



City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT
STAFF ANALYSIS**
February 3, 2021

<u>Application:</u>	GPA-SM-1-20-8
<u>Applicant:</u>	Jason Morris, Withey Morris PLC
<u>Owner:</u>	John C. Oertle, Jr., Lisa-Kay Oertle-Melancon, Kent C. Oertle, Beth O. and Jerald A. Hintze
<u>Representative:</u>	Jason Morris, Withey Morris PLC
<u>Location:</u>	Approximately 340 feet west of the southwest corner of 40th Street and Southern Avenue
<u>Acreage:</u>	17.27 acres
<u>Current Plan Designation:</u>	Mixed Use Agricultural (17.27 acres)
<u>Requested Plan Designation:</u>	Mixed Use Agricultural and Residential 10 to 15 dwelling units per acre (17.27 acres)
<u>Reason for Requested Change:</u>	Map Amendment to a mix of Mixed Use Agricultural and Residential 10 to 15 dwelling units per acre
<u>South Mountain Village Planning Committee Date:</u>	February 9, 2021
<u>Staff Recommendation:</u>	Approval

FINDINGS:

- 1) The subject site exceeds 10 acres, which requires a minor General Plan Amendment to the Land Use Map.
- 2) The proposed General Plan Land Use Map designation of Residential 10 to 15 dwelling units per acre and Mixed Use Agricultural is compatible with the surrounding land use pattern and the proposed standards within the Development Narrative of the companion PUD case, Z-35-20-8.

- 3) The subject site is immediately adjacent to two arterial streets, 40th Street and Southern Avenue, that serve as major transportation corridors for this part of the city.
- 4) The proposal will allow for additional housing choices at the intersection of two arterial streets. The companion PUD includes standards that ensure consistency in scale and character as well as appropriate transitions for adjacent single-family zoned property.

BACKGROUND

The subject site is located approximately 340 feet west of the southwest corner of 40th Street and Southern Avenue and is presently vacant. The companion Rezoning Case Z-35-20-8 is requesting to rezone the subject site from 10.02 acres of S-1 BAOD (Ranch or Farm Residence, Baseline Area Overlay District) and 7.25 acres of C-2 BAOD (Intermediate Commercial, Baseline Area Overlay District) to 17.27 acres of PUD BAOD (Planned Unit Development, Baseline Area Overlay District) to allow residential (including multifamily) and other uses permitted in the MUA Zoning District. The development, as proposed by the applicant, would allow a density up to 11.2 dwelling units per gross acre. The site is located near the intersection of two arterial streets and will provide additional housing choices along this transportation corridor that connects to Interstate 10 to the east and the future light rail further to the west.

In 1997, the City of Phoenix adopted the Baseline Area Master Plan (BAMP), a non-regulatory area plan, that addresses the existing conditions of the plan area, articulates a vision for the future and offers a series of implementation strategies to achieve the community's vision for the area. One of the implementation strategies contained in the plan was the creation of a mixed use agricultural district with development standards that addressed agriculturally based land uses and deep setbacks. The PUD development narrative, under case Z-35-20-8, integrates development standards and design guidelines that embody the adopted MUA Zoning District within the Phoenix Zoning Ordinance, thereby providing consistency with portions of the BAMP. The PUD development narrative primarily adheres to the MUA Zoning District building and landscape standards along perimeter arterial streets where this development will be most visible. Other design guidelines from the BAMP have been incorporated to address perimeter parking standards. Furthermore, the standards in the Baseline Area Overlay District (BAOD), a regulatory overlay district which also emerged from the BAMP, are being met or exceeded in the Development Narrative.

In 1997, the City of Phoenix approved the Mixed Use Agricultural land use designation under case GPA-SM-2-96-6-8, which designated the subject site as Mixed Use Agricultural based on guidance from the Baseline Area Master Plan. The Mixed Use Agricultural General Plan land use designation is intended to be coupled with the MUA Zoning District per the Zoning Ordinance. Since the proposed density for the multifamily use is not consistent with the existing Phoenix General Plan Land Use designation of

