City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

GENERAL PLAN AMENDMENT
STAFF ANALYSIS
October 29, 2026

Application:	GPA-PV-2-25-2
Representative/Applicant:	Jason Morris, Withey Morris Baugh, PLC
Owner:	Host Kierland, LP
Location:	Approximately 770 feet west of the southwest corner of Kierland Boulevard and Greenway Parkway
Acreage:	71.62 acres
Current Plan Designation:	Parks/Open Space - Privately Owned (71.56 acres) and Residential 10 to 15 dwelling units per acre (0.06 acres)
Requested Plan Designation:	Residential 3.5 to 5 dwelling units per acre / Residential 5 to 10 dwelling units per acre / Parks/Open Space – Privately Owned (55.47 acres) and Residential 10 to 15 dwelling units/acre / Commercial / Parks/Open Space – Privately Owned (16.15 acres)
Reason for Requested Change:	Minor General Plan Amendment to allow for a mix of open space, commercial, and residential uses.
Paradise Valley Village Planning Committee Meeting Date:	November 2, 2026
Staff Recommendation:	Approval

FINDINGS:

1) The proposed land use map designations will create a land use pattern that is compatible with the surrounding General Plan Land Use Map designations and will support additional housing opportunities in the area.

2) The companion rezoning case, Z-169-25-2, establishes a unified zoning framework through a Planned Unit Development (PUD) for the entire site. This General Plan Amendment will provide for General Plan Land Use Map designations that are consistent with the proposed PUD.

3) The companion rezoning case, Z-169-25-2, proposes a development that provides enhanced landscape buffers, open space, design standards and a pedestrian pathway network to ensure the proposed development is a compatible addition to the surrounding area.

BACKGROUND

The subject site is 71.62 acres and is located approximately 770 feet west of the southwest corner of Kierland Boulevard and Greenway Parkway. The subject site is currently open space and part of an existing golf course. The companion rezoning case Z-169-25-2, requests to rezone the site from 64.30 acres of GC PCD (Golf Course District, Planned Community District) and 7.32 acres of RH SP PCD (Resort District, Special Permit, Planned Community District) to PUD (Planned Unit Development) to allow single-family residential, multi-family residential, open space, and commercial uses; and removal of the PCD designation.

This request proposes a minor amendment to the General Plan Land Use Map to allow a mix of open space, commercial, and residential uses. The proposal will modify the existing land use designation of 71.56 acres of Parks/Open Space-Privately Owned and 0.06 acres of Residential 10-15 dwelling units per acre to 55.47 acres of Residential 3.5 to 5 dwelling units per acre / Residential 5 to 10 dwelling units per acre / Parks/Open Space – Privately Owned and 16.15 acres of Residential 10 to 15 dwelling units per acre / Commercial / Parks/Open Space – Privately Owned.

SURROUNDING LAND USES

NORTH

North of the subject site is an existing golf course club house and parking lot designated Parks/Open Space – Privately Owned.

North of the subject site, across Greenway Parkway, along the east portion of the site, is a resort and hotel designated Commercial.

North of the subject site, across Greenway Parkway, along the west portion of the site, are multi-family condominiums and single-family attached residential, designated Residential 10 to 15 dwelling units per acre.

WEST (across 66th Street)

