



City of Phoenix

**GENERAL PLAN AMENDMENT
Staff Analysis and Recommendation**

Application No. GPA-DSTV-4-09-2

REQUESTED AMENDMENT: (To Map)

Applicant: Jason Morris w/Withey Morris PLC

Site Location: Northeast corner of Cave Creek Road and Rancho Paloma Drive

Village: Desert View Acres: 22.83 +/-

Current Plan Designation: Residential 0-2

Requested Plan Designation: Mixed-Use (Commercial and Commerce/Business Park)

Proposal:

To provide a land use classification that is much needed in this village.

Associated Zoning Case (if applicable): Z-54-09-2

STAFF RECOMMENDATION: (Summary)

It is recommended this request be approved.

HEARING SCHEDULE

	<u>Date</u>	<u>Action</u>
Village Planning Committee:	<u>11/3/09</u>	_____
Planning Commission:	<u>11/10/09</u>	_____
City Council:	<u>12/2/09</u>	_____
Ordinance Adoption:	<u>12/2/09</u>	Ordinance # _____



City of Phoenix

PLANNING DEPARTMENT

APPLICATION TO AMEND THE GENERAL PLAN

Application No: GPA-DSTV-4-09-2

I hereby request that the General Plan for Phoenix be amended in the following manner.

Case Type: Map Amendment

Site Location: Northeast corner of Cave Creek Road and Rancho Paloma Drive

Total Acreage: 22.83

Village: Desert View

Reason for requested change:

Proposed commercial uses at the intersection of a major arterial and collector roadway is compatible with existing land use patterns in the area.

Current Plan Designation(s):

Residential 0-2

Request Plan Designation(s):

Commercial

Is this request related to a rezoning application? Y if so, rezoning Case No. Z-54-09-2

Map showing site and requested plan designation(s).

Completed applicant analysis questions.

Applicant: Jason Morris

Phone Number: (602) 230-0600

Address: 2525 E. Arizona Biltmore Cir Suite A-212

City/State/Zip: Phoenix AZ 85016

Company: Withey Morris PLC

E-Mail Address: jason@witheymorris.com

Initiation: Property owner of entire site

I declare that all information submitted is true and correct to the best of my knowledge and belief. I understand that any error in my application may be cause for changing its scheduling.

APPLICANT'S SIGNATURE: _____

DATE: _____



GENERAL PLAN AMENDMENT STAFF ANALYSIS

<u>Application:</u>	GPA-DSTV-4-09-2
<u>Applicant:</u>	Jason Morris – Withey Morris PLC
<u>Location:</u>	Northeast corner of Cave Creek Road and Rancho Paloma Drive
<u>Acres:</u>	22.83 +/-
<u>Current Plan Designation:</u>	Residential 0-2 du/acre
<u>Requested Plan Designation:</u>	Mixed-Use (Commercial and Commerce/Business Park)
<u>Reason For Request:</u>	To allow a condominium warehouse facility and future related uses located at the intersection of two arterial roadways.
<u>Associated Zoning Case:</u>	Z-54-09-2 (Approximately 400 feet east of the northeast corner of Cave Creek Road and Rancho Paloma Drive)
<u>Village Planning Committee Action:</u>	Desert View – November 3, 2009
<u>Staff Recommendation:</u>	Staff recommends approval of this request.

Findings:

- 1) Commercial and commerce park uses are appropriate land uses at the intersection of an arterial and major arterial roadway.
- 2) The immediate area lacks land for commercial, office and business park type uses.
- 3) The proposed General Plan Land Use Map designation is more compatible with the uses planned to the north of the property.

BACKGROUND

The proposed site is a 22.83 acre parcel on the northeast corner of Cave Creek Road and Rancho Paloma Drive. The parcel is vacant with a current General Plan land use designation of Residential 0-2 du/acre. The surrounding parcels are also designated Residential 0-2 du/acre, except the parcel to the south, which is designated Residential 3.5-5 du/ac.

There is currently a city of Phoenix well site to the north and a city of Phoenix fire station and police precinct also under construction to the north. On the west side, across Cave Creek Road, is vacant land approved for R1-8 zoning. On the south, across Rancho Paloma, is vacant land currently approved for R-2 zoning. On the east is a planned city of Phoenix park.

