



City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT
STAFF ANALYSIS**
February 23, 2024

Application: GPA-CE-2-23-6

Owner: BDC Park 52, LLC and Melrose Park WHB, LLC

Applicant/Representative: Wendy Riddell, Berry Riddell, LLC

Location: Southwest corner of 52nd Street and McDowell Road

Acreage: 66.38 acres

Current Plan Designation: [Commerce/Business Park](#) (59.25 acres)
[Residential 5 to 10 dwelling units per acre](#) (7.13 acres)

Requested Plan Designation: [Mixed Use \(Industrial / Commerce/Business Park / Commercial\)](#) (66.38 acres)

Reason for Requested Change: Minor General Plan Amendment for general commercial, commerce park, and industrial

[Camelback East Village Planning Committee Meeting Date:](#) March 5, 2024

Staff Recommendation: Approval

FINDINGS:

- 1) The proposed General Plan Land Use Map designation of Mixed Use (Industrial / Commerce/Business Park / Commercial) would facilitate new industrial development, contributing to economic development within the Camelback East Village.
- 2) The companion rezoning case, Z-54-23-6, proposes design and development standards that will enhance connectivity in the immediate vicinity, including enhanced shade and detached sidewalks, and buffer the proposed uses from the adjacent residences.

- 3) The subject site is appropriate for industrial, commerce/business park, and commercial uses with adequate street access to two arterial streets.

BACKGROUND

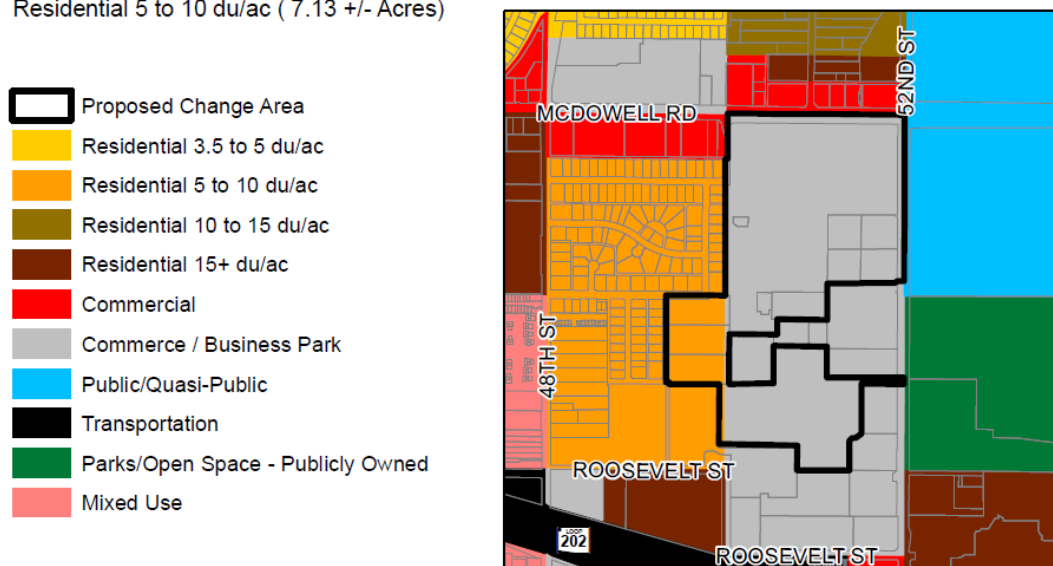
The subject site is 66.38 acres located at the southwest corner of 52nd Street and McDowell Road, currently designated with 59.25 acres of Commerce/Business Park, generally east of the 50th Street alignment, and 7.13 acres of Residential 5 to 10 dwelling units per acre, generally west of the 50th Street alignment, on the General Plan Land Use Map. The site currently contains industrial uses, surface parking, and vacant land. The applicant proposes to change the designation of the entirety of the site to Mixed Use (Industrial / Commerce/Business Park / Commercial) to allow commercial, commerce park, and industrial development.

Companion Case Z-54-23-6 is a request to rezone the subject site from IND. PK. (Industrial Park), R-3A (Multifamily Residence District), C-2 (Intermediate Commercial), and P-1 (Passenger Automobile Parking, Limited) to PUD (Planned Unit Development) for the 52nd Street & McDowell PUD to allow general commercial, commerce park, and industrial uses.

SURROUNDING LAND USES

West of the site are single-family homes and outdoor storage designated Residential 5 to 10 dwelling units per acre on the General Plan Land Use Map and commercial uses along McDowell Road designated Commercial. North of the site, across McDowell Road, are commercial uses designated Commercial. To the east, across 52nd Street is land designated Public/Quasi-Public containing facilities for the Arizona National Guard and Parks/Open Space - Publicly Owned containing city facilities. South of the site are industrial and commercial uses designated Commerce/Business Park.

