



**City of Phoenix**  
PLANNING & DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT  
STAFF ANALYSIS**  
December 4, 2023

Application: GPA-LV-3-23-7

Applicant/Representative: Jennifer Hall, Rose Law Group, PC

Owner: Laveen Land Holdings, LLC

Location: Southwest corner of the 78th Avenue and Alta Vista Road alignments

Acreage: 18.96 acres

Current Plan Designation: [Residential 3.5 to 5 dwelling units per acre](#) (15.85 acres), [Commerce / Business Park](#) (2.94 acres) and [Park/Open Space - Publicly Owned](#) (0.17 acres)

Requested Plan Designation: [Residential 3.5 to 5 dwelling units per acre](#) (18.96 acres)

Reason for Requested Change: Minor General Plan Amendment for a single-family residential community

[Laveen Village Planning Committee](#) Meeting Date: December 11, 2023

Staff Recommendation: Approval

**FINDINGS:**

- 1) The proposed Residential 3.5 to 5 dwelling units per acre General Plan Land Use Map designation is compatible with adjacent designations to the west and north.
- 2) The companion rezoning case, Z-56-23-7, proposes a development that is consistent in scale and character with the land uses in the surrounding area to the south and east.

- 3) The companion rezoning case, Z-56-23-7, as stipulated, provides enhanced open space and design standards to make the proposed development a compatible addition to the area.

## **BACKGROUND**

The subject site is 18.96 gross acres and is located at the southwest corner of the 78th Avenue and Alta Vista Road alignments. The subject site is currently vacant. The companion rezoning case Z-56-23-7 is requesting to rezone the site from County RU-43 (Pending S-1) (One Acre Per Dwelling Unit, Pending Ranch or Farm Residence) to R1-6 (Single-Family Residence District) to allow single-family residential.

This request proposes a minor amendment to the General Plan Land Use Map to allow single-family residential uses. The proposal will modify the land use designation from 15.85 acres of Residential 3.5 to 5 dwelling units per acre, 2.94 acres of Commerce / Business Park, and 0.17 acres of Parks/Open Space – Publicly Owned to 18.96 acres of Residential 3.5 to 5 dwelling units per acre.

## **SURROUNDING LAND USES**

The subject site is currently vacant. The current General Plan Land Use Map designation for the site is Residential 3.5 to 5 dwelling units per acre, Commerce / Business Park, and Parks/Open Space – Publicly Owned.

### **NORTH**

North of the subject site, across the Alta Vista Road alignment, are the boundaries of the Salt River and is designated Commerce / Business Park and Parks/Open Space – Publicly Owned.

### **NORTH**

North of the subject site are large lot single-family homes or ranch or farm residences designated Residential 3.5 to 5 dwelling units per acre.

### **SOUTH**

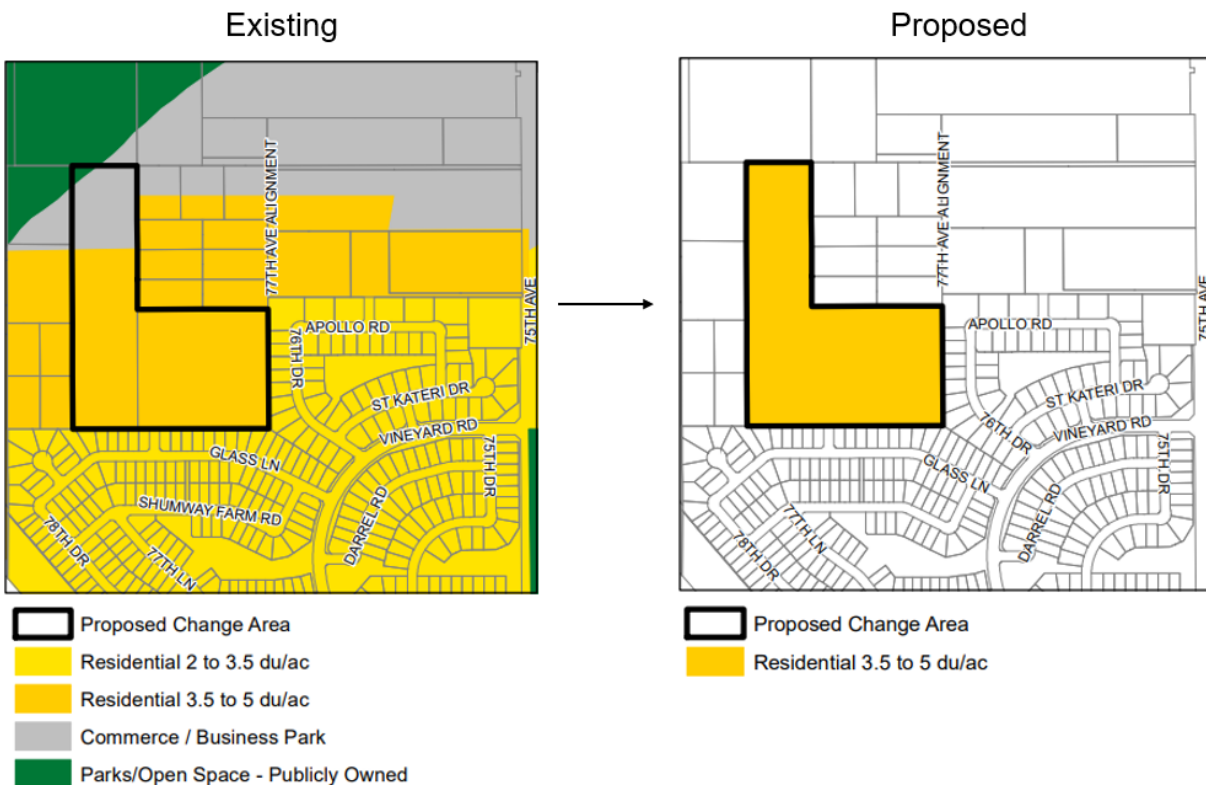
South of the subject site is a single-family residential development designated Residential 2 to 3.5 dwelling units per acre.