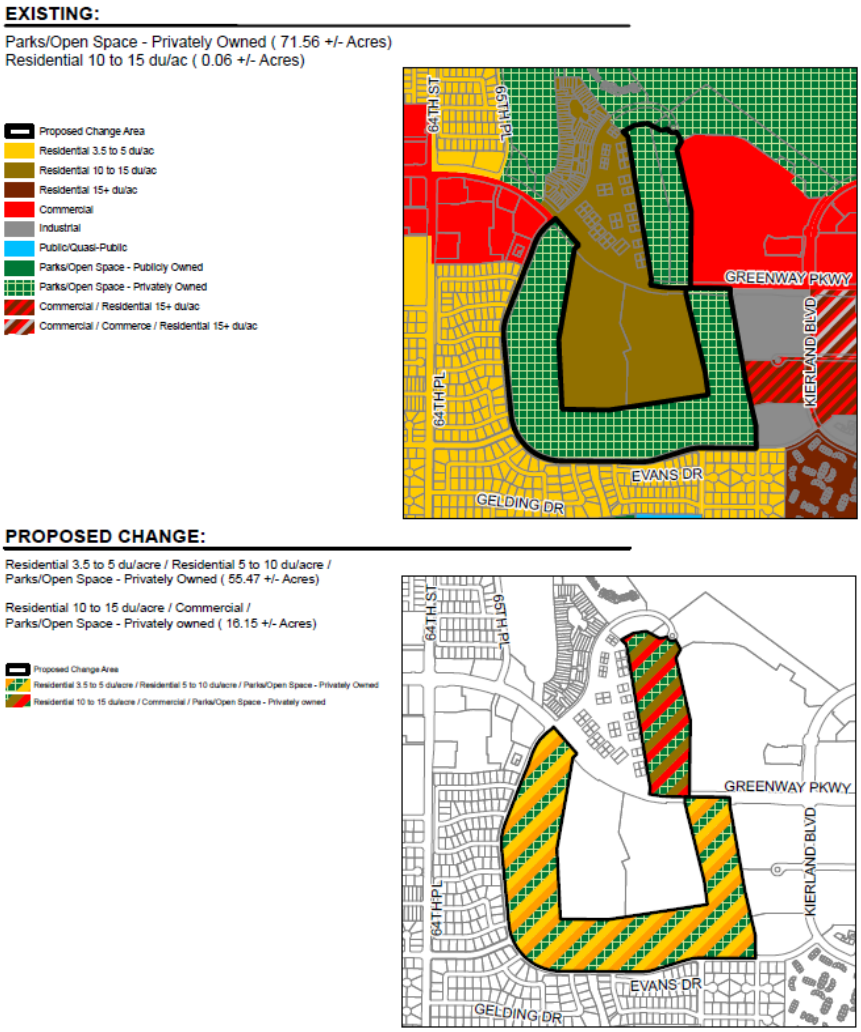
West of the subject site, across 66th Street, is a commercial shopping center anchored by a grocery store with restaurants, retail shops, a pharmacy and offices, designated

Commercial. A single-family subdivision is located south of the shopping center and is designated Residential 3.5 to 5 dwelling units per acre.

SOUTH (across Acoma Drive)
South of the subject site, across Acoma Drive, are residential single-family subdivisions, designated Residential 3.5 to 5 dwelling units per acre.

EAST
East of the subject site are numerous office complexes designated Industrial and Commercial / Residential 15+ dwelling units per acre.

BETWEEN THE EAST AND WEST PORTIONS (south of Greenway Parkway)
South of Greenway Parkway, between the east and west portions of the site are multi-family residential developments designated Residential 10 to 15 dwelling units per acre.



Existing and Proposed General Land Use Designation Maps
Source: City of Phoenix Planning and Development Department

RELATIONSHIP TO GENERAL PLAN CORE VALUES AND PRINCIPLES

- **CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; 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 within the Village and will help alleviate the housing crisis.

- **CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; CERTAINTY & CHARACTER; LAND USE PRINCIPLE: Protect residential areas from concentrations of incompatible land uses that could change their character or destabilize land values.**

  The proposed rezoning case, Z-169-25-2, will redevelop the existing golf course/open space with a mix of open space, commercial, and residential uses that are compatible with the surrounding uses and will protect the area from incompatible land uses. The proposed development will provide open space, pedestrian pathways, and enhanced shade and landscaping throughout the site.

- **BUILD THE SUSTAINABLE DESERT CITY CORE VALUE; DESIGN PRINCIPLE: Integrate trees and shade into the design of new development and redevelopment projects throughout Phoenix.**

  The proposal, as proposed in the companion rezoning case Z-169-25-2, includes enhanced landscaping along Greenway Parkway, 66th Street, and Acoma Drive. Enhanced shade will also be provided for public and private pathways, sidewalks, shared-use paths, bicycle parking, bicycle repair stations, transit stops, seating areas and surface parking lot areas. These improvements will create a comfortable pedestrian environment by reducing the urban heat island affect and make walking to nearby destinations safer and more comfortable.