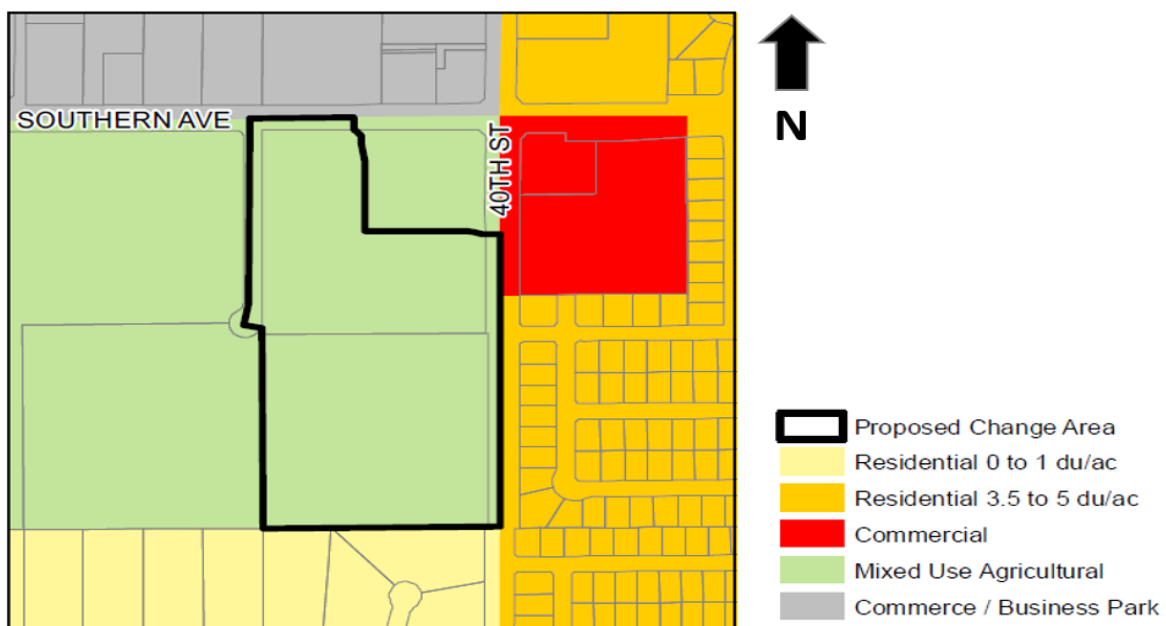
Mixed Use Agricultural as the MUA Zoning District permits a maximum density of two dwelling units per acre, therefore a General Plan amendment to allow increased density is needed. This proposed General Plan amendment case would change the land use designation to a mix of Residential 10 to 15 dwelling units per acre and Mixed Use Agricultural on the subject site, if approved.

This General Plan Amendment, along with the development standards prescribed in PUD case Z-35-20-8, will allow for a land use map designation that is consistent with the character of the area where agricultural and low-density land uses exist. This general plan land use amendment will allow for an appropriate transition between the existing land use designations in the area of 0 to 1 dwelling units per acre and Commerce/Business Park land use designations north of Southern Avenue. The land use map designation, as requested, would further diversify the land uses in this part of the South Mountain Village in a manner consistent with development patterns based on the existing zoning and general plan land use map designations in the general area.

SURROUNDING LAND USES

The proposed general plan land use amendment is located in the eastern portion of the South Mountain Village generally bounded by Southern Avenue to the north, 40th Street to the east, 39th Street to the west and Saint Catherine Avenue to the south. North of the site, the General Plan Land Use Map designation is Mixed Use Agricultural (directly abutting) and Commerce/Business Park across Southern Avenue with some vacant land and commercial development zoned S-1 (Ranch or Farm Residence District), R-3 SP (Multifamily Residence District with a Special Permit), C-1 SP (Neighbor Retail District with a Special Permit), and C-1. The special permit is for a child care center.

Existing General Plan Land Use Map, Source: City of Phoenix Planning and Development Department



South of the subject site is the Heard Ranch community where properties are designated as Residential 0 to 1 dwelling units per acre. These properties are zoned RE-43 (One-Family Residence District) and are developed with large lot single-family homes.

West of the property are two large properties designated Mixed Use Agricultural. Properties west of the site are zoned MUA and S-1 SP, and are used for a plant nursery and mostly vacant land which has a special permit for a radio tower and transmitter building.

East of the subject site, the General Plan Land Use Map has designated properties as Residential 3.5 to 5 dwelling units per acre and commercial. These properties are developed with single-family homes and commerce park/office, zoned R1-6 (Single-Family Residence District) and Industrial Park District.

RELATIONSHIP TO GENERAL PLAN CORE VALUES AND PRINCIPLES

CONNECT PEOPLE AND PLACES

- ***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 proposal would allow development of housing product that provides a transition from a single-family residential subdivision to the south and commercial uses to the north. The proposal will allow for additional residential development that is appropriately located at the intersection of two arterial streets that offer alternative transportation options connecting to the Interstate 10 freeway and future light rail corridor further to the west.

CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS

- ***CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; CERTAINTY AND CHARACTER; DESIGN PRINCIPLE: Require appropriate transitions/buffers between neighborhoods and adjacent uses.***

Uses in the surrounding area consist of residential, commercial and agricultural uses. The proposed development is consistent in scale and character with the surrounding uses and will provide an appropriate transition between commercial uses along Southern Avenue and single-family residential to the south of the subject site. The proposed Development Narrative of concurrent case Z-35-20-8, incorporates height restrictions, increased perimeter building and landscape setbacks and design guidelines that promote an agricultural environment, which will also help mitigate impacts on adjacent residential properties.

- ***CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; HEALTHY NEIGHBORHOODS; LAND USE PRINCIPLE: Promote the growth of urban agriculture throughout Phoenix.***

The proposed development will promote urban agriculture via a community garden, tool library and pop-up produce stand amenities, shall the site develop as multifamily, to improve food security and the health of residents. Plant species found in the BAMP and MUA Zoning District plant lists which have edible applications may be utilized in the required landscape areas per the Development Narrative of Z-35-20-8 to further promote food security in the area.

- ***CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; 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.***

Approval of the request will allow the introduction of diverse housing opportunities compatible with the surrounding land use patterns. Furthermore, the proposed development will help to provide housing for a broader range of lifestyles in an area where the housing type is predominantly single-family.

CONCLUSION AND RECOMMENDATION

The staff recommendation for GPA-SM-1-20-8 is to approve as filed, and approve as a mix of **Residential 10 to 15 dwelling units per acre** and **Mixed Use Agricultural**. The proposed land use map designation is consistent in scale and character with existing land uses in the surrounding area. The subject site is located near the intersection of two arterial streets that serve as a major transportation route, connecting residents in the area to the Interstate 10 freeway and the future light rail corridor further to the west. The Development Narrative included with the concurrent PUD case Z-35-20-8 will provide compatibility and consistency with the land use pattern in the surrounding area by incorporating development standards and guidelines that will preserve the agrarian history of the area. Approval of the request, with concurrent PUD case Z-35-20-8, will support the development of this vacant property with uses that are compatible with the land use designations and zoning districts in the general area.

Writer

Enrique Bojórquez-Gaxiola
February 3, 2021

Team Leader

Samantha Keating

Exhibits

Sketch Maps (2 pages)







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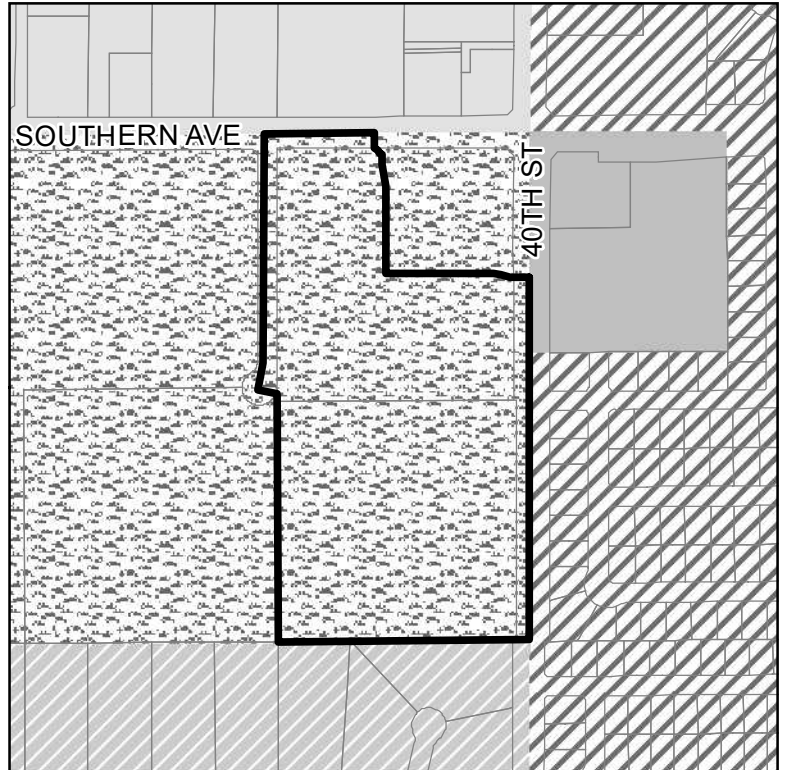
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APPLICATION NO: GPA-SM-1-20-8_BW	ACRES: 17.27 +/-
VILLAGE: South Mountain	COUNCIL DISTRICT: 8
APPLICANT: Withey Morris, PLC / Jason Morris	

EXISTING:



Mixed Use Agricultural (17.27 +/- Acres)

