



City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT
STAFF ANALYSIS**

June 2, 2025

<u>Application:</u>	GPA-SM-1-25-8
<u>Owner:</u>	Mundall Fam. Revocable Trust c/o Danny Mundall and Georgia Mundall
<u>Applicant/Representative:</u>	Brian Greathouse, Burch & Cracchiolo, P.A.
<u>Location:</u>	Approximately 1,130 feet east of the northeast corner of 23rd Avenue and Baseline Road
<u>Acreage:</u>	14.37 acres
<u>Current Plan Designation:</u>	Residential 1 to 2 dwelling units per acre (5.29 acres), Residential 2 to 3.5 dwelling units per acre (8.90 acres), and Residential 3.5 to 5 dwelling units per acre (0.18 acres)
<u>Requested Plan Designation:</u>	Residential 10 to 15 dwelling units per acre (14.37 acres)
<u>Reason for Requested Change:</u>	Minor General Plan Amendment to allow for multifamily residential.
South Mountain Village Planning Committee Date Meeting Date:	June 10, 2025
<u>Staff Recommendation:</u>	Approval

FINDINGS:

- 1) The proposed Residential 10 to 15 dwelling units per acre land use designation is a compatible transition between the single-family residential development to the west and the commercial development to the east.
- 2) The proposed multifamily residential land use designation is appropriate for the site as it is located on an arterial street, Baseline Road.

- 3) The companion Rezoning Case Z-31-25-8, as stipulated, includes standards that ensure consistency in design and character with the adjacent area.

BACKGROUND

The subject site is 14.37 acres located approximately 1,130 feet east of the northeast corner of 23rd Avenue and Baseline Road and is currently agricultural land. The companion rezoning case Z-31-25-8 is requesting to rezone the subject site from S-1 (Ranch or Farm Residence) to R-3 (Multifamily Residence District) to allow multifamily residential.

The General Plan Land Use Map designation of the subject site is Residential 1 to 2 dwelling units per acre, Residential 2 to 3.5 dwelling units per acre, and Residential 3.5 to 5 dwelling units per acre. The proposed General Plan Amendment is to designate the site as Residential 10 to 15 dwelling units per acre.

SURROUNDING LAND USES

NORTH

North of the subject site are single-family residential subdivisions zoned R1-10 (Single-Family Residence District) and R1-8 (Single-Family Residence District). This area is designated as Commercial and Residential 2 to 3.5 dwelling units acre on the General Plan Land Use map.

SOUTH

South of the subject site, across Baseline Road, is a single-family subdivision zoned S-1 (Approved R1-10) (Ranch or Farm Residence, Approved Single-Family Residence District) and single-family homes zoned S-1 (Ranch or Farm Residence). This area is designated as Residential 1 to 2 dwelling units acre on the General Plan Land Use map.

EAST






East of the subject site are single-family homes zoned S-1 (Ranch or Farm Residence) and a commercial development zoned C-2 (Intermediate Commercial). This area is designated as Commercial and Residential 1 to 2 dwelling units per acre on the General Plan Land Use map.

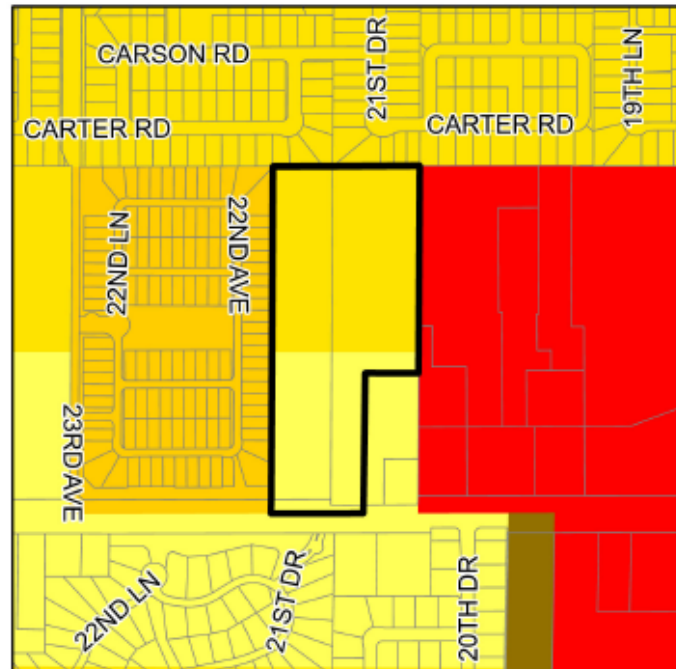
WEST

West of the subject site is a single-family subdivision zoned R1-8 (Single-Family Residence District). This area is designated as Residential 3.5 to 5 dwelling units acre on the General Plan Land Use map.

