



**City of Phoenix**  
PLANNING & DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT  
STAFF ANALYSIS**  
October 24, 2023

<u>Application:</u>	GPA-PV-1-22-2
<u>Applicant/Representative:</u>	Larry S. Lazarus, Lazarus & Silvyn, P.C.
<u>Owner:</u>	Kierland Sky, LLC
<u>Location:</u>	Southeast corner of Kierland Boulevard and Marilyn Road
<u>Acreage:</u>	7.81 acres
<u>Current Plan Designation:</u>	Industrial
<u>Requested Plan Designation:</u>	Mixed Use (Commercial / Residential 15+ dwelling units per acre)
<u>Reason for Requested Change:</u>	Minor General Plan Amendment to allow mixed-use commercial and multifamily residential
<a href="#"><u>Paradise Valley Village Planning Committee</u></a> <u>Date:</u>	November 6, 2023
<u>Staff Recommendation:</u>	Approval

**FINDINGS:**

- 1) The companion rezoning case, Z-14-A-20-2, proposes development that is consistent in scale and character with approved land uses in the surrounding area to the north, east and west.
- 2) The Mixed Use (Commercial / Residential 15+ dwelling units per acre) land use designation is appropriate within the designated Desert Ridge/Kierland Major Employment Center.
- 3) The proposed land use designation provides consistency with the land use pattern of property in the immediate area, while allowing for the introduction of new uses that will complement the existing employment and commercial uses in the area.

**BACKGROUND**

The subject site is located at the southeast corner of Kierland Boulevard and Marilyn Road. The site is occupied by a commercial office building and surface parking areas. The current building is located along the street frontages, adjacent to Marilyn Road and Kierland Boulevard, while surface parking is centrally located. The companion Rezoning Case No. Z-14-A-20-2 is a request for a Major PUD Amendment to allow commercial and multifamily residential.

Currently the site has a General Plan Land Use Map designation of Industrial. The requested General Plan Land Use Map designation of Mixed Use (Commercial / Residential 15+ dwelling units per acre) will allow for additional housing choices and commercial uses in the area. Recent development patterns suggest that there is a growing demand for housing choices and commercial plus employment uses in the Kierland area. The proposed General Plan Land Use Map change will allow for the continuation of these development trends across the greater Kierland area.

The requested Mixed-Use designation will allow commercial and residential land uses to locate on the site in compliance with the companion PUD's development standards. Maps of the existing and proposed General Plan Land Use Map designations can be found attached to this report.

**EXISTING CONDITIONS AND SURROUNDING LAND USES**

The table below provides a summary of the surrounding General Plan (GP) Land Use Map designations, existing land uses and zoning surrounding the site.

<b>Location</b>	<b>GP Land Use</b>	<b>Existing Land Uses</b>	<b>Zoning</b>
North (across Marilyn Road)	Mixed-Use (Commercial / Commerce Park / Residential 15+ dwelling units per acre)	Vacant (approved multifamily residential)	PUD
South	Industrial	Commercial office	CP/GCP PCD
Southeast (across 71st Street)	Industrial	Commercial office	CP/GCP PCD
East	Mixed-Use (Commercial / Commerce Park / Residential 15+ dwelling units per acre)	Commercial office (proposed multifamily residential)	PUD
West (across Kierland Boulevard)	Mixed Use (Commercial / 15+ dwelling units per acre) and Industrial	Commercial office (proposed multifamily residential) and commercial office	PUD and CP/GCP PCD

The site is also approximately 0.2 miles west of Scottsdale Road and lies within the

boundaries of the Maricopa Association of Governments designated Desert Ridge/Kierland Major Employment Center and is in close proximity to a City of Phoenix designated employment center. Providing additional housing options in close proximity to the nearby workforce will add to the sustainability of established office and commercial uses built around the Desert Ridge/Kierland Major Employment Center.

### **RELATIONSHIP TO GENERAL PLAN CORE VALUES AND PRINCIPLES**

- **CONNECT PEOPLE AND PLACES CORE VALUE; OPPORTUNITY SITES; LAND USE PRINCIPLE: Promote and encourage compatible development and redevelopment with a mix of housing types in neighborhoods close to employment centers, commercial areas, and where transit or transportation alternatives exist.**

This request and the concurrent Kierland Sky PUD Amendment promotes redevelopment of the site by allowing for an increase in intensity at a scale compatible with surrounding properties and the Kierland area. The development is located in a mixed-use corridor where nearby properties are approved for multifamily residential or commercial. The project site is also within a designated employment center. The concentration of people near employment uses promotes the sustainability of nearby commercial uses.

