



City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT
STAFF ANALYSIS**
February 14, 2024

Application: GPA-EST-2-24-7

Applicant: Stephanie Watney, Withey Morris Baugh, PLC

Representative: Jason Morris, Withey Morris Baugh, PLC

Owner: Property Reserve Arizona LLC c/o Brett Hopper

Location: Approximately 1,170 feet north of the northwest corner of 67th Avenue and Lower Buckeye Road

Acreage: 112.32 acres

Current Plan Designation: [Residential 3.5 to 5 dwelling units per acre](#) (96.44 acres), [Mixed Use \(Commercial / Commerce/Business Park\)](#) (11.48 acres) and [Industrial](#) (4.40 acres)

Requested Plan Designation: [Commerce/Business Park](#) (112.32 acres)

Reason for Requested Change: Minor General Plan Amendment to allow for a commerce park development

[Estrella Village Planning Committee Meeting Date:](#) February 20, 2024

Staff Recommendation: Approval

FINDINGS:

- 1) The proposed Commerce/Business Park land use designation will help maximize employment opportunities within the Estrella Village.
- 2) The companion rezoning case, Z-8-24-7, as stipulated, will provide extensive building and landscape setbacks adjacent to the future multifamily development and a proposed school location to the south.

- 3) The proposed Commerce/Business Park land use designation will be a compatible transition from the Industrial designation to the north to the Residential designation to the south.

BACKGROUND

The subject site is 112.32 gross acres and is located approximately 1,170 feet north of the northwest corner of 67th Avenue and Lower Buckeye Road. The subject site is currently vacant. The companion rezoning case Z-8-24-7 is requesting to rezone the site from RE-35 (Single-Family Residence District) and R1-8 (Single-Family Residence District) to CP/GCP (Commerce Park District/ General Commerce Park Option) to allow a commerce park development.

This request proposes a minor amendment to the General Plan Land Use Map to allow for commerce park uses. The proposal will modify the land use designation from 96.44 acres of Residential 3.5 to 5 dwelling units per acre, 11.48 acres of Mixed Use (Commercial / Commerce/Business Park), and 4.40 acres of Industrial to 112.32 acres of Commerce/Business Park.

SURROUNDING LAND USES

NORTH

North of the subject site, are numerous warehouses and some outdoor storage designated Industrial and Mixed Use (Commercial / Commerce/Business Park).

SOUTH

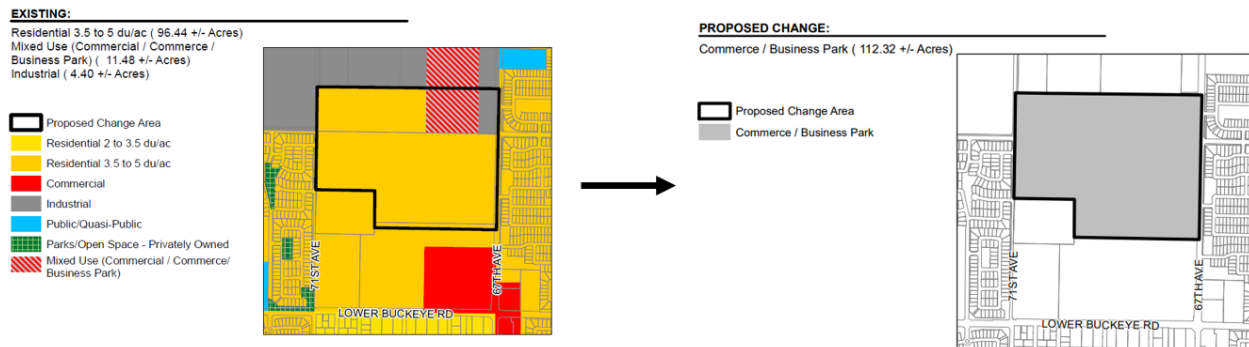
South of the subject site is vacant land proposed as multifamily residential and a property belonging to a school district designated Residential 3.5 to 5 dwelling units per acre.

EAST

A single-family residential development is located east of the subject site, across 67th Avenue, designated as Residential 3.5 to 5 dwelling units per acre.

WEST

To the west of the subject site, across 71st Avenue, is a single-family residential development designated Residential 3.5 to 5 dwelling units per acre. A warehouse is located northwest of the subject site, across 71st Avenue and is designated Industrial.



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

- **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-8-24-7, will support a variety of employment uses adjacent to 67th Avenue, an arterial street. The development will provide a place for businesses to operate and grow within the Estrella Village.

