

ATTACHMENT B



City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

GENERAL PLAN AMENDMENT STAFF ANALYSIS January 30, 2025

Application: GPA-DV-2-24-1

Owner: Bryan Mar, Deer Valley Development, LLC

Applicant: Michael Buschbacher, Earl & Curley, P.C.

Representative: Taylor Earl, Earl & Curley, P.C.

Location: Northwest corner of 30th Avenue and Deer Valley Drive

Acreage: 4.16 acres

Current Plan Designation: [Commerce/Business Park](#)

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

Reason for Requested Change: Minor General Plan Amendment for multifamily residential

[Deer Valley Village Planning Committee](#) Meeting Date: February 18, 2025

Staff Recommendation: Approval

FINDINGS:

- 1) The proposed General Plan Land Use Map designation is compatible with surrounding designations and will complement and diversify the area's land use mix.
- 2) The companion rezoning case, Z-112-24-1, proposes a development that is compatible with the land uses in the surrounding area.
- 3) The companion rezoning case, Z-112-24-1, as stipulated, provides enhanced open space and design elements intended to make the proposed development a compatible addition to the area.

BACKGROUND

The subject property is located at the northwest corner of 30th Avenue and Deer Valley Drive. The subject site currently includes a vacant office building and parking lot. The companion rezoning case, Z-112-24-1 (Roers Companies Deer Valley Apartments PUD), is a request to rezone from R-4A (Approved CP/GCP) (Multifamily Residence District, Approved Commerce Park District, General Commerce Park Option) to PUD (Planned Unit Development) to allow multifamily residential.

The proposed PUD for multifamily residential development is not consistent with the Commerce / Business Park land use map designation. Furthermore, even though the subject site is less than 10 gross acres, the proposal falls under the exception to the 10 gross acre rule that states a minor General Plan Amendment is required for any residential request in a designated Industrial or Commerce Park area.

This request proposes a minor amendment to the General Plan Land Use Map to allow multifamily residential. The proposal will modify the land use map designation from Commerce / Business Park to Residential 15+ dwelling units per acre.

SURROUNDING LAND USES

NORTH

North of the subject site, across Scatter Wash, is a single-family residential subdivision zoned R-2 (Multifamily Residence District). The General Plan Land Use Map designation for the wash area is Parks/Open Space-Publicly Owned and the residential area is Residential 3.5 to 5 dwelling units per acre.

SOUTH

South of the subject site, across Deer Valley Drive, is a single-family residential subdivision zoned R-3 (Multifamily Residence District). The General Plan Land Use Map designation for this area is Residential 5 to 10 dwelling units per acre.

EAST






East of the subject site is an auto parts store and distribution center zoned CP/GCP (Commerce Park District, General Commerce Park Option). The General Plan Land Use Map designation for this property is Commerce / Business Park.

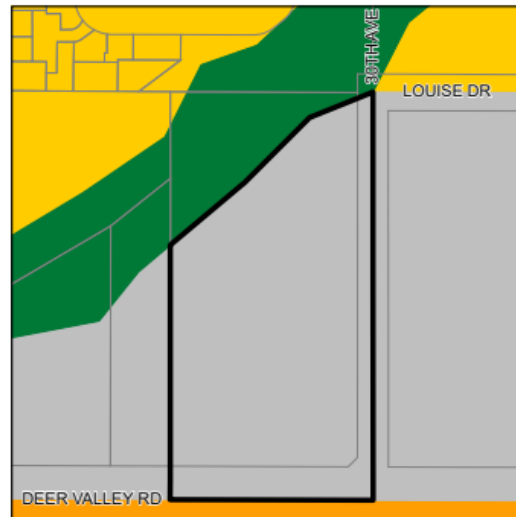
WEST

West of the subject site is a martial arts facility zoned IND. PK. (Industrial Park). The General Plan Land Use Map designation for this property is Commerce / Business Park and Parks/Open Space-Publicly Owned.