EXISTING:



Residential 1 to 2 du/ac (5.29 +/- Acres)
Residential 2 to 3.5 du/ac (8.90 +/- Acres)
Residential 3.5 to 5 du/ac (0.18 +/- Acres)

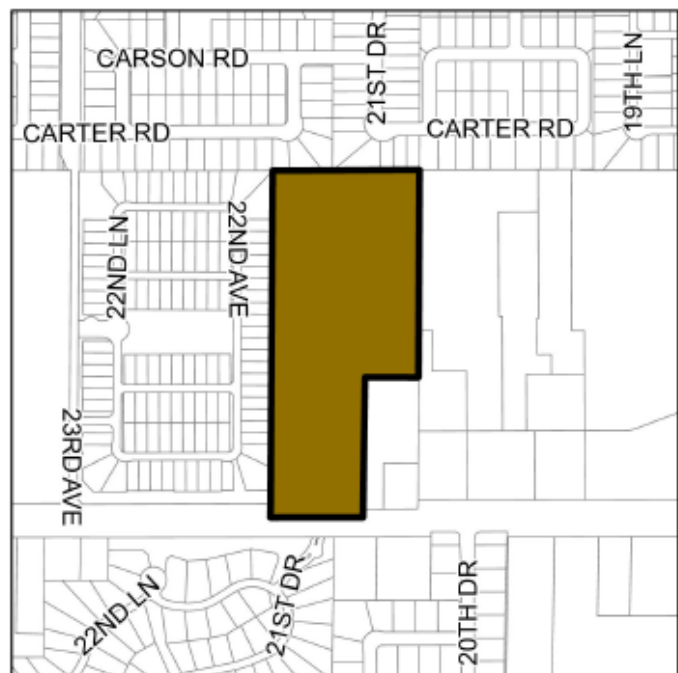
-  Proposed Change Area
-  Residential 1 to 2 du/ac
-  Residential 2 to 3.5 du/ac
-  Residential 3.5 to 5 du/ac
-  Residential 10 to 15 du/ac
-  Commercial



PROPOSED CHANGE:

Residential 10 to 15 du/ac (14.37 +/- Acres)

-  Proposed Change Area
-  Residential 10 to 15 du/ac



Existing and Proposed General Plan Land Use Map, Source: City of Phoenix

RELATIONSHIP TO GENERAL PLAN CORE VALUES AND PRINCIPLES

CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS

- **CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; HEALTHY NEIGHBORHOODS; DESIGN PRINCIPLE:** Establish design standards and guidelines for parking lots and structures, setback and build-to lines, blank wall space, shade, and other elements affecting pedestrians, to encourage pedestrian activity and identify options for providing pedestrian-oriented design in different types of development.

As stipulated in the companion Rezoning Case Z-31-25-8, the proposal includes design and development standards to encourage walking, bicycling, and transit use. These standards include the provision of bicycle parking, shade throughout the development, and a multi-use trail along Baseline Road.

CONNECT PEOPLE AND PLACES CORE VALUE

- **BICYCLES; DESIGN PRINCIPLE:** Development should include convenient bicycle parking.

As stipulated in Rezoning Case Z-31-25-8, the proposal will encourage bicycling and transit use and leverage its proximity to the adjacent commercial development by including enhanced bicycle parking and infrastructure.

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 Rezoning Case Z-31-25-8, includes enhanced landscape setbacks, shaded parking, shaded pedestrian pathways, and a wide landscape detachment for the public sidewalk that will be planted with shade trees that will shade the public and private sidewalks to 75 percent. These improvements will create a comfortable pedestrian environment along Baseline Road and make the walk to nearby destinations more safe and comfortable.

COMMUNITY INPUT SUMMARY

As of the writing of this report three letters of opposition have been received. Concerns raised were regarding traffic impacts, prioritization of corporate profit, impacts on electric grid and water supply, lack of sustainability measures, rental properties vs. homeownership, the property management company, impacts on property values, safety, infrastructure, and the long-term stability of the area.

CONCLUSION AND RECOMMENDATION

Staff recommends approval of GPA-SM-1-25-8. The proposed General Plan Land Use

map designation of Residential 10 to 15 dwelling units per acre is consistent in character with existing land uses in the surrounding area. The land use map designation, as requested, will provide an appropriate transition between the adjacent commercial and single-family residential uses.

As stipulated, the concurrent case Z-31-25-8 will enhance the compatibility with the land use pattern in the surrounding area. Approval of the request, with concurrent case Z-31-25-8, will support the development of this underutilized property and provide additional housing options that are compatible with the land use designations and zoning districts in the general area.

Writer

Samuel Rogers
June 2, 2025

Team Leader

Racelle Escolar

Exhibits

Sketch Maps (2 pages)
Correspondence (13 pages)







