



City of Phoenix

PLANNING & DEVELOPMENT DEPARTMENT

GENERAL PLAN AMENDMENT

STAFF ANALYSIS

July 13, 2022

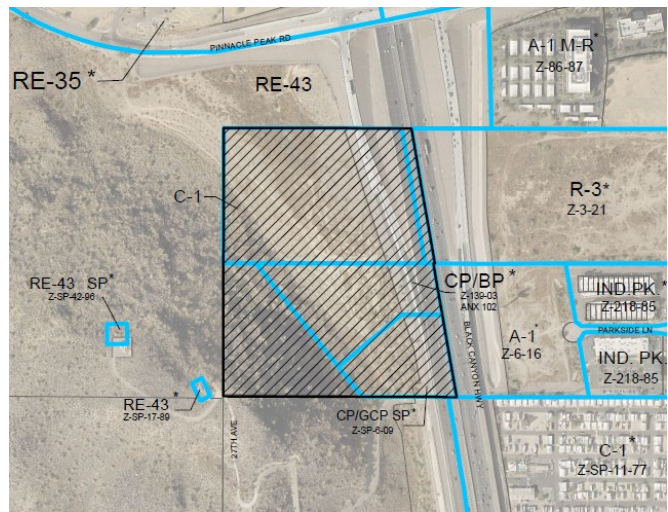
<u>Application:</u>	GPA-DV-1-22-1
<u>Owner:</u>	Laurel, et al. LLC/The Greystone Group
<u>Applicant/Representative:</u>	Brennan Ray, Burch & Cracchiolo PA
<u>Location:</u>	Approximately 330 feet south of the southwest corner of the I-17 Freeway and Pinnacle Peak Road
<u>Acreage:</u>	24.19 acres
<u>Current Plan Designation:</u>	Commerce / Business Park (16.32 acres) Parks / Open Space – Publicly Owned (7.87 acres)
<u>Requested Plan Designation:</u>	Residential 15+ dwelling units per acre
<u>Reason for Requested Change:</u>	Amend the General Plan Land Use Map to allow multifamily residential
<u>Deer Valley Village Planning Committee Meeting Date:</u>	July 14, 2022
<u>Staff Recommendation:</u>	Approval

FINDINGS:

- 1) The companion rezoning case, Z-30-22-1, proposes development that is consistent with land uses in the surrounding area.
- 2) The subject site is appropriate for residential uses and provides new housing opportunities in this part of the village.
- 3) The proposed land use designation is appropriate for the site as it proposes access to a highway which can easily connect residents to the surrounding area and adjacent major employment center.

BACKGROUND

The subject site is 24.19 gross acres of vacant land located approximately 330 feet south of the southwest corner of the I-17 Freeway and Pinnacle Peak Road. This request proposes a minor amendment to the General Plan Land Use Map to allow multifamily development. The proposal is to modify the land use designation from Commerce / Business Park and Parks / Open Space – Publicly Owned to Residential 15+ dwelling units per acre.



Aerial Map; Source: City of Phoenix Planning and Development Department

The site is currently zoned C-1 DVAO (Neighborhood Retail, Deer Valley Airport Overlay District), CP/BP DVAO (Commerce Park District, Business Park Option, Deer Valley Airport Overlay District), CP/GCP SP DVAO (Commerce Park District, General Commerce Park Option, Special Permit, Deer Valley Airport Overlay District), and RE-43 DVAO (One-Family Residence, Deer Valley Airport Overlay District). The existing Special Permit is for an outdoor boat/RV storage and all underlying CP/GCP uses. The companion rezoning case, Z-30-22-1, proposes a change to R-3A DVAO (Multifamily Residence District, Deer Valley Airport Overlay District) to allow multifamily residential.

SURROUNDING LAND USES

NORTH

North of the subject site is vacant land and north of Pinnacle Peak Road is a juvenile detention facility. It is designated Public / Quasi-Public – Publicly Owned on the General Plan Land Use Map and zoned RE-43 DVAO.

