



City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT
STAFF ANALYSIS**
July 12, 2022

Application: GPA-EST-1-22-7

Applicant: City of Phoenix, Planning Commission

Owner: City of Phoenix

Representative: City of Phoenix, Planning and Development Department

Location: Northeast corner of 67th Avenue and the Roeser Road alignment

Acreage: 85.90 acres

Current Plan Designation: [Residential 1 to 2 dwelling units per acre](#) (44.92 acres)
[Parks/Open Space - Publicly Owned](#) (40.98 acres)

Requested Plan Designation: [Commercial](#) (85.90 acres)

Reason for Requested Change: A minor General Plan Amendment to Commercial to allow commercial uses

[Estrella Village Planning Committee Meeting Date:](#) July 19, 2022

Staff Recommendation: Approval

FINDINGS:

- 1) The subject site exceeds 10 acres, which requires a minor General Plan Amendment to the Land Use Map.
- 2) The companion rezoning case, Z-31-22-7, proposes intermediate commercial zoning on the site, and would allow commercial services for existing and future residents of the area. As stipulated, rezoning case Z-31-22-7 would require future

development on the site to incorporate features such as open space, bicycle parking, and pedestrian connections to help activate the Rio Salado frontage.

- 3) The subject site is within close proximity to the Loop 202 freeway and within the alignment of the future State Route 30 (SR-30) freeway, which will serve as a major transportation corridor for this part of the Phoenix Metropolitan region.

BACKGROUND

The subject site is located at the northeast corner of 67th Avenue and the Roeser Road alignment and is currently used for mining and material extraction. The companion Rezoning Case Z-31-22-7 is requesting to rezone the site from S-1 (Ranch or Farm Residence District) to C-2 (Intermediate Commercial) to allow future commercial uses on the site. The General Plan Land Use Map designates 44.92 acres of the subject site as Residential 1 to 2 dwelling units per acre and 40.98 acres on the southeast portion of the site as Parks/Open Space – Publicly Owned. A public park was planned at subject site, as the property is currently owned by the City of Phoenix, however, this property is identified as being within the preferred alignment of the future SR-30 freeway that will connect the Loop 202 freeway with West Valley communities. Thus, the sale or transfer of this site to the Arizona Department of Transportation (ADOT) is expected in the near future. After the development of the freeway it is anticipated that approximately one quarter of the property will be left for future development.

RIO SALADO

The subject site is also located immediately adjacent to Rio Salado (Salt River), a natural feature that separates the Estrella and Laveen Villages. The activation of Rio Salado is important on both a local and regional scale, as it furthers the vision of creating a connected corridor within the river. This vision is consistent with the intent of adopted policy plans such as the Estrella Village Plan, which encourages the orientation of development towards Rio Salado, encourages connectivity to a region-wide trail system, and identifies the “Rio Salado Area of Influence”.

The requested Commercial land use map designation is consistent with the requested C-2 zoning in the companion rezoning case Z-31-22-7, which as stipulated, would promote the activation of Rio Salado and the immediate street frontage by requiring perimeter visibility, open space, amenities, bicycle parking, a pedestrian connection to Rio Salado, and a multi-use trail along 67th Avenue.