GENERAL PLAN AMENDMENT

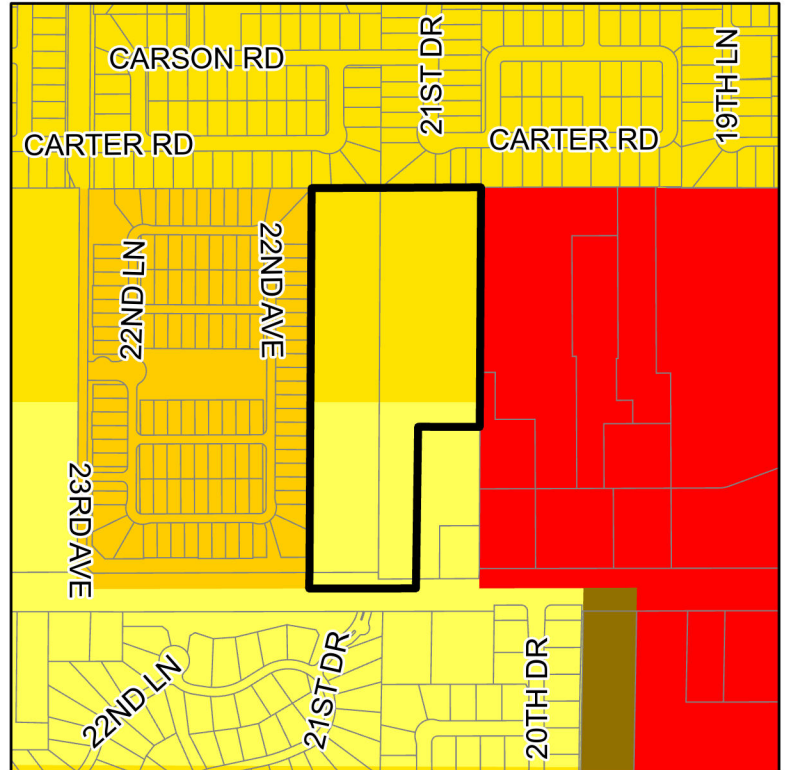
CITY OF PHOENIX ♦ PLANNING & DEVELOPMENT DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882

APPLICATION NO: GPA-SM-1-25-8	ACRES: 14.37 +/-	REVISION DATE:
VILLAGE: South Mountain	COUNCIL DISTRICT: 8	
APPLICANT: Burch & Cracchiolo, P.A.		

EXISTING:



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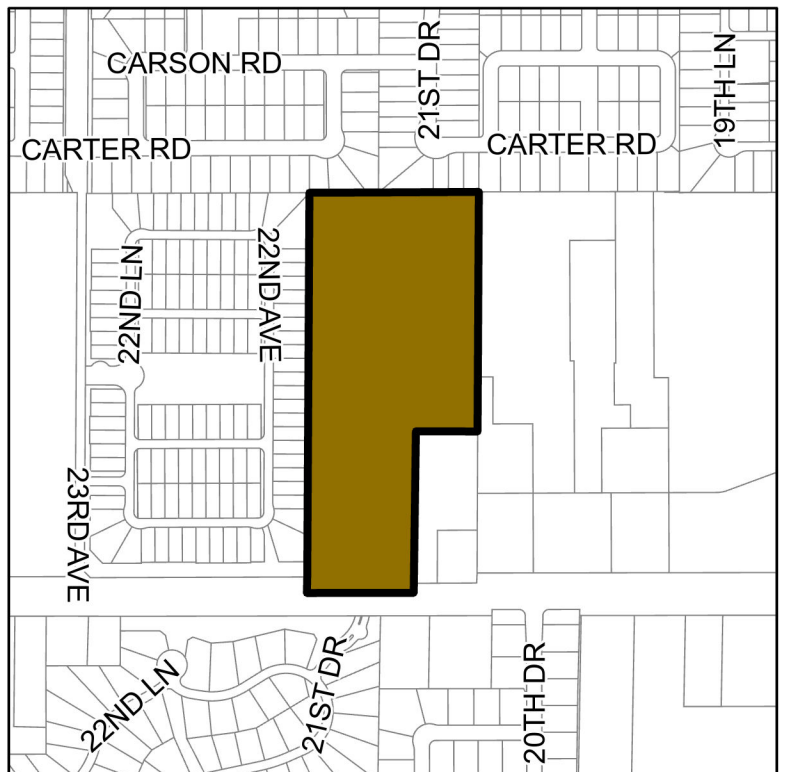
-  Proposed Change Area
-  Residential 1 to 2 du/ac
-  Residential 2 to 3.5 du/ac
-  Residential 3.5 to 5 du/ac
-  Residential 10 to 15 du/ac
-  Commercial



PROPOSED CHANGE:

Residential 10 to 15 du/ac (14.37 +/- Acres)

