



**City of Phoenix**  
PLANNING & DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT  
STAFF ANALYSIS**  
December 27, 2023

Application: GPA-CE-1-23-8

Owner: Endres Belleview, LLC

Applicant: Endres Belleview, LLC

Representative: Michael Maerowitz, Snell & Wilmer, LLP

Location: Northwest corner of 46th Street and Belleview Street

Acreage: 6.70 acres

Current Plan Designation: [Residential 5 to 10 dwelling units per acre](#) (6.70 acres)

Requested Plan Designation: [Mixed Use](#) (6.70 acres)

Reason for Requested Change: A minor General Plan Amendment to allow mixed use (multifamily/retail)

[Camelback East Village Planning Committee](#) Meeting Date: January 9, 2024

Staff Recommendation: Approval

**FINDINGS:**

- 1) The proposed General Plan Land Use Map designation of Mixed Use is compatible with the mixed-use designation on the property to the south which is within the second Camelback East Village primary core, and consistent with the goals of the 44th Street Corridor Specific Plan.
- 2) The companion rezoning case, Z-25-23-8, Endres Belleview PUD, proposes multifamily residential and neighborhood-oriented commercial uses which will contribute to a mix of land uses in the surrounding area and provide services to nearby residential neighborhoods.

- 3) The subject site is appropriate for multifamily residential and retail uses within close proximity to arterial streets 44th Street and McDowell Road, and the State Route 143 and Loop 202.

## **BACKGROUND**

The subject site is 6.70 acres located at the northwest corner of 46th Street and Belleview Street. The current General Plan Land Use Map designation on the site is Residential 5 to 10 dwelling units per acre and the zoning is R-3 (Multifamily Residence District) and R-5 (Multifamily Residence District). The proposal is to change the land use designation from Residential 5 to 10 dwelling units per acre to Mixed Use. The requested rezoning companion case Z-25-23-8 is not consistent with the existing General Plan Land Use Map designation of Mixed Use, and the subject site is under 10 acres. However, when combined with the site to the west which is zoned R-3 and the proposed PUD are not consistent with the General Plan Land Use Map designation, therefore, a minor General Plan Amendment is required for site.

## **SURROUNDING LAND USES**

### **NORTH**

North of the subject site, across Willetta Street, are various commercial uses, including offices and a home improvement store zoned C-2 (Intermediate Commercial). This area is designated as Commercial on the General Plan Land Use Map.

### **SOUTH**

South of the subject site, across Belleview Street, is a multifamily residential development zoned C-2 M-R (Intermediate Commercial, Mid-Rise District) and R-3 (Multifamily Residence District). This area is designated as Mixed Use on the General Plan Land Use Map.

### **EAST**







East of the subject site, across 46th Street, is Arizona State Route 143 which is zoned R-5 (Multifamily Residence District), R-5 SP (Multifamily Residence District, Special Permit), and R-3 (Multifamily Residence District). This area is designated as Transportation on the General Plan Land Use Map.