The associated rezoning case, Z-54-09-2, consists of 8.04 acres of the eastern portion of this subject site. The rezoning request is for condominium warehouse storage. This amendment request encompasses the 8.04 acre site as well as the remainder of the immediate corner of Cave Creek Road and Rancho Paloma Drive. If the landowner wishes to develop a use other than what is allowed in the S-1 zoning category, he/she must rezone the remainder of the site. At that time the applicant will have proposed land uses and a site plan that details development standards and appearance of the buildings.

The North Land Use Plan designates the site as Residential 0-2 du/acre. Most of the area north of Pinnacle Peak Road also shows this designation. The staff recommended land use is more in character with the surrounding area to the north and will allow needed services in the area.

RELATIONSHIP TO GENERAL PLAN GOALS AND POLICIES

- **LAND USE**

GOAL 1- URBAN FORM: GROWTH SHOULD BE STRUCTURED INTO A SERIES OF URBAN VILLAGES CHARACTERIZED BY THE FIVE COMPONENTS OF THE URBAN VILLAGE MODEL: CORE, NEIGHBORHOODS, COMMUNITY SERVICE AREAS, REGIONAL SERVICE AREAS, AND OPEN SPACE.

The proposed amendment, along with companion rezoning case, Z-54-09-2, will help implement two neighborhood principles of the Urban Village Model: Include community service areas, as well as protect and enhance the character of each neighborhood through new development that is compatible in scale, design, and appearance. The proposed development is compatible in character to the existing surrounding land uses because of significant perimeter building and landscape setbacks. Future development at the immediate corner would also have to incorporate the 205-foot scenic corridor along Cave Creek Road.

GOAL 12- VILLAGE CHARACTER: THE UNIQUE CHARACTER AND IMAGE OF EACH VILLAGE SHOULD BE RETAINED AND ENHANCED.

The subject site has one wash and a scenic corridor along Cave Creek Road. Rezoning case Z-54-09-2 proposes to use desert colors and materials consistent with the Desert View Village character, while also retaining the character and image of the village with a maximum building height of 22 feet. The applicant proposes to provide significant perimeter building setbacks along Rancho Paloma Drive that will be maintained with natural desert landscaping to minimize impacts to surrounding property.

- **COST OF DEVELOPMENT**

GOAL 2 - FINANCING METHODS: ADDITIONAL PUBLIC SERVICES FOR NEW DEVELOPMENT SHOULD BE FUNDED AND FINANCED USING THE BEST METHODS AVAILABLE.

The site is in the Desert View Impact Fees Area. These fees will help fund costs of regional growth-related capital facilities such as streets and park facilities.

- **CIRCULATION**

GOAL 2B - SCENIC CORRIDORS: SCENIC CORRIDORS SHOULD BE IDENTIFIED AND MAINTAINED TO PRESERVE NATURAL AREAS, VIEWS AND AREAS OF UNIQUE CHARACTER ADJACENT TO ARTERIAL STREETS.

Future rezoning cases on this parcel would be recommended to incorporate the 205-foot setback from the Cave Creek Road centerline. The scenic corridor is a valuable amenity to the surrounding neighborhood as well as the entire Desert View Village.

- **NEIGHBORHOOD**

GOAL 2- COMPATIBLE NEIGHBORHOOD DEVELOPMENT: NEW DEVELOPMENT AND EXPANSION OR REDEVELOPMENT OF EXISTING DEVELOPMENT IN OR NEAR RESIDENTIAL AREAS SHOULD BE COMPATIBLE WITH EXISTING USES AND CONSISTENT WITH ADOPTED PLANS.

The proposed amendment would allow for development consistent with the existing and planned municipal uses north of the site: Well site, fire station, and police precinct.

GOAL 4- CHARACTER AND IDENTITY: NEIGHBORHOOD CHARACTER AND IDENTITY SHOULD BE ENCOURAGED AND REINFORCED.

The proposed development in the concurrent rezoning case, Z-54-09-2, follows the policy of creating new development that is sensitive to the scale and character of the surrounding neighborhoods and incorporates adequate development standards to prevent negative impact(s) on the residential properties by creating landscape buffers around the property, and by limiting the building height to 22-feet.

- **NATURAL RESOURCES AND CONSERVATION**

GOAL 3 - VEGETATION PROTECTION: VEGETATION SHOULD BE PROTECTED AND CONSERVED AS A MEANS OF PRESERVING THE DIVERSE CHARACTER OF LOCAL PLANT COMMUNITIES.

