



General Plan Amendments

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OUTLINE

- Purpose of the General Plan
- General Plan Comprehensive Review
- Recommendations
- Next Steps

GENERAL PLAN'S PURPOSE

- Expressions of the community's goals and priorities
- Official policy guide concerning desired physical development of the City
- Fulfillment of legal state law requirements
- Fulfillment of City Charter requirements

GENERAL PLAN COMPREHENSIVE REVIEW

- Required every 3 years – 2020 review
- Identifies, major successes, challenges and provides recommendations for amendments
- 2 areas identified for improvement
 - › Ch. 7 - Community Character
 - › Ch. 16 - Plan Implementation & Amendment



CH. 7 COMMUNITY CHARACTER

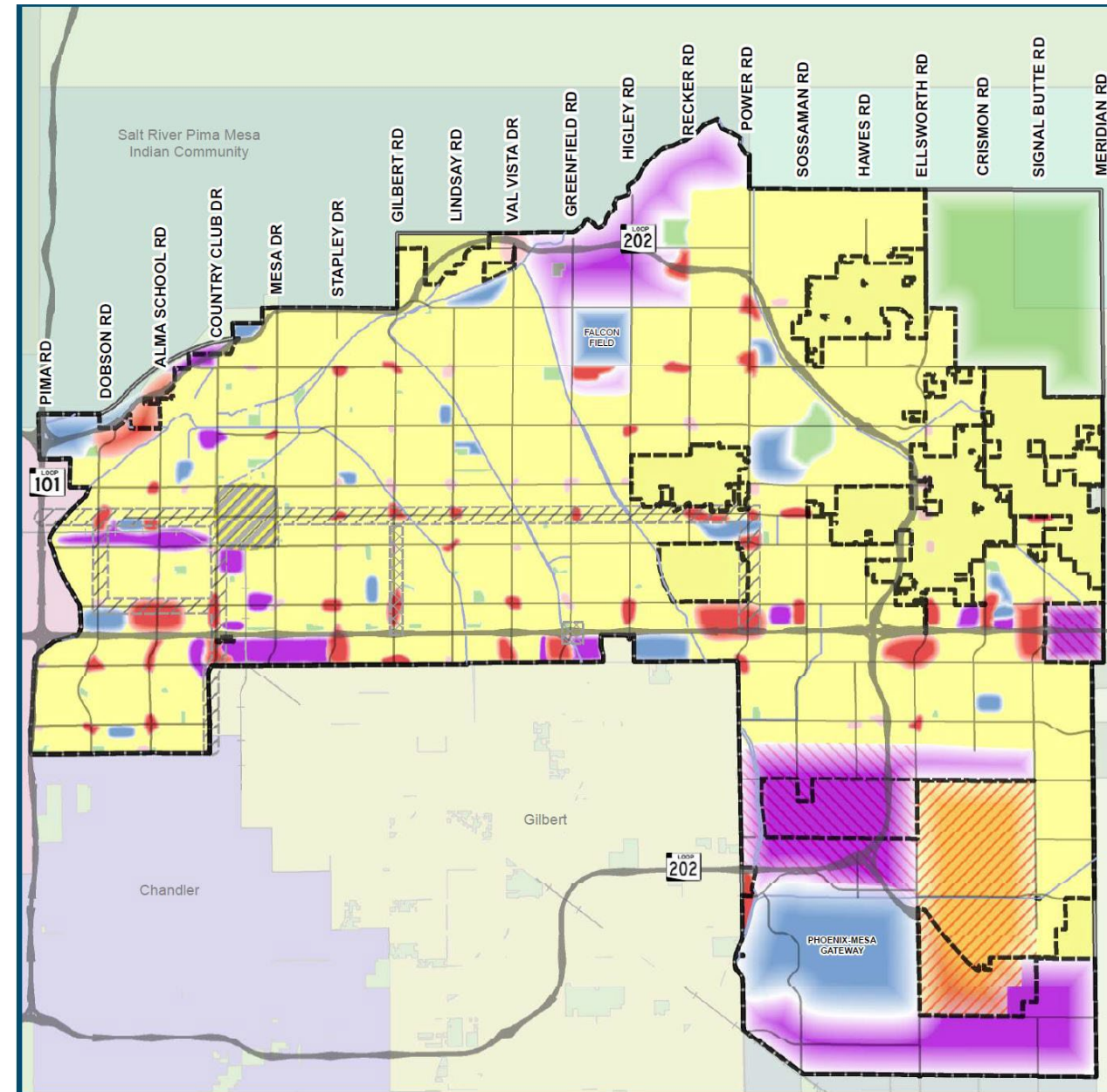
PURPOSE

- Land use guidance
- Focuses on the character of an area (i.e. the looks and feel)
- Supports GP goal of creating a greater sense of place
- Combines concepts of zoning, land use, building form, and intensity



