



City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT
STAFF ANALYSIS**

April 6, 2021

<u>Application:</u>	GPA-DV-1-21-1
<u>Applicant:</u>	George Pasquel III, Withey Morris, PLC
<u>Owner:</u>	DV 20 AC Limited Liability Partnership
<u>Representative:</u>	George Pasquel III, Withey Morris, PLC
<u>Location:</u>	Southeast corner of I-17 and Pinnacle Peak Road
<u>Acreage:</u>	44.00 acres
<u>Current Plan Designation:</u>	Industrial (44.00 acres)
<u>Requested Plan Designation:</u>	Mixed Use (Commercial / Commerce Park/Business Park / Residential 5-10 / Residential 15+) (44.00 acres)
<u>Reason for Requested Change:</u>	Minor General Plan Amendment to a mix of Commercial, Commerce/Business Park, Residential 5 to 10, and Residential 15+ dwelling units per acre
<u>Deer Valley Village Planning Committee Date:</u>	April 8, 2021
<u>Staff Recommendation:</u>	Approval

FINDINGS:

- 1) The companion rezoning case, Z-3-21-1, proposes development that is consistent in scale and character with land uses in the surrounding area to the north and south.
- 2) The Mixed Use (Commercial/Commerce Park/Business Park/Residential 5-10 and Residential 15+ du/ac) land use designation will permit new zoning to be applied to the site that maximizes opportunities within the Deer Valley Major Employment Center.

- 3) The Mixed Use (Commercial / Commerce Park/Business Park / Residential 5-10 / Residential 15+) land use designation will establish compatible uses in close proximity to the Deer Valley Airport and surrounding properties.

BACKGROUND

The subject site is located on the southeast corner of Interstate 17 (I-17) and Pinnacle Peak Road. The site is occupied by a seven-story hotel and four-story office building, which have surface parking areas. These two buildings are located on the far northwestern portion of the site. The companion Rezoning Case No. Z-3-21-1 is a request to allow R-3 DVAO zoning for residential uses on the southern half of the site.

Currently the site has a land use map designation of Industrial. The requested land use map designation will allow for alternative housing choices in the area. Recent development suggests the I-17 corridor area north of Williams Drive is evolving from strictly commercial uses to a mixture of housing choices and commercial uses. The General Plan Land Use Map designation north of Williams Drive is Industrial. The proposed land use map change will serve as a continuation of the proposed land use designations to the north of the subject site. The area has seen increased request for investment for multi-family development north of Pinnacle Peak Road. Requested land use change is concentrated at the western edge of the Deer Valley Overlay to ensure proposed land uses are compatible with ongoing airport operations.



Aerial Map, Source: Withey Morris

Maps of the existing and proposed General Plan Land Use Map designations can be found attached to this report.

This General Plan Amendment proposes a Mixed Use land use map designation of Commercial / Commerce Park/Business Park / Residential 5-10 dwelling units per acre / Residential 15+ dwelling unit per acre. This Mixed Use designation will allow commercial, commerce park and residential land uses to locate on the site.

EXISTING CONDITIONS AND SURROUNDING LAND USES

The southern half of the subject site is generally flat and undeveloped. There are two existing commercial building on the northwest quadrant of the site. The table below (Figure 2) provides a summary of the surrounding General Plan (GP) Land Use Map designations, existing land uses and zoning.

Location	GP Land Use	Existing Land Uses	Zoning
North (across Pinnacle Peak Road)	Residential 5 to 10 dwelling units per acre	Multifamily Residential	R-2 DVAO
South	Industrial	Commercial office/vacant land/warehouse uses	A-1 DVAO and Industrial Park
East (across 23rd Avenue)	Industrial	Warehouse uses and vacant land	A-1 DVAO
West (Across I-17)	Industrial and Transportation	Vacant land	C-1 DVAO, RE-43 DVAO

Surrounding Land Use Designations, Land Use and Zoning

The site is adjacent to the Interstate 17 Freeway and falls within the boundaries of the Maricopa Association of Government’s Deer Valley Employment Center. This proximity to the Interstate 17 Freeway and location within an Employment Center reinforces the site’s capacity to support land uses associated with industry, employers and supportive housing. The proposed Mixed Use designation supports a mix of land uses that will maximize the area’s transportation infrastructure assets and will support the addition of more residential and employers to the area.

