



City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT
STAFF ANALYSIS**
August 13, 2020

Application: GPA-EST-2-20-7

Applicant: Coe & Van Loo Consultants, Inc.

Owner: New Era Phoenix, LLC. c/o New World Properties

Representative: Julie Vermillion, Coe & Van Loo Consultants, Inc.

Location: Generally bounded by 107th Avenue on the west, Jones Avenue (alignment) on the north, 91st Avenue on the east and Wier Avenue (alignment) on the south

Acreage: 136.91 acres

Current Plan Designation: Residential 1 to 2 dwelling units per acre (73.70 acres) and 2 to 3.5 dwelling units per acre (Density cap of 2.5 du / ac) (63.21 acres)

Requested Plan Designation: Residential 2 to 3.5 dwelling units per acre (73.70 acres), Residential 10 to 15 dwelling units per acre (Density cap of 2.5 du / ac) (30.82 acres) and Commercial (Density cap of 2.5 du / ac) (32.39 acres)

Reason for Requested Change: Amend the [General Plan Land Use Map](#) from Residential 1 to 2 du / ac and 2 to 3.5 du / ac (Density cap of 2.5 du / ac) to Residential 2 to 3.5 du / ac, Residential 10-15 du / ac (Density cap of 2.5 du / ac) and Commercial (Density cap of 2.5 du / ac)

[Estrella Village Planning Committee Date:](#) August 18, 2020

Staff Recommendation: Approval

FINDINGS:

- 1) Furthermore, the subject site is just north of the proposed SR-30 freeway alignment that will serve as a major transportation corridor for this part of the Phoenix Metropolitan region.
- 2) The subject site exceeds 10 acres, which requires a minor General Plan Amendment to the Land Use Map.
- 3) The companion rezoning case, Z-155-C-01-7, proposes development that is consistent in scale and character with land uses in the surrounding area to the north and west along Broadway Road.
- 4) The proposed Commercial land use designations will allow for commercial uses at arterial street intersections and in an area where the General Plan Land Use Map has not designated a commercial land use within one mile from 107th Avenue and Broadway Road.
- 5) The proposed Higher Density Residential land use designations will help to diversify the housing stock in this area, where single-family houses are the dominant type of housing.
- 6) The Residential 2 to 3.5 du / ac land use designation will designate this property to be consistent with the underlying R1-10 PCD zoning.

BACKGROUND

The subject site is generally bounded by 107th Avenue to the west, 91st Avenue to the east, Jones Avenue (alignment) to the north and Wier Avenue (alignment) to the south. The site is currently vacant and utilized for agricultural purposes. The companion Rezoning Case No. Z-155-C-01-7 is requesting to rezone the subject site from PCD (Approved R1-10 PCD, R1-6 PCD, R-2 PCD and C-2 PCD), RE-43 (Approved R1-6 PCD) and S-1 (Approved R1-6 PCD) to R1-10 PCD, R-3 PCD and C-2 PCD zoning as part of a major amendment to the Sunset Farms PCD (Planned Community District). The proposed major amendment would allow for multifamily uses, an increase in the density with single-family development units and permit dwelling units within commercial development units. The site is located to the north of the proposed SR-30 freeway alignment and will provide shopping and additional housing choices along this regional transportation corridor.

In 1999, the City of Phoenix approved the Estrella Village Area Plan which identified goals, objectives and strategies pertaining to growth, the village core, protection of residential neighborhoods, housing and employment, and urban design among other elements. This plan identified the land use designation of the subject site as 2 to 5 dwelling units per acre with a density cap of 2.5 dwelling units per acre. The Estrella

Village Plan added that the actual densities for master plan development over 160 acres may vary based on the land use mix and how these developments interacted internally plus externally.

In 2002, the 520-acre Sunset Farms PCD was approved by the City of Phoenix, which included some of the development units referenced in this general plan amendment request, including development units 15, 16, 17 and 18. A major amendment of the Sunset Farms PCD in 2007 under case Z-155-A-01-7 added development unit 20 to the PCD. This general plan land use amendment affects development units 15, 16, 17, 18 and 20.A and 20.B (formerly unit 20).

