



# City of Phoenix

PLANNING & DEVELOPMENT DEPARTMENT

## GENERAL PLAN AMENDMENT STAFF ANALYSIS

May 10, 2023

<u>Application:</u>	GPA-EST-1-23-7
<u>Owner:</u>	FPE51, LLC
<u>Applicant:</u>	Fisher Sand and Gravel
<u>Representative:</u>	Adam Baugh, Withey Morris Baugh, PLC
<u>Location:</u>	Southwest corner of 51st Avenue and Broadway Road
<u>Acreage:</u>	26.08 acres
<u>Current Plan Designation:</u>	<a href="#">Residential 10 to 15 dwelling units per acre</a>
<u>Requested Plan Designation:</u>	<a href="#">Mixed Use (Industrial / Commerce/Business Park)</a>
<u>Reason for Requested Change:</u>	Minor General Plan Amendment to allow commerce park and industrial uses
<u>Estrella <a href="#">Village Planning Committee</a> Meeting Date:</u>	May 16, 2023
<u>Staff Recommendation:</u>	Approval

### **FINDINGS:**

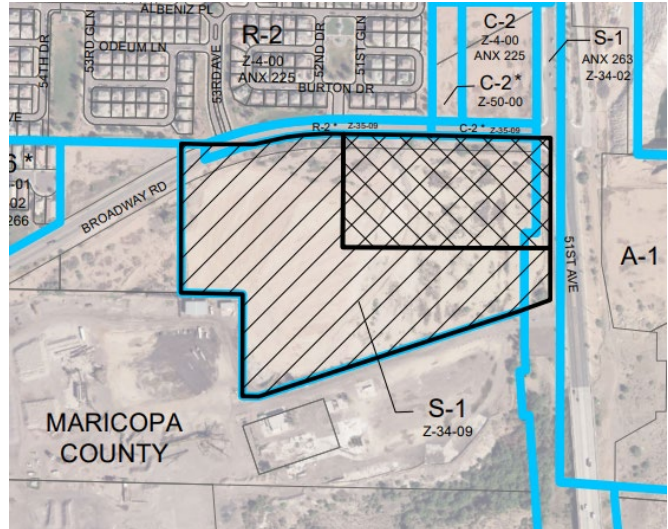
- 1) The proposed Industrial / Commerce/Business Park Land Use Map designation provides for a land use mix that is consistent with the surrounding land uses to the south and east.
- 2) The companion rezoning case, Z-13-23-7, as stipulated, proposes development that is consistent in scale and character with land uses in the general area, and provides a transition to residential uses north of Broadway Road.
- 3) The proposed Industrial / Commerce/Business Park land use designation will be consistent with the zoning districts proposed on the site to maximize employment opportunities within the Estrella Village.

## **BACKGROUND**

The subject site is 26.08 gross acres located on the southwest corner of 51st Avenue and Broadway Road. The entire site is vacant land, zoned S-1 (Ranch or Farm Residence) (25.97 acres) and R-2 (Multifamily Residence District) (0.11 acres). The existing General Plan Land Use Map designation is Residential 10 to 15 dwelling units per acre.

GPA-EST-1-23-7 proposes a minor amendment to the General Plan Land Use Map to allow industrial and commerce park uses. The proposal is to modify the land use designation to Mixed Use (Industrial / Commerce/Business Park).

The companion rezoning case, Z-13-23-7, proposes a commerce park and industrial development that is consistent with the proposed land use designation.



*Aerial Zoning Map  
Source: Planning and Development  
Department*

## **SURROUNDING LAND USES**

The subject site consists of vacant undeveloped land. The current General Plan Land Use Map designation for the site is Residential 10 to 15 dwelling unit per acre.

### **NORTH**

Northeast of the subject site, across Broadway Road, is vacant land designated Commercial on the General Plan Land Use Map. The remainder of the area to the north is a single-family residential subdivision designated Residential 5 to 10 dwelling units per acre.

### **EAST**

East of the subject site, across 51st Avenue is vacant land adjacent to mining operations. The area is designated Residential 10 to 15 dwelling units per acre.

### **WEST**

West of the subject site are mining operations located in the Maricopa County jurisdiction. This area is designated Residential 10 to 15 dwelling units per acre on the General Plan Land Use Map.

## **SOUTH**

South of the subject site are mining operations located in the Maricopa County jurisdiction. This area is designated Residential 10 to 15 dwelling units per acre and Parks/Open Space – Publicly Owned.