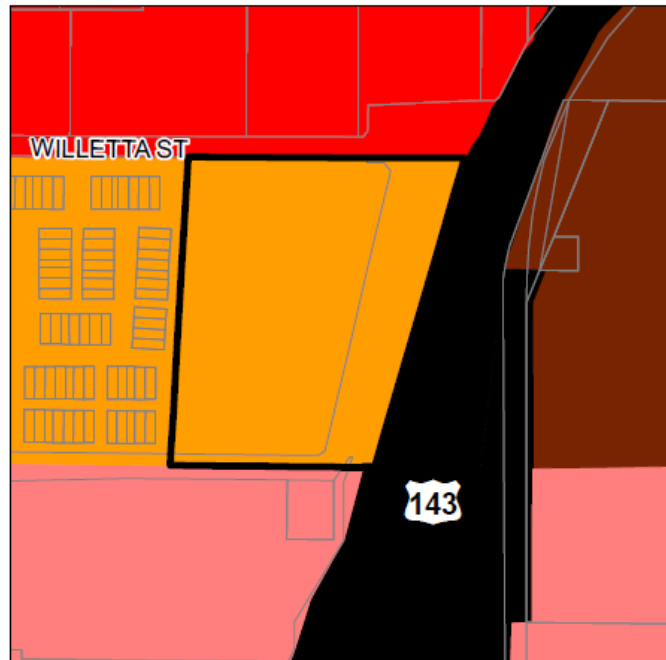
### **WEST**

West of the subject site are townhomes zoned R-3 (Multifamily Residence District). This area is designated as Residential 5 to 10 dwelling units per acre on the General Plan Land Use Map.

**EXISTING:**

Residential 5 to 10 du/ac ( 6.70 +/- Acres)

-  Proposed Change Area
-  Residential 5 to 10 du/ac
-  Residential 15+ du/ac
-  Commercial
-  Transportation
-  Mixed Use



*Existing General Plan Land Use Map designation, Source: Planning and Development Department*

**RELATIONSHIP TO GENERAL PLAN CORE VALUES AND PRINCIPLES**

**CONNECT PEOPLE AND PLACES**

- **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 will provide a multifamily residential development close to 44th Street and McDowell Road, major arterial streets with transit options, and within close proximity to employment and commercial areas.

**CELEBRATE OUR DIVERSE COMMUNITIES & 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 proposal will contribute to a mix of land uses by providing limited neighborhood retail and services closer to surrounding residential neighborhoods in addition to multifamily residential uses.

- **HEALTHY NEIGHBORHOODS; DESIGN PRINCIPLE:** Plan and design communities and neighborhoods to be pedestrian friendly and walkable.

The PUD Narrative in the companion rezoning case Z-25-23-8, provides standards for detached sidewalks with enhanced planting and shading standards to make the proposal pedestrian friendly and walkable.

### **BUILD THE SUSTAINABLE DESERT CITY**

- ***TREES AND SHADE: DESIGN PRINCIPLE: Integrate trees and shade into the design of new development and redevelopment projects throughout Phoenix.***

The PUD Narrative in the companion rezoning case Z-25-23-8, provides standards for trees and shade within the site and along adjacent street frontages which will reduce the urban heat island effect while also improving thermal comfort for site users and the surrounding neighborhood.

### **COMMUNITY INPUT SUMMARY**

At the time this staff report was written, staff has received three letters in opposition. The concerns include limited access to the area and the density of the multifamily proposal.

### **CONCLUSION AND RECOMMENDATION**

Staff recommends approval of GPA-CE-1-23-8. The proposed Mixed Use General Plan Land Use Map designation allows for development that provides multifamily residential, limited neighborhood retail and commercial options for the surrounding neighborhood and locates uses appropriately on local streets with access to arterial streets.

#### **Writer**

John Roanhorse  
December 27, 2023

#### **Team Leader**

Racelle Escolar

#### **Exhibits**

Sketch Maps (2 page)  
Community Correspondence (11 Pages)