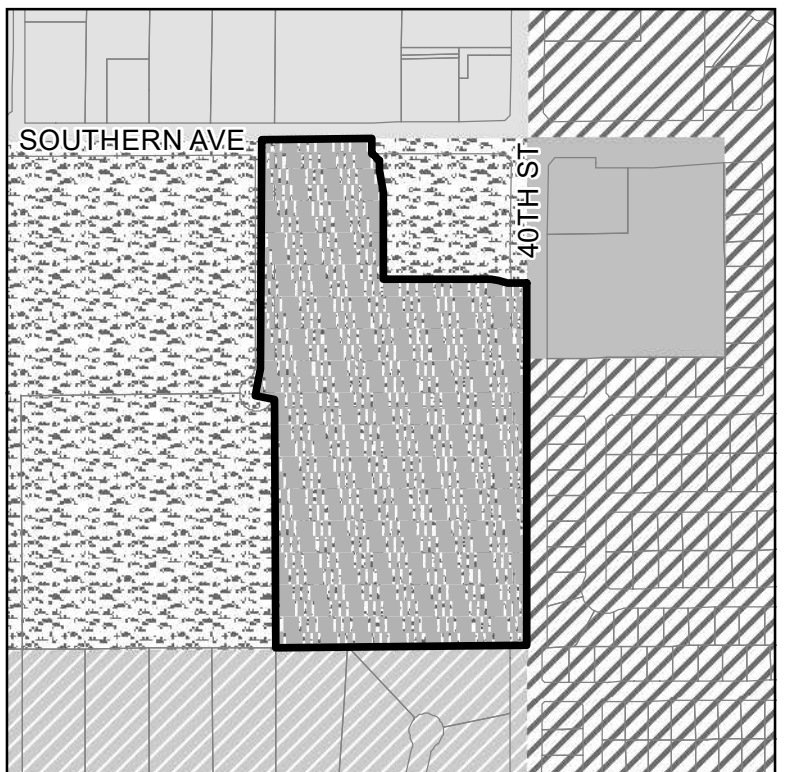
-  Proposed Change Area
-  Residential 0 to 1 du/acre
-  Residential 3.5 to 5 du/acre
-  Commercial
-  Commerce / Business Park
-  Mixed Use Agricultural



PROPOSED CHANGE:

Mixed Use Agricultural & Residential
10-15 du/ac (17.27 +/- Acres)

-  Proposed Change Area
-  Mixed Use Agricultural & Residential 10-15 du/ac









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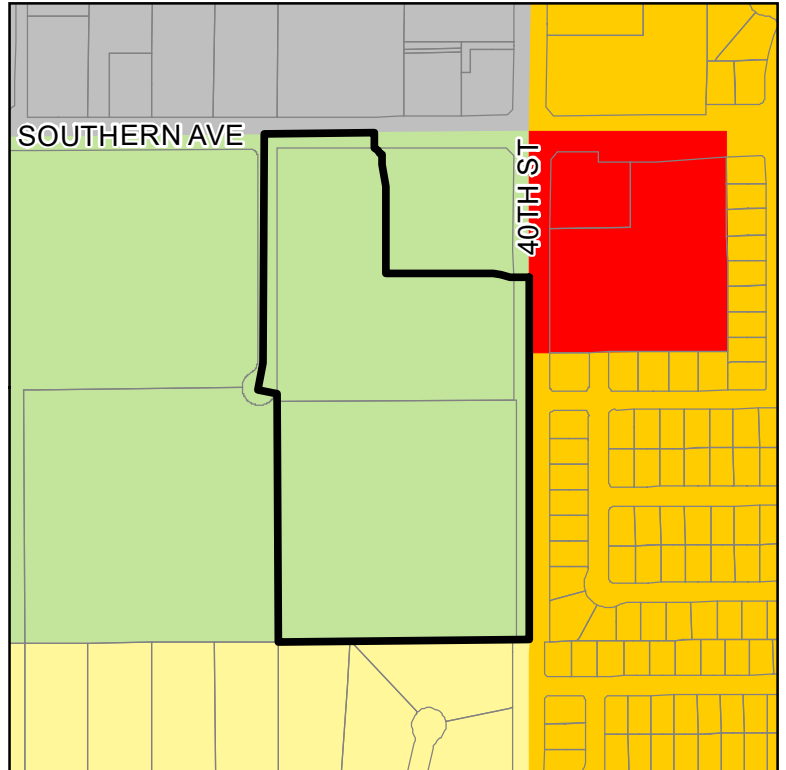
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Mixed Use Agricultural (17.27 +/- Acres)

-  Proposed Change Area
-  Residential 0 to 1 du/ac
-  Residential 3.5 to 5 du/ac
-  Commercial
-  Mixed Use Agricultural
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PROPOSED CHANGE:

Mixed Use Agricultural & Residential
10-15 du/ac (17.27 +/- Acres)

-  Proposed Change Area
-  Mixed Use Agricultural & Residential 10-15 du/ac

