City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

GENERAL PLAN AMENDMENT
STAFF ANALYSIS
July 7, 2022

|	
Application:	GPA-LV-1-22-8
Owner:	John Silva Farms Limited Partnership
Applicant/Representative:	Adam Baugh, Withey Morris, PLC
Location:	Southwest corner of 43rd Avenue and Baseline Road
Acreage:	4.99 acres
Current Plan Designation:	Residential 2 to 3.5 dwelling units per acre
Requested Plan Designation:	Commercial
Reason for Requested Change:	Amend the General Plan Land Use Map to allow commercial development
Laveen Village Planning Committee Meeting Date:	July 11, 2022
Staff Recommendation:	Approval

FINDINGS:

1) The companion rezoning case, Z-25-22-8, proposes development that is consistent in scale and character with land uses in the surrounding area to the east and west.

2) The proposed Commercial land use designation will permit new zoning to be applied to the site that maximizes commercial opportunities on land within the Laveen Village that has been vacant since annexation into the City.

3) The proposed Commercial land use designation is appropriate for the site since it proposes access to an arterial street, 43rd Avenue, and major arterial scenic drive, Baseline Road.

BACKGROUND

The subject site is 4.99 gross acres of vacant land located at the southwest corner of the 43rd Avenue and Baseline Road. The site is currently vacant and zoned S-1 (Ranch or Farm Residence). GPA-LV-1-22-8 proposes a minor amendment to the General Plan Land Use Map to allow commercial development.

The proposal will modify the land use designation from Residential 2 to 3.5 dwelling units per acre to Commercial. The companion rezoning case, Z-25-22-8, proposes a Planned Unit Development (PUD) to allow a veterinary clinic and hospital, and other commercial uses.
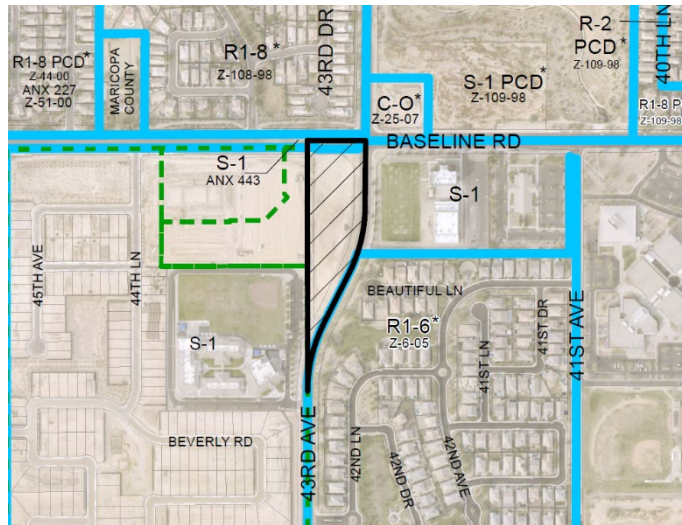
Aerial Map; Source: City of Phoenix Planning and Development Department

SURROUNDING LAND USES

The current General Plan Land Use Map designation for the site is Residential 2 to 3.5 dwelling units per acre.
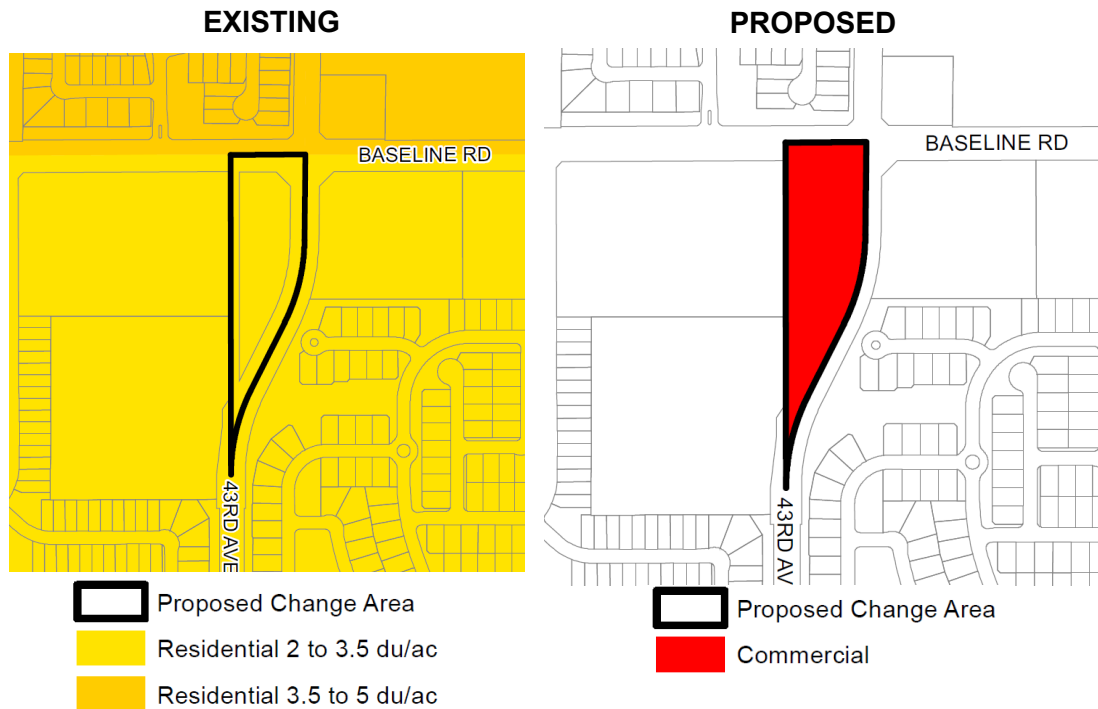
EXISTING	PROPOSED