COMMUNITY INPUT SUMMARY

As of the writing of this report approximately 1,265 letters of opposition have been received. Concerns raised are regarding the project decreasing the quality of life for existing residents, leading to significant increases in traffic, congestion, and public safety risks; negative environmental impacts, including the loss of open space and natural buffers; the project not being compatible with the character of the already established neighborhood in terms of scale, density, setbacks, and the reduction of open space; increasing sewage generation and infrastructure demands, straining the current sewer capacity and increasing public costs; decreasing property values; and posing public health and safety concerns for residents and first responders.

CONCLUSION AND RECOMMENDATION

Staff recommends approval of GPA-PV-2-25-2. The proposed land use map designations allow future single-family and multi-family residential, hotel type units and open space that are compatible with surrounding designations. The companion rezoning case, Z-169-25-2, as stipulated, will require enhanced standards for landscaping, pedestrian pathways, bicycle infrastructure, and open space.

Writer
Matteo Moric
October 29, 2026

Team Leader
Racelle Escolar

Exhibits
Sketch Maps (2 pages)

GENERAL PLAN AMENDMENT

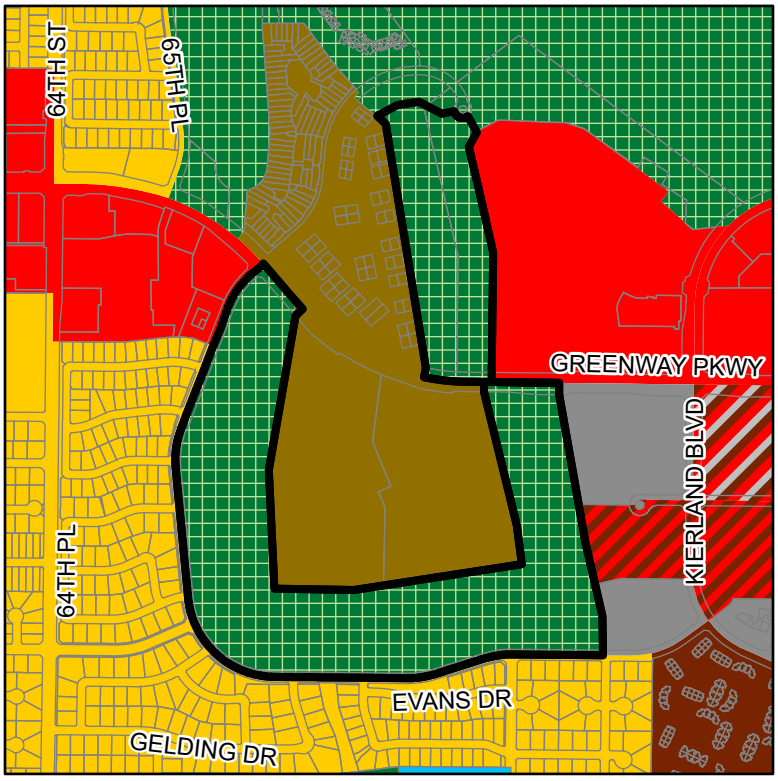
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APPLICATION NO: GPA-PV-2-25-2	ACRES: 71.62 +/-	REVISION DATE:
VILLAGE: PARADISE VALLEY	COUNCIL DISTRICT: 2	10/8/2026
APPLICANT: Withey Morris Baugh, PLC		

EXISTING:

Parks/Open Space - Privately Owned (71.56 +/- Acres)
Residential 10 to 15 du/ac (0.06 +/- Acres)

- Proposed Change Area
- Residential 3.5 to 5 du/ac
- Residential 10 to 15 du/ac
- Residential 15+ du/ac
- Commercial
- Industrial
- Public/Quasi-Public
- Parks/Open Space - Publicly Owned
- Parks/Open Space - Privately Owned
- Commercial / Residential 15+ du/ac
- Commercial / Commerce / Residential 15+ du/ac

