



City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT
STAFF ANALYSIS**
September 28, 2021

<u>Application:</u>	GPA-PV-1-21-2
<u>Applicant:</u>	John H Berry, The Hampton Group
<u>Owner:</u>	Bell 166, LLC
<u>Representative:</u>	Nick Wood, Esq., Snell & Wilmer, LLP
<u>Location:</u>	Southwest corner of Scottsdale Road and Bell Road
<u>Acreage:</u>	2.56 acres
<u>Current Plan Designation:</u>	Industrial (2.56 acres)
<u>Requested Plan Designation:</u>	Mixed Use (Commercial / Commerce / Business Park / Residential 15+ dwelling units per acre) (2.56 acres)
<u>Reason for Requested Change:</u>	Minor General Plan Amendment to allow multifamily residential and commercial uses.
<u>Paradise Valley Village Planning Committee Date:</u>	October 4, 2021
<u>Staff Recommendation:</u>	Approval

FINDINGS:

- 1) The companion rezoning case, Z-12-21-2, proposes development that is consistent in scale and character with land along the Scottsdale Road corridor.
- 2) The Mixed Use (Commercial / Commerce / Business Park / Residential 15+ dwelling units per acre) land use designation will permit new zoning to be applied to the site that maximizes opportunities within the Paradise Valley Village along two major arterial streets with existing transit options.

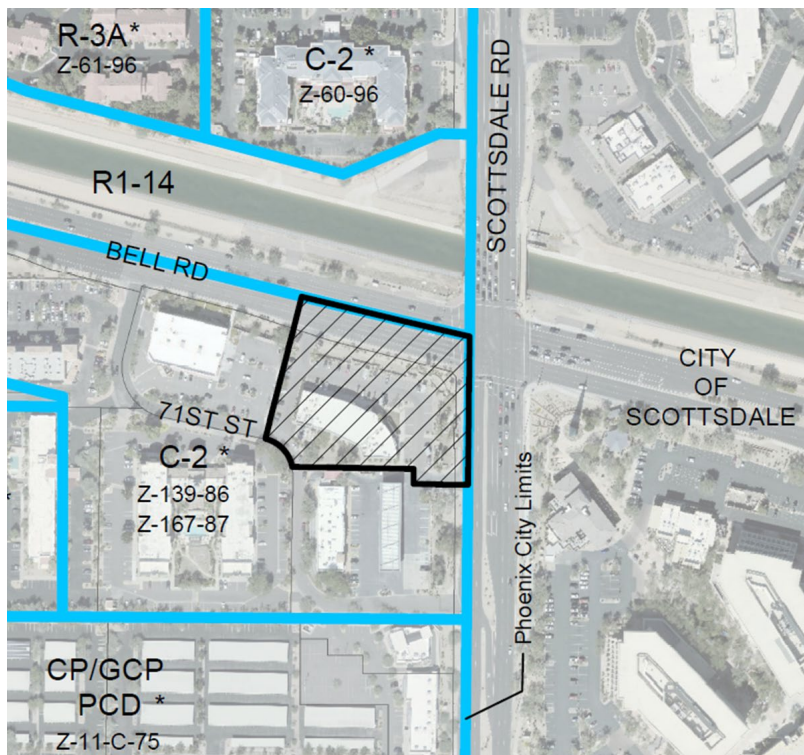
- 3) The Mixed Use (Commercial / Commerce / Business Park / Residential 15+ dwelling units per acre) land use designation will establish compatible uses within a designated Major Employment Center.

BACKGROUND

The subject site is located at the southwest corner of Scottsdale Road and Bell Road. The site is occupied by a single-story commercial building, and surface parking areas. The current building is partially vacant. The companion Rezoning Case No. Z-12-21-2 is a request to allow PUD zoning for multifamily residential and commercial uses on the entirety of the site.

Currently the site has a land use map designation of Industrial. The requested land use map designation Mixed use (Commercial / Commerce / Business Park / Residential 15+ dwelling units per acre) will allow for alternative housing choices in the area as well as nonresidential uses and to provide consistency with the Kierland corridor. Recent development suggests the Scottsdale Road corridor is evolving to a mixture of housing choices and commercial uses. The proposed land use map change will serve as a continuation of the proposed land use designations to the south of the subject site.

This General Plan Amendment proposes a Mixed Use land use map designation of Commercial / Commerce Park / Residential 15+ dwelling unit per acre. This Mixed Use designation will allow commercial, commerce park and residential land uses to locate on the site. Maps of the existing and proposed General Plan Land Use Map designations can be found attached to this report.



