



City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT
STAFF ANALYSIS**

<u>Application:</u>	GPA-SM-2-15-7-8
<u>Applicant:</u>	City of Phoenix Planning Commission
<u>Location:</u>	Area bounded by 7th Avenue on the west, 24th Street on the east, Broadway Road on the north, and Southern Avenue on the south
<u>Acreage:</u>	12.22 +/- Acres
<u>Requested Change:</u>	To amend the Target Area B Redevelopment Plan Land Use Plan to modify 12.22 +/- acres located at the southwest corner of 24th Street and Broadway Road from Commercial to Mixed Use
<u>Reason for Requested Change</u>	Allow greater flexibility for future development of the site
<u>Village Planning Committee Date:</u>	South Mountain – April 12, 2016
<u>Staff Recommendation:</u>	Staff recommends approval of the request

FINDINGS

- 1) Commercial opportunities on the site are constrained by the land use pattern in the area. The proposed General Plan amendment will allow greater flexibility for the future development of the site.
- 2) The proposed General Plan Amendment will help to achieve multiple objectives identified in the Target Area B Redevelopment Plan.
- 3) The proposed Target Area B Redevelopment Plan Land Use Plan designation of Mixed Use is compatible with the land use pattern in the area.

BACKGROUND

The Phoenix City Council established the Target Area B Redevelopment Plan in January 1980. There have been a variety of amendments to the Plan with the last

expansion of the redevelopment area approved in August 1998. The redevelopment area is approximately three square miles, roughly bounded by Broadway Road and Southern Avenue, between 7th Avenue and 24th Street. The request is to amend the Target Area B Redevelopment Plan's Land Use Plan designation for approximately 12.22 acres located at the southwest corner of 24th Street and Broadway Road from Commercial to Mixed Use.

The Neighborhood Services Department, with community input, has recognized changing real estate market conditions and trends since the adoption of the Plan that have affected the development of the subject site. Specifically, commercial uses in the vicinity have declined while multi-family uses have increased. Changing the Land Use Plan designation to Mixed Use will allow for greater flexibility in the type of project that may be proposed when the Neighborhood Services Department initiates a Request for Proposal process for the site.

SUBJECT SITE AND SURROUNDING USES

The subject site is currently vacant. North of the site, across Broadway Road, are vacant parcels and a fast-food restaurant with C-2 zoning. East of the site, across 24th Street, is the South Mountain Neighborhood Resource Center Substation. South of the site is the Martin Luther King Elementary School and vacant properties with R1-6 and R-3A zoning. West of the site is a multi-family residential affordable housing complex zoned R-3. Additionally, the South Phoenix Village Redevelopment Area Plan is close to the site, bounded by the Salt River and Roeser Road, between 24th Street and 32nd Street.

RELATIONSHIP TO TARGET AREA B REDEVELOPMENT PLAN

The Target Area B Redevelopment Plan seeks to stabilize neighborhoods, eliminate blight, and promote redevelopment in a portion of the South Mountain Village. Proposed redevelopment actions identified in the Plan include a continuous examination of existing conditions within the Plan area, spot acquisition and clearance of deteriorated or dilapidated structures, land assemblage and sale of properties, provision of relocation assistance for those affected by redevelopment activities, clearance of structures incompatible with the Plan's land use objectives, and the installation or removal of public improvements as needed. Allowing greater flexibility in the potential land uses on the property will increase the likelihood that the property is developed and encourage these redevelopment actions.

The request also helps to achieve a number of the Target Area B Redevelopment Plan's objectives:

URBAN REDEVELOPMENT PLAN OBJECTIVES

- ENSURE THE STABILITY OF EXISTING VIABLE RESIDENTIAL AREAS AND STABILIZE DECLINING RESIDENTIAL NEIGHBORHOODS BY REMOVING STRUCTURALLY SUBSTANDARD BUILDINGS AND BLIGHTING

INFLUENCES WHICH ACT AS A DISINCENTIVE FOR PRIVATE REINVESTMENT.

There is a variety of residential development and vacant residentially zoned properties in the vicinity of the subject site. The future development of the subject site will act as an incentive for reinvestment in the surrounding area.

- ENCOURAGE AND ASSIST IN THE PROVISION OF A SUFFICIENT NUMBER OF LOW AND MODERATE INCOME HOUSING UNITS IN A SUITABLE LIVING ENVIRONMENT.

The General Plan amendment will allow the flexibility to develop low and moderate income housing units on the subject property.

- ENSURE THE ESTABLISHMENT OF APPROPRIATE POPULATION DENSITIES AND CONCENTRATIONS THAT WILL CONTRIBUTE TO THE WELL-BEING OF PERSONS, NEIGHBORHOODS, AND PRESERVATION OF THE ENVIRONMENT.

