



City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT
STAFF ANALYSIS**
March 17, 2023

Application: GPA-EST-3-22-7

Applicant/Representative: George Pasquel III, Withey Morris, PLC

Owner: AT Properties, LLC, et al.

Location: Southeast corner of 99th Avenue and Lower Buckeye Road

Acreage: 11.02 acres

Current Plan Designation: [Residential 15+ dwelling units per acre](#)

Requested Plan Designation: [Commercial](#)

Reason for Requested Change: Amend the General Plan Land Use Map to allow commercial uses

Estrella Village Planning Committee Meeting Date: March 21, 2023

Staff Recommendation: Approval

FINDINGS:

- 1) The companion rezoning case, Z-142-D-98-7, exceeds 10 gross acres when combined with the acreage of all abutting zoning on the same side of the street and within 150 feet, thus a General Plan Amendment is required.
- 2) The companion rezoning case, Z-142-D-98-7, proposes intermediate commercial zoning on a portion of the site, and would allow commercial uses for existing and future residents of the area.
- 3) The proposed land use designation is appropriate for the site as it proposes access to two arterial streets, Lower Buckeye Road and 99th Avenue.

BACKGROUND

The subject site is 11.02 gross acres and is located on the southeast corner of 99th Avenue and Lower Buckeye Road. The subject site currently contains numerous commercial uses including retail shops, restaurant, and fuel station. The companion rezoning case Z-142-D-98-7 is requesting to rezoning a portion of the site from C-1 PCD (Neighborhood Retail, Planned Community District) to C-2 SP PCD (Intermediate Commercial, Special Permit, Planned Community District) to allow for a self-service storage warehouse and all underlying C-2 uses. The General Plan Land Use Map designation of the subject site is Residential 15+ dwelling units per acre. The proposed General Plan Amendment is to designate the site as Commercial.

SURROUNDING LAND USES

NORTH

North of the subject site, across Lower Buckeye Road, are numerous commercial uses including retail stores and restaurants zoned C-2 (Intermediate Commercial). This area is designated as Commercial on the General Plan Land Use map.

