



**City of Phoenix**  
PLANNING AND DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT  
STAFF ANALYSIS  
August 28, 2015**

<u>Application:</u>	GPA-MV-1-15-5
<u>Applicant:</u>	Stephen Anderson, Gammage & Burnham
<u>Location:</u>	Northwest corner of 91st Avenue and the Campbell Avenue alignment
<u>Acreage:</u>	50.86 acres
<u>Current Plan Designation:</u>	Mixed Use (Commercial/Industrial) (50.86 acres)
<u>Requested Plan Designation:</u>	Residential 3.5-5 du/acre
<u>Reason for Requested Change:</u>	Amend the General Plan Land Use Map to allow for development of a single-family subdivision
<u>Village Planning Committee Date:</u>	Maryvale Village – September 9, 2015
<u>Staff Recommendation:</u>	Approval

Findings:

- 1) The proposed General Plan Land Use Map designation of Residential 3.5-5 du/acre is compatible with and will complement the uses developed in the vicinity.
- 2) The companion zoning case, Z-36-15-5, will help ensure high-quality development compatible with surrounding uses.

**BACKGROUND**

The subject site is located at the northwest corner of 91st Avenue and the Campbell Avenue alignment. This request would amend the existing General Plan Land Use Map designation from Mixed Use (Commercial/Industrial) to Residential 3.5-5 du/acre for 50.86 acres. Rezoning case Z-19-E-00-5 and Z-36-15-5, are companion cases running concurrently. Z-19-E-00-5 is a request to remove the subject site from the Algodón Center PUD PCD boundary. Z-36-15-5 is a request to rezone the subject site to R1-6 to allow for a single-family subdivision.

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

### GROWTH

- GOAL 1: MAINTAIN A HIGH QUALITY OF LIFE AND ECONOMICALLY HEALTHY COMMUNITY.

The proposed development for the subject site will be compatible in density and scale with the existing subdivisions as well as provide a buffer to the planned commercial, industrial, and multifamily uses permitted throughout the Algodón Center PUD directly to the south. Approval of the proposed amendment will help to encourage new housing growth at a compatible density and scale in proximity to one of the major freeway corridors in the western part of the city.

### LAND USE

- GOAL 1: URBAN FORM: NEIGHBORHOOD POLICY 2: PROTECT AND ENHANCE THE CHARACTER OF EACH NEIGHBORHOOD AND ITS VARIOUS HOUSING LIFESTYLES THROUGH NEW DEVELOPMENT THAT IS COMPATIBLE IN SCALE, DESIGN, AND APPEARANCE.

The proposed development will be compatible in scale, design and appearance with surrounding established neighborhoods. Compatibility in neighborhood design will aid in ensuring that the new development will create a strong and viable extension of the Maryvale Village community.

- GOAL 5: INTEGRATION OF LAND USE AND TRANSPORTATION SYSTEMS: POLICY 1: CONNECT ADJACENT RESIDENTIAL AREAS TO CREATE INTEGRATED NEIGHBORHOODS THROUGH REMOVING BARRIERS THAT RESTRICT INTERACTION AND EFFECTIVE USE OF PUBLIC FACILITIES, WHILE AVOIDING OPPURTUNITIES FOR CUT-THROUGH TRAFFIC.

The proposed single-family subdivision will provide connectivity to the existing adjacent subdivisions to the north and west. This connection will not only create a larger integrated neighborhood, but serve to create interaction between residents.

- GOAL 6: PEDESTRIAN-ORIENTED DEVELOPMENT: POLICY 1: FACILTITATE NEIGHBORHOOD ACCESS TO SHOPPING, PUBLIC FACILITIES, SCHOOLS, OPEN SPACE AND PARKS, THROUGH NEIGHBORHOOD DESIGN, PEDESTRIAN PATHS, AND BICYCLE LANES.

Pedestrian and bicycle access will be provided as part of the design proposed with the accompanying rezoning case. Pedestrian and bicycle connections will be provided to the existing subdivision to the north and west as well as to 91st Avenue on the east and Campbell Avenue alignment on the south in order to provide convenient access to surrounding amenities.

### CIRCULATION ELEMENT

- GOAL 2D: LOCAL STREETS: POLICY 5: PROVIDE SAFE, WELL-MAINTAINED AND ACCESSIBLE SIDEWALKS ON BOTH SIDES OF LOCAL STREETS AND DESIGN THEM TO BE COMPATIBLE WITH ADJACENT NEIGHBORHOODS. IN LOW-DENSITY AREAS, SIDEWALKS ON ONE SIDE MAY BE REPLACED WITH MULTIUSE TRAILS.

