



City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT
STAFF ANALYSIS**

March 30, 2020

Application: GPA-MV-1-19-5

Owner: City of Glendale, City of Phoenix, RLD II Loan LLC, et al

Applicant/Representative: Shelby Duplessis, EMC Management

Location: Northwest and northeast corners of Ball Park Boulevard and Camelback Road; and the northwest corner of 107th Avenue and Camelback Road

Acreage: 80.98 acres

Current Plan Designation: [Park/Open Space-Publicly Owned](#) (54.28 acres) and [Residential 3.5 to 5 dwelling units per acre](#) (26.70 acres)

Requested Plan Designation: [Residential 10 to 15 dwelling units per acre](#) (18.02 acres)
[Mixed Use](#) (62.96 acres)

Reason for Requested Change: Map amendment from Park/Open Space-Public and Residential 3.5 to 5 dwelling units per acre to Residential 10 to 15 dwelling units per acre and Mixed Use

Village Planning Committee Date: Maryvale – April 8, 2020

Staff Recommendation: Approval

FINDINGS:

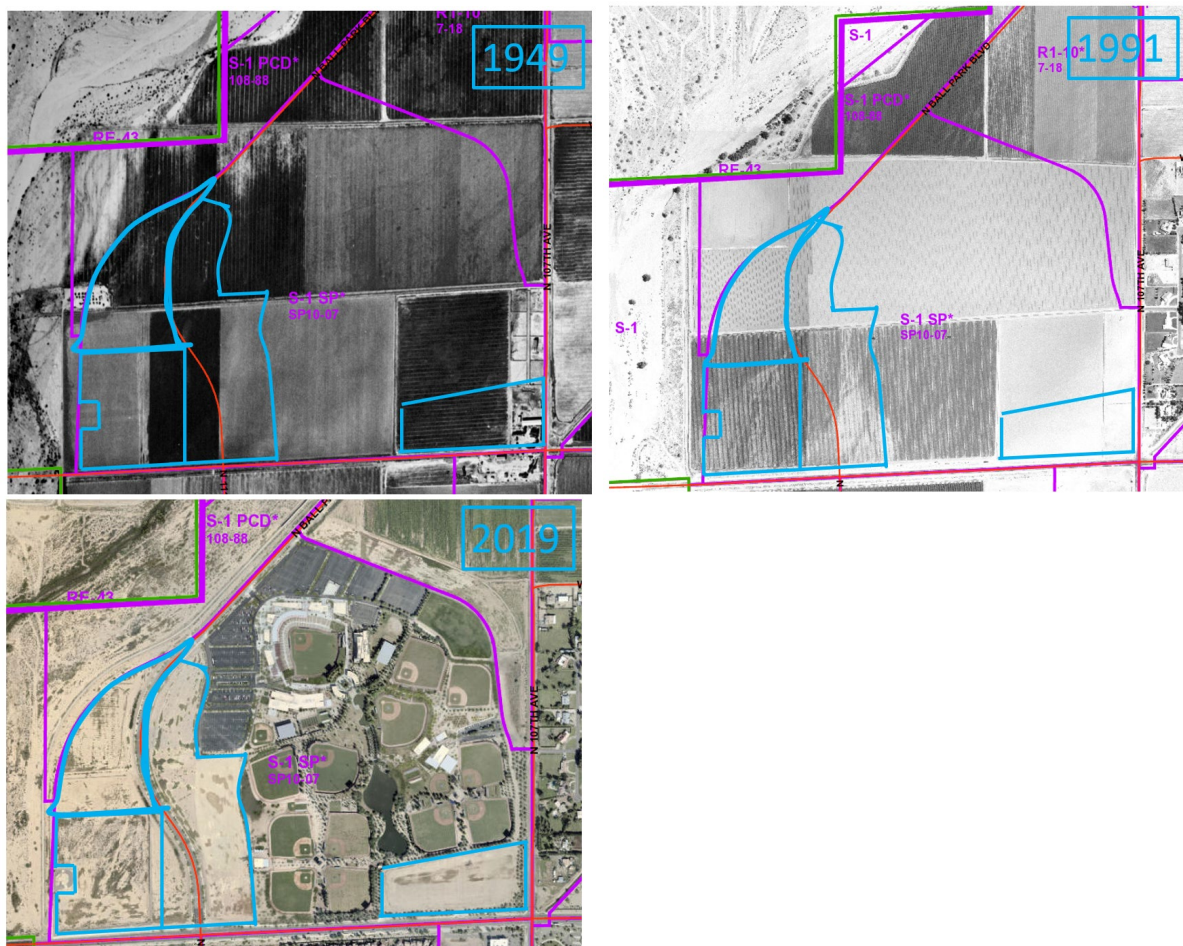
- 1) The companion rezoning case (Z-69-19-5) proposes multifamily residential at a density of 10.77 dwelling units per acre. The proposal exceeds 10 acres and is not consistent with the existing General Plan Land Use Map designations.

