



City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT
STAFF ANALYSIS**
May 1, 2018

<u>Application:</u>	GPA-SM-2-18-8
<u>Applicant/Representative:</u>	Randall Raskin, Partner Investments 7, LLC
<u>Location:</u>	Northwest corner of 27th Street and Baseline Road
<u>Acreage:</u>	15.55 acres
<u>Current Plan Designation:</u>	Residential 1 to 2 dwelling units per acre (10.95 acres) Residential 5 to 10 dwelling units per acre (4.60 acres)
<u>Requested Plan Designation:</u>	Commercial (15.55 acres)
<u>Reason for Requested Change:</u>	Amend the General Plan Land Use Map to provide commercial land uses
<u>Village Planning Committee Date:</u>	South Mountain – May 8, 2018
<u>Staff Recommendation:</u>	Approval

FINDINGS:

- 1) The subject site exceeds 10 gross acres when combined with the acreage of abutting zoning on the same side of the street, within 150 feet from the subject site, which is also not in conformance with the general plan and requires a General Plan Amendment.
- 2) The companion rezoning case, Z-10-18-8, proposes development that is consistent in scale and character with land uses in the surrounding area.
- 3) The proposed land use designation is appropriate for a location adjacent to a major arterial street, proposed bus-rapid transit lines, and in close proximity to a major commercial center, higher education facility, and other community amenities.

BACKGROUND

The subject site is located at the northwest corner of 27th Street and Baseline Road. The site contains seven single-family residences located around the periphery of the site. The remainder of the site is vacant. There are no improvements along 25th Street, the west half-street of 27th Street, or the Western Canal. The site is zoned a combination of R1-14 BAOD (One-Family Residence, Baseline Area Overlay District), R1-14 BAOD (Approved C-1 BAOD) (One-Family Residence, Baseline Area Overlay District, Approved Neighborhood Retail, Baseline Area Overlay District), and R1-14 BAOD (Approved R1-10 BAOD) (One-Family Residence, Baseline Area Overlay District, Approved Single-Family Residence District, Baseline Area Overlay District).

The area of the subject site (15.55 acres) is larger than that of the companion rezoning case Z-10-18-8 (10.55 acres). This is because the rezoning request triggers a General Plan exception to the 10 gross acre rule requiring an amendment for sites whose size exceeds 10 gross acres when combined with the acreage of all abutting zoning on the same side of the street, within no more than 150 feet from the subject site. The property adjacent to the subject property to the west is zoned C-1 BAOD and also not in conformance with its General Plan Land Use Map designation of Residential 1 to 2 dwelling units per acre.

Additionally, the property owner of a parcel adjacent to the northwest corner of the site opted to include his property in the request. This parcel is zoned R1-14 BAOD and is in conformance with its General Plan Land Use Map designation of Residential 1 to 2 dwelling units per acre. However, the approved site plan for the C-1 BAOD parcel to the west and the proposed site plan in Z-10-18-8 would result in this parcel becoming landlocked and surrounded by commercial zoning. Staff supports the request to amend the General Plan Land Use Map designation for this parcel, despite this request not being in conformance with the existing zoning, due to the land use and zoning transition occurring in the surrounding area.

The existing land use designations extending east from the intersection of 24th Street and Baseline Road transition from Commercial, to a low density Residential 1 to 2 dwelling units per acre, to a higher density Residential 5 to 10 dwelling units per acre. The request would increase the area of the Commercial designation radiating from the intersection and provide a more consistent fabric of land use designations in the surrounding area.

As a component of the City of Phoenix Transportation 2050 planning efforts, bus-rapid transit lines are proposed along both 24th Street and Baseline Road. The subject site is located in close proximity to the intersection of both proposed bus-rapid transit lines. The proposal will allow a targeted increase in scale and intensity in a location that can capitalize on this major public transit infrastructure investment.

The property is also in close proximity to major commercial development that has emerged at the intersection of 24th Street and Baseline Road. This intersection is identified in the 2015 General Plan's "Core, Centers, and Corridors" subsection as an example of an emerging center where targeted increases in scale and intensity are appropriate.

