



City of Phoenix

PLANNING & DEVELOPMENT DEPARTMENT

GENERAL PLAN AMENDMENT

STAFF ANALYSIS

December 9, 2022

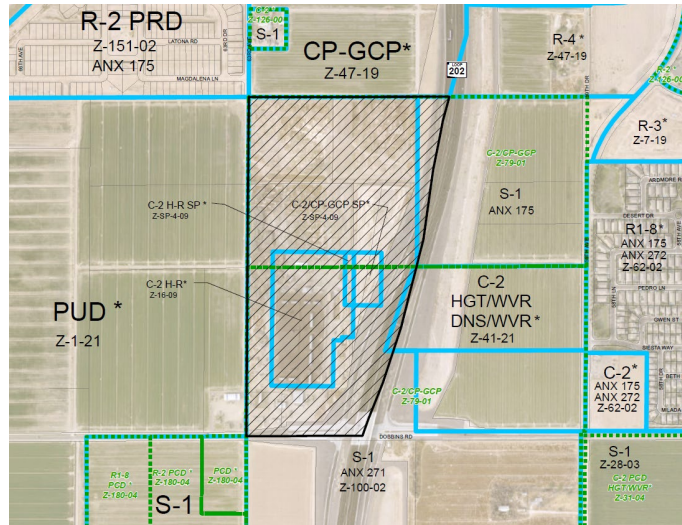
<u>Application:</u>	GPA-LV-3-21-7
<u>Owner:</u>	Dairy 51.8 LLC, Dairy 51.8 Trust
<u>Applicant/Representative:</u>	Alex Stedman, RVi Planning + Landscape Architecture
<u>Location:</u>	Northeast corner of 63rd Avenue and Dobbins Road
<u>Acreage:</u>	66.10 acres
<u>Current Plan Designation:</u>	Commercial (25.72 acres) and Mixed Use (Commercial / Commerce/Business Park) (40.38 acres)
<u>Requested Plan Designation:</u>	Mixed Use (Commercial / Commerce/Business Park)
<u>Reason for Requested Change:</u>	Minor General Plan Amendment for Mixed Use (Commercial / Commerce/Business Park)
<u>Laveen Village Planning Committee Meeting Date:</u>	December 12, 2022
<u>Staff Recommendation:</u>	Approval

FINDINGS:

- 1) The proposed Mixed Use (Commercial / Commerce/Business Park) land use designation provides for a land use mix that is consistent with the site's location within the Laveen Village Core and within the Loop 202 Freeway corridor.
- 2) The proposed change coincides with rezoning proposal Z-35-21-7 that creates a unified zoning framework through a Planned Unit Development (PUD) for the entire site. The General Plan Amendment will provide for a consistent General Plan Land Use Map designation that is consistent with the proposed PUD.

BACKGROUND

The subject site is 66.10 gross acres located at the northeast corner of the 63rd Avenue and Dobbins Road. The north portion of the site is currently vacant, and the south portion is used as a dairy farm. The site is zoned S-1 (Ranch or Farm Residence), approved C-2 or CP/GCP (Intermediate Commercial or Commerce Park/General Commerce Park), C-2 H-R (Intermediate Commercial, High-Rise), approved C-2 or CP/GCP (Intermediate Commercial or Commerce Park/General Commerce Park), C-2 or CP/GCP SP (Intermediate Commercial or Commerce Park/General Commerce Park, Special Permit), approved C-2 or CP/GCP (Intermediate Commercial or Commerce Park/General Commerce Park), and C-2 HR SP (Intermediate Commercial, High Rise, Special Permit), approved C-2 or CP/GCP (Intermediate Commercial or Commerce Park/General Commerce Park).



Aerial Zoning Map, Source: Planning and Development Department

GPA-LV-3-21-7 proposes a minor amendment to the General Plan Land Use Map to allow single-family, multifamily, retail, office, and commerce park uses. The proposal will modify the land use designation from 25.72 acres of Commercial and 40.38 acres of Mixed Use (Commercial / Commerce/Business Park) to 66.10 acres of Mixed Use (Commercial / Commerce/Business Park). The companion rezoning case, Z-35-21-7, proposes a Planned Unit Development (PUD) to allow single-family, multifamily, retail, office, and commerce park uses.

SURROUNDING LAND USES

The subject site consists of vacant land on the north portion and a dairy farm on the south portion. The current General Plan Land Use Map designation for the site is Commercial and Mixed Use (Commercial / Commerce/Business Park).

NORTH

North of the subject site is agricultural land. This area is designated Commercial and Mixed Use (Commercial / Commerce/Business Park).

SOUTH

South of the subject site, across Dobbins Road, is agricultural land. This area is designated Commercial.