Aerial Map, Source: City of Phoenix Planning and Development Department

EXISTING CONDITIONS AND SURROUNDING LAND USES

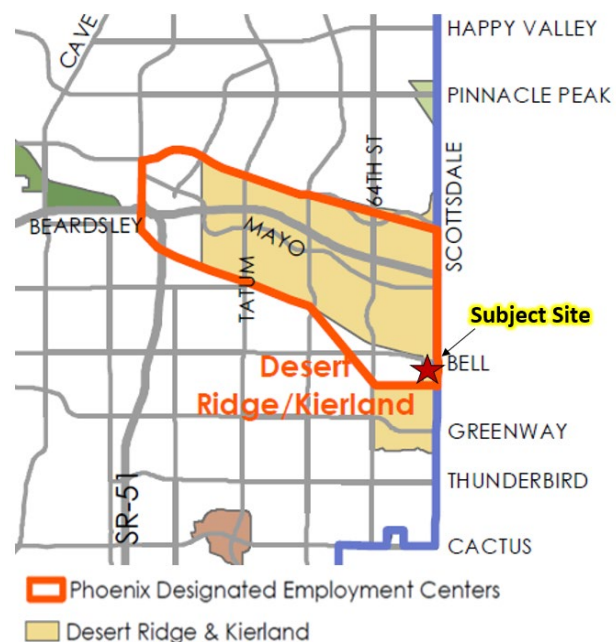
There is one existing commercial building on the southwest quadrant of the site. The table below provides a summary of the surrounding General Plan (GP) Land Use Map

designations, existing land uses and zoning.

Location	GP Land Use	Existing Land Uses	Zoning
North (across Bell Road)	Parks/Open Space – Publicly Owned	Canal and Hotel	R1-14 and C-2
South	Industrial	Convenience store	C-2
East (across Scottsdale Road)	Mixed Use Neighborhoods/Regional Use District	Commercial office/shopping center	Planned Regional Center (PRC) (City of Scottsdale)
West	Industrial	Retail	C-2

Surrounding Land Use Designations, Land Use and Zoning

The site falls within the boundaries of the Maricopa Association of Governments designated Desert Ridge/Kierland major employment center and City of Phoenix designated employment center. Providing additional housing options in close proximity to the nearby workforce will add to the sustainability of established office space and commercial uses built around the Desert Ridge/Kierland Major Employment Center.



Major Employment Center Map, Source: City of Phoenix Planning & Development Department

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.

The proposed request supports the proposed development that is compatible in scale and intensity with the surrounding area. The development is located in a mixed-use corridor where adjacent properties are residential or commercial. The site also sits on the corner of two Major Arterials. The concentration of people within an Employment center and near employment uses and transportation corridors promotes the sustainability of nearby commercial uses. Further, the opportunity to add additional housing choices is consistent with the goals of the Housing Phoenix Plan.

- **CONNECT PEOPLE AND PLACES CORE VALUE; CORES, CENTERS AND CORRIDORS; LAND USE PRINCIPLE: Locate land uses with the greatest height and most intense uses within village cores, centers and corridors based on village character, land use needs, and transportation system capacity.**

The proposed land use map amendment would facilitate the opportunity for additional residential and commercial development adjacent to existing transit lines and within a corridor that has supported additional height and intensity.

- **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 residential options adjacent to major arterial streets and in close proximity to Kierland Commons and the larger Scottsdale Road corridor.

CONCLUSION AND RECOMMENDATION

Staff recommends approval of GPA-PV-1-21-2 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 a transportation corridor.

Writer

David Simmons
September 28, 2021

Exhibits

Sketch Maps (2 pages)

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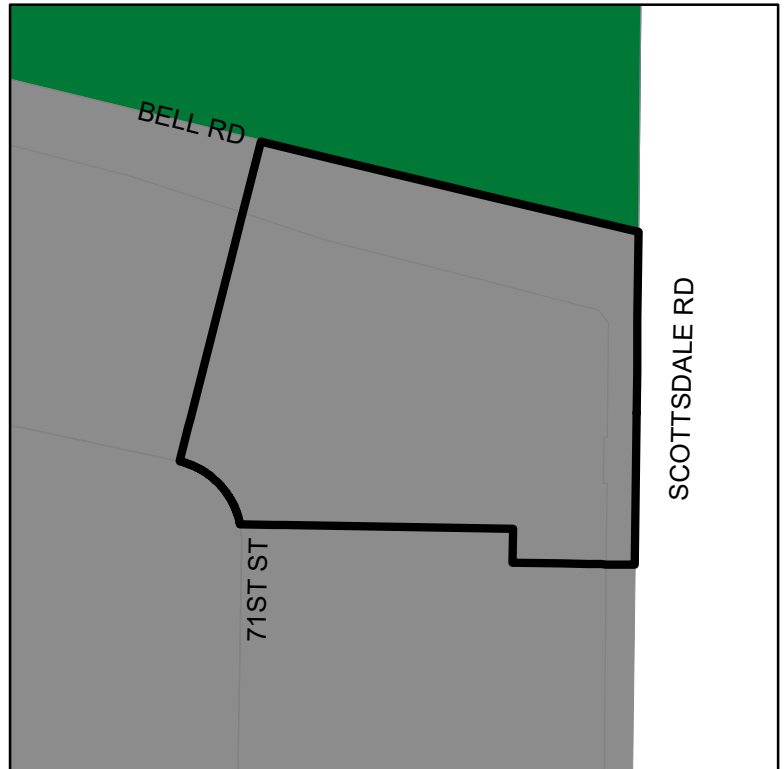
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APPLICATION NO: GPA-PV-1-21-2	ACRES: 2.56 +/-
VILLAGE: Paradise Valley	COUNCIL DISTRICT: 2
APPLICANT: John H Berry, The Hampton Group Inc	

