



**City of Phoenix**  
PLANNING & DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT  
STAFF ANALYSIS**  
March 7, 2022

Application: GPA-EST-2-21-7

Applicant: Merit Partners

Owner: Murphy School District No. 21

Representative: Jason Morris, Withey Morris, PLC

Location: Southeast corner of 27th Avenue and Buckeye Road

Acreage: 19.88 acres

Current Plan Designation: [Commercial](#) (4.99 acres) and [Public/Quasi-Public](#) (14.89 acres)

Requested Plan Designation: [Industrial](#) (19.88 acres)

Reason for Requested Change: Minor General Plan Amendment to change the designation to industrial to allow for industrial redevelopment of the property

Estrella Village Planning Committee Date: March 15, 2022

Staff Recommendation: Approval

**FINDINGS:**

- 1) The proposed General Plan Land Use Map designation of Industrial would allow uses such as warehousing, manufacturing, and processing, which are consistent in character with the land uses in the surrounding area.
- 2) The companion rezoning case, Z-79-21-7, proposes an industrial use of the site that is consistent in scale and character with land uses in the general area.

- 3) The subject site is appropriate for industrial use at the corner of two arterial streets and in close proximity to a freeway, serving as major transportation routes.

## **BACKGROUND**

The subject site is located on the southeast corner of 27th Avenue and Buckeye Road and was formerly used as the Garcia Elementary School until the use was discontinued by the Murphy Elementary School District in 2018. The companion Rezoning Case No. Z-79-21-7 is requesting to rezone the subject site from C-3 (General Commercial District) and R-3 (Multifamily Residence District) to A-1 (Light Industrial District) to allow light industrial development. Two new light industrial buildings are proposed to replace the existing unused former school buildings on the subject site.

The General Plan Land Use Map designates the subject site as Commercial in the northern portion of the site and Public/Quasi-Public in the southern portion of the site. The Commercial land use designation accommodates office, retail, service, and multi-family development at varying scales and intensity of uses. The Public/Quasi-Public designation includes schools, churches, wastewater treatment plants, landfills, government complexes and utility facilities. The former school use was consistent with the Public/Quasi-Public designation.

In 1999, the City of Phoenix approved the Estrella Village 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. The proposed land use map in the Estrella Village Plan identifies the subject site with the same land use designation as the General Plan.

The proposed General Plan Land Use Map amendment to Industrial will allow a land use map designation that is consistent with the concurrent rezoning case, Z-79-21-7, which proposes a light industrial use. The Industrial land use designation allows for warehousing, manufacturing, and processing businesses. These uses located at the subject site would be appropriate, as it is located along two arterial streets, near a freeway, and is surrounded by zoning of similar intensity. These uses located at the subject site would provide employment opportunities for the area at a context-appropriate location, allowing truck traffic to utilize arterial streets, and minimizing impacts on residential uses.

## **SURROUNDING LAND USES**

The proposed General Plan Land Use Map amendment is located in the eastern portion of the Estrella Village and is generally bounded by Buckeye Road to the north, the Pima Street alignment to the south, 27th Avenue to the west, and west of 25th Avenue to the east.

North of the subject site, across Buckeye Road, there is a large-scale auto parts store, zoned C-3 (General Commercial District) and A-2 (Industrial District) and designated as Commercial on the General Plan Land Use Map.