- **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-8-24-7, includes stipulations such as enhanced elevations, landscape buffers with enhanced landscaping standards, and large building setbacks to ensure the proposal will be compatible with the surrounding uses.

- **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 adjacent to 67th Avenue. Furthermore, the proposed development will be required to build out Durango Street which will deviate traffic to the north portion of the subject site,

away from proposed and existing residential uses.

CONCLUSION AND RECOMMENDATION

Staff recommends approval of GPA-EST-2-24-7. The proposed land use map designation will maximize the property's opportunity for development and serve as a buffer from the industrial uses to the north and the proposed residential uses to the south. Along with the companion rezoning case, Z-8-24-7, the General Plan Amendment will allow land uses that will provide employment opportunities for the Estrella community.

Writer

Nayeli Sanchez Luna
February 14, 2024

Team Leader

Racelle Escolar

Exhibits

Sketch Maps (2 pages)









GENERAL PLAN AMENDMENT

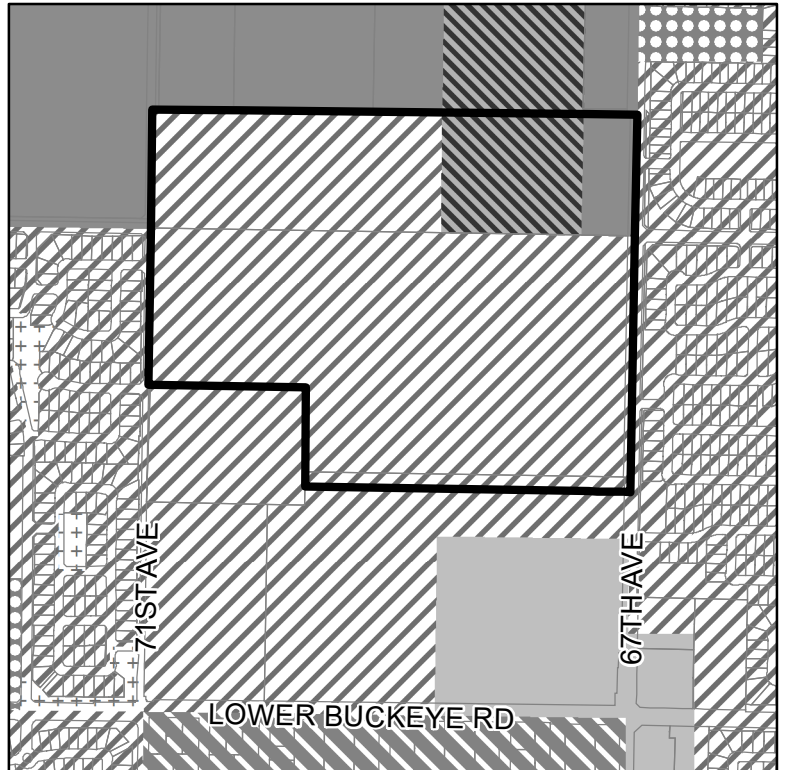
CITY OF PHOENIX ♦ PLANNING & DEVELOPMENT DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882

APPLICATION NO: GPA-EST-2-24-7	ACRES: 112.32 +/-	REVISION DATE:
VILLAGE: Estrella	COUNCIL DISTRICT: 7	
APPLICANT: Withey Morris Baugh, PLC		

EXISTING:



Residential 3.5 to 5 du/ac (96.44 +/- Acres)
 Mixed Use (Commercial / Commerce /
 Business Park) (11.48 +/- Acres)
 Industrial (4.40 +/- Acres)