SOUTH

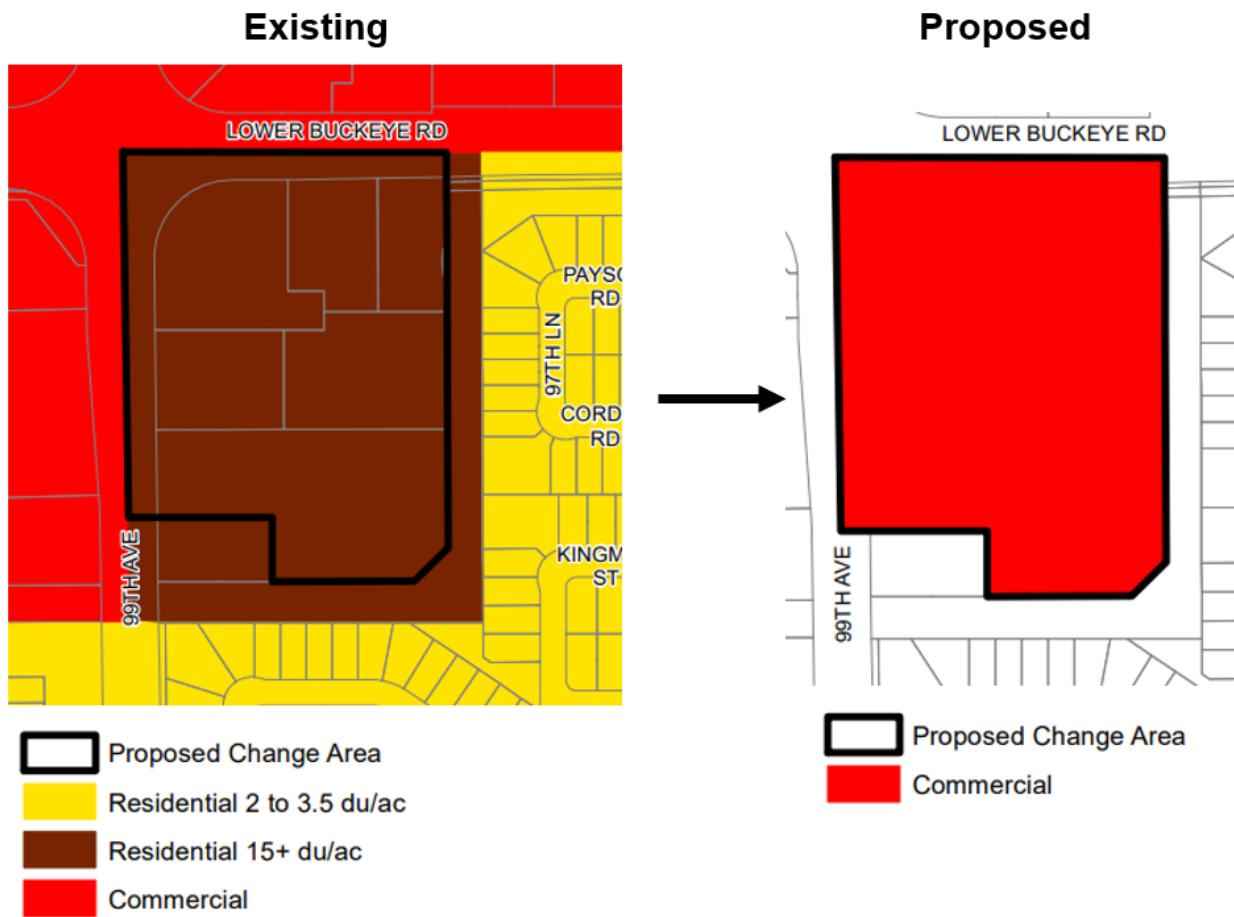
South of the subject site is a single-family residential subdivision zoned R-3A PCD (Multifamily Residence District, Planned Community District) and R1-6 PCD PRD (Single-Family Residence District, Planned Community District, Planned Residential District). This area is designated as Residential 15+ dwelling units per acre and Residential 2 to 3.5 dwelling units per acre on the General Plan Land Use map. There is also a vacant lot that is part of the commercial center zoned C-1 PCD and designated as Residential 15+ dwelling units per acre on the General Plan Land Use map.

EAST

East of the subject site is a single-family residential subdivision zoned R-3A PCD (Multifamily Residence District, Planned Community District) and S-1 (Approved R-2 PCD) (Farm or Ranch Residence, approved Multifamily Residence District, Planned Community District). This area is designated as Residential 15+ dwelling units per acre and Residential 2 to 3.5 dwelling units per acre.

WEST

West of the subject site, across 99th Avenue, is a retail store and restaurant zoned C-2 PCD (Intermediate Commercial, Planned Community District). This area is designated as Commercial.



Existing and Proposed General Land Use Designation Maps
Source: City of Phoenix Planning and Development Department

RELATIONSHIP TO GENERAL PLAN CORE VALUES AND PRINCIPLES

CONNECT PEOPLE AND PLACES

- **CONNECT PEOPLE AND PLACES CORE VALUE; OPPORTUNITY SITES; LAND USE PRINCIPLE:** Support reasonable levels of increased intensity, respectful of local conditions and surrounding neighborhoods.

The proposal provides a reasonable level of intensity that is respectful to local conditions. There are numerous commercial uses on all four sides of the intersection of 99th Avenue and Lower Buckeye Road. The companion rezoning case, Z-148-D-98-7, will allow for commercial uses that will be compatible with the surrounding land uses and serve the surrounding residential subdivisions.

CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS

- **DIVERSE NEIGHBORHOODS; DESIGN PRINCIPLE:** Communities should consist of a mix of land uses to provide housing, shopping, dining and recreational options for residents.