Therefore, a General Plan amendment is required to amend the Land Use Map designation.

- 2) The proposal for higher density residential and mixed use is appropriate given that the site is near Camelback Road, an arterial street, and the Camelback Ranch baseball training complex.
- 3) The proposed land use designations are compatible with the surrounding land use pattern in the area.

BACKGROUND

The subject site is generally located north of Camelback Road in between 107th Avenue and to the west of Ball Park Boulevard. The subject site was annexed into the City of Phoenix on July 22, 1987 under Annexation No. 131. The site was used as agricultural land and is now vacant. The surrounding area has developed into the Camelback Ranch baseball training complex.



Source: City of Phoenix Planning and Development Department

On March 1, 1989 the Phoenix City Council changed the General Plan Land Use Map for approximately 38.85 acres at the northwest and southwest corners of 107th Avenue and Camelback Road (GPA-SA-MV-2-88-5) from Residential 2 to 5 dwelling units per acre to Commercial to serve the residences in the Camelback Ranch Planned Community District. In 1998 the Phoenix City Council (GPA-MV-2-97-5) voted to change the General Plan Land Use Map designation for the northwest corner of 107th Avenue and Camelback Road from Commercial back to Residential 2 to 5 dwelling units per acre to reflect a rezoning request for single-family residences at the site.

The subject site to the west of the Camelback Ranch baseball training facility has been designated Parks/Open Space and Residential 3.5 to 5 dwelling units per acre on the General Plan Land Use Map since their annexation in 1987 and reaffirmed with General Plan Amendment GPA-SA-MV-03-92.








SURROUNDING LAND USES

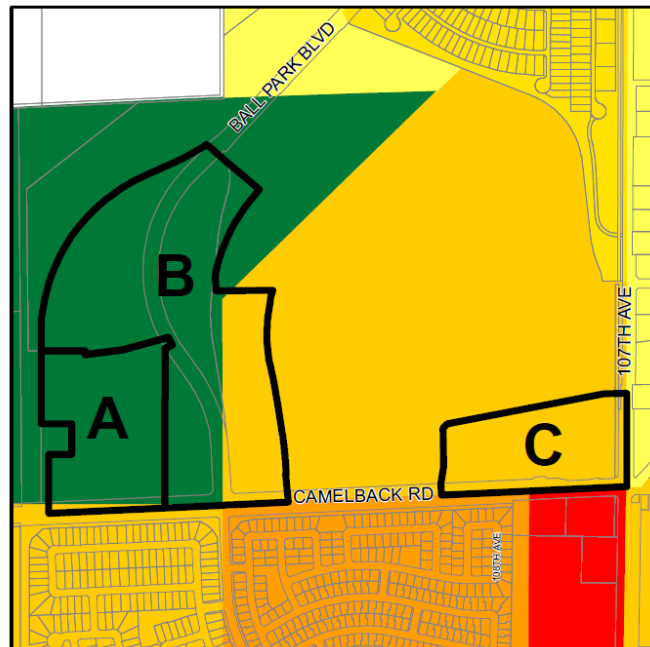
The current General Plan Land Use Map designations for the subject site are Residential 3.5 to 5 dwelling units per acre (26.70 acres) and Parks/Open Space-Publicly Owned (54.28 acres). The subject site is currently vacant.

EXISTING:

Parks/Open Space-Public du/ac (54.28 +/- Acres)

Residential 3.5 to 5 du/ac (26.70 +/- Acres)

-  Proposed Change Area
-  Residential 1 to 2 du/ac
-  Residential 2 to 3.5 du/ac
-  Residential 3.5 to 5 du/ac
-  Residential 5 to 10 du/ac
-  Commercial
-  Parks/Open Space - Publicly Owned



Source: City of Phoenix Planning and Development Department

Subject Site A		
	General Plan Land Use Designation	Zoning
North	Parks/Open Space-Publicly Owned	S-1, S-1 PCD, S-1 SP
South	Residential 3.5 to 5 dwelling units per acre	R1-6 PCD
East	Parks/Open Space-Publicly Owned, Residential 3.5 to 5 dwelling units per acre	S-1 SP
West	Parks/Open Space-Publicly Owned	S-1

Subject Site B		
	General Plan Land Use Designation	Zoning
North	Parks/Open Space-Publicly Owned, Residential 3.5 to 5 dwelling units per acre	S-1 PCD
South	Parks/Open Space-Publicly Owned, Residential 3.5 to 5 dwelling units per acre, Residential 5 to 10 dwelling units per acre	S-1 SP, R1-6 PCD, R-2 PCD
East	Parks/Open Space-Publicly Owned, Residential 3.5 to 5 dwelling units per acre	S-1 SP
West	Parks/Open Space-Publicly Owned	S-1