Currently the site has a land use map designation of Residential 1 to 2 dwelling units per acre and 2 to 3.5 dwelling units per acre with a density cap of 2.5 dwelling units per acre. This General Plan Amendment will allow for a land use map designation that is consistent with the existing zoning designations within the site and adjacent properties along Broadway Road. This general plan land use amendment will allow for a consistency between the existing and proposed zoning districts and the current land use map designations. These land use map designations, as requested, would further diversify the land uses in this part of the Estrella Village in a manner consistent with existing zoning and general plan land use map designations.

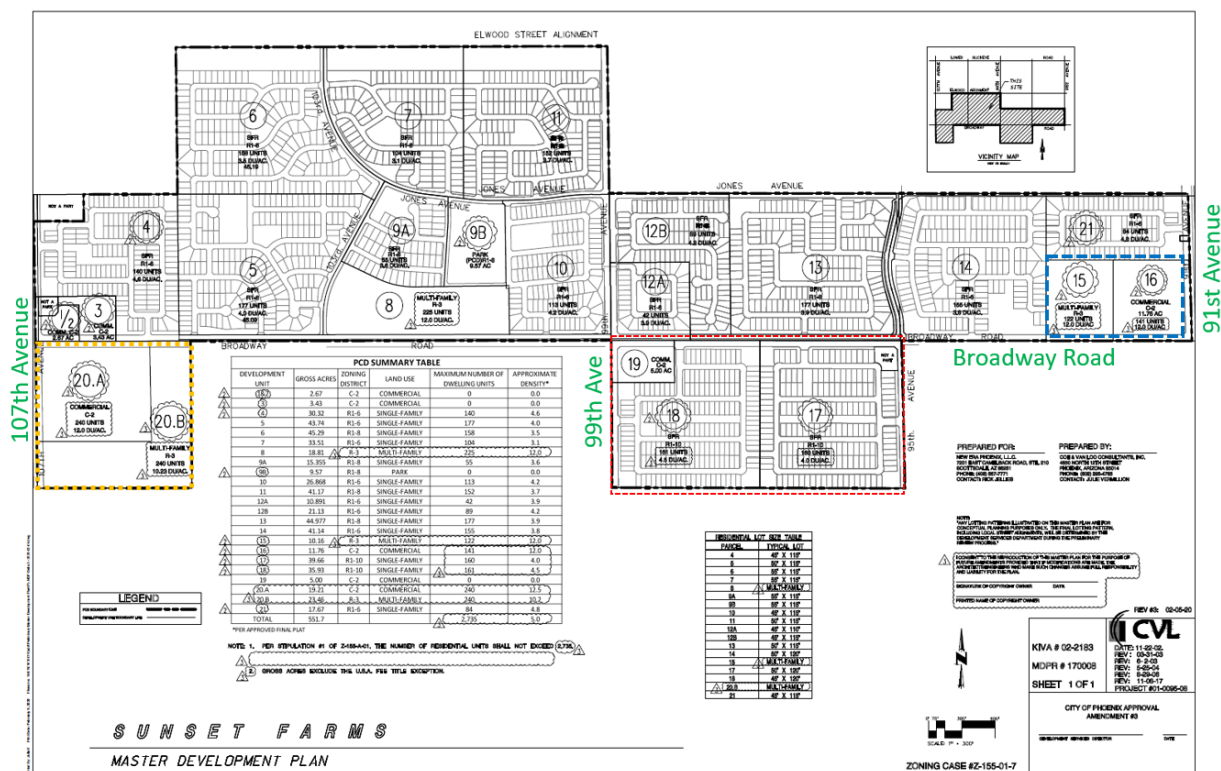


Figure A. (Top) Proposed Master Development Plan, Source: Coe and Van Loo Consultants, Inc.

As of the writing of this staff report, the Arizona Department of Transportation (ADOT) had determined a preferred SR-30 freeway alignment that bounds the Sunset Farms PCD to the south. The SR-30 freeway will serve as a major transportation route in this part of the region, connecting the commercial, higher density and traditional lot residential uses proposed by this general plan land use map amendment via the existing arterial street network in the area.

