



City of Phoenix

PLANNING & DEVELOPMENT DEPARTMENT

GENERAL PLAN AMENDMENT

STAFF ANALYSIS

October 30, 2024

<u>Application:</u>	GPA-MV-1-24-7
<u>Owner:</u>	Leslie Tennen
<u>Applicant:</u>	The NRP Group, LLC
<u>Representative:</u>	Benjamin Tate, Withey Morris Baugh, PLC
<u>Location:</u>	Southwest corner of 69th Avenue and Thomas Road
<u>Acreage:</u>	10.75 acres
<u>Current Plan Designation:</u>	Residential 3.5 to 5 dwelling units per acre
<u>Requested Plan Designation:</u>	Residential 15+ dwelling units per acre
<u>Reason for Requested Change:</u>	Minor General Plan Amendment to allow multifamily residential
<u>Maryvale Village Planning Committee Meeting Date:</u>	November 13, 2024
<u>Staff Recommendation:</u>	Approval

FINDINGS:

- 1) The proposed land use map designation provides for housing near the Maryvale Village Core and along Thomas Road which is a high-ridership bus route.
- 2) The proposal will develop an underutilized property and provide a high quality multifamily residential development which will help alleviate the housing shortage in Phoenix.
- 3) The companion rezoning case, Z-53-24-7, provides enhanced setbacks and landscape areas to be sensitive to the surrounding single-family residences.




BACKGROUND

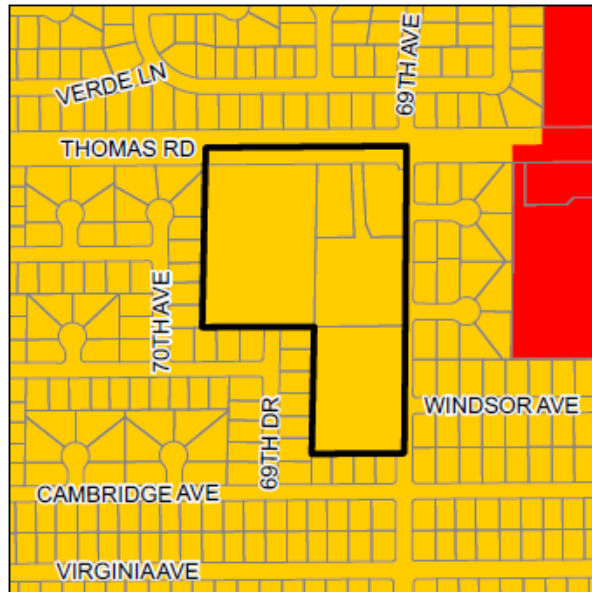
The subject site is 10.75 gross acres located at the southwest corner of 69th Avenue and Thomas Road. The site currently contains a single-family residence and a large amount of trees.

This request proposes a minor amendment to the General Plan Land Use Map to allow multifamily residential units. The proposal will modify the land use map designation from Residential 3.5 to 5 dwelling units per acre to Residential 15+ dwelling units per acre.

EXISTING:



Residential 3.5 to 5 du/ac (10.75 +/- Acres)

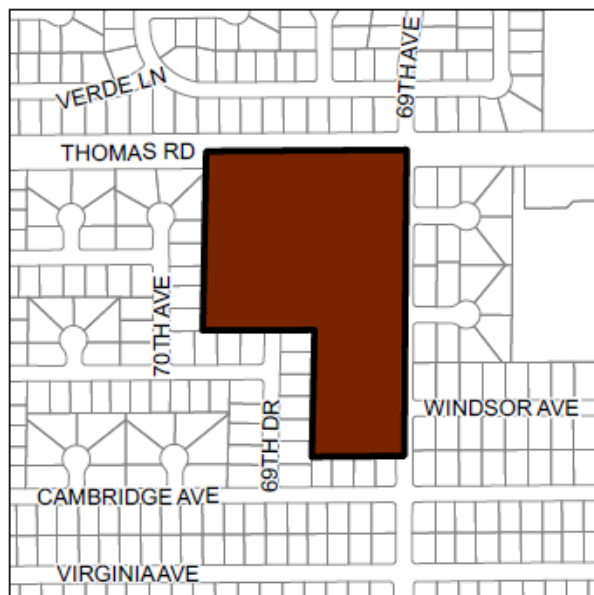
-  Proposed Change Area
-  Residential 3.5 to 5 du/ac
-  Commercial



