



**City of Phoenix**  
PLANNING & DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT  
STAFF ANALYSIS**  
October 3, 2017

<u>Application:</u>	GPA-SM-3-17-8
<u>Applicant:</u>	Richard Jellies, The Lead Group, LLC
<u>Location:</u>	Approximately 130 feet north of the northwest corner of 19th Avenue and Latona Lane
<u>Acreage:</u>	11.15 acres
<u>Current Plan Designation:</u>	Residential 1 to 2 dwelling units per acre (11.15 acres)
<u>Requested Plan Designation:</u>	Residential 2 to 3.5 dwelling units per acre (11.15 acres)
<u>Reason for Requested Change:</u>	Amend the General Plan Land Use Map to provide single-family residential
<u>Village Planning Committee Date:</u>	South Mountain – October 10, 2017
<u>Staff Recommendation:</u>	Approval

**FINDINGS:**

- 1) The subject site exceeds 10 acres, which requires a minor General Plan Amendment to the Land Use Map.
- 2) The companion rezoning case, Z-47-17-8, proposes development that is consistent in scale and character with land uses in the surrounding area.
- 3) The proposed land use designation will provide a density transition between higher density designations to the north and lower density designations to the south.

## **BACKGROUND**

The subject site is located approximately 130 feet north of the northwest corner of 19th Avenue and Latona Lane. The property is vacant and contains no structures or improvements.

The property is located within the boundaries of the Rio Montaña Area Plan. The Rio Montaña Area Plan was adopted by the Phoenix City Council in 2000 and articulates a vision for development within the plan area including detailed design guidelines for single-family, multifamily, and commercial development. The Rio Montaña Proposed Land Use Plan designates the subject site for residential land uses at 0 to 2 dwelling units per acre. While the companion rezoning request is consistent with the proposed residential land use, the proposed density of 3.03 units per acre exceeds the density identified in the Area Plan.

The subject site is immediately adjacent to an existing mobile home park to the north designated Residential 10 to 15 dwelling units per acre on the General Plan Land Use Map. Further north is an emerging commercial center at the intersection of 19th Avenue and Baseline Road. While numerous residential subdivisions north of Baseline Road have developed over the last 20 years, the area adjacent to and south of South Mountain Avenue has remained largely undeveloped with an exceedingly large area designated Residential 1 to 2 dwelling units per acre on the General Plan Land Use Map. The proposal to designate the property Residential 2 to 3.5 dwelling units per acre would allow a transition between the more intense uses to the north and the existing, low density land use designations to the south. The proposed land use designation is consistent and compatible with the land use pattern in the surrounding area, particularly north of Latona Lane and adjacent to Baseline Road.

## **SURROUNDING LAND USES**

Adjacent to the subject site to the north is the Countryside Mobile Home Park. This property is zoned S-1 and designated Residential 10 to 15 dwelling units per acre on the General Plan Land Use Map.

East of the subject site, across 19th Avenue, is a large scale commercial nursery and tree farm. This property is zoned S-1 and is designated Residential 1 to 2 dwelling units per acre on the General Plan Land Use Map.

South of the subject site is a large-lot single-family residential home and a vacant lot. These properties are zoned S-1 and designated Residential 1 to 2 dwelling units per acre on the General Plan Land Use Map.

West of the subject site, across 20th Avenue, are a three large-lot single-family residential homes and a vacant lot. These properties are zoned S-1 and designated Residential 2 to 3.5 dwelling units per acre on the General Plan Land Use Map.

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

### **CONNECT PEOPLE AND PLACES**

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

The proposed land use designation is consistent with the emerging land use pattern in the surrounding area which includes a transition from higher density residential land use designations along Baseline Road to lower density residential land use designations to the south.

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

- ***CERTAINTY & CHARACTER; LAND USE PRINCIPLE: New development and expansion or redevelopment of existing development in or near residential areas should be compatible with existing uses and consistent with adopted plans.***

The proposed land use designation is consistent with existing land uses in the surrounding area and the land use identified for the property in the Rio Montaña Area Plan.

- ***DIVERSE NEIGHBORHOODS; LAND USE PRINCIPLE: Include a mix of housing types and densities where appropriate within each village that support a broad range of lifestyles.***

The surrounding area, particularly between Latona Lane and the South Mountain Park and Preserve is predominantly designated Residential 1 to 2 dwelling units per acre on the General Plan Land Use Map. The proposal would increase the land area permitting 2 to 3.5 dwelling units per acre which is underrepresented in the surrounding area and will provide greater diversity of housing types.

