



City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT
STAFF ANALYSIS**
November 14, 2019

<u>Application:</u>	GPA-DV-3-19-1
<u>Applicant:</u>	Pederson Group, Inc.
<u>Owner:</u>	Arizona State Land Department
<u>Representative:</u>	Bergin, Frakes, Smalley & Obberholtzer
<u>Location:</u>	Southwest corner of 35th Avenue and Hackamore Drive
<u>Acreage:</u>	13.09 acres
<u>Current Plan Designation:</u>	Parks/Open Space-Publicly Owned (0.32 acres), Commercial (7.73 acres), Residential 0 to 2 dwelling units per acre (5.04 acres)
<u>Requested Plan Designation:</u>	Residential 15+ dwelling units per acre
<u>Reason for Requested Change:</u>	For multifamily residential development
<u>Village Planning Committee Date:</u>	Deer Valley – November 21, 2019
<u>Staff Recommendation:</u>	Approval

FINDINGS:

- 1) The subject site, via the companion rezoning case Z-78-C-88-1, exceeds 10 acres when combined with the acreage of abutting zoning on the same side of the street that is not in conformance with the existing General Plan Land Use Map designation. Therefore, a minor General Plan Amendment is required to amend the Land Use Map designation.

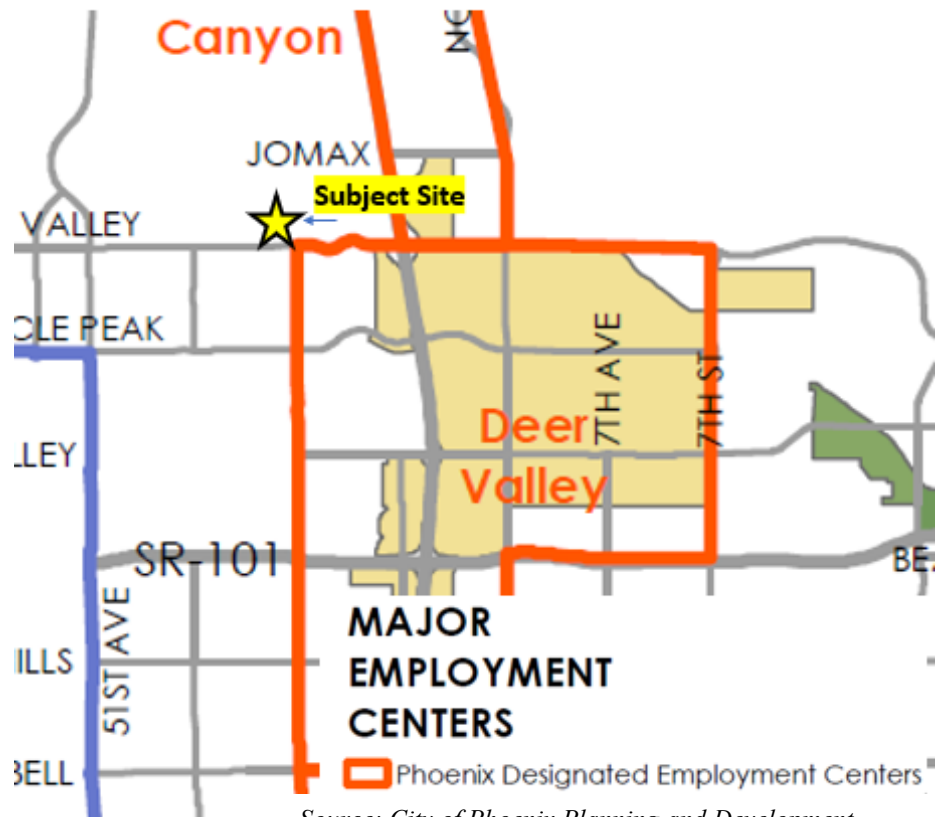
- 2) The companion rezoning case, Z-78-C-88-1, proposes development that is appropriately located close to Happy Valley Road, which is a major arterial, existing commercial amenities, and near an established major employment center.
- 3) The proposed land use designation will be compatible with the General Plan Land Use Map designations in the area. The character of the area is changing to allow for more housing options connected to the Happy Valley Road corridor.

BACKGROUND

The subject site is located on the southwest corner of 35th Avenue and Hackamore Road. The site is currently vacant. The companion Rezoning Case No. Z-78-C-88-1 is a request to allow R-4 PCD zoning for multifamily residential.

The site is located in the Stetson Hills PCD and will provide additional housing choices along the Happy Valley Road corridor.






The site borders the Deer Valley Major Employment Center area on the eastern boundary.

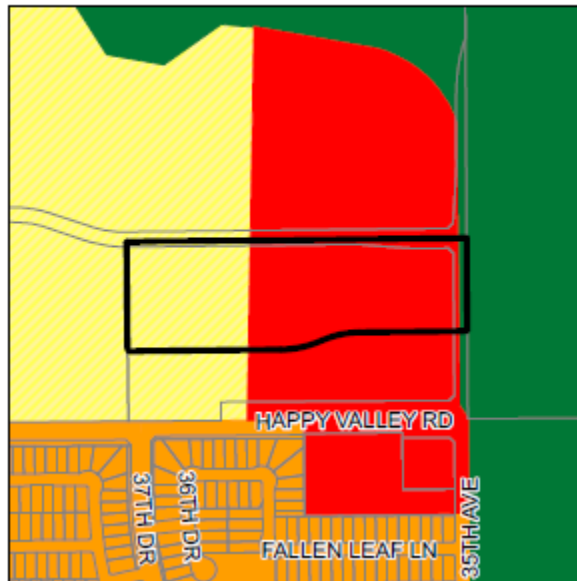


Currently the site has a land use map designation of Parks/Open Space-Publicly Owned, Commercial and Residential 0 to 2 dwelling units per acre. This General Plan Amendment will amend the land use map designation to allow for more housing choices in the area in close proximity to existing commercial amenities.

