



**City of Phoenix**  
PLANNING & DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT  
STAFF ANALYSIS**  
July 24, 2019

<u>Application:</u>	GPA-DV-1-19-1
<u>Applicant:</u>	Related Group
<u>Owner:</u>	William and Cynthia Cox
<u>Representative:</u>	Nick Wood, Snell and Wilmer, LLP
<u>Location:</u>	Southwest corner of 19th Avenue and Alameda Road
<u>Acreage:</u>	20.06 acres
<u>Current Plan Designation:</u>	<a href="#">Industrial</a>
<u>Requested Plan Designation:</u>	<a href="#">Residential 15+ dwelling units per acre</a>
<u>Reason for Requested Change:</u>	Amend the <a href="#">General Plan Land Use Map</a> from Industrial to Residential 15+ dwelling units per acre
<u>Village Planning Committee Date:</u>	Deer Valley – August 15, 2019
<u>Staff Recommendation:</u>	Approval

**FINDINGS:**

- 1) The subject site exceeds 10 acres, which requires a minor General Plan Amendment to the Land Use Map.
- 2) The companion rezoning case, Z-24-19-1, proposes development that is consistent in scale and character with land uses in the surrounding area to the north and west.
- 3) The proposed land use designation will be compatible with the General Plan Land Use Map designation to the west. The character of the area is changing

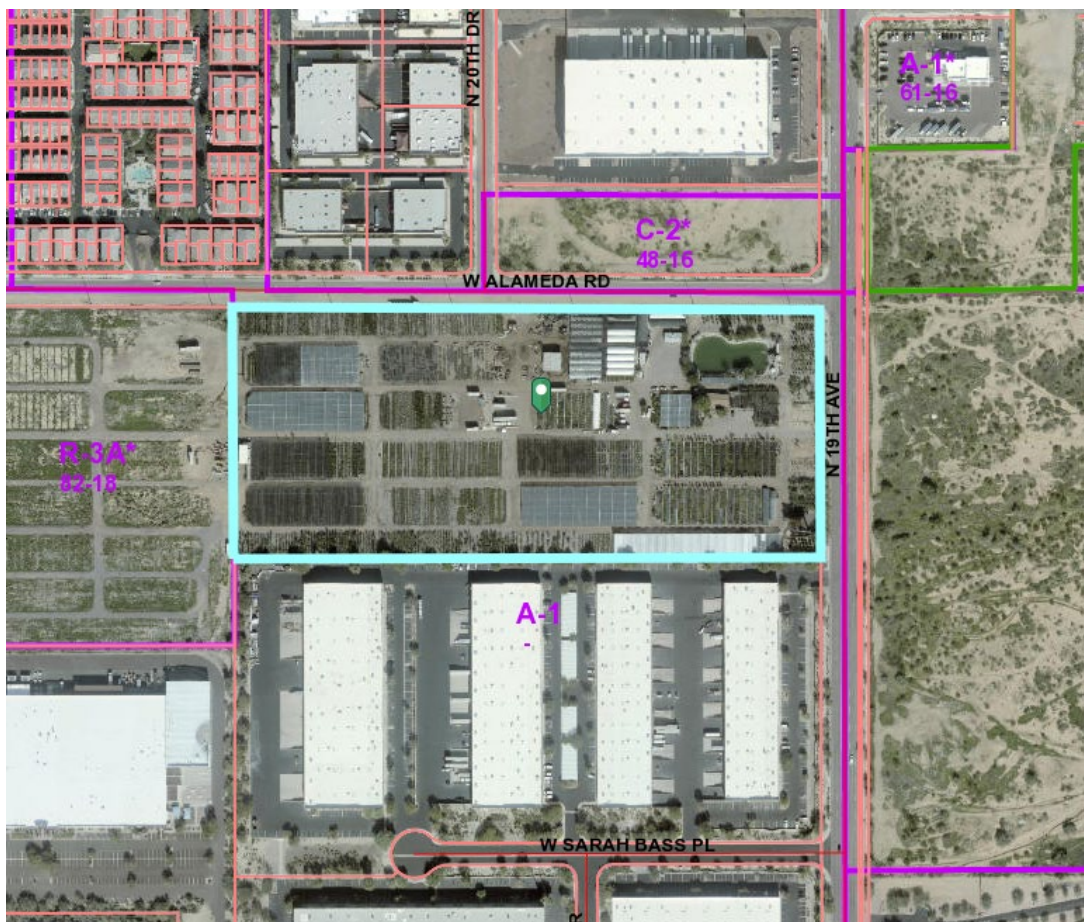
from industrial to multifamily residential along the Alameda Road corridor from 19th Avenue west to Black Canyon Highway.

