



## GENERAL PLAN AMENDMENT STAFF ANALYSIS

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|---|---|
| <u>Application:</u>                       | GPA-LV-3-08-7                                     |
| <u>Applicant:</u>                         | Ed Bull, Burch and Cracchiolo, P.A.               |
| <u>Location:</u>                          | Northeast corner of 59th Avenue and Baseline Road |
| <u>Approximate Acres:</u>                 | 12.51 acres +/-                                   |
| <u>Current Plan Designation:</u>          | Parks/Open Space-Private                          |
| <u>Requested Plan Designation:</u>        | Commercial  |
| <u>Reason for Requested Change:</u>       | To provide a retail and office development        |
| <u>Village Planning Committee Action:</u> | Laveen – September 8, 2008                        |
| <u>Staff Recommendation:</u>              | Approve as requested                              |
| <u>Associated Zoning Case:</u>            | Z-56-08-7   |

### **BACKGROUND**

The purpose of this request is to designate 13.03 acres located at the northeast corner of 59th Avenue and Baseline Road, Commercial on the General Plan Land Use Map. The General Plan Land Use Map shows the parcel to the north and east as Parks/Open Space-Private, the parcel farther to the east as Residential 3.5 to 5 du/ac and the surrounding area to the west and south as Residential 10-15 du/acre. The parcel to the southwest of the subject site is designated Mixed Use (Commercial/Commerce Park), and the parcel to the southeast of the site is designated Commercial.

### **RELATIONSHIP TO THE GENERAL PLAN GOALS AND POLICIES**

#### **GROWTH**

- **GOAL 1 – GROWTH: MAINTAIN A HIGH QUALITY OF LIFE AND ECONOMICALLY HEALTHY COMMUNITY.**

The proposed commercial designation will promote an economically healthy community at the intersection of major arterials and the development will be supported by the surrounding high-density residential designations shown on the G.P. The proposed designation is consistent with the existing commercial designation to the southwest and southeast of the property.

## **LAND USE ELEMENT**

- **GOAL 2 - EMPLOYMENT AND POPULATION BALANCE: DEVELOPMENT OF EACH VILLAGE'S POTENTIAL SHOULD BE ENCOURAGED BY DISTRIBUTING A DIVERSITY OF EMPLOYMENT AND HOUSING IN A WAY THAT ACHIEVES A BALANCED CITYWIDE PLAN AND THAT IS CONSISTENT WITH COMMUTE TRAVEL PATTERNS AND THE CURRENT CHARACTER OF EACH DEVELOPED VILLAGE.**

The proposed amendment will help implement this goal by creating jobs associated with commercial services in an area consisting mostly of single-family residential development. Additional employment opportunities will balance population and employment while allowing members of the community to work within their village.

## **COST OF DEVELOPMENT**

- **GOAL 1 - NEW DEVELOPMENT'S FINANCIAL RESPONSIBILITY: NEW DEVELOPMENT IN THE CITY OF PHOENIX SHOULD NOT PLACE A FINANCIAL BURDEN ON EXISTING DEVELOPMENT.**

The site is within the Laveen – Western Canal impact fee area. As development of the site occurs, impact fees will be collected and those revenues will go towards capital facilities like libraries and police stations as well as new water and sewer lines which benefit the entire community.

## **CIRULATION ELEMENT**

- **GOAL 1 - AN EFFECTIVE MULTI-MODAL TRANSPORTATION SYSTEM: A MULTI-MODAL TRANSPORTATION SYSTEM SHOULD BE DEVELOPED THAT WILL ALLOW THE MOVEMENT OF GOODS AND ALL PEOPLE SAFELY AND EFFICIENTLY THROUGHOUT THE CITY, ESPECIALLY INTO, AND BETWEEN, THE URBAN VILLAGE CORES.**

The proposed Commercial designation supports the balancing of housing and employment in the Laveen Village and encourages a mixture of land uses to reduce the length and number of vehicle trips.