RELATIONSHIP TO GENERAL PLAN CORE VALUES AND PPRINCIPLES

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.

The proposed request supports by proposing multifamily residential that is 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 adjacent 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. The addition of the opportunity to add additional housing choices is consistent with the goals of the Housing Phoenix Plan.

BUILD THE SUSTAINABLE DESERT CITY CORE VALUE

The rezoning case proposes landscaping around all four sides of the building and courtyards. Detached sidewalks along 23rd Avenue framed with landscape strips will provide thermal comfort for pedestrians. The proposal also requires that a minimum of 75 percent of public pedestrian pathways be shaded.

CONCLUSION AND RECOMMENDATION

Staff recommends approval of GPA-DV-1-21-1 as filed. The request aligns with the goals and policies 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.

Writer

David Simmons
April 6, 2021

Exhibits

Sketch Map (1 page)



GENERAL PLAN AMENDMENT

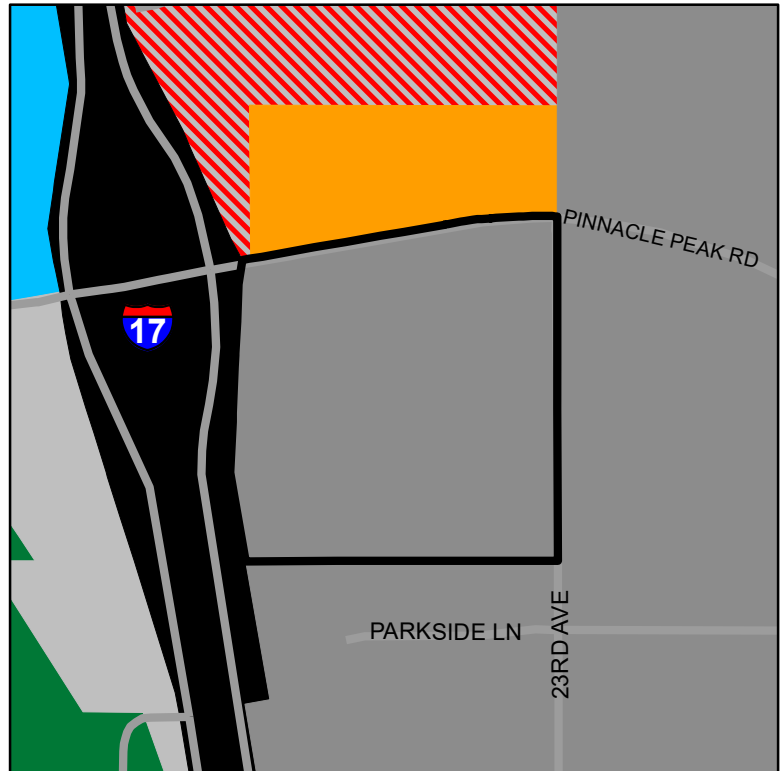
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APPLICATION NO: GPA-DV-1-21-1	ACRES: 44.00 +/-
VILLAGE: Deer Valley	COUNCIL DISTRICT: 1
APPLICANT: City of Phoenix Planning and Development Department	

EXISTING:



Industrial (44.00 +/- Acres)

-  Proposed Change Area
-  Residential 5 to 10 du/ac
-  Mixed Use (Commercial / Commerce Park)
-  Commerce/Business Park
-  Industrial
-  Parks/Open Space - Publicly Owned
-  Public/Quasi-Public
-  Transportation



PROPOSED CHANGE:

Mixed Use (Commercial/
Commerce Park/Business Park/
Residential 5 to 10/Residential 15+) (44.00 +/- Acres)

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

