



City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT
STAFF ANALYSIS**
December 7, 2021

<u>Application:</u>	GPA-DV-2-21-1
<u>Applicant:</u>	Toll Brothers
<u>Owner:</u>	Happy Valley 19, LLC
<u>Representative:</u>	Nick Wood, Esq., Snell & Wilmer, LLP
<u>Location:</u>	Approximately 270 feet north of the northeast corner of 19th Avenue and Happy Valley Road
<u>Acreage:</u>	13.48 acres
<u>Current Plan Designation:</u>	Residential 3.5 to 5 dwelling units per acre (4.41 acres), Commercial (4.97 acres), Mixed Use (Commercial / Commerce Park) (4.10 acres)
<u>Requested Plan Designation:</u>	Residential 15+ dwelling units per acre (13.48 acres)
<u>Reason for Requested Change:</u>	Minor General Plan Amendment to allow multifamily residential uses
<u>Deer Valley Village Planning Committee Date:</u>	December 9, 2021
<u>Staff Recommendation:</u>	Approval

FINDINGS:

- 1) The proposed General Plan Land Use Map designation of 15+ dwelling units per acre provides a transition in scale and intensity from development on the west side of 19th Avenue.
- 2) The Residential 15+ dwelling units per acre land use designation will permit residential development that will add to the diverse housing options in the area within close proximity to a designated employment center.

- 3) The companion rezoning case, Z-48-21-1, contains development standards that will promote development at an appropriate scale for the general area.

BACKGROUND

The subject site is located approximately 270 feet north of the northeast corner of 19th Avenue and Happy Valley Road. The eastern portion of the site is occupied by four single-family homes. The western portion of the site, abutting 19th Avenue, is currently vacant. The companion Rezoning Case No. Z-48-21-1 is a request to allow PUD zoning for multifamily residential uses on the entirety of the site.

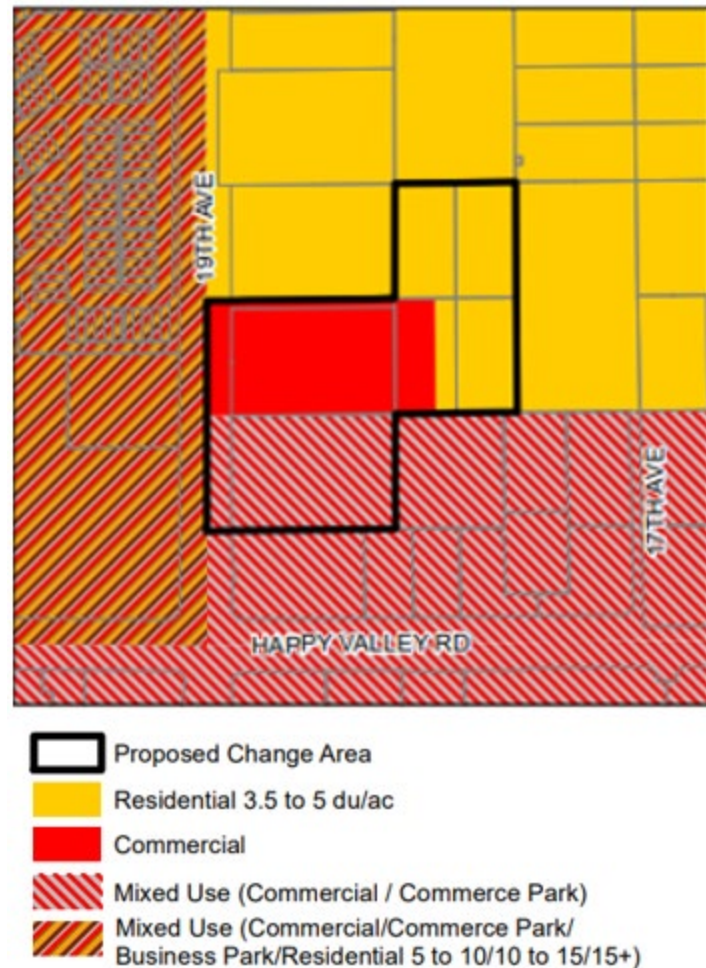
Currently, the General Plan Land Use Map designation on the site is Residential 3.5 to 5 dwelling units per acre, Commercial, and Mixed Use (Commercial / Commerce Park). The eastern portion of the site is currently in unincorporated Maricopa County. The commercial designation on the site is depicted in red on the graphic to the right. The existing residential 3.5 to 5 dwelling units per acre designation is depicted in yellow. An annexation application for that portion of the site is actively being pursued by the applicant.