Subject Site C		
	General Plan Land Use Designation	Zoning
North	Residential 3.5 to 5 dwelling units per acre	S-1 SP
South	Commercial, Residential 5 to 10 dwelling units per acre	C-2 PCD, R-2 PCD
East	Residential 1 to 2 dwelling units per acre	RE-35
West	Residential 3.5 to 5 dwelling units per acre	S-1 SP

The Camelback Ranch baseball facility is located between Sites B and C and was approved by the Phoenix City Council on July 2, 2007 (Z-SP-10-07). Parcels to the south of the subject sites are part of the Camelback Ranch Planned Community District originally approved by the Phoenix City Council on September 7, 1988 (Z-108-88). To the west of Sites A and B is the Agua Fria River.

RELATIONSHIP TO GENERAL PLAN CORE VALUES AND PRINCIPLES

CONNECT PEOPLE AND PLACES CORE VALUE

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

The proposal will provide a reasonable level of increased intensity that is compatible with the neighboring uses and will complement the land use pattern in the area. The requested land use designations provide for additional housing and retail choices for Maryvale residents.

CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE

- ***CERTAINTY AND 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.***

The proposal via accompanying rezoning case Z-69-19-5, will be sensitive in scale and character to the surrounding neighborhoods and uses. The proposal is consistent with the intensity of the Camelback Ranch Spring Training Facility adjacent to the subject site.

- ***CELEBRATE OUR DIVERSE COMMUNITIES & NEIGHBORHOODS; CLEAN NEIGHBORHOODS; LAND USE PRINCIPLE: Facilitate the acquisition of vacant, underutilized and blighted parcels for appropriate redevelopment, compatible with the adjacent neighborhood character and adopted area plans.***

The proposal will allow future development of several underutilized parcels to be a mixture of housing, retail and entertainment uses (mixed use) that is compatible with the adjacent neighborhood character.

CONCLUSION AND RECOMMENDATION

Staff recommends approval of GPA-MV-1-19-5. Approval of this General Plan Amendment will further the goals of the General Plan and will support the development of underutilized sites with uses that will provide additional opportunities for higher density residential development and mixed use land uses in Maryvale.

Writer

Sarah Stockham
March 30, 2020

Team Leader

Samantha Keating

Exhibits

Sketch Map (2 pages)








GENERAL PLAN AMENDMENT

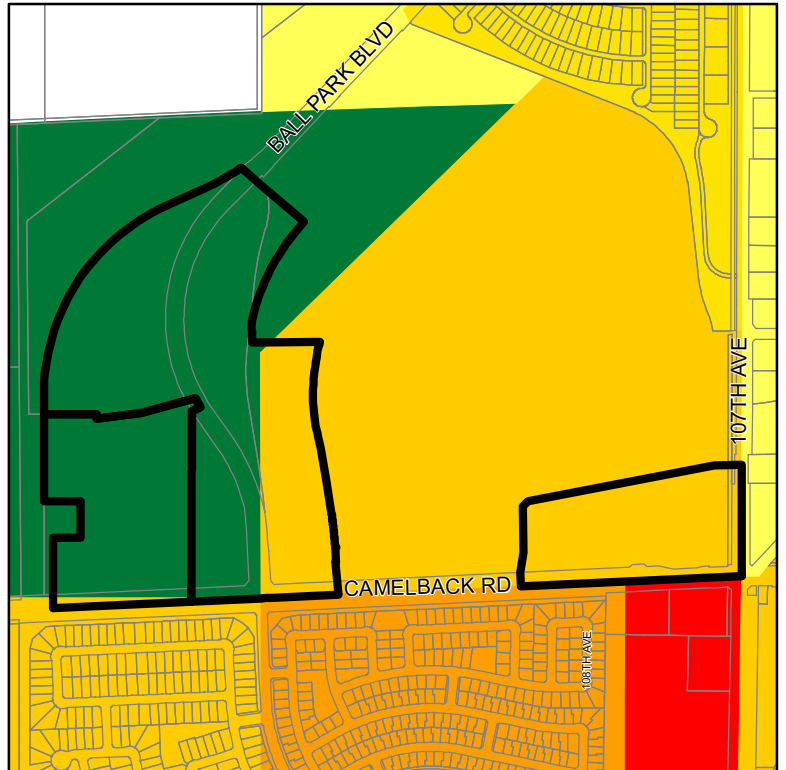
CITY OF PHOENIX ♦ PLANNING & DEVELOPMENT DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882

APPLICATION NO: GPA-MV-1-19-5	ACRES: 80.98 +/-
VILLAGE: Maryvale	COUNCIL DISTRICT: 5
APPLICANT: Shelby Duplessis	

