



City of Phoenix

PLANNING & DEVELOPMENT DEPARTMENT

GENERAL PLAN AMENDMENT STAFF ANALYSIS

March 16, 2023

<u>Application:</u>	GPA-LV-4-22-8
<u>Owner:</u>	Clyde David and Marsha Lou Smith
<u>Applicant:</u>	IDM Companies
<u>Representative:</u>	Jason Morris, Withey Morris, PLC
<u>Location:</u>	Southeast corner of 59th Avenue and Elliot Road
<u>Acreage:</u>	65.85 acres
<u>Current Plan Designation:</u>	Residential 3.5 to 5 dwelling units per acre (38.60 acres) and Residential 5 to 10 dwelling units per acre (27.25 acres)
<u>Requested Plan Designation:</u>	Mixed Use (Commercial / Commerce / Business Park) (38.60 acres) and Residential 15+ dwelling units per acre (27.25 acres)
<u>Reason for Requested Change:</u>	Minor General Plan Amendment to allow commercial/commerce/business park (northern portion) and residential 15+ dwelling units per acre (southern portion)
<u>Laveen Village Planning Committee Meeting Date:</u>	March 20, 2023
<u>Staff Recommendation:</u>	Approval

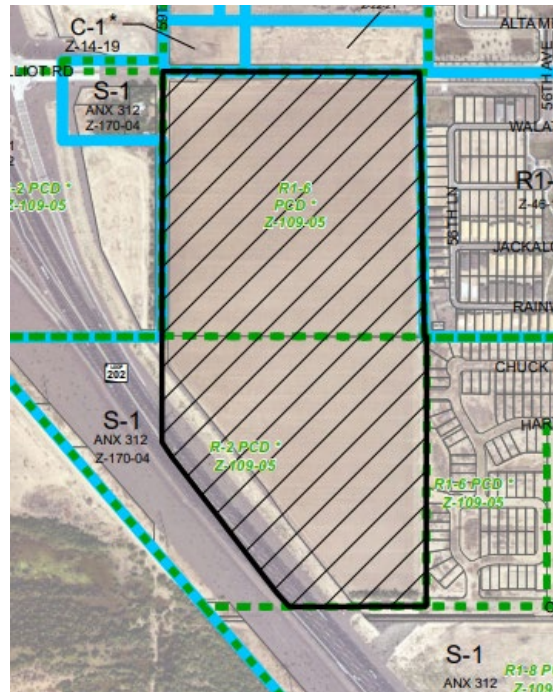
FINDINGS:

- 1) The proposed Mixed Use (Commercial / Commerce/Business Park) and Residential 15+ dwelling units per acre Land Use Map designation provides for a land use mix that is consistent with the site's location within the Loop 202 Freeway corridor.
- 2) The proposed change coincides with rezoning proposal Z-72-22-8 that creates a unified zoning framework through a Planned Unit Development (PUD) for the entire site. The General Plan Amendment will provide for a General Plan Land Use Map designation that is consistent with the proposed PUD.

BACKGROUND

The subject site is 65.85 gross acres located at the southeast corner of 59th Avenue and Elliot Road. The entire site is used for agriculture. The north portion of the site is zoned S-1 (Approved R1-6 PCD) (Ranch or Farm Residence, approved Single-Family Residence District) and the remainder of the site is zoned S-1 (R-2 PCD) (Ranch or Farm Residence, approved Multifamily Residence District, Planned Community District)

This request proposes a minor amendment to the General Plan Land Use Map to allow commerce park, commercial and residential uses on the north portion and multifamily residential 15+ dwelling units per acre on the southern portion.



Aerial Zoning Map

Source: Planning and Development Department

The proposal will modify the land use designation from 38.60 acres of Residential 3.5 to 5 dwelling units per acre and 27.25 acres of Residential 5 to 10 dwelling units per acre to 38.60 acres of Mixed Use (Commercial / Commerce/Business Park) and 27.25 acres of Residential 15+ dwelling units per acre. The companion rezoning case, Z-72-22-8, proposes a PUD to allow commerce park and residential uses.

SURROUNDING LAND USES

The subject site consists of agricultural land. The current General Plan Land Use Map designation for the site is Residential 3.5 to 5 dwelling units per acre and Residential 5 to 10 dwelling units per acre.

NORTH

North of the subject site, across Elliot Road is agricultural land designated Residential 3.5 to 5 dwelling units per acre, Residential 10 to 15 dwelling units per acre and Commercial. Northwest of the subject site is designated as Mixed Use (Commercial / Commerce/Business Park).