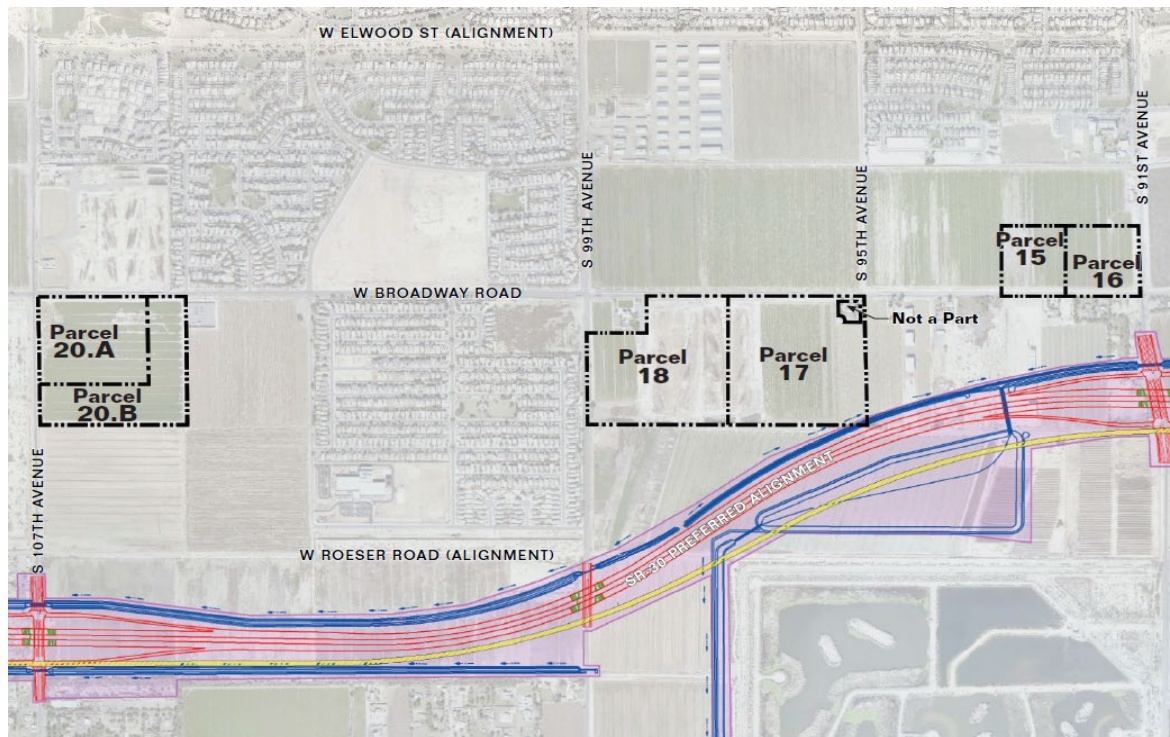


Figure B. (Top) SR-30 Alignment Exhibit, Source: Coe and Van Loo Consultants, Inc.

SURROUNDING LAND USES

The proposed general plan land use amendment is proposed within the boundaries of the Sunset Farms PCD initially approved in 2002. Presently, north of Broadway Road, between 91st Avenue and 107th Avenue, the General Plan Land Use Map designation is Residential 2 to 3.5 dwelling units per acre with a density cap of 2.5 dwelling units per acre. The zoning districts within this area include R1-6 PCD and PCD (Approved R1-8 PCD, R1-6 PCD, R-2 PCD, C-1 PCD and C-2 PCD). Most of the properties north of Broadway Road are vacant, including a future public park site, and used for agricultural purposes along with some existing residential subdivisions.

South of Broadway Road, between 107th Avenue and 91st Avenue, the General Plan Land Use Map has designated these properties as Residential 1 to 2 dwelling units per acre, Residential 2 to 3.5 dwelling units per acre (with a density cap of 2.5 dwelling units per acre), Higher Density Residential 10 to 15 dwelling units per acre and Mixed Use (Industrial / Commerce/Business Park). The zoning districts within this area include S-1,

R1-8 and RU-43 (Maricopa County). Most of the properties south of Broadway Road are vacant and used for agricultural purposes including a dairy operation, but there are some individual single-family homes in addition to a large residential subdivision west of 99th Avenue. A City of Phoenix Waste Water Treatment Plant and the Tres Rios Wetland sites are located approximately a half mile south of Broadway Road.

Along 91st Avenue, between Elwood Street and Roeser Road alignments, properties have a General Plan Land Use Map designation of Residential 1 to 2 dwelling units per acre, Residential 2 to 3.5 dwelling units per acre (density cap of 2.5 dwelling units per acre), Public/Quasi-Public, Commercial and Mixed Use (Industrial / Commerce/Business Park). The zoning districts in this area include S-1 and RU-43 (Maricopa County). Most of the properties on both sides of 91st Avenue are vacant except for a residential subdivision, two school sites and several dairy operations.