# GENERAL PLAN AMENDMENT

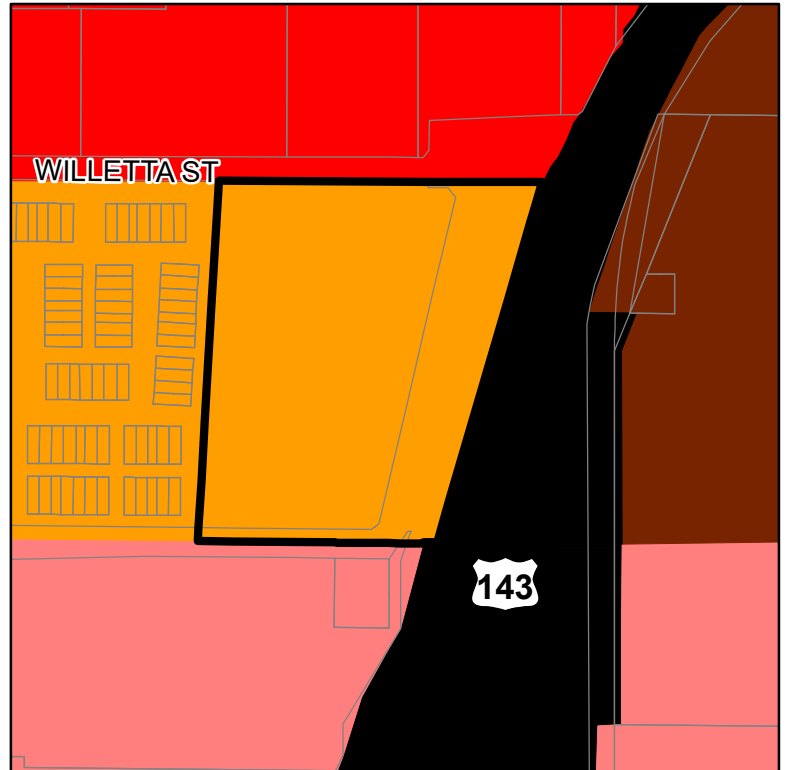
CITY OF PHOENIX ♦ PLANNING & DEVELOPMENT DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882

APPLICATION NO: GPA-CE-1-23-8	ACRES: 6.70 +/-	REVISION DATE:
VILLAGE: Camelback East	COUNCIL DISTRICT: 8	
APPLICANT: Endres Bellevue, LLC		

## EXISTING:



Residential 5 to 10 du/ac ( 6.70 +/- Acres)

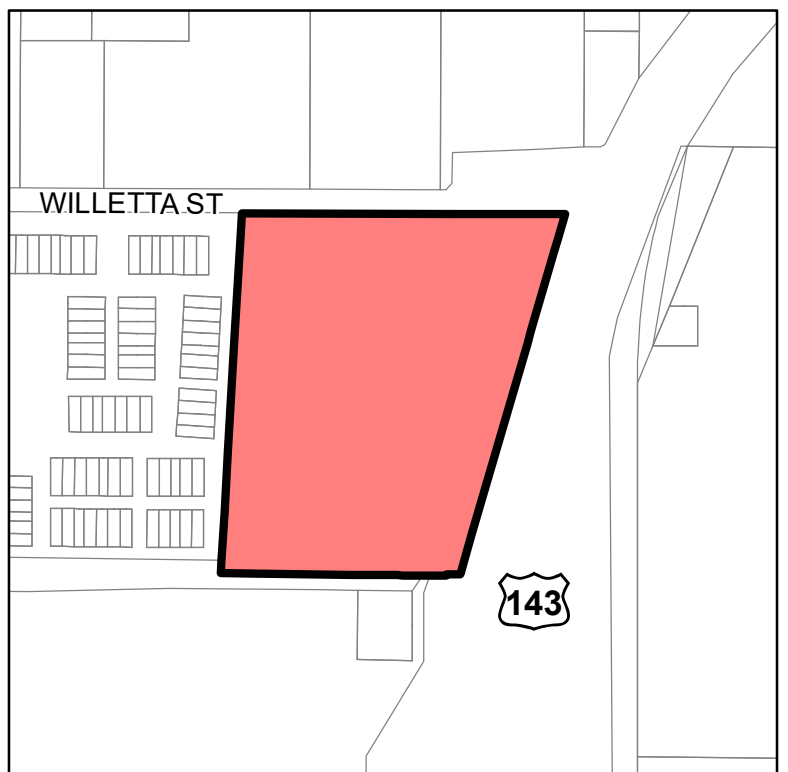
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-  Residential 15+ du/ac
-  Commercial
-  Transportation
-  Mixed Use



