City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

GENERAL PLAN AMENDMENT
STAFF ANALYSIS
August 15, 2022

Application:	GPA-EST-2-22-7
Applicant/Representative:	Jonathan Schwerd, RK Design & Professional Services, LLC
Owner:	Kelly Mahoney, Hillpointe, LLC
Location:	Southeast corner of 107th Avenue and Buckeye Road
Acreage:	13.51 acres
Current Plan Designation:	Commerce/Business Park (12.58 acres) Residential 3.5 to 5 dwelling units per acre (0.93 acres)
Requested Plan Designation:	Residential 15+ dwelling units per acre
Reason for Requested Change:	Amend the General Plan Land Use Map to allow multifamily residential
Estrella Village Planning Committee Meeting Date:	August 16, 2022
Staff Recommendation:	Approval

FINDINGS:

1)   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 various opportunities for recreation to future residents.

2)   As stipulated, the companion rezoning case Z-42-22-7 requires the site to incorporate enhanced standards for open space, bicycle parking and landscaping to be compatible with the adjacent residential uses.

3)   The proposed land use designation is appropriate for the site as it proposes access to an arterial street, Buckeye Road.

BACKGROUND

The subject site is 13.51 gross acres and is located on the southeast corner of 107th Avenue and Buckeye Road. The subject site currently contains a single-family residence and agricultural uses. The companion rezoning case Z-42-22-7 is requesting to rezone the site from S-1 (Ranch or Farm Residence), RE-43 (One-Family Residence), and C-3 (General Commercial) to R-3A (Multifamily Residence District) to allow multifamily residential. The General Plan Land Use Map on 12.58 acres of the subject site is designated as Commerce/Business Park and the remaining 0.93 acres is designated Residential 3.5 to 5 dwelling units per acre. The proposed General Plan Amendment is to designate the site as Residential 15+ dwelling units per acre.

SURROUNDING LAND USES

NORTH
North of the subject site, across Buckeye Road, are numerous warehouse and distribution centers within the City of Tolleson. The City of Tolleson General Plan Land Use Map designation is El Districto (Business District).
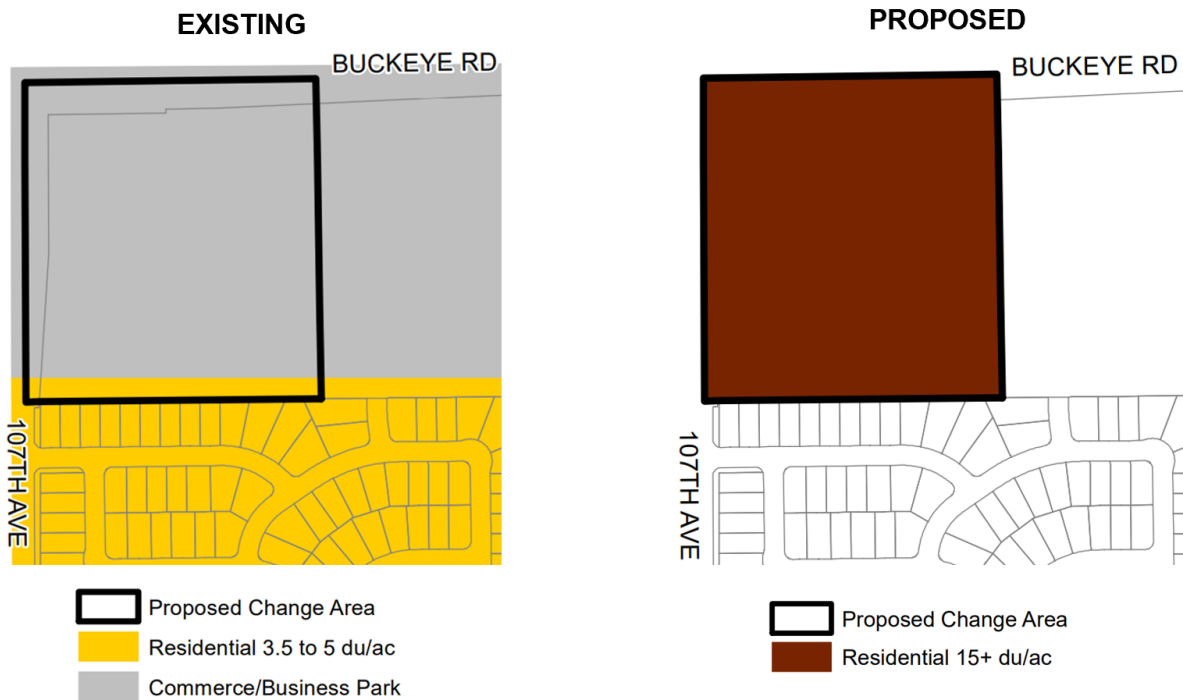
SOUTH
South of the subject site is a single-family residential subdivision zoned R1-8 (Single-Family Residence District). This area is designated as Residential 3.5 to 5 dwelling units per acre.