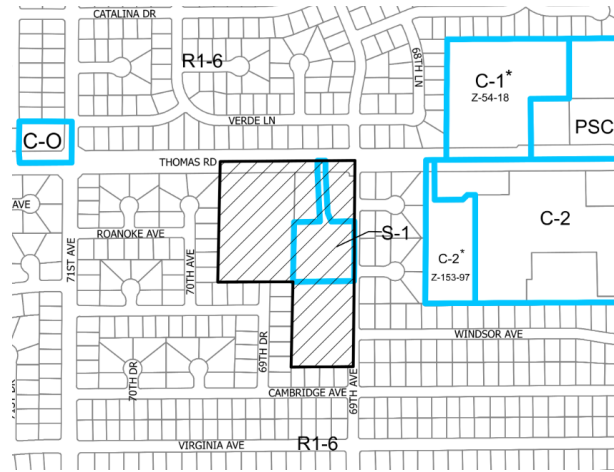
PROPOSED CHANGE:

Residential 15+ du/ac (10.75 +/- Acres)

-  Proposed Change Area
-  Residential 15+ du/ac



The companion rezoning case Z-53-24-7 is requesting to rezone the 10.75-acre site from 2.05 acres of S-1 (Ranch or Farm Residence) and 8.70 acres of R1-6 (Single-Family Residence District) to R-4 (Multifamily Residence District). The existing zoning is depicted on the adjacent figure.



Aerial Zoning Map

Source: Planning and Development Department

SURROUNDING LAND USES

NORTH (across Thomas Road)

A single-family residential development is located north of the subject site, across Thomas Road, and is designated Residential 3.5 to 5 dwelling units per acre

EAST (across 69th Avenue)

East of the subject site, across the 69th Avenue, is a single-family residential development designated Residential 3.5 to 5 dwelling units per acre.

SOUTH And WEST

Located south and west of the subject site is a single-family residential development designated Residential 3.5 to 5 dwelling units per acre.

RELATIONSHIP TO GENERAL PLAN CORE VALUES AND PRINCIPLES

CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS

- **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

- **DIVERSE NEIGHBORHOODS; LAND USE PRINCIPLE:** Communities should consist of a mix of land uses to provide housing, shopping, dining and recreational options for residents.

The proposed General Plan Land Use Map designation will allow for higher density residential, diversifying the housing stock in the area and allow for additional housing near the Maryvale Village Core and in close proximity to the Desert West Park and Community Center which provide many recreational opportunities.

BUILD THE SUSTAINABLE DESERT CITY

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

The proposal, as stipulated in the companion rezoning case Z-53-24-7, includes enhanced landscaping which shall be planted within the landscape strips of detached sidewalks. This will create a comfortable pedestrian environment along Thomas Road and 69th Avenue by reducing the heat island effect and making the walk to nearby destinations safer and more comfortable.

As of the writing of this staff report, staff has received one letter of opposition.

CONCLUSION AND RECOMMENDATION

Staff recommends approval of GPA-MV-1-24-7. The request aligns with the goals and policies of the General Plan and will result in a land use designation that will maximize the property's location close to the Maryvale Village Core, community center and park, and a high ridership bus route. Along with the companion rezoning case, Z-53-24-7, the General Plan Amendment will allow for enhanced landscaping and detached sidewalks to make the environment more pedestrian friendly.

Writer

Matteo Moric
October 30, 2024

Team Leader

Racelle Escolar

Exhibits

Sketch Maps (2 pages)
Correspondence (1 page)