- ***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 would allow the development of a vacant parcel with a land use compatible with the adjacent neighborhood and consistent with the Rio Montaña Area Plan.

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

- ***WATER SUPPLY; LAND USE PRINCIPLE: Require new development to provide assured water supplies to accommodate the additional growth.***
- ***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-3-17-8 is to approve the request as filed. The request is consistent with the proposed residential land use designation identified in the Rio Montaña Area Plan. However, while the Area Plan does call for a lower density designation, the proposed General Plan amendment will create a desirable transition between higher density designations to the north and lower density designations to the south. The proposed designation is consistent in scale and character with existing land uses in the surrounding area. 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 Rio Montaña Area Plan. Approval of the request will support the development of this vacant property with uses that are compatible with the surrounding land use designations and zoning designations.

#### **Writer**

Adam Stranieri  
October 3, 2017

#### **Team Leader**

Joshua Bednarek

#### **Exhibits**

Sketch Map




# GENERAL PLAN AMENDMENT

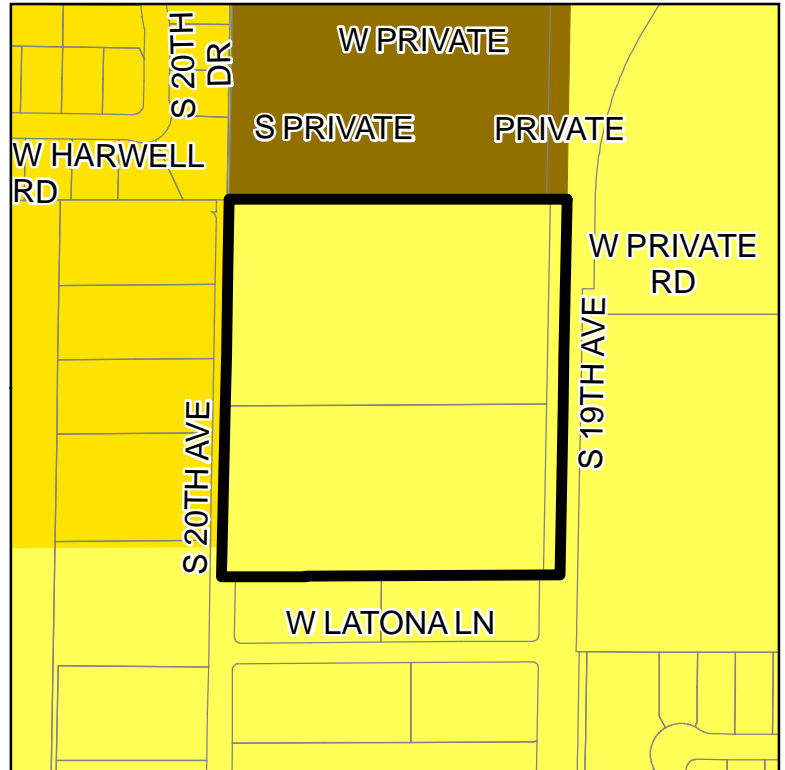
CITY OF PHOENIX X PLANNING & DEVELOPMENT DEPARTMENT X 200 W WASHINGTON ST X PHOENIX, AZ X 85003X (602) 262-6882

APPLICATION NO: GPA-SM-3-17-8	ACRES: 11.15 +/-
VILLAGE: South Mountain	COUNCIL DISTRICT: 8
APPLICANT: Rick Jellies	

## EXISTING:


Residential 1 to 2 DU/Acre (11.15 +/- Acres)