-  Proposed Change Area
-  Residential 10 to 15 du/ac









GENERAL PLAN AMENDMENT

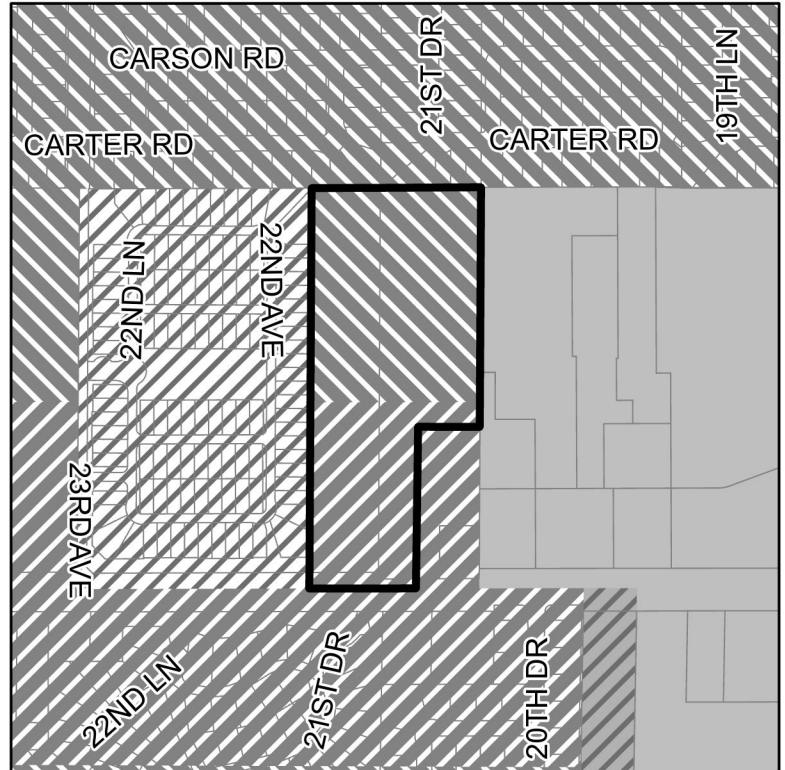
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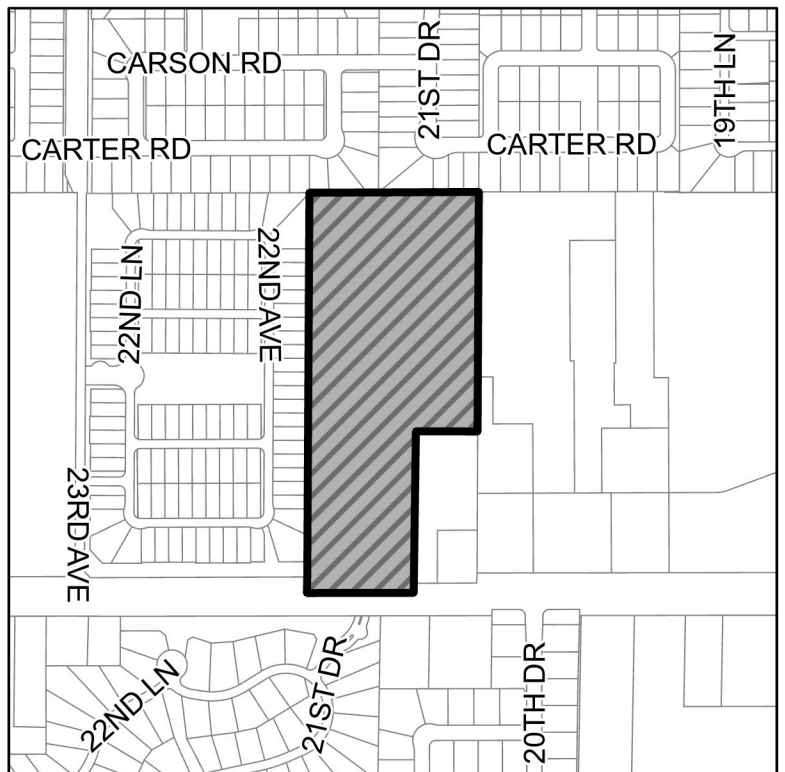
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PROPOSED CHANGE:

Residential 10 to 15 du/ac (14.37 +/- Acres)

-  Proposed Change Area
-  Residential 10 to 15 du/ac





May 6th 2025 mtg - Case Nos GPA-SM-8-25 and Z-31-25

From joanna garcia <joretiring2006@yahoo.com>

Date Mon 5/5/2025 2:00 PM

To Samuel S Rogers <samuel.rogers@phoenix.gov>

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

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Report Suspicious

On the northeast corner of 23rd Avenue/Baseline is the site they are proposing to build these homes. And also the property 11,130 feet from corner of 23rd avenue is also proposed to build multifamily homes? That is also alot housing on those properties. We need family homes built not rental homes. What is to be considered for them to be approved? How do we stop this from happening/ or do we? There is soooo much traffic on Baseline Road now - its like a mini freeway and you propose to add even more traffic. Is there a proposal to add a street light on 23rd Avenue for that growth. This is insane that that much housing can be built when the road system is the same.

I live just down the street from 23rd Avenue and across the street the other proposal. Who benefits from this - because we do not!!!!

Josepha M Garcia



Case Nos GPA-SM-8-25 and Z-31-25

From Joseph Melton <meltjoe@aol.com>

Date Thu 5/8/2025 9:53 AM

To Samuel S Rogers <samuel.rogers@phoenix.gov>

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

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Report Suspicious

Dear Samuel Rogers,

I am writing to express my opposition to the proposed zoning changes; case numbers GPA-SM-8-25 and Z-31-25. As a property owner adjacent to the proposed development, I have significant concerns regarding the impact on property values, personal enjoyment, and safety. After attending the neighborhood meeting my concerns have been amplified. It appears Taylor Morrison has more interest in their own profits than the long-term benefits to our community.

