

ATTACHMENT B



City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

GENERAL PLAN AMENDMENT I STAFF ANALYSIS May 12, 2025

Application: GPA-NM-1-25-3

Owner: City of Phoenix, Public Transit Department

Applicant: City of Phoenix, Planning Commission

Representative: Jeff Stapleton, City of Phoenix, Community and Economic Development Department

Location: Southwest corner of 19th Avenue and Dunlap Avenue

Acreage: 12.37 acres

Current Plan Designation: [Industrial](#) (5.16 acres)
[Commercial](#) (7.21 acres)

Requested Plan Designation: [Mixed Use](#) (12.37 acres)

Reason for Requested Change: To align with the Transit Oriented Communities Strategic Policy Framework

[North Mountain Village Planning Committee Meeting Date:](#) May 21, 2025

Staff Recommendation: Approval

FINDINGS:

- 1) The proposed General Plan Land Use Map designation will maximize a mix of uses adjacent to a light rail station.
- 2) The proposed General Plan Land Use Map designation is consistent with City's 19North Transit Oriented Development Policy Plan.

- 3) The proposed General Plan Land Use Map designation is compatible with surrounding designations and will complement and diversify the area's land use mix.

BACKGROUND

The subject site is located at the southwest corner of 19th Avenue and Dunlap Avenue. The eastern end of the site consists of a Park and Ride lot that serves the 19th Avenue and Dunlap Light Rail Station. The western end of the site consists of a commercial building and associated parking. The companion rezoning case, Z-7-25-3, is a request to rezone from 2.44 acres of C-1 (Neighborhood Retail), 9.90 acres of C-2 (Intermediate Commercial), and 0.03 acres of C-2 SP (Intermediate Commercial, Special Permit) to WU Code T5:5 (Walkable Urban Code, Transect 5:5) to allow for mixed use multifamily residential. The existing Special Permit is for an auto leasing rental facility.

This request proposes a minor amendment to the General Plan Land Use Map to allow mixed use development. The proposal will modify the land use map designation from 7.21 acres of Commercial and 5.16 acres of Industrial to 12.37 acres of Mixed Use.

SURROUNDING LAND USES

NORTH

North of the subject site, across Dunlap Avenue, is a convenience store zoned C-2 (Intermediate Commercial) as well as a mobile home park zoned C-2 (Intermediate Commercial) and R-2 SP (Multifamily Residence District, Special Permit). The General Plan Land Use Map designation for this area includes Commercial and Residential 15+ dwelling units per acre.

SOUTH

South of the subject site is multifamily residential zoned R-4A (Multifamily Residence-General). The General Plan Land Use Map designation for this area includes Industrial and Residential 10 to 15 dwelling units per acre.

EAST








East of the subject site, across 19th Avenue, is a retail shopping center zoned PSC (Planned Shopping Center District). The General Plan Land Use Map designation for this property is Commercial.

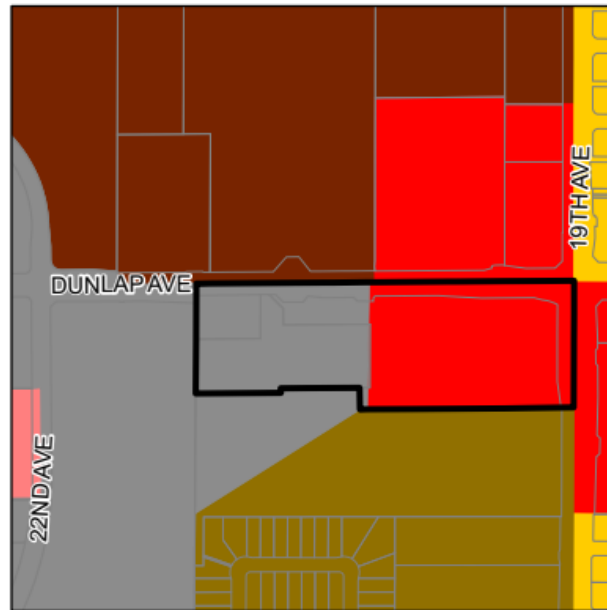
WEST

West of the subject site is a school zoned IND PK (Industrial Park). The General Plan Land Use Map designation for this property is Industrial.