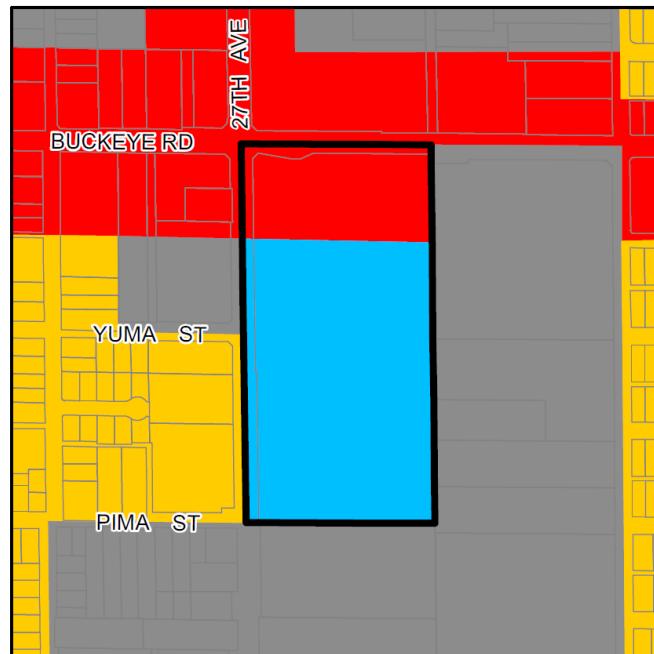
East of the subject site is a used auto salvage yard zoned A-1 (Light Industrial District) and designated as Industrial on the General Plan Land Use Map.

South of the subject site is a construction equipment supplier with open equipment storage zoned A-2 (Industrial District) and designated as Industrial on the General Plan Land Use Map.

West of the subject site, near the southwest corner of 27th Avenue and Buckeye Road, is a gas station and Phoenix Fire Department station, zoned C-3 (General Commercial District) and designated Commercial on the General Plan Land Use Map. Furthermore, the General Plan Land Use Map has designated properties as Industrial and Residential 3.5 to 5 dwelling units per acre across 27th Avenue. These properties include a vacant lot, a truck trailer storage lot, a general contractor's yard, and a union office.

Public/Quasi Public ( +/- 14.89 Acres)  
Commercial ( +/- 4.99 Acres)

- Proposed Change Area
- Residential 3.5 to 5 du/ac
- Commercial
- Industrial
- Public/Quasi-Public



Existing General Plan Land Use Map designation, Source: Planning and Development Department

## **RELATIONSHIP TO GENERAL PLAN CORE VALUES AND PRINCIPLES**

### **CONNECT PEOPLE AND PLACES**

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

The proposed General Plan Land Use Map amendment and companion rezoning case will allow industrial redevelopment of a property containing unused former educational facilities. This will allow productive use of the property that is surrounded by similar intensity industrial and commercial uses, not impacting any residential neighborhoods in the area. Furthermore, the site is appropriately located at the corner of two arterial streets and within a half mile of the Interstate 17, providing adequate transportation options. Lastly, as stipulated through the companion rezoning case, the development will incorporate appropriate development standards respectful of local conditions and surrounding neighborhoods.

### **STRENGTHEN OUR LOCAL ECONOMY**

- ***MANUFACTURING/INDUSTRIAL DEVELOPMENT: LAND USE PRINCIPLE: Support the expansion of industrial zoning in targeted industrial areas.***

The proposed minor General Plan Land Use Map Amendment, along with the companion rezoning case, Z-79-21-7, will expand industrial zoning to the subject site, at an appropriate location for industrial development. This will provide job generating uses that strengthen Phoenix's industrial sector and add to a diverse set of employment opportunities.

### **BUILD THE SUSTAINABLE DESERT CITY**

- ***TREES AND SHADE: DESIGN PRINCIPLE: Integrate trees and shade into the design of new development and redevelopment projects throughout Phoenix.***

As stipulated in the companion rezoning case Z-79-21-7, the proposed industrial development will incorporate standards that require trees and shade to be provided on the property and along the perimeters. The development, as stipulated, will include enhanced landscape setbacks and detached sidewalks along both street frontages to provide additional shade to pedestrians and will include shaded employee nodes within the property.

## **CONCLUSION AND RECOMMENDATION**

The staff recommendation for GPA-EST-2-21-7 is to approve as filed, as **Industrial**. The proposed land use map designation is consistent in scale and character with the existing land uses in the surrounding area. The subject site has adequate access for industrial uses, as the site is at the corner of two arterial streets and is in close proximity to a freeway. The Industrial land use designation will allow for a variety of uses, such as warehousing, manufacturing, and processing that are well-suited for the location of the subject site. The companion case, Z-79-21-7, as stipulated, will provide compatibility with the surrounding area and enhance the design elements of the site. Approval of the request will facilitate the redevelopment of an underutilized site with uses that are compatible with the surrounding area and provide job generating uses for the local community.