Existing and Proposed General Land Use Designation Maps, Source: City of Phoenix Planning and Development Department

GPA-LV-1-22-8 proposes to change the Land Use Map designation to Commercial. Additionally, the subject site has frontage along 43rd Avenue, an arterial, and Baseline Road, a major arterial scenic drive.

NORTH
North of the subject site, across Baseline Road, is a single-family residential subdivision. This area is designated Residential 3.5 to 5 dwelling units per acre.

EAST
East of the subject site is Heritage Academy, a public charter school, and a single-family residential subdivision. This area is designated Residential 2 to 3.5 dwelling units per acre.

SOUTH
South of the subject site, across 43rd Avenue, is a single-family residential subdivision. This area is designated Residential 2 to 3.5 dwelling units per acre.

<u>**WEST**</u>
West of the subject site is Christ's Church of the Valley and Legacy Traditional School, a public charter school, which is also designated Residential 2 to 3.5 dwelling units per acre.

<u>**RELATIONSHIP TO GENERAL PLAN CORE VALUES AND PRINCIPLES**</u>

<u>**STRENGTHEN OUR LOCAL ECONOMY CORE VALUE**</u>

- **ENTREPRENEURS AND EMERGING ENTERPRISES; LAND USE PRINCIPLE: Encourage land uses that promote the growth of entrepreneurs or new businesses in Phoenix in appropriate locations.**

  The General Plan Amendment request, with companion rezoning request, Z-25-22-8, would permit a veterinary hospital and clinic with an area for future commercial uses directly north of the proposed veterinary facility. The development will provide a place for a local business to operate, grow, and provide community services within proximity to nearby residences.

<u>**CONNECT PEOPLE AND PLACES CORE VALUE**</u>

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

  The proposal provides a reasonable level of intensity that is respectful to local conditions and the surrounding residential developments and schools. The companion PUD Development Narrative also includes various prohibited uses to ensure future commercial development will be compatible with the neighborhood's character.

<u>**BUILD THE SUSTAINABLE DESERT CITY CORE VALUE**</u>

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

  The development, as stipulated in the companion rezoning case, Z-25-22-8, will provide shade for the sidewalk and multiuse trail along Baseline Road. The shade trees will help to encourage walking by providing a thermally comfortable environment for pedestrians and alternative transportation users.

CONCLUSION AND RECOMMENDATION

Staff recommends approval of GPA-LV-1-22-8 as filed. The request aligns with the goals and policies of the General Plan and will result in a land use designation that will maximize the property's location at the intersection of an arterial and major arterial street. Along with the companion rezoning case, Z-25-22-8, the General Plan Amendment will allow for compatible commercial uses that will provide services for the Laveen community.

Writer
Julianna Pierre
July 7, 2022

Team Leader
Racelle Escolar

Exhibits
Sketch Maps (2 pages)

GENERAL PLAN AMENDMENT

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

APPLICATION NO: GPA-LV-1-22-8	ACRES: 4.99 +/-	REVISION DATE:
VILLAGE: Laveen	COUNCIL DISTRICT: 8	
APPLICANT: Adam Baugh		

EXISTING:

Residential 2 to 3.5 du/ac (4.99 +/- Acres)

☐ Proposed Change Area

■ Residential 2 to 3.5 du/ac

■ Residential 3.5 to 5 du/ac
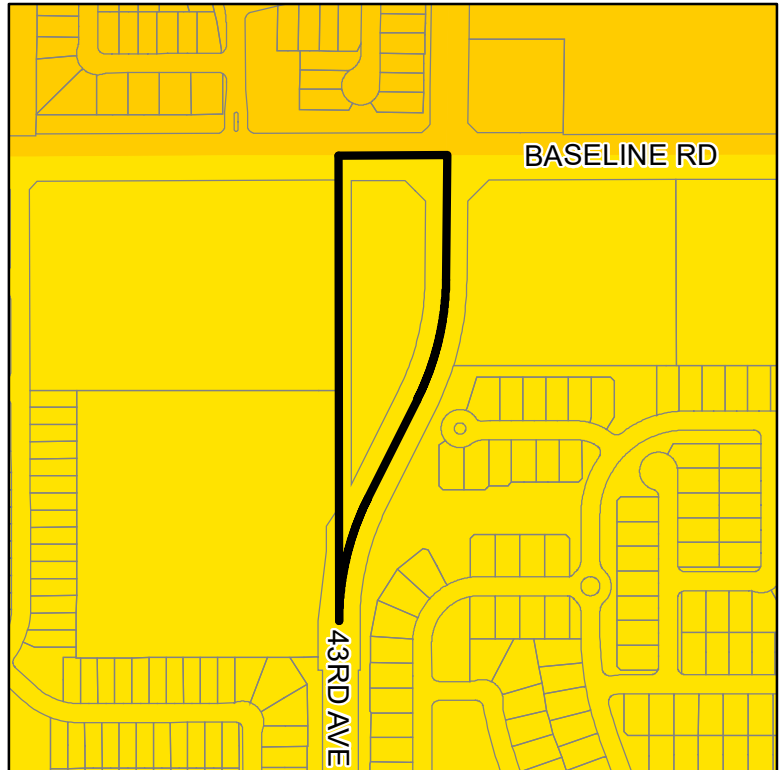
PROPOSED CHANGE:

Commercial (4.99 +/- Acres)
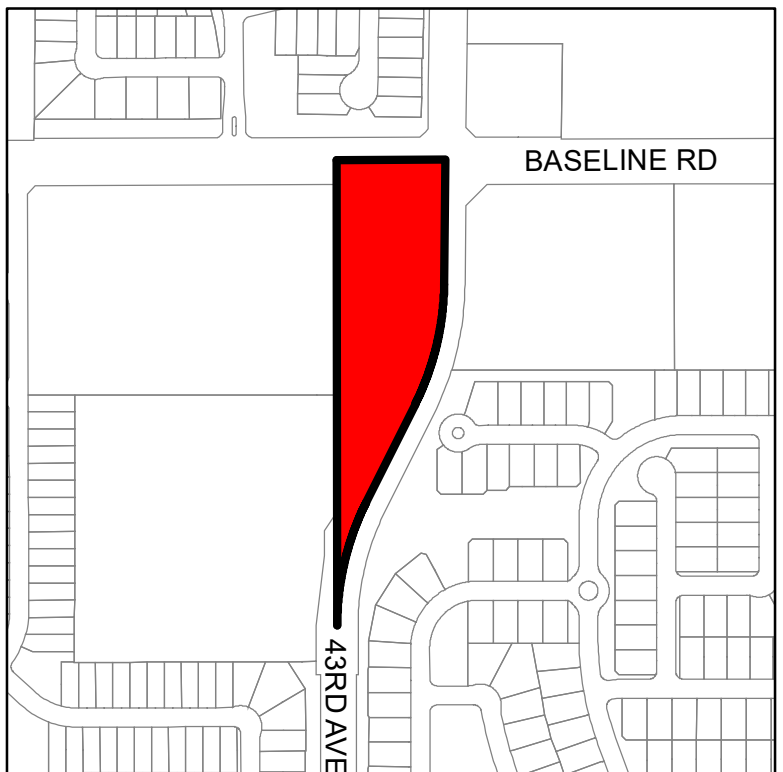
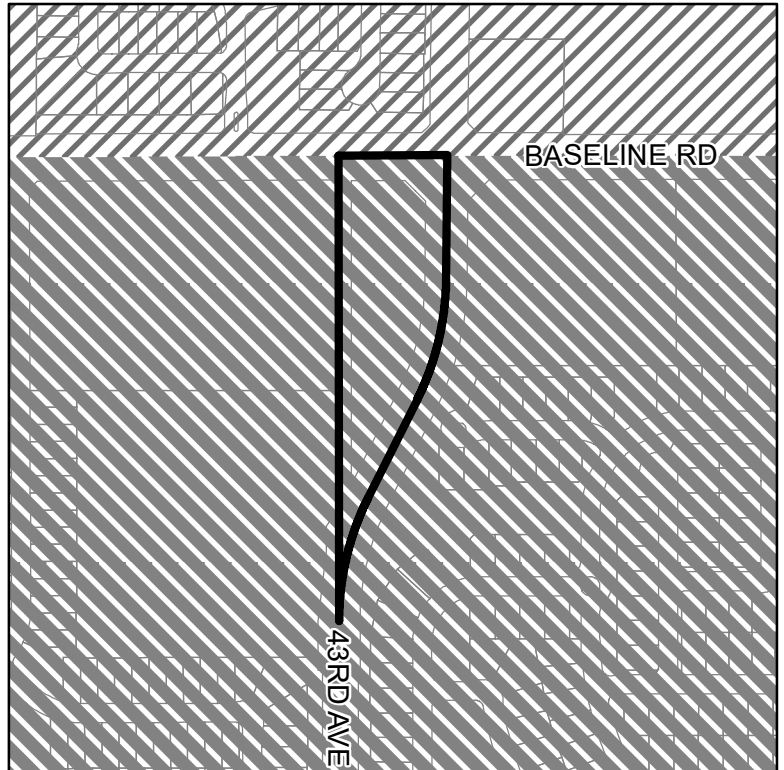☐ Proposed Change Area

■ Commercial

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