Commerce / Business Park (59.25 +/- Acres)
Residential 5 to 10 du/ac (7.13 +/- Acres)



Existing General Plan Land Use Map designation, Source: Planning and Development Department

RELATIONSHIP TO GENERAL PLAN CORE VALUES AND PRINCIPLES

STRENGTHEN OUR LOCAL ECONOMY

- ***MANUFACTURING/INDUSTRIAL DEVELOPMENT; LAND USE PRINCIPLE: Support the expansion of industrial zoning in targeted industrial areas.***

The proposal allows the expansion of industrial development on the subject site, which is within and adjacent to an industrial property.

CELEBRATE OUR DIVERSE COMMUNITIES & NEIGHBORHOODS

- ***CERTAINTY & CHARACTER; DESIGN PRINCIPLE: Create new development or redevelopment that is sensitive to the scale and character of the surrounding neighborhoods and incorporates adequate development standards to prevent negative impact(s) on the residential properties.***

The proposal, as regulated by the PUD Narrative of companion rezoning case Z-54-23-6, includes development standards, including enhanced setbacks, enhanced landscaping, and a height transition, to prevent any negative impact on the adjacent residential properties.

BUILD THE SUSTAINABLE DESERT CITY

- ***TREES AND SHADE: DESIGN PRINCIPLE: Integrate trees and shade into the design of new development and redevelopment projects throughout Phoenix.***

The proposal, as regulated by the PUD Narrative of companion rezoning case Z-54-23-6, includes development standards that require enhanced landscaping and shade, including detached sidewalks and minimum shade requirements for sidewalks and parking areas. This will help to provide shade for pedestrians and bicyclists in and around the community and to mitigate the urban heat island effect by covering hard surfaces, thus cooling the micro-climate around the vicinity.

COMMUNITY INPUT SUMMARY

At the time this staff report was written, staff has not received any community correspondence regarding this request.

CONCLUSION AND RECOMMENDATION

Staff recommends approval of GPA-CE-2-23-6. The proposed land use map designation allows for industrial, commerce park, and commercial development at an appropriate location. The companion rezoning case, Z-54-23-6, as stipulated, will

enhance connectivity in the surrounding area and add standards to buffer the proposed uses from the nearby residences.

Writer

Anthony Grande
February 23, 2024

Team Leader

Racelle Escolar

Exhibits

Sketch Maps (2 pages)


GENERAL PLAN AMENDMENT

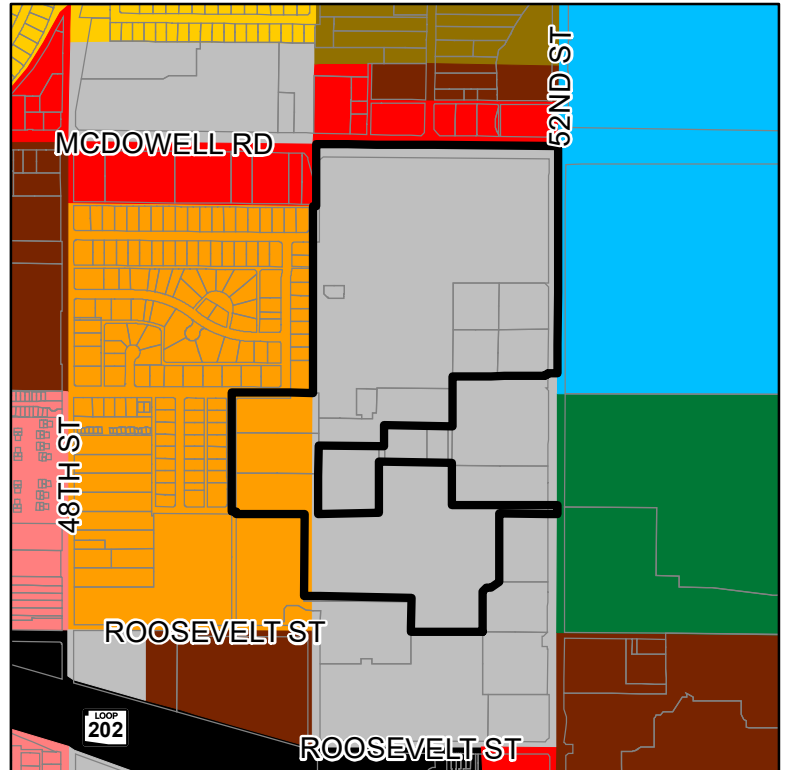
CITY OF PHOENIX ♦ PLANNING & DEVELOPMENT DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882

APPLICATION NO: GPA-CE-2-23-6	ACRES: 66.38 +/-	REVISION DATE:
VILLAGE: Camelback East	COUNCIL DISTRICT: 6	2/23/2024
APPLICANT: Baker Development - BDC 44, LLC		