The site is located near two major arterials streets. An existing bus stop and bus stop pad is located on the east side of 19th Avenue just to the south of the site. A City of Phoenix designated bike lane is also located along 19th Avenue.

The area surrounding the subject site has seen a significant amount of investment in the last 10 years. This investment has positioned the area between Jomax Road and north of the Deer Valley Airport as a corridor for mixed-use, industrial, commerce park and multifamily residential development.

EXISTING CONDITIONS AND SURROUNDING LAND USES

There are four existing single-family residential homes on the eastern portion of the site, pending annexation into the City of Phoenix limits. The western portion of the site is comprised of vacant land that is zoned C-O/M-O (Commercial Office, Major Office



Existing General Plan Land Use Map, Source: City of Phoenix Planning and Development Department

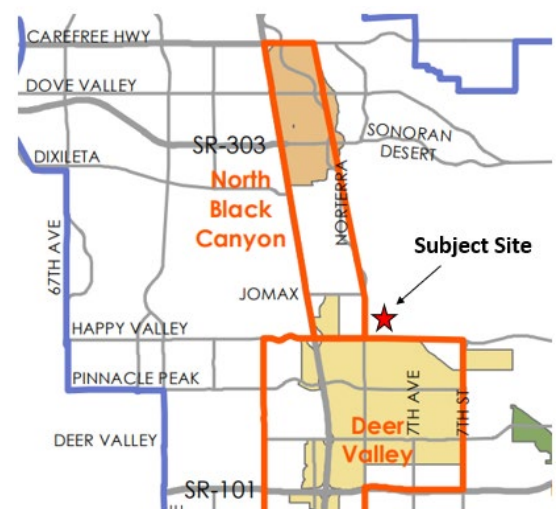
District). The western portion of the site is comprised of four residential lots. The table below provides a summary of the surrounding General Plan (GP) Land Use Map designations, existing land uses and zoning.

Location	GP Land Use	Existing Land Uses	Zoning
North	Residential 3.5 to 5 dwelling units per acre	Vacant	RU-43 (Maricopa County)
South	Mixed Use (Commercial, Commerce/Business Park)	Convenience store, commercial retail, and self-service storage facility	C-2 and C-2 SP
East	Residential 3.5 to 5 dwelling units per acre and Mixed Use (Commercial / Commerce Park)	Vacant and self-service storage facility	S-1 and C-2 SP
West (abutting and across 19th Avenue)	Residential 3.5 to 5 dwelling units per acre and Mixed Use (Commercial, Commerce/Business Park, Residential 5-10 dwelling units per acre, Residential 10-15 dwelling units per acre, and Residential 15+ dwelling units per acre)	Multifamily residential, APS electrical substation, and vacant	PUD and RU-43 (County)

Surrounding Land Use Designations, Land Use and Zoning

The site is located within close proximity of the Maricopa Association of Governments (MAG) designated North Black Canyon and Phoenix designated Deer Valley employment centers. This proposal will provide new housing opportunities for existing residents and the workforce in these two major employment centers.

The request facilitates additional residential options adjacent to major arterial streets and in close proximity to Norterra and the larger Happy Valley Road corridor. The proposed development is sensitive to surrounding residential and commercial development, thereby warranting the reasonable



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

levels of height and density proposed between the more intense Norterra development to the west and the more rural residential to the east.

A mix of housing types are encouraged in and around employment centers and commercial corridors. The North Black Canyon employment center profile provided by the City of Phoenix Community and Economic Development Department identifies this corridor as having a mix of workers in the current labor pool that mirrors the metro area with a solid base of management as well as sales, clerical and administrative personnel. Workers in the North Black Canyon area are also well educated. Providing additional residential options in close proximity to the nearby office spaces in this rapidly growing area will add to the sustainability of the established employment center and the Norterra area overall.