CHARACTER AREAS

- Neighborhoods
- Neighborhood Village Center
- Mixed Use Activity Districts
- Mixed Use Community
- Downtown
- Employment Districts
- Specialty Districts
- Parks/Open Space

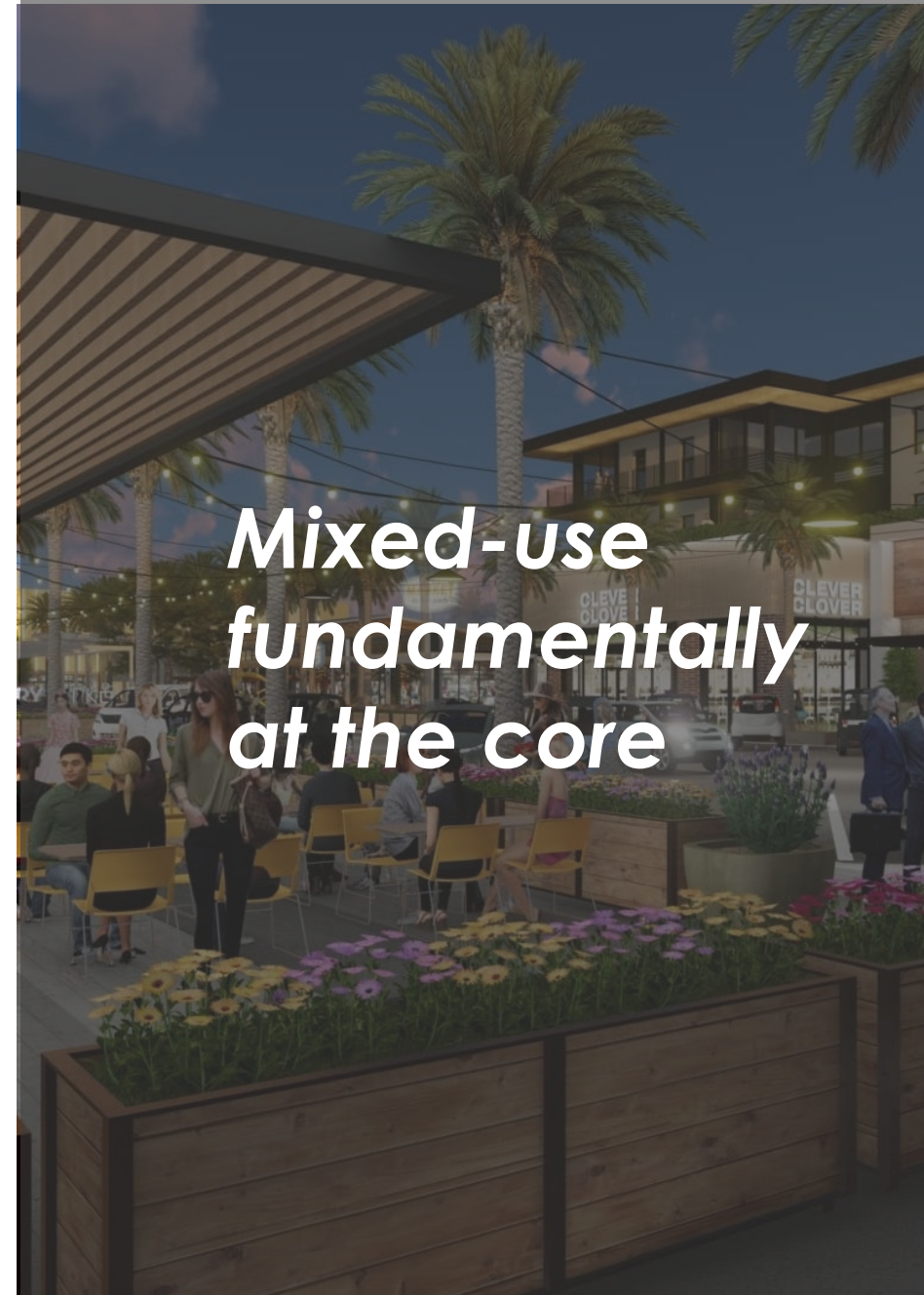


CHARACTER AREAS

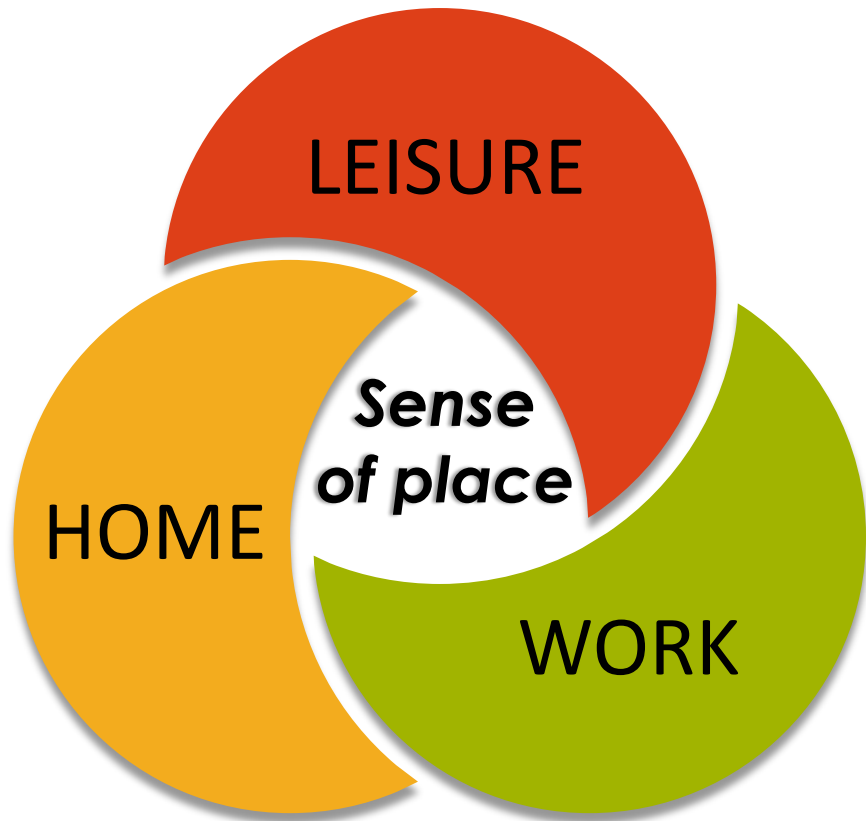
- Neighborhoods
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***Mixed-use
fundamentally
at the core***