The proposed change from the current residential zoning to 10-15 dwelling units per acre appears to prioritize corporate profit over community welfare. The addition of 188 dwelling units will likely exacerbate traffic congestion, strain our already limited electric grid and water supply, and negatively affect surrounding property values.

Taylor Morrison's plan to develop the Yardly rental units rather than homes for sale raises further concerns with their commitment to our community's well-being. I understand the logic behind rental units vs individual homes backing up to retail/commercial space, however the number of dwellings is concerning. Homeowners typically have a greater vested interest in their communities compared to renters, and rental communities often experience higher crime rates. In South Phoenix, this could lead to increased crime and reduced property values, issues we are already facing.

The development will also add over 200 vehicles to the already congested Baseline Road and potentially obstruct views of South Mountain. As an HOA board member in Addison Park, I have witnessed the negative impact of rental properties on our community, including increased damage and crime. The property manager they have chosen, GreyStar has horrible reviews and reputation per online research and the Better Business Bureau.

Per the meeting, Taylor Morrison is anticipating to charge between \$1800-\$2300 per month for 750 sq foot 1-2 bedroom homes. My neighbors property is a 3 bedroom 2 bath 1392 sq ft single family residence and they're struggling to find tenants for \$2100 per month. The previous tenants were destructive and disrespectful to the community and have lead the owner to now trying to sell the property.

It does not sound like Taylor Morrison is realistic to the demographic of who their tenants will be in this South Mountain area and it concerns me that the long term impact will be reduced rental prices and/or Taylor Morrison selling out to a large conglomerate from out of state who will let the property go to the way-side.

I urge you to decline this zoning change request. If Taylor Morrison is willing to put their money where their mouth is and can guarantee that property values will not decrease while offering compensation for any devaluation, I would reconsider my stance.

Please feel free to reach out to me with any questions. Thank you greatly for considering my concerns.

Sincerely,

Joe Melton

Meltjoe@AOL.com

(414) 737-3921

7265 S. 22nd Ave, PHX AZ




Opposition to Proposed Zoning Changes – Case Numbers GPA-SM-8-25 and Z-31-25

From Melissa Campos <mccampos19@gmail.com>

Date Tue 5/13/2025 7:10 PM

To Samuel S Rogers <samuel.rogers@phoenix.gov>

Cc Melissa Campos <mccampos19@gmail.com>

 2 attachments (7 MB)

Opposition to Proposed Zoning Changes – Case Numbers GPA-SM-8-25 and Z-31-25.docx; Article PDF.pdf;

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

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Report Suspicious

Hello Samuel,
I hope this email finds you well.

Attached are my concerns/opposition regarding this rezoning case and supporting research - please feel free to reach out to me with any questions or concerns.

Thank you,

--

Melissa Campos

Dear Samuel Rogers -

I am writing to express my strong opposition to the proposed zoning changes identified as GPA-SM-8-25 and Z-31-25. As a property owner in Addison Park, a neighboring community, I have significant concerns about the potential negative impact on property values, safety, infrastructure, and the long-term stability of the area—particularly if the proposed Yardly by Taylor Morrison development fails to meet its projected profitability.

After attending the recent neighborhood meeting, I left with the distinct impression that Taylor Morrison is prioritizing short-term profit over the long-term health and cohesion of the surrounding community. Many of the concerns voiced by residents, including myself, were not meaningfully addressed during the meeting. I raised the following key issues, which remain unresolved:

1. Traffic and Infrastructure Concerns

- There are no concrete plans to mitigate increased traffic, such as installing a traffic signal between 19th and 27th Avenue on Baseline.
- The proposed single entry and exit point for the community will create bottlenecks, especially with turning lanes, similar to the current congestion we experience at Addison Park's entrance at 23rd Avenue.

2. Lack of Sustainability Measures

- The proposed homes lack energy-efficient features such as solar panels or commitments to energy-saving materials.
- With the proposed density, this development will place additional strain on local utilities and contribute to pollution and resource depletion in an already stressed area.

3. Target Renter Profile and Market Mismatch

- The projected rent range (\$1,800–\$2,300/month for 750 sq ft units) is aimed at young professionals with white-collar jobs. As someone who fits that demographic, I can attest that the location lacks proximity to major employment hubs, entertainment, and essential amenities.
- This misalignment suggests the development may struggle to attract and retain its intended audience. When profitability declines, what happens next? Will Taylor Morrison sell off the property to the highest bidder—potentially resulting in unregulated, lower-quality ownership or management?

4. Transparency and Accountability

- Yardly, a two-year-old offshoot of Taylor Morrison, has no established track record and is outsourcing property management to Greystar—a third-party entity that is not BBB accredited.
- A recent article in *Builder* magazine highlights the industry’s financial challenges, referencing “temporarily dampened rent growth” and increasing operating expenses. These trends raise red flags about the long-term viability of this project.