## **BACKGROUND**

The subject site is located on the southwest corner of 19th Avenue and Alameda Road. The site is currently utilized for a tree and plant nursery. The companion Rezoning Case No. Z-24-19-1 is to request to allow R-3A zoning for multifamily residential.

The site is located in the Deer Valley Major Employment Center and will provide additional housing choices along the I-17 corridor.

Currently the site has a land use map designation of Industrial. This General Plan Amendment will allow for a land use map designation that is consistent with recent multifamily development to the north and west. Recent multifamily development suggests the Alameda corridor is evolving from strictly industrial uses.



Source: City of Phoenix Planning and Development Department

## **SURROUNDING LAND USES**

Northwest of the subject site is a large multifamily residential development zoned A-1 (Light Industrial) with a use permit to allow residential uses. The property is designated Industrial on the General Plan Land Use Map.

North of the site is a commerce park zoned CP/BP (Commerce Park/Business Park Option). The properties are designated Industrial on the General Plan Land Use Map. Also north of the site, toward to northeastern corner, is a vacant lot zoned C-2 (Intermediate Commercial).








South of the subject site are large warehouse buildings zoned A-1 and designated Industrial on the General Plan Land Use Map.

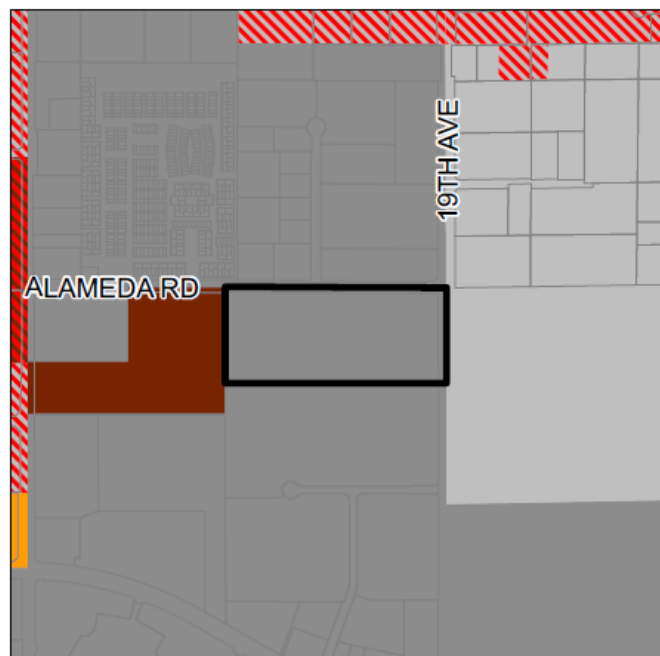
East of the subject site, across 19th Avenue, is vacant State Trust Land Zoned S-1 (Ranch or Farm Residence). The property is designated Commerce/Business Park on the General Plan Land Use Map.

West of the site is a vacant lot recently rezoned R-3A (Multifamily Residence District) through Rezoning Case No. Z-82-18-1 to allow a multifamily residential development. A General Plan Amendment, Case No. GPA-DV-2-18-1, was also recently approved for this site and is now designated Residential 15+ dwelling units per acre on the General Plan Land Use Map.

### **EXISTING:**

Industrial ( 20.06 +/- Acres)

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



Source: City of Phoenix Planning and Development Department

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

### **CONNECT PEOPLE AND PLACES**

- ***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 multifamily development will provide additional housing choices along the I-17 corridor within the Deer Valley Major Employment Center.