MIXED-USE

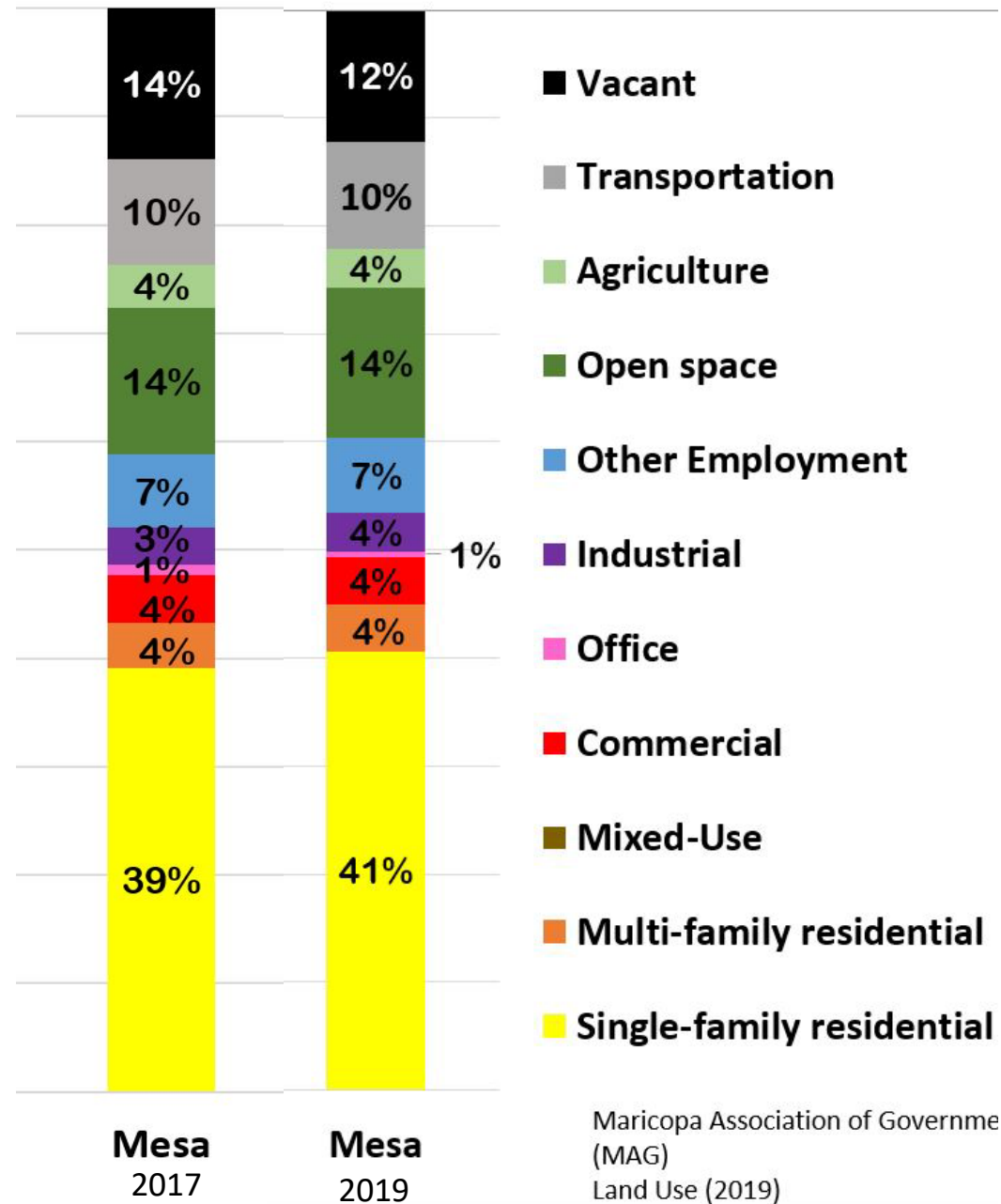


OPPORTUNITIES

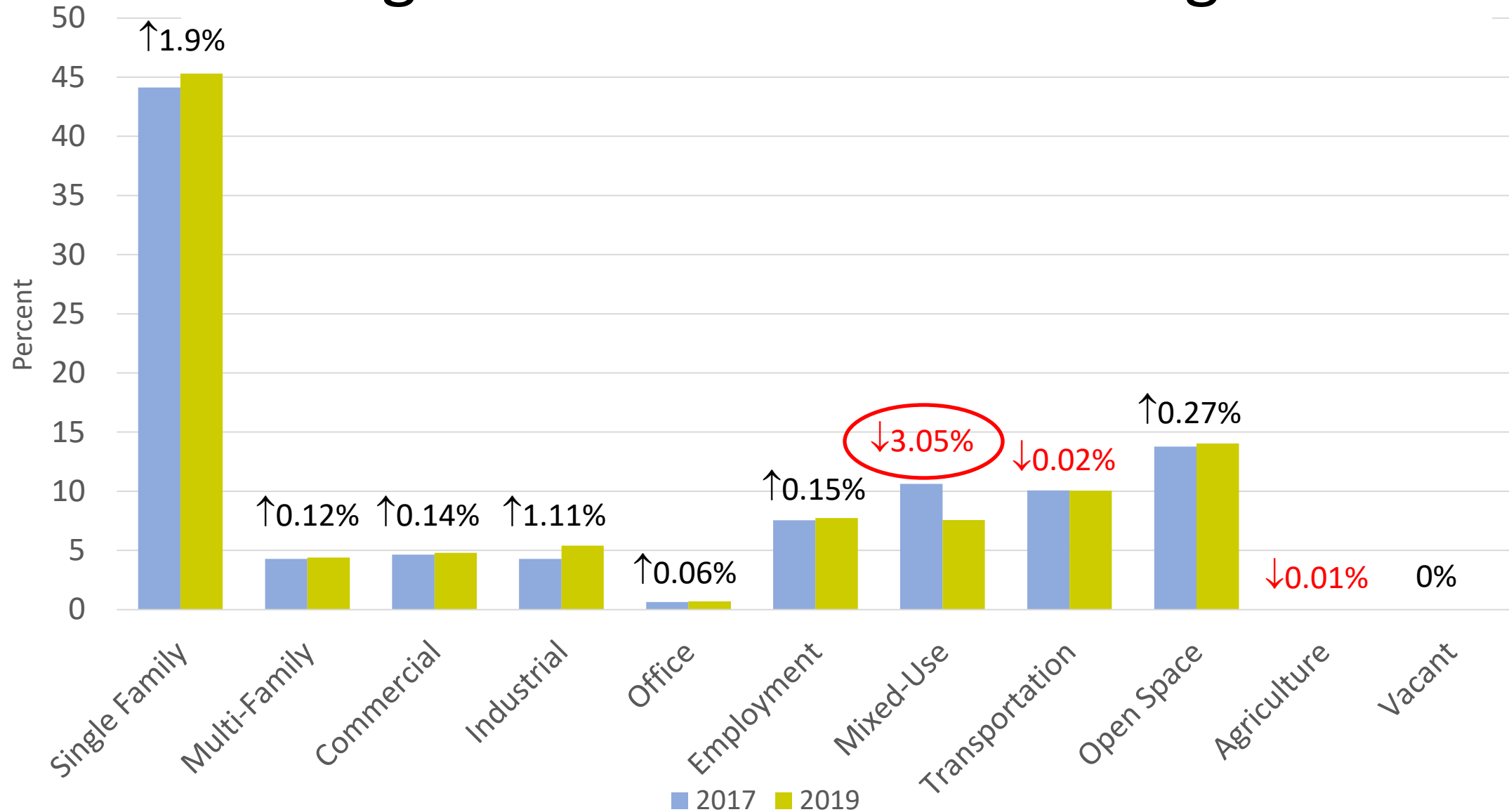
- Allows for a mixture of uses
- Efficient use of space
- Encourages alternative modes of transportation

CHALLENGES

- General Plan doesn't specify how much of a mixture is required
- Result - development proposals heavily focused on supportive uses without primary uses



Change in Future Land Use Designations





RECOMMENDATION

1. Refine text to better describe the intent of the character areas
2. Establish minimum percentages of primary zoning & land uses

MINIMUM USE OF PRIMARY ZONING

NEIGHBORHOOD VILLAGE = 80%

MIXED USE ACTIVITY DISTRICT = 70%

EMPLOYMENT

- Business Park = 70%
- Industrial = 75%
- Employment Core = 80%

SPECIALTY DISTRICT

- Medical Campus = 80%

MIXED USE COMMUNITY = 40% of land dedicated for commercial use

CH. 16 PLAN IMPLEMENTATION AND AMENDMENT

PURPOSE

- Describes implementation tools (i.e. CIP, zoning ordinance etc.)
- Goals, policies, and strategies
- Process for review and update of the Plan
- Process for Plan amendments

AMENDMENT CRITERIA

CHALLENGES

- Vague criteria
- Doesn't consider the context of an area
- Insufficient approval guidance

RECOMMENDATION

1. Refine text to better describe the amendment process
2. Create context-specific amendment requirements
3. Provide approval criteria

JURISDICTION	MAJOR AMENDMENT REQUIREMENTS	
Mesa	>320 acres	Proposal not consistent with character area
Chandler	>160 acres	Change from residential to another residential or non-residential classification
	>40 acres	Change from non-residential to residential or non-residential to mixed-use
	>320 acres	Any aggregate change in land use classification
Gilbert	>160 acres	Any increase in residential density
	>40 acres	Any change in land use classification
Phoenix	≥5 square miles	Area Plan
	>3 square miles	Proposal with no land use designation
Scottsdale	>10 acres	Change in zones A1, A2, B (<i>south of Frank Lloyd Wright & west of Pima</i>)
	>15 acres	Change in zones C1, C2, C3, D, E1, E2, E3 (<i>east of Pima & north of DoubleTree Ranch</i>)