EXISTING:



Commerce / Business Park (4.16 +/- Acres)

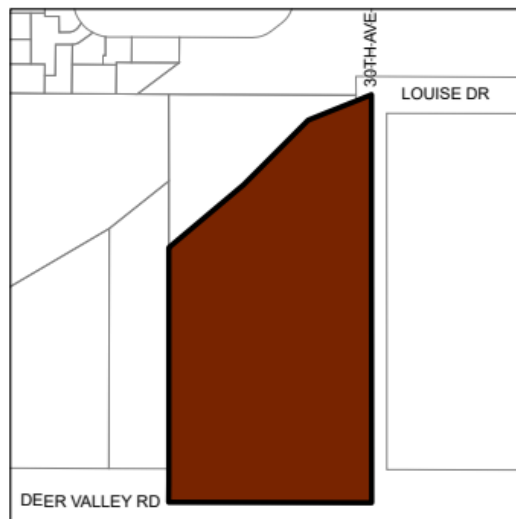
-  Proposed Change Area
-  Residential 3.5 to 5 du/ac
-  Residential 5 to 10 du/ac
-  Commerce / Business Park
-  Parks/Open Space - Publicly Owned



PROPOSED CHANGE:

Residential 15+ du/ac (4.16 +/- Acres)

-  Proposed Change Area
-  Residential 15+ du/ac



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

RELATIONSHIP TO GENERAL PLAN CORE VALUES AND PRINCIPLES

- **CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; 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 request facilitates additional housing opportunities in the Village that will help alleviate the housing crisis.

- **BUILD THE SUSTAINABLE DESERT CITY CORE VALUE; *LAND USE PRINCIPLE: Preserve natural washes coming from the preserves and promote access and views of the preserves by the public.***

As stipulated in the companion rezoning case, Z-112-24-1, Scatter Wash will be preserved and a multi-use trail will be constructed along the wash area.

- **BUILD THE SUSTAINABLE DESERT CITY CORE VALUE; *DESIGN PRINCIPLE: Integrate trees and shade into the design of new development and redevelopment projects throughout Phoenix.***

As proposed in the PUD Narrative of rezoning case, Z-112-24-1, the proposal will shade public and private walkways, the surface parking area, and provide enhanced planting standards.

CONCLUSION AND RECOMMENDATION

Staff recommends approval of GPA-DV-2-24-1. The proposed land use map designation supports future multifamily residential development that is compatible with surrounding designations. The companion rezoning case, Z-112-24-1, as stipulated, will require enhanced standards for open space, pedestrian pathways, and associated shade thereby ensuring compatibility with the surrounding area.

Writers

Robert Kuhfuss
Matteo Moric
January 30, 2025

Team Leader

Racelle Escolar

Exhibits

Sketch Maps (2 pages)






GENERAL PLAN AMENDMENT

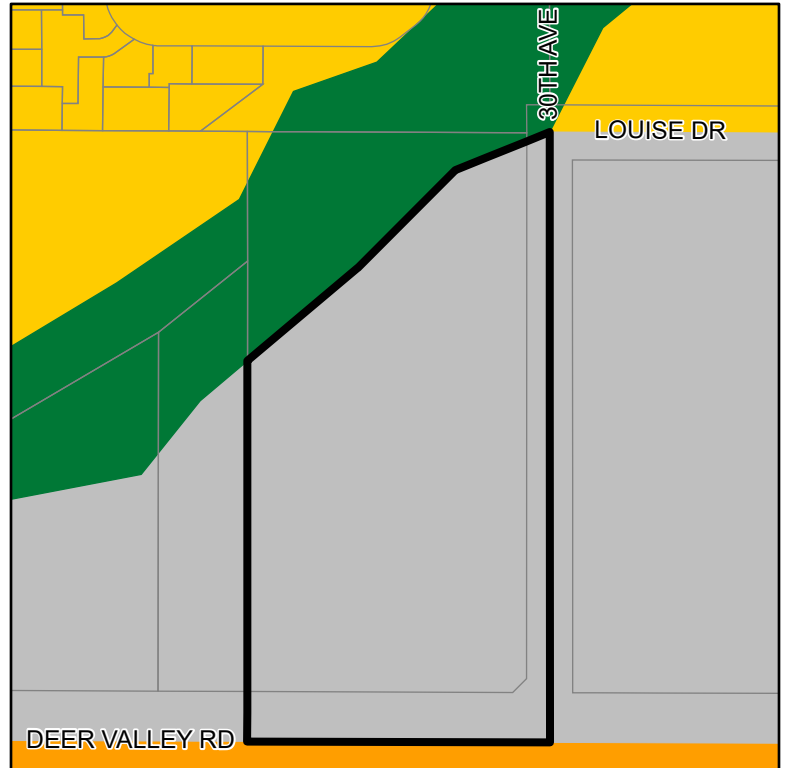
CITY OF PHOENIX ♦ PLANNING & DEVELOPMENT DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882

APPLICATION NO: GPA-DV-2-24-1	ACRES: 4.16 +/-	REVISION DATE:
VILLAGE: Deer Valley	COUNCIL DISTRICT: 1	
APPLICANT: Earl & Curley, P.C.		

