



**City of Phoenix**  
PLANNING & DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT  
STAFF ANALYSIS**

June 3, 2022

Application: GPA-CE-2-21-8

Applicant: Odyssey Group Holdings, LLC

Owner: Lincoln National Life Insurance Company

Representative: Nick Wood, Esq., Snell & Wilmer, LLP

Location: Southwest corner of 48th Street and Washington Street

Acreage: 17.82 acres

Current Plan Designation: Industrial (8.96 acres) and Commerce / Business Park (8.86 acres)

Requested Plan Designation: Mixed Use (17.82 acres)

Reason for Requested Change: Minor General Plan Amendment to allow multifamily residential uses

[Camelback East Village Planning Committee Date:](#) June 7, 2021

Staff Recommendation: Approval

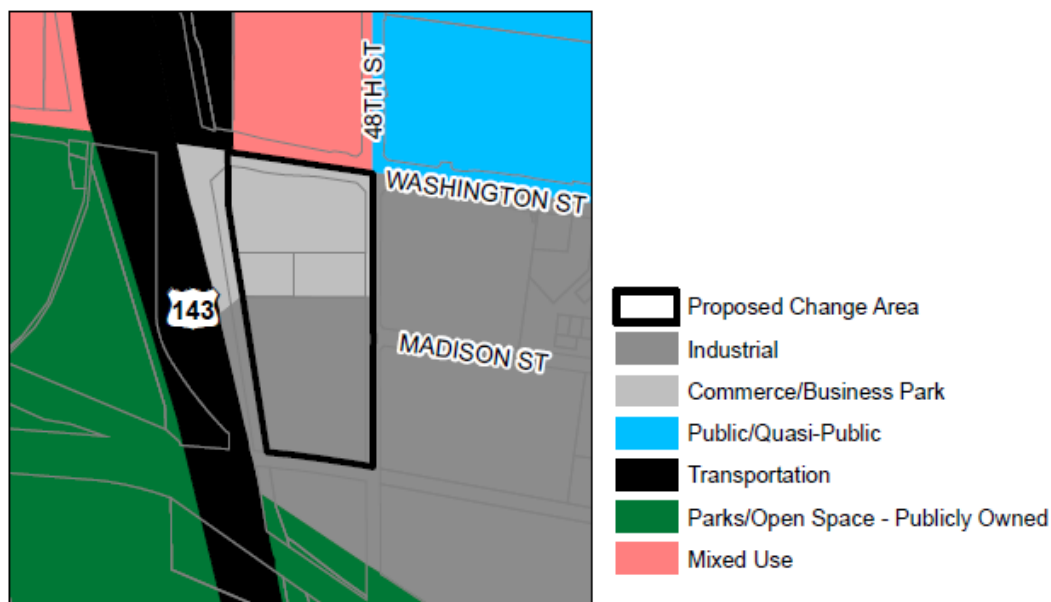
**FINDINGS:**

- 1) The proposed General Plan Land Use Map designation of Mixed Use is consistent with the designation to the north and with citywide transit-oriented development policy guidelines.
- 2) The Mixed Use land use designation will permit residential development that will add to the diverse housing options within proximity to a light rail station and employment uses.
- 3) The companion rezoning case, Z-64-21-8, contains development standards that will promote development at an appropriate scale for the general area.

## **BACKGROUND**

The subject site is located at the southwest corner of 48th Street and Washington Street and is vacant. The companion Rezoning Case No. Z-64-21-8 is a request to allow PUD zoning for multifamily residential uses on the entirety of the site.

Currently, the General Plan Land Use Map designation on the site is Industrial and Commerce / Business Park. The subject site fronts Washington Street, a major arterial, and is approximately 700 feet west of the 50th Street / Washington Street light rail station.



*Existing General Plan Land Use Map, Source: City of Phoenix Planning and Development Department*

## **EXISTING CONDITIONS AND SURROUNDING LAND USES**

The table below provides a summary of the surrounding General Plan (GP) Land Use Map designations, existing land uses and zoning.

Location	GP Land Use	Existing Land Uses	Zoning
North (across Washington Street)	Mixed Use	Office	A-2 (Approved C-2 M-R)
South	Industrial	Railroad tracks, office, warehouse	A-2
East (across 48th Street)	Industrial	Restaurant, office, warehouse	A-2
West	Transportation	Highway	A-2

The subject site is located near the 50th Street / Washington Street light rail station. In 2015, the City of Phoenix adopted guidelines and policy plans to encourage walkable, opportunity-rich communities connected to light rail. While the subject site borders the Gateway TOD Policy Plan area boundaries, the request for a Mixed Use land use map designation is consistent with citywide goals to encourage a variety of uses to activate areas near light rail stations. Further, the companion rezoning case would provide for additional housing options near a light rail station and employment uses. A mix of housing types are encouraged in and around light rail station areas and employment centers.