The proposed General Plan Land Use Map designation will further reinforce the site as an important location for shopping, dining, and services.

CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS

- **SAFE NEIGHBORHOODS, TRAFFIC; LAND USE PRINCIPLE:** Locate major traffic-generating land uses on major streets in areas planned for such uses, or near parkway and freeway access and transit centers or light rail transit stations, and avoid use of local streets.

The proposed General Plan Land Use Map designation will allow for traffic-generating uses on this site to have easy access to two arterial streets (Lower Buckeye and 99th Avenue), thus avoiding residential local streets.

CONCLUSION AND RECOMMENDATION

Staff recommends approval of GPA-EST-3-22-7. The proposed land use map designation allows for future commercial development of this site, appropriately located along two arterial streets (Lower Buckeye and 99th Avenue). The companion rezoning case, Z-142-D-98-7, as stipulated, will require enhanced elevations and bicycle standards.

Writer

Nayeli Sanchez Luna
March 17, 2023

Team Leader

Racelle Escolar

Exhibits

Sketch Maps (2 pages)

GENERAL PLAN AMENDMENT

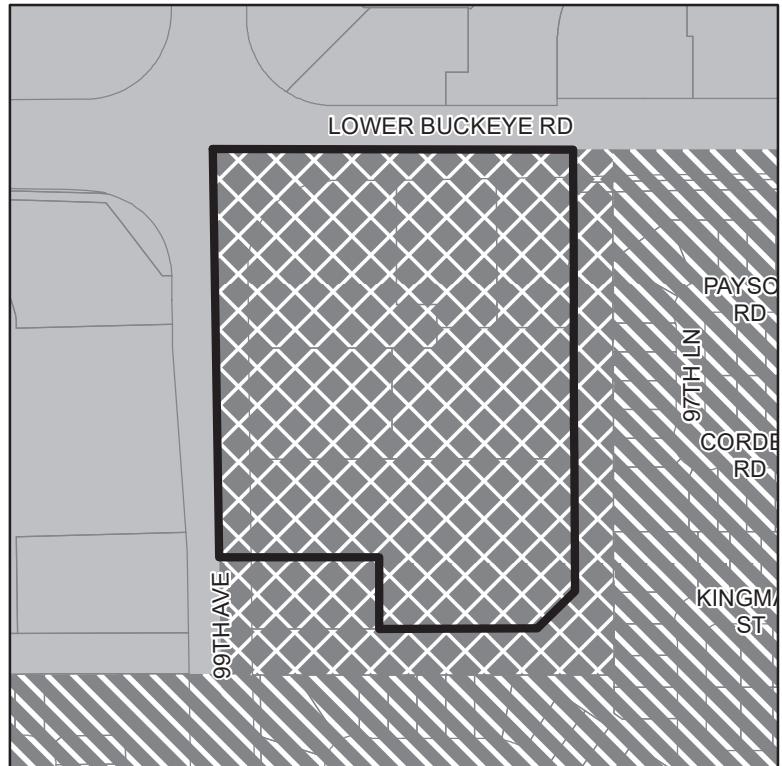
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| APPLICATION NO: GPA-EST-3-22-7_BW | ACRES: 11.02 +/- | REVISION DATE: |
| VILLAGE: Estrella | COUNCIL DISTRICT: 7 | |
| APPLICANT: George Pasquel, III | | |

EXISTING:

Residential 15+ du/ac (11.02 +/- Acres)

