



**City of Phoenix**  
PLANNING & DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT  
STAFF ANALYSIS**  
August 9, 2022

Application: GPA-DV-2-22-1

Owner: TCA Plaza I, LLC and TCA Plaza II, LLC

Applicant/Representative: Jason Morris / Benjamin Tate, Withey Morris, PLC

Location: Approximately 600 feet south of the southwest corner of 19th Avenue and Rose Garden Lane

Acreage: 22.46 acres

Current Plan Designation: [Industrial](#)

Requested Plan Designation: [Residential 15+ dwelling units per acre](#)

Reason for Requested Change: A minor General Plan Amendment to allow multifamily residential

[Deer Valley Village Planning Committee Meeting Date:](#) August 11, 2022

Staff Recommendation: Approval

**FINDINGS:**

- 1) The proposed General Plan Land Use Map designation of Residential 15+ dwelling units per acre would allow higher density attached townhouses, condominiums, or apartments, which are consistent with land uses in the surrounding area.
- 2) The companion rezoning case, Z-34-22-1, proposes a multifamily residential development, which, as stipulated, protects the character of the surrounding area by providing additional landscape setback and limiting height adjacent to single-family residential properties and concentrating density along 19th Avenue, an arterial street.

- 3) The subject site is appropriate for residential uses at the proposed densities and provides new housing opportunities in this part of the city. Furthermore, the development has adequate street access and provides streetscape improvements that benefit the surrounding area.

## **BACKGROUND**

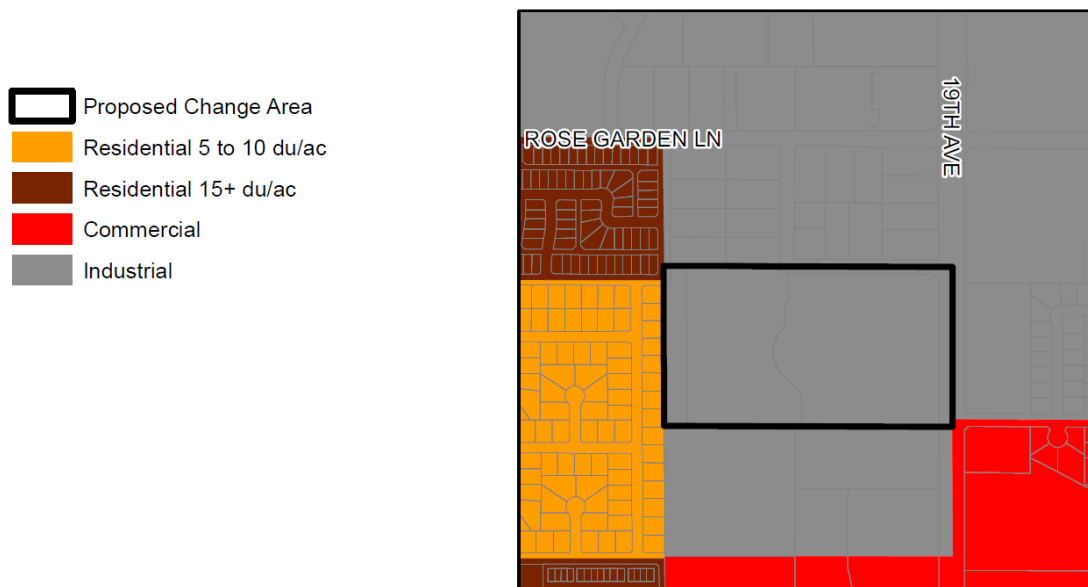
The subject site is 22.46 acres of land, located approximately 600 feet south of the southwest corner of 19th Avenue and Rose Garden Lane. The subject site contains an office building, accessory parking, and vacant land. The current General Plan Land Use Map designation on the site is Industrial and the zoning is Ind. Pk. (Industrial Park). The proposal is to change the land use designation from Industrial to Residential 15+ dwelling units per acre. The companion Rezoning Case No. Z-34-22-1 is to rezone the site to R-3A (Multifamily Residence District) to allow multifamily residential.

