



**City of Phoenix**  
PLANNING & DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT  
STAFF ANALYSIS**  
September 11, 2018

|   |   |
|---|---|
| <u>Application:</u>                     | GPA-DV-1-18-2   |
| <u>Applicant:</u>                       | Brennan Ray, Burch & Cracchiolo, PA   |
| <u>Location:</u>                        | Approximately 3,300 feet north of the northeast corner of Black Canyon Highway and Jomax Road                                 |
| <u>Acreage:</u>                         | 20.54 acres   |
| <u>Current Plan Designation:</u>        | Mixed Use (Residential 15+ / Commerce/Business Park)<br>Residential 5 to 15 dwelling units per acre<br>Commerce/Business Park |
| <u>Requested Plan Designation:</u>      | Residential 5 to 15 dwelling units per acre   |
| <u>Reason for Requested Change:</u>     | Amend the General Plan Land Use Map to allow multifamily residential development up to 15 dwelling units per acre             |
| <u>Village Planning Committee Date:</u> | Deer Valley – September 20, 2018  |
| <u>Staff Recommendation:</u>            | Approval  |

**FINDINGS:**

- 1) The subject site exceeds 10 acres, which requires a minor General Plan Amendment to the Land Use Map.
- 2) The companion rezoning case, Z-45-18-2, proposes development that is consistent in scale and character with land uses in the surrounding area.
- 3) The proposed land use designation will be compatible with the surrounding General Plan Land Use Map designations.

## **BACKGROUND**

The subject site is located approximately 3,300 feet north of the northeast corner of Black Canyon Highway and Jomax Road. The site is vacant land and has been utilized for seasonal holiday events.

Currently the site has three land use map designations. The General Plan Amendment will provide consistency for the entire site and will be more compatible with the surrounding land use map designations.

## **SURROUNDING LAND USES**

North of the subject are large lot single-family homes zoned S-1 and designated Mixed Use Residential 15+ / Commerce/Business Park on the General Plan Land Use Map.

South of the subject site is a church zoned PUD and designated Mixed Use Residential 15+ / Commerce/Business Park on the General Plan Land Use Map.

East of the subject site is the Maricopa County Flood Control District zoned S-1 and designated Floodplain on the General Plan Land Use Map. East of the floodplain is a single-family subdivision zoned R1-8 Planned Community District (PCD) and designated Residential 2 to 5 dwelling units per acre on the General Plan Land Use Map.








West, across Black Canyon Highway, are single-family homes zoned S-1 and R1-6 and designated Residential 2 to 5 dwelling units per acre on the General Plan Land Use Map.

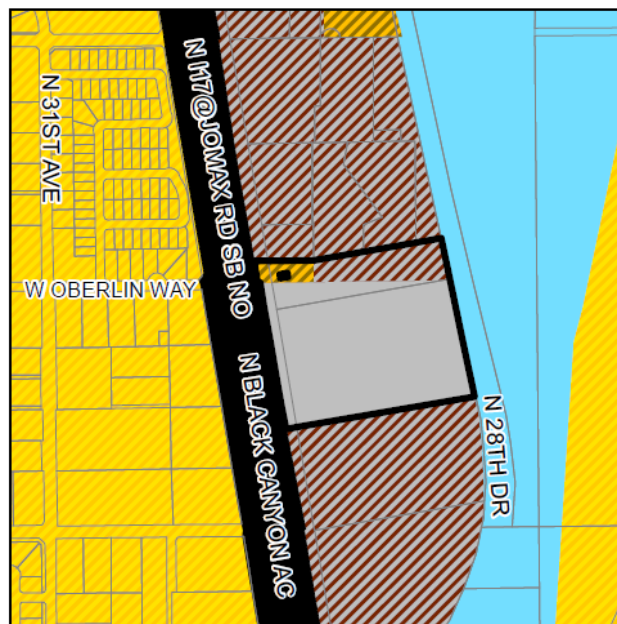
### **EXISTING:**

Mixed Use Residential 15+ / Commerce/Business Park (2.83 +/- Acres)

Residential 5 to 15 du/ac (0.81 +/- Acres)

Commerce/Business Park (16.90 +/- Acres)

-  Proposed Change Area
-  Residential 2 to 5 du/ac
-  Residential 5 to 15 du/ac
-  Mixed Use Residential 15+ / Commerce/Business Park
-  Commerce/Business Park
-  Floodplain
-  Transportation



Source: City of Phoenix Planning and Development Department

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

### **CONNECT PEOPLE AND PLACES**

- ***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.***

The proposed multifamily development will provide additional housing choices for area residents.