East of 107th Avenue, between the Elwood Street and Roeser Road alignments, properties have a General Plan Land Use Map designation of Residential 2 to 3.5 dwelling units per acre (density cap of 2.5 dwelling units per acre). The zoning districts within this area include R1-10, R1-8, PCD (Approved R1-6 PCD, R-2 PCD and C-1 PCD), S-1 (Approved R1-6 PCD) and RE-43. Most these properties are vacant and used for agricultural purposes, with the exception of one residential subdivision north of Broadway Road.

West of 107th Avenue is unincorporated Maricopa County and Avondale which has designated properties in their General Plan Planning Boundaries as Local Commercial, High Density Residential and Medium Density Residential. The zoning districts in this area include RU-43 (Maricopa County) and PAD (Avondale). All of the properties west of 107th Avenue are vacant and used for agricultural purposes.

West of 99th Avenue is a residential subdivision zoned R1-6 and vacant commercial property zoned C-2. Furthermore, a western portion of the subject site is vacant and used for agricultural purposes, zoned PCD (Approved R1-6 PCD).

PROPOSED CHANGE:

Residential 2 to 3.5 du/ac (73.70 +/- Acres)
Residential 10 to 15 du/ac (30.82 +/- Acres)
Commercial (32.39 +/- Acres)

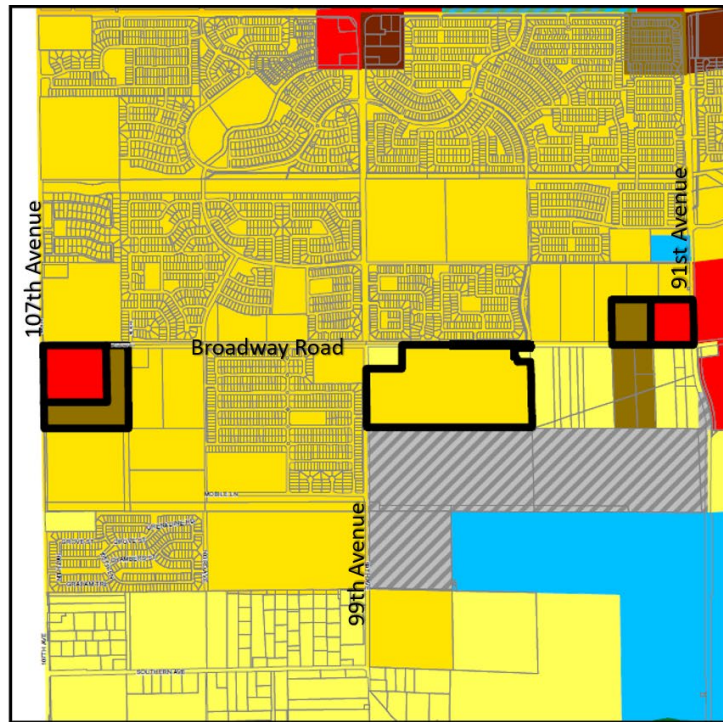


Figure C. (Top) Proposed General Plan Land Use Map, Source: City of Phoenix Planning and Development Department

RELATIONSHIP TO GENERAL PLAN CORE VALUES AND PRINCIPLES

CONNECT PEOPLE AND PLACES

- **CONNECT PEOPLE AND PLACES CORE VALUE; CORE, CENTERS AND CORRIDORS; LAND USE PRINCIPLE:** Plan cores, centers and corridors to include a variety of land uses: office, retail shopping, entertainment and cultural, housing, hotel and resort, and where appropriate, some types of industry.

This general plan amendment will add commercial land use designations on properties adjacent to two arterial streets and within proximity to the future SR-30 freeway. These commercial properties will offer employment opportunities and provide services that do not exist in this part of the city. This will help to meet the needs of existing and future residents, while reducing the number of trips made by households currently seeking services at other distant parts of the village and outside of the city limits.

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

The site is adjacent to three arterial streets and is located just north of the proposed alignment of the SR-30 freeway, a major regional transportation corridor. This proposed amendment will locate higher intensity land use designations such as Commercial and Higher Density Residential near major street intersections, while keeping mid-block land use designations as Residential 2 to 3.5 dwelling units per acre. Furthermore, the area presently has a mix of land use designations similar to the ones proposed by this general plan amendment.

CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS

- ***CONNECTED NEIGHBORHOODS: LAND USE PRINCIPLE: Design and locate new neighborhoods to promote access (both physical and visual) to parks and open space. New developments should also provide convenient pedestrian and bicycle access to transit stops, schools and other neighborhood amenities.***

As stipulated via companion Case No. Z-155-C-01-7, the proposed commercial and higher density residential will incorporate bicycle infrastructure to encourage the use of bicycles and offer pedestrian connections between adjacent developments, to adjacent sidewalks and trails.

- ***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 proposed general plan amendment will further diversify the existing land use map designations in this part of the city by adding a Higher Density land use designation near three arterial streets. This will help to provide diverse housing opportunities in this area to both current and future residents.

CONCLUSION AND RECOMMENDATION

The staff recommendation for GPA-EST-2-20-7 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-155-C-01-7, 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 site with uses that are compatible with the surrounding land use designations and zoning districts.

Writer

Enrique Bojórquez-Gaxiola
August 13, 2020

Team Leader

Samantha Keating

Exhibits

Sketch Maps (2 pages)
Littleton School District Correspondence (1 page)
Community Correspondence (1 page)

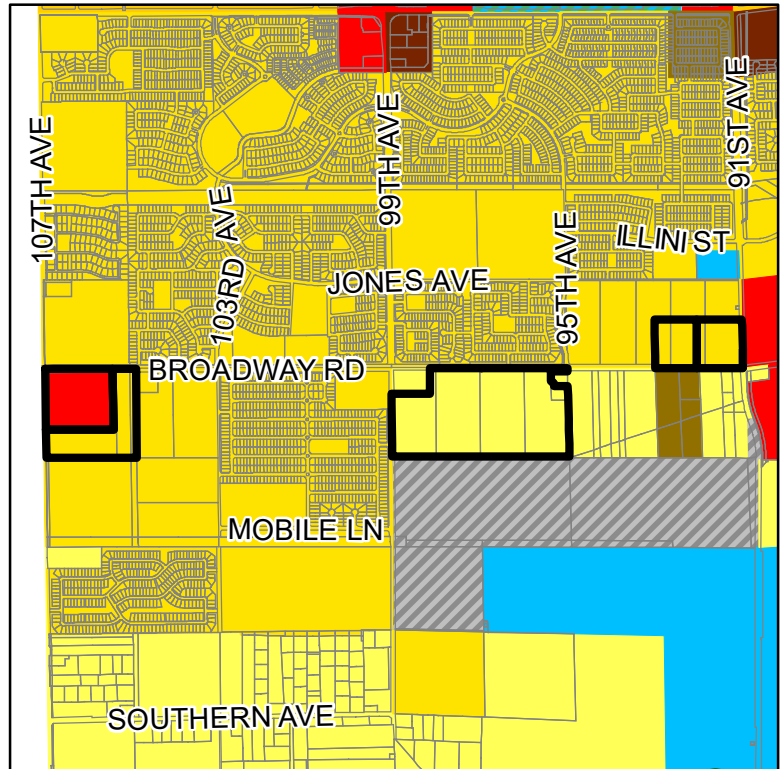
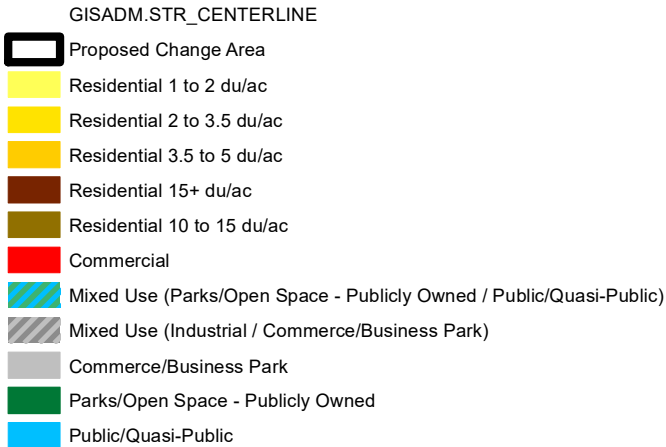
GENERAL PLAN AMENDMENT

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

APPLICATION NO: GPA-EST-2-20-7	ACRES: 136.91 +/-
VILLAGE: Estrella	COUNCIL DISTRICT: 7
APPLICANT: Julie Vermillion	