Additionally, the subject site is in close proximity to a variety of major community amenities and attractions. Approximately ¼ mile to the northwest is the South Mountain Community College campus which is also home to the South Mountain Community Library and the South Mountain Performing Arts Center. Adjacent to the site to the west is the 24th Street and Baseline Road Park and Ride facility. Adjacent to the north is the Western Canal, which is utilized for a variety of recreational activities, including equestrian uses. Across the Western Canal to the north is the Legacy Golf Resort. The subject site is ideally suited for a targeted increase in scale and intensity represented by the requested commercial land use designation.

SURROUNDING LAND USES

- North of the subject site, across the Western Canal, is the Legacy Golf Resort which is zoned R1-8 SP BAOD (Single-Family Residence District, Special Permit, Baseline Area Overlay District). This portion of the golf resort has a Parks/Open Space-Privately Owned land use designation.
- Adjacent to the subject site to the east is a single-family residential subdivision with R-2 BAOD (Multifamily Residence District, Baseline Area Overlay District) zoning and a land use designation of Residential 5 to 10 dwelling units per acre.
- Southeast of the subject site, across Baseline Road, are single-family homes zoned R1-8 BAOD (Single-Family Residence District, Baseline Area Overlay District). Southwest of the subject site, across Baseline Road, is the Secret Garden Event Center which is zoned MUA HP BAOD (Mixed-Use Agricultural District, Historic Preservation, Baseline Area Overlay District). Both areas have a land use designation of Residential 3.5 to 5 dwelling units per acre.
- Adjacent to the subject site to the west is a commercial parcel and vacant property with C-2 BAOD (Intermediate Commercial, Baseline Area Overlay District) zoning and land use map designations of Residential 1 to 2 dwelling units per acre and Commercial.

RELATIONSHIP TO GENERAL PLAN CORE VALUES AND PRINCIPLES

CONNECT PEOPLE AND PLACES

- ***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 commercial land use designation is compatible with the surrounding area given the subject site's location in an emerging center identified in the General Plan. Additionally, the site is in close proximity to a major commercial shopping center, park and ride facility, higher education institution, public library, and the intersection of two proposed bus rapid transit lines.

- ***OPPORTUNITY SITES; LAND USE PRINCIPLE: Support reasonable levels of increased intensity, respectful of local conditions and surrounding neighborhoods.***

The Commercial land use designation is compatible with the existing land use pattern in the surrounding area and consistent with the subject site's location along a major arterial street and in a center identified in the 2015 General Plan.

STRENGTHEN OUR LOCAL ECONOMY

- ***JOB CREATION (EMPLOYERS); LAND USE PRINCIPLE: Support General Plan Land Use Map and zoning changes that will facilitate the location of employment generating uses in each of the designated employment centers.***

The subject site is located within the Maricopa Association of Governments (MAG) designated South Mountain major employment center and will support development of employment generating uses.

- ***STRENGTHEN OUR LOCAL ECONOMY; ENTREPRENEURS/EMERGING ENTERPRISES; LAND USE PRINCIPLE: Encourage land uses that promote the growth of entrepreneurs or new businesses in Phoenix in appropriate locations.***

The commercial land use designation will support opportunities for new businesses to develop in an emerging center in close proximity to many community amenities and multimodal transportation infrastructure. The companion rezoning case (Z-10-18-8) requests C-1 (Neighborhood Retail) zoning which is designed for small business and neighborhood retail.

CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS

- ***CERTAINTY & CHARACTER; LAND USE PRINCIPLE: Locate land uses with the greatest height and most intense uses within limits based on village character, land use needs, infrastructure and transportation system***

capacity.

The Commercial land use designation is compatible with the existing land use pattern in the surrounding area and consistent with the subject site's location in an emerging center identified in the 2015 General Plan. The subject site is located on a major arterial street containing a proposed bus rapid transit line and in close proximity to a second proposed bus rapid transit line and Park and Ride facility.

- ***CONNECTED NEIGHBORHOODS; LAND USE PRINCIPLE: Locate neighborhood retail to be easily accessible to neighborhoods.***

The request would support the companion rezoning case (Z-10-18-8) which requests C-1 (Neighborhood Retail) zoning which is designed for small business and neighborhood retail. The subject site is in close proximity to existing single-family neighborhoods and provides vehicular and pedestrian access from a major arterial street and pedestrian access from the adjacent Western Canal.

- ***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 Commercial land use designation supports shopping, dining, and recreational land uses and will contribute to land use diversity along the Baseline Road corridor.