*Aerial Map, Source: City of Phoenix Planning and Development Department*

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

- **CONNECT PEOPLE AND PLACES CORE VALUE; OPPORTUNITY SITES; LAND USE PRINCIPLE:** Promote and encourage compatible development and redevelopment with a mix of housing types in neighborhoods close to employment centers, commercial areas, and where transit or transportation alternatives exist.

This proposal is appropriately located along a major arterial street, near a light rail station and near employment uses. Further, the opportunity to add additional housing choices is consistent with the goals of the transit-oriented development policy guidelines and the Housing Phoenix Plan.

- **CONNECT PEOPLE AND PLACES CORE VALUE; OPPORTUNITY SITES; LAND USE PRINCIPLE:** Support reasonable levels of increased intensity, respectful of local conditions and surrounding neighborhoods.

The concurrent rezoning case Z-64-21-8 proposes multifamily development

along a major arterial street and near an existing light rail station and employment uses. Increased intensity at this site can be supported given the proximity to those transportation options.

- **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 residential options adjacent to a major arterial street, near a light rail station and near employment uses.

### **CONCLUSION AND RECOMMENDATION**

Staff recommends approval of GPA-CE-2-21-8 as filed. The request aligns with the goals and policies of the General Plan, transit oriented development guidelines and will result in a land use designation that will continue to support surrounding uses while maximizing the property's location near a light rail station. Further, this proposed Minor General Plan Amendment request is consistent with surrounding General Plan Land Use Map designations to the north and northwest.

### **Writer**

Sarah Stockham  
June 3, 2022

### **Exhibits**

Sketch Maps (2 pages)

# GENERAL PLAN AMENDMENT

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

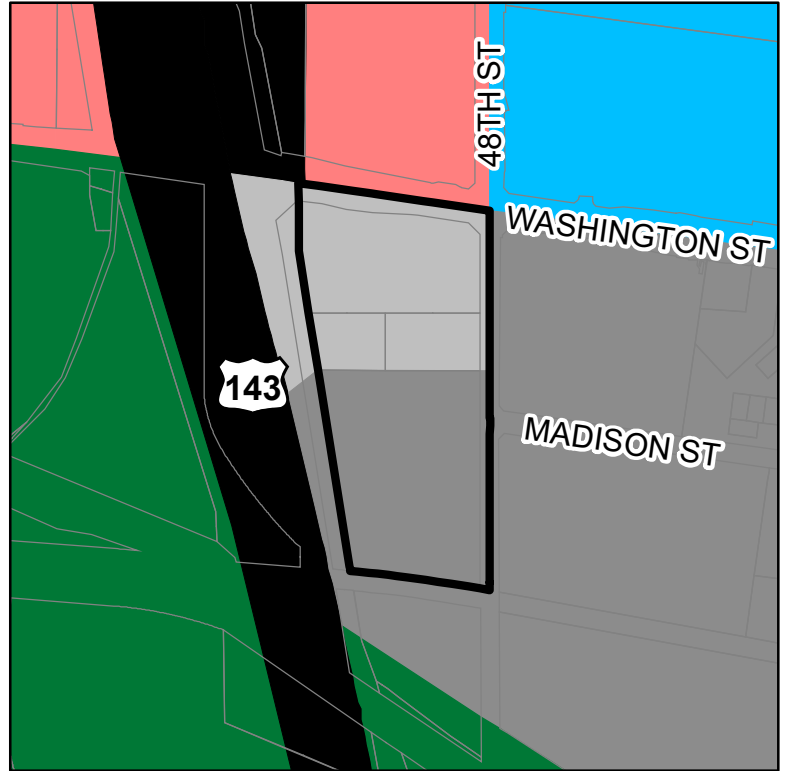
APPLICATION NO: GPA-CE-2-21-8	ACRES: 17.82 +/-	REVISION DATE:
VILLAGE: Camelback East	COUNCIL DISTRICT: 8	12/16/2021
APPLICANT: City of Phoenix Planning and Development Department		

## EXISTING:

Commerce/Business ( 8.86 +/- Acres)



Industrial ( 8.96 +/- Acres)