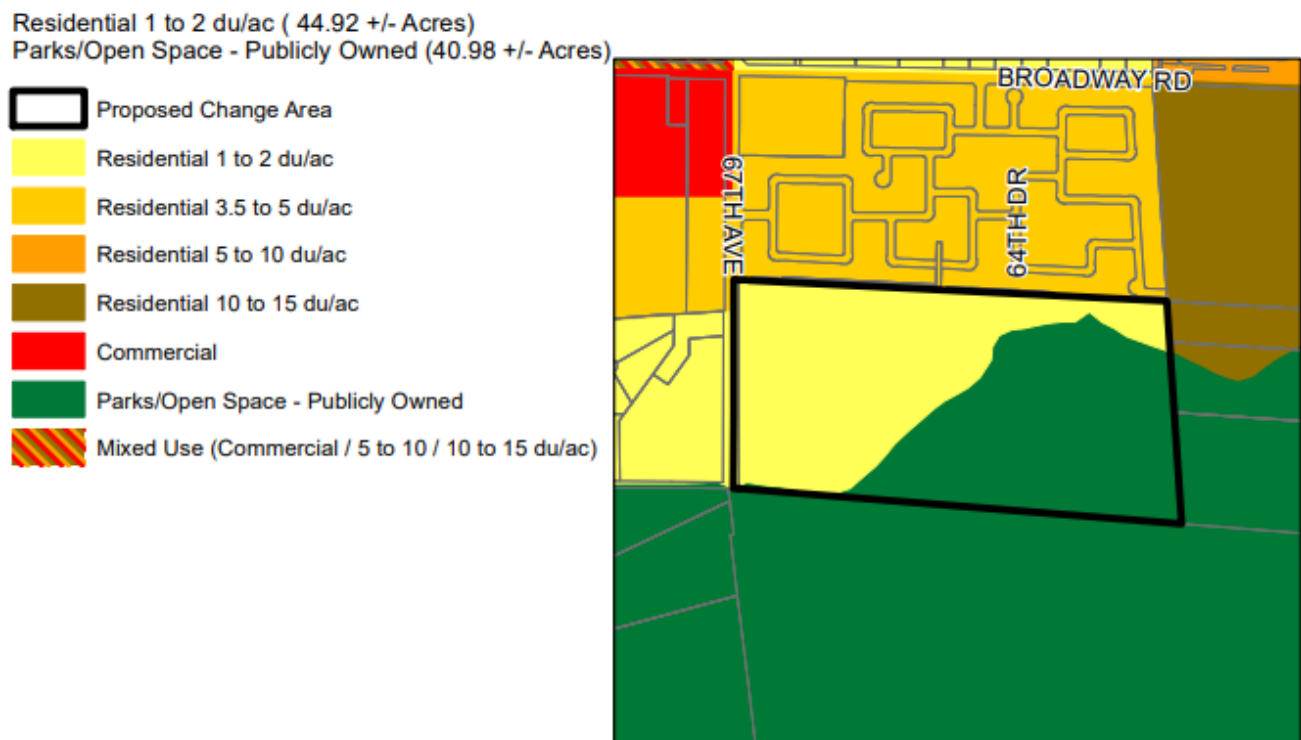
SURROUNDING LAND USES

North of the subject site is vacant land designated Residential 3.5 to 5 dwelling units per acre on the General Plan Land Use Map.

South of the subject site is undeveloped land within the channel of Rio Salado, designated as Parks/Open Space – Publicly Owned on the General Plan Land Use Map.

East of the subject site is undeveloped land designated as Residential 10 to 15 dwelling units per acre and Parks/Open Space – Publicly Owned on the General Plan Land Use Map.

West of the subject site, across 67th Avenue, is an equipment rental facility, a single-family residential subdivision under development, and vacant land. These properties are designated as Residential 1 to 2 dwelling units per acre and Residential 3.5 to 5 dwelling units per are on the General Plan Land Use Map.



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

RELATIONSHIP TO GENERAL PLAN CORE VALUES AND PRINCIPLES

CONNECT PEOPLE AND PLACES

- ***CORES, CENTERS & 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 designation of Commercial is appropriate at this location due to the proximity to an arterial street (67th Avenue), existing Loop 202 freeway, and future State Route 30 freeway. These transportation routes will provide connectivity to and from the site for future users. Furthermore, the site is located along a multi-use trail and shared use pathway alignment, which will promote alternative transportation modes for pedestrians and bicyclists to and from the site.

- ***CANALS AND TRAILS; DESIGN PRINCIPLE: Provide multi-use trail connections where appropriate.***

As stipulated in the companion rezoning case, Z-31-22-7, a multi-use trail is required along the 67th Avenue frontage. This future trail will connect to other trails along and north of Broadway Road, in addition to a shared use path envisioned along Rio Salado. Thus, adding to the regional network of trails and improving recreational opportunities.

CELEBRATE OUR DIVERSE COMMUNITIES & NEIGHBORHOODS

- ***CERTAINTY & CHARACTER: DESIGN PRINCIPLES: Promote neighborhood identity through planning that reinforces the existing landscaping and character of the area. Each new development should contribute to the character identified for the village; Integrate into the development design natural features such as washes, canals, significant topography and existing vegetation, which are important in providing character to new subdivisions.***

As stipulated in the companion rezoning case, Z-31-22-7, future development on the subject site would be required to adhere to the Estrella Village Arterial Street Landscaping Program landscape palette and standards, to promote the identity of the Village. Furthermore, building placement and orientation towards 67th Avenue and Rio Salado will be required elements on future site plans which will undergo a Planning Hearing Officer process. Lastly, open space will be required on the future development of this site and centrally placed and/or provided along the Rio Salado frontage to promote a transition to the river.

