



City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT
STAFF ANALYSIS**
October 20, 2025

<u>Application:</u>	GPA-PV-1-25-2
<u>Applicant/Representative:</u>	Nick Wood, Snell & Wilmer, LLP
<u>Owner:</u>	GDC-Scottsdale Crossings LLC
<u>Location:</u>	Approximately 660 feet west of the southwest corner of Scottsdale Road and Bell Road
<u>Acreage:</u>	4.32 acres
<u>Current Plan Designation:</u>	Industrial
<u>Requested Plan Designation:</u>	Residential 15+ dwelling units per acre
<u>Reason for Requested Change:</u>	Minor General Plan Amendment to allow multifamily residential
<u>Paradise Valley Village Planning Committee</u> <u>Date:</u>	November 3, 2025
<u>Staff Recommendation:</u>	Approval

FINDINGS:

- 1) The companion rezoning case, Z-41-25-2 (Residences at Scottsdale Crossing PUD), proposes development that is a compatible transition between the single-family residential development and storage facility on the west to the existing commercial and proposed higher density residential development on the east abutting Scottsdale Road.
- 2) The multifamily land use designation is appropriate as it will diversify the housing types and density ranges in the area. This can help address the housing shortage and alleviate the continuous need of housing in the area.
- 3) The companion rezoning case, Z-41-25-2, provides enhanced landscaping and shade standards to make the proposed development a compatible addition to the area.

BACKGROUND

The subject site is located approximately 660 feet west of the southwest corner of Scottsdale Road and Bell Road. The site is occupied by a two-story multi-tenant commercial shopping center. Companion Case Z-41-25-2 (Residences at Scottsdale Crossing PUD) is a request to rezone the subject site from C-2 (Intermediate Commercial) to PUD (Planned Unit Development) for multifamily residential.

Currently the site has a General Plan Land Use Map designation of Industrial. The requested General Plan Land Use Map designation of Residential 15+ dwelling units per acre will allow for additional housing choices in the area. Recent development patterns suggest that there is a growing demand for housing choices in the Paradise Valley Village. The proposed General Plan Land Use Map change will allow for the continuation of these development trends across the greater area and will allow more residential land uses to locate in proximity to employment areas, regional malls and commercial centers such as the North Scottsdale Airpark, Kierland Commons and the Promenade.

SURROUNDING LAND USES

NORTH

To the north, across Bell Road, is designated Parks/Open Space – Publicly Owned and the existing land use is the canal and multifamily residential.

SOUTH

To the south is designated Industrial and includes hotels and a self-service storage warehouse.

WEST

To the west is designated Industrial and contains a self-service storage warehouse.

EAST

To the east, across 71st Street, is designated Industrial and contains a pharmacy/retail use.

RELATIONSHIP TO GENERAL PLAN CORE VALUES AND PRINCIPLES

- **CONNECT PEOPLE AND PLACES CORE VALUE; 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.**

This request and the concurrent rezoning application for the Residences at Scottsdale Crossing PUD promotes redevelopment of the site by allowing for an increase in intensity at a scale compatible with surrounding properties in the

Kierland area. The development is located in a mixed-use corridor where nearby properties are approved for multifamily residential or commercial. The project site is also within a designated employment center known as the Desert Ridge/Kierland Major Employment Center. The concentration of people near employment uses promotes the sustainability of nearby commercial uses.

- **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 proposed General Plan Land Use Map amendment will further diversify the existing land use map designations in this part of the City by allowing multifamily uses in a major employment center. This will help to provide diverse housing opportunities in this area to both current and future residents.

- **CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; CERTAINTY AND CHARACTER; DESIGN PRINCIPLE: Create new development or redevelopment that is sensitive to the scale and character of the surrounding neighborhoods and incorporates adequate development standards to prevent negative impact(s) on the residential properties.**

The companion PUD narrative incorporates standards that are compatible in scale and intensity with the surrounding area and properties adjacent to the site. The surrounding nearby properties to the south and east are zoned for development of similar scale and intensity of the proposed PUD. Additionally, to be sensitive in scale and character of nearby properties the PUD incorporates a step down in height approach to the single-family residential properties on the west.

