

ATTACHMENT B



City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

GENERAL PLAN AMENDMENT STAFF ANALYSIS March 21, 2025

Application: GPA-DSTV-1-24-2

Owner: 64th & Mayo Bidder, LLC

Applicant: JLB Partners, LLC

Representative: Nick Wood, Snell & Wilmer, LLP

Location: Northeast corner of 64th Street and Mayo Boulevard

Acreage: 50.20 acres

Current Plan Designation: [Commercial / Commerce/Business Park](#) (32.24 acres)
[Residential 5 to 10 dwelling units per acre](#) (17.96 acres)

Requested Plan Designation: [Commercial / Residential 15+ dwelling units per acre](#) (50.20 acres)

Reason for Requested Change: Minor General Plan Amendment to allow mixed-use multifamily residential and commercial uses

[Desert View Village Planning Committee Meeting Date:](#) April 1, 2025

Staff Recommendation: Approval

FINDINGS:

- 1) The proposal will facilitate a mix of residential and commercial uses, contributing to the land use mix in the area.
- 2) The companion rezoning case, Z-87-D-03-2, proposes design and development standards that will enhance connectivity in the immediate vicinity, including enhanced shade and detached sidewalks, and buffer the proposed uses from the adjacent residences.

- 3) The subject site is appropriate for multifamily residential and commercial uses, as the site has access to an arterial street and is adjacent to a freeway interchange.

BACKGROUND

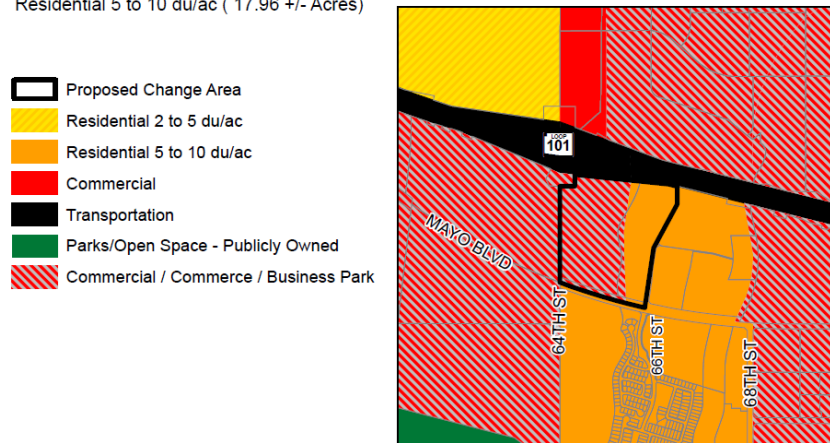
The subject site is a 50.20-acre vacant site located at the northeast corner of 64th Street and Mayo Boulevard with frontage along the Loop 101 freeway to the north. The current General Plan Land Use Map designations on the site are 32.24 acres of Commercial / Commerce/Business Park on the western portion and 17.96 acres of Residential 5 to 10 dwelling units per acre on the eastern portion. The applicant proposes to change the designation of the entirety of the site to Commercial / Residential 15+ dwelling units per acre to allow mixed-use multifamily residential and commercial uses.

Companion Case Z-87-D-03-2 (64th & Mayo PUD) is a request to rezone the subject site from S-1 (Approved CP/BP PCD) (Ranch or Farm Residence, Approved Commerce Park District, Business Park Option, Planned Community District), S-1 (Approved R-3A PCD) (Ranch or Farm Residence, Approved Multifamily Residence District, Planned Community District), and S-1 (Ranch or Farm Residence) to PUD PCD (Planned Unit Development, Planned Community District) for a Major Amendment to the Paradise Ridge PCD to allow multifamily and single-family attached residential. Although the proposed PUD only allows residential use, this General Plan Amendment would allow commercial uses as an option in the future, which could be accomplished through an amendment to the PUD.

SURROUNDING LAND USES

North of the subject site is freeway right-of-way for the Loop 101 freeway designated as Transportation on the General Plan Land Use Map. East of the site, across 66th Street, is multifamily residential development designated Residential 5 to 10 dwelling units per acre. South of the site, across Mayo Boulevard, is single-family detached development and vacant land designated Residential 5 to 10 dwelling units per acre. West of the site, across 64th Street, is vacant land designated Commercial / Commerce/Business Park.

Commercial / Commerce / Business Park (32.24 +/- Acres)
Residential 5 to 10 du/ac (17.96 +/- Acres)



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

RELATIONSHIP TO GENERAL PLAN CORE VALUES AND PRINCIPLES

CONNECT PEOPLE & PLACES

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

The proposal for additional residential and commercial uses is appropriate for this location on two arterial streets and a freeway, and the proposed PUD proposes development standards to prevent negative impacts on the adjacent residential properties.