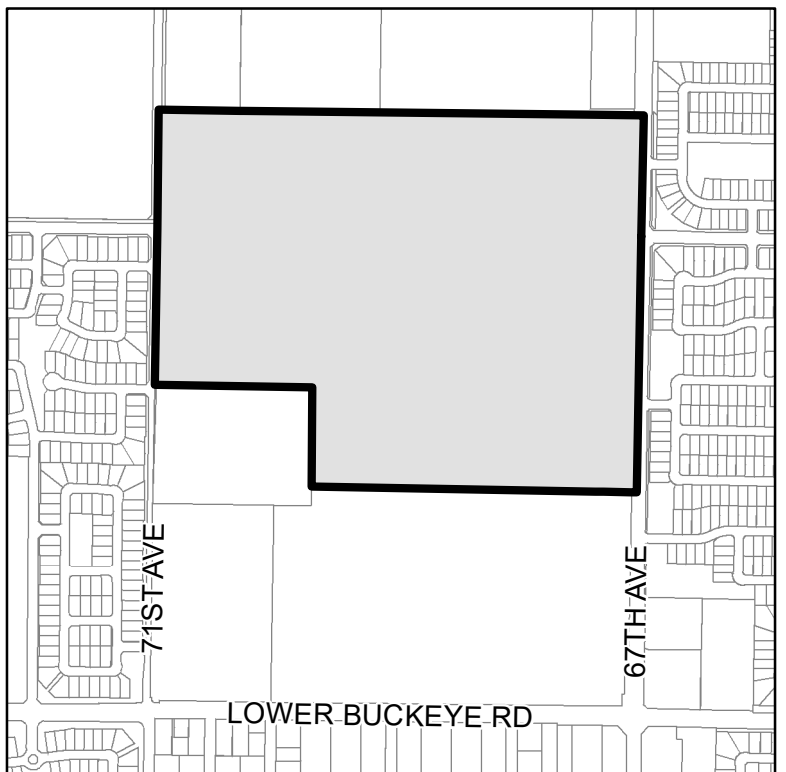
-  Proposed Change Area
-  Residential 2 to 3.5 du/acre
-  Residential 3.5 to 5 du/acre
-  Commercial
-  Industrial
-  Public/Quasi-Public
-  Parks/Open Space - Privately Owned
-  Mixed Use (Commercial / Commerce / Business Park)



PROPOSED CHANGE:

Commerce / Business Park (112.32 +/- Acres)

-  Proposed Change Area
-  Commerce / Business Park



GENERAL PLAN AMENDMENT

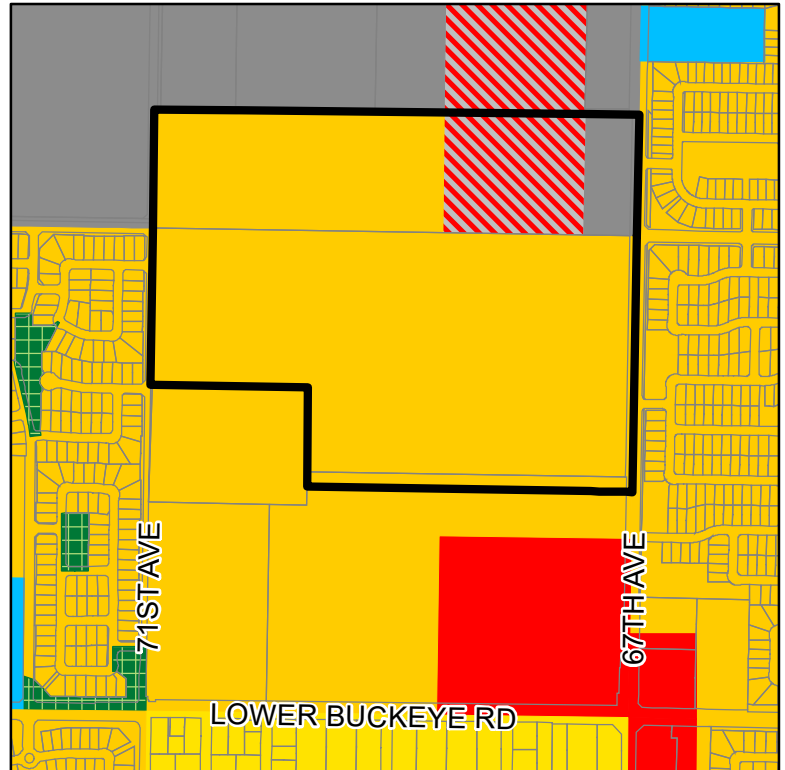
CITY OF PHOENIX ♦ PLANNING & DEVELOPMENT DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882

APPLICATION NO: GPA-EST-2-24-7	ACRES: 112.32 +/-	REVISION DATE:
VILLAGE: Estrella	COUNCIL DISTRICT: 7	
APPLICANT: Withey Morris Baugh, PLC		

EXISTING:



Residential 3.5 to 5 du/ac (96.44 +/- Acres)
 Mixed Use (Commercial / Commerce /
 Business Park) (11.48 +/- Acres)
 Industrial (4.40 +/- Acres)

-  Proposed Change Area
-  Residential 2 to 3.5 du/ac
-  Residential 3.5 to 5 du/ac
-  Commercial
-  Industrial
-  Public/Quasi-Public
-  Parks/Open Space - Privately Owned
-  Mixed Use (Commercial / Commerce / Business Park)



PROPOSED CHANGE:

Commerce / Business Park (112.32 +/- Acres)

-  Proposed Change Area
-  Commerce / Business Park