CONCLUSION AND RECOMMENDATION

Staff recommends approval of GPA-PV-1-25-2 as filed. The request aligns with the goals and policies of the General Plan and will result in a land use designation that will continue to support surrounding uses while maximizing the property's location in an employment center. This proposed Minor General Plan Amendment request is consistent with surrounding land uses and General Plan Land Use Map designations in the general area.

Writer

Matteo Moric
October 20, 2025

Exhibits

Sketch Map (Colored)
Sketch Map (Black and White)

GENERAL PLAN AMENDMENT

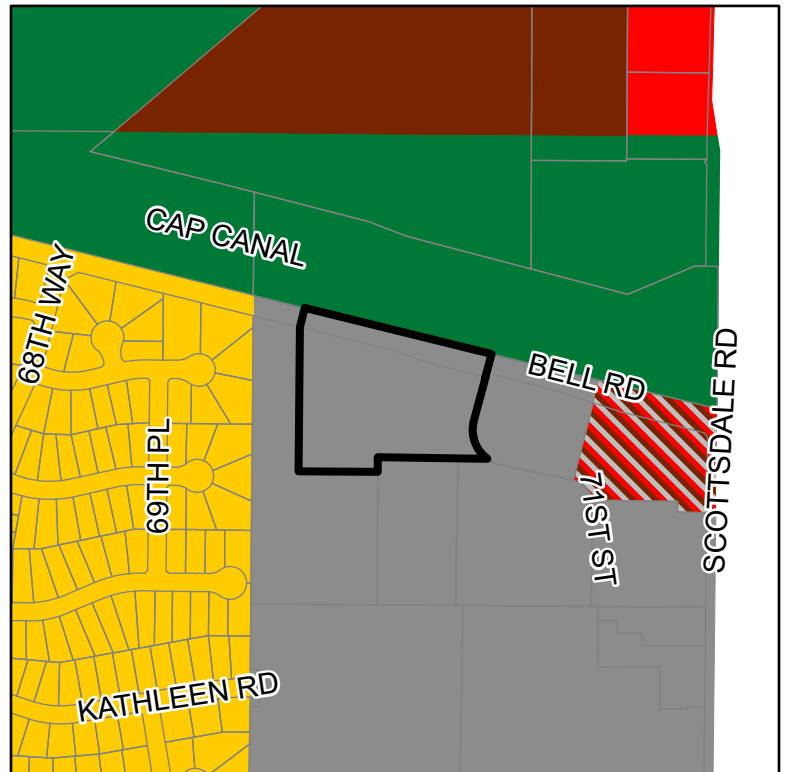
CITY OF PHOENIX ♦ PLANNING & DEVELOPMENT DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882

APPLICATION NO: GPA-PV-1-25-2	ACRES: 4.32 +/-	REVISION DATE:
VILLAGE: PARADISE VALLEY	COUNCIL DISTRICT: 2	
APPLICANT: Snell & Wilmer, LLP		

EXISTING:



Industrial (4.32 +/- Acres)

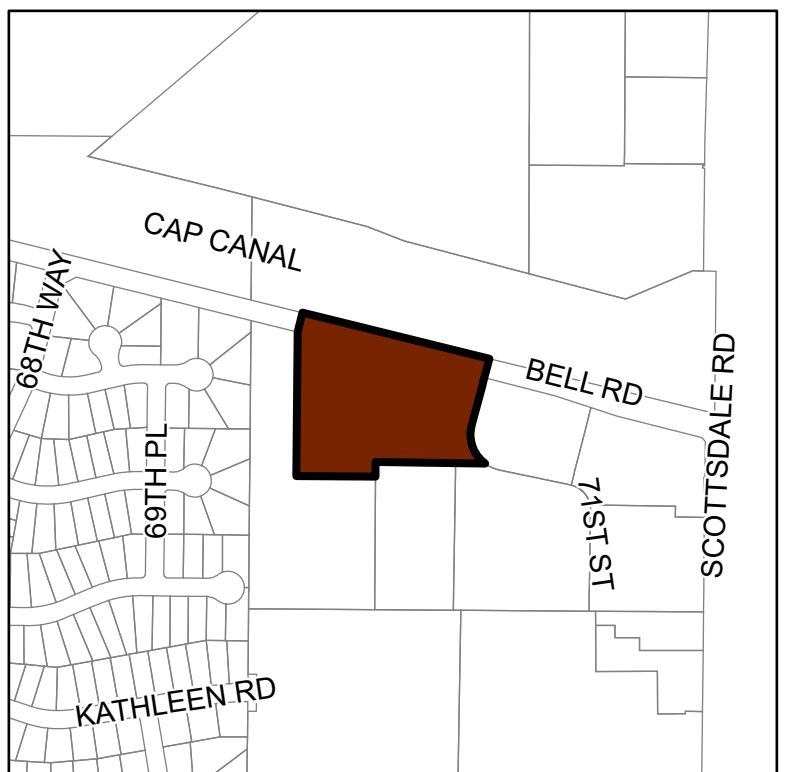
-  Proposed Change Area
-  Residential 3.5 to 5 du/ac
-  Residential 15+ du/ac
-  Commercial
-  Industrial
-  Parks/Open Space - Publicly Owned
-  Commercial / Commerce / Residential 15+ du/ac