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 the mix of uses in the area by providing new residential and commercial uses.

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 proposal, as regulated by the PUD Narrative of companion rezoning case Z-87-D-03-2, includes development standards that require enhanced landscaping and shade, including detached sidewalks and minimum shade requirements for sidewalks and parking areas. This will help to provide shade for pedestrians and bicyclists in and around the community and to mitigate the urban heat island effect by covering hard surfaces, thus cooling the micro-climate around the vicinity.

COMMUNITY INPUT SUMMARY

At the time this staff report was written, staff has not received any community correspondence regarding this request.

CONCLUSION AND RECOMMENDATION

Staff recommends approval of GPA-DSTV-1-24-2. The proposed land use map designation allows for commercial and multifamily residential development at an appropriate location. The companion rezoning case, Z-87-D-03-2, as stipulated, will

enhance connectivity in the surrounding area and add standards to buffer the proposed uses from the nearby residences.

Writer

Anthony Grande
March 21, 2025

Team Leader

Racelle Escolar

Exhibits

Sketch Maps (2 pages)

GENERAL PLAN AMENDMENT

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

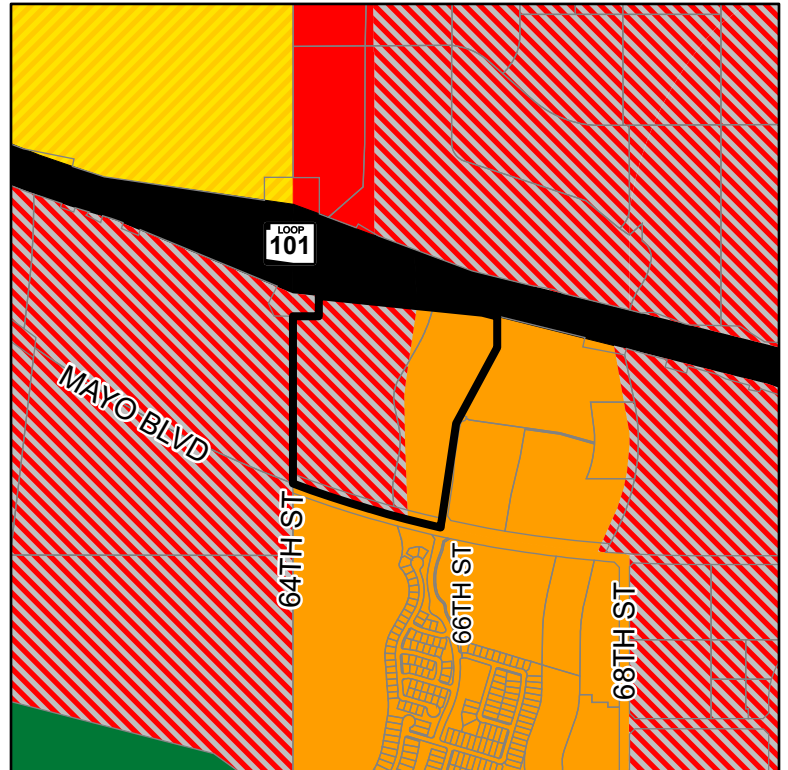
APPLICATION NO: GPA-DSTV-1-24-2	ACRES: 50.20 +/-	REVISION DATE:
VILLAGE: DESERT VIEW	COUNCIL DISTRICT: 2	
APPLICANT: Snell & Wilmer, LLP		

EXISTING:

Commercial / Commerce / Business Park (32.24 +/- Acres)

Residential 5 to 10 du/ac (17.96 +/- Acres)

