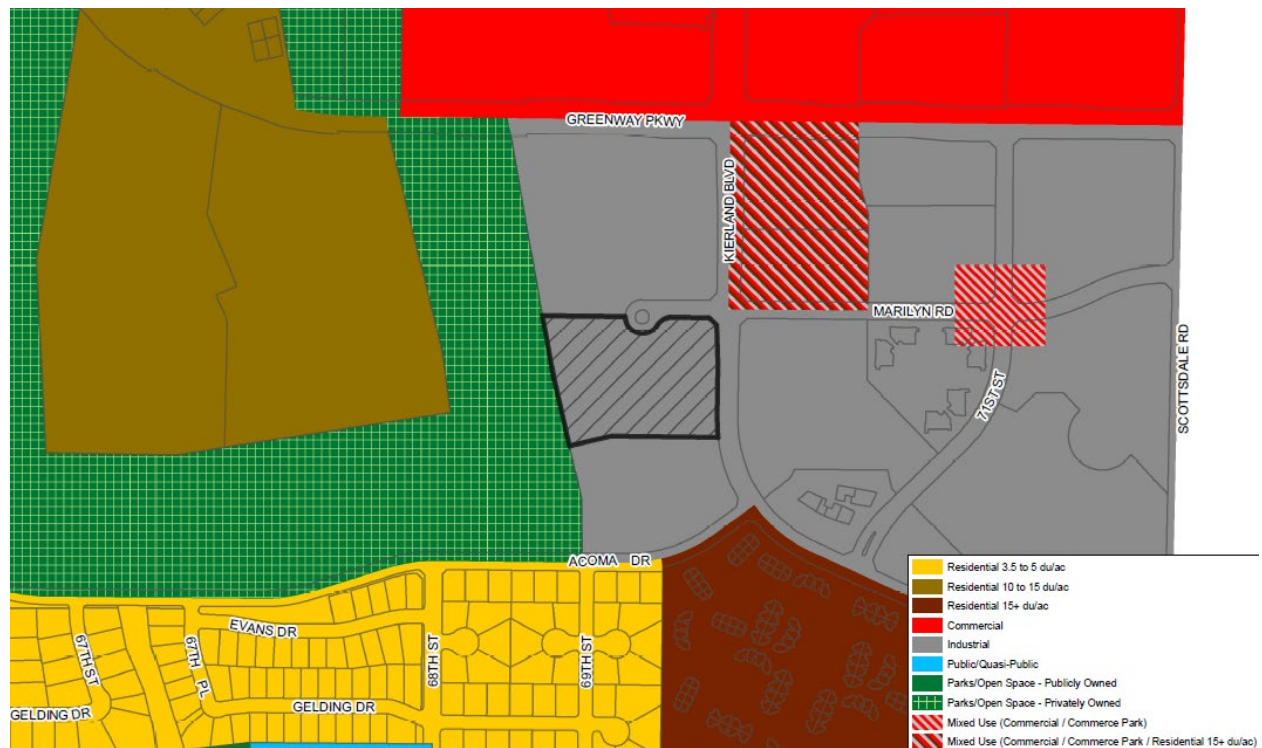
**FINDINGS:**

- 1) The companion rezoning case, Z-76-21-2, proposes development that is consistent in scale and character with land uses in the surrounding area to the north and west.
- 2) The Mixed Use (Commercial / Residential 15+ dwelling units per acre) land use designation will permit new zoning to be applied to the site that maximizes opportunities within the Paradise Valley Village.

- 3) The proposed land use designation provides consistency with the land use pattern of property in the immediate area, while allowing for the introduction of new uses that will complement the existing employment and commercial uses in the area.

## **BACKGROUND**

The subject site is located at the southwest corner of Kierland Boulevard and Marilyn Road and is occupied by one commercial office building and surface parking areas. The office building is located along the western portion of the site overlooking the Kierland golf course, while surface parking occupies the remainder of the site. The companion Rezoning Case No. Z-76-21-2 is a request to allow PUD zoning for multifamily residential and commercial uses on the entirety of the site.



General Plan Land Use Map, Source: City of Phoenix Planning and Development Department

Currently, the site has a General Plan Land Use Map designation of Industrial and the requested General Plan Land Use Map designation of Mixed Use (Commercial / Residential 15+ dwelling units per acre) which will allow for additional housing choices and commercial uses in the area. Recent development patterns suggest that there is a growing demand for housing choices and commercial plus employment uses in the Kierland area. The proposed General Plan Land Use Map change will allow for the continuation of these development trends across the greater Kierland area.

The requested Mixed Use designation will allow commercial and residential land uses to locate on the site in compliance with the companion PUD's development standards. Maps of the existing and proposed General Plan Land Use Map designations can be found attached to this report.

### **EXISTING CONDITIONS AND SURROUNDING LAND USES**

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

<b>Location</b>	<b>GP Land Use</b>	<b>Existing Land Uses</b>	<b>Zoning</b>
North (including across Marilyn Road)	Industrial	Commercial office	CP/GCP PCD
South	Industrial	Commercial office	CP/GCP PCD
East (across Kierland Boulevard)	Industrial	Commercial office	PUD
West	Parks/Open Space - Private	Golf course	GC PCD

The site is also approximately 0.1 mile south of Greenway Road and lies within the boundaries of the Maricopa Association of Governments designated Desert Ridge/Kierland Major Employment Center and is in close proximity to a City of Phoenix designated employment center. Providing additional housing options in close proximity to the nearby workforce will add to the sustainability of established office and commercial uses built around the Desert Ridge/Kierland Major Employment Center.

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

- **CONNECT PEOPLE AND PLACES CORE VALUE; 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.**

This request and the concurrent Icon Kierland PUD promotes redevelopment of the site by allowing for an increase in intensity at a scale compatible with surrounding properties and the Kierland area. The development is located in a mixed-use corridor where nearby properties are multifamily or commercial. The project site is also within a designated employment center. The concentration of people near employment uses promotes the sustainability of nearby commercial uses.

- **CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; 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 Land Use Map amendment will further diversify the existing land use map designations in this part of the city by allowing multifamily and commercial uses in a major employment center. This will help to provide diverse housing opportunities in this area to both current and future residents.

- **CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; 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.**

The companion PUD narrative incorporates standards that are compatible in scale and intensity with the surrounding area and properties adjacent to the site. The development is located in a mixed-use corridor where nearby properties are multifamily or commercial. Further, there are no existing single-family residential properties in close proximity that will be directly impacted by this development.

## **CONCLUSION AND RECOMMENDATION**

Staff recommends approval of GPA-PV-4-21-2 as filed. The request aligns with the goals and polices of the General Plan 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. This proposed Minor General Plan Amendment request is consistent with surrounding land uses and General Plan Land Use Map designations in the general area.

### **Writer**

Enrique Bojórquez Gaxiola  
April 25, 2022

### **Team Leader**

Racelle Escolar

### **Exhibits**

Sketch Maps (2 pages)








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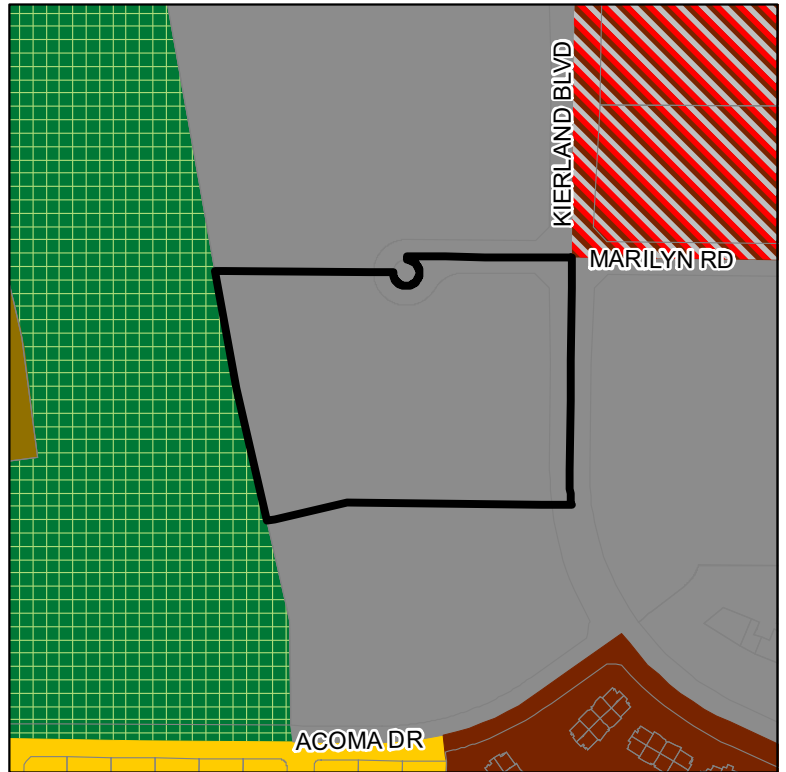
CITY OF PHOENIX ♦ PLANNING & DEVELOPMENT DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882

APPLICATION NO: GPA-PV-4-21-2	ACRES: 6.10 +/-	REVISION DATE:
VILLAGE: Paradise Valley	COUNCIL DISTRICT: 2	4/20/2022
APPLICANT: Snell & Wilmer, LLP		

## EXISTING:



Industrial ( 6.10 +/- Acres)

