



**City of Phoenix**  
PLANNING AND DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT  
STAFF ANALYSIS**

<u>Application:</u>	GPA-DV-2-14-2
<u>Applicant:</u>	Greg Cornell
<u>Location:</u>	Approximately 330 feet north of the northwest corner of Jomax Road and the 27th Avenue alignment.
<u>Acreage:</u>	9.98 acres
<u>Current Plan Designation:</u>	Residential 2.5 – 5 du/acre (9.98 acres)
<u>Requested Plan Designation:</u>	Residential 15+ du/acre (9.98 acres)
<u>Reason for Requested Change:</u>	Amend the General Plan Land Use Map to allow for a multifamily residential development
<u>Village Planning Committee Date:</u>	Deer Valley Village – November 20, 2014
<u>Staff Recommendation:</u>	Approval

Findings:

- 1) The proposed General Plan Land Use Map designation of Residential 15+ dwelling units per acre 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) Residential 15+ dwelling units per acre is an appropriate land use accessible by 27th Avenue from Jomax Road.

**BACKGROUND**

The subject site is located approximately 330 feet north of the northwest corner of Jomax Road and the 27th Avenue alignment. This request would amend the existing General Plan Land Use Map designation from Residential 2.5-5 du/ac to Residential 15+ du/ac. Rezoning case Z-110-14-2, a companion case to this one, is running concurrently and is a request to rezone the parcel to R-3A to allow for a multifamily residential development at a density of 16 dwelling units per acre.

The subject site currently has a single family home and accessory structures. The proposed rezoning will allow for a multifamily residential development with a total of 160 units. The apartment will consist of one and two bedroom units. The current zoning (S-1) and General Plan Land Use Map designation would only permit single family residential.

## **RELATIONSHIP TO GENERAL PLAN GOALS AND POLICIES**

### **HOUSING ELEMENT**

- **GOAL 1: HOUSING CHOICE: A DIVERSE CHOICE OF HOUSING SHOULD BE PROVIDED IN ALL VILLAGES OF THE CITY TO MEET THE NEEDS OF ALL HOUSEHOLDS.**

The proposal will transform the underutilized subject site into a multifamily residential development that will add diversity to the housing stock in the Village via the accompanying rezoning case Z-110-14-2.

### **LAND USE ELEMENT**

- **GOAL 2: EMPLOYMENT AND POPULATION BALANCE: DEVELOPMENT OF EACH VILLAGE'S POTENTIAL SHOULD BE ENCOURAGED BY DISTRIBUTING A DIVERSITY OF EMPLOYMENT AND HOUSING IN A WAY THAT ACHIEVES A BALANCED CITYWIDE PLAN AND THAT IS CONSISTENT WITH COMMUTE TRAVEL PATTERNS AND THE CURRENT CHARACTER OF EACH DEVELOPED VILLAGE.**

The area surrounding the subject site predominantly consists of single family detached homes. To the southeast of the site are the Shops at Norterra and the USAA campus. The proposed development will provide an additional housing option for residents to live and work in the same village.

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.

