



City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT
STAFF ANALYSIS**
March 29, 2023

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| <u>Application:</u> | GPA-DV-3-22-1 |
| <u>Owner:</u> | Red Hawk Partners, LLC et.al. |
| <u>Applicant/Representative:</u> | Benjamin Graff, Quarles & Brady, LLP |
| <u>Location:</u> | Approximately 320 feet north of the northwest corner of 17th Avenue and Happy Valley Road |
| <u>Acreage:</u> | 8.00 acres |
| <u>Current Plan Designation:</u> | Residential 3.5 to 5 dwelling units per acre (5.28 acres) and Mixed Use (Commercial/Commerce/Business Park) (2.72 acres) |
| <u>Requested Plan Designation:</u> | Residential 15+ dwelling units per acre |
| <u>Reason for Requested Change:</u> | Minor General Plan Amendment to allow multifamily residential |
| Deer Valley Village Planning Committee Meeting <u>Date:</u> | April 20, 2023 |
| <u>Staff Recommendation:</u> | Approval |

FINDINGS:

- 1) The proposed General Plan Land Use Map designation of Residential 15+ dwelling units per acre would allow higher density attached townhouses, condominiums, or apartments, which are consistent with proposed land uses to the west.
- 2) The companion rezoning case, Z-59-22-1, proposes a multifamily residential development, which, as stipulated, protects the character of the surrounding area by providing additional landscape setbacks and limiting height adjacent to single-family residential properties to the north.

- 3) The subject site is appropriate for residential uses at the proposed densities and provides new housing opportunities in the Deer Valley Village and in close proximity to employment uses.

BACKGROUND

The subject site is 8.00 acres of vacant land, located approximately 320 feet north of the northwest corner of 17th Avenue and Happy Valley Road. This request proposes a minor amendment to the General Plan Land Use Map to allow multifamily development.

The current General Plan Land Use Map designation for the site is 5.28 acres of Residential 3.5 to 5 dwelling units per acre and 2.72 acres of Mixed Use (Commercial/Commerce/Business Park).

The site is currently zoned S-1 (Ranch or Farm Residence) and C-2 (Intermediate Commercial). The companion rezoning case, Z-59-22-1, proposes a change to PUD (Planned Unit Development) to allow multifamily residential.

SURROUNDING LAND USES

North of the subject site is designated Residential 3.5 to 5 dwelling units per acre. To the north is County property used as a single-family residence and zoned RU-43 (Rural Zoning District - One Acre Per Dwelling Unit).

East is designated Residential 3.5 to 5 dwelling units per acre and Mixed Use (Commercial/Commerce/Business Park). To the east, across 17th Avenue, is County property with residences zoned RU-43.

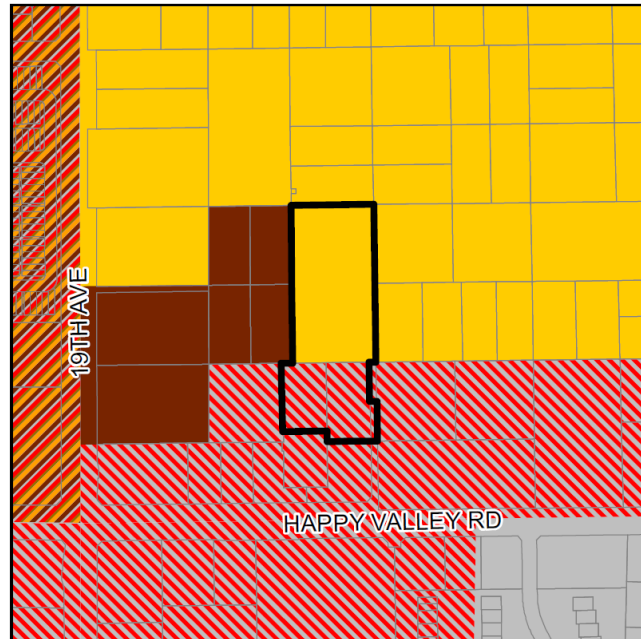
South is designated Mixed Use (Commercial/Commerce/Business Park). To the south is vacant land and a school zoned C-2.

West is designated Residential 15+ dwelling units per acre and Mixed Use (Commercial/Commerce/Business Park). To the west are existing single-family residences which are proposed to be demolished as part of a multifamily project known as the "Lumara" PUD (Z-48-21) and self-service storage.