EAST

East of the subject site is the I-17 Freeway designated as Transportation. East of the freeway is vacant land designated Mixed Use (Commercial / Commerce Park / Business Park / Residential 5 to 10 dwelling units per acre / Residential 15+ dwelling units per acre). One parcel was rezoned to R-3 DVAO for multifamily residential, per Rezoning Case No. Z-3-21. Another parcel is zoned A-1 DVAO and is vacant, with a proposed warehouse and office use.

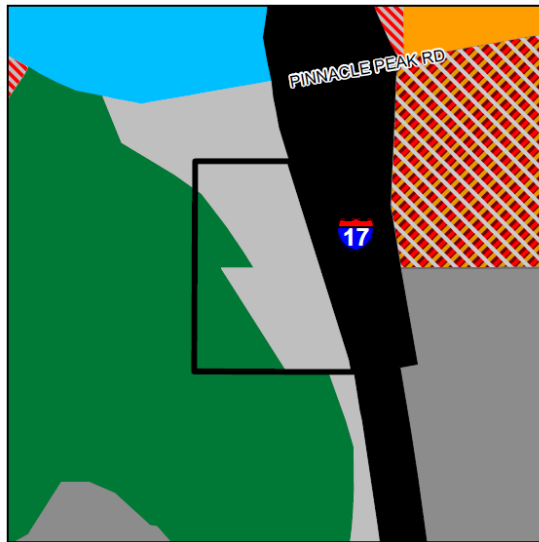
SOUTH

South of the subject site is vacant land, designated as Commerce / Business Park and Parks / Open Space – Publicly Owned and zoned RE-43 DVAO.

WEST

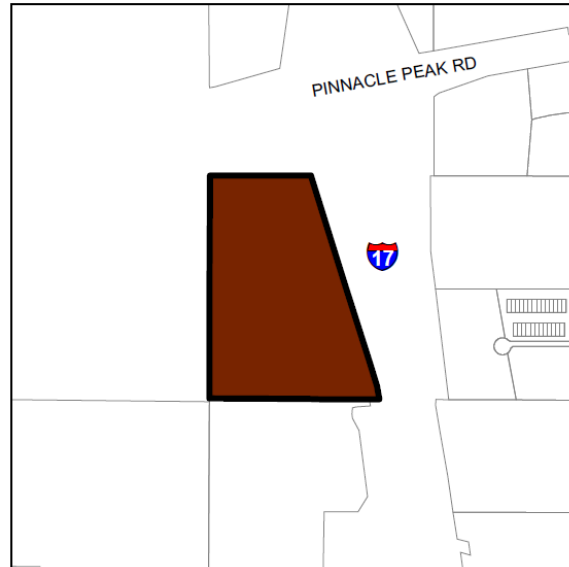
West of the subject site is Kuttu Peak, which is designated as Commerce / Business Park and Parks / Open Space – Publicly Owned and zoned RE-43 DVAO, and RE-43 SP, Special Permits for communication towers and an equipment shelter.

CURRENT



- Proposed Change Area
- Freeways
- Residential 5 to 10 du/ac
- Industrial
- Commerce/Business Park
- Public/Quasi-Public
- Transportation
- Parks/Open Space - Publicly Owned
- Mixed Use (Commercial / Commerce Park)
- Mixed Use (Commercial/Commerce Pk/Busns Pk/Res 5 to10/Res 15+)

PROPOSED



- Proposed Change Area
- Freeways
- Residential 15+ du/ac

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 provides a reasonable level of intensity that is respectful to local conditions. The companion rezoning case includes stipulations for enhanced

landscaping and setback standards to ensure future development will be compatible with the area's character and buffered from the freeway.

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 request facilitates additional residential options with access to a freeway and within the Deer Valley employment center.

BUILD THE SUSTAINABLE DESERT CITY CORE VALUE; 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-30-22-1, will provide enhanced shade and setback standards. The shade trees will help provide a thermally comfortable environment for site users.

CONCLUSION AND RECOMMENDATION

Staff recommends approval of GPA-DV-1-22-1 as filed. The request aligns with the goals and policies of the General Plan and will result in a land use designation that will provide additional housing options within an employment center and near the Interstate 17 freeway, a major transportation corridor.

