



**City of Phoenix**  
PLANNING & DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT  
STAFF ANALYSIS**

January 7, 2022

Application: GPA-MV-1-21-5

Owner: Algodon AG Revocable Land Trust

Applicant/Representative: Stephen W. Anderson, Gammage & Burnham PLC

Location: Area generally bounded by 91st Avenue to 99th Avenue, Thomas Road to Campbell Avenue

Acreage: 349.06 acres

Current Plan Designation: [Mixed Use \(Commercial / Industrial\)](#) (349.06 acres)

Requested Plan Designation: [Residential 3.5 to 5 dwelling units per acre](#) (228.70 acres), [Residential 5 to 10 dwelling units per acre](#) (48.13 acres), [Residential 10 to 15 dwelling units per acre](#) (72.23 acres)

Reason for Requested Change: Map amendment allow residential densities less than 20 dwelling units per acre

Village Planning Committee Date: Maryvale – January 12, 2022

Staff Recommendation: Approval

**FINDINGS:**

- 1) The companion rezoning case (Z-19-G-00-5), a major amendment to the Algodón Center PUD PCD, proposes residential densities less than 20 dwelling units per acre. The proposal exceeds 10 acres and is not consistent with the existing General Plan Land Use Map designation. Therefore, a General Plan amendment is required to amend the Land Use Map designation.

- 2) The proposed land use designations are compatible with the surrounding land use pattern in the area.
- 3) The proposed General Plan Land Use Map designations and design standards in the companion PUD will help ensure high-quality residential development compatible with surrounding uses.

## **BACKGROUND**

The Algodón Center PUD PCD is generally bounded by 91st Avenue to 99th Avenue, Thomas Road to Campbell Avenue. The site was used as agricultural land and is now largely vacant. The proposed request is to modify the General Plan Land Use designations for part of the PUD PCD area west of the Loop 101 Freeway from Indian School Road to Thomas Road and two parcels on the east side of freeway as shown in the map below. This request would amend the existing General Plan Land Use Map designation from Mixed Use (Commercial / Industrial) to Residential 3.5 to 5 dwelling units per acre for 228.70 acres, Residential 5 to 10 dwelling units per acre for 48.13 acres, and Residential 10 to 15 dwelling units per acre for 72.23 acres. Rezoning Case Z-19-G-00-5, a major amendment to the Algodón Center PUD PCD proposes residential densities less than 20 dwelling units per acre.

## **SURROUNDING LAND USES**

The current General Plan Land Use Map designation for the subject site is Mixed Use (Commercial / Industrial). The subject site is currently vacant and bifurcating the subject site is the Loop 101 Freeway. North of Indian School Road are Mixed Use (Commercial / Industrial), Residential 1 to 2 dwelling units per acre, and Residential 3.5 to 5 dwelling units per acre designations with self-service storage, gas station and office uses. East of 91st Avenue are commercial and educational uses and single-family residences with Commercial, Residential 3.5 to 5 dwelling units per acre and Residential 5 to 10 dwelling units per acre designations. South of Thomas Road is designated as Commercial with a hospital and medical office uses in addition to vacant land. To west of 99th Avenue is vacant land within the City of Avondale.

**EXISTING:**

Mixed Use (Commercial / Industrial) ( 349.06 +/- Acres)