## PROPOSED CHANGE:

Mixed Use ( 6.70 +/- Acres)

-  Proposed Change Area
-  Mixed Use









# GENERAL PLAN AMENDMENT

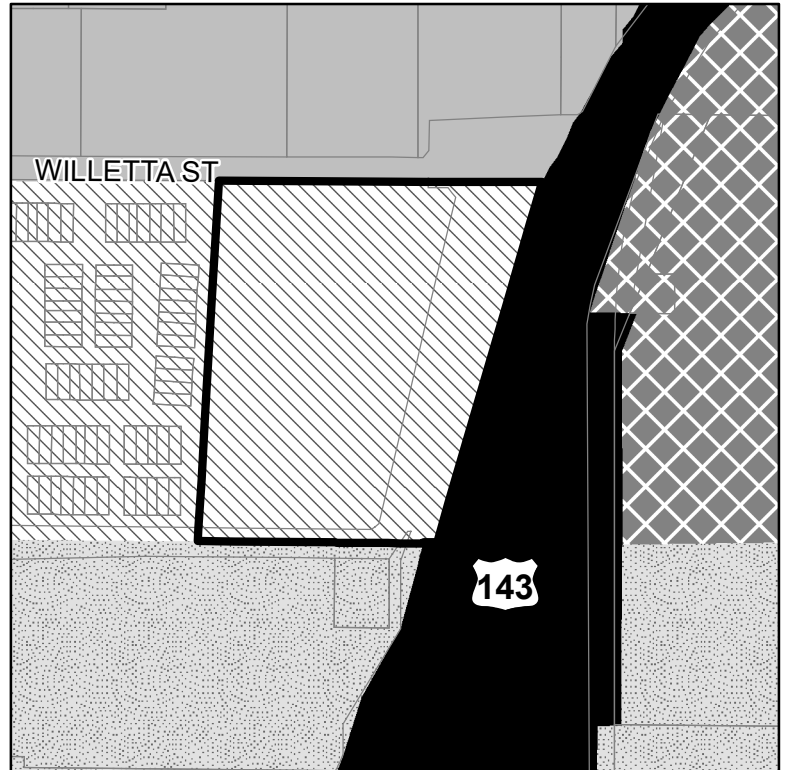
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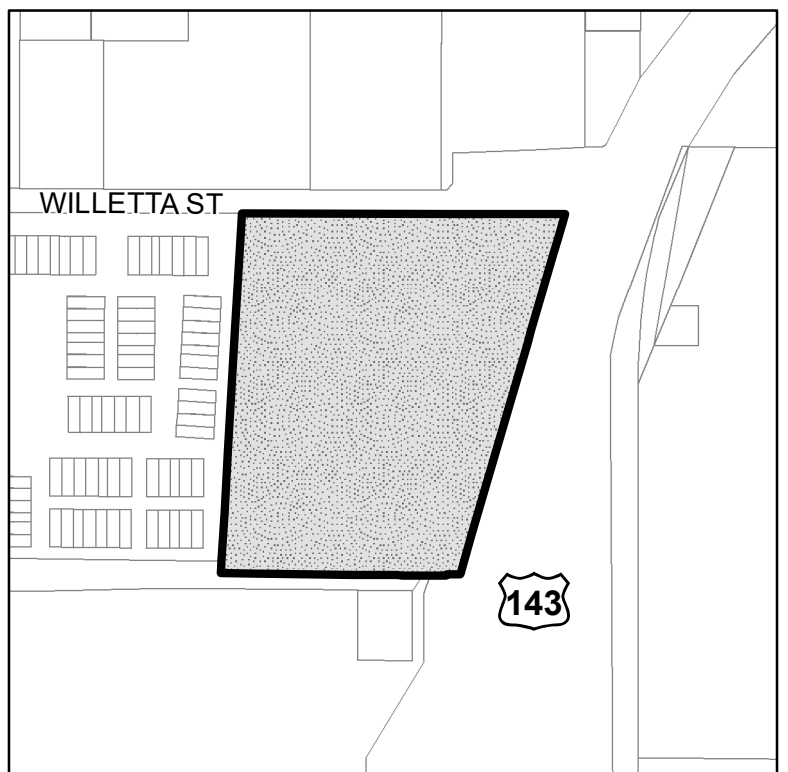
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## PROPOSED CHANGE:

Mixed Use ( 6.70 +/- Acres)

-  Proposed Change Area
-  Mixed Use



Dear: City of Phoenix Planning and Development Dept., Phoenix City Council and Camelback East Village Planning Committee,

**CITY OF PHOENIX**

**REGARDING: Case No. Z-25-23-8, Case No. GPA-CE-1-23-8.**

JUN 06 2023

Filed by Snell & Willmer on Behalf of Endres Belleview.

Planning & Development  
Department

I wanted to contact you and provide my attachments and objections so you would have them on hand for any upcoming meetings on the proposed case filings and the High-Density 604 dwellings (6) story Project proposed to be dropped right down next to Eastwood Townhomes and the surrounding existing neighborhood.

I have previously sent an email with these attachments yesterday to the assigned City of Phoenix Village Planner Mr. John Roanhorse, and he has replied they were received.

My first residence at Eastwood Townhomes neighborhood was back in 1982 (over 40 years ago) and as a current Eastwood Townhomes owner (resident owner 1989-1993, resident renter all the way back in 1982 and now since 1993 to current day an owner/landlord) about these proposed cases:

**Case No. Z-25-23-8**

**Case No. GPA-CE-1-23-8**

Filed by Snell & Willmer on Behalf of Endres Belleview.

I have attached my concerns and opinions for your review and consideration.

**I believe both cases should be denied entirely without revision opportunities, and I have provided details as to why in my attachments along with this letter.**

On the attachments, I have noted my observations and the many negative impacts on our neighborhood that were a direct result of the High-Density Alanza Place Apartments constructed south of Eastwood Townhomes neighborhood several years ago which has only gotten worse, especially on weekends.

In addition, I was on site again all day yesterday assisting my renter and drove around the entire neighborhood area to see for myself what they are proposing. What I saw was disturbing, the neighborhood is already grossly

overwhelmed by pedestrian, vehicle parking and vehicle traffic already. I took some pictures, and 46<sup>th</sup> St. and Willetta already look like parking lots, bumper to bumper vehicle parking on both sides of the streets during the middle of the day. These are major safety, property, and crime issues for all our current neighborhood area residents, especially children and nearby Balsz Elementary School. If these cases are approved and this project is allowed to proceed it will substantially add to these current and increasing issues and only exacerbate these problems for our neighborhood.

I expanded my drive through our neighborhood area, and there are currently under construction multiple and massive High-Density Apartment, Townhome Complexes that are being built just North of the 202, South of McDowell Rd. between 38<sup>th</sup> St East to 44<sup>th</sup> St. which will meet current and future housing needs and requirements. Most of these are being constructed on what were vacant parcels of land from what I know.

This proposed project is clearly not necessary for our neighborhood, as the Snell & Willmer notification letter inferred, in my opinion. This project will only be detrimental, and if the Cases are approved simply allow the current land parcel owners to substantially profit at the expense of all other neighborhood residents current and future, in my opinion.

**Please deny both cases without opportunity for revision:**

**Case No. Z-25-23-8**

**Case No. GPA-CE-1-23-8**

Thank you for your time and consideration.

Kurt R. Harrison  
Eastwood Townhome owner



# Regarding: Case No. Z-25-23-8

As a longtime Eastwood Townhomes rental resident initially in 1982, then owner resident 1989-1993 and now an owner landlord since 1993, I wanted to make my observations, opinions and **objections** known to the City of Phoenix Planning and Development Board, going forward referred to as: (CPPD).

