



City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT
STAFF ANALYSIS**
July 27, 2021

Application: GPA-LV-1-21-7

Owner: Williams Family Living 1996 Trust

Applicant/Representative: Adam Baugh, Withey Morris, PLC

Location: Southwest corner of 63rd Avenue and the South Mountain Avenue alignment

Acreage: 250.18 acres

Current Plan Designation: [Residential 3.5 to 5 dwelling units per acre](#) (180.24 acres), [Residential 5 to 10 dwelling units per acre](#) (24.95 acres), [Mixed Use Parks / Open Space / Residential 3.5 to 5 dwelling units per acre](#) (44.99 acres)

Requested Plan Designation: [Mixed Use \(Industrial / Commerce / Business Park\)](#) (250.18 acres)

Reason for Requested Change: Amend the General Plan Land Use Map to allow for a development with commerce park and light industrial land uses.

Village Planning Committee Date: Laveen – August 9, 2021

Staff Recommendation: Approval

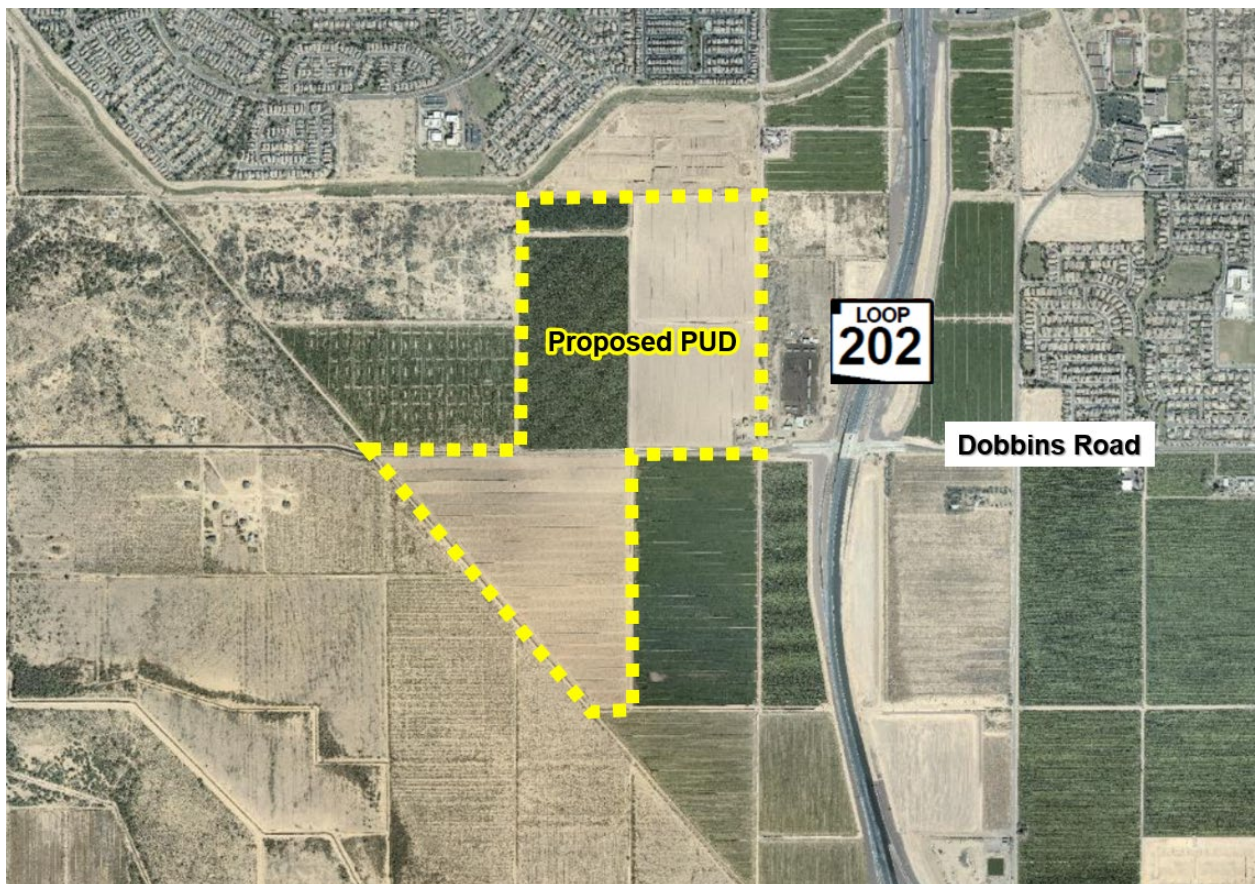
FINDINGS:

- 1) The companion rezoning case (Z-1-21-7) proposes 250.18 acres of Planned Unit Development at the southwest corner of 63rd Avenue and the South Mountain Avenue alignment to allow an industrial and technology business park that will allow warehouse and office uses.