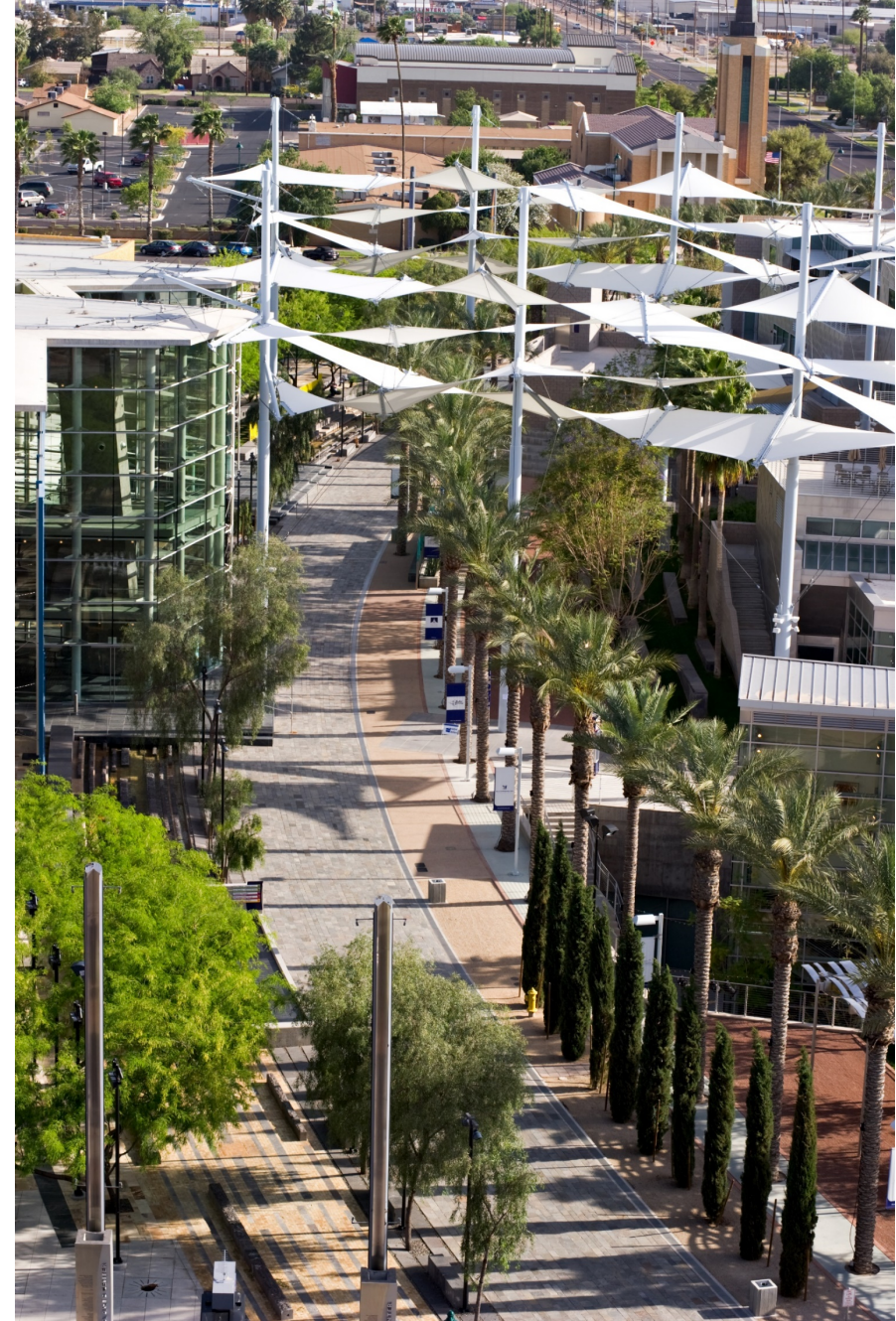
AMENDMENT BENCHMARKS

DOWNTOWN & TRANSIT DISTRICTS

- Minor – 10 acres or less
- Major – More than 10 acres

OTHER CHARACTER AREAS

- Minor – 160 acres or less
- Major – More than 160 acres



PUBLIC OUTREACH

- City Council - February 2020
- Planning & Zoning Board - March 2020
- Developers Advisory Forum (DAF) - June 2020
- Planning & Zoning Board - August 2020
- Special Projects webpage - June thru current

