



City of Phoenix

PLANNING AND DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT
STAFF ANALYSIS**

Application: GPA-DV-1-14-2

Applicant: Andy Jochums (Beus Gilbert PLLC)

Location: Approximately 1,600 feet north of the northeast corner of Interstate 17 and Jomax Road.

Acreage: 36.62 acres

Current Plan Designation: Commerce Park/Business Park (29.57 acres)
Transportation (7.05 acres)

Requested Plan Designation: Mixed-Use (Residential 15+/, Commerce Park /Business Park) (29.57 acres), Transportation (7.05 acres)

Reason for Requested Change: Amend the General Plan Land Use Map to allow for a mix of commerce park and multifamily residential uses

Village Planning Committee Date: Deer Valley Village – October 16, 2014

Staff Recommendation: Approval

Findings:

- 1) The proposed General Plan Land Use Map designation of Mixed-Use (Residential 15+ and Commerce/Business Park) is compatible with the uses developed and planned in the vicinity of the property.
- 2) The request will not dramatically alter the desired land use pattern in the area.
- 3) Mixed-Use (Residential 15+ & Commerce Park/Business Park) is an appropriate land use accessible by a frontage road from the Interstate 17 freeway.

BACKGROUND

The subject site is located along the east side of Interstate 17 frontage road. This request would amend the existing General Plan Land Use Map designation from Commerce Park/Business Park and Transportation to Mixed-Use (Residential 15+ du/ac, Transportation, and Commerce Park/Business Park). Rezoning case Z-11-14-2,

a companion case to this one, is running concurrently and is a request to rezone the parcel to PUD to allow for a mix of uses including commerce park, multifamily residential, and off-premise advertising structures.

The subject site currently is partially developed. The northern portion of the property is generally vacant with some abandoned residential structures. The southern portion has been developed with a number of buildings and site improvements that were utilized for a wedding/banquet venue, a non-conforming use under the current zoning. The proposed PUD will allow for a wedding/banquet venue to re-open and will allow for additional uses that are currently not allowed within the existing Commerce Park zoning, such as multifamily residential.

RELATIONSHIP TO GENERAL PLAN GOALS AND POLICIES

NEIGHBORHOOD ELEMENT

- **GOAL 2: NEW DEVELOPMENT AND EXPANSION OR REDEVELOPMENT OF EXISTING DEVELOPMENT IN OR NEAR RESIDENTIAL AREAS SHOULD BE COMPATIBLE WITH EXISTING USES AND CONSISTENT WITH ADOPTED PLANS.**

Policy 3: 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 proposed development, via accompanying rezoning case Z-11-14-2, will be sensitive in scale and character to the surrounding neighborhoods and uses.

NEIGHBORHOOD ELEMENT

- **GOAL 1, POLICY 22: PROTECT AND ENHANCE THE CHARACTER OF EACH NEIGHBORHOOD AND ITS VARIOUS HOUSING LIFESTYLES THROUGH NEW DEVELOPMENT THAT IS COMPATIBLE IN SCALE, DESIGN AND APPEARANCE**

The proposed mixed use development is consistent with the zoning pattern to the north of the site along Interstate 17. Through rezoning case Z-11-14-2, building design and layout will be incorporated into future development to ensure compatibility with the adjacent area and Skunk Creek wash.

The proposed amendment has no significant effect on the following General Plan Elements:

BICYCLING RECREATION

**OPEN SPACE
GROWTH AREA
HOUSING ELEMENT
PUBLIC SERVICES AND FACILITIES
CONSERVATION, REHABILITATION AND REDEVELOPMENT
ENVIRONMENTAL PLANNING
NATURAL RESOURCES CONSERVATION
WATER RESOURCES
PUBLIC BUILDING
SAFETY
COST OF DEVELOPMENT**

CONCLUSION AND RECOMMENDATION

Staff recommends that the request be approved.

Approval of this General Plan Amendment will further the goals of the General Plan. Approval is consistent with the residential and commercial development patterns in the area.

September 23, 2014

Attachments:
Sketch Map
Aerial








GENERAL PLAN AMENDMENT

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

APPLICATION NO: GPA-DV-1-14-2	ACRES: 36.62 +/-
VILLAGE: Deer Valley	COUNCIL DISTRICT: 2
APPLICANT: Andy Jochums	

EXISTING:




Commerce/Business Park (29.57 +/- Acres)
 Transportation (7.05 +/- Acres)

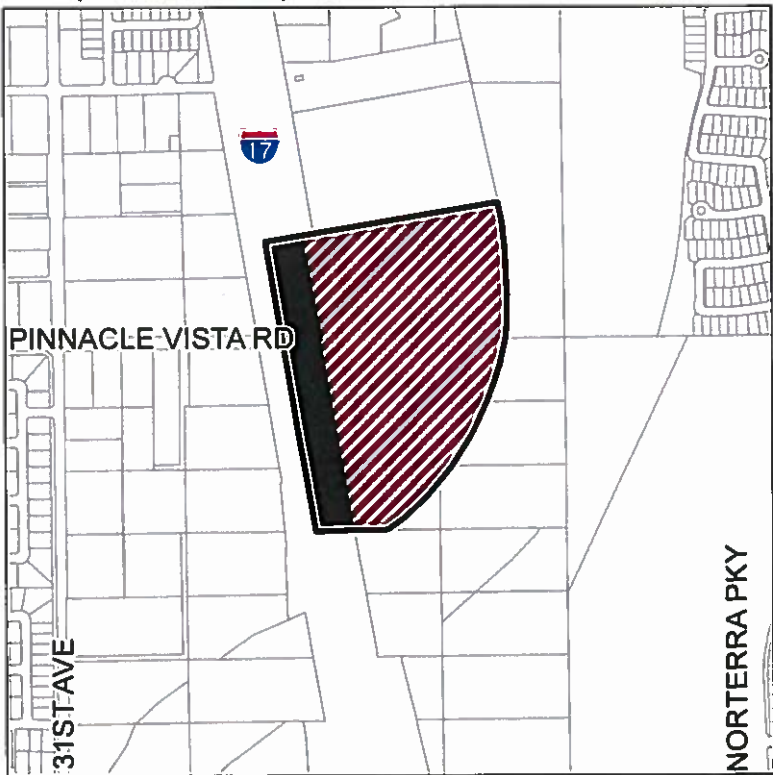
-  Proposed Change Area
-  Residential 2 to 5 du/acre
-  Residential 5 to 15 du/acre
-  Mixed Use Residential 15+ / Commerce/Business Park
-  Commerce / Business Park
-  Floodplain
-  Transportation



PROPOSED CHANGE:

Mixed Use Residential 15+/Commerce/Business Park (29.57 +/- Acres)
 Transportation (7.05 +/- Acres)

-  Proposed Change Area
-  Mixed Use Residential 15+/Commerce/Business Park
-  Transportation





The information provided on this map is based on record drawings submitted by others. Users of this information are cautioned that independent verification of actual conditions may be necessary.

Planning and Development

1 inch = 387.1 ft.
0 137.5 275 550 Feet