- 2) The proposal for Mixed Use (Industrial / Commerce / Business Park) is appropriate given the site's location in close proximity to the Loop 202 freeway.
- 3) The proposed land use designation will help further the City of Phoenix's goal of creating a high technology employment corridor along the Loop 202 freeway and will bring employment uses to the Laveen Village.

BACKGROUND

The subject site is located at the southwest corner of 63rd Avenue and the South Mountain Avenue alignment. The site currently is being used for agricultural operations.



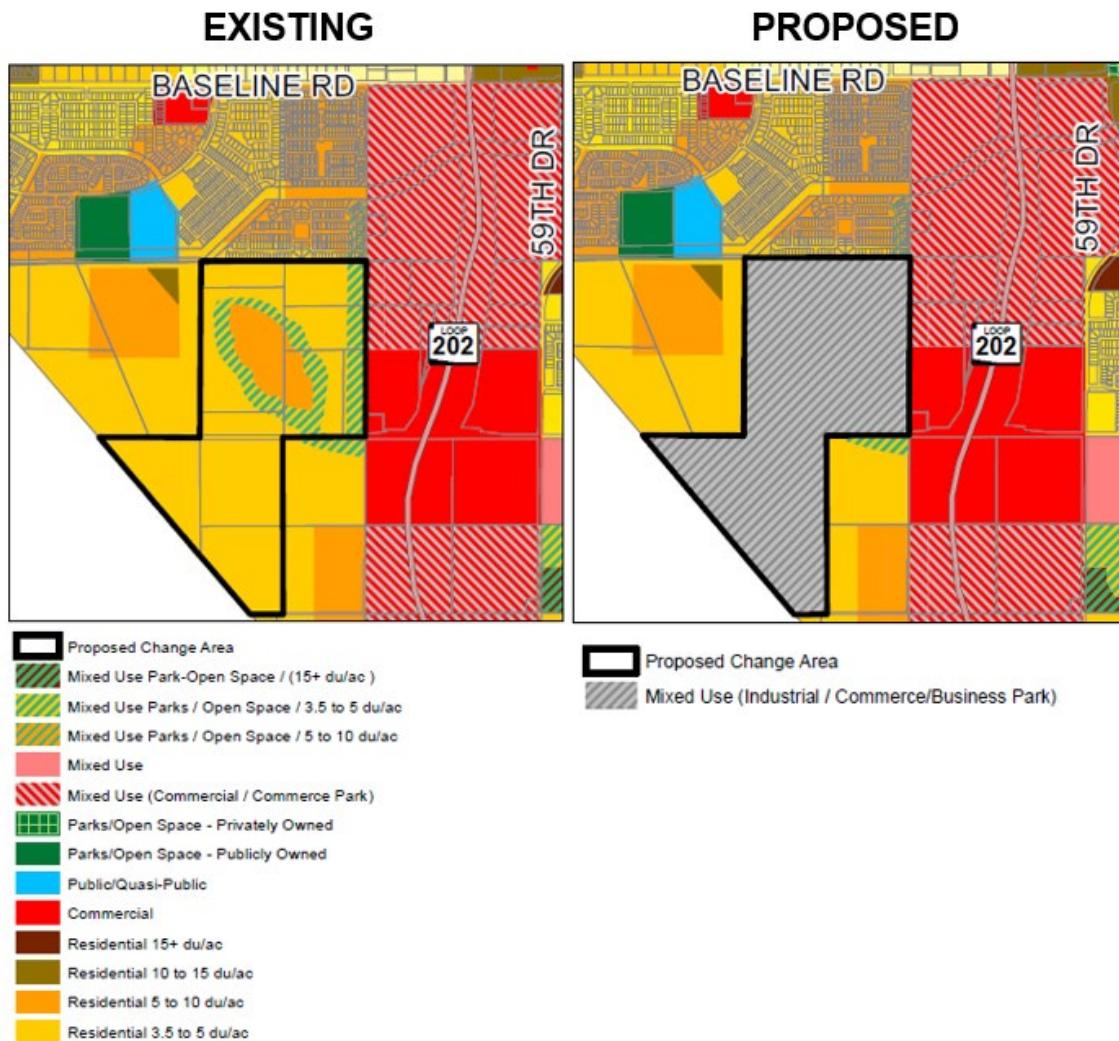
Source: City of Phoenix Planning and Development Department