### **Writer**

Anthony Grande  
March 7, 2022

### **Team Leader**

Joshua Bednarek

### **Exhibits**

Sketch Maps (2 pages)

# GENERAL PLAN AMENDMENT

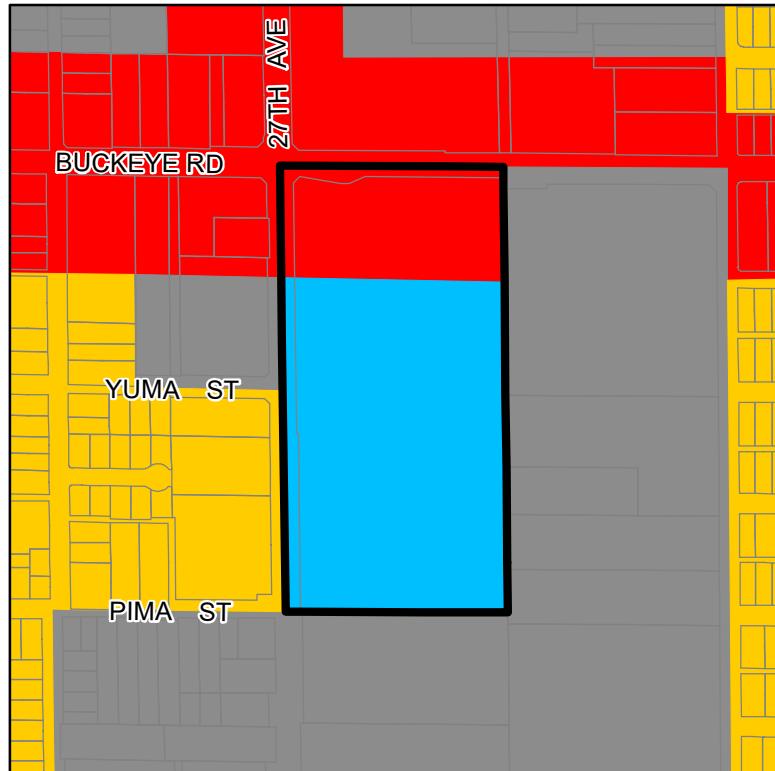
CITY OF PHOENIX ♦ PLANNING & DEVELOPMENT DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882

APPLICATION NO: GPA-EST-2-21-7	ACRES: +/- 19.88	REVISION DATE:
VILLAGE: ESTRELLA	COUNCIL DISTRICT: 7	
APPLICANT: MERIT PARTNERS		

## EXISTING:

Public/Quasi Public ( +/- 14.89 Acres)  
Commercial ( +/- 4.99 Acres)

