



## City of Phoenix

PLANNING & DEVELOPMENT DEPARTMENT

### GENERAL PLAN AMENDMENT

#### STAFF ANALYSIS

September 5, 2025

<u>Application:</u>	GPA-LV-1-25-7
<u>Owner:</u>	Cold Springs, LLC
<u>Applicant:</u>	Vestar
<u>Representative:</u>	Nick Wood, Snell & Wilmer, LLP
<u>Location:</u>	Southwest corner of 59th Avenue and Dobbins Road
<u>Acreage:</u>	95.86
<u>Current Plan Designation:</u>	<a href="#">Commercial / Commerce/Business Park</a> (52.30 acres) and <a href="#">Commercial</a> (43.56 acres)
<u>Requested Plan Designation:</u>	<a href="#">Commercial / Residential 15+ dwelling units per acre</a>
<u>Reason for Requested Change:</u>	A minor general plan amendment to allow commercial and multifamily residential and removal of the Multi-Use Trail located along the Olney Avenue alignment
<u>Laveen <a href="#">Village Planning Committee</a> Meeting Date:</u>	September 8, 2025
<u>Staff Recommendation:</u>	Approval

#### **FINDINGS:**

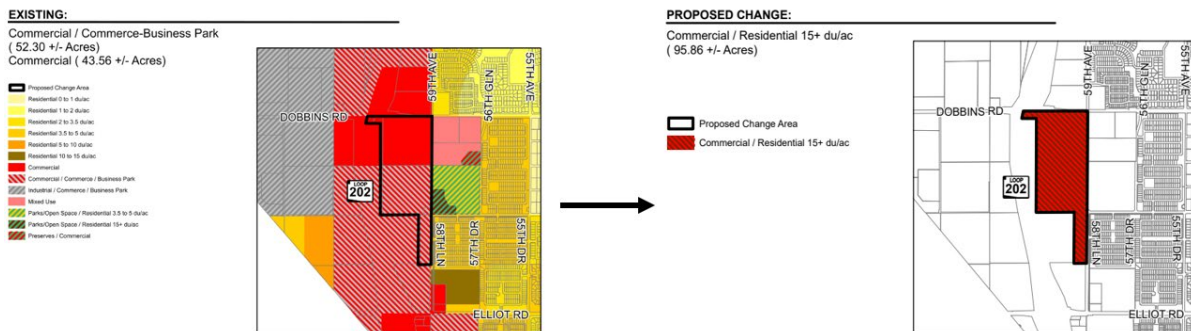
- 1) The proposed land use map designation provides a land use mix that is appropriate given the site is adjacent to the Loop 202 freeway and within the Village Core.
- 2) The companion rezoning case, Z-29-25-7, creates a unified zoning framework through a Planned Unit Development (PUD) for the entire site. This General Plan Amendment will provide for a General Plan Land Use Map designation that is consistent with the proposed PUD.
- 3) The companion rezoning case, Z-29-25-7, provides enhanced landscaping and shade standards and enhanced development and design standards to make the proposed development a compatible addition to the area and incorporate rural features.

- 4) The multi-use trail will not extend through the subject site and across the freeway; furthermore, the property on the southwest corner of the site will be developed as ADOT retention. The companion rezoning case Z-29-25-7 has a pedestrian circulation plan with enhanced landscaping and shading.

## **BACKGROUND**

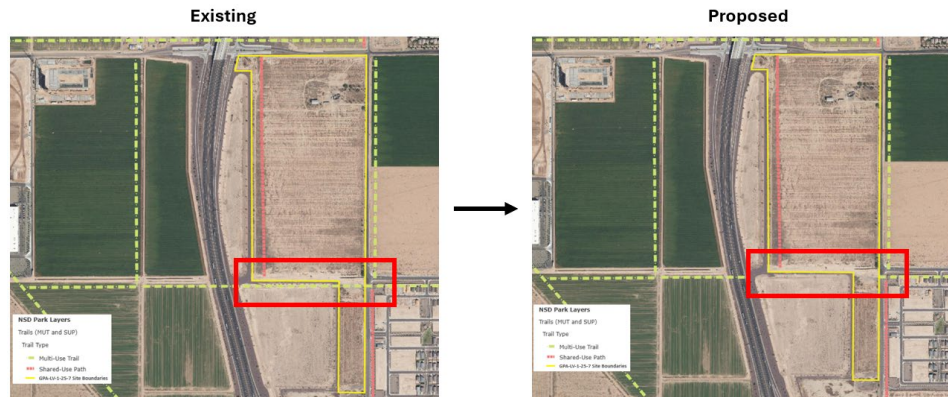
The subject site is 95.86 gross acres located at the southwest corner of 59th Avenue and Dobbins Road. The site currently consists of vacant land with parts of the Hudson Farm farmhouse.