### **CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS**

- ***CELEBRATE OUR DIVERSE COMMUNITIES & NEIGHBORHOODS; CLEAN NEIGHBORHOODS DESIGN: 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 mixed use land use map designation is consistent with existing land uses in the surrounding area.

- ***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 would allow the development of a vacant parcel. The addition of the residential land use map designation allows for a mixture of uses.

## **CONCLUSION AND RECOMMENDATION**

The staff recommendation for GPA-DV-1-18-2 is to approve the request as filed. The proposed land use map designation is consistent in scale and character with existing land uses in the surrounding area. As stipulated, the companion rezoning case will provide compatibility and consistency with the land use pattern in the surrounding area. Approval of the request will support the development of this vacant property with uses that are compatible with the surrounding land use designations and zoning designations.

**Writer**

Elyse DiMartino  
September 11, 2018

**Team Leader**

Samantha Keating

**Exhibits**

Sketch Map








# GENERAL PLAN AMENDMENT

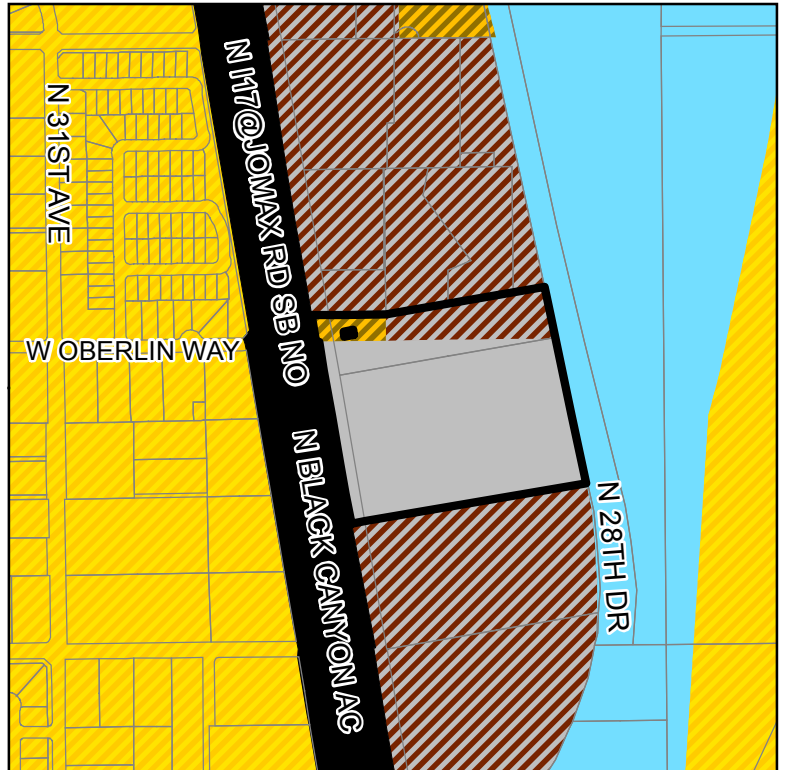
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|                               |                     |
|-------------------------------|---------------------|
| APPLICATION NO: GPA-DV-1-18-2 | ACRES: 20.54 +/-    |
| VILLAGE: Deer Valley          | COUNCIL DISTRICT: 2 |
| APPLICANT: Brennan Ray        |                     |

## EXISTING:



Mixed Use Residential 15+ / Commerce/Business Park (2.83 +/- Acres)  
 Residential 5 to 15 du/ac (0.81 +/- Acres)  
 Commerce/Business Park (16.90 +/- Acres)

-  Proposed Change Area
-  Residential 2 to 5 du/ac
-  Residential 5 to 15 du/ac
-  Mixed Use Residential 15+ / Commerce/Business Park
-  Commerce/Business Park
-  Floodplain
-  Transportation



## PROPOSED CHANGE:

Residential (10-15 du/ac) 20.54 +/- Acres)

-  Proposed Change Area
-  Residential (10-15 du/ac)

