



**City of Phoenix**  
PLANNING & DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT  
STAFF ANALYSIS**

January 4, 2019

Application: GPA-DV-2-18-1

Applicant: Erin Conway, Continental Fund 481

Location: Approximately 477 feet south of the southeast corner of 23rd Avenue and Alameda Road

Acreage: 16.78 acres

Current Plan Designation: [Industrial](#)

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

Reason for Requested Change: Amend the [General Plan Land Use Map](#) to allow multifamily residential development 15+ dwelling units per acre

Village Planning Committee Date: [Deer Valley – January 17, 2019](#)

Staff Recommendation: 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-82-18-1, proposes development that is consistent in scale and character with land uses in the surrounding area to the north and west.
- 3) The proposed land use designation will be compatible with the General Plan Land Use Map designations to the west. The character of the area is changing from industrial to multifamily residential along the Alameda Road corridor from 19th Avenue west to Black Canyon Highway.

## **BACKGROUND**

The subject site is located approximately 477 feet south of the southeast corner of 23rd Avenue and Alameda Road. The site is vacant land and was historically utilized for a tree and plant nursery.

Currently the site has a land use map designation of industrial. The General Plan Amendment will allow for a land use map designation that is consistent with recent development to the north and west. Recent development suggests the Alameda corridor is evolving from strictly industrial uses.

## **SURROUNDING LAND USES**

North of the subject site is a large multifamily residential development zoned A-1 (Light Industrial) with a use permit to allow residential uses. The property is designated Industrial on the General Plan Land Use Map.

Northwest of the site is a large multifamily residential development zoned R-4 (Multifamily Residential 29 Dwelling Units/Acre). This property is designated Mixed Use on the General Plan Land Use Map.








South of the subject site is a technology manufacturing facility zoned A-1 and is currently designated Industrial on the General Plan Land Use Map.

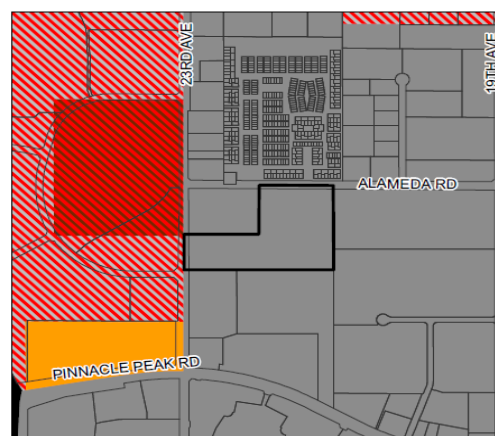
East of the subject site is a plant nursery and existing light industrial uses both zoned A-1. Both properties are designated Industrial on the General Plan Land Use Map.

West of the site is a vacant lot zoned CP/GCP (Commerce Park/General Commerce Park) and is currently designated Mixed Use (Commercial/Commerce Park) and Mixed Use (Commercial/Residential 15+ dwelling units per acre) on the General Plan Land Use Map.

### **EXISTING:**

Industrial (16.78 +/- Acres)

-  Proposed Change Area
-  Residential 5 to 10 du/ac
-  Mixed Use (Commercial / Commerce Park)
-  Mixed Use (Commercial / 15+ du/ac)
-  Commerce/Business Park
-  Industrial
-  Transportation



Source: City of Phoenix 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 proposed multifamily development will provide additional housing choices along the I-17 corridor within the Deer Valley Major Employment Center.

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

- ***CELEBRATE OUR DIVERSE COMMUNITIES & NEIGHBORHOODS; CLEAN NEIGHBORHOODS DESIGN: Protect and enhance the character of each neighborhood and its various housing lifestyles through new development that is compatible in scale, design, and appearance.***

As stipulated via companion Case No. Z-82-18-1, the proposed high density residential is compatible with existing development and land uses in the immediate area.

- ***CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; DIVERSE NEIGHBORHOODS; LAND USE PRINCIPLE: Within each village, designate residential land use in at least four of the seven residential categories and designate at least one of those categories to be for 10 to 15 or 15+ dwelling units per acre.***

The proposal would allow the development of a vacant parcel. The addition of the residential land use map designation allows for a mixture of high density residential uses of 15+ dwelling units per acre in close proximity to an employment center.

## **CONCLUSION AND RECOMMENDATION**

The staff recommendation for GPA-DV-2-18-1 is to approve the request as filed. The proposed land use map designation is consistent in scale and character with existing land uses in the surrounding area. As stipulated, the companion rezoning case, Z-82-18-1, will provide compatibility and consistency with the land use pattern in the surrounding area. 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 districts.

**Writer**

David Simmons  
January 4, 2019

**Team Leader**

Samantha Keating

**Exhibits**

Sketch Map

# GENERAL PLAN AMENDMENT

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

APPLICATION NO: GPA-DV-2-18-1

ACRES: 16.78 +/-








VILLAGE: Deer Valley

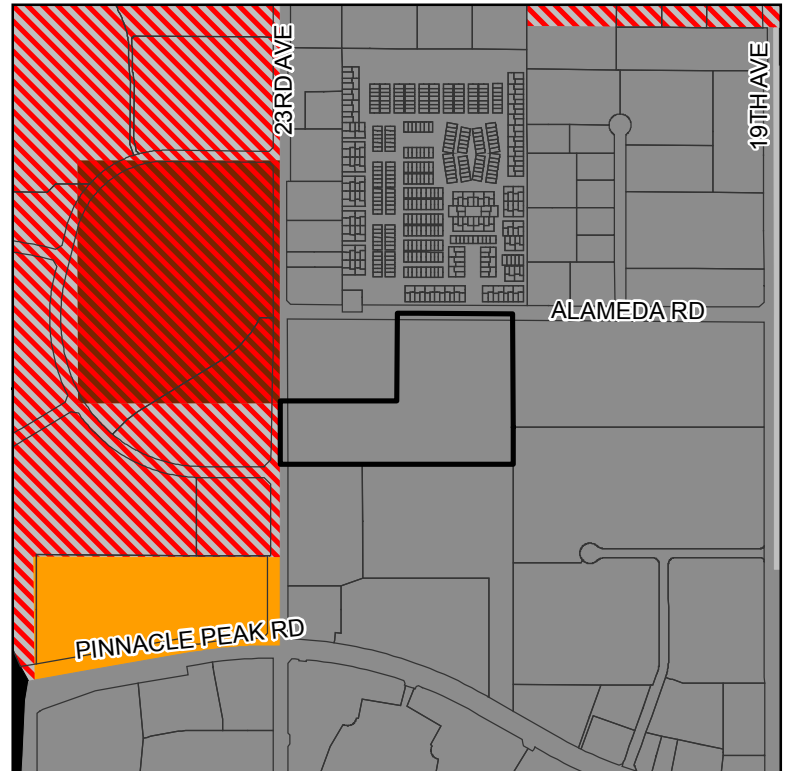
COUNCIL DISTRICT: 1

APPLICANT: Erin Conway - Continental Fund 481 Fund, LLC

## EXISTING:



Industrial (16.78 +/- Acres)

-  Proposed Change Area
-  Residential 5 to 10 du/ac
-  Mixed Use (Commercial / Commerce Park)
-  Mixed Use (Commercial / 15+ du/ac)
-  Commerce/Business Park
-  Industrial
-  Transportation



## PROPOSED CHANGE:

Residential 15+ du/ac (16.78 +/- Acres)

-  Proposed Change Area
-  Residential 15+ du/ac (16.78 +/- Acres)