The General Plan amendment will allow potential developers the opportunity to propose residential infill housing for the subject site which would support and improve the surrounding community.

RELATIONSHIP TO GENERAL PLAN CORE VALUES AND PRINCIPLES

CONNECT PEOPLE & PLACES

- OPPORTUNITY SITES: 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 subject site is currently vacant and is in close proximity to a school, a community center, churches, and a major employment center. The proposed General Plan Amendment will allow a greater flexibility in the potential land uses for the subject property, which will include residential development.

CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS

- CLEAN NEIGHBORHOODS: FACILITATE THE ACQUISITION OF VACANT, UNDERUTILIZED AND BLIGHTED PARCELS FOR APPROPRIATE REDEVELOPMENT, COMPATIBLE WITH THE ADJACENT NEIGHBORHOOD CHARACTER AND ADOPTED AREA PLANS.

By allowing greater flexibility in the potential land uses, the proposed General Plan amendment will increase the likelihood that this vacant property will be redeveloped. Additionally, the amendment is consistent with the objectives outlined in the Target Area B Redevelopment Plan.

The proposed amendment has no significant effect on the following General Plan Core Values:

STRENGTHEN OUR LOCAL ECONOMY

BUILD THE SUSTAINABLE DESERT CITY
CREATE AN EVEN MORE VIBRANT DOWNTOWN

CONCLUSION AND RECOMMENDATION

Approval of this General Plan Amendment will further the goals of the Target Area B Redevelopment Plan. The proposal is compatible with the land use pattern in the area.

Staff recommends that the request be approved.