EXISTING:



Commercial (7.21 +/- Acres)
Industrial (5.16 +/- Acres)

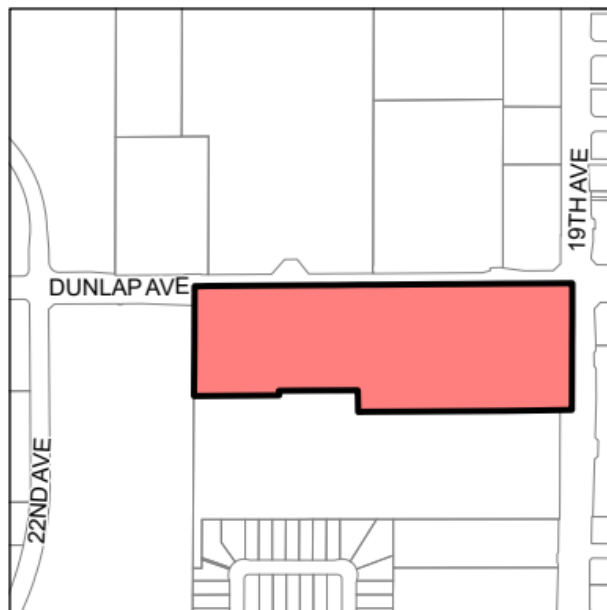
-  Proposed Change Area
-  Residential 3.5 to 5 du/ac
-  Residential 10 to 15 du/ac
-  Residential 15+ du/ac
-  Commercial
-  Industrial
-  Mixed Use



PROPOSED CHANGE:

Mixed Use (12.37 +/- Acres)

-  Proposed Change Area
-  Mixed Use



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

RELATIONSHIP TO GENERAL PLAN CORE VALUES AND PRINCIPLES

- **CONNECT PEOPLE AND PLACES CORE VALUE; CORES, ENTERS AND CORRIDORS; DESIGN PRINCIPLE: *Promote development in compact cores, centers and corridors that are connected by roads and transit, and are designed to encourage walking and bicycling.***

The subject site is adjacent to two arterial streets, the 19th Avenue and Dunlap Avenue Light Rail Station and a bus stop, which provides convenient access to the larger community. Further, as stipulated in the companion rezoning case, Z-7-25-3, there will be bicycle infrastructure to help facilitate multimodal transportation.

- **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 in the Village that will help alleviate the housing crisis and is appropriately located adjacent to a light rail station.

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

As stipulated in the companion rezoning case Z-7-25-3, and as required by WU Code zoning, the proposal will shade public and private walkways, the surface parking area, and provide enhanced planting standards.

CONCLUSION AND RECOMMENDATION

Staff recommends approval of GPA-NM-1-25-3. The proposed land use map designation facilitates the future redevelopment of City-owned property located in immediate proximity to a light rail station.

Writer

Robert Kuhfuss
May 12, 2025

Team Leader

Racelle Escolar

Exhibits

Sketch Maps (2 pages)

GENERAL PLAN AMENDMENT

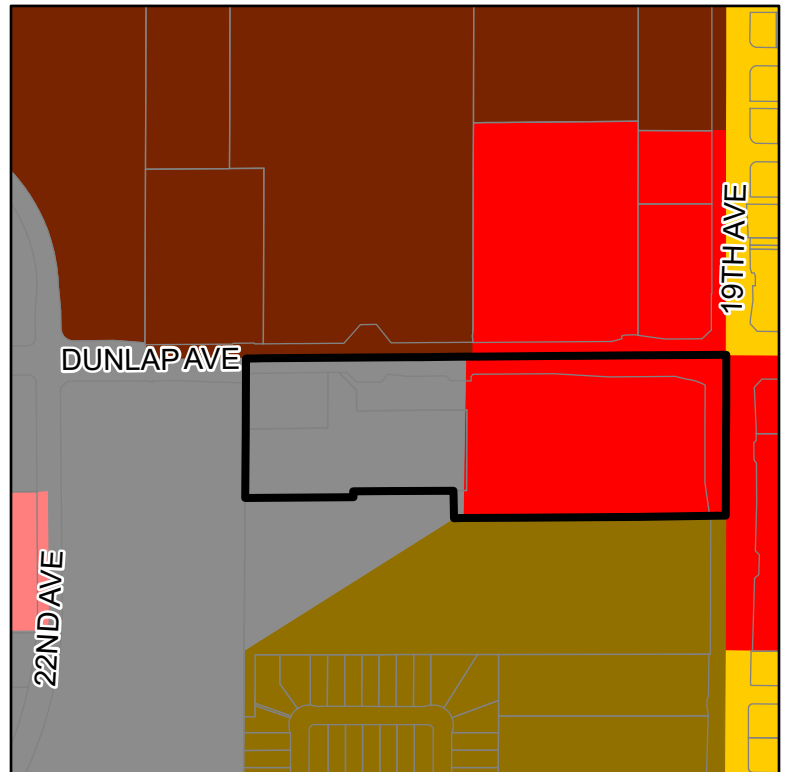
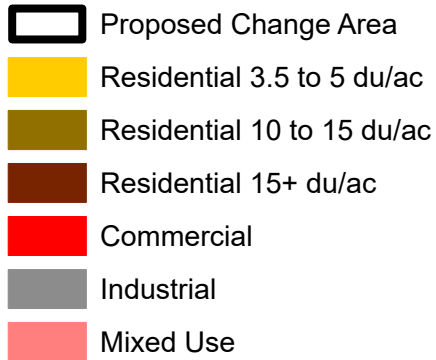
CITY OF PHOENIX ♦ PLANNING & DEVELOPMENT DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882