## **SURROUNDING LAND USES**

The current General Plan Land Use Map designation for the site is Industrial.

### **EXISTING:**

Industrial ( 22.46 +/- Acres)



*Existing General Plan Land Use Map designation, Source: Planning and Development Department*

North, south, and east of the subject site is also designated as Industrial, which have commerce park and commercial land uses. To the west of the subject site, the General Plan Land Use Map designation is Residential 5 to 10 dwelling units per acre and Residential 15+ dwelling units per acre and the existing land use is single-family residential.

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

### **CONNECT PEOPLE AND PLACES**

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

The proposed minor General Plan Amendment, along with the companion rezoning case, Z-34-22-1, would allow redevelopment of an underused site into a multifamily residential community that is compatible with the surrounding area and respectful of local conditions. The proposed development is located along a mixed-use corridor and as stipulated, incorporates setbacks and enhanced landscaping around the perimeter to enhance compatibility with the surrounding area.

### **CELEBRATE OUR DIVERSE COMMUNITIES & NEIGHBORHOODS**

- ***CERTAINTY & 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.***

As stipulated in the companion rezoning case, Z-34-22-1, the proposed development will be sensitive to the scale and character of the surrounding area. This section of 19th Avenue contains a mix of higher-intensity commercial uses and multifamily development. As stipulated, the development would incorporate standards to avoid negative impacts on the adjacent single-family residences to the west, including a height limit, increased setbacks, and enhanced landscaping.

### **BUILD THE SUSTAINABLE DESERT CITY**

- ***TREES AND SHADE: DESIGN PRINCIPLE: Integrate trees and shade into the design of new development and redevelopment projects throughout Phoenix.***

As stipulated in the companion rezoning case, Z-34-22-1, the proposal will be required to shade the sidewalk on 19th Avenue and Monona Drive, provide enhanced landscaping standards within the perimeter of the development, and provide additional shading within the surface parking lots. This will help to provide shade for pedestrians in and around the community and to mitigate the urban heat island effect by covering hard surfaces, thus cooling the micro-climate around the vicinity.

## **CONCLUSION AND RECOMMENDATION**

Staff recommends approval of GPA-DV-2-22-1. The proposed land use map designation allows for development that is consistent with the surrounding developments and provides additional multifamily housing opportunities for the area. The companion rezoning case, Z-34-22-1, as stipulated, will require design features that promote compatibility with the surrounding area.

### **Writer**

Anthony Grande  
August 9, 2022

### **Team Leader**

Racelle Escolar

### **Exhibits**

Sketch Maps (2 pages)  
Community Correspondence (3 pages)

# GENERAL PLAN AMENDMENT

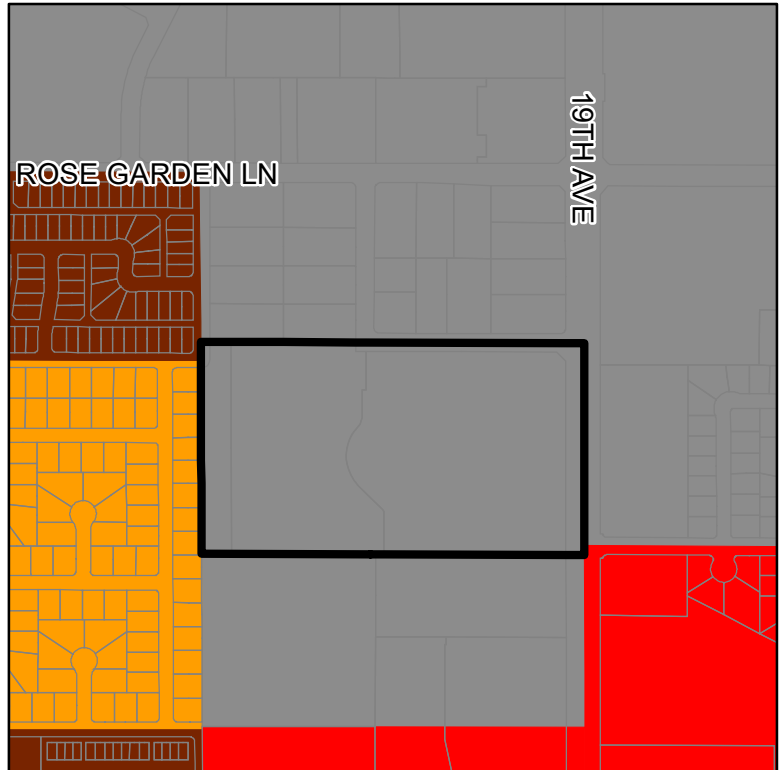
CITY OF PHOENIX ♦ PLANNING & DEVELOPMENT DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882