EAST

East of the subject site is the Loop 202 Ed Pastor Freeway and across from the freeway to the east is agricultural land. This area is designated Commercial and Mixed Use (Commercial / Commerce/Business Park).

WEST

West of the subject site is agricultural land. This area is designated Mixed Use (Industrial / Commerce/Business Park).

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-35-21-7, will support a variety of commercial, office, retail and employment uses within the Laveen Village Core and the Loop 202 corridor. The development will provide a place for a local business to operate, grow, and provide community services within proximity to nearby residences.

CONNECT PEOPLE AND PLACES CORE VALUE

- **CORES, CENTERS & CORRIDORS CORE VALUE; 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 land use mix is consistent with the vision and goals of the Laveen Southwest Growth Study which envisions this location to have employment and commercial uses. The accompanying rezoning request provides a regulatory framework for a level of development intensity appropriate for a location within the Village Core and adjacent to the Loop 202 Freeway and an arterial street (Dobbins Road).

CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS

- **DIVERSE NEIGHBORHOODS; DESIGN PRINCIPLE: Communities should consist of a mix of land uses to provide housing, shopping, dining and recreational options for residents.**

The proposed General Plan Land Use Map designation reinforces the site as an important location for shopping, dining, and housing.

CONCLUSION AND RECOMMENDATION

Staff recommends approval of GPA-LV-3-21-7 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 location at the intersection of an arterial and collector street adjacent to a freeway, and within the Laveen Village Core. Along with the companion rezoning case, Z-35-21-7, the General Plan Amendment will allow for a compatible mix of land uses that will provide additional housing and services for the Laveen community.

Writer

Joshua Bednarek
December 9, 2022

Team Leader

Racelle Escolar

Exhibits

Sketch Maps (2 pages)













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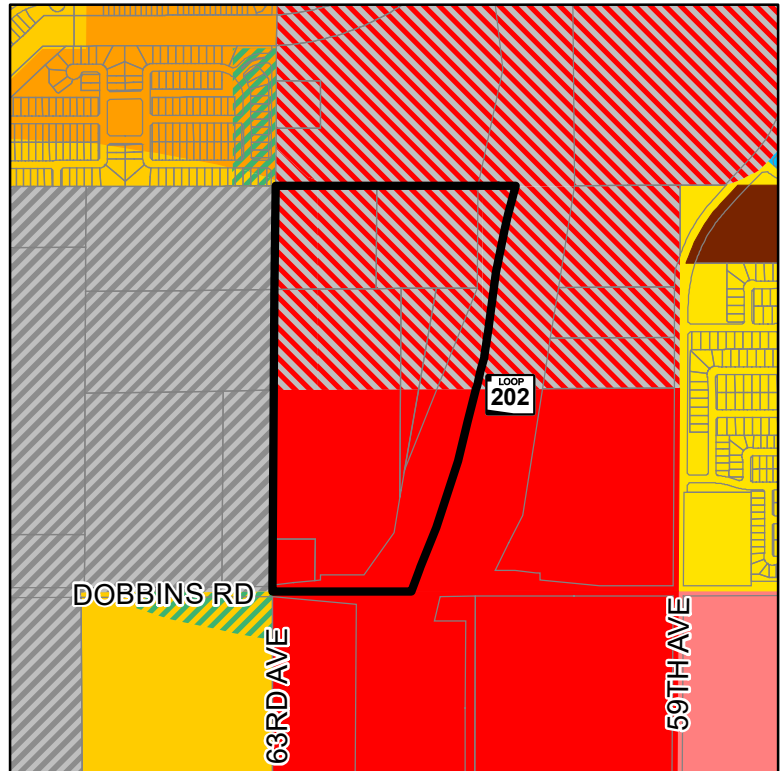
CITY OF PHOENIX ♦ PLANNING & DEVELOPMENT DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882

APPLICATION NO: GPA-LV-3-21-7	ACRES: 66.10 +/-
VILLAGE: Laveen	COUNCIL DISTRICT: 7
APPLICANT: Annie Vos and Alex Stedman	

EXISTING:



MU (Commercial / Commerce/Business Park) (40.38 +/- Acres)
 Commercial (25.72 +/- Acres)