BUILD THE SUSTAINABLE DESERT CITY

- ***WATER SUPPLY; LAND USE PRINCIPLE: Maximize use of existing infrastructure and carrying capacity by encouraging redevelopment and infill.***
- ***WASTEWATER; LAND USE PRINCIPLE: Maximize use of existing infrastructure and carrying capacity by encouraging redevelopment and infill.***

The subject site is surrounded with existing water and sewer mains that can potentially serve the development.

CONCLUSION AND RECOMMENDATION

The staff recommendation for GPA-SM-2-18-8 is to approve the request. The commercial designation is appropriate for a location along a major arterial street, in close proximity to commercial land use designations to the west and higher density residential land use designations to the east. The subject site is also adjacent to an

emerging center identified in the 2015 General Plan as a location suitable for targeted increases in scale and intensity. The subject site will also support transit infrastructure investments represented by proposed bus rapid transit lines on both 24th Street and Baseline Road. The subject site is also close to a multitude of community amenities and attractions including a higher education institution, public library, performing arts center, and golf resort. As stipulated, the companion rezoning case will provide compatibility and consistency with the land use pattern in the surrounding area and the desired character and goals of the Baseline Area Master Plan. Approval of the request will support the development of an underutilized property with land uses that are compatible with the surrounding land use designations and zoning districts.

Writer

Adam Stranieri
May 1, 2018

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Exhibits

Sketch Map (2 pages)

GENERAL PLAN AMENDMENT








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

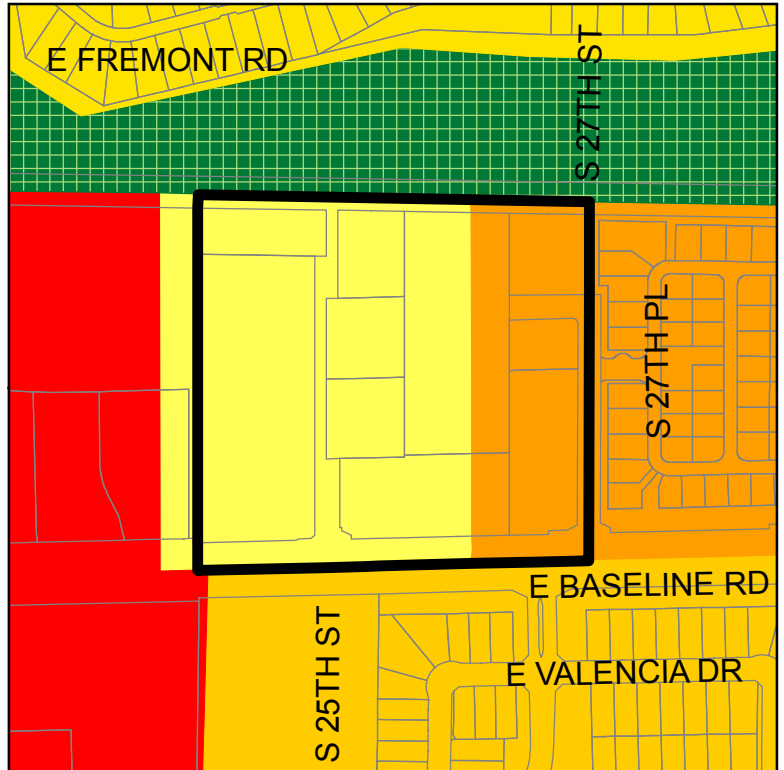
APPLICATION NO: GPA-SM-2-18-8	ACRES: 15.55 +/-
VILLAGE: South Mountain	COUNCIL DISTRICT: 8
APPLICANT: Randall Raskin, Partner Investments 7	

EXISTING:

Residential 1 to 2 DU/Acre (10.95 +/- Acres)



Residential 5 to 10 DU/Acre (4.60 +/- Acres)