Writer

Sarah Stockham
July 13, 2022

Team Leader

Racelle Escolar

Exhibits

Sketch Maps (2 pages)

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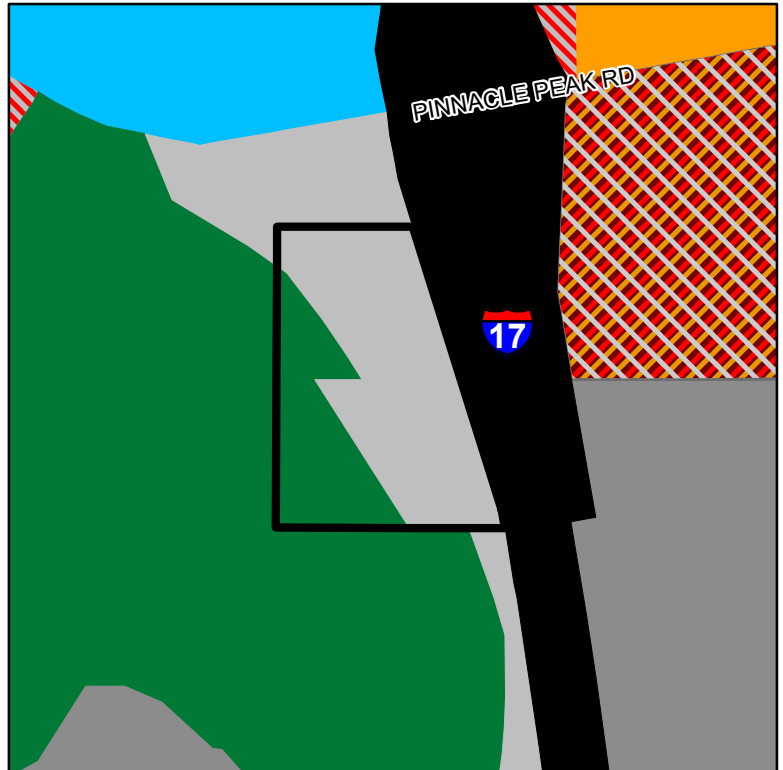
CITY OF PHOENIX ♦ PLANNING & DEVELOPMENT DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882

APPLICATION NO: GPA-DV-1-22-1	ACRES: 24.19 +/-	REVISION DATE:
VILLAGE: Deer Valley	COUNCIL DISTRICT: 1	7/13/2022
APPLICANT: Brennan Ray, Burch & Cracchiolo PA		

EXISTING:



Commerce / Business Park (16.32 +/- Acres)
 Parks / Open Space-Public (7.87 +/- Acres)

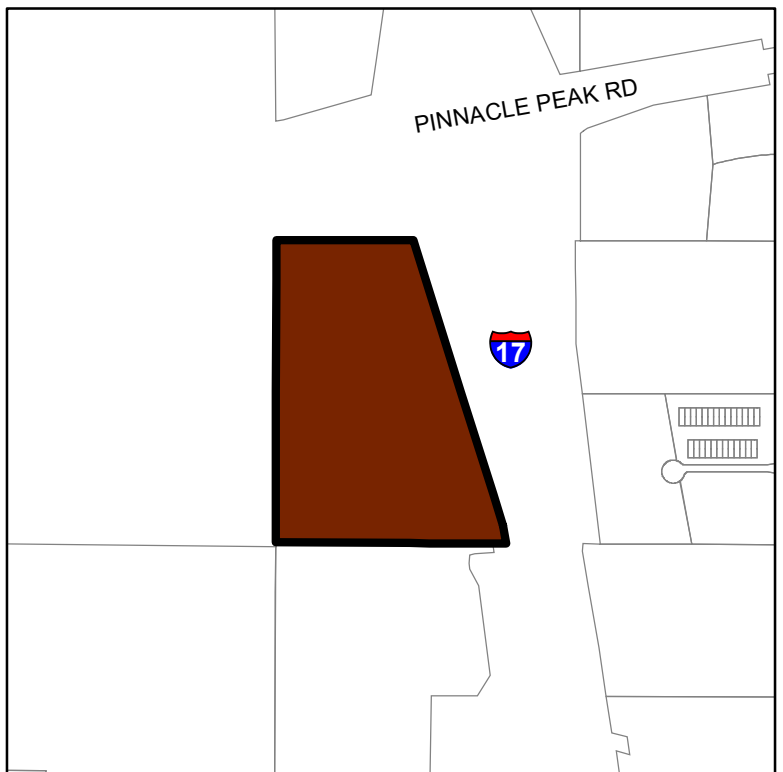
-  Proposed Change Area
-  Residential 5 to 10 du/ac
-  Industrial
-  Commerce/Business Park
-  Public/Quasi-Public
-  Transportation
-  Parks/Open Space - Publicly Owned
-  Mixed Use (Commercial / Commerce Park)
-  Mixed Use (Commercial/Commerce Pk/Busns Pk/Res 5 to10/Res 15+)