Source: City of Phoenix Planning and Development Department

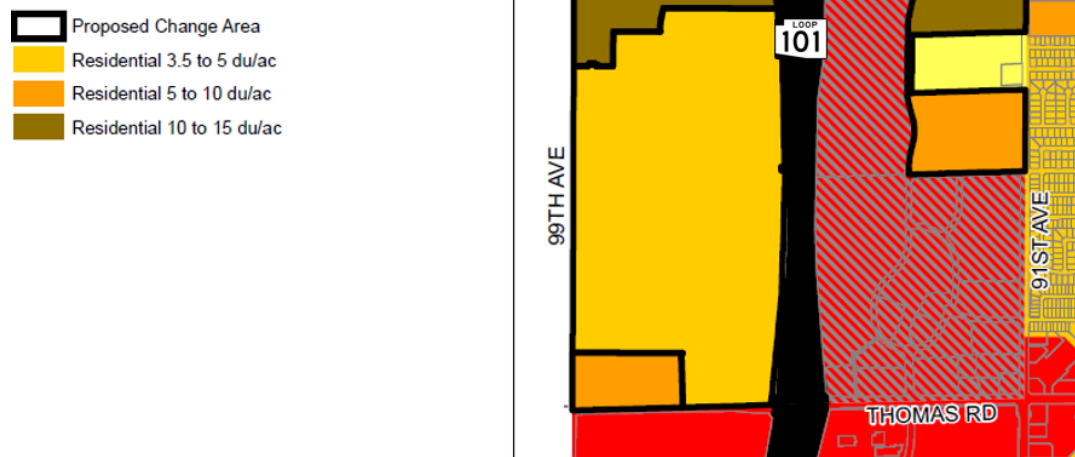
This request is to designate approximately half of the Algodón Center PUD area (349.06 acres) from Mixed Use (Commercial / Industrial) to Residential 3.5 to 5 dwelling units per acre for 228.70 acres, Residential 5 to 10 dwelling units per acre for 48.13 acres, and Residential 10 to 15 dwelling units per acre for 72.23 acres to allow a single-family detached, single-family attached and multifamily residential uses at densities less than 20 dwelling units per acre.

**PROPOSED CHANGE:**

Residential 3.5 to 5 du/ac ( 228.70 +/- Acres)

Residential 5 to 10 du/ac ( 48.13 +/- Acres)

Residential 10 to 15 du/ac ( 72.23 +/- Acres)



Source: City of Phoenix Planning and Development Department

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

### **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 will provide a reasonable level of increased intensity that is compatible with the neighboring uses and will complement the land use pattern in the area. The requested land use designations provide for additional housing and retail choices for Maryvale residents.

### **CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE**

- ***CERTAINTY AND CHARACTER; DESIGN PRINCIPLE: Create new development or redevelopment that is sensitive to the scale and character of the surrounding neighborhoods and incorporates adequate development standards to prevent negative impact(s) on the residential properties.***

The proposal via accompanying rezoning case Z-19-G-00-5, will be sensitive in scale and character to the surrounding residential area and incorporates development standards to prevent negative impacts to the existing residential neighborhood.

- ***CELEBRATE OUR DIVERSE COMMUNITIES & NEIGHBORHOODS; CLEAN NEIGHBORHOODS; LAND USE PRINCIPLE: Facilitate the acquisition of vacant, underutilized and blighted parcels for appropriate redevelopment, compatible with the adjacent neighborhood character and adopted area plans.***

The proposal will allow future development of several underutilized parcels for a mixture of housing types that is compatible with the adjacent neighborhood character.

- ***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 additional housing choices for area residents within the Agua Fria Major Employment Center and retains over 300 acres of the Algodón PUD PCD designated as Mixed Use (Commercial / Industrial).

## **CONCLUSION AND RECOMMENDATION**

Staff recommends approval of GPA-MV-1-21-5. Approval of this General Plan Amendment will further the goals of the General Plan and will support the development of underutilized sites with uses that will provide additional opportunities for residential development in Maryvale.

### **Writer**

Sarah Stockham  
January 7, 2022

### **Team Leader**

Samantha Keating

### **Exhibits**

Sketch Map (2 pages)