EXISTING:




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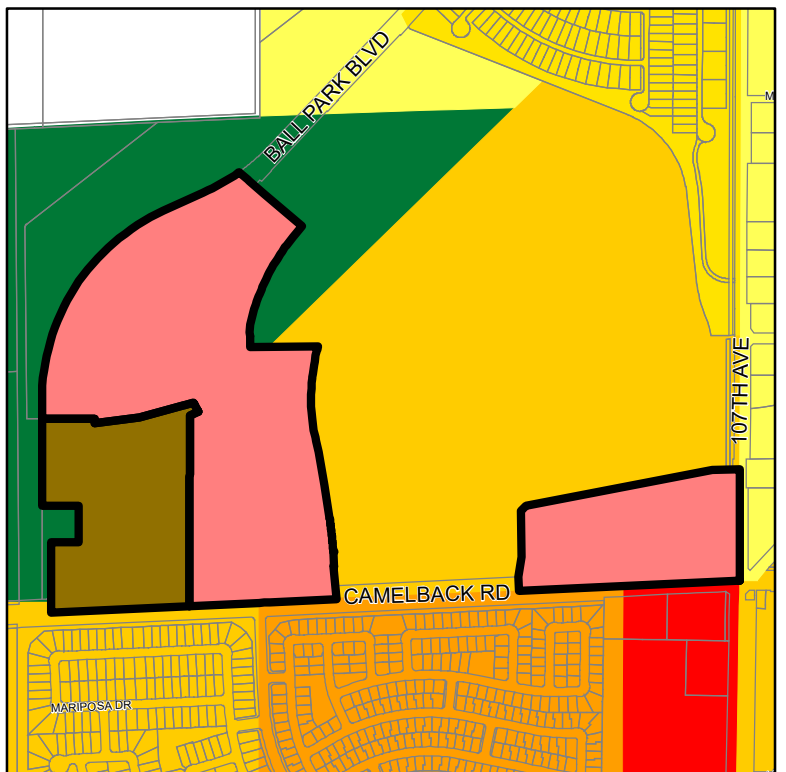
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-  Residential 3.5 to 5 du/ac
-  Residential 5 to 10 du/ac
-  Commercial
-  Parks/Open Space - Publicly Owned



PROPOSED CHANGE:

Residential 10 to 15 du/ac (18.02 +/- Acres)
 Mixed Use (62.96 +/- Acres)

-  Proposed Change Area
-  Residential 10 to 15 du/ac
-  Mixed Use










GENERAL PLAN AMENDMENT

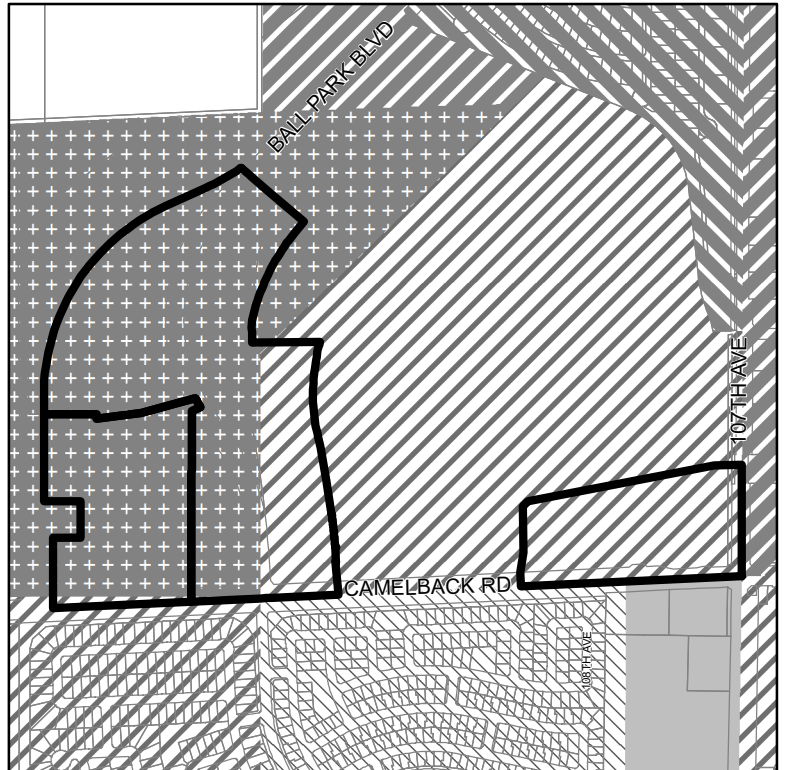
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APPLICATION NO: GPA-MV-1-19-5_BW	ACRES: 80.98 +/-
VILLAGE: Maryvale	COUNCIL DISTRICT: 5
APPLICANT: Shelby Duplessis	

EXISTING:




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