### **EAST**

East of the subject site is a single-family residential development designated Residential 2 to 3.5 dwelling units per acre.

### **WEST**

West of the subject site are vacant, commercial, and single-family residential uses designated Residential 3.5 to 5 dwelling units per acre.



*Existing and Proposed General Land Use Designation Maps  
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; OPPORTUNITY SITES; LAND USE PRINCIPLE:** Support reasonable levels of increased intensity, respectful of local conditions and surrounding neighborhoods.

The proposal provides a reasonable level of intensity that is respectful to local conditions. The companion rezoning case, Z-56-23-7, includes stipulations for enhanced elevations and open space, to ensure the proposal will be compatible with the area's character.

- **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.

- **CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; CERTAINTY & CHARACTER; LAND USE PRINCIPLE: Protect residential areas from concentrations of incompatible land uses that could change their character or destabilize land values.**

The proposed rezoning case, Z-56-23-7, will develop vacant property with a single-family residential development that is compatible with the surrounding residential uses which will protect the area from incompatible land uses.

### **CONCLUSION AND RECOMMENDATION**

Staff recommends approval of GPA-LV-3-23-7. The proposed land use map designation allows for future single-family residential development of this site that is compatible with surrounding designations. The companion rezoning case, Z-56-23-7, as stipulated, will require enhanced standards for elevations, open space, dedication Shared Use Path, and pedestrian connections.

#### **Writer**

Nayeli Sanchez Luna  
December 4, 2023

#### **Team Leader**

Racelle Escolar

#### **Exhibits**

Sketch Maps (2 pages)






# GENERAL PLAN AMENDMENT

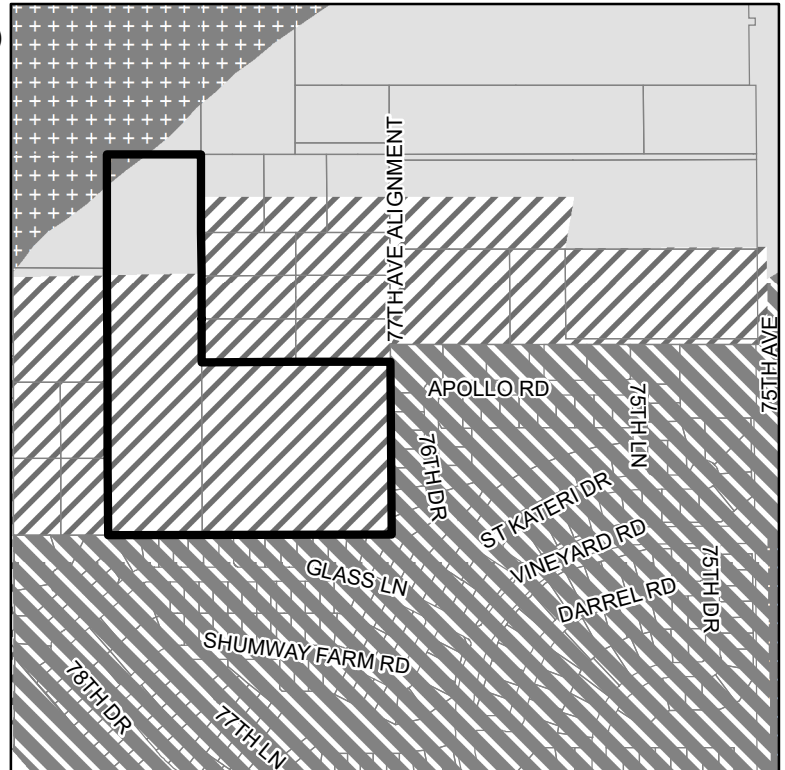
CITY OF PHOENIX ♦ PLANNING & DEVELOPMENT DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882

APPLICATION NO: GPA-LV-3-23-7	ACRES: 18.96 +/-	REVISION DATE:
VILLAGE: LAVEEN	COUNCIL DISTRICT: 7	
APPLICANT: Jennifer Hall		

## EXISTING:



Residential 3.5 to 5 du/ac ( 15.85 +/- Acres)  
 Commerce / Business Park ( 2.94 +/- Acres)  
 Parks/Open Space - Publicly Owned ( 0.17 +/- a.c.)