Staff proposed a stipulation requiring detached sidewalks with minimum tree spacing standards to be incorporated into the development, thus providing safe, accessible, and shaded sidewalks for future residents of the development.

### 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 land use designation will provide additional housing opportunities within the Maryvale Village.

### NEIGHBORHOOD ELEMENT

- GOAL 1: NEW NEIGHBORHOOD DESIGN: POLICY 6: PROMOTE DESIGN THAT WILL INCREASE OPPORUNITIES FOR PEOPLE TO INTERACT BOTH WITHIN THE NEIGHBORHOOD AND WITH EXISTING OR FUTURE ADJACENT NEIGHBORHOODS.

The proposed single-family development will provide sidewalks throughout the neighborhood as well as pedestrian connectivity to the existing developments to the north and west in order to enhance community interaction between adjacent neighborhoods.

- GOAL 2: COMPATIBLE NEIGHBORHOOD DEVELOPMENT: 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 proposed single-family development will be sensitive in scale and character to the surrounding neighborhoods to the north, east and west. Perimeter and central open space areas have been incorporated into the design of the subdivision in order to be sensitive to surrounding land owners, and provide amenities that match the character of surrounding neighborhoods.

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

**COST OF DEVELOPMENT ELEMENT  
BICYCLING ELEMENT  
CONSERVATION, REHABILITATION AND REDEVELOPMENT  
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 development patterns in the area.

**Writer**

Joél Carrasco  
August 21, 2015

**Attachments**

Sketch Map  
Aerial










# GENERAL PLAN AMENDMENT

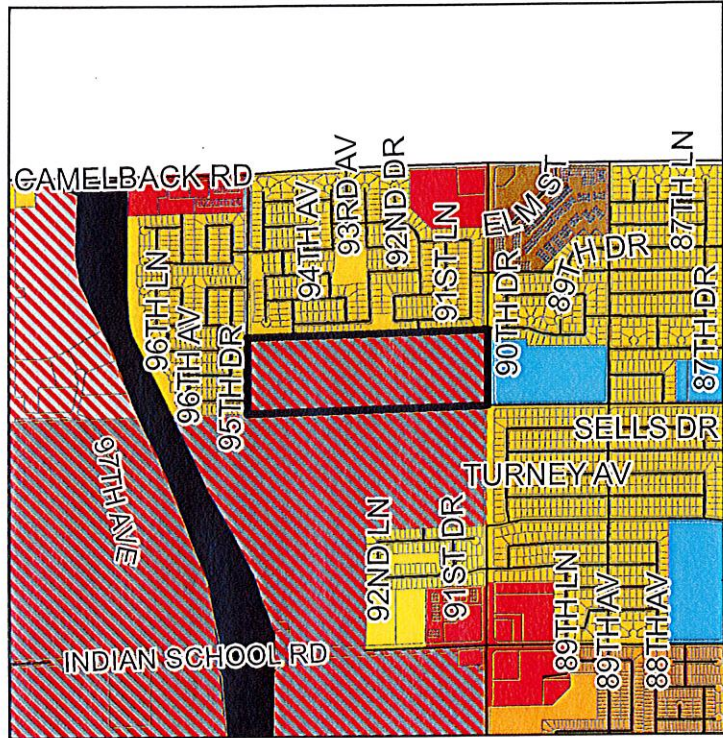
CITY OF PHOENIX ♦ PLANNING & DEVELOPMENT DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882

APPLICATION NO: GPA-MV-1-15-5	ACRES: 50.86 +/-
VILLAGE: Maryvale	COUNCIL DISTRICT: 5
APPLICANT: Standard Pacific Homes, c/o Erik Molina	

## EXISTING:



Mixed Use (Commercial / Commerce Park) (50.86 +/- Acres)

-  Proposed Change Area
-  Residential 1 to 2 du/acre
-  Residential 3.5 to 5 du/acre
-  Residential 5 to 10 du/acre
-  Commercial
-  Mixed Use (Commercial / Commerce Park)
-  Mixed Use (Commercial / Industrial)
-  10 to 15 du/acre
-  Public/Quasi-Public
-  Transportation



## PROPOSED CHANGE:

Residential 3.5 to 5 du/acre (50.86 +/- Acres)

-  Proposed Change Area
-  Residential 3.5 to 5 du/acre