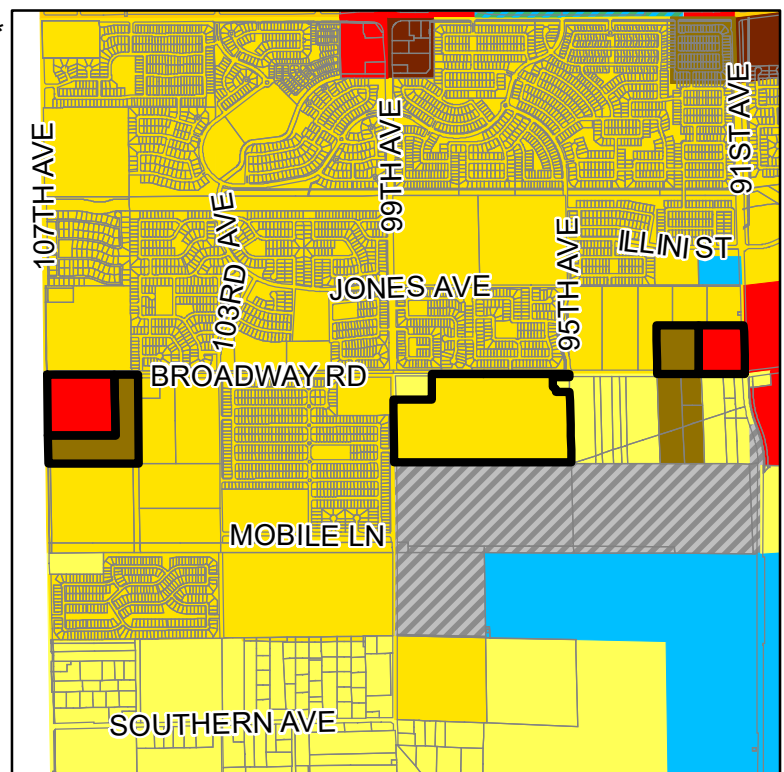
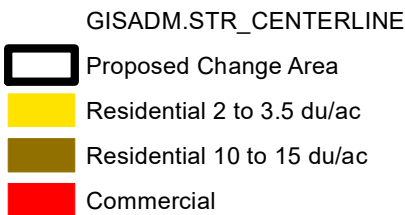
EXISTING:

Residential 1 to 2 du/ac (73.70 +/- Acres)
Residential 2 to 3.5 du/ac (63.21 +/- Acres)***



PROPOSED CHANGE:

Residential 2 to 3.5 du/ac (73.70 +/- Acres)
Residential 10 to 15 du/ac (30.82 +/- Acres) ***
Commercial (32.39 +/- Acres) ***



*** - The 2015 Phoenix General Plan Land Use Map indicates a "Density Cap of 2.5 du/ac"

GENERAL PLAN AMENDMENT

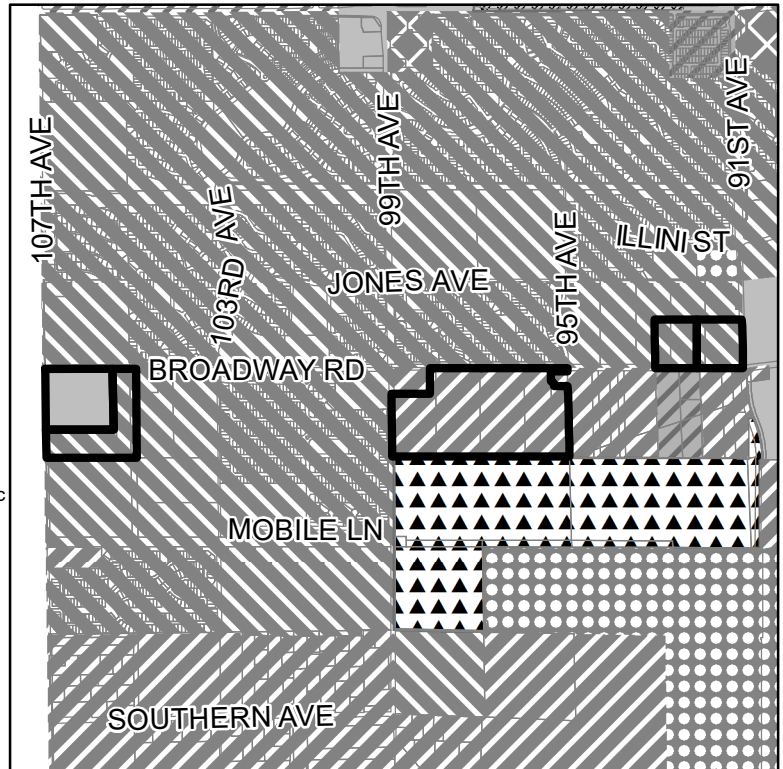
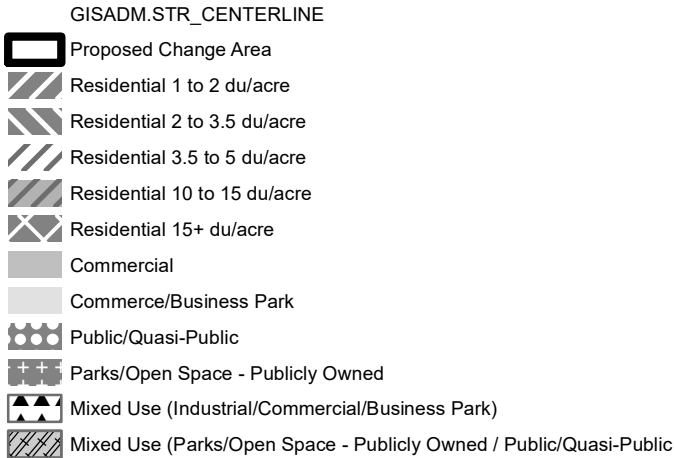
CITY OF PHOENIX ♦ PLANNING & DEVELOPMENT DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882

