



**City of Phoenix**  
PLANNING & DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT  
STAFF ANALYSIS**  
August 15, 2023

<u>Application:</u>	GPA-AF-2-22-6
<u>Applicant/Representative:</u>	Bergin, Frakes, Smalley & Oberholtzer
<u>Owner:</u>	Kyrene Elementary School District 28
<u>Location:</u>	Approximately 1,300 feet north of the northeast corner of 50th Street and Chandler Boulevard
<u>Acreage:</u>	29.74 acres
<u>Current Plan Designation:</u>	<a href="#">Commerce/Business Park</a>
<u>Requested Plan Designation:</u>	<a href="#">Mixed Use (Industrial / Commerce/Business Park)</a>
<u>Reason for Requested Change:</u>	Amend the General Plan Land Use Map to allow for a hybrid of uses to combine commerce park with industrial
<a href="#">Ahwatukee Foothills Village Planning Committee Meeting</a>	
<u>Date:</u>	August 28, 2023
<u>Staff Recommendation:</u>	Approval

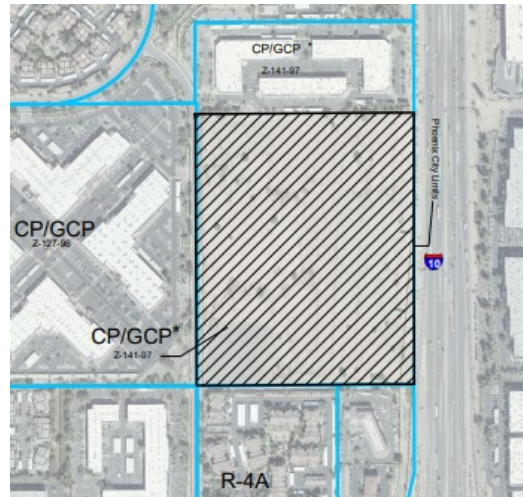
**FINDINGS:**

- 1) The companion rezoning case, Z-69-22-6, as stipulated, proposes development that is consistent in scale and character with land uses in the general area.
- 2) The proposed Mixed Use (Industrial / Commerce/Business Park) land use is appropriate in a designated Major Employment Center and will increase employment opportunities in the village.
- 3) The proposed Mixed Use (Industrial / Commerce/Business Park) land use designation will be consistent with the surrounding land use designations and zoning districts.

## **BACKGROUND**

The subject site is 29.74 acres located approximately 1,300 feet north of the northeast corner of 50th Street and Chandler Boulevard. The site consists of commerce park buildings, zoned CP/GCP (Commerce Park District/General Commerce Park Option). The existing General Plan Land Use Map designation is Commerce/Business Park.

GPA-AF-2-22-6 proposes a minor amendment to the General Plan Land Use Map to allow industrial and commerce park uses. The proposal is to modify the land use designation to Mixed Use (Industrial / Commerce/Business Park). The companion rezoning case, Z-69-22-6, Converge Logistics Center PUD proposes a commerce park and industrial development that is consistent with the proposed land use designation.



Aerial Zoning Map

Source: Planning and Development Department

## **SURROUNDING LAND USES**

### **NORTH**

North of the subject site are numerous commerce park uses including a fitness center, data center, and financing company zoned CP/GCP (Commerce Park District/General Commerce Park Option). This area is designated as Mixed Use (Commercial / Commerce/Business Park).

### **SOUTH**

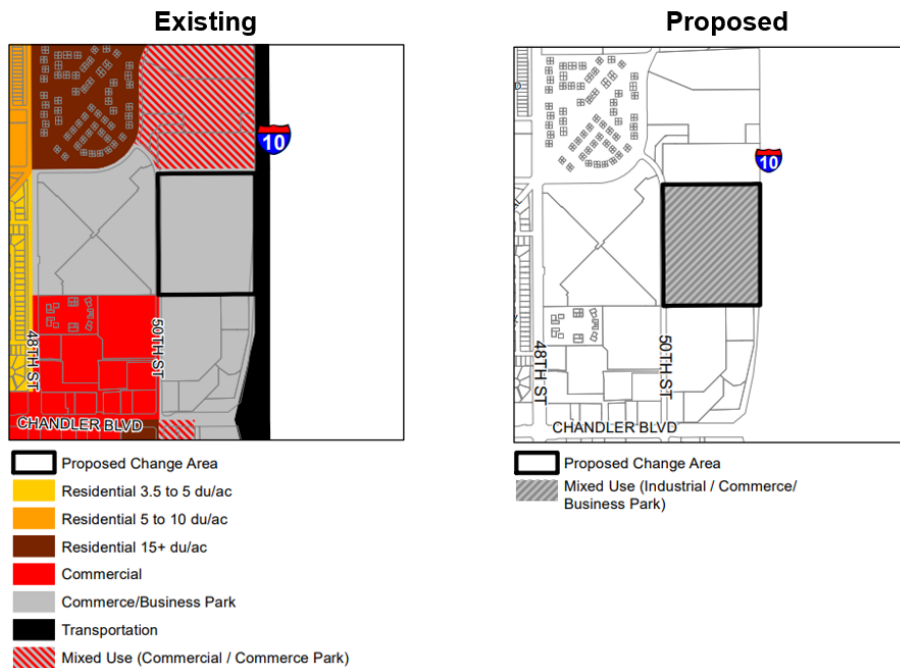
South of the subject site is a multifamily residential development zoned R-4A (Multifamily Residence District) and a hotel zoned CP/GCP. This area is designated as Commerce/Business Park.