SOUTH

South of the subject site, is vacant land designated Residential 3.5 to 5 dwelling units per acre.

EAST

East of the subject site are single-family residential uses designated Residential 3.5 to 5 dwelling units per acre.

WEST

West of the subject site, across the 59th Avenue alignment, is a ranch residence and vacant land designated Residential 5 to 10 dwelling units per acre and Commercial. The Loop 202 freeway is also located west of the subject site and is designated Commercial.

SOUTHWEST

Southwest of the subject site, across the Loop 202, is vacant land designated Residential 5 to 10 dwelling units per acre.

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-72-22-8, will support a variety of commercial and commerce park uses within a quarter mile of the Laveen Village Core and the Loop 202 corridor. The development will provide a place for a mix of business to operate and grow within close proximity to housing options.

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 land use mix of commerce, commercial and multifamily residential is consistent with the surrounding land uses. The accompanying rezoning request provides a regulatory framework for a level of development intensity appropriate along the Loop 202 Freeway corridor.

CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS

- **DIVERSE NEIGHBORHOODS; LAND USE 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 will allow for a mix of uses including commercial, multifamily residential, and commerce park uses. The wide range of designations in GPA-LV-4-22-8 will ensure a diverse neighborhood which would be located along the Loop 202 Freeway corridor.

CONCLUSION AND RECOMMENDATION

Staff recommends approval of GPA-LV-4-22-8 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 in close proximity to a freeway. Along with the companion rezoning case, Z-72-22-8, the General Plan Amendment will allow for a compatible mix of land uses that will provide employment, services, and housing opportunities for the Laveen community.

Writer

Nayeli Sanchez Luna
March 16, 2023

Team Leader

Racelle Escolar

Exhibits

Sketch Maps (2 pages)









GENERAL PLAN AMENDMENT

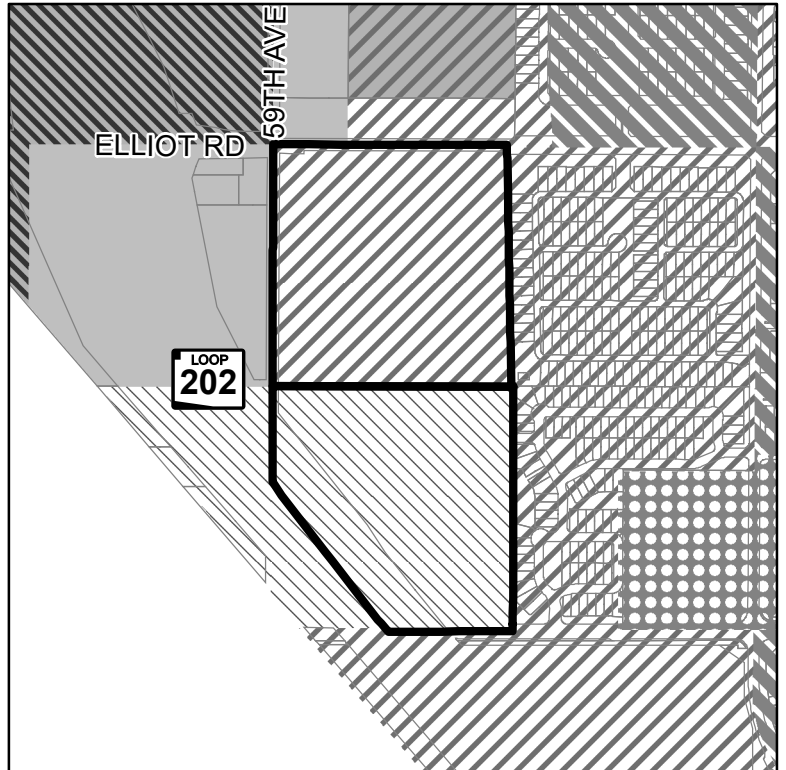
CITY OF PHOENIX ♦ PLANNING & DEVELOPMENT DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882

APPLICATION NO: GPA-LV-4-22-8	ACRES: 65.85 +/-	REVISION DATE:
VILLAGE: Laveen	COUNCIL DISTRICT: 8	3/10/2023
APPLICANT: IDM Companies		

EXISTING:




Residential 3.5 to 5 du / acre (38.6 +/- Acres)
 Residential 5 to 10 du / acre (27.25 +/- Acres)