GENERAL PLAN AMENDMENT

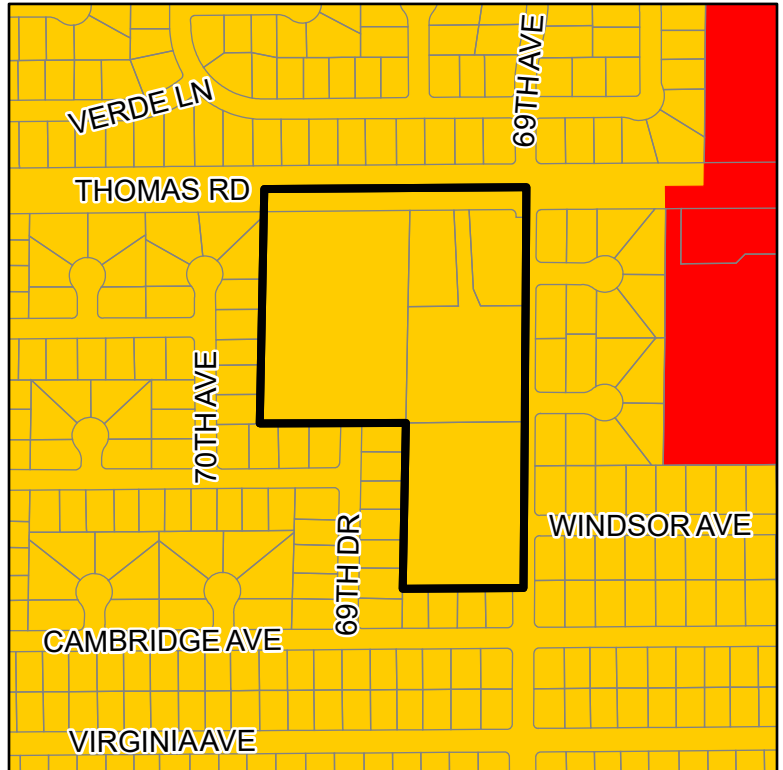
CITY OF PHOENIX ♦ PLANNING & DEVELOPMENT DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882

APPLICATION NO: GPA-MV-1-24-7	ACRES: 10.75 +/-	REVISION DATE:
VILLAGE: Maryvale	COUNCIL DISTRICT: 7	
APPLICANT: Withey Morris Baugh, PLC		

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Residential 3.5 to 5 du/ac (10.75 +/- Acres)

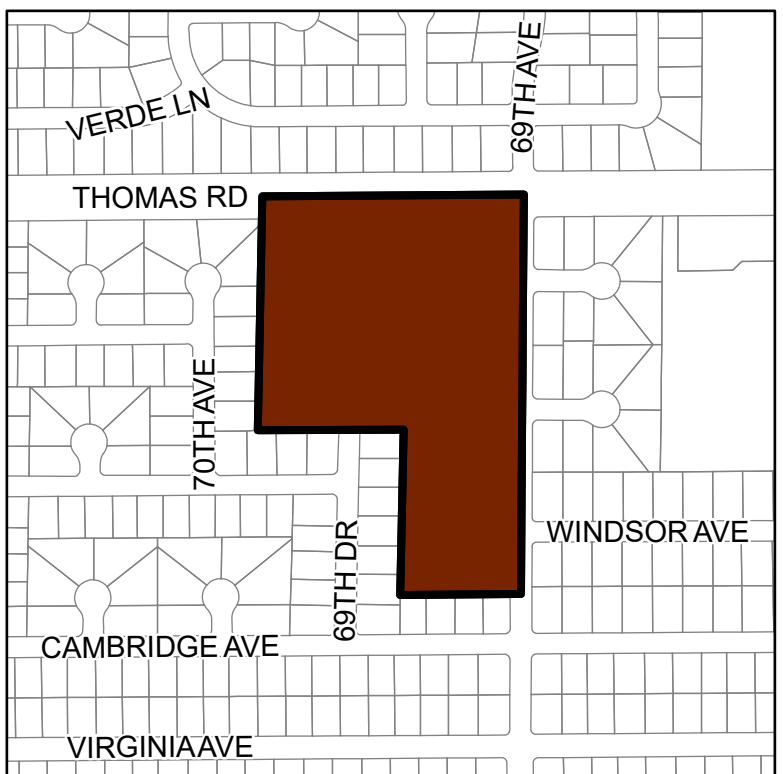
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GENERAL PLAN AMENDMENT