October 14, 2014

Attachments:  
Sketch Map  
Aerial








# GENERAL PLAN AMENDMENT

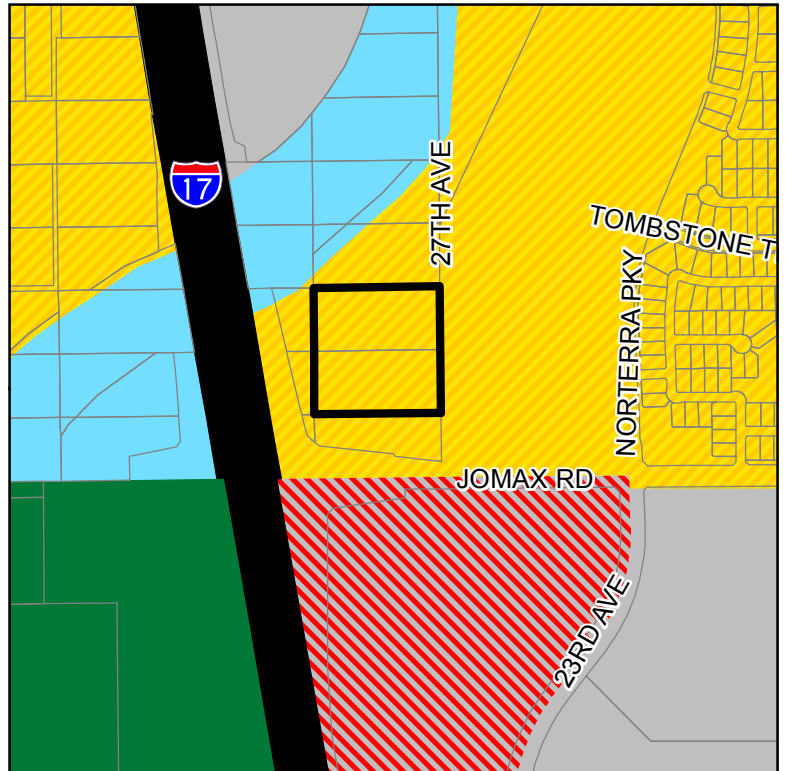
CITY OF PHOENIX ♦ PLANNING DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882

APPLICATION NO: GPA-DV-2-14-2	ACRES: 9.98 +/-
VILLAGE: Deer Valley	COUNCIL DISTRICT: 2
APPLICANT: Greg Cornell	

## EXISTING:



Residential 2 to 5 du/acre (9.98 +/- Acres)

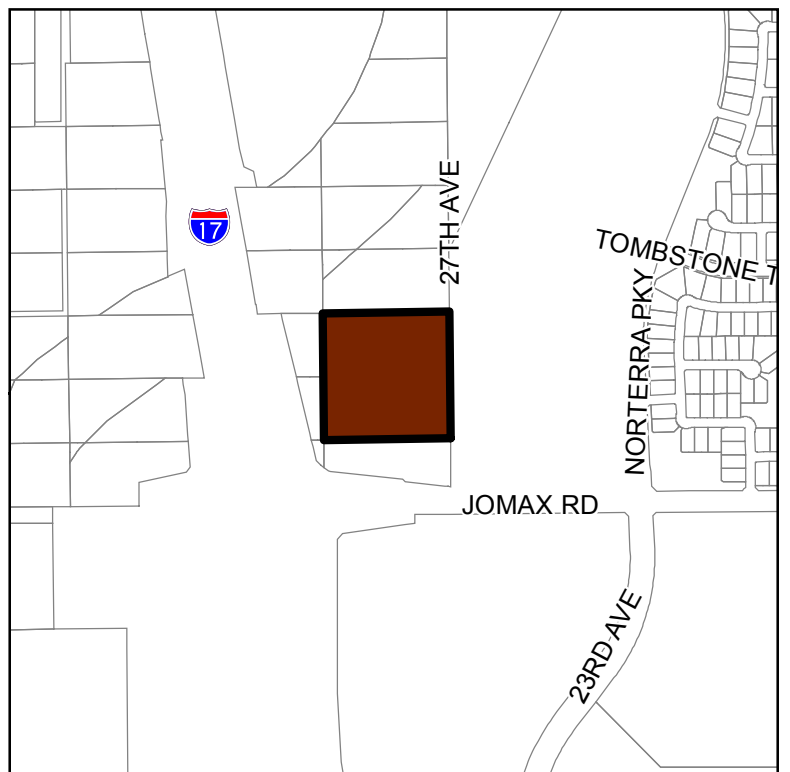
-  Proposed Change Area
-  Residential 2 to 5 du/acre
-  Mixed Use (Commercial / Commerce Park)
-  Commerce / Business Park
-  Floodplain
-  Parks/Open Space - Publicly Owned
-  Transportation