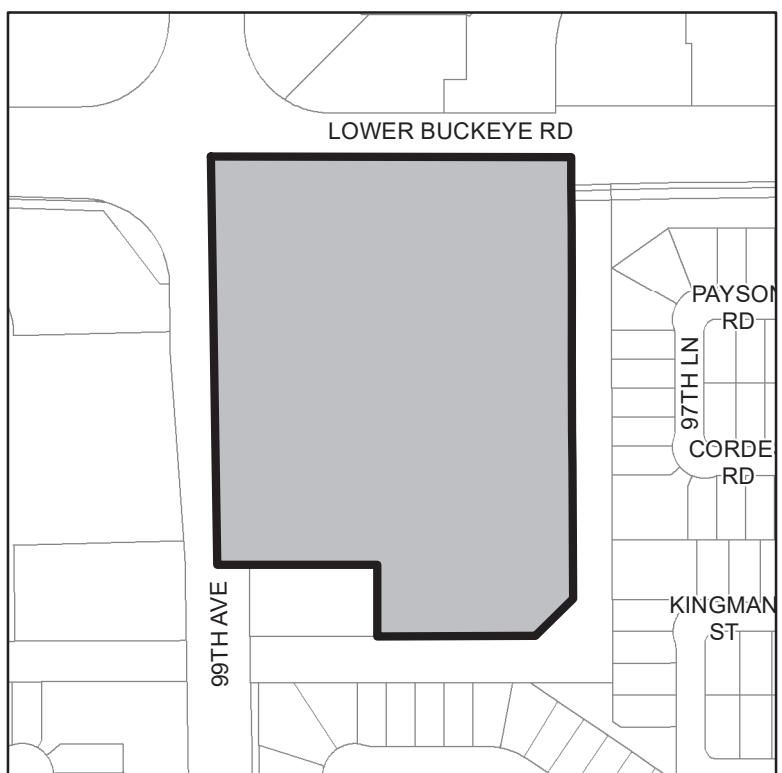
- Proposed Change Area
- Residential 2 to 3.5 du/acre
- Residential 15+ du/acre
- Commercial



PROPOSED CHANGE:

Commercial (11.02 +/- Acres)

- Proposed Change Area
- Commercial



GENERAL PLAN AMENDMENT

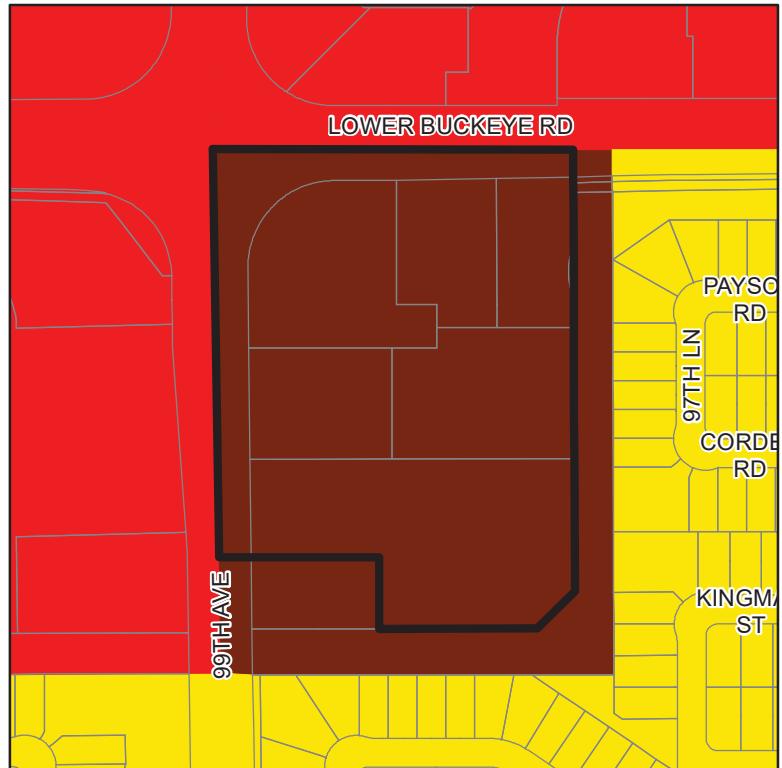
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