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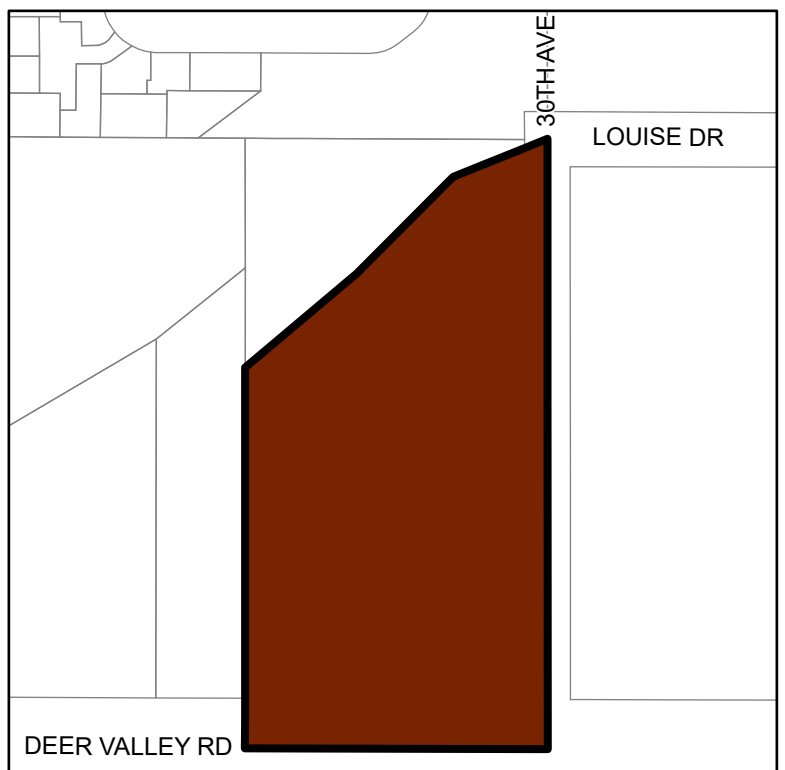
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

GENERAL PLAN AMENDMENT

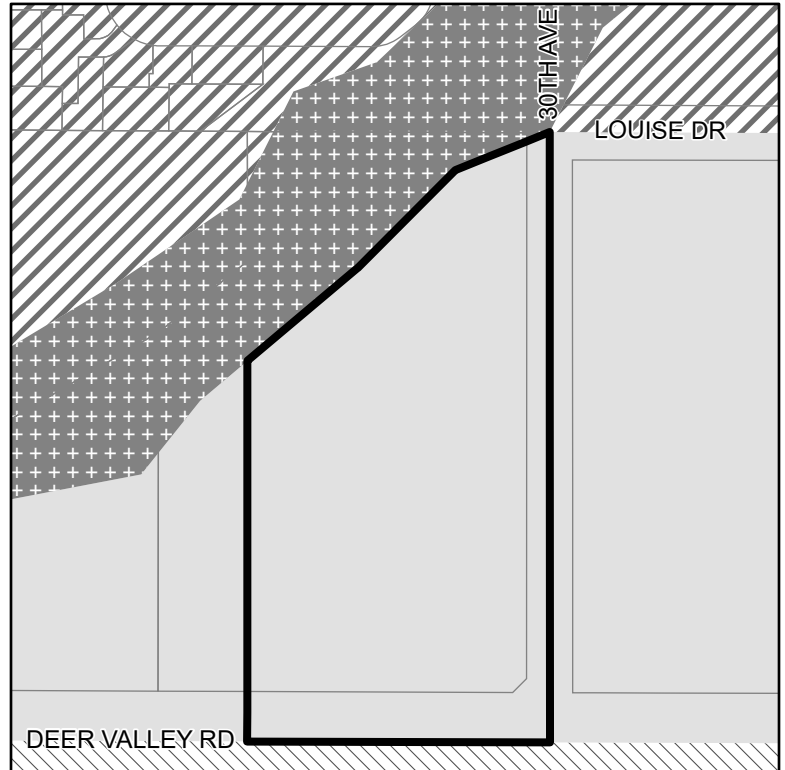
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