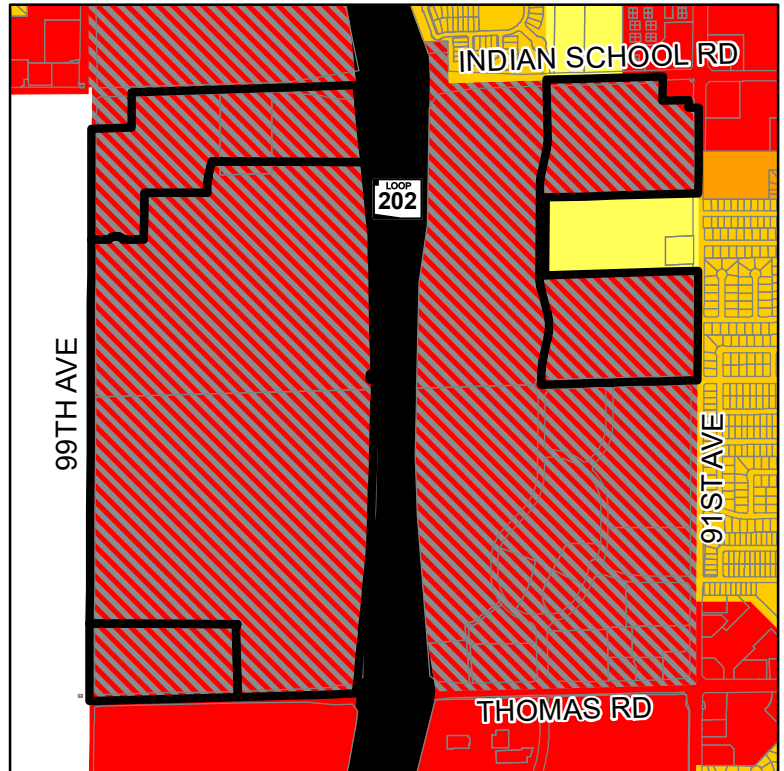
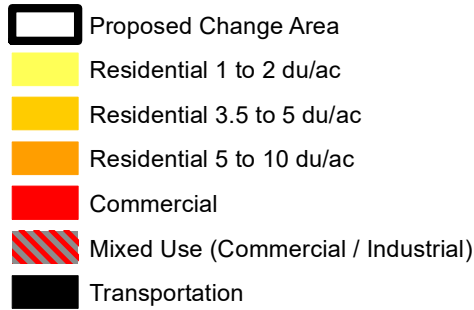
# GENERAL PLAN AMENDMENT

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

APPLICATION NO: GPA-MV-1-21-5	ACRES: 349.06 +/-
VILLAGE: Maryvale	COUNCIL DISTRICT: 5
APPLICANT: Stephen W. Anderson	

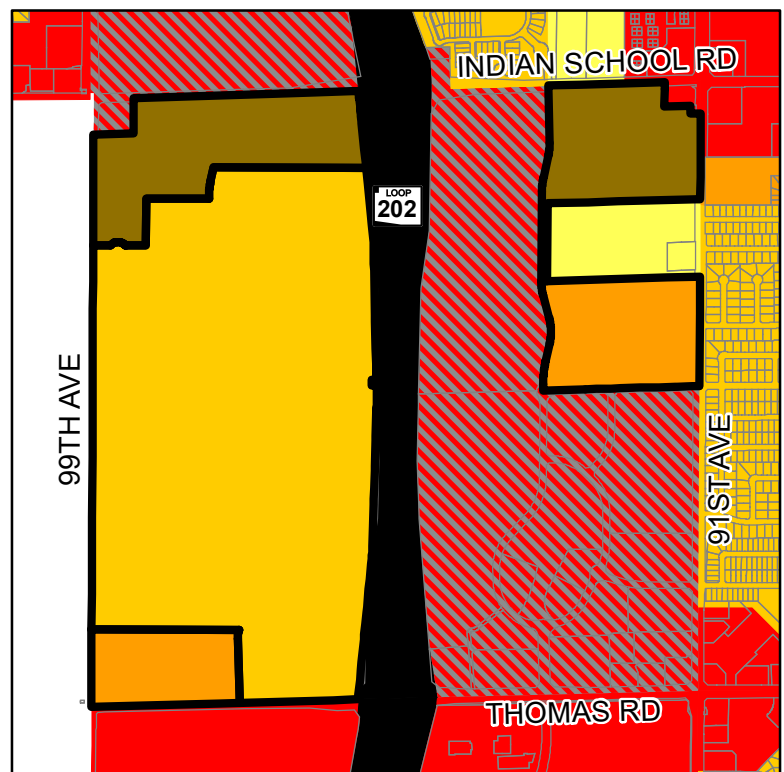
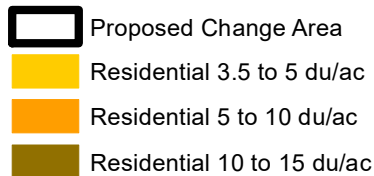
## EXISTING:

Mixed Use (Commercial / Industrial) ( 349.06 +/- Acres)



## PROPOSED CHANGE:

Residential 3.5 to 5 du/ac ( 228.70 +/- Acres)  
Residential 5 to 10 du/ac ( 48.13 +/- Acres)  
Residential 10 to 15 du/ac ( 72.23 +/- Acres)










# GENERAL PLAN AMENDMENT

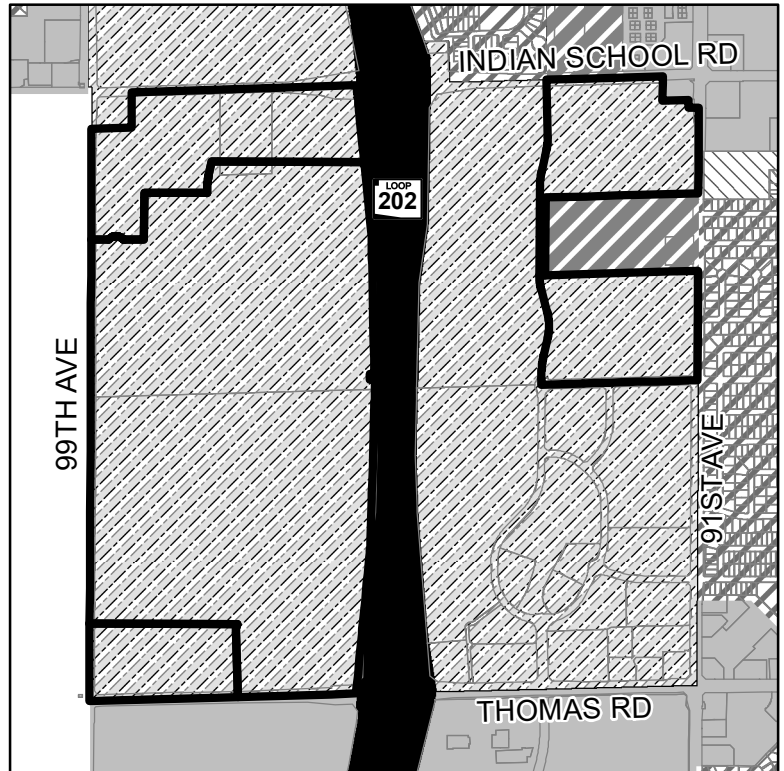
CITY OF PHOENIX ♦ PLANNING & DEVELOPMENT DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882

APPLICATION NO: GPA-MV-1-21-5_BW	ACRES: 349.06 +/-
VILLAGE: Maryvale	COUNCIL DISTRICT: 5
APPLICANT: Stephen W. Anderson	

## EXISTING:





Mixed Use (Commercial / Industrial) ( 349.06 +/- Acres)

-  Proposed Change Area
-  Residential 1 to 2 du/acre
-  Residential 3.5 to 5 du/acre
-  Residential 5 to 10 du/acre
-  Commercial
-  Mixed Use (Commercial/Industrial)
-  Transportation



## PROPOSED CHANGE:

Residential 3.5 to 5 du/ac ( 228.70 +/- Acres)  
 Residential 5 to 10 du/ac ( 48.13 +/- Acres)  
 Residential 10 to 15 du/ac ( 72.23 +/- Acres)

-  Proposed Change Area
-  Residential 3.5 to 5 du/acre
-  Residential 5 to 10 du/acre
-  Residential 10 to 15 du/acre