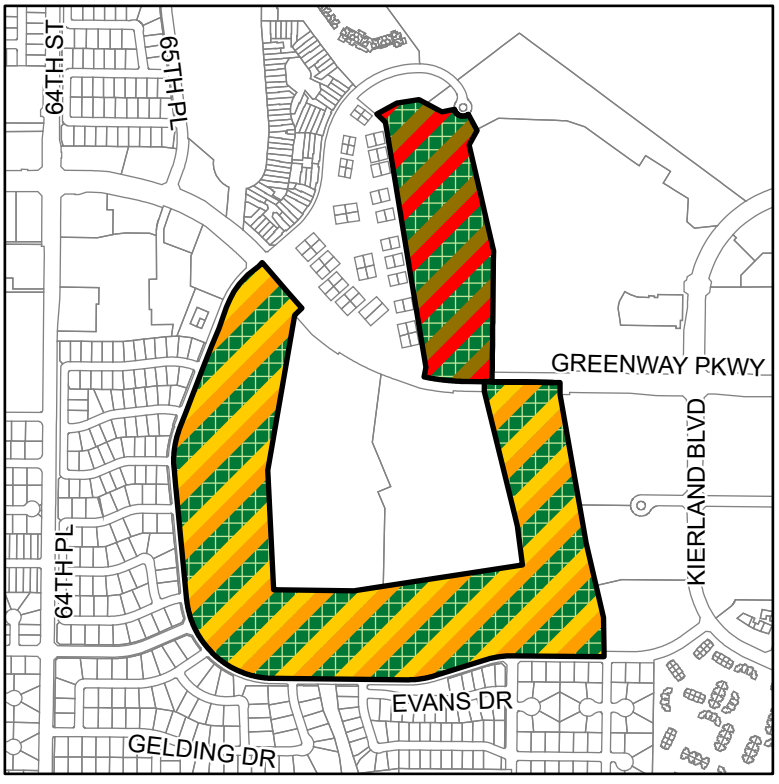


PROPOSED CHANGE:

Residential 3.5 to 5 du/acre / Residential 5 to 10 du/acre /
Parks/Open Space - Privately Owned (55.47 +/- Acres)

Residential 10 to 15 du/acre / Commercial /
Parks/Open Space - Privately owned (16.15 +/- Acres)

- Proposed Change Area
- Residential 3.5 to 5 du/acre / Residential 5 to 10 du/acre / Parks/Open Space - Privately Owned
- Residential 10 to 15 du/acre / Commercial / Parks/Open Space - Privately owned



GENERAL PLAN AMENDMENT

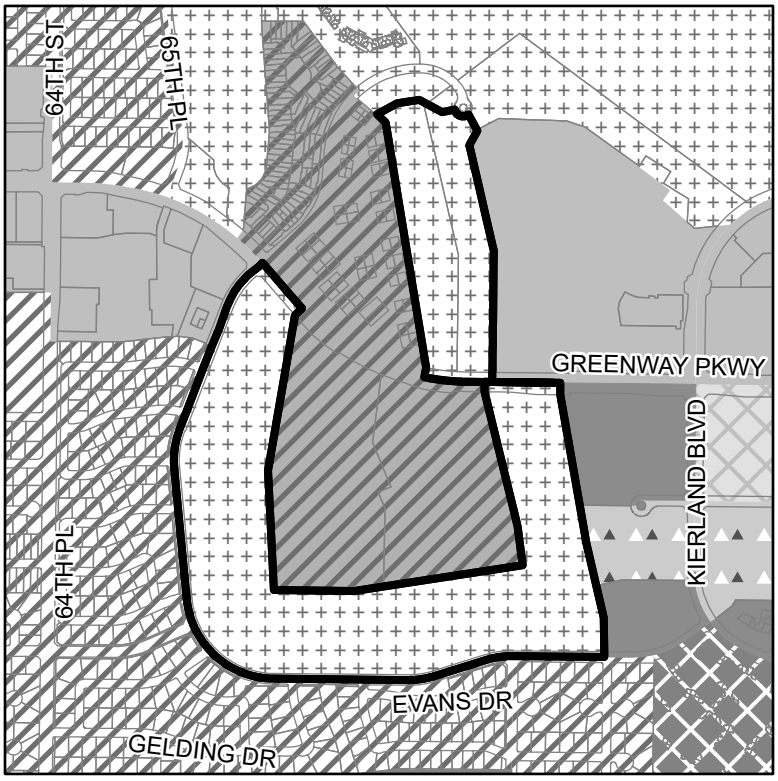
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- Industrial
- Public/Quasi-Public
- Parks/Open Space - Publicly Owned
- Parks/Open Space - Privately Owned
- Commercial / Residential 15+ du/ac
- Commercial / Commerce Park / Residential 15+ du/ac



PROPOSED CHANGE:

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