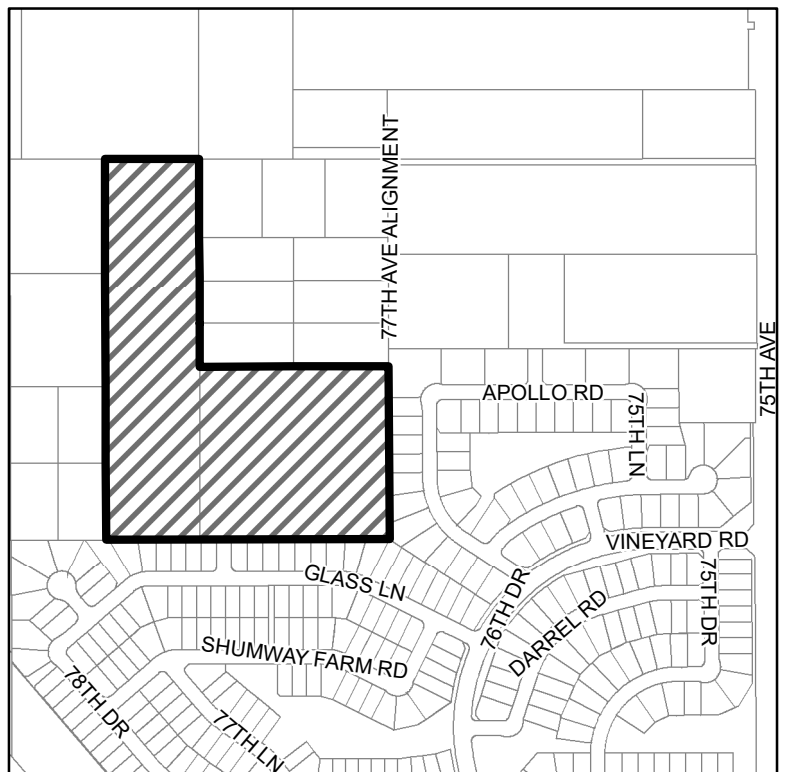
-  Proposed Change Area
-  Residential 2 to 3.5 du/acre
-  Residential 3.5 to 5 du/acre
-  Commerce / Business Park
-  Parks/Open Space - Publicly Owned



## PROPOSED CHANGE:

Residential 3.5 to 5 du/ac du/ac ( 18.96 +/- Acres)

-  Proposed Change Area
-  Residential 3.5 to 5 du/acre








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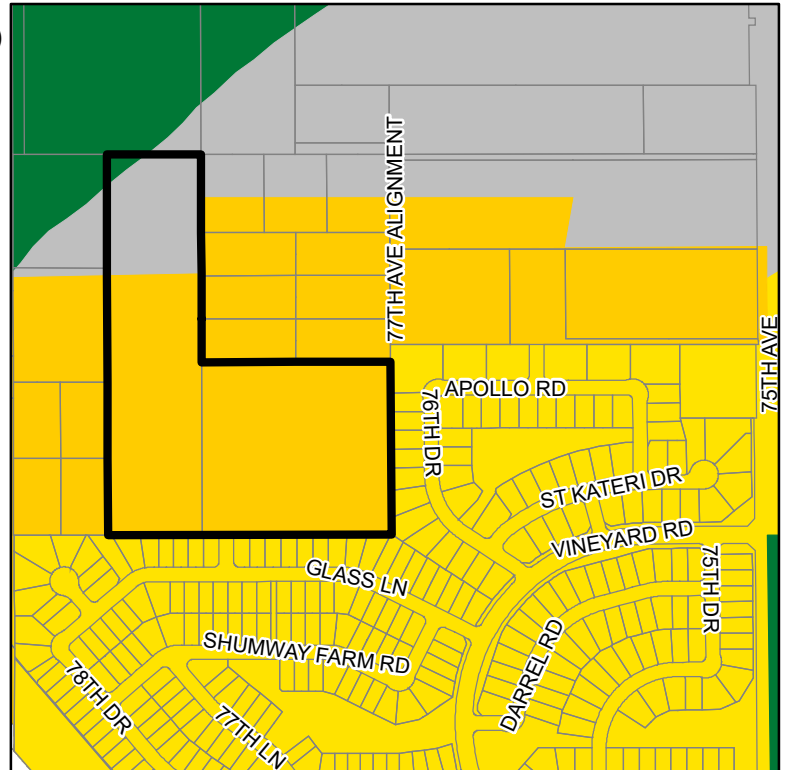
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