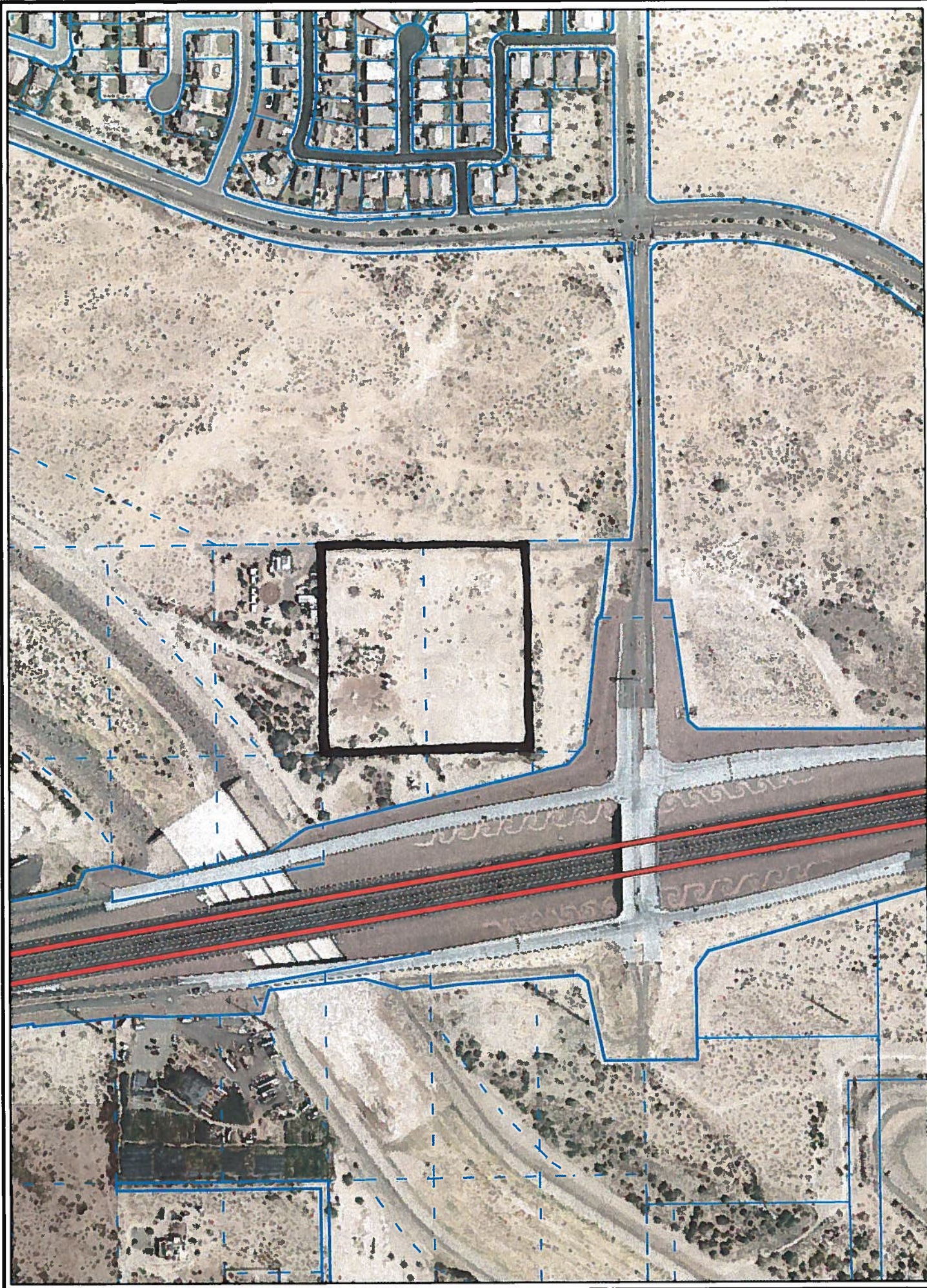
## PROPOSED CHANGE:

Residential 15+ du/acre (9.98 +/- Acres)

-  Proposed Change Area
-  Residential 15+ du/acre









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

 City of Phoenix

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1 inch = 387.1 ft.  
0 135 270 540 Feet