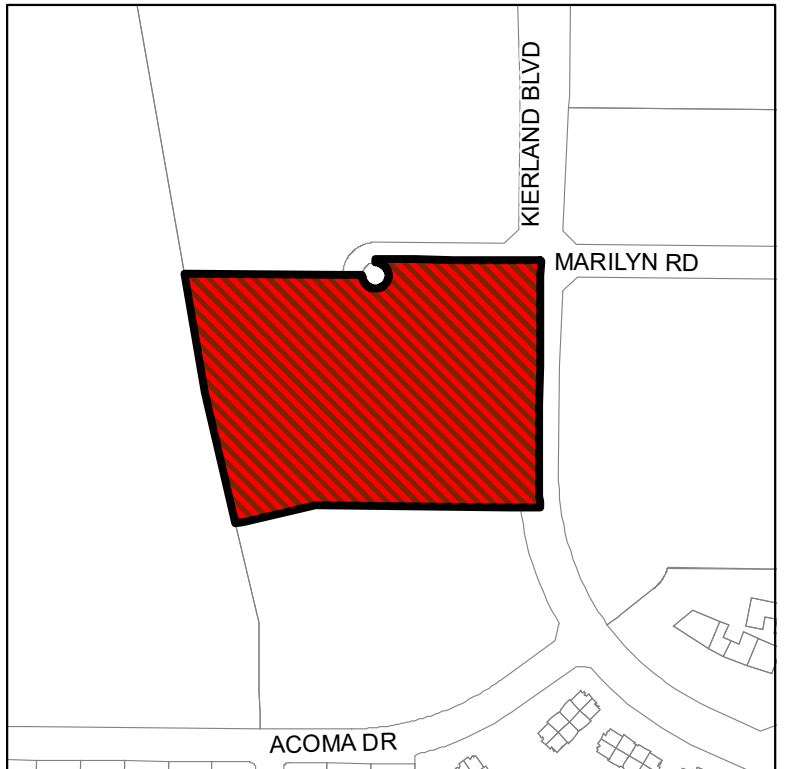
-  Proposed Change Area
-  Residential 3.5 to 5 du/ac
-  Residential 10 to 15 du/ac
-  Residential 15+ du/ac
-  Industrial
-  Parks/Open Space - Privately Owned
-  Mixed Use (Commercial / Commerce / Business Park / Residential 15+ du/ac)



## PROPOSED CHANGE:

Mixed Use (Commercial / Residential 15+ du/ac)  
( 6.10 +/- Acres)

-  Proposed Change Area
-  Mixed Use (Commercial / Residential 15+ du/ac)










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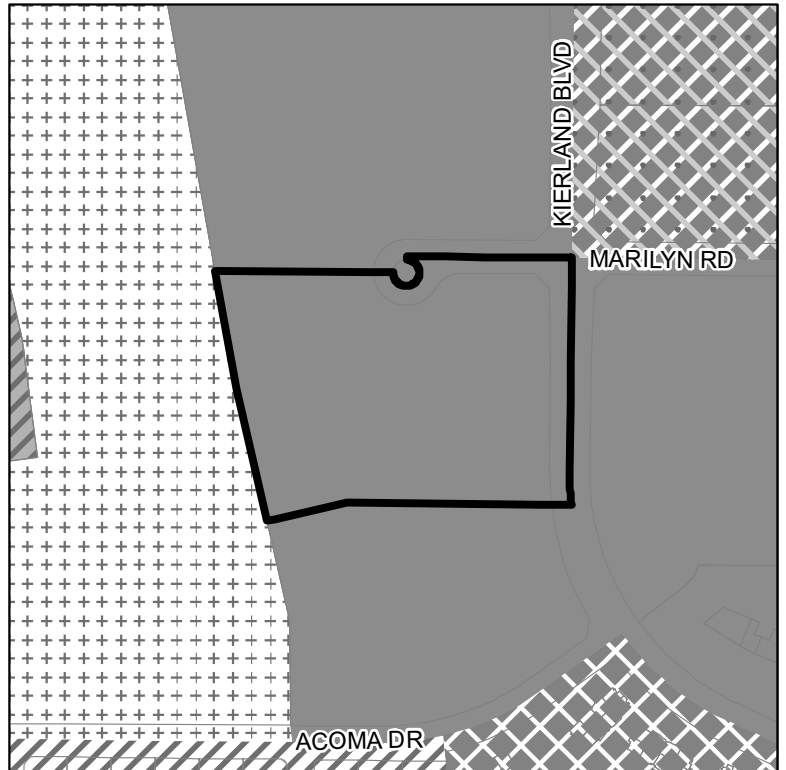
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APPLICATION NO: GPA-PV-4-21-2_BW	ACRES: 6.10 +/-	REVISION DATE:
VILLAGE: Paradise Valley	COUNCIL DISTRICT: 2	4/20/2022
APPLICANT: Snell & Wilmer, LLP		

## EXISTING:



Industrial ( 6.10 +/- Acres)

-  Proposed Change Area
-  Residential 3.5 to 5 du/acre
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