Upon reviewing the Snell & Willmer notification letter, their case requests on behalf of their client Endres Bellevue and the proposed High-Density Project details which they sent out to Property Owners and Neighborhood Organizations in our neighborhood are.

For your review.

I respectfully request this Re-Zoning Case No. Z-25-23-8 request should be denied in full, and have provided my opinions, reasons, impact, and experiences (After High-Density Alanza Place was built along 44<sup>th</sup> St. & Bellevue) below for your review.

1. The parcel of land is currently being utilized for exactly what CPPD intended, planned and is zoned for in our neighborhood, and the parcel should not be re-zoned so an entity can profit substantially, dropping in/pigeonholing a massive high-density project with not (1) but (2) (6) story buildings; the parcel is currently roughly 42 residential

units and they are proposing 604 residential units and street level retail, all at the cost and safety of the surrounding established Phoenix neighborhood.

2. CPPD previous approval and construction of High-Density residential project Alanza Place Apartments (I believe it is 4 stories) at 44<sup>th</sup> St. & Belleview could provide CPPD with a prime case study or example of the impact on quality of life, infrastructure and safety such a High-Density project like this will have on our neighborhood.

- a. Decreased child and pedestrian safety.
- b. Decreased Balsz School student safety due to increased traffic and increased vehicle street parking.
- c. Increased vehicle traffic and congestion on side streets substantially.
- d. Unbelievable street parking and vehicle congestion on Belleview St., especially on weekends. Please go by on a weekend when inspecting.
- e. High-Density Alanza Place has already added substantial students' enrollment to the Balsz school district.
- f. Increased crime due to the increase in pedestrian traffic.
- g. Decreased quality of life and resident safety.
- h. Potential, if approved, for a major increase in crime in the neighborhood area due to the substantial additional increase in vehicle and pedestrian traffic.

- i. Block all eastern views, or views of Papago Park for some residents.
  - j. Multiple land parcels in the area that are already zoned and available for a High-Density project such as this that the petitioners could invest in.
  - k. Resident and Service support vehicle access which adds substantial street congestion and decreases safety of all residents.
- 3. There are other ways for this land parcel owners to optimize their property without impacting the lives of all the other Phoenix residents that have invested and live in this established neighborhood by requesting to build a High-Density residential project in a single family or multiple family well established Phoenix residential neighborhood.
- 4. The proposed project utilization of residential side streets of Willeta and 46<sup>th</sup> St. for egress and regress, cannot support the additional residents' vehicles and services support vehicles traffic that will be created for egress and regress that would be required if this High-Density project Re-Zoning Case No. Z-25-23-8 is approved. If CPPD would, please look at the impact Alanza Place has already had on Bellevue St., vehicle congestion, safety, and the quality of life in our neighborhood.
- 5. Also, it appears that the owners of this parcel submitting this request possibly have the substantial means to invest and acquire a City of Phoenix parcel of land available on

Wednesday, November 8, 2023

City of Phoenix Planning and Development  
200 West Washington Street, 2<sup>nd</sup> Floor  
Phoenix, AZ 85003

Re: Re-Zoning Application # GPA-CE-1-23-8, Case # Z-25-23-8

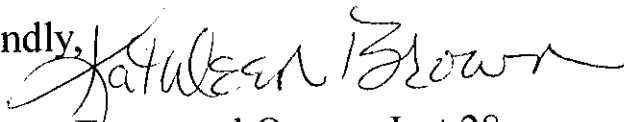
Ladies and Gentlemen:

Please see the attached Email that I'd sent to Mr. John Roanhorse, regarding the above – a 6 Story, Multi Family apartment project, housing 604 units, some Studio, Single, Double and 3 Bedroom, with 976 reserved car parking spots and Retail Shops...all planned on a No Outlet area, on 46<sup>th</sup> Street, between Willetta and Bellevue Streets, Phoenix, AZ 85008

I've read that this information and my 'valid' opinions will be kept in the file for the above applicant, who I might add, is from Minnesota, not a resident?