APPLICATION NO: GPA-DV-2-22-1	ACRES: +/- 22.46	REVISION DATE:
VILLAGE: Deer Valley	COUNCIL DISTRICT: 1	
APPLICANT: Jason Morris/Benjamin Tate		

## EXISTING:



Industrial ( 22.46 +/- Acres)

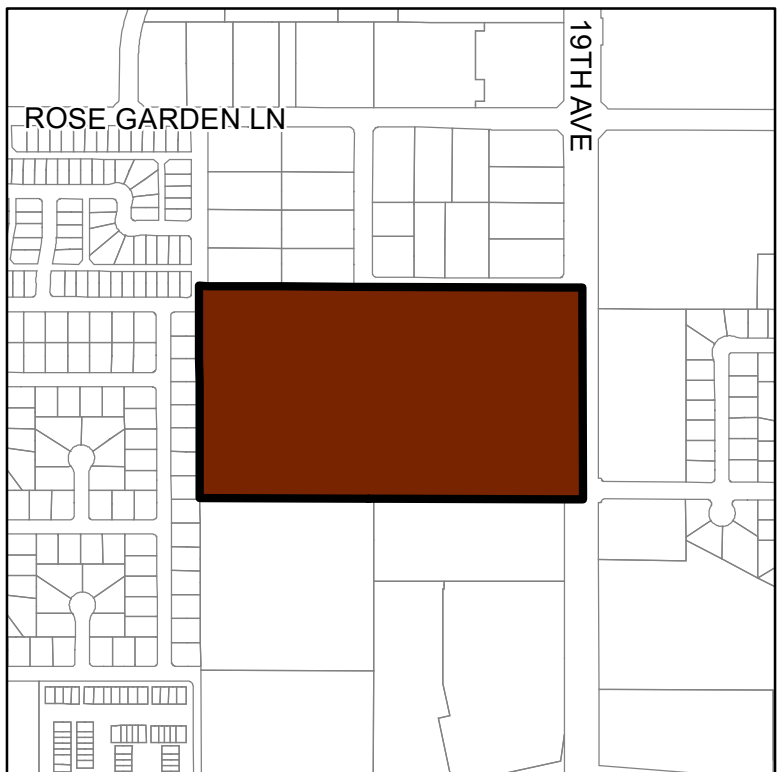
-  Proposed Change Area
-  Residential 5 to 10 du/ac
-  Residential 15+ du/ac
-  Commercial
-  Industrial



## PROPOSED CHANGE:

Residential 15+ du/ac ( 22.46 +/- Acres)

-  Residential 15+ du/ac (1)
-  Proposed Change Area (1)