APPLICATION NO: GPA-EST-2-20-7_BW	ACRES: 136.91 +/-
VILLAGE: Estrella	COUNCIL DISTRICT: 7
APPLICANT: Julie Vermillion	

EXISTING:

Residential 1 to du/ac (73.70 +/- Acres)

Residential 2 to 3.5 du/ac (63.21 +/- Acres) ***

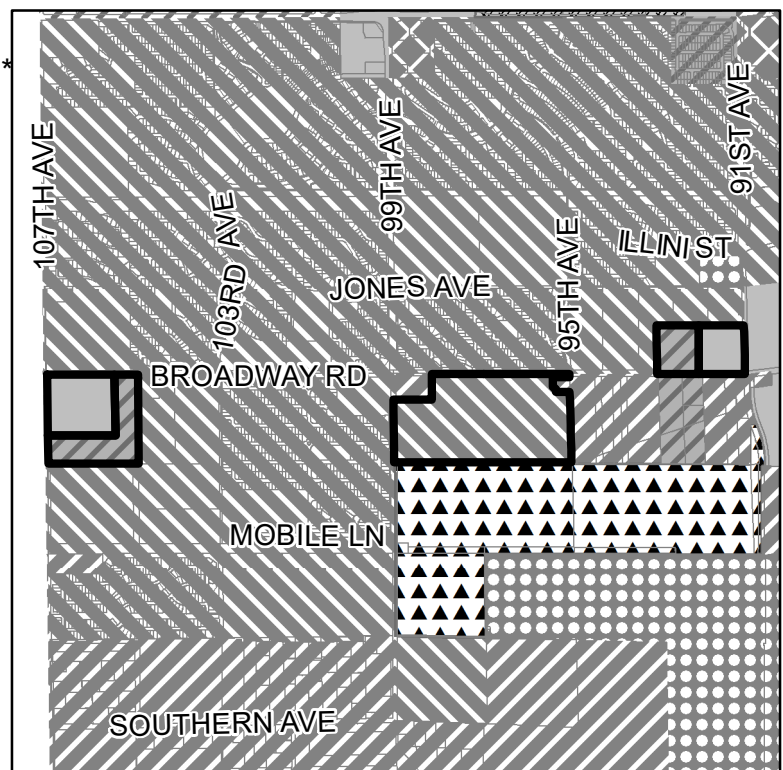
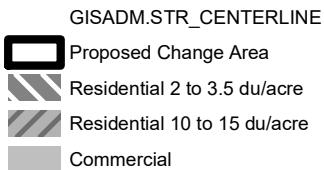


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Residential 10 to 15 du/ac (30.82 +/- Acres) ***

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*** - The 2015 Phoenix General Plan Land Use Map indicates a "Density Cap of 2.5 du/ac"



July 8, 2020

Alan Stephenson,
Planning and Development Director
Estrella Village
GPA.EST.2.20.7

While The Littleton School District has no general objection to the General Plan Amendment EST.2.20.7, the District does have substantive concerns about the potential impact on its schools and programs. Parcels 20A and 20B sit within the District boundaries while Parcel 18 sits just on the edge of the District boundary next to the neighborhood served by TRES RIOS Service Academy, a K-8 school of 900 students.