EXISTING:

Residential 3.5 to 5 du/ acre (5.28 +/- Acres)
Mixed Used (Commercial / Commerce /
Business Park) (2.72 +/- Acres)

-  Proposed Change Area
-  Residential 3.5 to 5 du/ac
-  Residential 15+ du/ac
-  Commerce/Business Park
-  Mixed Use (Commercial /
Commerce / Business Park)
-  Mixed Use (Commercial /
Commerce /Business Park /
Residential 5 to 10 / 10 to 15 / 15+)



Existing General Plan Land Use Map designation, Source: Planning and Development Department

RELATIONSHIP TO GENERAL PLAN CORE VALUES AND PRINCIPLES

CONNECT PEOPLE AND PLACES

- ***OPPORTUNITY SITES; LAND USE PRINCIPLE: Support reasonable levels of increased intensity, respectful of local conditions and surrounding neighborhoods.***

The proposed minor General Plan Amendment, along with the companion rezoning case, Z-59-22-1, would allow development of an underused site into a multifamily residential community that is compatible with the surrounding area and respectful of local conditions. The proposed development is located next to a similar development and as stipulated, incorporates setbacks and enhanced landscaping around the perimeter to enhance compatibility with the surrounding area.

CELEBRATE OUR DIVERSE COMMUNITIES & NEIGHBORHOODS

- ***CERTAINTY & CHARACTER: DESIGN PRINCIPLE: 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.

As stipulated in the companion rezoning case, Z-59-22-1, the proposed development will be sensitive to the scale and character of the surrounding area. This area near 19th Avenue and Happy Valley Road contains a mix of higher-intensity commercial uses and multifamily development. As stipulated, the development would incorporate standards to avoid negative impacts on the adjacent single-family residences to the north and east, including a height limit, increased setbacks, and enhanced landscaping.

BUILD THE SUSTAINABLE DESERT CITY

- ***TREES AND SHADE: DESIGN PRINCIPLE: Integrate trees and shade into the design of new development and redevelopment projects throughout Phoenix.***

As stipulated in the companion rezoning case, Z-59-22-1, the proposal will be required to shade the sidewalk on 17th Avenue, provide enhanced landscaping standards and provide additional shaded open space. This will help to provide shade for pedestrians in and around the community and to mitigate the urban heat island effect by covering hard surfaces, thus cooling the micro-climate around the vicinity.

CONCLUSION AND RECOMMENDATION

Staff recommends approval of GPA-DV-3-22-1. The proposed land use map designation allows for development that is consistent with the surrounding land uses to the west and provides additional multifamily housing opportunities for the area. The companion rezoning case, Z-59-22-1, as stipulated, will require design features that promote compatibility with the surrounding area.

Writer

Matteo Moric
March 29, 2023

Team Leader

Racelle Escolar

Exhibits

Sketch Maps (2 pages)

GENERAL PLAN AMENDMENT

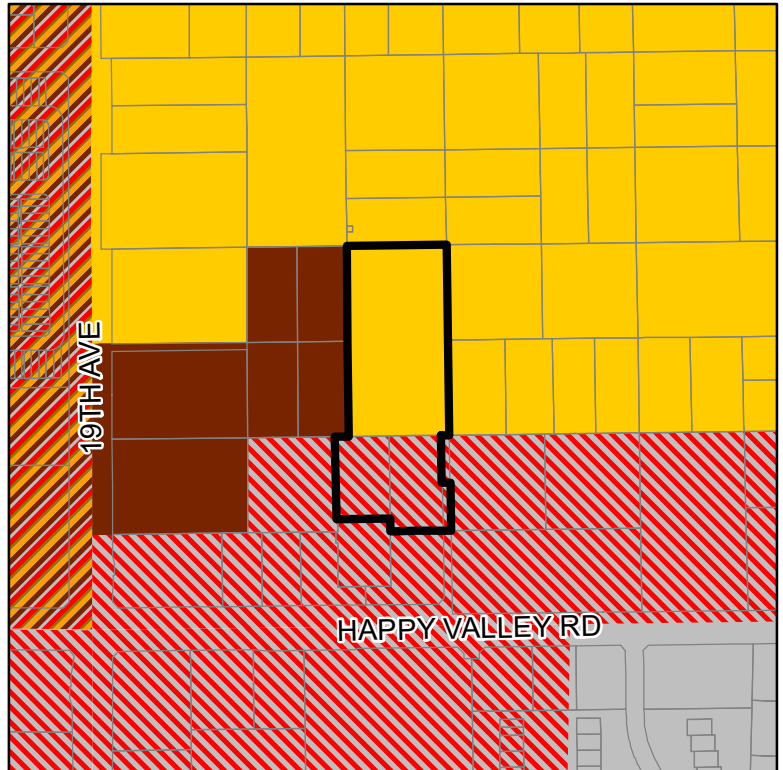
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| | | |
|-------------------------------------|---------------------|----------------|
| APPLICATION NO: GPA-DV-3-22-1 | ACRES: 8.00 +/- | REVISION DATE: |
| VILLAGE: Deer Valley | COUNCIL DISTRICT: 1 | |
| APPLICANT: Shelter Asset Management | | |

EXISTING:



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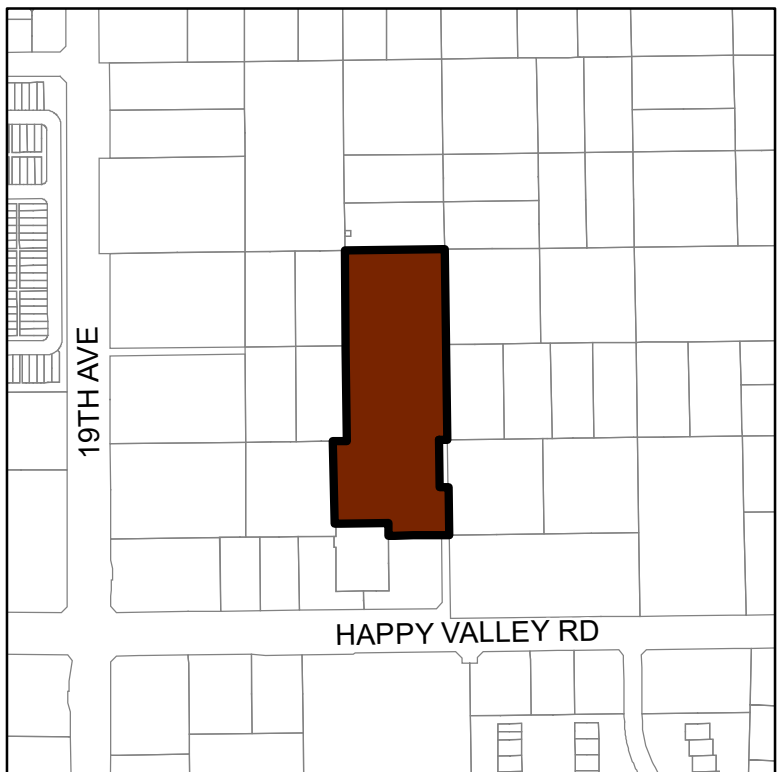
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-  Mixed Use (Commercial / Commerce /Business Park / Residential 5 to 10 / 10 to 15 / 15+)



PROPOSED CHANGE:

Residential 15+ du/ acre (8.00 +/- Acres)

-  Proposed Change Area
-  Residential 15+ du/ac









GENERAL PLAN AMENDMENT

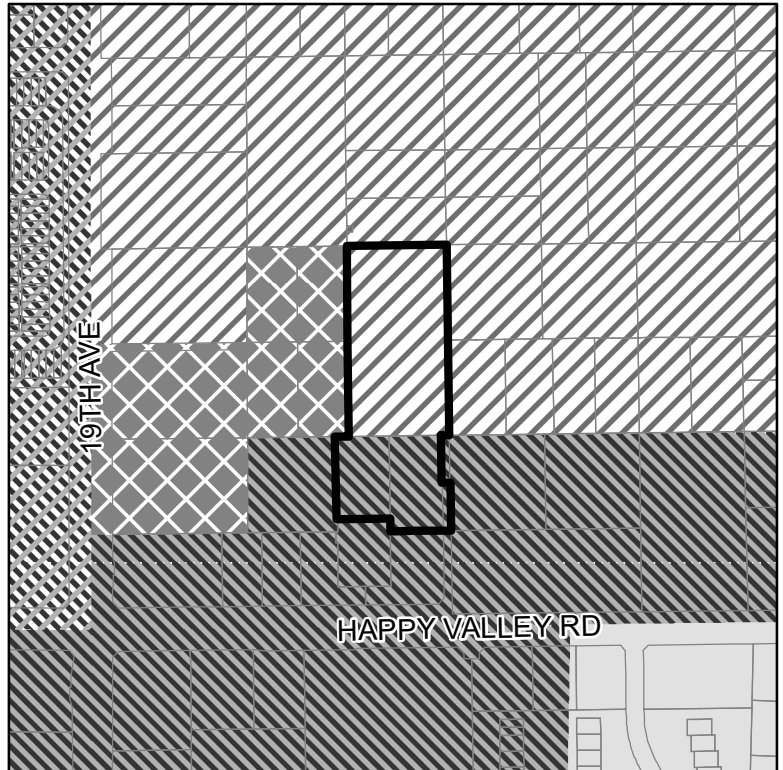
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