



City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT
STAFF ANALYSIS**
March 25, 2021

Application: GPA-PV-1-20-2

Applicant: Trey Brandt, RD Kierland

Owner: York Street Inn, Inc.

Representative: Nick Wood Esq., Snell & Wilmer, LLP.

Location: Southeast corner of Kierland Boulevard and Greenway Parkway

Acreage: 7.14 acres

Current Plan Designation: Industrial (7.14 acres)

Requested Plan Designation: Mixed Use (Commercial/Commerce Park/Residential 15+ dwelling units per acre) (7.14 acres)

Reason for Requested Change: General Plan Land Use Map Amendment to change the land use designation to Mixed Use (Commercial/Commerce Park/Residential 15+ dwelling units per acre) for multifamily residential and commercial uses.

[Paradise Valley Village Planning Committee Date:](#) April 5, 2021

Staff Recommendation: Approval

FINDINGS:

- 1) The companion rezoning case, Z-63-20-2, proposes development that is consistent in scale and character with land uses in the surrounding area to the north and south.

- 2) The Mixed Use (Commercial/Commerce Park/Residential 15+ dwelling units per acre) land use designation will permit new zoning to be applied to the site that maximizes the opportunities for additional investment within the Maricopa Association of Governments (MAG) Desert Ridge and Kierland Employment Center.
- 3) The proposed land use designation provides consistency with the land use pattern of adjacent properties, while allowing for the introduction of new uses that will complement the existing employment and commercial uses in the area.

BACKGROUND

The subject site is located on the southeast corner of Kierland Boulevard and Greenway Parkway. The site is occupied by two one-story office buildings and surface parking. The companion Rezoning Case No. Z-63-20-2 is a request to allow PUD zoning for multifamily residential and commercial uses.

Currently the site has a land use map designation of Industrial. This General Plan Amendment proposes a land use map designation that will allow for alternative housing choices in the area. Recent development suggests the Kierland area is evolving to include a mixture of housing choices along with the commercial and employment uses.



Aerial Map, Source: Snell & Wilmer

The property’s current General Plan Land Use Map designation does not permit residential uses, as proposed by the applicant. This General Plan Amendment proposes a Mixed Use land use designation of Commercial/Commerce Park/Residential 15+ dwelling units per acre. This Mixed Use designation will allow commercial, commerce park and residential land uses the flexibility to locate on any portion of the site in compliance with the PUD’s development standards. Maps of the existing and proposed General Plan Land Use Map designations can be found in Exhibit 1 attached to this report.

SURROUNDING LAND USES AND AREA CONTEXT

The table below provides a summary of the surrounding General Plan (GP) Land Use Map designations, existing land uses and zoning surrounding the site.

Location	GP Land Use	Existing Land Uses	Zoning
North (Across Greenway Parkway)	Commercial	Commercial, Retail	C-2 PCD
South (Across Marilyn Road)	Industrial	Commercial Office	PUD
East	Industrial	Commercial Office	CP/GCP PCD
West (Across Kierland Boulevard)	Industrial	Commercial Office	CP/GCP PCD

Surrounding Land Use Designations, Land Use and Zoning

The site is also approximately 0.2 miles west of Scottsdale Road and falls within the boundaries of the Maricopa Association of Governments designated Desert Ridge/Kierland major employment center and is in close proximity to a City of Phoenix designated employment center. Providing additional housing options in close proximity to the nearby workforce will add to the sustainability of established office space and commercial uses built around the Desert Ridge/Kierland Major Employment Center.

RELATIONSHIP TO GENERAL PLAN CORE VALUES AND PPRINCIPLES

Connect People and Places Core Value

- **OPPORTUNITY SITES; LAND USE PRINCIPLE: Promote and encourage compatible development and redevelopment with a mix of housing types in neighborhoods close to employment centers, commercial areas, and where transit or transportation alternatives exist.**

The proposed RD Kierland PUD supports increased intensity by proposing multifamily residential that is compatible in scale and intensity with the surrounding Kierland area and properties adjacent to the site. The development is located in a mixed-use corridor where adjacent properties are multifamily or commercial. The project site is also within a designated employment center. The concentration of people near employment uses promotes the sustainability of nearby commercial uses.

Celebrate Our Diverse Communities & Neighborhoods: 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 proposed General Plan Amendment will further diversify the existing land use map designations in this part of the city by allowing a residential development at a minor arterial street intersection as classified by Maricopa County. This will help to provide diverse housing opportunities in this area to both current and future residents.

CONCLUSION AND RECOMMENDATION

Staff recommends approval of GPA-PV-1-20-2 as filed. The request aligns with the goals and policies of the General Plan and will result in a land use designation that will continue to support surrounding uses while maximizing the property's location in an Employment Center.

Writer

David Simmons
March 23, 2021

Exhibits

Sketch Map (1 page)






GENERAL PLAN AMENDMENT

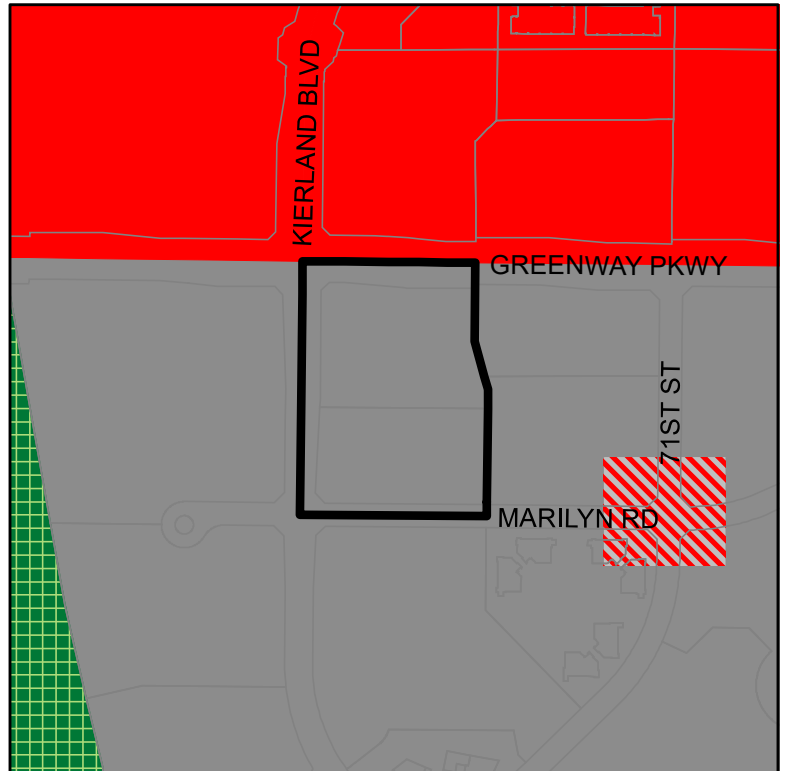
CITY OF PHOENIX ♦ PLANNING & DEVELOPMENT DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882

APPLICATION NO: GPA-PV-1-20-2	ACRES: 7.14 +/-
VILLAGE: Paradise Valley	COUNCIL DISTRICT: 2
APPLICANT: Trey Brandt	

EXISTING:



Industrial (7.14 +/- Acres)

-  Proposed Change Area
-  Commercial
-  Mixed Use (Commercial / Commerce Park)
-  Industrial
-  Parks/Open Space - Privately Owned



PROPOSED CHANGE:

Mixed Use (Commercial/Commerce Park/Residential 15+ du/ac (7.14 +/- Acres)

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