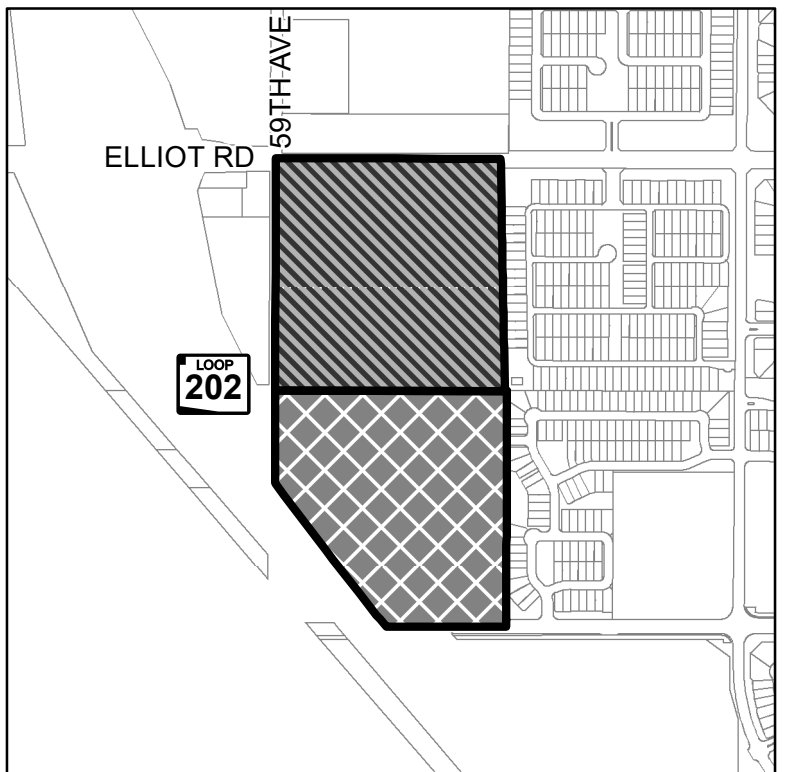
-  Proposed Change
-  Residential 2 to 3.5 du/acre
-  Residential 3.5 to 5 du/acre
-  Residential 5 to 10 du/acre
-  Residential 10 to 15 du/acre
-  Commercial
-  Public/Quasi-Public
-  Mixed Use (Commercial / Commerce / Business Park)



PROPOSED CHANGE:

Mixed Use (Commercial / Commerce / Business Park) (38.6 +/- Acres)
 Residential 15+ du/acre (27.25 +/- Acres)

-  Proposed Change Area
-  Residential 15+ du/acre
-  Mixed Use (Commercial / Commerce / Business Park)





GENERAL PLAN AMENDMENT

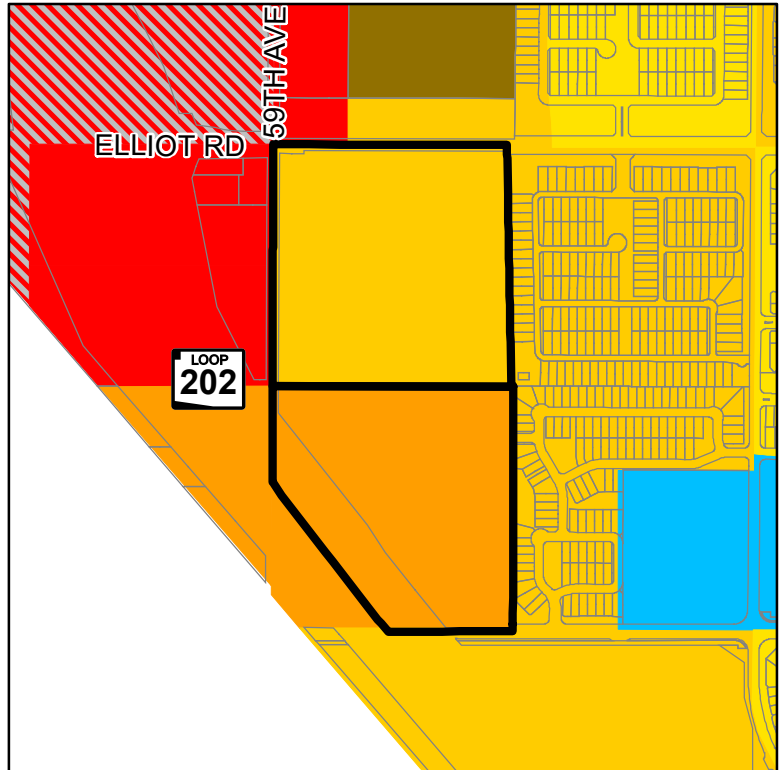
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