The General Plan Amendment will allow for a commerce park and industrial development. There is a companion rezoning request, Rezoning Case No. Z-1-21-7, which proposes a Planned Unit Development (PUD) to allow a mix of land uses, including commerce and business park, offices, light manufacturing, warehousing, and recreational assembly uses. The proposed PUD development narrative includes development, landscaping, and design standards that exceed Zoning Ordinance requirements and will help provide appropriate transitions to adjacent developments on surrounding communities.

The site is located in close proximity to the Loop 202 freeway, which was completed in 2020. The City of Phoenix Community and Economic Development Department launched an initiative to market this segment of the freeway as a high technology employment corridor. This area is quickly emerging as an ideal location for high tech manufacturing and other advanced industries. Large land parcels with freeway frontage, robust infrastructure, and mountain views provide ideal opportunities for corporate campuses, Class “A” office settings and light industrial parks. The proposal is consistent with this vision and will help attract a variety of manufacturers and businesses to the area.

SURROUNDING LAND USES

The current General Plan Land Use Map Designations for the site are Residential 3.5 to 5 dwelling units per acre, Residential 5 to 10 dwelling units per acre, and Mixed Use (Parks / Open Space / Residential 3.5 to 5 dwelling units per acre).



Source: City of Phoenix Planning and Development Department

NORTH

North of the northern boundary of the subject site is land currently under construction for single-family homes. This area is designated Residential 3.5 to 5 dwelling units per acre, Residential 5 to 10 dwelling units per acre, and Mixed Use (Parks / Open Space / Residential 3.5 to 5 dwelling units per acre).

SOUTH

Active farm uses extend south of the southernmost boundary of the subject site, which are designated Residential 3.5 to 5 dwelling units per acre.

EAST

To the east of the project site, south of Dobbins Road, are active farms that are designated Residential 3.5 to 5 dwelling units per acre, Residential 5 to 10 dwelling units per acre, and Mixed Use (Parks / Open Space / 3.5 to 5 dwelling units per acre). North of Dobbins Road, east of the site, is vacant land and an active dairy farm that has General Plan Land Use Map designations of Commercial and Mixed Use (Commercial / Commerce Park). Also to the east of the site is the Laveen Village Core, which is intended to be the clearly discernible town center and should consist of a mix of medium to high intensity uses. Further, entitlements for Commercial or Commerce Park zoning have been established along both sides of the Loop 202 freeway corridor to facilitate the creation of a high technology employment corridor once the freeway was completed.

WEST

West of the site, north of Dobbins Road, is vacant land that is under construction for single-family homes. This land has General Plan Land Use Map designations of Residential 3.5 to 5 dwelling units per acre, Residential 5 to 10 dwelling units per acre, and Residential 10 to 15 dwelling units per acre. South of Dobbins Road, the land to the west of the site is outside of the City of Phoenix jurisdictional boundaries and falls within the Gila River Indian Community. This area consists of vacant land previously used for agriculture and does not have a City of Phoenix General Plan Land Use Map designation.

RELATIONSHIP TO GENERAL PLAN CORE VALUES AND PRINCIPLES

STRENGTHEN OUR LOCAL ECONOMY CORE VALUE

- ***EMPLOYERS (JOB CREATION); LAND USE PRINCIPLE: Support General Plan Land Use Map and zoning changes that will facilitate the location of employment generating uses in each of the designated employment centers.***

The proposed land use map designation will provide a framework for land use entitlements intended to attract a variety of employers to the Laveen area. The City of Phoenix Community and Economic Development Department has designated the Loop 202 freeway as a high technology employment corridor, and this change in land use will help further the goal of bringing high technology

manufacturing companies to this area.

CONNECT PEOPLE AND PLACES CORE VALUE

- ***CORES, CENTERS & CORRIDORS; LAND USE PRINCIPLE: Locate land uses with the greatest height and most intense uses within village cores, centers and corridors based on village character, land use needs, and transportation system capacity.***

The proposed change in land use map designation is appropriate given the site's location in close proximity to the Loop 202 freeway and on both the north and south side of Dobbins Road, which is an arterial street. The property is also directly adjacent to the Laveen Village Core to the east.