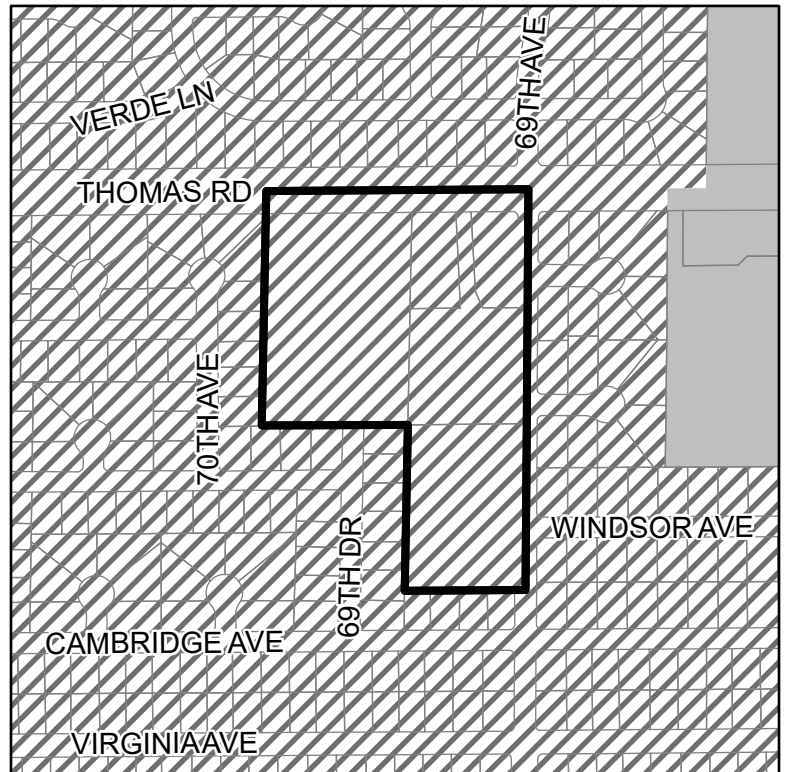
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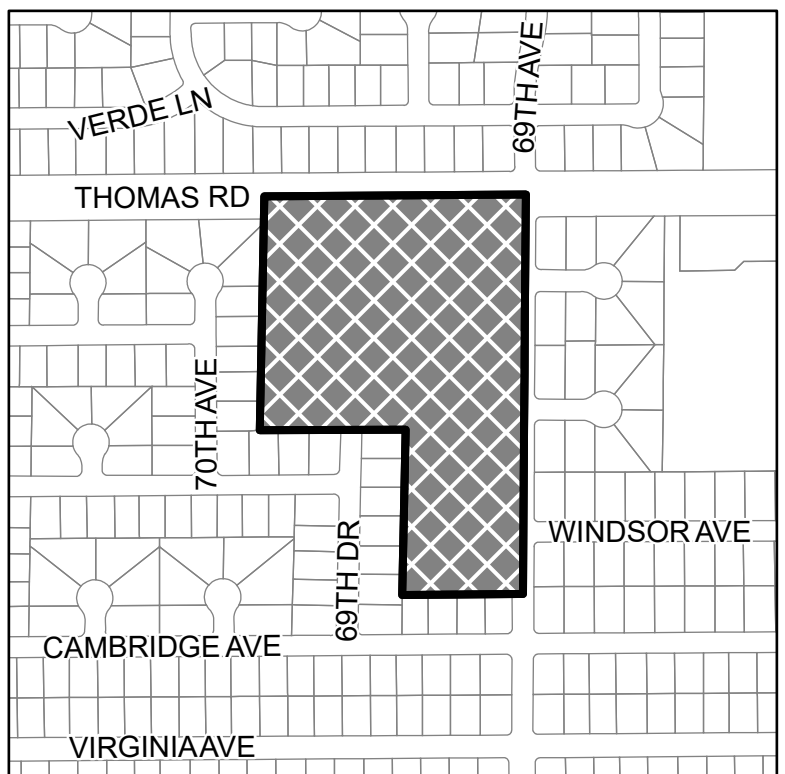
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-  Residential 15+ du/ac



From: [Efrain Betancourt Jr](#)
To: [Matteo Moric](#)
Subject: Rezoning z-53-24 & GPA-MV-1-24
Date: Wednesday, September 25, 2024 4:16:42 PM

CAUTION: This email originated outside of the City of Phoenix.

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Hello

I received this rezoning notice.

My name is efrain betancourt. I own a property nearby.

Im opposed to this rezoning. How can I vote on this or what do i need to do so it doesnt go through?

thanks

Efrain jr 623-693-8719