EXISTING:



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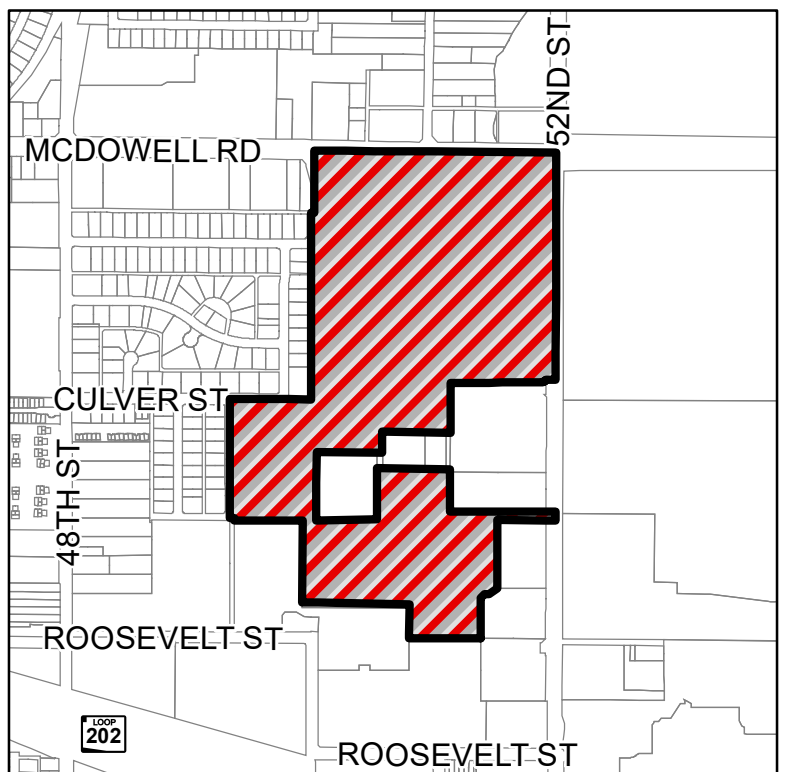
-  Proposed Change Area
-  Residential 3.5 to 5 du/ac
-  Residential 5 to 10 du/ac
-  Residential 10 to 15 du/ac
-  Residential 15+ du/ac
-  Commercial
-  Commerce / Business Park
-  Public/Quasi-Public
-  Transportation
-  Parks/Open Space - Publicly Owned
-  Mixed Use



PROPOSED CHANGE:

Mixed Use (Industrial /
Commerce/Business Park / Commercial
(66.38 +/- Acres)

-  Proposed Change Area
-  Mixed Use (Industrial /
Commerce/Business Park / Commercial)



GENERAL PLAN AMENDMENT

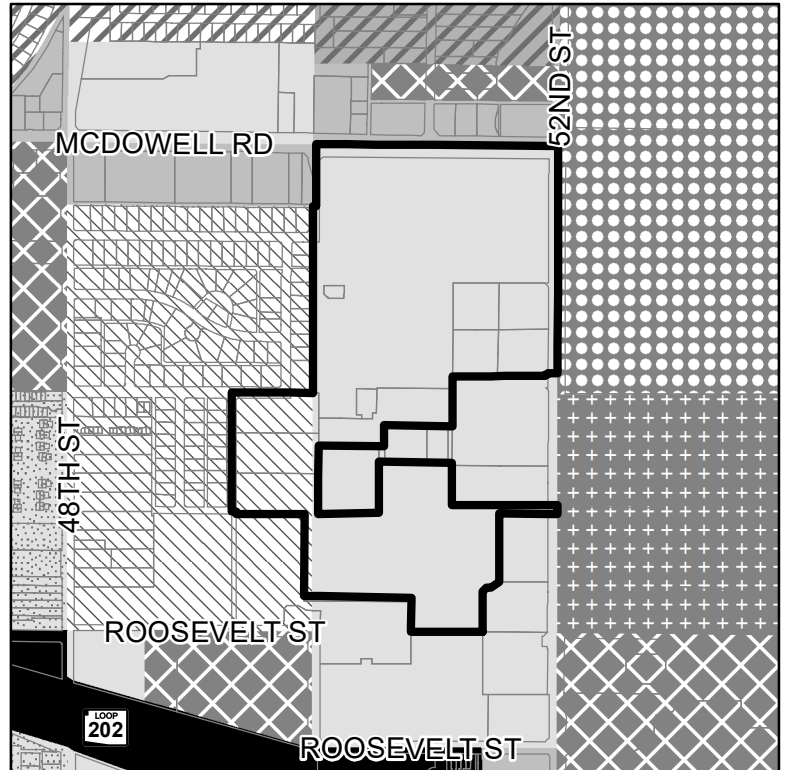
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