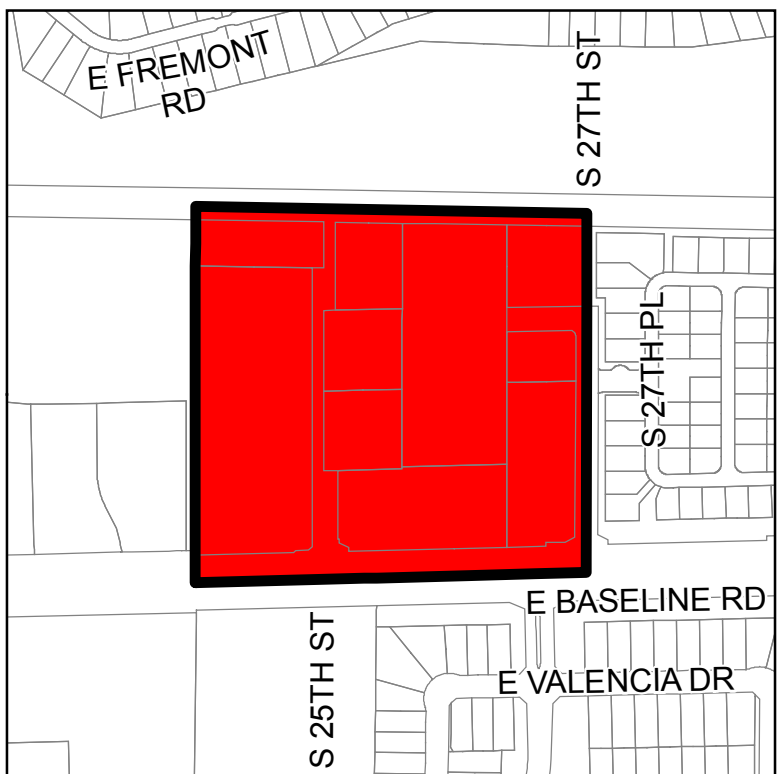
-  Proposed Change Area
-  Residential 1 to 2 du/ac
-  Residential 2 to 3.5 du/ac
-  Residential 3.5 to 5 du/ac
-  Residential 5 to 10 du/ac
-  Commercial
-  Parks/Open Space - Privately Owned



PROPOSED CHANGE:

Commercial (15.55 +/- Acres)

-  Proposed Change Area
-  Commercial



GENERAL PLAN AMENDMENT








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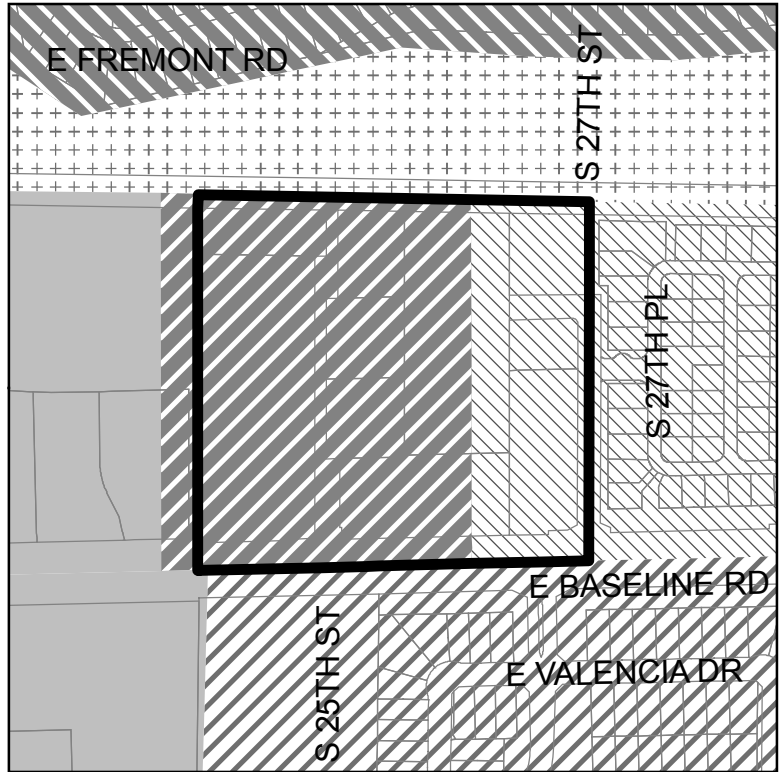
APPLICATION NO: GPA-SM-2-18-8_BW	ACRES: 15.55 +/-
VILLAGE: South Mountain	COUNCIL DISTRICT: 8
APPLICANT: Randall Raskin, Partner Investments 7	

EXISTING:

Residential 1 to 2 DU/Acre (10.95 +/- Acres)



Residential 5 to 10 DU/Acre (4.60 +/- Acres)

-  Proposed Change Area
-  Residential 1 to 2 du/acre
-  Residential 2 to 3.5 du/acre
-  Residential 3.5 to 5 du/acre
-  Residential 5 to 10 du/acre
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