- **CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; DIVERSE NEIGHBORHOODS; LAND USE PRINCIPLE: Include a mix of housing types and densities where appropriate within each village that support a broad range of lifestyles.**

The proposed General Plan Land Use Map amendment will further diversify the existing land use map designations in this part of the City by allowing multifamily and commercial uses in a major employment center. This will help to provide diverse housing opportunities in this area to both current and future 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 companion PUD narrative incorporates standards that are compatible in scale and intensity with the surrounding area and properties adjacent to the site. The development is located in a mixed-use corridor where nearby properties are approved for multifamily residential or commercial. Additionally, the PUD incorporates a step down in height adjacent to Kierland Boulevard to be sensitive to the scale and character of nearby single-family residential properties to the southwest.

## **CONCLUSION AND RECOMMENDATION**

Staff recommends approval of GPA-PV-1-22-2 as filed. The request aligns with the goals and policies of the General Plan and will result in a land use designation that will continue to support surrounding uses while maximizing the property's location in an employment center. This proposed Minor General Plan Amendment request is consistent with surrounding land uses and General Plan Land Use Map designations in the general area.

### **Writer**

Adrian Zambrano  
October 24, 2023

### **Exhibits**

Sketch Map (Colored)  
Sketch Map (Black and White)










# GENERAL PLAN AMENDMENT

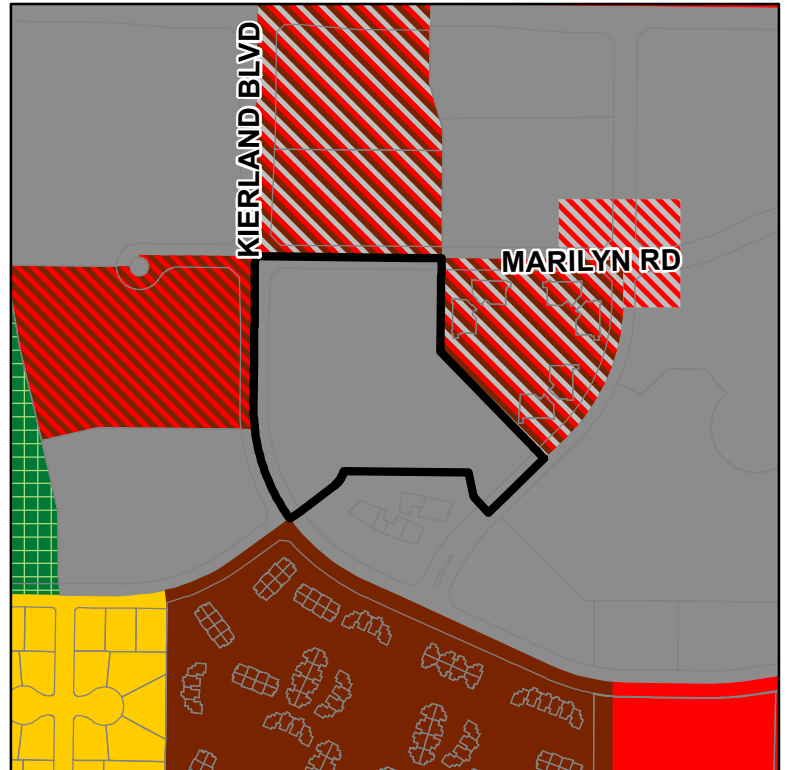
CITY OF PHOENIX ♦ PLANNING & DEVELOPMENT DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882

APPLICATION NO: GPA-PV-1-22-2	ACRES: 7.81 +/-	REVISION DATE:
VILLAGE: Paradise Valley	COUNCIL DISTRICT: 2	9/12/2023
APPLICANT: Larry S. Lazarus		

## EXISTING:



Industrial ( 7.81 +/- Acres)