## **OTHER ELEMENTS NOT IMPACTED OR INDIRECTLY IMPACTED BY THIS GENERAL PLAN AMENDMENT ARE:**

**Bicycling  
Conservation, Rehabilitation, and Redevelopment  
Environmental Planning  
Housing  
Natural Resources Conservation  
Neighborhood  
Open Space  
Recreation  
Water Resources**

**Public Buildings  
Public Services and Facilities  
Safety**

**CONCLUSION AND RECOMMENDATION**

The Planning Department recommends GPA-LV-3-08-7 be approved as filed for Commercial.

**Writer**

Jacob E. Zonn  
8/22/08

**Team Leader**

Jane Bixler  
Michael LaBianca

**Attachments**

1. General Plan Amendment Land Use Map
2. Aerial

JF/dfr\:\general plan amendments\docs\2008\gpa-LV-3-08-7.doc

FM Listening Systems or Qualified Sign Language Interpreters are available with 72 hours notice. Materials in alternate formats (large print, Braille, audio-tape or computer diskette) are available upon requests. For further ADA information call the Planning Department, Theresa Damiani at Voice/602-262-6368 or FAX/602-495-3793, or City TDD Relay/602-534-5500.








# GENERAL PLAN AMENDMENT

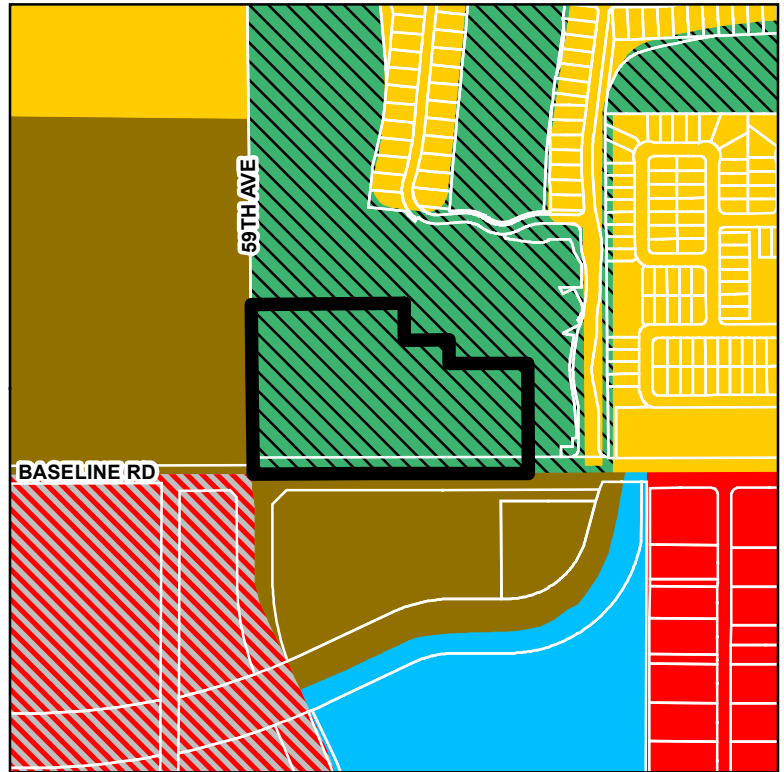
CITY OF PHOENIX ♦ PLANNING DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882

|                               |                     |
|-------------------------------|---------------------|
| APPLICATION NO: GPA-LV-3-08-7 | ACRES: 12.51 +/-    |
| VILLAGE: Laveen               | COUNCIL DISTRICT: 7 |
| APPLICANT: Ed Bull            |                     |

## EXISTING:



Parks/Open Space (12.51 +/- Acres)

-  Proposed Change Area
-  Parks/Open Space-Private
-  Residential 3.5 to 5 du/ac
-  Residential 10 to 15 du/ac
-  Planned School
-  Commercial
-  Mixed Use (Commercial/Commerce Park)



## PROPOSED CHANGE:

Commercial (12.51 +/- Acres)

-  Proposed Change Area
-  Commercial