PROPOSED CHANGE:

Residential 15+ du/ac (4.32 +/- Acres)

-  Proposed Change Area
-  Residential 15+ du/ac










GENERAL PLAN AMENDMENT

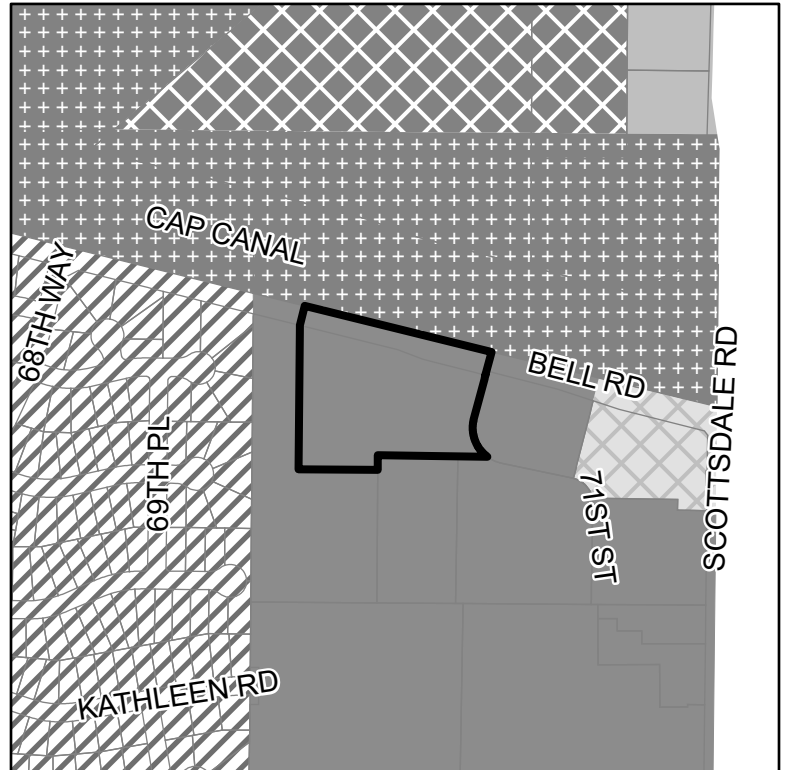
CITY OF PHOENIX ♦ PLANNING & DEVELOPMENT DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882

APPLICATION NO: GPA-PV-1-25-2	ACRES: 4.32 +/-	REVISION DATE:
VILLAGE: PARADISE VALLEY	COUNCIL DISTRICT: 2	
APPLICANT: Snell & Wilmer, LLP		

EXISTING:



Industrial (4.32 +/- Acres)

-  Proposed Change Area
-  Residential 3.5 to 5 du/ac
-  Residential 15+ du/ac
-  Commercial
-  Industrial
-  Parks/Open Space - Publicly Owned
-  Commercial / Commerce Park / Residential 15+ du/ac



PROPOSED CHANGE:

Residential 15+ du/ac (4.32 +/- Acres)

-  Proposed Change Area
-  Residential 15+ du/ac

