



City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

***REVISED
GENERAL PLAN AMENDMENT
STAFF ANALYSIS
August 10, 2015**

Application: GPA-DV-2-15-3

Applicant: Ed Bull, Burch & Cracchiolo, P.A.

Location: Northwest corner of 12th Street and Bell Road

Acreage: 34.32 acres

Current Plan Designation: Industrial (34.32 acres)

Requested Plan Designation: Commercial (8 acres)
Residential 5-10 / 10-15 / 15+ du/acre (26.32 acres)

Reason for Requested Change: Amend the General Plan Land Use Map to allow for commercial and residential development

Village Planning Committee Date: *Deer Valley Village - ~~July 16, 2015~~ August 20, 2015

Staff Recommendation: Approval

Findings:

- 1) The proposed General Plan Land Use Map designation of Commercial (8 acres) and Residential 5-10 / 10-15 / 15+ du/acre (26.32 acres) is compatible with the uses developed and planned in the vicinity of the property.
- 2) The proposed General Plan Amendment is a good opportunity to remove a land use that is no longer compatible with the development pattern in the area. The requested General Plan Amendment and uses is compatible with the surrounding area and will provide a good transition to surrounding General Plan Land Use Map designations and uses.
- 3) The request will alter the land use pattern in the area in a positive manner, allowing for the opportunity for more general commercial retail and services, as well as additional diverse housing options.

BACKGROUND

The subject site is located at the northwest corner of 12th Street and Bell Road. The site is surrounded by a wireless communication facility, an APS facility, and a city park

(Turtle Rock Park) to the north, 12th Street to the east, Bell Road to the south, and 9th Street to the west. This request would amend the existing General Plan Land Use Map designation from Industrial to Residential 5-10 du/acre / Residential 10-15 du/acre / Residential 15 + du/acre. Rezoning case Z-14-15-3 is the companion case and is running concurrently with this General Plan Amendment request. The companion case is a request to rezone the subject site to R-2, R-3A, R-4A and C-2 to allow for a mixed-use development, including single-family residential, multifamily residential (apartments and condominiums), and commercial.

The subject site was previously used for an industrial/commerce park type use. There are currently vacant buildings on the site. The site is surrounded by the following General Plan Land Use Map designations and uses:

**GENERAL PLAN LAND USE MAP
DESIGNATION**

USE

North

Industrial

Wireless Communication Facility, APS Facility, and City Park (Turtle Rock Park)

East

Industrial

Condominiums

South

Commercial

Commercial

West

Commercial, Residential 15+

Apartments

RELATIONSHIP TO GENERAL PLAN GOALS AND POLICIES

LAND USE

- GOAL 1: URBAN FORM: GROWTH SHOULD BE STRUCTURED INTO A SERIES OF URBAN VILLAGES CHARACTERIZED BY THE FIVE COMPONENTS OF THE URBAN VILLAGE MODEL: CORE, NEIGHBORHOODS, COMMUNITY SERVICE AREAS, REGIONAL SERVICE AREAS, AND OPEN SPACE.

The proposed amendment supports the urban village model by providing additional uses that suitably integrate into one of the Deer Valley Village's neighborhood and community service areas.

- GOAL 4: MIXED LAND USE DEVELOPMENT: MIXED LAND USE PATTERNS SHOULD BE DEVELOPED WITHIN URBAN VILLAGES AND AT SMALLER SCALES TO MINIMIZE THE NUMBER AND LENGTH OF TRIPS.

The proposed amendment allows for a mixed-use development and opportunity for convenient pedestrian connectivity between the residential and commercial portions of the proposed development.

- GOAL 9: DIVERSE HOUSING MIX: A RANGE OF HOUSING CHOICES, DENSITIES, AND PRICES IN EACH VILLAGE SHOULD BE ENCOURAGED: POLICY 1: PROVIDE RESIDENTS AN OPPORTUNITY TO LIVE AND WORK IN THE VILLAGE OF THEIR CHOICE BY OFFERING A VARIETY OF HOUSING, SUCH AS APARTMENTS, TOWNHOUSES, SINGLE-FAMILY DETACHED HOMES, ACCESSORY UNITS, AND MOBILE HOMES, TO RESPOND TO CHANGING FAMILY SIZE, HEALTH OR INCOME.