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-31-22-7, the proposal will be required to shade the sidewalk along 67th Avenue and uncovered surface

parking stalls. This will help to provide shade for pedestrians and bicyclists in and around the community and to mitigate the urban heat island effect by covering hard surfaces, thus cooling the micro-climate around the vicinity.

CONCLUSION AND RECOMMENDATION

Staff recommends approval of GPA-EST-1-22-7. The proposed land use map designation allows for future commercial development of this site, appropriately located along an arterial street (67th Avenue), existing Loop 202 freeway, and future State Route 30 freeway. The companion rezoning case, Z-31-22-7, as stipulated, will require future uses on the subject site to incorporate features such as open space, bicycle parking, and pedestrian connections to help activate the Rio Salado frontage.

Writer

Enrique Bojórquez Gaxiola
July 12, 2022

Team Leader

Racelle Escolar

Exhibits

Sketch Maps (2 pages)









GENERAL PLAN AMENDMENT

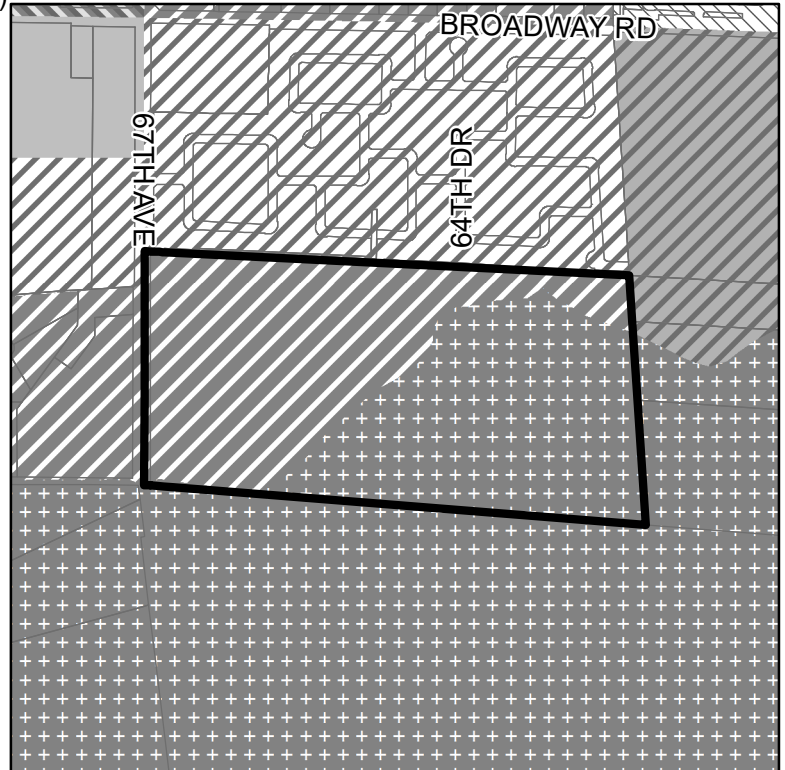
CITY OF PHOENIX ♦ PLANNING & DEVELOPMENT DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882

APPLICATION NO: GPA-EST-1-22-7_BW	ACRES: 85.9 +/-	REVISION DATE:
VILLAGE: Estrella	COUNCIL DISTRICT: 7	
APPLICANT: City of Phoenix, Planning Commission		

EXISTING:



Residential 1 to 2 du/ac (44.92 +/- Acres)
Parks/Open Space - Publicly Owned (40.98 +/- Acres)