PUBLIC OUTREACH

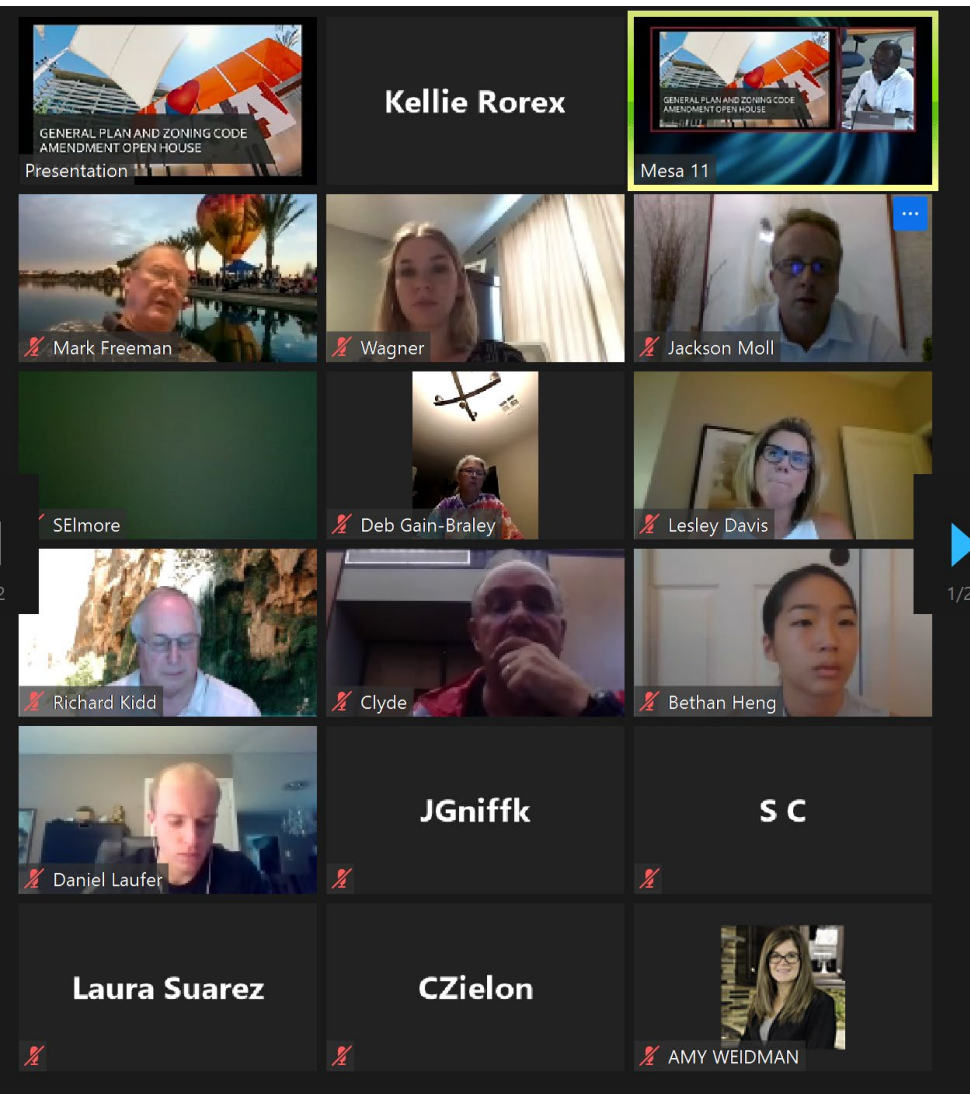
GENERAL PLAN & ZONING ORDINANCE TEXT AMENDMENT OPEN HOUSE

- August 18th
- Live via Zoom
- 27 participants

VIRTUAL OPEN HOUSE

- August 18 - September 1
- 157 views
- Feedback forms available

<https://sway.office.com/ECuPBrwdvxydxJyn>



NEXT STEPS

Planning & Zoning Board	November
Planning & Zoning Board	November
City Council Consideration	12/8/20



Questions?