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

### **STRENGTHEN OUR LOCAL ECONOMY CORE VALUE**

- **ENTREPRENEURS AND EMERGING ENTERPRISES; LAND USE PRINCIPLE: Encourage land uses that promote the growth of entrepreneurs or new businesses in Phoenix in appropriate locations.**

This General Plan Amendment request, with the companion rezoning request, Z-13-23-7, will support a variety of employment uses adjacent to two arterial streets, Broadway Road and 51st Avenue. The development will provide a place for businesses to operate and grow within the Estrella Village.

### **CONNECT PEOPLE AND PLACES CORE VALUE**

- **CANALS AND TRAILS; DESIGN PRINCIPLE: Provide multi-use trail connections where appropriate.**

As stipulated in the companion rezoning case, Z-13-23-7, a multi-use trail is required along the 51st Avenue frontage. This future trail will connect to other trails along 51st Avenue that lead to the Rio Salado. Thus, adding to the regional network of trails and improving recreational opportunities.

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

- **SAFE NEIGHBORHOODS, TRAFFIC; LAND USE: Locate major traffic-generating land uses on major streets in areas planned for such uses, or near parkway and freeway access and transit centers or light rail transit stations, and avoid use of local streets.**

The proposed General Plan Land Use Map designation and companion rezoning case would place proposed traffic-generating employment uses near the Loop 202 freeway.

## **CONCLUSION AND RECOMMENDATION**

Staff recommends approval of GPA-EST-1-23-7 as filed. The request aligns with the goals and policies of the General Plan and will result in a land use designation that will maximize the property's opportunities for development. Along with the companion

rezoning case, Z-13-23-7, the General Plan Amendment will allow for compatible land uses that will provided employment opportunities for the Estrella communtiy.

**Writer**

Nayeli Sanchez Luna  
May 10, 2023

**Team Leader**

Racelle Escolar

**Exhibits**

Sketch Maps (2 pages)








# GENERAL PLAN AMENDMENT

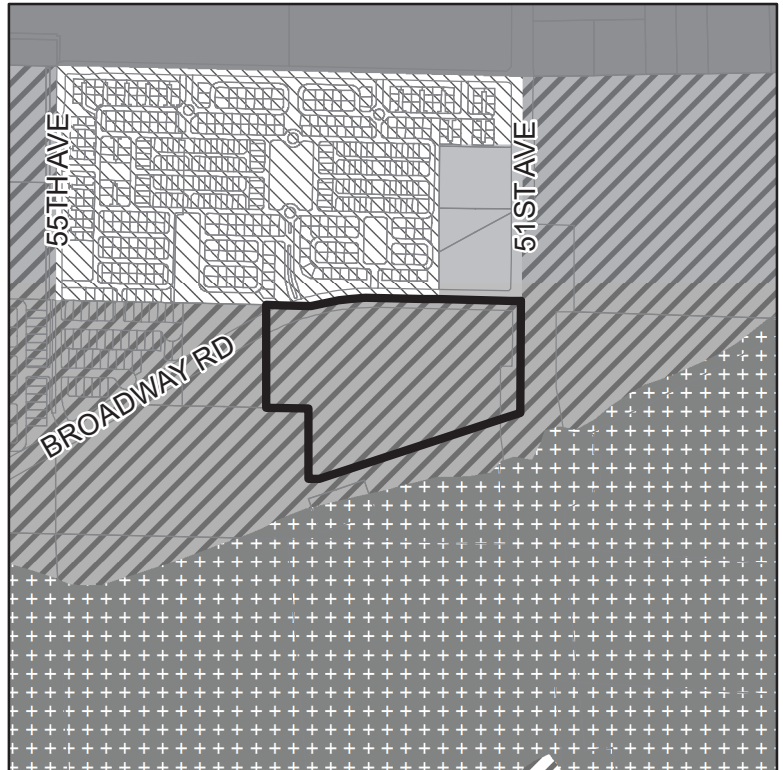
CITY OF PHOENIX ♦ PLANNING & DEVELOPMENT DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882

APPLICATION NO: GPA-EST-1-23-7	ACRES: 26.08 +/-	REVISION DATE:
VILLAGE: Estrella	COUNCIL DISTRICT: 7	4/27/2023
APPLICANT: Fisher Sand and Gravel		

## EXISTING:



Residential 10 to 15 du/ac ( 26.08 +/- Acres)