Writer

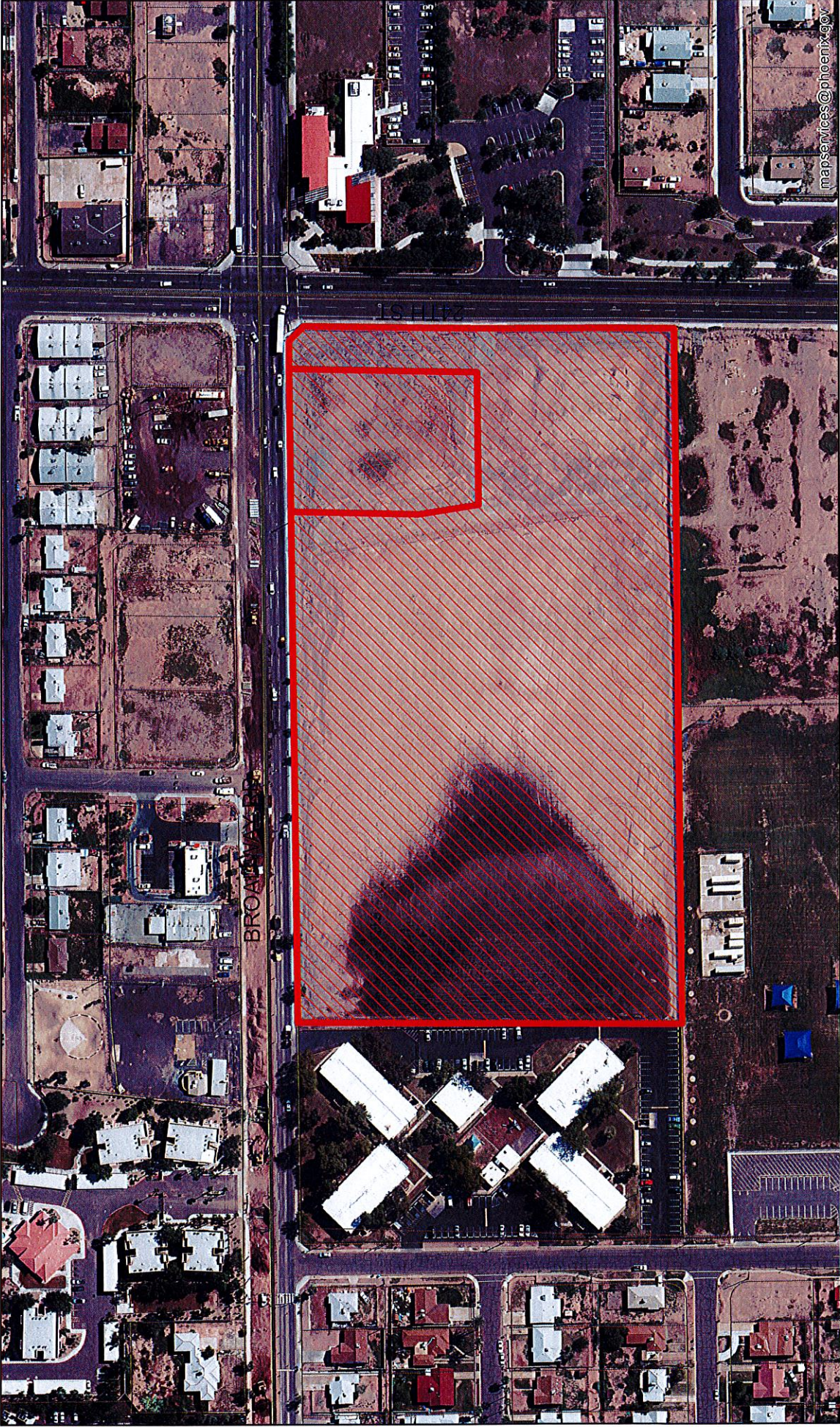
Adam Stranieri
March 25, 2016

Attachments

Aerial

Target Area B Redevelopment Plan Land Use Plan – Existing

Target Area B Redevelopment Plan Land Use Plan – Proposed



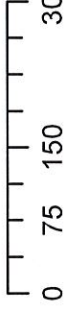
Portion of Zoning Map: E-9
Quarter Section: 4-32

