



# The BLVD

Rezoning from CCD and  
CP to BLVDD  
Application PL-19-0307



***Planning Commission Meeting  
February 19, 2020***

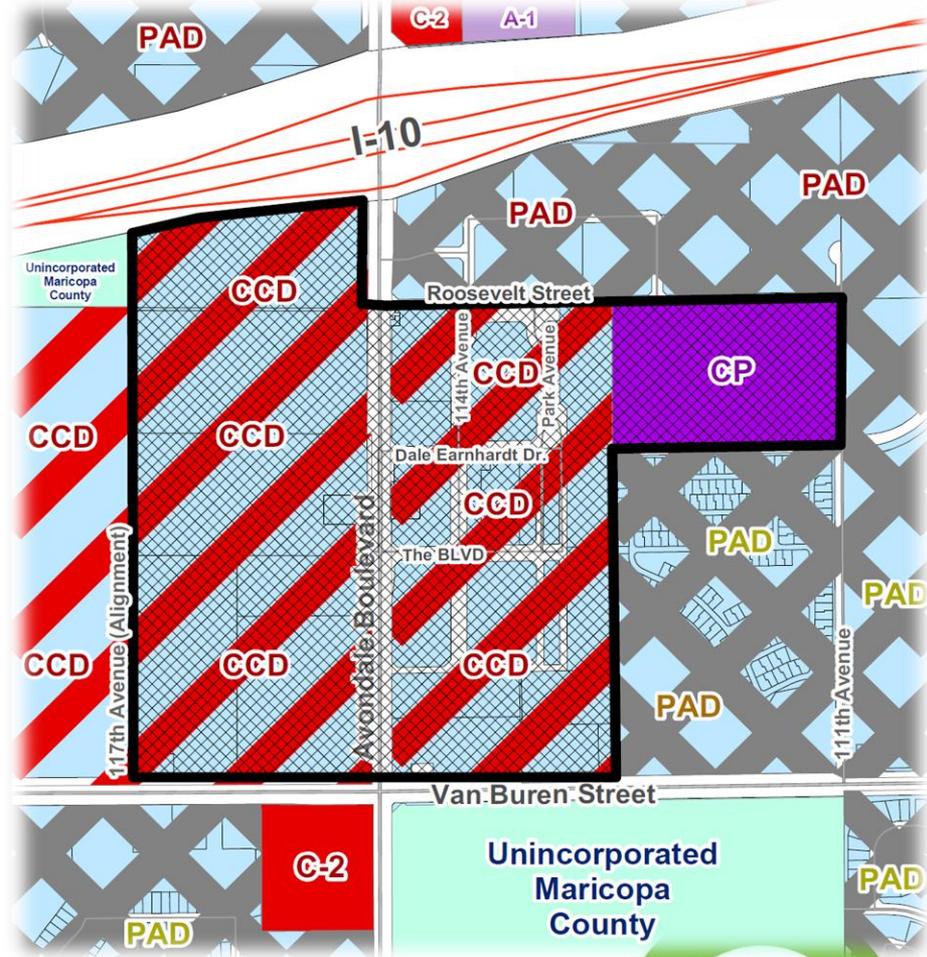


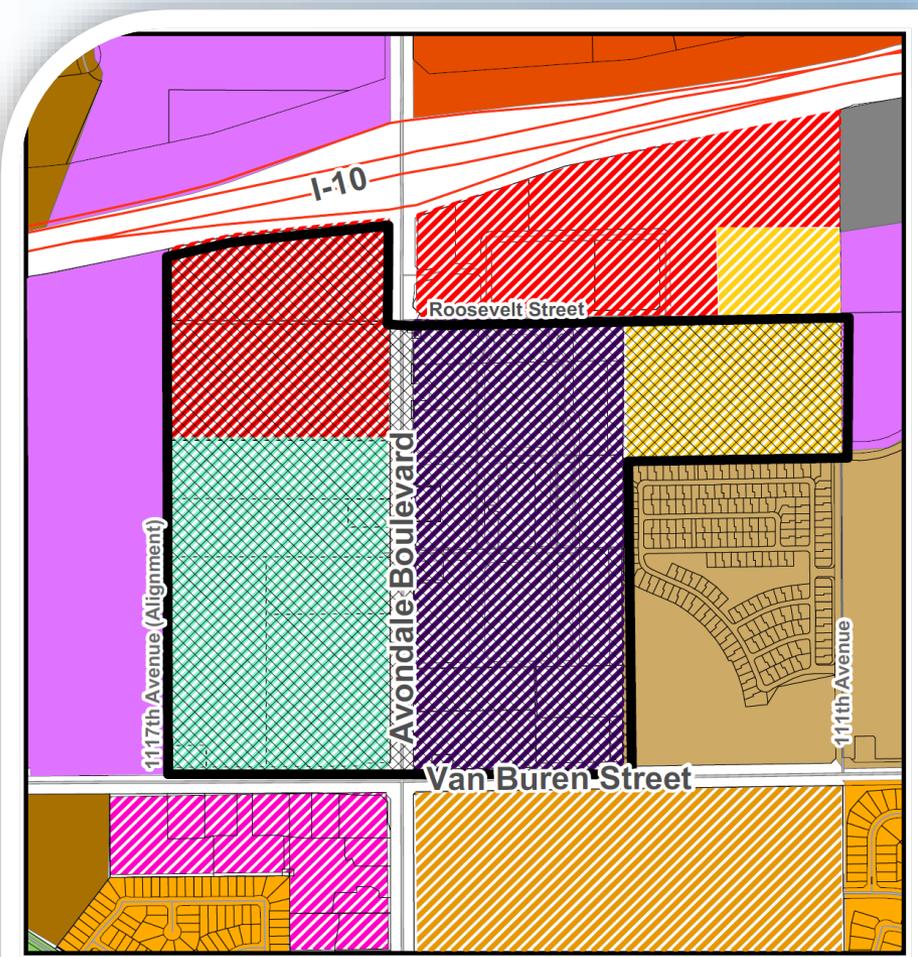
# Purpose

- Review a proposed City-initiated rezoning of approximately 191.76 gross acres from City Center District (CCD) and Commerce Park (CP) to BLVDD (The BLVD District), conduct a public hearing, and forward a recommendation to City Council.



# Avondale





## General Plan Land Use Map

- |                               |                                 |
|-------------------------------|---------------------------------|
| The BLVD Gateway District     | The BLVD Neighborhood District  |
| The BLVD Village District     | The BLVD Residential District   |
| The BLVD Park Avenue District | The BLVD Promenade District     |
| Mixed Use                     | Medium Density Residential      |
| High Intensity Office         | Medium/High Density Residential |
| Freeway Commercial            | High Density Residential        |



Subject Property



## Request

- Rezoning of 191.76 gross acres from City Center District (CCD) and Commerce Park (CP) to The BLVD District (BLVDD)
  - Properties in The BLVD zoned PAD are excluded from request
- Uses and Development Standards vary depending on the “District” that a parcel is located in (Park Avenue District, Gateway District, etc.)





# Analysis

- Proposed rezoning implements The BLVD Specific Plan, approved in September 2019
- Facilitates development of the area as an exciting destination for shopping, dining, entertainment, employment, and various types of dense, urban residential uses
- No property owners are included in the request against their objection
- Third of four steps in development process; all properties zoned BLVDD require Commission/Council review of Development Plans (Site Plans) prior to construction



# Public Participation/Notice

- Notification of owners subject to request by certified mail
- General public notifications completed: Site Postings, Legal Advertisements in Arizona Republic, 1000-foot mailing
- Neighborhood Meeting – January 27, 2020
- aVOICE: No comments
- Opt-In form received from Lervick Investments (owner of 18 acres at NWC of Avondale Boulevard/Corporate Drive); No Opt-Out forms received



# Recommendation

Approval of Application PL-19-0307  
Rezoning from CCD and CP to BLVDD