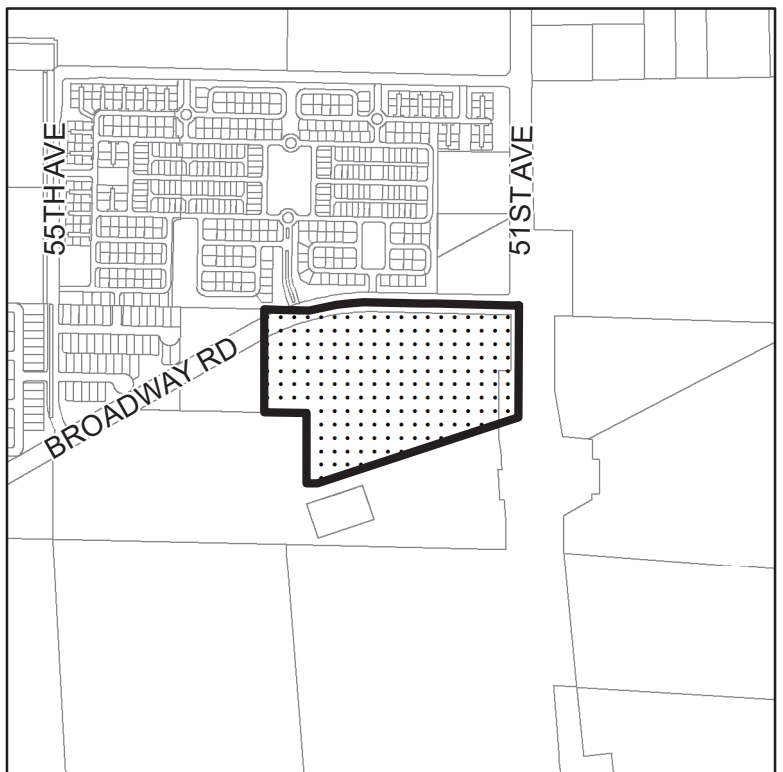
-  Proposed Change Area
-  Residential 3.5 to 5 du/acre
-  Residential 5 to 10 du/acre
-  Residential 10 to 15 du/acre
-  Commercial
-  Industrial
-  Parks/Open Space - Publicly Owned



## PROPOSED CHANGE:

Mixed Use (Industrial / Commerce / Business Park) ( 26.08 +/- Acres)

-  Proposed Change Area
-  Mixed Use (Industrial / Commerce / Business Park)










# GENERAL PLAN AMENDMENT

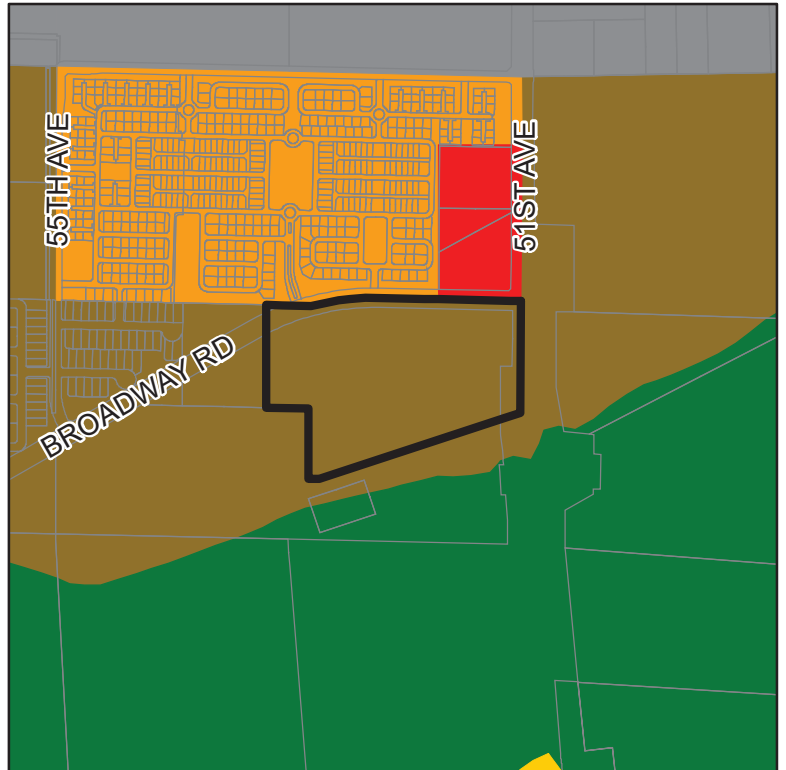
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