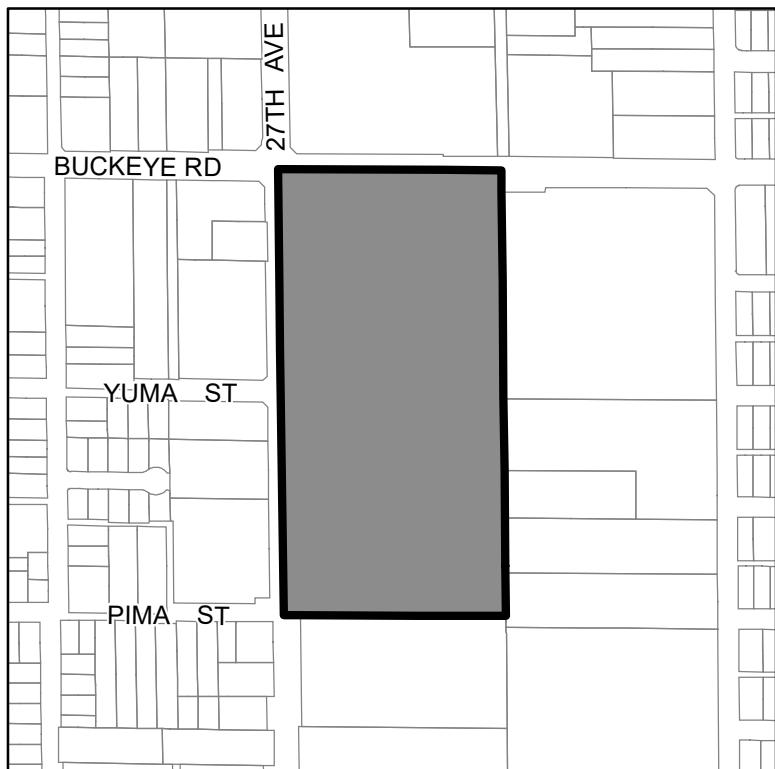
- Proposed Change Area
- Residential 3.5 to 5 du/ac
- Commercial
- Industrial
- Public/Quasi-Public



## PROPOSED CHANGE:

Industrial ( +/- 19.88 Acres)

- Proposed Change Area
- Industrial



# GENERAL PLAN AMENDMENT

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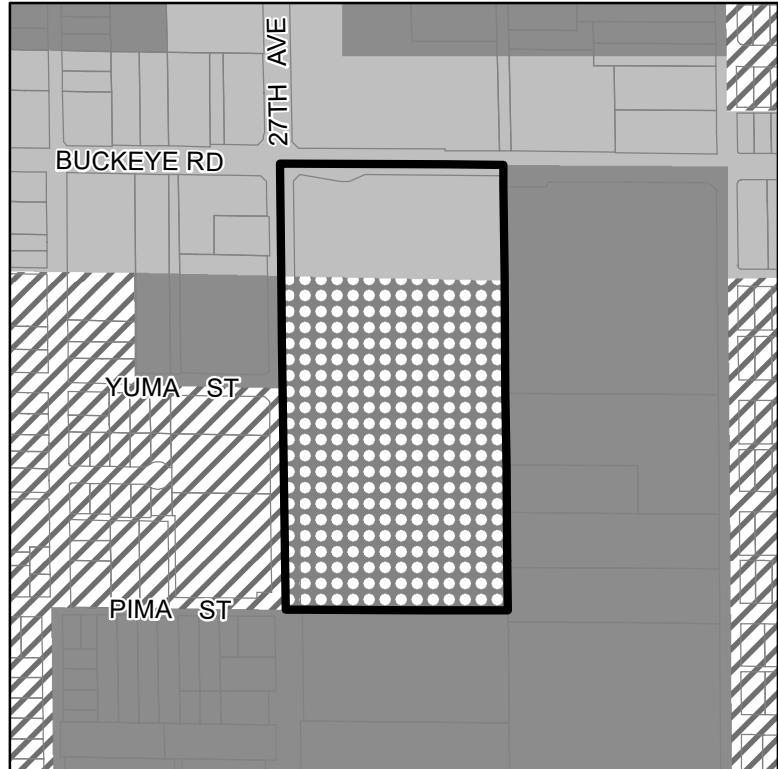
APPLICATION NO: GPA-EST-2-21-7_B&W	ACRES: +/- 19.88	REVISION DATE:
VILLAGE: ESTRELLA	COUNCIL DISTRICT: 7	
APPLICANT: MERIT PARTNERS		

## EXISTING:

Public/Quasi Public ( +/- 14.89 Acres)

Commercial ( +/- 4.99 Acres)

-  Proposed Change Area
-  Residential 3.5 to 5 du/acre
-  Commercial
-  Industrial
-  Public/Quasi-Public



## PROPOSED CHANGE:

Industrial ( +/- 19.88 Acres)

-  Proposed Change Area
-  Industrial