5. Density and Misuse of Zoning Flexibility

- Previous re-zoning efforts proposed approximately 50 fewer units than this plan. The current unit-per-acre density appears excessive and profit-driven, not community-centered.

6. Comparative Site Selection

- When I asked about other Yardly projects in the Phoenix market, representatives were unprepared to respond. Upon reviewing the data myself during the meeting, I noted that other Yardly communities:
 1. Were not situated between existing, established residential communities; and
 2. Were located in areas without the significant traffic congestion we currently experience.
 3. Multi-point entrance and exit for each community vs the proposed only have one entry/exit – further raising safety concerns
(Screenshots and comparisons of lot access and layout are attached for reference.)

Requested Follow-Up from Taylor Morrison

In preparation for the next community meeting, I respectfully request Taylor Morrison provide written responses and supporting documentation for the following:

1. 2024 and year-to-date 2025 occupancy rates for all Phoenix Yardly properties
 2. Default rates and percentage of missed rent payments
 3. Average duration of vacant units
 4. Written guarantees or commitments to neighboring communities regarding ownership stability, specifically in the event of a sale within the next 20 years
-

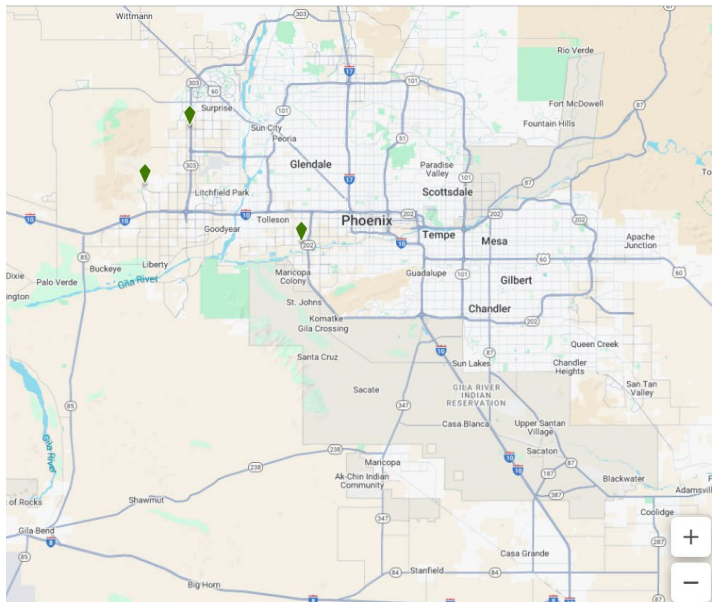
I urge you to decline the zoning change request based on the unresolved issues, lack of transparency, and the disproportionate impact this project could have on our community.

Please feel free to contact me directly should you have any questions or require further information. Thank you for your time and for considering the concerns of the residents most affected by this proposal.

Sincerely,

Melissa Campos

602 377 5603 / mccampos19@gmail.com



A map of the Phoenix metropolitan area with several green location pins. The pins are located in the northern and western parts of the city, near areas like Surprise, Glendale, and Buckeye. The map shows major highways and city boundaries.

Apartment listings from GREYSTAR:

- Yardly Paradisi**
12065 N 168th Ln, Surprise, AZ 85388
\$1,549 - \$2,024
1-2 Beds
SPECIALS: Pets Allowed, Pool, Dishwasher, In Unit Washer & Dryer, Stainless Steel Appliances, Granite Countertop...
(623) 432-7528
Email
- Yardly Broadway**
4550 S 67th Ave, Phoenix, AZ 85043
\$1,595 - \$2,070
1-2 Beds
SPECIALS: Pets Allowed, Fitness Center, Pool, In Unit Washer & Dryer, Clubhouse, Maintenance on site, Stainless Steel...
(833) 854-7592
Email
- Yardly at Verrado**
20907 W Indian School Rd, Buckeye, AZ 85396
\$1,655 - \$2,170
1-2 Beds
SPECIALS: ...
Email