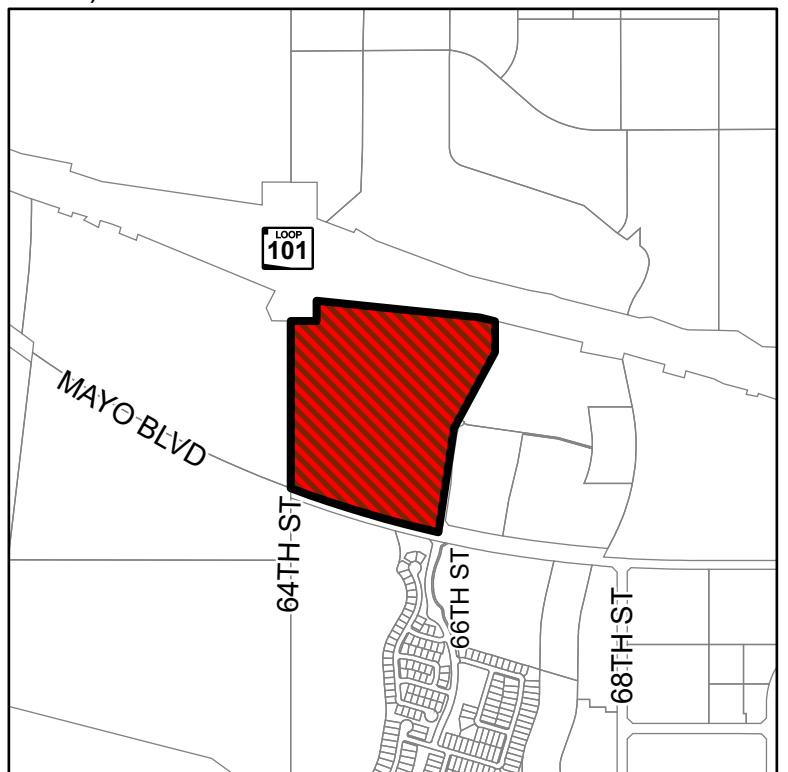
-  Proposed Change Area
-  Residential 2 to 5 du/ac
-  Residential 5 to 10 du/ac
-  Commercial
-  Transportation
-  Parks/Open Space - Publicly Owned
-  Commercial / Commerce / Business Park



PROPOSED CHANGE:

Commercial / Residential 15+ du/ac (50.20 +/- Acres)

-  Proposed Change Area
-  Commercial / Residential 15+ du/ac



GENERAL PLAN AMENDMENT

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

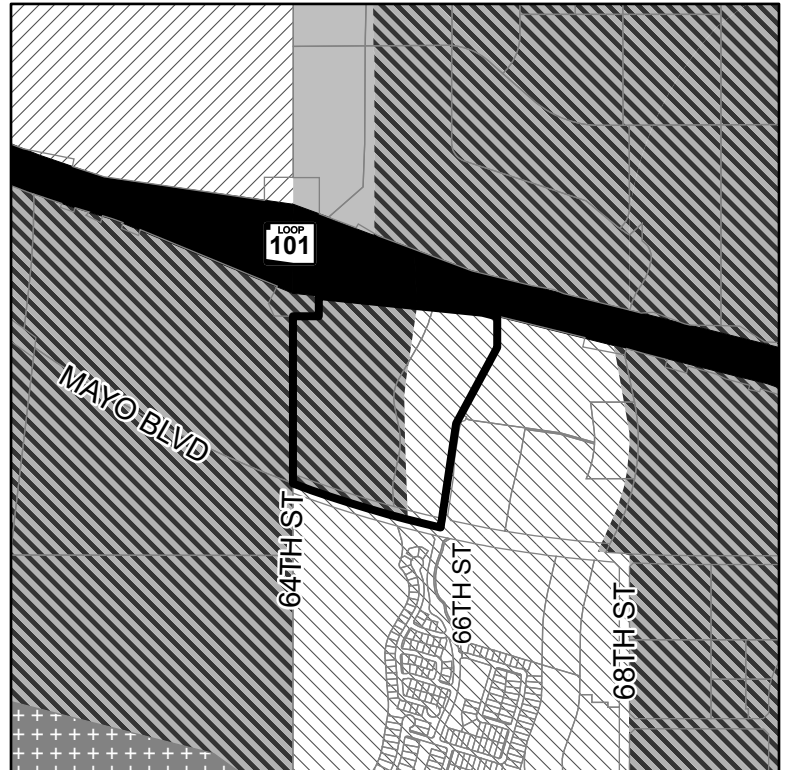
APPLICATION NO: GPA-DSTV-1-24-2	ACRES: 50.20 +/-	REVISION DATE:
VILLAGE: DESERT VIEW	COUNCIL DISTRICT: 2	
APPLICANT: Snell & Wilmer, LLP		

EXISTING:

Commercial / Commerce / Business Park (32.24 +/- Acres)

Residential 5 to 10 du/ac (17.96 +/- Acres)

-  Proposed Change Area
-  Residential 2 to 5 du/acre
-  Residential 5 to 10 du/acre
-  Commercial
-  Transportation
-  Parks/Open Space - Publicly Owned
-  Commercial / Commerce / Business Park



PROPOSED CHANGE:

Commercial / Residential 15+ du/ac (50.20 +/- Acres)

-  Proposed Change Area
-  Commercial / Residential 15+ du/ac