### **EAST**

East of the subject site, across the I-10 freeway within the City of Chandler, are numerous uses including manufacturing, consulting-engineering firms, and an autoglass company zoned PAD (Planned Area Development). This area is designated as Employment land use designation in the City of Chandler.

## **WEST**

West of the subject site, across 50th Street, are numerous commerce park uses including interpretation services and distribution centers, zoned CP/GCP (Commerce Park District/General Commerce Park Option). This area is designated as Commerce/Business Park.



Existing and Proposed General Land Use Designation Maps  
Source: City of Phoenix Planning and Development Department

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

### **CONNECT PEOPLE AND PLACES CORE VALUE**

- **CORES, CENTERS & CORRIDORS CORE VALUE; LAND USE PRINCIPLE:**  
Locate land uses with the greatest height and most intense uses within village core, centers, and corridors based on village character, land use needs, and transportation system capacity.

The proposed land use designation of Mixed Use (Industrial / Commerce / Business Park) is consistent with the surrounding land uses established by previous cases. The accompanying rezoning request is appropriate for the location and is adjacent to the I-10 Freeway, a major transportation corridor.

### **STRENGTHEN OUT LOCAL ECONOMY CORE VALUE**

- **ENTREPRENEURS AND EMERGING ENTERPRISES; LAND USE**

**PRINCIPLE: Encourage land uses that promote the growth of entrepreneurs or new businesses in Phoenix in appropriate locations.**

This General Plan Amendment request, with the companion rezoning request, Z-69-22-6, will support a variety of industrial, commerce park, and employment uses within the Ahwatukee Foothills Employment Center and adjacent to the I-10 Freeway. The development will provide a place of businesses to operate and grow within the Ahwatukee Foothills Village.

**CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS**

- **SAFE NEIGHBORHOODS, TRAFFIC; LAND USE: Locate major traffic-generating land uses on major streets in areas planned for such uses, or near parkway and freeway access and transit centers or light rail transit stations, and avoid use of local streets.**

The proposed General Plan Land Use Map designation and companion rezoning case proposes employment uses adjacent to the I-10 Freeway, a major transportation corridor.

**CONCLUSION AND RECOMMENDATION**

Staff recommends approval of GPA-AF-2-22-6 as filed. The request aligns with the goals and policies in the General Plan. Along with the companion rezoning case, Z-69-22-6, the General Plan Amendment will allow for compatible land uses that will provide employment opportunities for the Ahwatukee Foothills community.

**Writer**

Nayeli Sanchez Luna  
August 15, 2023

**Team Leader**

Racelle Escolar

**Exhibits**

Sketch Maps (2 pages)









# GENERAL PLAN AMENDMENT

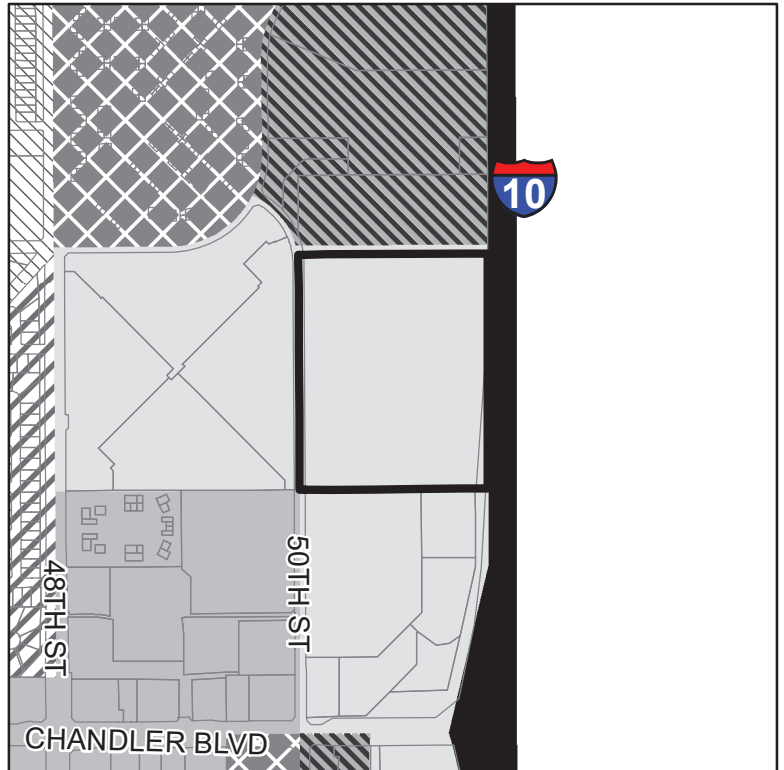
CITY OF PHOENIX ♦ PLANNING & DEVELOPMENT DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882