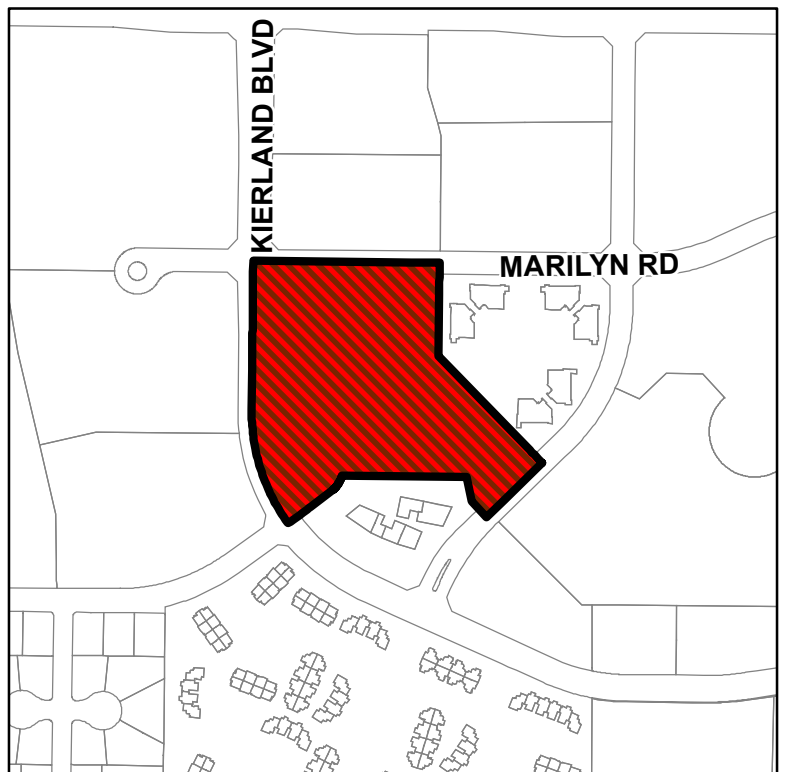
-  Proposed Change Area
-  Residential 3.5 to 5 du/ac
-  Residential 15+ du/ac
-  Commercial
-  Industrial
-  Parks/Open Space - Privately Owned
-  Mixed Use (Commercial / 15+ du/ac)
-  Mixed Use (Commercial / Commerce Park)
-  Mixed Use (Commercial / Commerce Park / Residential 15+ du/ac)



## PROPOSED CHANGE:

Mixed Use (Commercial / Residential 15+ du/ac) ( 7.81 +/- Acres)

-  Proposed Change Area
-  Mixed Use (Commercial / Residential 15+ du/ac)



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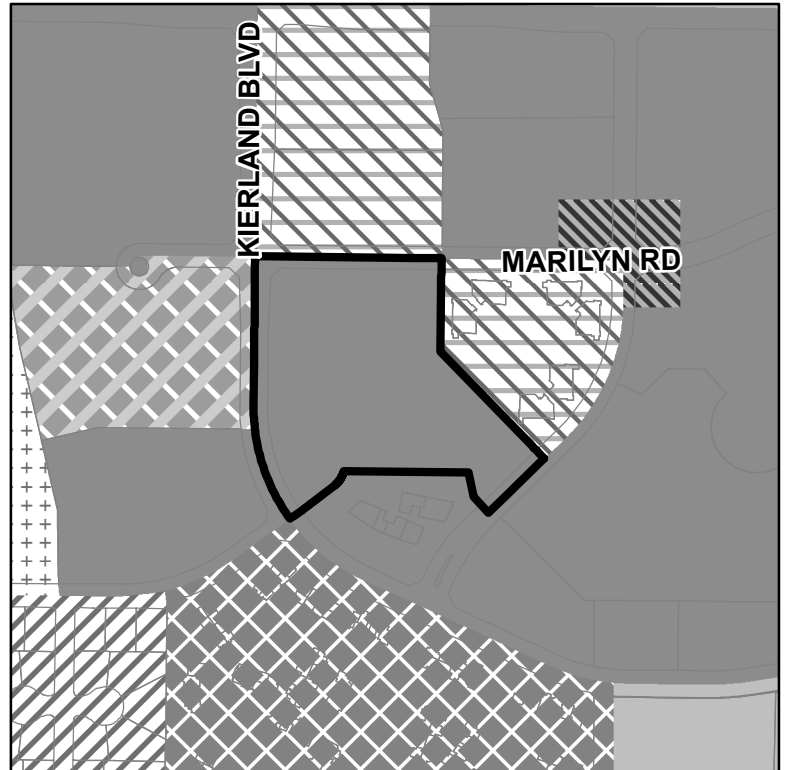
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Industrial ( 7.81 +/- Acres)

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-  Residential 3.5 to 5 du/acre
-  Residential 15+ du/acre
-  Commercial
-  Industrial
-  Parks/Open Space - Privately Owned
-  Mixed Use (Commercial / Residential 15+ du/ac)
-  Mixed Use (Commercial / Commerce / Business Park)
-  Mixed Use (Commercial Commerce Park / Residential 15+ du/ac)



## PROPOSED CHANGE:

Mixed Use (Commercial / Residential 15+ du/ac) ( 7.81 +/- Acres)

-  Proposed Change Area
-  Mixed Use (Commercial / Residential 15+ du/ac)