Apartments for Rent - 158 Rentals

Yardly Broadway

4550 S 67th Ave, Phoenix, AZ 85043

GREYSTAR
THE FINEST QUALITY IN REAL ESTATE



\$1,595 - \$2,070

1-2 Beds

SPECIALS

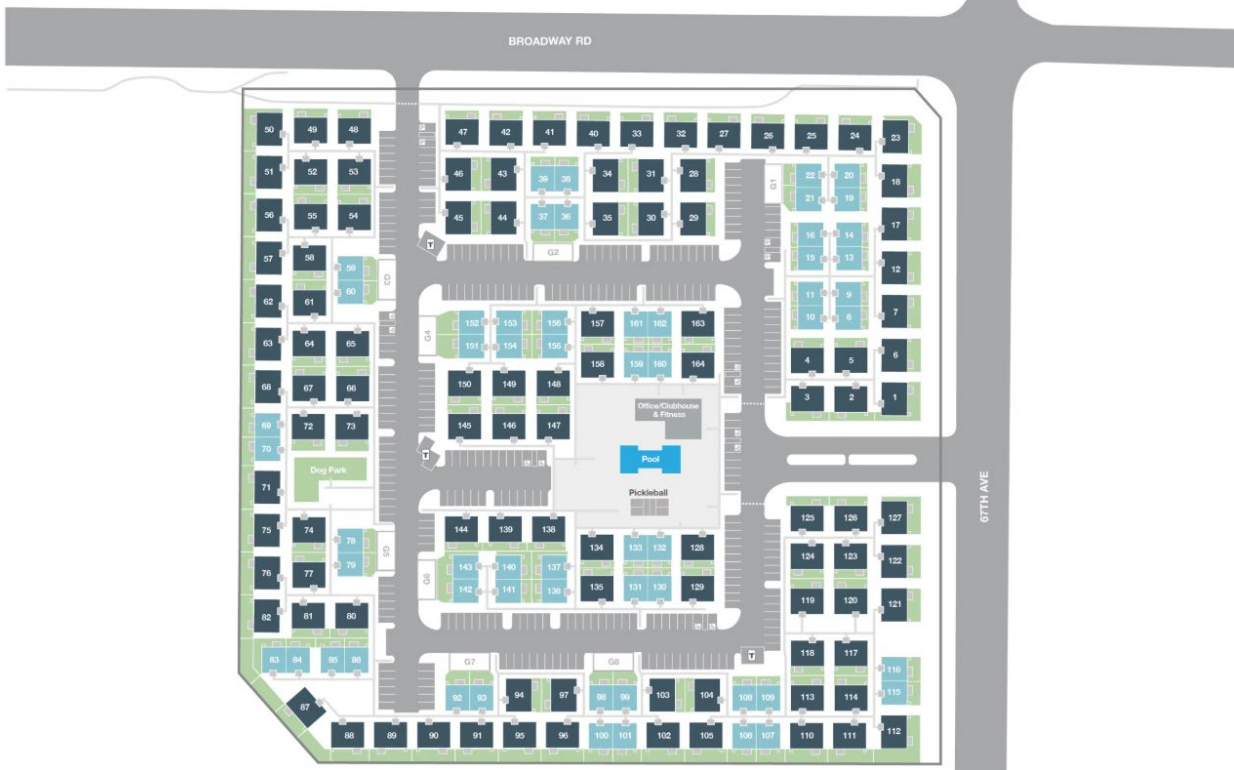
Pets Allowed, Fitness Center, Pool, In Unit Washer
Dryer, Clubhouse, Maintenance on site, Stainless
(833) 854-7592

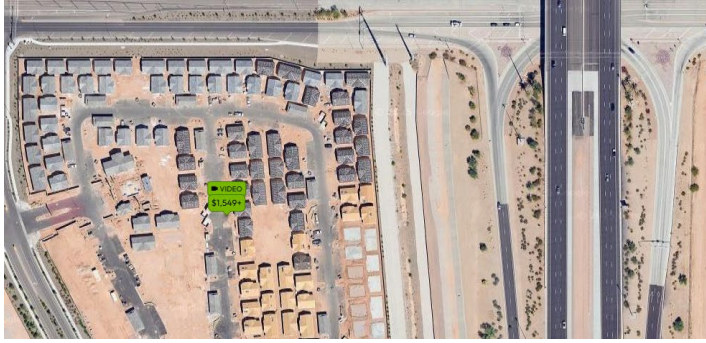
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Yardly Paradisi
12065 N 168th Ln, Surprise, AZ 85388

GREYSTAR



\$1,549 - \$2,024
1-2 Beds

SPECIALS

Pets Allowed, Pool, Dishwasher, In Unit Washer & Dryer, Stainless Steel Appliances, Granite Countertop...
(623) 432-7528


Videos | Matterport 3D Tours

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Options

Draw Boundary




Apartments for Rent - 204 Rentals

Yardly at Verrado

20807 W Indian School Rd, Buckeye, AZ 85396

GREYSTAR

Heart icon




\$1,655 - \$2,170

1-2 Beds

SPECIALS

Pets Allowed, Fitness Center, Pool, In Unit Washer & Dryer, Clubhouse, Maintenance on site, Stainless Stee...
(833) 856-7771

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Posted on: January 22, 2025

BUILDER

TWO YEARS OF YARDLY: HOW TAYLOR MORRISON'S BUILD-TO-RENT BRAND HAS EVOLVED

Yardly president Darin Rowe shares key BTR markets, successful strategies, lessons learned, and more.

By Symone Strong



Courtesy Yardly

Darin Rowe, president of Yardly For-Rent Brand

Two years after launching Yardly, Taylor Morrison's build-to-rent brand is making waves in the housing industry. Combining private backyard living with the flexibility of renting, Yardly has carved out a unique niche in the competitive rental market. With nearly three dozen project sites underway, key lessons learned, and ambitious plans for 2025, the brand is poised to redefine what renters can expect from their housing experience.

Ahead of his appearance at Zonda's Build-to-Rent event, BUILDER spoke with Yardly president Darin Rowe to dive into Yardly's journey, market strategies, and vision for the future. Read some of his introductory insights

below and hear more from him in person in Arlington, Texas, on Feb. 3.