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 development proposal will provide a transition in land use that will maintain an appropriate character and scale compatible with existing entitlements and surrounding land uses in the general area. This proposal is appropriately located along an arterial street, near a major street intersection, and close proximity to employment centers. Further, the opportunity to add additional housing choices is consistent with the goals of the Housing Phoenix Plan.

- **CONNECT PEOPLE AND PLACES CORE VALUE; OPPORTUNITY SITES; LAND USE PRINCIPLE: Support reasonable levels of increased intensity, respectful of local conditions and surrounding neighborhoods.**

The request and concurrent rezoning case Z-48-21-1 proposes multifamily development adjacent to an arterial street and within close proximity to a major street intersection with existing or planned bus service and designated bicycle lanes. The concentration of people within or adjacent to an employment center and near employment uses and transportation corridors 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 request facilitates additional residential options adjacent to major arterial

streets, in close proximity to Norterra and the larger Happy Valley Road corridor as well as in close proximity to two major employment centers.

CONCLUSION AND RECOMMENDATION

Staff recommends approval of GPA-DV-2-21-1 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 along a major arterial and nearby employment centers.

Currently, there is a transition along the Norterra community towards mix of housing types and commercial services. Recent development suggests the area around Norterra 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, west, and north of the subject site.

This proposed Minor General Plan Amendment request is consistent with surrounding land use transitions and General Plan Land Use Map designations in the general area.

Writer

David Simmons
December 07, 2021

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-2-21-1_BW	ACRES: 13.48 +/-
VILLAGE: Deer Valley	COUNCIL DISTRICT: 1
APPLICANT: Toll Brothers	

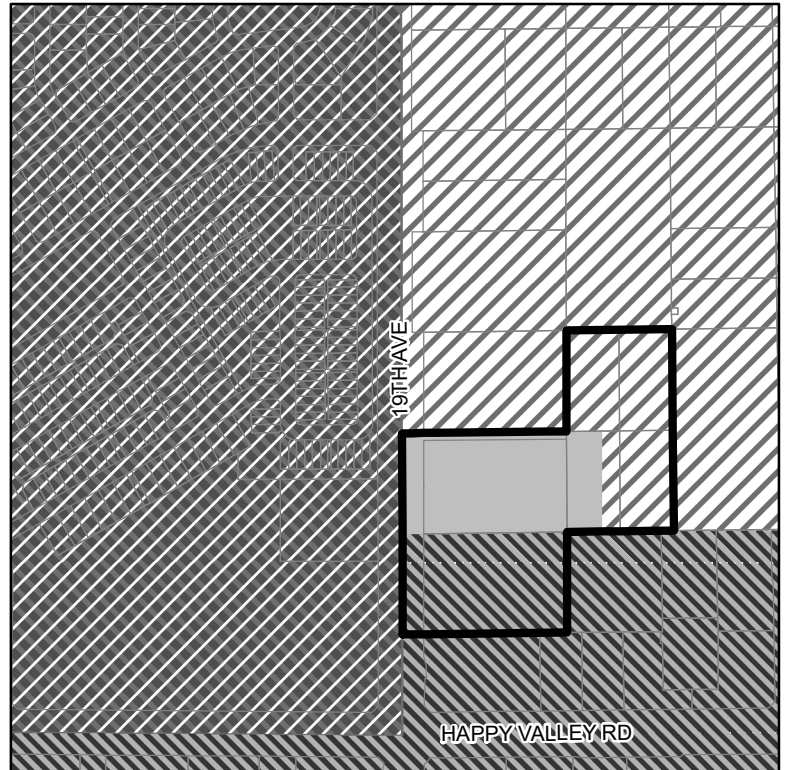
EXISTING:

Residential 3.5 to 5 du/ac (4.41 +/- Acres)

Commercial (4.97 +/- Acres)



Mixed Use (Commercial/Commerce Park) (4.10 +/- Acres)