This is important to the development planning because of the increase in density. Increased density typically impacts the type of dwelling products constructed, the number of school-age children per unit, and the mobility of dwelling occupants. Since the District cannot estimate the potential impact based on the limited information in this revised application, we would ask that Phoenix Planning and Development, or the developer, provide us with a description of the units to be constructed in Parcels 18 and 20B.

Once the District has reviewed that information, we will be able to provide a more accurate estimate of the impact on the existing educational infrastructure, and to make a determination as to whether we support or oppose the GPA.EST.2.20.7 Application for a General Plan Amendment.

Thank you for your consideration.

Dr. Roger Freeman
Superintendent
Littleton Elementary School District

Cc: Phyllis Kinder, Chief Operations Officer, Littleton Elementary School District #65
Ryan French, Chief Operations Officer, Littleton Elementary School District #65

Littleton Elementary School District #65 • PO Box 280 • Cashion, Arizona 85329 • (623) 478-5600 Reception • (623) 478-5625 Facsimile
Underdown Learning Center and Administrative Offices • 1600 South 107th Avenue, Avondale, Arizona 85323

www.littletonaz.org

Collier Elementary (623) 478-5900
www.coes.littletonaz.org

Estrella Vista STEM Academy (623) 478-6200
www.eves.littletonaz.org

Littleton Elementary STEM Academy (623) 478-5700
www.lnes.littletonaz.org

Tres Rios Service Academy (623) 478-6300
www.tres.littletonaz.org

Country Place Leadership Academy (623) 478-6100
www.cpes.littletonaz.org

Fine Arts Academy (623) 478-6400
www.faes.littletonaz.org

Quentin STEM Academy (623) 478-6000
www.ques.littletonaz.org

From: [M. Busching \(Cartof\)](#)
To: [Enrique A Bojorquez-Gaxiola](#)
Subject: RE: City of Phoenix - General Plan Amendment - GPA-EST-2-20-7 (Estrella Village) - REVISED
Date: Tuesday, June 30, 2020 2:44:37 PM
Attachments: [image001.png](#)

Enrique—

--I don't see the reasons that justify a change in General Plan that is not part of the ten year review.

--The original planning was well conceived and there does not seem to be a valid reason to change so many parcels to more intense zoning, other than to gain more profitability for the landowner.

--There is a shopping center "Sanctuary Shopping Center" at 107th Ave and Lower Buckeye (a mile from the proposed) and so I'm not sure why the zoning needs to be changed to enable another shopping center.

--Much reliance is placed on future SR-30 but it appears that the final location of SR 30 has not been determined. <https://azdot.gov/planning/transportation-studies/state-route-30-loop-303-loop-202-study> [azdot.gov]. (I don't know how the applicant can claim that it will be per page 42 of their presentation.) By increasing the density/zoning of the property it will likely increase the property's value and cause the state to have to pay more in condemnation fees and as a result, the general public/taxpayers suffer.

-- if the Route of SR30 is really as the applicant/owner depicts, then it makes much more sense to rezone parcels that are adjacent to the on/off ramps to commercial, rather than parcels further away.

--Parcels 15 and 16 are currently very compatible with the surrounding property. There is no reason to change Parcel 16 when there is already commercial designation to the east; similarly with Parcel 20 A when there is Commercial to the West.

--It doesn't concentrate development in the Estrella Village Core—rather it increases density and land use for the benefit of a seller/owner only and provides no demonstrated needed public purpose.

Marcia Busching
(602) 980-2362

From: Enrique A Bojorquez-Gaxiola [mailto:enrique.bojorquez-gaxiola@phoenix.gov]
Sent: Monday, June 29, 2020 1:54 PM
To: Enrique A Bojorquez-Gaxiola <enrique.bojorquez-gaxiola@phoenix.gov>
Subject: City of Phoenix - General Plan Amendment - GPA-EST-2-20-7 (Estrella Village) - REVISED

REVISED REQUEST

Review & comment on General Plan Amendment in the Estrella Village (GPA-EST-2-20-7)

Attached for your review is an amendment to the City of Phoenix General Plan Land Use Map that has been filed: