

	PLANNING AND ZONING COMMISSION STAFF REPORT	AGENDA # _____
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TO: PLANNING AND ZONING COMMISSION

FROM: Leila DeMaree, Senior Planner

MEETING DATES: October 2, 2014
October 16, 2014

SUBJECT: **DSA-14-00102:** Major GPA for “Phoenix Mart”.

REQUEST

DSA-14-00102: Request by AZ Sourcing, LLC / Jeremy Schoenfelder, for a **Major General Plan Amendment** to the Casa Grande General Plan 2020 on approximately 111 acres m.o.l. of the 585 acres Phoenix Mart PAD site, located north of Florence Blvd. (SR 287), south of Cottonwood Lane (Storey Road), between the Overfield Road and Signal Peak Road. The request is to change the land use designation of the 111 acres m.o.l. from ***Neighborhoods*** to ***Commerce and Business***.

APPLICANT/OWNER

AZ Sourcing, LLC, C/O Jeremy Schoenfelder
7047 E. Greenway Parkway
Scottsdale, AZ 85254

PHONE: 602-687-7305
Email: jschoenfelder@azsourcing.com

RECOMMENDED MOTION

Staff recommends the Commission forward a favorable recommendation to Council for the Major General Plan Amendment, to change the Land Use designation of the 111 acres m.o.l. from *Neighborhoods to Commerce and Business*, for property located north of Florence Blvd. (SR 287), south of Cottonwood Lane (Storey Road), between the Overfield Road and Signal Peak Road.

HISTORY

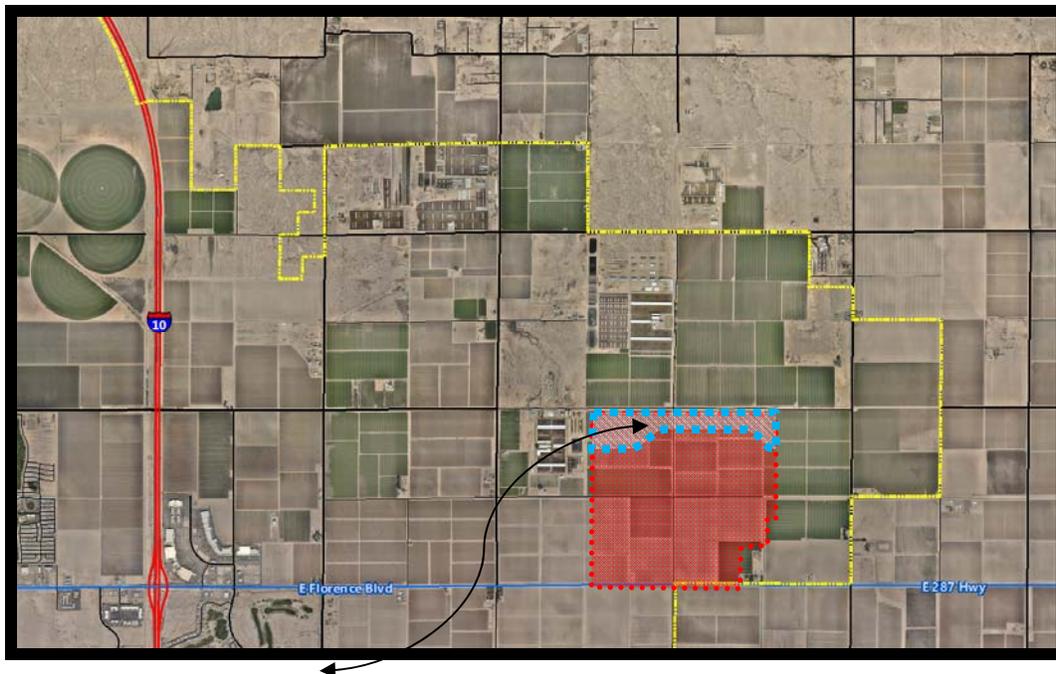
December 17, 2007: Phoenix Mart site was annexed into the City as part of the “Overfield Farms Annexation”, Ordinance # 2488.

- June 21, 2010: A Major General Plan Amendment was approved changing the land use designation of the 389 acres m.o.l. within the Phoenix Mart site from *Neighborhoods* to *Business and Commerce*, DSA-10-00005, Resolution # 4360.3.
- December 5, 2011: A Major General Plan Amendment was approved changing the land use designation of the 70 acres m.o.l. from *Neighborhoods* to *Commerce and Business*, and changing 103 acres m.o.l. from *Commerce and Business* to *Neighborhoods*, DSA-11-00143, and Resolution # 4360.04
- January 17, 2012 Phoenix Mart PAD and Preliminary Development Plan (PDP) was approved by amending the Storey Farms and portion of the Overfield Farms PAD, DSA-11-00158, Ord. 1178.260.1

Current Zoning and Land Use of surrounding properties:

Location	Zoning	General Plan 2020 Land Use; Existing Use
North	Overfield Farms Planned Area Development (PAD)	<i>Neighborhoods</i> ; Agricultural
South	Phoenix Mart PAD	<i>Neighborhoods, Commerce and Business</i> ; vacant
West	Overfield Farms PAD	<i>Neighborhoods</i> ; Agricultural /Dairy Farm
East	Overfield Farms PAD	<i>Neighborhoods</i> ; Agricultural

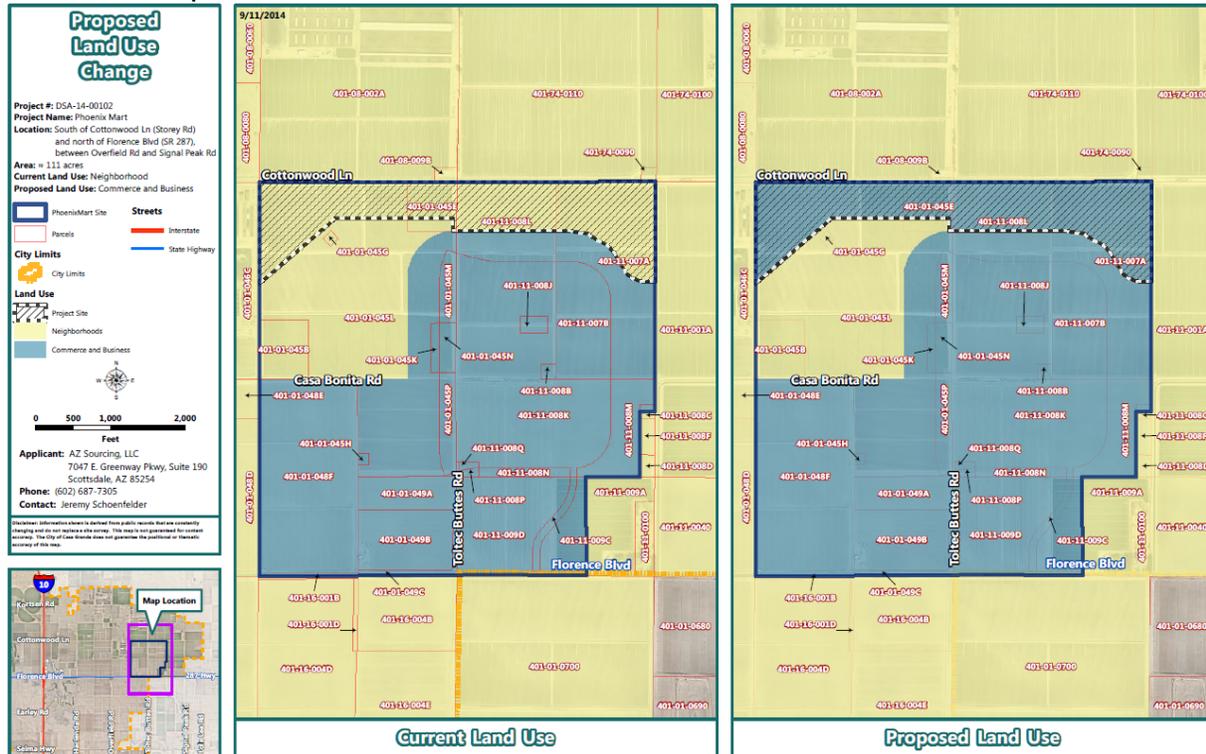
Aerial Context:



NOTE: Hatched area in blue is the 111 acres project site within the 585 acres **Phoenix Mart PAD**.

The change in land use enables Phoenix Mart to provide the necessary uses to support their business needs. Each land uses within the 585 acre-site play a vital role for the successful operation of the Phoenix Mart.

Land Use Map:



The request is to change the land use designation of the 111 acre-site from “Neighborhoods” to “Commerce and Business” as shown on the Land Use Map above.

The proposed change to “Commerce and Business” will allow for the following mixed-uses:

1. Office
2. Retail
3. Service
4. Restaurants
5. Wholesale Distribution Center
6. Light assembly/manufacturing
7. Hotels
8. Multi-Family Residential Dwelling Units
9. Uses that are necessary to support the above uses

The intent of this request is to provide additional services and significant job creation for the community. The site is currently zoned “Planned Area Development” (Phoenix Mart

PAD).

SPATIAL FORM AND DESIGN

Development of this land use category provides:

- Multiple buildings in a campus setting.
- Mixed of building forms and building heights.
- Consistent architectural styles.
- Direct pedestrian connections between buildings and public sidewalks.
- Internal pedestrian circulation and identified pedestrian districts.
- Shared parking that shall be maximized.
- Landscaped areas connected to other public open spaces.
- Residential uses that shall not comprise more than ten (10%) percent of the total area designated *Commerce and Business* on the Land Use Map.

INFRASTRUCTURE AND MOBILITY

Development within this land use category includes:

- Paved arterial streets connected to the City street-system.
- Emergency and other services provided to development within this land use category shall meet or exceed City norms.
- Pedestrian facilities between buildings and the street.
- Development connected to City sewer and an approved water provider system.
- Primary access and egress to collector or arterial streets. Access to primarily residential local or collector streets is discouraged.
- Utilities that are either above or below ground.

DENSITY AND INTENSITY

- Minimum site acreage shall be five (5) acres.
- Multi-family residential units are allowed only when this land use category is over 60 acres and is adjacent to *Neighborhoods* land use category.
- Maximum residential land use is 30% of the gross site area.
- Where the land use is a business/office park, public open spaces (inclusive of landscape features) shall comprise a minimum of 30% of the gross site area.
- Where the land use is retail, public open spaces (inclusive of landscape features) shall comprise a minimum of ten (10%) percent of the gross site area.

The site has direct access to Toltec Buttes Road, Cottonwood Lane/Storey Road, Evans Road, and La Brea Street.

PUBLIC NOTIFICATION/COMMENTS

Notification

Public hearing notification efforts for this request meet and exceed those requirements set out by City Code. They include:

- City Staff mailed out the application packets to various agencies and adjacent jurisdictions to seek comments about this request. Packets were mailed at least

60 days prior to the Public Hearing notices being published or sent out.

- On September 13, 2014, a notice of time, date, place, and purpose of the public hearing was published in a newspaper of general circulation, published and circulated in the city at least fifteen days prior to the date of the hearing. An affidavit of publication is on file.
- On September 15, 2014, a similar notice was mailed by staff at least fifteen days prior to the hearing to each owner of property situated within two hundred feet of the subject property. The names and addresses of the owners were provided by the City. An affidavit confirming this mailing is on file.
- Two signs were posted at the site by the applicant at least 15 days prior to the public hearing indicating the time, date, place and purpose of the public hearing.

Inquiries/Comments

Staff has not received any comments from the public.

Staff finds that:

1. The requested change is consistent with the overall intent of the General Plan 2020;
2. The requested change will have a positive impact on the City-wide balance and mixture of land uses;
3. The requested change is adequate in area and compatible with planned or existing surrounding land uses;
4. The proposed uses will not be detrimental to adjacent properties or residents;
5. The site will have adequate access from arterial and collector roadways to accommodate the proposed land uses; and
6. The plan change encourage and facilitate greater employment opportunities and tax base by expanding retail and wholesale commercial, and manufacturing opportunities.

Based on the above findings, staff recommends that the Commission forward a favorable recommendation for **DSA-14-00102** to the City Council.

Exhibits:

1. Application
2. General Plan 2020 Existing and Proposed Land Use Category Exhibit