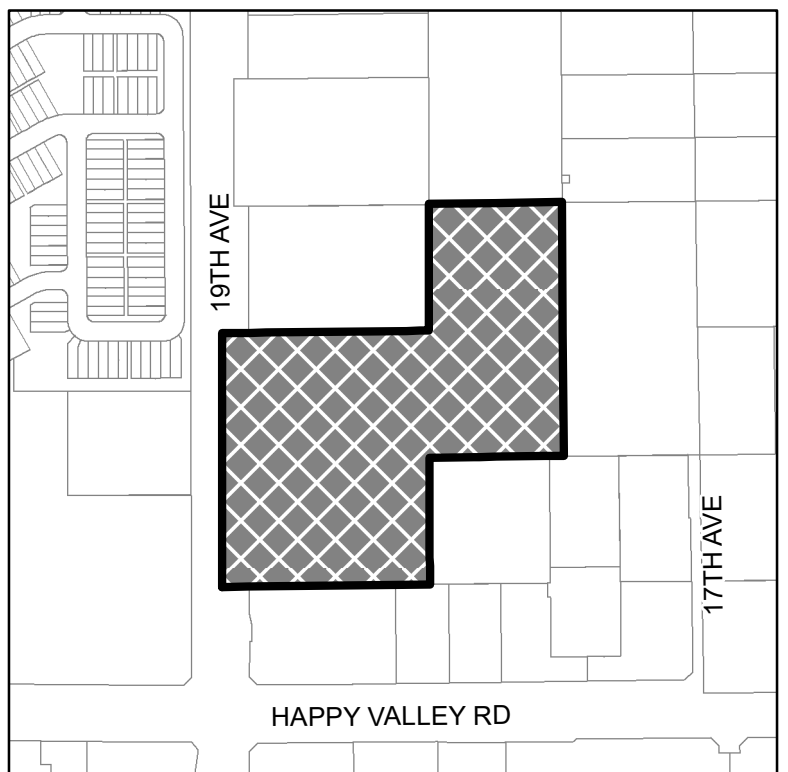
-  Proposed Change Area
-  Residential 3.5 to 5 du/acre
-  Commercial
-  Mixed Use (Commercial / Commerce Park)
-  Mixed Use (Commercial/Commercial Park/
Residential 5 to 10/10 to 15/15+)



PROPOSED CHANGE:

Residential 15+ du/ac (13.48 +/- Acres)

-  Proposed Change Area
-  Residential 15+ du/acre



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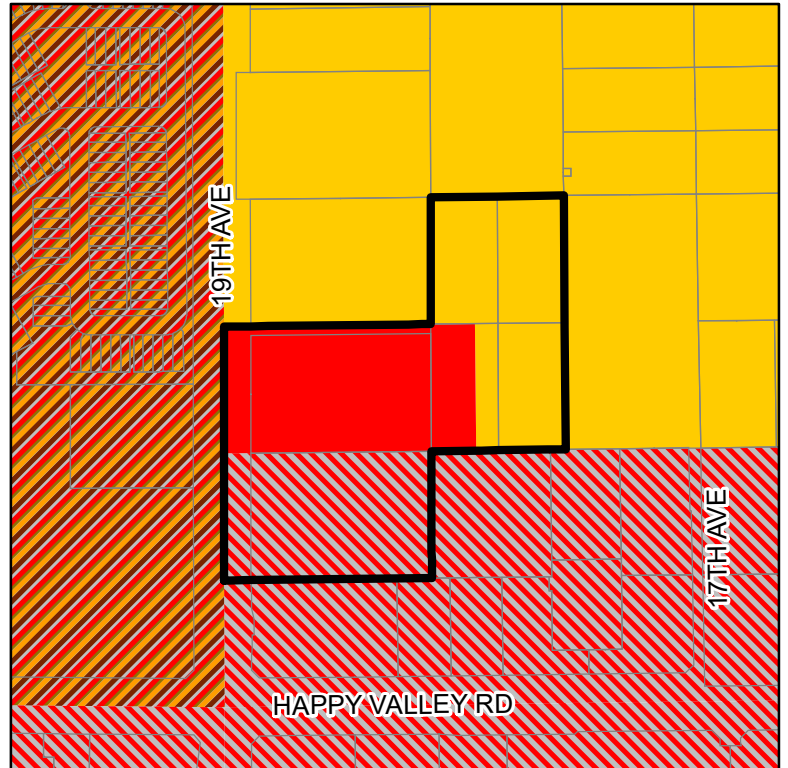
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Business Park/Residential 5 to 10/10 to 15/15+)



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