The proposed amendment allows for the opportunity for a variety of housing and density options, including single-family homes and multifamily apartments or condominiums.

CIRCULATION ELEMENT

- GOAL 4: PEDESTRIAN AND BICYCLE CIRCULATION: FACILITIES FOR THE BICYCLE RIDER AND PEDESTRIAN SHOULD BE DEVELOPED AND DESIGNED IN A MANNER THAT INCREASES THE PROPORTION OF SHORT TRIPS AND SOCIAL AND RECREATIONAL TRIPS TAKEN BY RIDERS AND PEDESTRIANS.

The proposed amendment allows for the opportunity for a mixed-use development with pedestrian pathways to connect residential uses to commercial and recreational uses.

HOUSING ELEMENT

- GOAL 2: HOUSING CHOICE: A DIVERSE CHOICE OF HOUSING SHOULD BE PROVIDED IN ALL VILLAGES OF THE CITY TO MEET THE NEEDS OF ALL HOUSEHOLDS.

The proposed amendment allows for a variety of housing and density options, ranging from 5 to 15+ dwelling units per gross acre.

NEIGHBORHOOD ELEMENT

- GOAL 2: COMPATIBLE NEIGHBORHOOD DEVELOPMENT: 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 subject site is located in an area with established multifamily residential developments, a city park to the north (Turtle Rock Park), and a single-family residential development to the northeast. The proposed amendment is compatible with the existing neighborhood and provides a good transition from the surrounding residential uses and provides the commercial use off of a major

arterial street.

CONSERVATION, REHABILITATION, & REDEVELOPMENT ELEMENT

- GOAL 5: ELIMINATION OF DETERIORATION AND BLIGHT: PREVENTION OR ELIMINATION OF DETERIORATION AND BLIGHT CONDITIONS SHOULD BE PROMOTED TO ENCOURAGE NEW DEVELOPMENT AND REINVESTMENT:

Currently, the site consists of vacant industrial buildings within an area that is designated as Industrial on the General Plan Land Use Map and has commerce park zoning. The proposed amendment will allow a new mixed-use development that is better suited for the area. This investment into the area also has the potential to stimulate additional re-investment into the area.

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

GROWTH
COST OF DEVELOPMENT
BICYCLING
ENVIRONMENTAL PLANNING
NATURAL RESOURCES CONSERVATION AND ENERGY
OPEN SPACE
RECREATION
WATER RESOURCES
PUBLIC BUILDINGS
PUBLIC SERVICES AND FACILITIES
SAFETY

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.

Writer

Racelle Escolar
June 26, 2015
Revised August 10, 2015

Attachments

A: Sketch Map
B: Aerial








GENERAL PLAN AMENDMENT

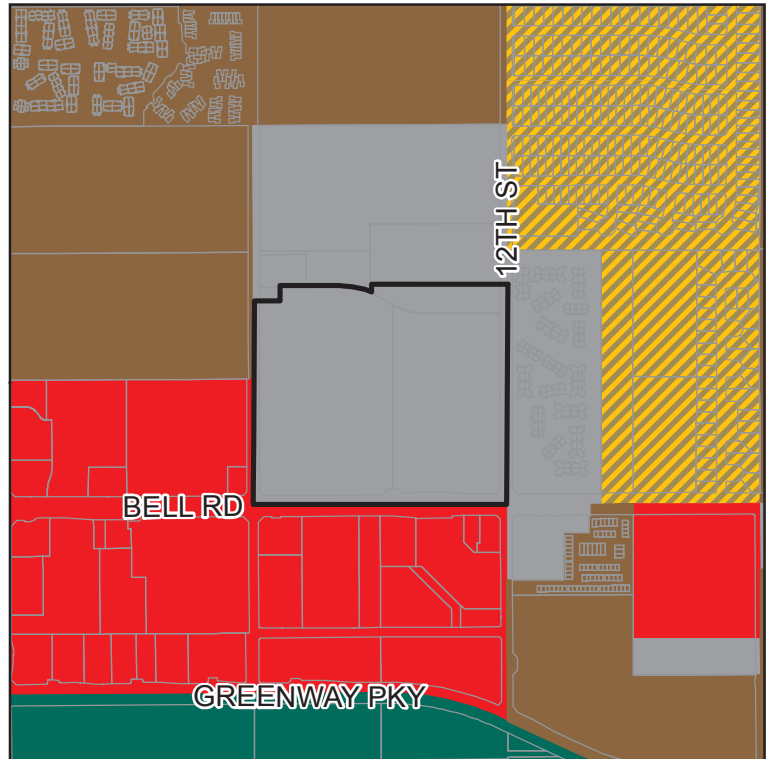
CITY OF PHOENIX ♦ PLANNING & DEVELOPMENT DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882