# GENERAL PLAN AMENDMENT

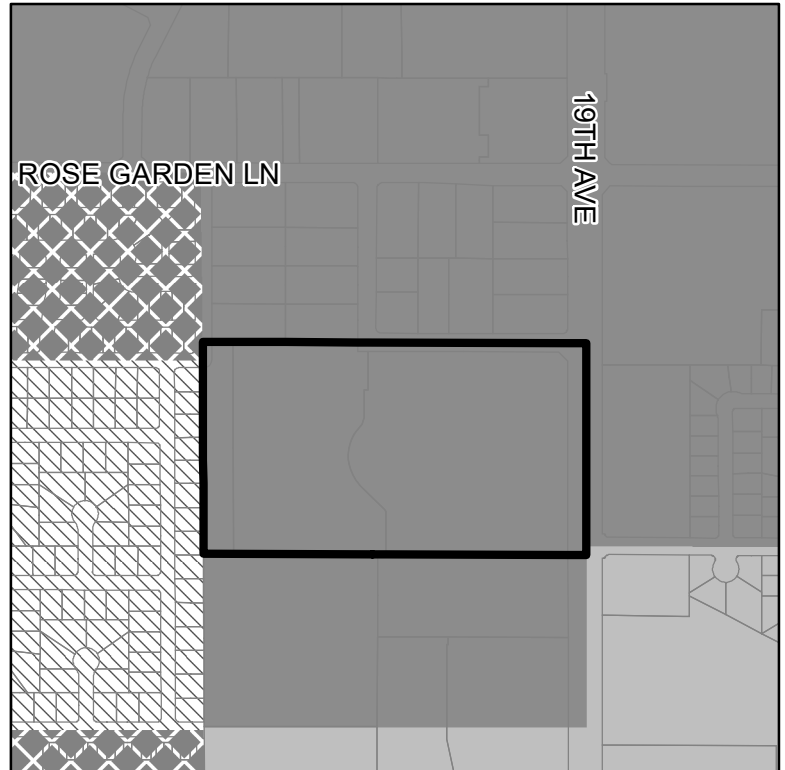
CITY OF PHOENIX ♦ PLANNING & DEVELOPMENT DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882

APPLICATION NO: GPA-DV-2-22-1_BW	ACRES: +/- 22.46	REVISION DATE:
VILLAGE: Deer Valley	COUNCIL DISTRICT: 1	
APPLICANT: Jason Morris/Benjamin Tate		

## EXISTING:



Industrial ( 22.46 +/- Acres)

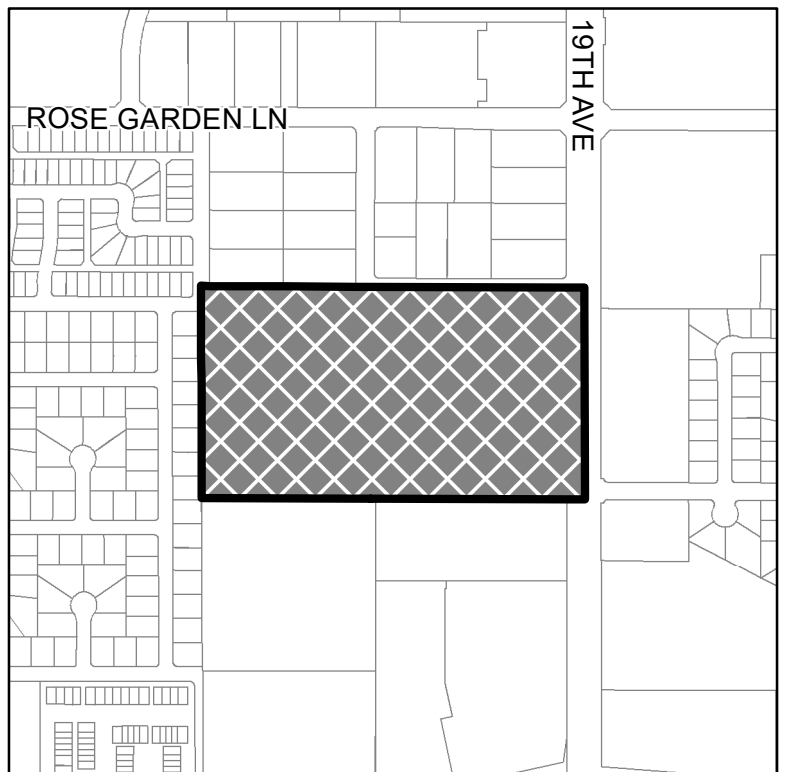
-  Proposed Change Area
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-  Industrial



## PROPOSED CHANGE:

Residential 15+ du/ac ( 22.46 +/- Acres)

-  Residential 15+ du/acre (1)
-  Proposed Change Area (1)