It's been a little over two years since the launch of Yardly. Where does the built-to-rent brand stand today?

Five years ago, Taylor Morrison added this new and dynamic build-to-rent segment to its overall builder strategy including the last two years with our associated brand Yardly, whose name is a tip-of-the-cap to the private backyard that comes with each Yardly home; a key differentiator from traditional apartment living. Yardly helps Taylor Morrison fill a need serving consumers along their near and long-term housing journey. Almost three dozen project sites are owned with a majority of those ranging from having broken ground to actively being leased. In Q4 of last year, we sold our first two stabilized Yardly communities. If 2024 overall was the year of increased vertical construction at our Yardly neighborhoods then 2025 will be the year of lease-up activity, although we continue to source new land for future rental projects.

Want More BTR Insights?

Yardly's Darin Rowe will join NexMetro Communities CEO Josh Hartmann and Mandrake Capital Partners president Ed Oprindick to provide key BTR perspectives at Zonda's Build-to-Rent Conference, Feb. 3 to 4, in Arlington, Texas. Kimberly Byrum, managing principal of multifamily for Zonda Advisory, will moderate the "Perspective from the Leading Developers" session, where the panelists will share insight into their portfolio, discuss current capital market conditions, deal flows, absorptions, renter demand, and other key lessons for the future of this evolving sector. [Click here for more information or to register.](#)

What markets do you have projects in? Which are doing the best and which are you eyeing for expansion?

To date, Yardly has targeted select markets where Taylor Morrison has for-sale home building operations. Aligning rental and for-sale housing operations allows Yardly to leverage the best of Taylor Morrison as it relates to land sourcing, trade relationships, and other synergies that give Yardly a competitive advantage in this real estate space. Active Yardly markets include Sunbelt geographies Phoenix, Dallas, Houston, Austin, Tampa, Sarasota, Orlando, Charlotte, and Raleigh. Each market has its own characteristics and we will naturally gravitate towards those where we experience the highest company returns with diversity across multiple markets, helping to smooth any specific single-market swings.

What has been your most successful strategy for maintaining competitive advantage in an increasingly crowded market?

A proven brand reputation matters. Yardly is proud to be strategically aligned with parent company Taylor Morrison's legacy of quality construction and priority of loving the customer, including recent recognition as America's Most Trusted Home Builder for a 10th consecutive year by Lifestory Research. Most of the "me too" BTR entities that surfaced three to four years ago have moved on, leaving those like Yardly, with a long-term commitment to real estate development and experienced industry professionals helping to improve an undersupplied national landscape. A reputation for "doing what you say," including when acquiring land, partnering with trades, or keeping promises with customers, sets leaders apart from all others.

What lessons have you learned about achieving absorption targets in today's market, and how do you navigate slower lease-ups?

"Rinse and repeat" consistency in sourcing, construction, and leasing is great in concept but a more challenged reality. Each market, micro-market, and street corner location is unique and requires creative expertise to manage absorptions that help maximize returns for each community. Understanding who your target consumer is, demographically, helps steer local marketing and overall execution. Getting reps within a multitude of municipalities across several states allows us to better educate industry partners and city staff to lessen pain points associated with zoning, entitlements, and vertical construction which precede the lease-up phase. Ultimately, each community is tactically managed on a weekly basis via lean-ins from corporate and field teams to effect the best leasing outcomes while considering the elasticity of rents and surrounding competitive influences.

How is changing renter demand influencing the design and amenities of your BTR developments?

The consumer demand equation is ever-changing based on macro- and market-specific factors including jobs, immigration, state legislation, weather events, and yes pandemics. There's a search for balance by developers to give renters the product and related home features they want while at the same time achieving acceptable financial metrics considering site plan density, input costs, efficiencies that save time and understanding what renters will pay for. The impact from evolving amenity offerings such as pools, fitness, pickleball, and gathering spaces is more nuanced and somewhat less impactful overall.

With the sector's rapid expansion, what challenges are you facing in maintaining operational efficiency and delivering consistent renter experiences?

BTR segment expansion may feel rapid in some respects, but the numbers confirm its infancy in most geographic markets. BTR generally comprises 10% to 20% or less of new multifamily starts, depending on market and a mere 1% of existing national multifamily inventory. More saturated BTR markets Phoenix and Dallas tend to understand the product yet want diversification for residents. Markets with little of the same require more education regarding the product and its impact on local jurisdictions but afford developers like Yardly less immediate competition. Operational efficiency is critical and achieved with consistency across markets, where available, and a mix of centralized service oversight and local market execution. The near-term spike in new multifamily projects has temporarily dampened rent growth, and higher operating expenses directly correlate with inflated everyday costs for consumers. These headwinds require efficiencies such as a consistent renter experience with a product offering that consumers want, good communication throughout the project life-cycle, and local project experts who are creative problem solvers. These experts include front line leasing agents who welcome prospects in, are knowledgeable about how their specific build-to-rent community make renters' lives better, and are dedicated to loving the customer.

ABOUT THE AUTHOR



SYMONE STRONG