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|-------------------------------|---------------------|
| APPLICATION NO: GPA-DV-2-15-3 | ACRES: 34.32 +/- |
| VILLAGE: Deer Valley | COUNCIL DISTRICT: 3 |
| APPLICANT: Ed Bull | |

EXISTING:

Industrial (34.32 +/- Acres)






-  Proposed Change Area
-  Residential 5 to 10 du/acre
-  Residential 10 to 15 du/acre
-  Residential 15+ du/acre
-  Commercial
-  Industrial
-  Parks/Open Space - Publicly Owned

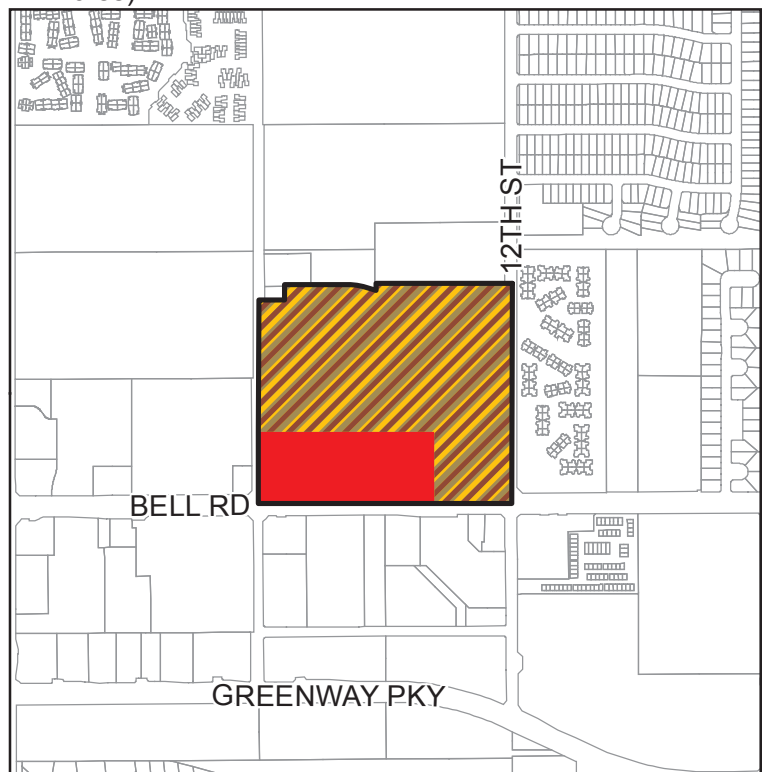


PROPOSED CHANGE:

Residential 5 to 10 / 10 to 15 / 15+ du/acre (26.32 +/- Acres)

Commercial (8.00 +/- Acres)

-  Proposed Change Area
-  Residential 5 to 10 du/acre
-  Residential 10 to 15 du/acre
-  Residential 15+ du/acre
-  Commercial



ATTACHMENT B



RE 6/26/2015 Aerial Date: 2012



0 200 400 Feet

mapservices@phoenix.gov



City of Phoenix
PLANNING AND DEVELOPMENT DEPARTMENT