PROPOSED CHANGE:

Residential 15+ du/ac (24.19 +/- Acres)

-  Proposed Change Area
-  Residential 15+ du/ac



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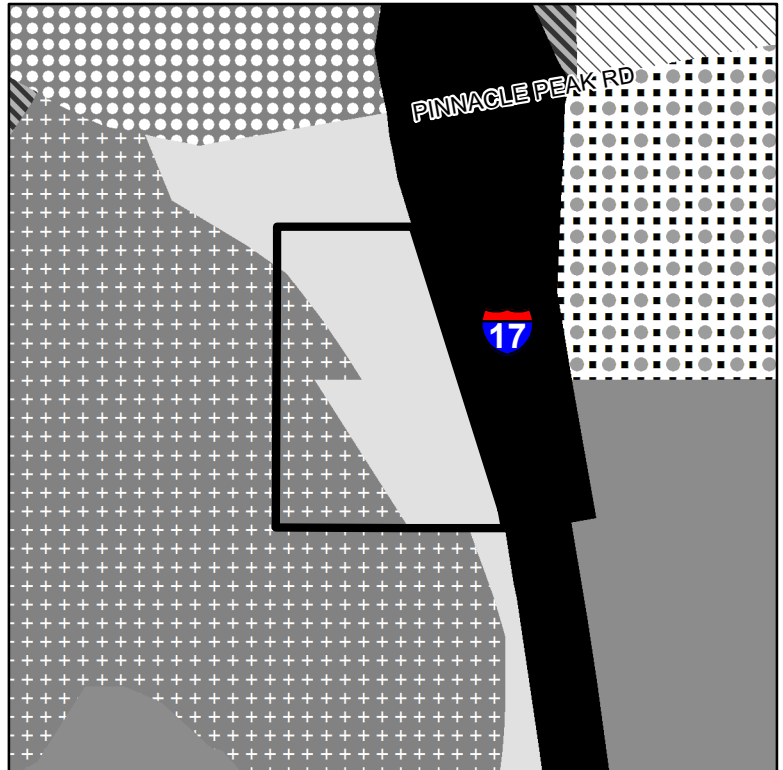
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APPLICATION NO: GPA-DV-1-22-1_BW	ACRES: 24.19 +/-	REVISION DATE:
VILLAGE: Deer Valley	COUNCIL DISTRICT: 1	7/13/2022
APPLICANT: Brennan Ray, Burch & Cracchiolo PA		

EXISTING:



Commerce / Business Park (16.32 +/- Acres)
 Parks / Open Space-Public (7.87 +/- Acres)

-  Proposed Change Area
-  Residential 5 to 10 du/acre
-  Industrial
-  Commerce/Business Park
-  Public/Quasi-Public
-  Transportation
-  Parks/Open Space - Publicly Owned
-  Mixed Use (Commercial / Commerce Park)
-  Mixed Use (Commercial/Commerce Pk/Busns Pk/Res 5 to10/Res 15+)



PROPOSED CHANGE:

Residential 15+ du/ac (24.19 +/- Acres)

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