This request proposes a minor amendment to the General Plan Land Use Map to allow commercial and multifamily residential. The proposal will modify the land use map designation from 52.30 acres of Commercial / Commerce-Business Park and 43.56 acres of Commercial to Commercial / Residential 15+ dwelling units per acre.



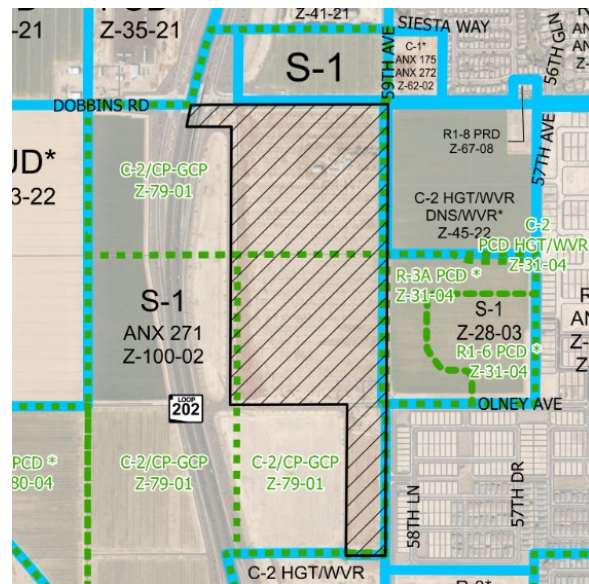
*General Plan Land Use Map Designation  
Source: Planning and Development Department*

Furthermore, the General Plan Amendment proposes the removal of the Multi-Use trail located along the Olney Avenue alignment. The City Trails Map currently depicts a multi-use trail along the Olney Avenue alignment that connects to a planned future trail west of the Loop 202 freeway. However, the segment west of the freeway requires reevaluation to account for the freeway's alignment, anticipated future land uses, and integration with the broader trail network. The proposed removal of this trail segment is warranted as Olney Avenue will not extend through the subject site and across the freeway. Additionally, the property tucked in the southwest corner of the subject site has been developed as an ADOT retention basin, which also precludes future trail development through this area.



*Trails Map, Existing and Proposed  
Source: Snell & Willmer*

The companion rezoning case Z-29-25-7 is requesting to rezone the site from 93.12 acres of S-1 (Approved C-2/CP-GCP) (Ranch or Farm Residence, Approved Intermediate Commercial or Commerce Park District, General Commerce Park Option) and 1.99 acres of S-1 (Ranch or Farm Residence). The existing zoning is depicted on the adjacent figure.



*Aerial Zoning Map  
Source: Planning and Development Department*

## **SURROUNDING LAND USES**

### **NORTH (across Dobbins Road)**

Agricultural land is located north of the subject site, across Dobbins Road and is designated Commercial. To the northwest of the subject site, across the Loop 202 Freeway is a PUD that allows for commercial and multifamily development and is designated Commercial / Commerce/Business Park.

### **EAST (across 59th Avenue)**

East of the subject site, across 59th Avenue, is agricultural and vacant land proposed with commercial, multifamily, and open space uses and is designated Mixed Use and Preserves / Commercial. The vacant property located north of Olney Avenue is designated as Parks/Open Space / Residential 3.5 to 5 dwelling units per acre and

Parks/Open Space / Residential 15+ dwelling units per acre. Finally, south of Olney Avenue, east of the subject site, across 59th Avenue is single-family residential development designated Residential 3.5 to 5 dwelling units per acre.

### **SOUTH**

A multifamily development is proposed south of the subject site and is designated Commercial / Commerce/Business Park.

### **SOUTHWEST**

Southwest of the subject parcel is vacant land that is owned by ADOT and is used for retention for the Loop 202 freeway. This property is designated Commercial / Commerce/Business Park.

### **WEST**

Vacant property owned by ADOT and utilized for retention is located west of the subject site and is designated Commercial and Commercial / Commerce/Business Park. Further west, across the Loop 202 freeway is a proposed development that includes commercial and multifamily and is designated Commercial and Commercial / Commerce/Business Park.

## **RELATIONSHIP TO GENERAL PLAN CORE VALUES AND PRINCIPLES**

### **CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS**

- **CERTAINTY AND CHARACTER; LAND USE PRINCIPLE: 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 land use map designation proposed in the General Plan Amendment request will support the development of commercial uses and higher density residential within the Laveen Village Core. The proposed designation is compatible with the Mixed Use designation across 59th Avenue and will serve the surrounding single-family and multifamily development.

### **CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS**

- **CERTAINTY AND CHARACTER; DESIGN PRINCIPLE: Provide high quality urban design and amenities that reflect the best of urban living at an appropriate village scale.**

The proposed land use designation is appropriate for development within the Village Core and will provide commercial and multifamily residential uses. Furthermore, the companion rezoning request Z-29-25-7, proposes

development and design standards that embrace the agricultural character of the Laveen Village including enhanced architecture, increased open space and landscape standards, and enhanced shading and pedestrian standards.

### **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 a mix of uses including commercial, single-family, and multifamily development. The designation in GPA-LV-1-25-7 will provide commercial services, retail, restaurants, housing and recreational options for residents of the Laveen Village.

### **CONNECT PEOPLE AND PLACES**

- **CORES, CENTERS AND 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 General Plan Land Use Map designations will allow a mix of uses with the greatest height and intensity within the Laveen Village Core. The companion rezoning case, Z-29-25-7, proposes development that incorporates commercial and multi-story residential uses within the Core. The Planned Unit Development proposes an enhanced pedestrian environment with a continuous open space, shaded walkways, and agrarian features.

### **CONNECT PEOPLE AND PLACES**

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

The existing multi-use trail location would not be accessible to the general public. The removal of the trail is warranted because the trail will not extend through the subject site and across the freeway and the trail would be located adjacent to ADOT retention. The companion rezoning case Z-29-25-7, provides alternative pedestrian circulation with enhanced shading and cooling stations.

## **CONCLUSION AND RECOMMENDATION**

Staff recommends approval of GPA-LV-1-25-7. The request aligns with the goals and policies of the General Plan and will result in land use designations that will maximize the property's location in the Village Core and adjacent to the Loop 202 freeway. Along with the companion rezoning case, Z-29-25-7, the General Plan Amendment will allow for a compatible mix of land uses that will provide commercial uses, recreational activities, and housing opportunities for the Laveen community. Finally, the existing and future surrounding land uses, planned street improvements, and Loop 202 freeway support the removal of the multi-use trail along the Olney Avenue alignment.

### **Writer**

Nayeli Sanchez Luna  
September 5, 2025

### **Team Leader**

Racelle Escolar

### **Exhibits**

Land Use Sketch Maps (2 pages)  
Trails Sketch Maps (2 pages)

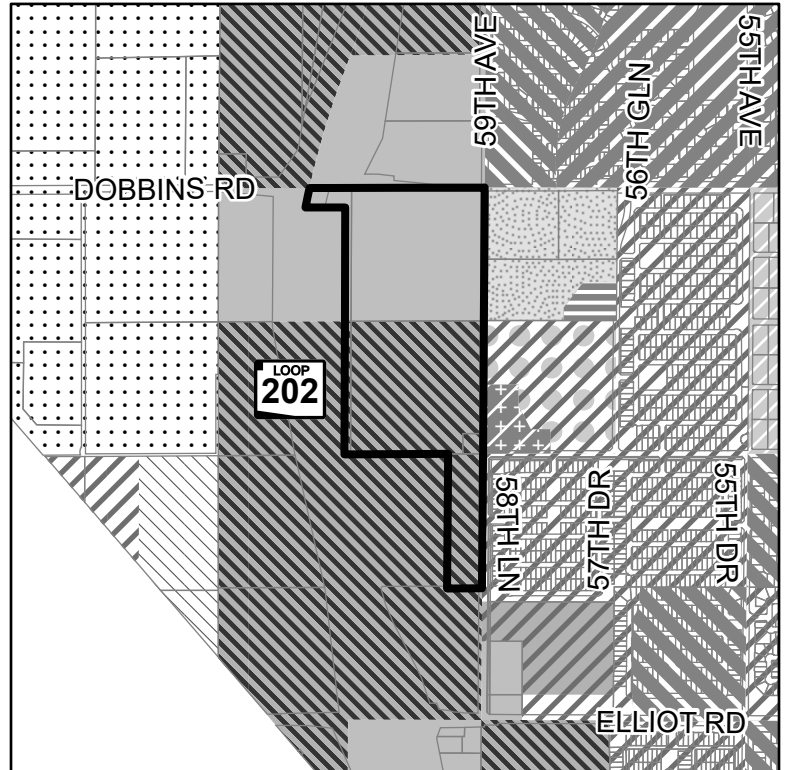
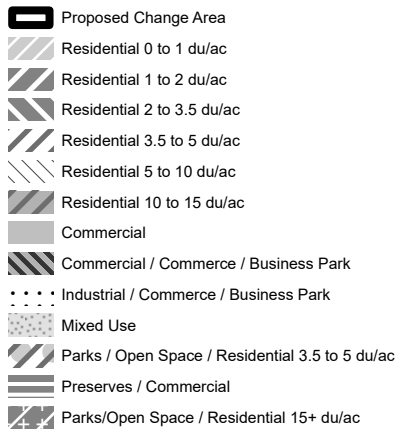
# GENERAL PLAN AMENDMENT

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

APPLICATION NO: GPA-LV-1-25-7 (Land Use)	ACRES: 95.86 +/-	REVISION DATE:
VILLAGE: LAVEEN	COUNCIL DISTRICT: 7	8/26/2025
APPLICANT: Snell & Wilmer, LLP		

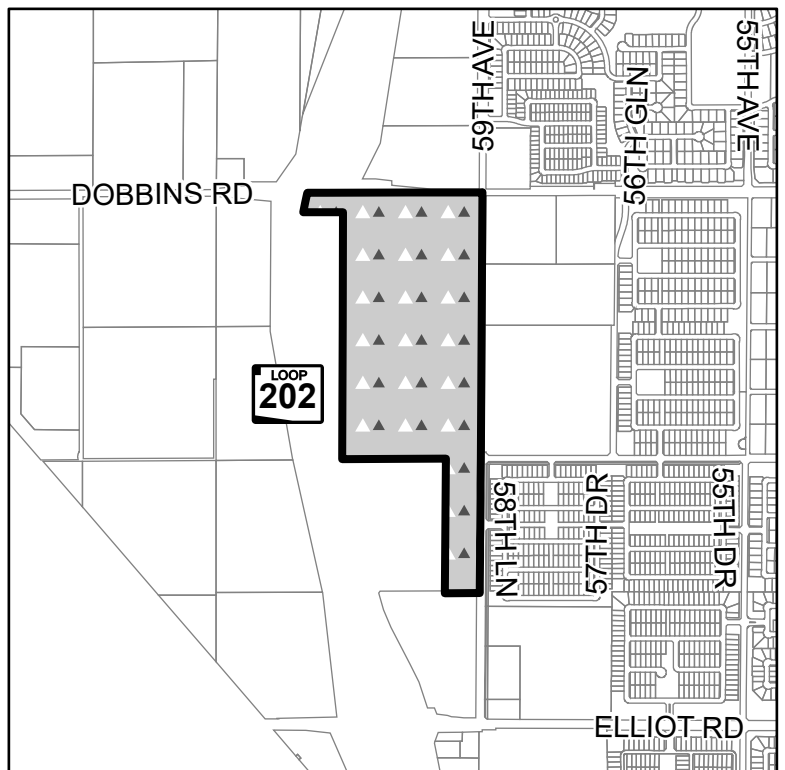
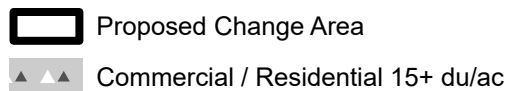
## EXISTING:

Commercial / Commerce-Business Park  
( 52.30 +/- Acres)  
Commercial ( 43.56 +/- Acres)



## PROPOSED CHANGE:

Commercial / Residential 15+ du/ac  
( 95.86 +/- Acres)

















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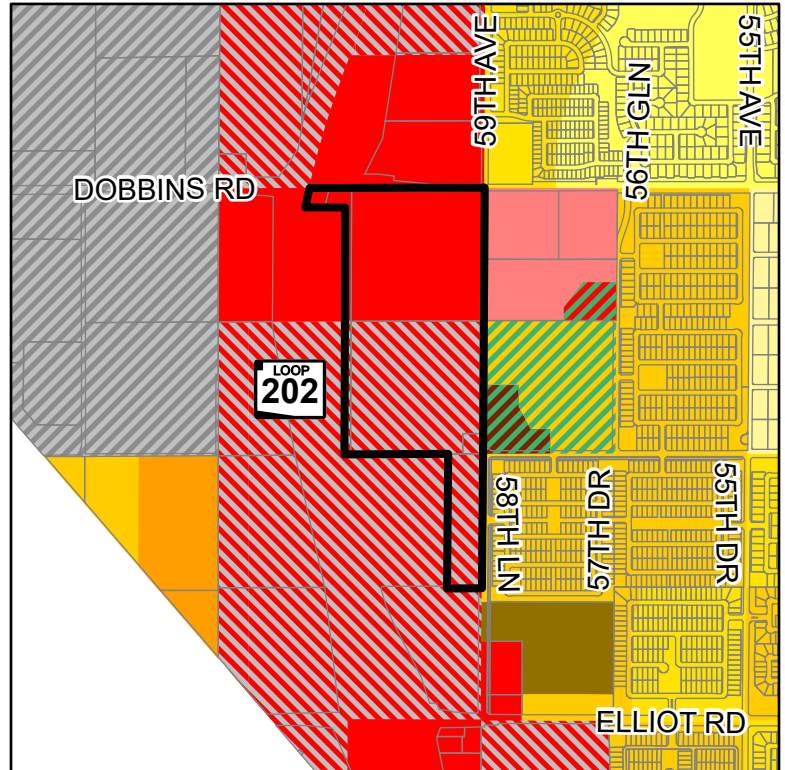
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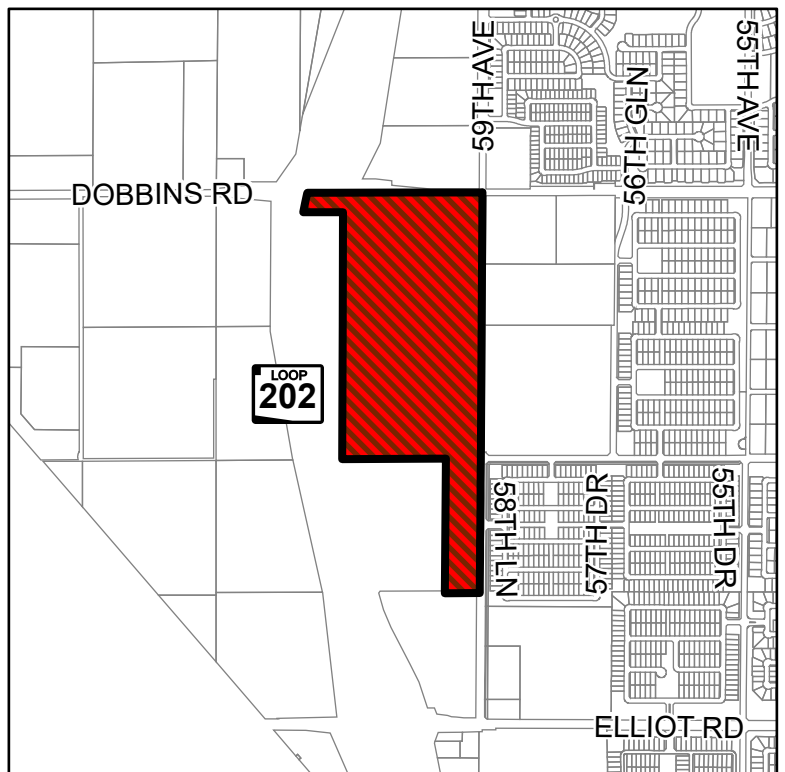
-  Proposed Change Area
-  Residential 0 to 1 du/ac
-  Residential 1 to 2 du/ac
-  Residential 2 to 3.5 du/ac
-  Residential 3.5 to 5 du/ac
-  Residential 5 to 10 du/ac
-  Residential 10 to 15 du/ac
-  Commercial
-  Commercial / Commerce / Business Park
-  Industrial / Commerce / Business Park
-  Mixed Use
-  Parks/Open Space / Residential 3.5 to 5 du/ac
-  Parks/Open Space / Residential 15+ du/ac
-  Preserves / Commercial



## PROPOSED CHANGE:

Commercial / Residential 15+ du/ac  
( 95.86 +/- Acres)

-  Proposed Change Area
-  Commercial / Residential 15+ du/ac





# GENERAL PLAN AMENDMENT

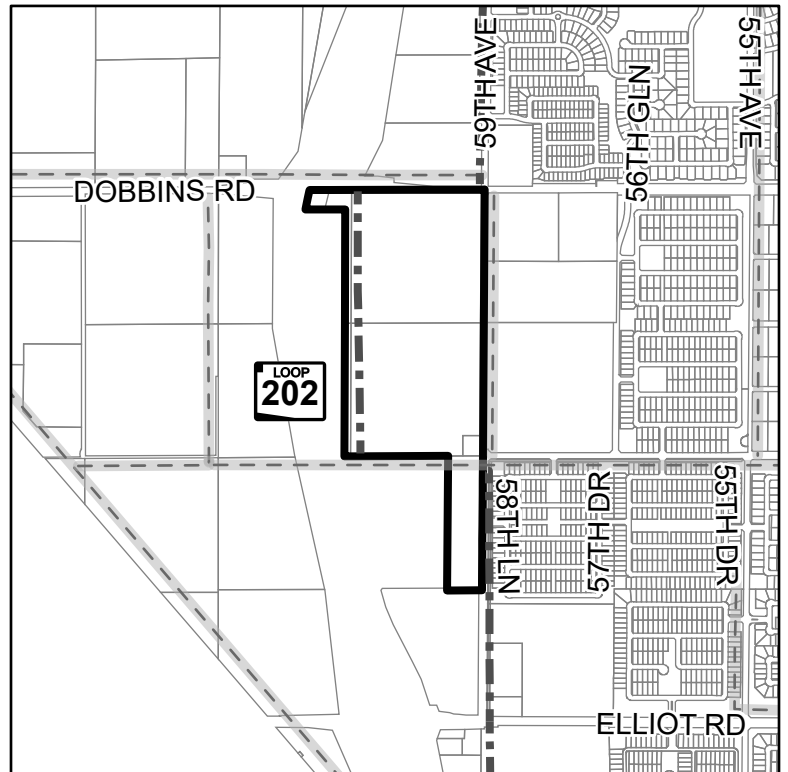
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VILLAGE: LAVEEN	COUNCIL DISTRICT: 7	8/26/2025
APPLICANT: Snell & Wilmer, LLP		

## EXISTING:

Existing Trails

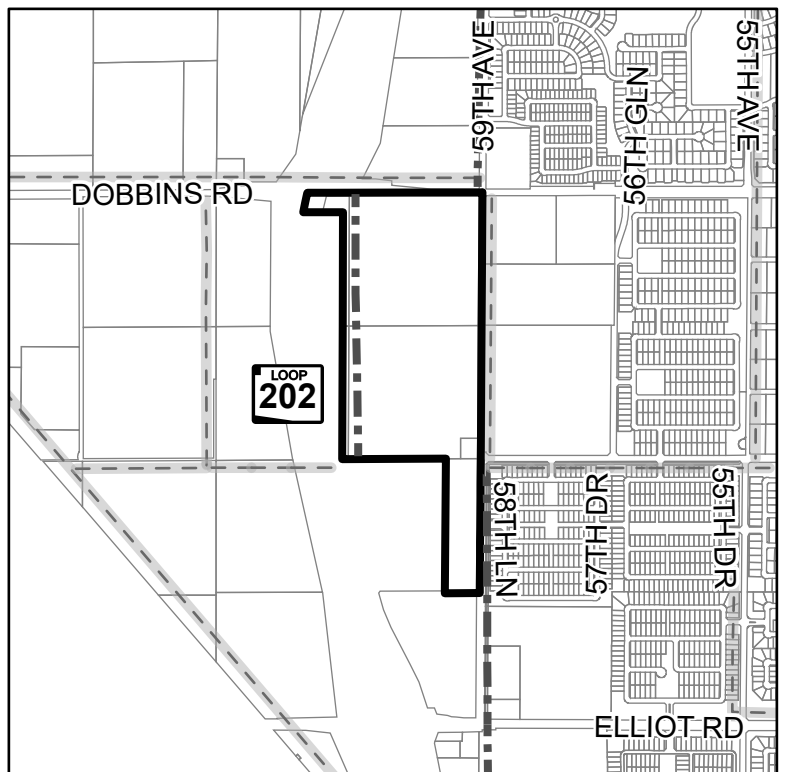
- Multi-Use Trail
- Shared-Use Path
- Proposed Change Area



## PROPOSED CHANGE:

Remove Multi-Use Trail along Olney Ave between 59th Ave and Loop 202 (0.30 mi)

- Multi-Use Trail
- Shared-Use Path
- Proposed Change Area



# GENERAL PLAN AMENDMENT

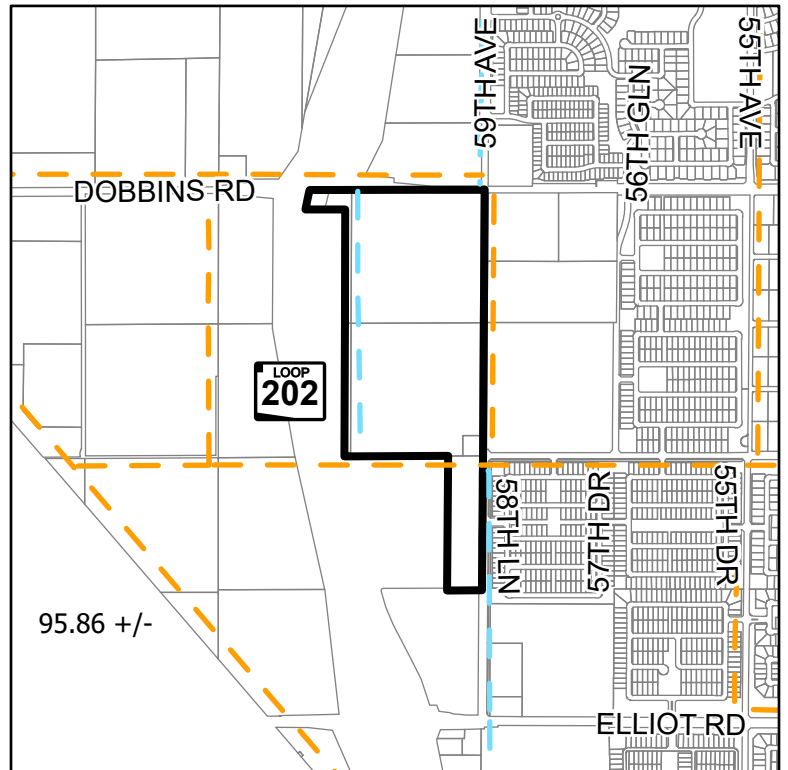
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## EXISTING:

### Existing Trails

- Multi-Use Trail
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- Proposed Change Area



## PROPOSED CHANGE:

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