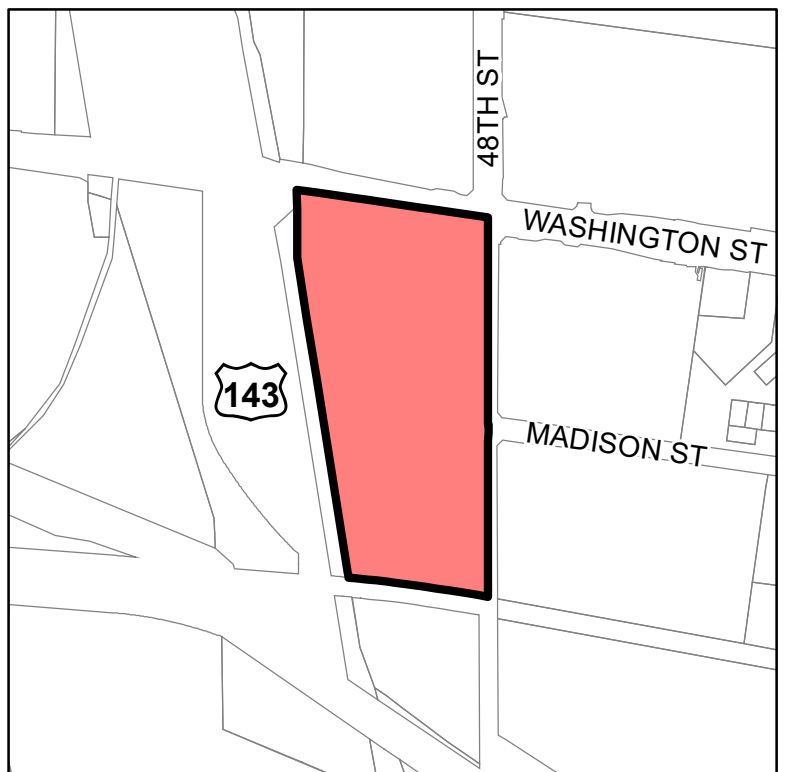
-  Proposed Change Area
-  Industrial
-  Commerce/Business Park
-  Public/Quasi-Public
-  Transportation
-  Parks/Open Space - Publicly Owned
-  Mixed Use



## PROPOSED CHANGE:

Mixed Use ( 17.82 +/- Acres)

-  Proposed Change Area
-  Mixed Use



# GENERAL PLAN AMENDMENT

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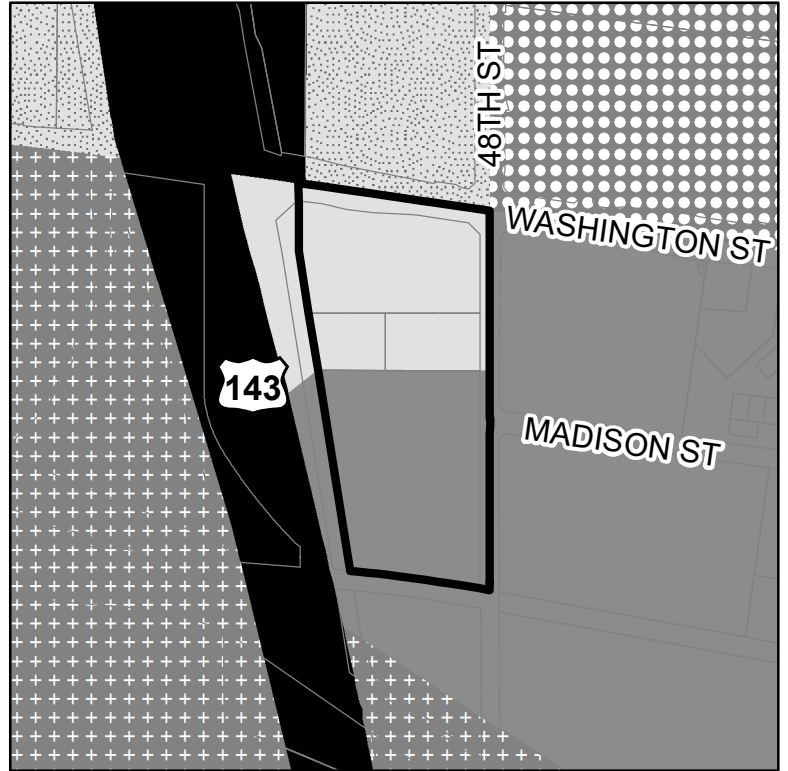
APPLICATION NO: GPA-CE-2-21-8_BW	ACRES: 17.82 +/-	REVISION DATE:
VILLAGE: Camelback East	COUNCIL DISTRICT: 8	12/16/2021
APPLICANT: City of Phoenix Planning and Development Department		

## EXISTING:

Commerce/Business ( 8.86 +/- Acres)



Industrial ( 8.96 +/- Acres)

-  Proposed Change Area
-  Industrial
-  Commerce/Business Park
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