APPLICATION NO: GPA-NM-1-25-3	ACRES: 12.37 +/-	REVISION DATE:
VILLAGE: North Mountain	COUNCIL DISTRICT: 3	
APPLICANT: City of Phoenix		

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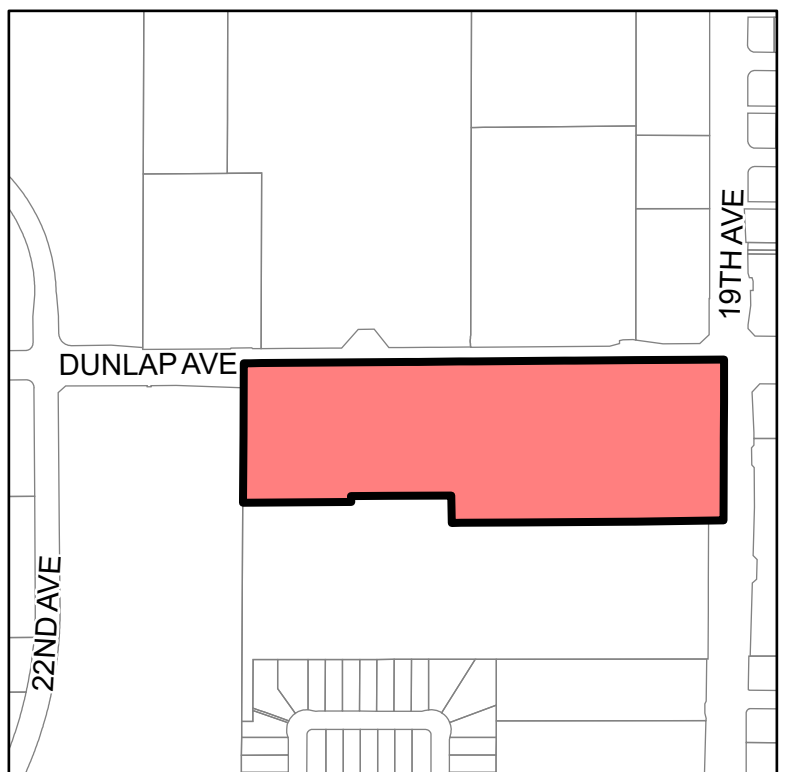
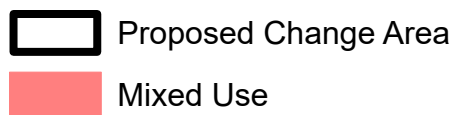
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Industrial (5.16 +/- Acres)



PROPOSED CHANGE:

Mixed Use (12.37 +/- Acres)



GENERAL PLAN AMENDMENT








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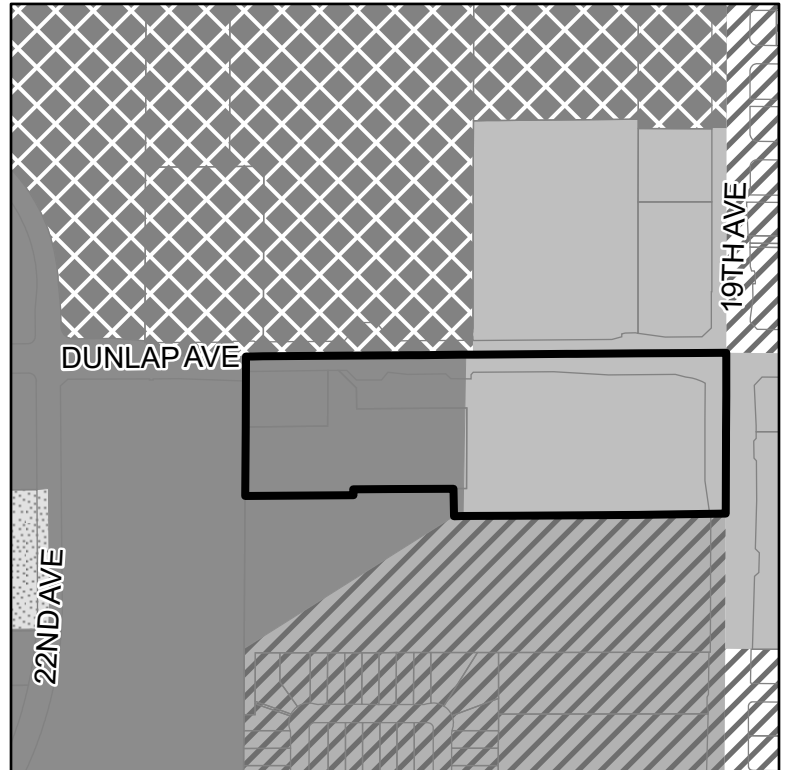
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