Companion rezoning case, Z-54-09-2, will promote the preservation or re-vegetation of native plant species throughout the wash and landscape setback fronting Rancho Paloma Drive. Future development at the immediate corner will also include the Cave Creek Road Scenic Corridor.

- **OPEN SPACE**

GOAL 1 - NATURAL OPEN SPACES: UNIQUE OR SIGNIFICANT NATURAL OPEN SPACES SHOULD BE PRESERVED AND PROTECTED.

The scenic corridor along Cave Creek road and the wash through the site will be preserved to provide significant natural open spaces.

- **RECREATION**

GOAL 3 - TRAILS AND PATHWAYS: A FUNCTIONAL NETWORK OF SHARED URBAN TRAILS THAT ARE ACCESSIBLE, CONVENIENT, AND CONNECTED TO PARKS, MAJOR OPEN SPACES, AND VILLAGE CORES, SHOULD BE DEVELOPED THROUGHOUT THE CITY. THE TRAILS SHOULD CONNECT WITH FUTURE REGIONAL TRAIL SYSTEMS WHEREVER POSSIBLE.

A multi-use trail is proposed within the scenic corridor of Cave Creek Road.

The proposed amendment has no significant effect on the following General Plan Elements:

**BICYCLING
CONSERVATION, REHABILITATION & REDEVELOPMENT
ENVIRONMENTAL PLANNING
HOUSING
WATER RESOURCES
PUBLIC BUILDINGS
PUBLIC SERVICES AND FACILITIES
SAFETY**

CONCLUSION

Staff recommends approval of the request for Mixed-use (Commercial and Commerce/Business Park). The proposed amendment allows for uses that are lacking in the surrounding area. The site, which is located at a major intersection, is ideal for these types of land uses. The proposed land use designation is more compatible with the planned uses to the north.




GENERAL PLAN AMENDMENT

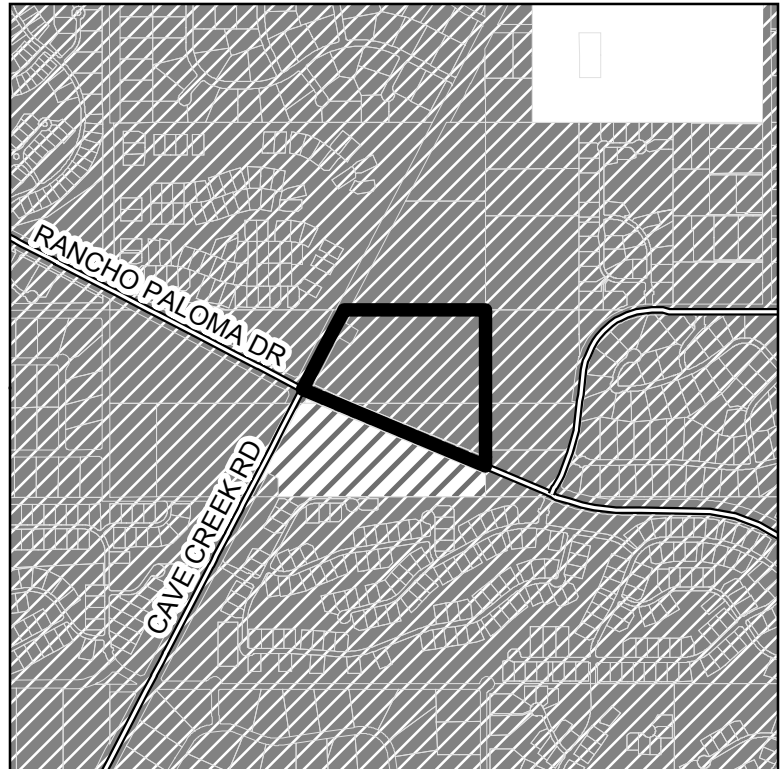
CITY OF PHOENIX ♦ PLANNING DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882

APPLICATION NO: GPA-DSTV-4-09-2	ACRES: 22.83 +/-
VILLAGE: Desert View	COUNCIL DISTRICT: 2
APPLICANT: Jason Morris	

EXISTING:



Residential 0 to 2 du / acre (22.83 +/- Acres)

-  Proposed Change Area
-  Residential 0 to 2 du / acre
-  Residential 3.5 to 5 du / acre



PROPOSED CHANGE:

Mixed-Use (Commercial & Commerce/Business Park) (22.83 +/- Acres)

-  Proposed Change Area
-  Mixed-Use (Commercial & Commerce/Business Park)