- ***CORES, CENTERS & CORRIDORS; LAND USE PRINCIPLE: Plan cores, centers and corridors to include a variety of land uses: office, retail shopping, entertainment and cultural, housing, hotel and resort, and where appropriate, some types of industry.***

The proposed land use map designation will provide opportunities for new office, commerce and business park, and light industrial development to take place along Dobbins Road. This will add employment opportunities for Laveen residents to live, work, and play in their community, as well as contribute to the mix of land uses presented around the Village Core and the Loop 202 freeway.

CONCLUSION AND RECOMMENDATION

Staff recommends approval of GPA-LV-1-21-7. The approval of this request will update the General Plan Land Use Map designation to allow for commerce park, business park, and light industrial uses, which will attract employers to the Laveen area and further the city's goal of creating a high technology employment corridor along the Loop 202 freeway. The proposal is appropriate due to the site's location along an arterial street and its close proximity to the freeway, which will help serve the site.

Writer

Sofia Mastikhina
July 27, 2021

Team Leader

Samantha Keating

Exhibits

Sketch Map


















GENERAL PLAN AMENDMENT

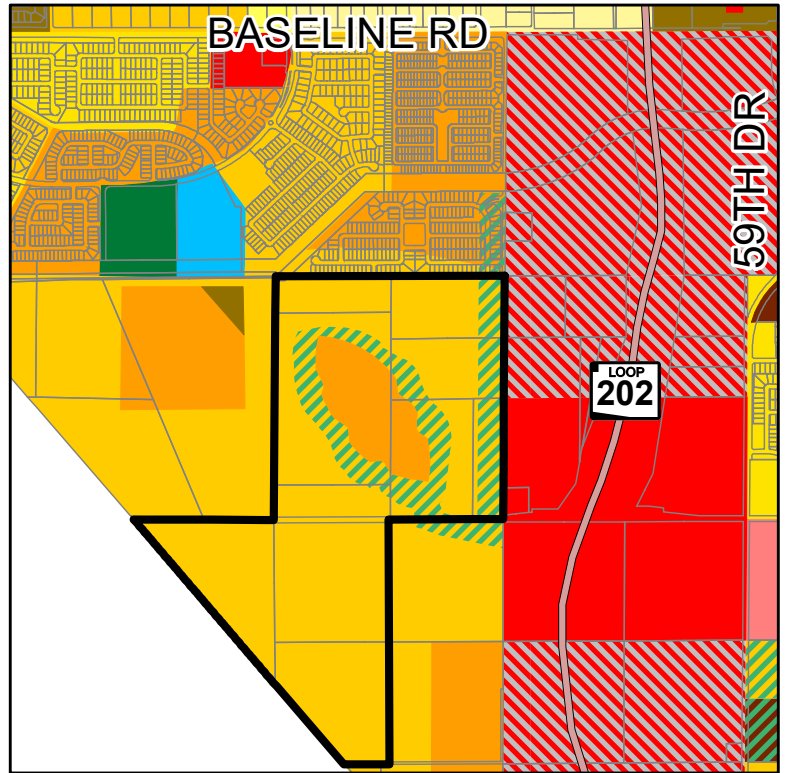
CITY OF PHOENIX ♦ PLANNING & DEVELOPMENT DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882

APPLICATION NO: GPA-LV-1-21-7	ACRES: 250.18 +/-
VILLAGE: Laveen	COUNCIL DISTRICT: 7
APPLICANT: City of Phoenix Planning and Development Department	

EXISTING:



Residential 3.5 to 5 (180.24 +/- Acres)
 Residential 5-10 (24.95 +/- Acres)
 Mixed Use Parks / Open Space / 3.5 -5 du/ac (44.99 +/- Acres)

-  Proposed Change Area
-  Mixed Use Park-Open Space / (15+ du/ac)
-  Mixed Use Parks / Open Space / 3.5 to 5 du/ac
-  Mixed Use Parks / Open Space / 5 to 10 du/ac
-  Mixed Use
-  Mixed Use (Commercial / Commerce Park)
-  Parks/Open Space - Privately Owned
-  Parks/Open Space - Publicly Owned
-  Public/Quasi-Public
-  Commercial
-  Residential 15+ du/ac
-  Residential 10 to 15 du/ac
-  Residential 5 to 10 du/ac
-  Residential 3.5 to 5 du/ac
-  Residential 2 to 3.5 du/ac
-  Residential 1 to 2 du/ac
-  Residential 0 to 1 du/ac



PROPOSED CHANGE (as Recommended by Staff):

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

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