APPLICATION NO: GPA-AF-2-22-6_BW	ACRES: 29.74 +/-	REVISION DATE:
VILLAGE: Ahwatukee Foothills	COUNCIL DISTRICT: 6	
APPLICANT: Begin, Frakes, Smalley, & Oberholtzer		

## EXISTING:



Commerce / Business Park ( 29.74 +/- Acres)

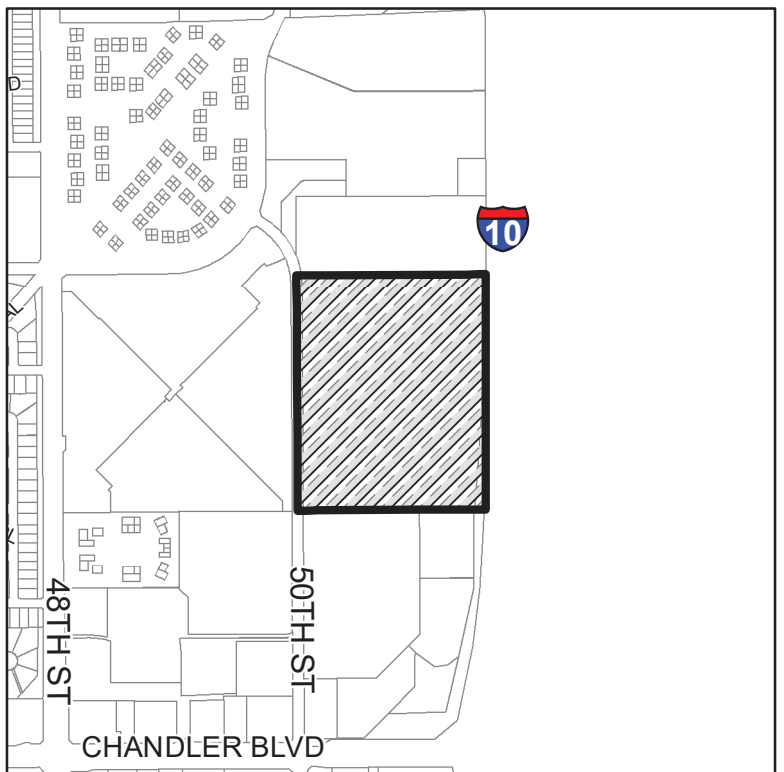
-  Proposed Change Area
-  Residential 3.5 to 5 du/acre
-  Residential 5 to 10 du/acre
-  Residential 15+ du/acre
-  Commercial
-  Commerce/Business Park
-  Transportation
-  Mixed Use (Commercial / Commerce Park)



## PROPOSED CHANGE:

Mixed Use (Industrial / Commerce / Business Park) ( 29.74 +/- Acres)

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











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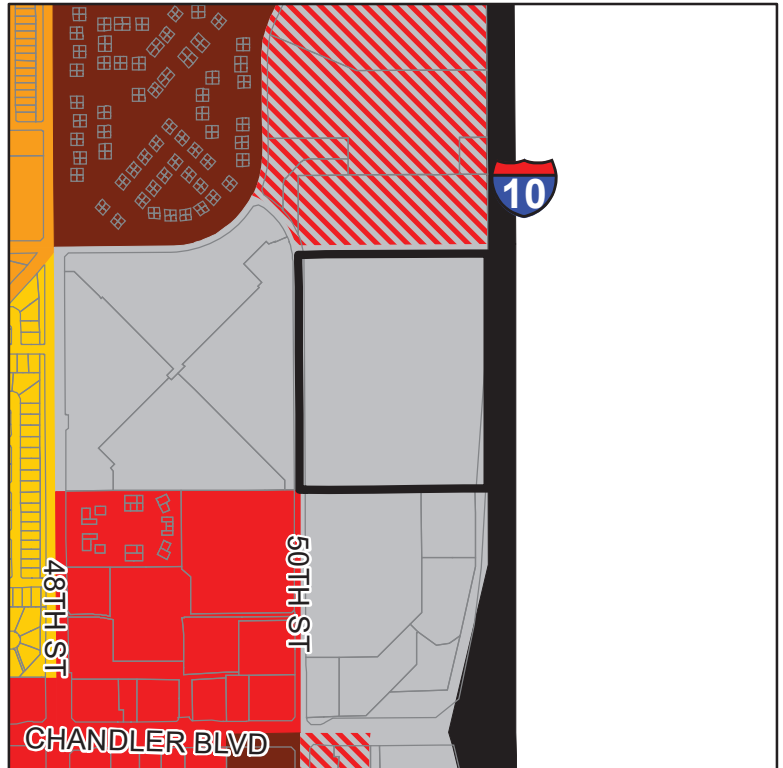
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