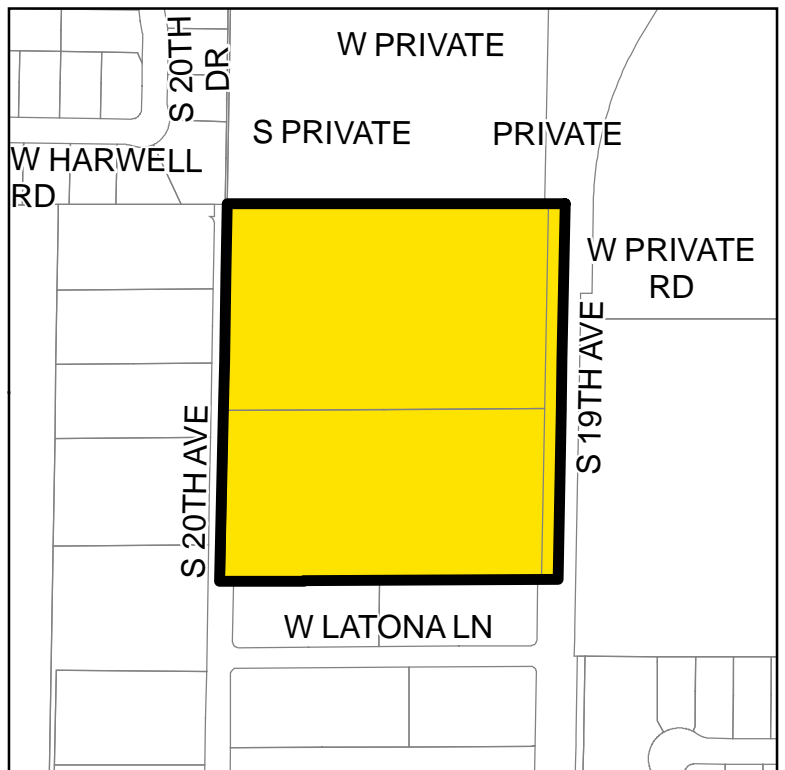
-  Residential 1 to 2 du/ac
-  Residential 2 to 3.5 du/ac
-  Residential 10 to 15 du/ac



## PROPOSED CHANGE:

Residential 2 to 3.5 DU/Acre (11.15 +/- Acres)

-  Residential 2 to 3.5 du/acre






# GENERAL PLAN AMENDMENT

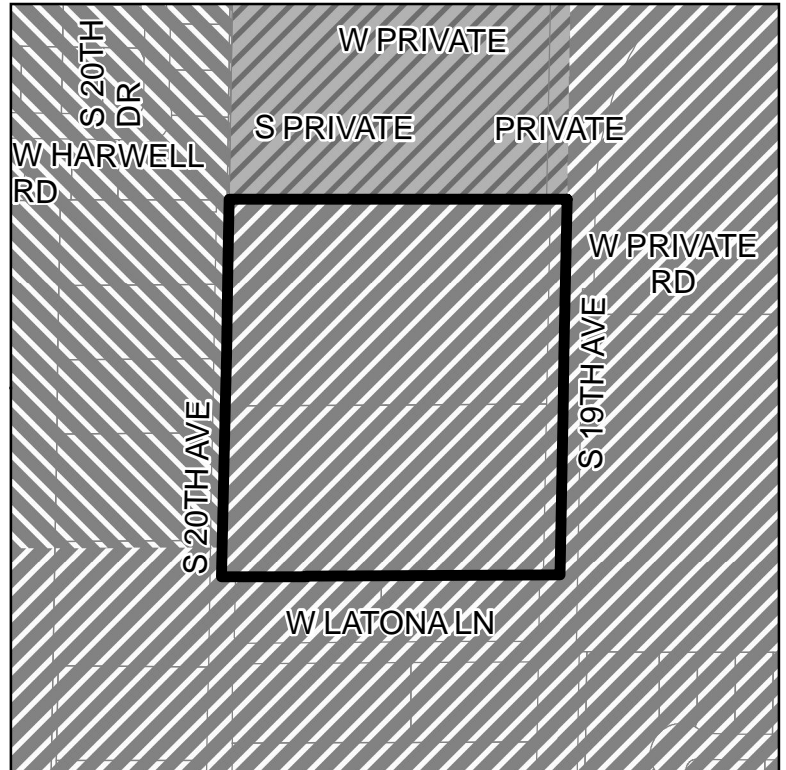
CITY OF PHOENIX X PLANNING & DEVELOPMENT DEPARTMENT X 200 W WASHINGTON ST X PHOENIX, AZ X 85003 X (602) 262-6882

APPLICATION NO: GPA-SM-3-17-8_BW	ACRES: 11.15 +/-
VILLAGE: South Mountain	COUNCIL DISTRICT: 8
APPLICANT: Rick Jellies	

## EXISTING:


Residential 1 to 2 DU/Acre (11.15 +/- Acres)

-  Residential 1 to 2 du/acre
-  Residential 2 to 3.5 du/acre
-  Residential 10 to 15 du/acre



## PROPOSED CHANGE:

Residential 2 to 3.5 DU/Acre (11.15 +/- Acres)

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