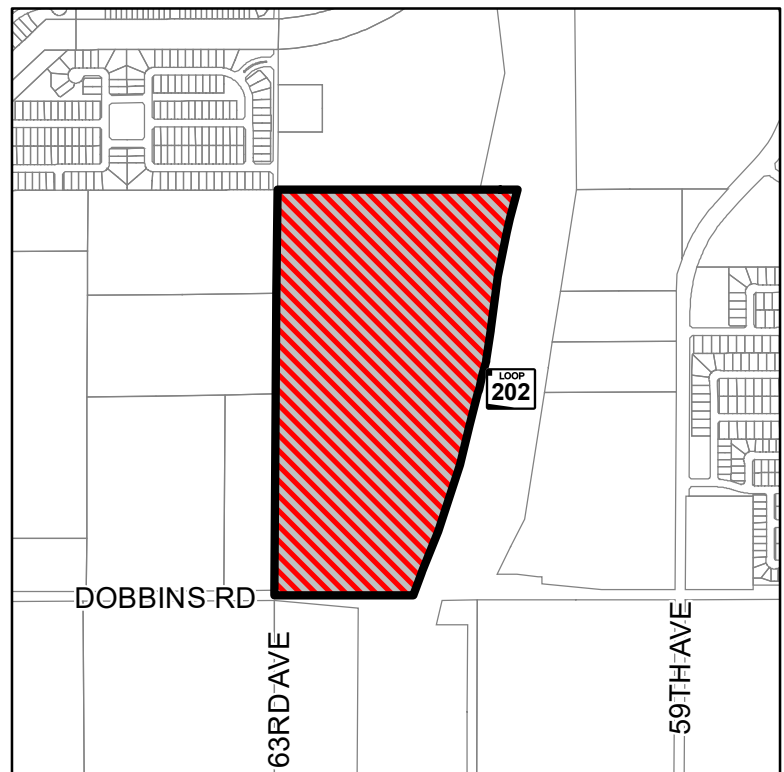
-  Proposed Change Area
-  Residential 2 to 3.5 du/ac
-  Residential 3.5 to 5 du/ac
-  Residential 5 to 10 du/ac
-  Residential 15+ du/ac
-  Commercial
-  Public/Quasi-Public
-  Mixed Use (Commercial / Commerce/Business Park)
-  Mixed Use (Industrial / Commerce/Business Park)
-  Mixed Use
-  Mixed Use Parks / Open Space / 5 to 10 du/ac
-  Mixed Use Parks / Open Space / 3.5 to 5 du/ac



PROPOSED CHANGE:

Mixed Use (Commercial / Commerce/Business Park) (66.10 +/- Acres)

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












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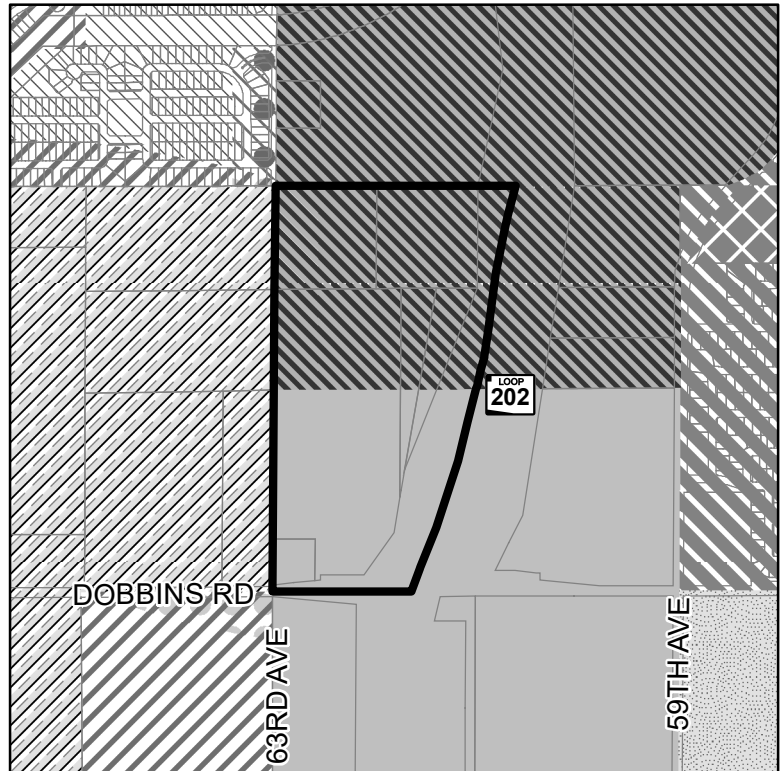
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APPLICATION NO: GPA-LV-3-21-7_BW	ACRES: 66.10 +/-
VILLAGE: Laveen	COUNCIL DISTRICT: 7
APPLICANT: Annie Vos and Alex Stedman	

EXISTING:



MU (Commercial / Commerce/Business Park) (40.38 +/- Acres)
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-  Proposed Change Area
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-  Residential 3.5 to 5 du/acre
-  Residential 5 to 10 du/acre
-  Residential 15+ du/acre
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-  Mixed Use (Commercial / Commerce/Business Park)
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-  Mixed Use
-  Mixed Use Parks / Open Space / 5 to 10 du/ac
-  Mixed Use Parks / Open Space 3/5 to 5 du/ac



PROPOSED CHANGE:

Mixed Use (Commercial / Commerce/Business Park) (66.10 +/- Acres)

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