EXISTING:

Commercial (7.73 +/- Acres)
Residential 0 to 2 du/ac (5.04 +/- Acres)
Parks/Open Space - Publicly Owned (0.32 +/- Acres)

-  Proposed Change Area
-  Residential 0 to 2 du/ac
-  Residential 5 to 10 du/ac
-  Commercial
-  Parks/Open Space - Publicly Owned



Source: City of Phoenix Planning and Development Department

RELATIONSHIP TO GENERAL PLAN CORE VALUES AND PRINCIPLES

CONNECT PEOPLE AND PLACES

- ***OPPORTUNITY SITES CORE VALUE; 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 General Plan Land Use Map designation will allow for multifamily development that provides additional housing choices along the Happy Valley corridor just west of the Deer Valley Major Employment Center.

CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS

- ***CELEBRATE OUR DIVERSE COMMUNITIES & NEIGHBORHOODS CORE VALUE; 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.***

As stipulated via companion Case No. Z-78-C-88-1, the proposed development

is compatible with existing development and land uses in the area.

- ***CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; DIVERSE NEIGHBORHOODS; LAND USE PRINCIPLE: Within each village, designate residential land use in at least four of the seven residential categories and designate at least one of those categories to be for 10 to 15 or 15+ dwelling units per acre.***

The proposal would allow the development of an underutilized parcel. The addition of the residential land use map designation allows for a mixture residential uses in close proximity to an employment center, of fa major arterial of Happy Valley Road and near existing commercial nodes.

CONCLUSION AND RECOMMENDATION

Staff recommends approval of GPA-DV-3-19-1 as filed. The proposed land use map designation is consistent with other designations that border the Deer Valley Major Employment Center. As stipulated, the companion rezoning case, Z-78-C-88-1, will provide compatibility and consistency with the land use pattern in the surrounding area, provide additional housing options in the Stetson Hills PCD, the proposal is appropriately located close to a major arterial, Happy Valley Road, and is in close proximity to established commercial amenities.

Writer

David Simmons
November 14, 2019

Team Leader

Samantha Keating

Exhibits

Sketch Map






GENERAL PLAN AMENDMENT

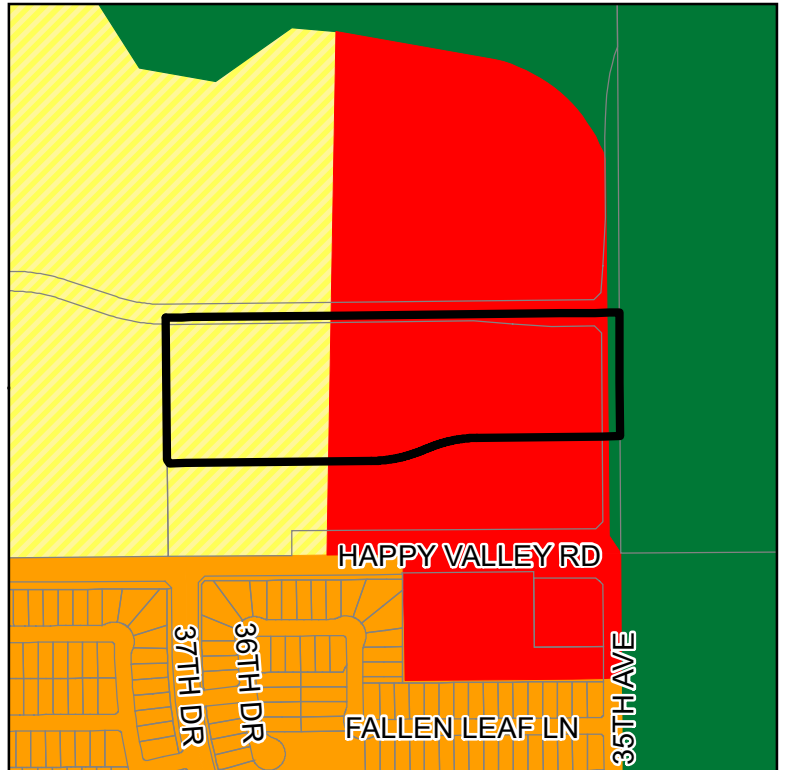
CITY OF PHOENIX ♦ PLANNING & DEVELOPMENT DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882

APPLICATION NO: GPA-DV-3-19-1	ACRES: 13.09 +/-
VILLAGE: Deer Valley	COUNCIL DISTRICT: 1
APPLICANT: Pederson Group, Inc.	

EXISTING:



Commercial (7.73 +/- Acres)
 Residential 0 to 2 du/ac (5.04 +/- Acres)
 Parks/Open Space - Publicly Owned (0.32 +/- Acres)

-  Proposed Change Area
-  Residential 0 to 2 du/ac
-  Residential 5 to 10 du/ac
-  Commercial
-  Parks/Open Space - Publicly Owned



PROPOSED CHANGE:

Residential 15+ du/ac (13.09 +/- Acres)

-  Proposed Change Area
-  Residential 15+ du/ac