Please understand the attached is for the betterment of our community at Eastwood Townhouses, the Alexa Apartments on Bellevue, The Holiday Inn on Willetta and please note: The Berghoff's maintenance workers cars parked M-F, 5 am to 3 pm...this would be a nightmare to live and try to drive, on a daily basis.

Thank you kindly,



Kathleen Brown, Eastwood Owner, Lot 28  
1351 N. 44<sup>th</sup> St.,  
Phoenix, AZ 85008  
602.275.8846

cc: John Roanhorse  
City of Phoenix Village Planner

## John Roanhorse

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**From:** relishcuisine@aol.com  
**Sent:** Thursday, October 5, 2023 1:10 AM  
**To:** John Roanhorse  
**Subject:** Camelback East Committee Meeting, Tues. Oct. 3rd

Hello Mr. Roanhorse,

I was at the meeting on Tuesday and was wondering about the aerial photo that was presented w/my previous letter from Snell & Wilmer, dated Sept. 21st.

There is nothing shown at the corner of 46th St. & Willetta, where Berghoff Maintenance Company's truck lot is and its business (where A.D.O.T. occupied & Aztec Engineering was) in the cul-de-sac.

You see, every morning from 5:00 a.m. to 2:00 p.m., both North and South sides of Willetta and 46th Street are lined with about 80 cars, of Hispanic workers who work for Berghoff Maintenance Co., Monday through Friday. The congestion of too much traffic for a 'No Outlet' area will be overwhelming with car back-ups waiting to get onto 44th Street. And, the idea of installing another traffic light at Willetta and 44th Street is NOT a good plan, as it would be too close to McDowell.

As mentioned at the meeting, there will be 604 units and 976 parking spaces, but does include the retail workers, maintenance personnel and vendors? I couldn't imagine.

Do you think this project could be reduced in size to 3 story buildings, to match the existing area's developments?

I plan on attending the next meeting, in November? Hopefully I'll get notification and if you have time, Mr. Roanhorse, could you please give me a call at: 602.275.8846 or 602.448.5225.

Thank you kindly,

Kathleen Brown  
Eastwood Townhouses Owner, Lot 28  
1351 N. 44th Street  
Phoenix, AZ 85008-5603

Wednesday, November 8, 2023

City of Phoenix Planning and Development  
200 West Washington Street, 2<sup>nd</sup> Floor  
Phoenix, AZ 85003

Re: Re-Zoning Application # GPA-CE-1-23-8, Case # Z-25-23-8

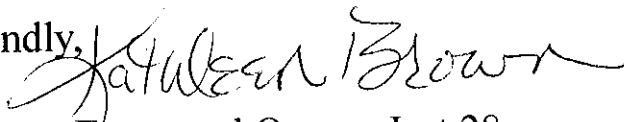
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Thank you kindly,



Kathleen Brown, Eastwood Owner, Lot 28  
1351 N. 44<sup>th</sup> St.,  
Phoenix, AZ 85008  
602.275.8846

cc: John Roanhorse  
City of Phoenix Village Planner

## 2nd Neighborhood Meeting, Thursday, November 9th at Radisson Hotel

From: relishcuisine@aol.com (relishcuisine@aol.com)

To: john.roanhorse.iii@phoenix.gov

Date: Wednesday, November 8, 2023 at 01:38 AM MST

Hello Mr. Roanhorse,

I'm a resident at Eastwood Townhouses and was at the Informational Meeting in October regarding the above.

I'd mentioned that the Berghoff Design Group/Landscape Maintenance Company at 4561 E. McDowell Road, Phoenix, AZ 85008, occupies the space that, in the aerial photograph of the cul-de-sac, DOES NOT show up in the photo.