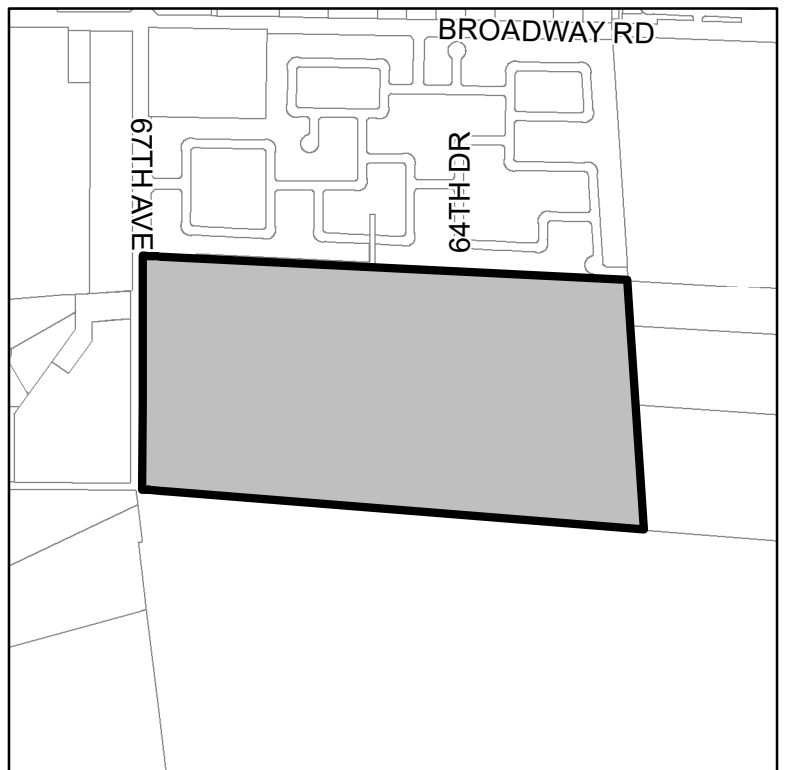
-  Proposed Change Area
-  Residential 1 to 2 du/acre
-  Residential 3.5 to 5 du/acre
-  Residential 5 to 10 du/acre
-  Residential 10 to 15 du/acre
-  Commercial
-  Parks/Open Space - Publicly Owned
-  Mixed Use Commercial 5-10 du/ac



PROPOSED CHANGE:

Commercial (85.9 +/- Acres)

-  Proposed Change Area
-  Commercial



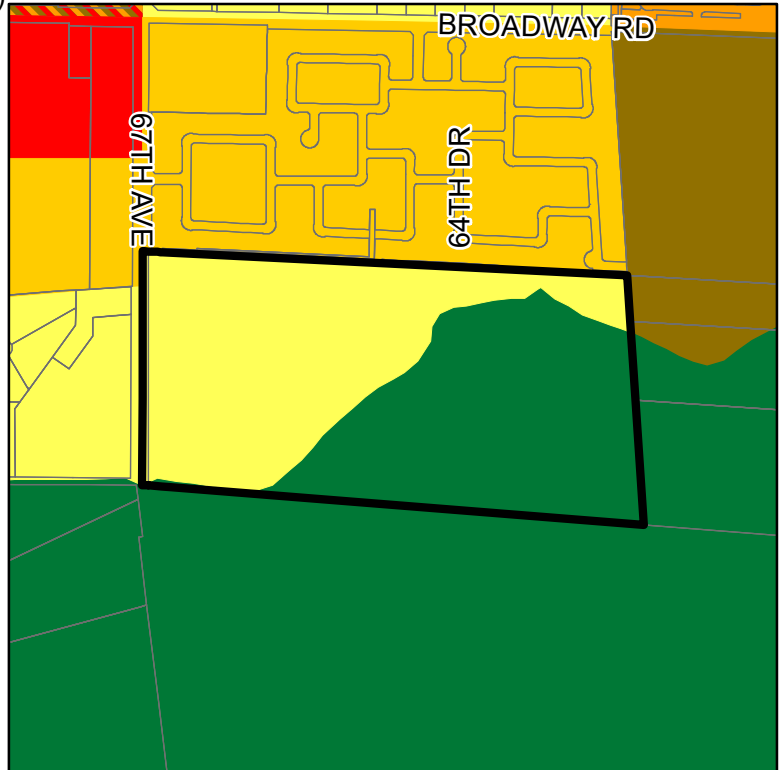
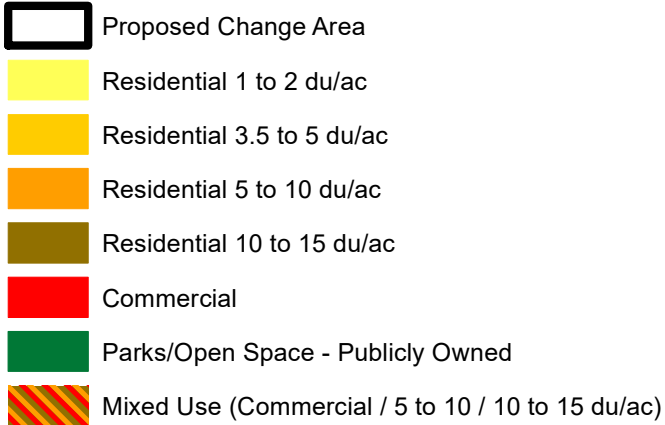
GENERAL PLAN AMENDMENT

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