**From:** [Anthony M Grande](#)  
**To:** [Anthony M Grande](#)  
**Subject:** FW: Neighborhood Flyer re - Rezoning Application (Z-34-22-1) and Amendment Application (GPA-DV-2-22-1)  
**Date:** Thursday, May 19, 2022 4:07:45 PM

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**From:** Katy Wills <[katylwills@gmail.com](mailto:katylwills@gmail.com)>  
**Sent:** Thursday, May 19, 2022 3:42 PM  
**To:** Sarah Stockham <[sarah.stockham@phoenix.gov](mailto:sarah.stockham@phoenix.gov)>  
**Subject:** Neighborhood Flyer re - Rezoning Application (Z-34-22-1) and Amendment Application (GPA-DV-2-22-1)

Hi Sarah,

I reside at 20635 N. 21st Avenue, Phoenix, AZ 85027 and received your flyer relating to the Rezoning Application (Z-34-22-1) and Amendment Application (GPA-DV-2-22-1) of Mack Real Estate Group. I oppose these rezoning applications, as the land behind my house has been vacant since 1982 when my house was built, and I would prefer for an apartment complex not to block my backyard view and potentially affect my real estate property value.

Please let me know if you have any questions relating to my opposition of the application.

Thank you.

Sincerely,  
Ann and Katy Wills

**From:** [Anthony M Grande](#)  
**To:** [Anthony M Grande](#)  
**Subject:** FW: regarding rezoning request  
**Date:** Monday, May 23, 2022 11:50:30 AM

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**From:** Mary Dyas <[mas061000@aol.com](mailto:mas061000@aol.com)>  
**Sent:** Monday, May 23, 2022 10:58 AM  
**To:** Sarah Stockham <[sarah.stockham@phoenix.gov](mailto:sarah.stockham@phoenix.gov)>  
**Subject:** regarding rezoning request

Sarah

This is in regards to a rezoning request case #Z-34-22 from a Industrial Plan to a Residential Plan. I definitely oppose this plan. I am a homeowner to three houses in this area. Too many factors play into this changing of plans in our quiet community such as: property values going down, traffic congestion, crime going up and the trash it would bring in. So I am requesting you to deny this request of rezoning this application.

Sincerely yours,

Mary Dyas



Village Planner  
Sarah Stockham  
Phoenix City Government

Application: GPA-DV-2-22-1  
Address: 20620 N 19<sup>th</sup> Avenue

We are owners of the property located at 20817 N 20<sup>th</sup> Avenue. We have been in the area for 20 years, running our business. We bought in this area because it was and is zoned for industrial use.

It has come to our attention that the property down the street is requesting a zoning change from industrial to residential. We have some concerns and objections to that zoning.

1. We have been told that there will be an ingress at the corner of Monona and 20<sup>th</sup> Avenue. This will allow for the residence to access this property either by going down Monona or coming down 20<sup>th</sup> Avenue. This is also going to allow the fire department or any emergency vehicle to have access to the property.
2. Current traffic allows for semi's and delivery trucks to come and go. At times they are stacked in the street waiting to drop off their deliveries or load. There are times when they unload in the street. The access of any emergency vehicle would be limited by the congestion in the area.
3. Our employees and other businesses employees have access to street parking. This is utilized on a daily basis. It is not something we can afford to lose. This also adds to the congestion on the streets. The elimination of this parking would devalue our property.

Having additional traffic accessing these roads will only contribute to the congestion that we experience on a daily basis. As for access for emergency vehicles, it would be limited by the current traffic and street parking. These streets cannot support additional any traffic.

I would like to request that the transportation department do a traffic count and an observation of the current area before allowing this project to proceed with this ingress at this corner.

**County Transportation needs to prove 20th street can handle the additional traffic before approving the increased density. We do not believe it can and are against the access onto 20th street**

**Until this is resolved we do not support the rezoning.**

Michaelene and Steuart Barlow  
20817 N 20<sup>th</sup> Avenue "B"  
Phoenix, Az. 85027  
623-580-5200

Cc: Anne O'Brian