From 45th Street area on Willetta Street to 46th Street, and South on 46th Street to Bellevue, is lined with Berghoff Maintenance workers cars on both sides of the streets, every Monday through Friday, from 5:00 a.m. to 3:00 p.m. This congestion of traffic and parking would not be possible if the 6 story apartment buildings be constructed.

I've noticed that City workers have been at the Intersection of 44th Street and Bellevue, doing underground work - possibly making a left turn signal install?

Funny how this is being done before the meeting. Funny how they also repaved/seal coated Willetta, 46th Street and Bellevue yesterday and today.

The last time we spoke I'd asked you if you had a chance to drive to see the workers cars lined up on Willetta and 46th Street, but you hadn't. I found a workers notice on the ground on Willetta; that they had to park around 37th Street during this time of seal coating and a shuttle would bring them to the work site.

Is there a connection to Berghoff and the man's name on the APPLICATION TO AMEND? Both from Minnesota? Was the aerial photograph 'photo-shopped' to not show Berghoff's Company's vehicles in the cul-de-sac, on the East side of 46th Street? Or is this photo 25 years old?

I don't understand why The City Of Phoenix would allow this COMPLEX to be built, knowing the amount of people, stuffed into a 'No Outlet' area, is going to cause traffic congestion back up and irritable drivers with no where to go, but wait and wait.

I timed sitting at the light at 44th Street and McDowell yesterday, I sat for 3 minutes, then had to wait for another light, due some knuckle head being on their phone...9-10 minutes later, I got to make a L turn!

I've lived at Eastwood since 1992 and have seen the growth, over populated now and double to triple the traffic, waiting to get on 44th Street...and that's just how things are now.

Mr. Roanhorse, don't you think more time is needed to come up with a better solution? Possibly make the buildings be 3-4 story's high instead of 6, so they blend in w/what is already around the area?

Why do Snell & Wilmer think this will increase the value of our property at Eastwood? I wouldn't want to live where I can't get out on our small side streets because of lines of cars waiting to get on 44th Street. Would you?

I'll be at the meeting on Thursday evening. My concerns are of more than I. Many owners here are not happy about our Board not petitioning against this project. How can we have a say?

Thank you for your consideration Mr. Roanhorse. I'll look forward to hearing from you, if you have time.

Kindly,

Kathleen Brown  
1351 N. 44th St.  
Eastwood Owner Lot 28  
602.275.8846





## City of Phoenix

PLANNING AND DEVELOPMENT DEPARTMENT

### APPLICATION TO AMEND THE GENERAL PLAN

Application No: GPA-CE-1-23-8

I hereby request that the General Plan for Phoenix be amended in the following manner.

Case Type: Map Amendment

Site Location: Northwest corner of 46th Street and East Bellevue Street

Total Acreage: 6.70

Village: Camelback East

**Reason for requested change:**

Minor General Plan Amendment to allow mixed use (multifamily/retail)

**Current Plan Designation(s):**

Residential 5 to 10 du/ac (6.70 Acres)

**Request Plan Designation(s):**

Mixed Use (6.70 Acres)

Is this request related to a rezoning application? Y if so, rezoning Case No. Z-25-23-8

☐ Map showing site and requested plan designation(s). ☐ Completed applicant analysis questions.

Fee	Fee Waived	Fee Date	Receipt	Purpose
\$5,000.00	\$0.00	05/02/2023	23-0033497	Original Filing Fee

Applicant: Endres Bellevue, LLC

Address: 1505 River Shore Drive

Company: \_\_\_\_\_

E-Mail Address: ngriemsmann@swlaw.com

Phone Number: (602) 382-6824

City/State/Zip: Hastings MN 55033

Initiation: Property owner of entire site

I declare that all information submitted is true and correct to the best of my knowledge and belief. I understand that any error in my application may be cause for changing its scheduling.

APPLICANT'S SIGNATURE: [Signature]

DATE: 8/22/23