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

- ***CELEBRATE OUR DIVERSE COMMUNITIES & NEIGHBORHOODS; CLEAN NEIGHBORHOODS DESIGN: Protect and enhance the character of each neighborhood and its various housing lifestyles through new development that is compatible in scale, design, and appearance.***

As stipulated via companion Case No. Z-24-19-1, the proposed high density residential is compatible with existing development and land uses in the immediate area.

- ***CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; DIVERSE NEIGHBORHOODS; LAND USE PRINCIPLE: Within each village, designate residential land use in at least four of the seven residential categories and designate at least one of those categories to be for 10 to 15 or 15+ dwelling units per acre.***

The proposal would allow the development of an underutilized parcel. The addition of the residential land use map designation allows for a mixture of high density residential uses of 15+ dwelling units per acre in close proximity to an employment center.

## **CONCLUSION AND RECOMMENDATION**

The staff recommendation for GPA-DV-1-19-1 is to approve the request as filed. The proposed land use map designation is consistent in scale and character with existing land uses in the surrounding area. As stipulated, the companion rezoning case, Z-24-19-1, will provide compatibility and consistency with the land use pattern in the surrounding area. Approval of the request will support the development of this vacant property with uses that are compatible with the surrounding land use designations and zoning districts.

**Writer**

David Simmons  
July 24, 2019

**Team Leader**

Samantha Keating

**Exhibits**

Sketch Map








# GENERAL PLAN AMENDMENT

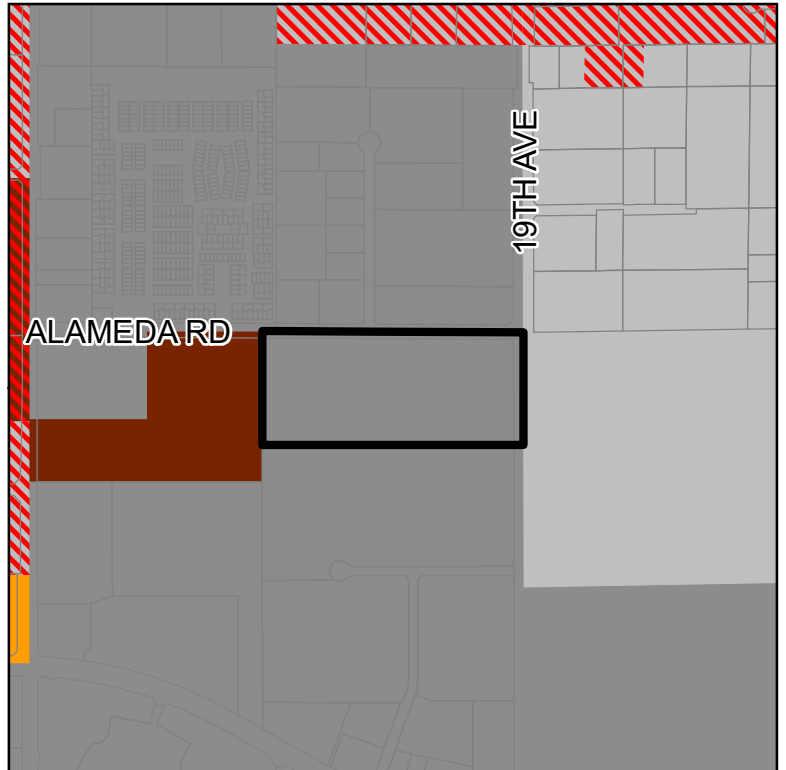
CITY OF PHOENIX ♦ PLANNING & DEVELOPMENT DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882

APPLICATION NO: GPA-DV-1-19-1	ACRES: 20.06 +/-
VILLAGE: Deer Valley	COUNCIL DISTRICT: 1
APPLICANT: Related Group	

## EXISTING:



Industrial ( 20.06 +/- Acres)

-  Proposed Change Area
-  Residential 5 to 10 du/ac
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-  Mixed Use (Commercial / 15+ du/ac)
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-  Industrial



## PROPOSED CHANGE:

Residential 15+ du/ac ( 20.06 +/- Acres)

-  Proposed Change Area
-  Residential 15+ du/ac