EAST
East of the subject site is the Academy of Math & Science zoned S-1 (Ranch or Farm Residence). This is designated as Commerce/Business Park.

WEST
West of the subject site, across 107th Avenue, is vacant land and a single-family residential subdivision in the City of Avondale. The City of Avondale General Plan Land Use Map designates the site as Medium Density Residential.

EXISTING

PROPOSED

Proposed Change Area

Residential 3.5 to 5 du/ac

Commerce/Business Park

Proposed Change Area

Residential 15+ du/ac

Existing and Proposed General Land Use Designation Maps
Source: City of Phoenix Planning and Development Department

RELATIONSHIP TO GENERAL PLAN CORE VALUES AND PRINCIPLES

CONNECT PEOPLE AND PLACES

- **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, Z-42-22-7, includes stipulations for enhanced landscaping, to ensure future development will be compatible with the area's character and buffered from the single-family residential subdivision to the south.

- **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 along an arterial street and allows additional housing opportunities in the Village that will help alleviate the

housing crisis.

- **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 proposal, as stipulated in the companion rezoning case Z-42-22-7, will provide enhanced shade and landscape setback standards. The shade trees will help provide a thermally comfortable environment for site users.

CONCLUSION AND RECOMMENDATION

Staff recommends approval of GPA-EST-2-22-7. The proposed land use map designation allows for future multifamily residential development of this site, appropriately located along an arterial street (Buckeye Road). The companion rezoning case, Z-42-22-7, as stipulated, will require enhanced standards for open space, bicycle parking, and pedestrian connections.

Writer
Nayeli Sanchez Luna
August 15, 2022

Team Leader
Racelle Escolar

Exhibits
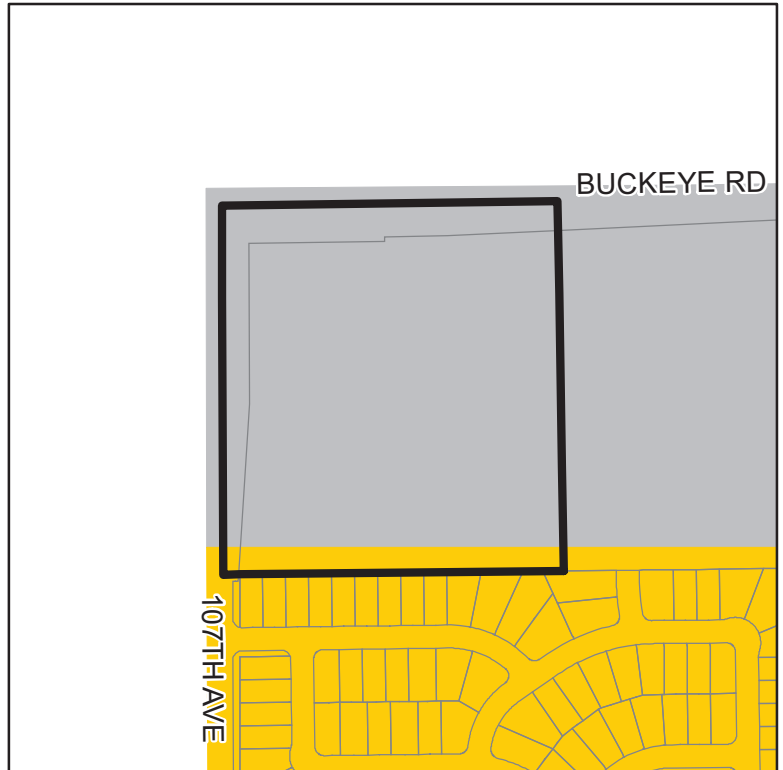Sketch Maps (2 pages)

GENERAL PLAN AMENDMENT

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

APPLICATION NO: GPA-EST-2-22-7	ACRES: 13.51 +/-	REVISION DATE:
VILLAGE: Estrella	COUNCIL DISTRICT: 7	
APPLICANT: Jonathan Schwerd		

EXISTING:

Commerce / Business Park (12.58 +/- Acres)
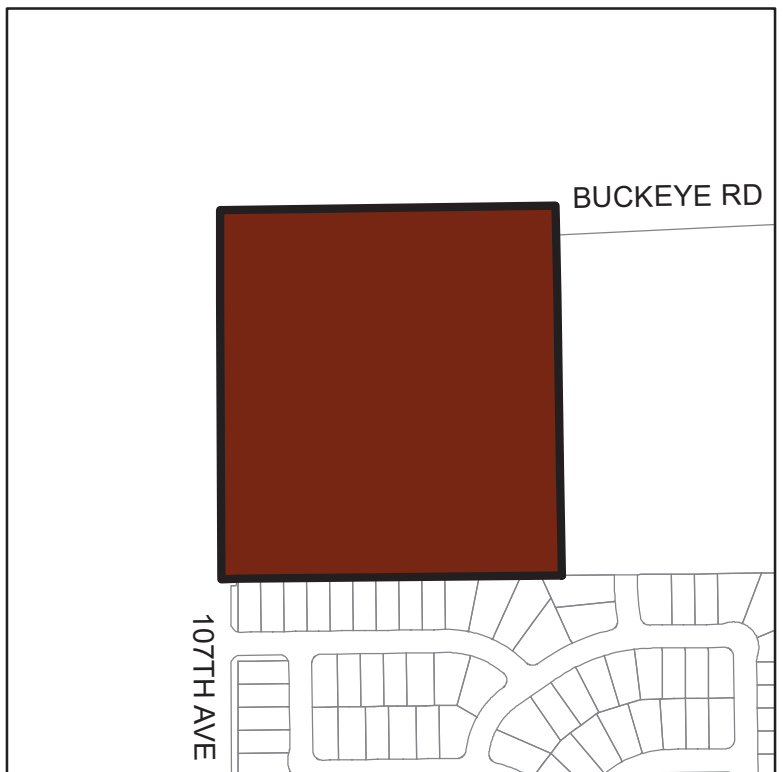Residential 3.5 to 5 du/ acre (0.93 +/- Acres)

☐ Proposed Change Area

🟨 Residential 3.5 to 5 du/ac

⬜ Commerce/Business Park

PROPOSED CHANGE:

Residential 15+ du/ acre (13.51 +/- Acres)

☐ Proposed Change Area
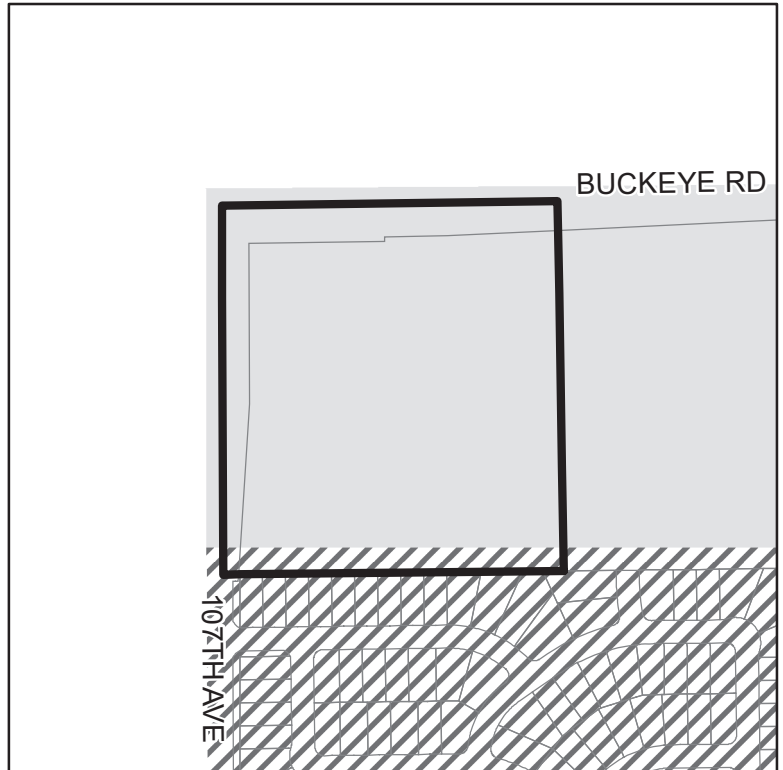
🟥 Residential 15+ du/ac

GENERAL PLAN AMENDMENT

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

APPLICATION NO: GPA-EST-2-22-7_BW	ACRES: 13.51 +/-	REVISION DATE:
VILLAGE: Estrella	COUNCIL DISTRICT: 7	
APPLICANT: Jonathan Schwerd		

EXISTING:

Commerce / Business Park (12.58 +/- Acres)
Residential 3.5 to 5 du/ acre (0.93 +/- Acres)

☐ Proposed Change Area

▨ Residential 3.5 to 5 du/acre

▢ Commerce/Business Park

BUCKEYE RD

107TH AVE

PROPOSED CHANGE:

Residential 15+ du/ acre (13.51 +/- Acres)

☐ Proposed Change Area

▨ Residential 15+ du/acre

BUCKEYE RD

107TH AVE