EXISTING:

Industrial (2.56 +/- Acres)

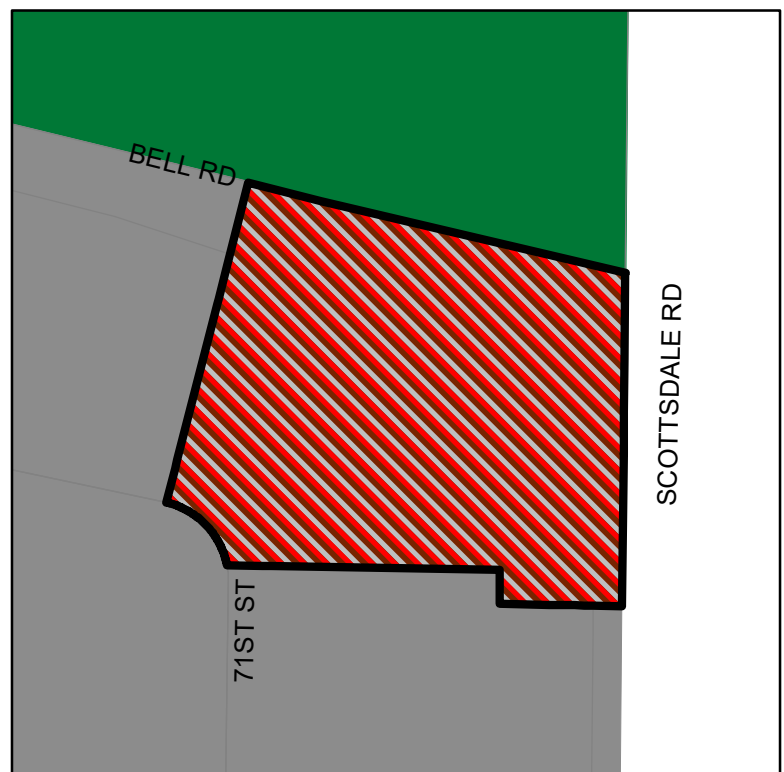
-  Proposed Change Area
-  Industrial
-  Parks/Open Space - Publicly Owned



PROPOSED CHANGE:

Mixed Use (Commercial/Commerce Park/Residential
15+ du/ac (2.56 +/- Acres)

-  Proposed Change Area
-  Mixed Use (Commercial /
Commerce Park / Residential 15+ du/ac)



GENERAL PLAN AMENDMENT

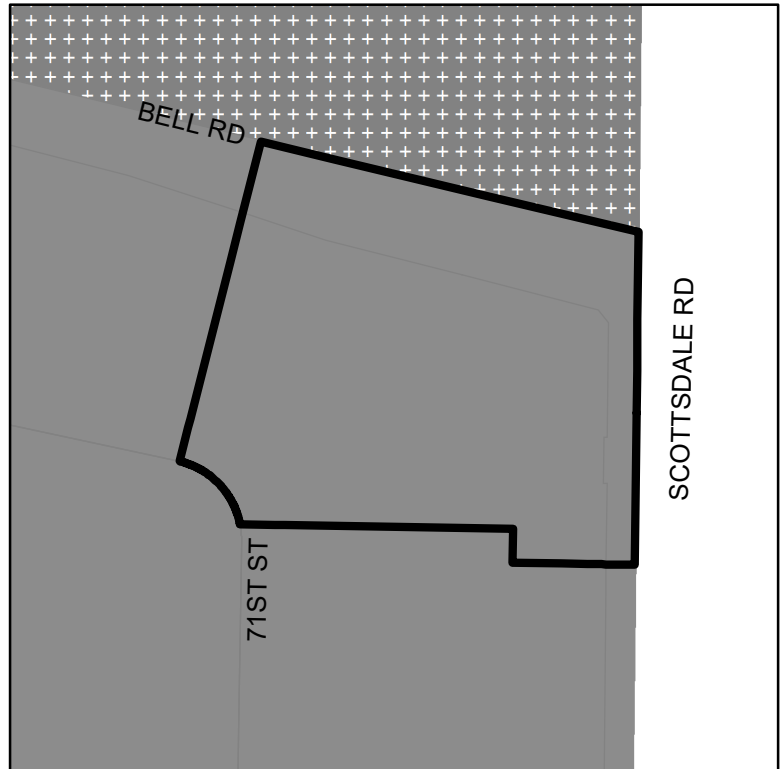
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APPLICATION NO: GPA-PV-1-21-2_BW	ACRES: 2.56 +/-
VILLAGE: Paradise Valley	COUNCIL DISTRICT: 2
APPLICANT: John H Berry, The Hampton Group Inc	

EXISTING:

Industrial (2.56 +/- Acres)

-  Proposed Change Area
-  Industrial
-  Parks/Open Space - Publicly Owned



PROPOSED CHANGE:

Mixed Use (Commercial/Commerce Park/Residential
15+ du/ac (2.56 +/- Acres)

-  Proposed Change Area
-  Mixed Use (Commercial /
Commerce Park / Residential 15+)