GPA-SM-2-15-7-8: Subject Property

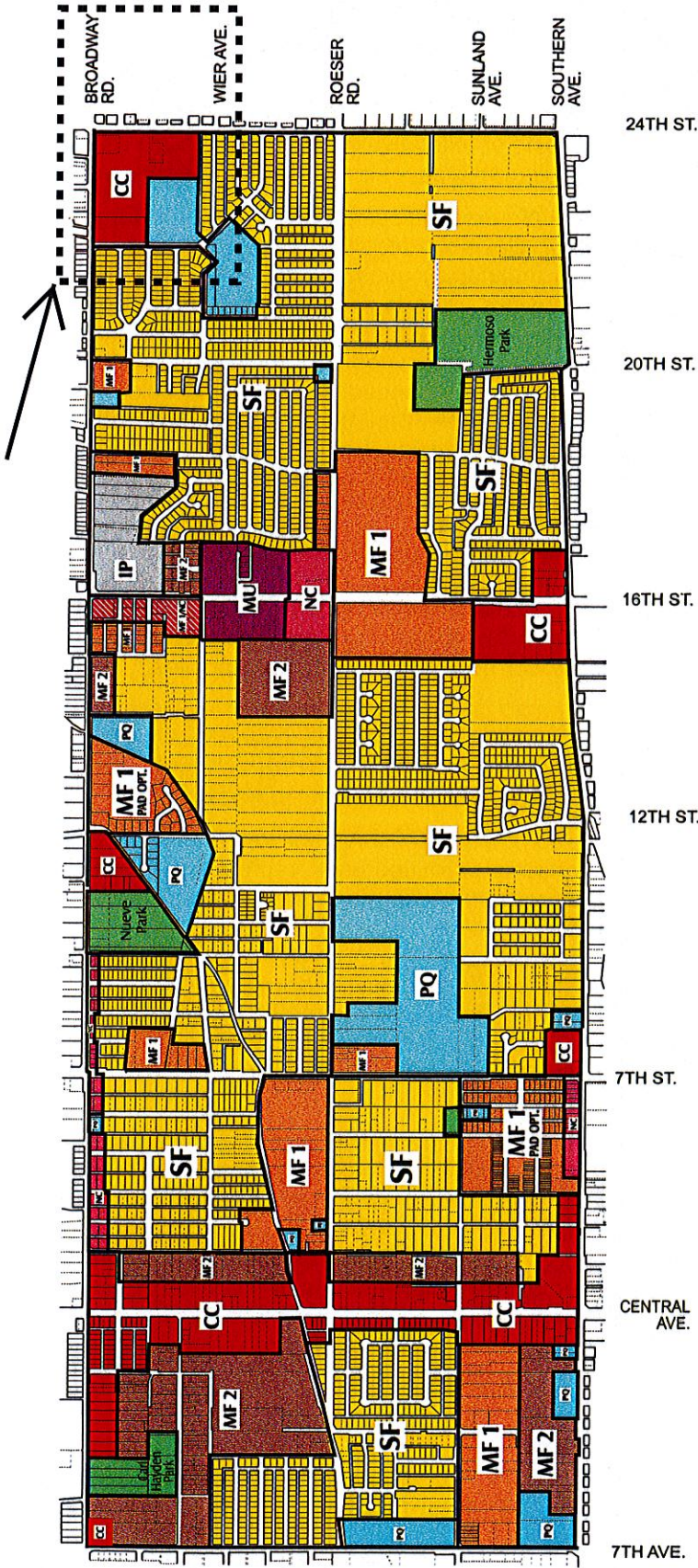


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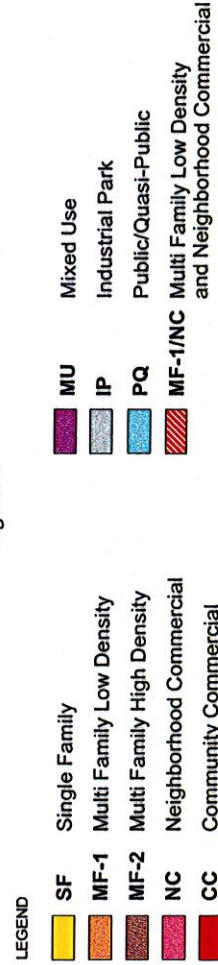


Subject Property

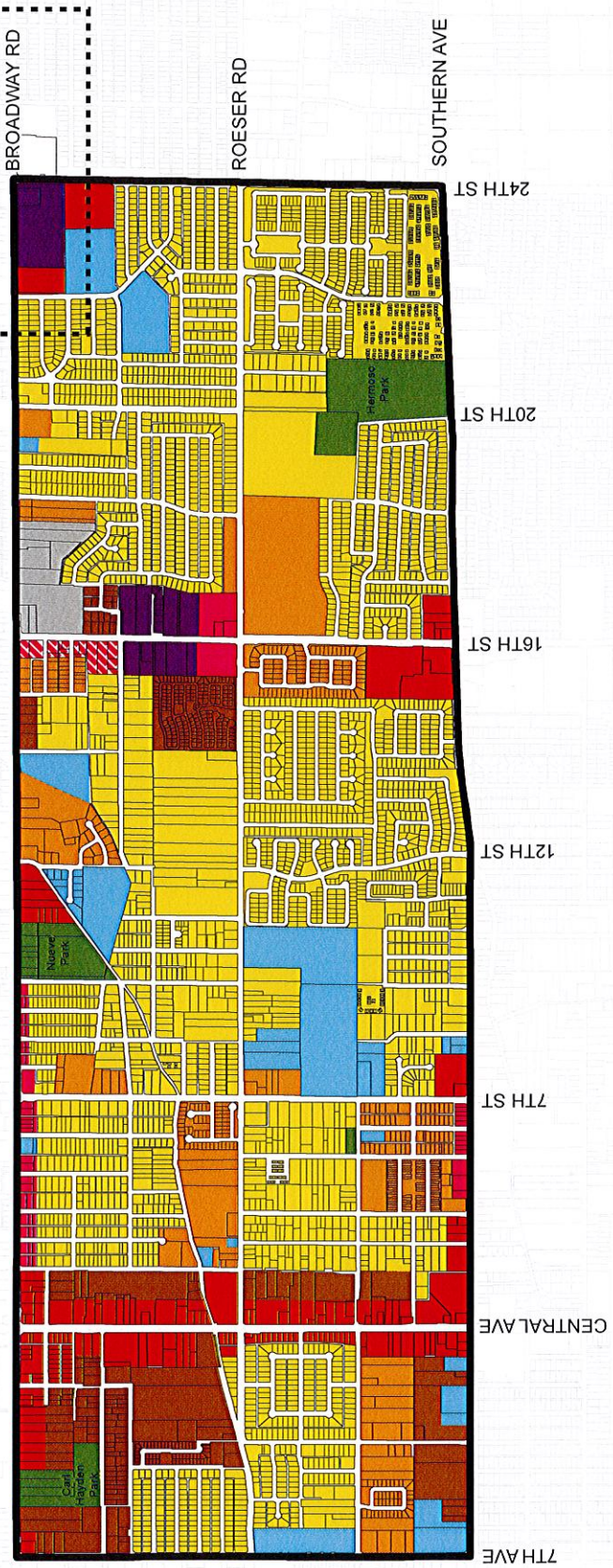


Land Use Plan
AS Amended










Figure 4



Subject Property



Target Area B - Proposed Land Use

- | | | | |
|---|---------------------------|---|--|
|  | Single-Family |  | Mixed Use |
|  | Multi-Family Low Density |  | Industrial Park |
|  | Multi-Family High Density |  | Public/ Quasi-Public |
|  | Neighborhood Commercial |  | Multi-Family Low Density and Neighborhood Commercial |
|  | Community Commercial | | |



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