



**City of Phoenix**  
PLANNING & DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT  
STAFF ANALYSIS**  
October 25, 2019

Application: GPA-CE-1-19-6

Owner: Papago Tierra, LLC

Applicant/Representative: Stephen C. Earl, Earl Curley & Lagarde, PC

Location: Approximately 193 feet west of the southwest corner of 54th Place and Washington Street

Acreage: 4.79 acres

Current Plan Designation: [Industrial](#)

Requested Plan Designation: [Mixed-Use](#)

Reason for Requested Change: Amend the [General Plan Land Use Map](#) from Industrial to Mixed Use

Village Planning Committee Date: Camelback East – November 5, 2019

Staff Recommendation: Approval

**FINDINGS:**

- 1) The subject site is less than 10 acres in size but requires a minor General Plan Amendment to the Land Use Map because the General Plan update procedures require that residential requests in designated Industrial or Commerce Park areas require a General Plan Amendment regardless of parcel size.
- 2) The companion rezoning case, Z-28-19-6, for a Planned Unit Development to allow a mixed-use development is consistent in character with land uses to the north.
- 3) The proposed land use designation will be compatible with the General Plan Land Use Map designations to the north and with uses that are appropriate adjacent to light rail.

## **BACKGROUND**

The subject site is located approximately 193 feet west of the southwest corner of 54th Place and Washington Street. The site is currently used for office and outdoor storage. The companion Rezoning Case No. Z-28-19-6 is a request to allow Planned Unit Development zoning for a mixed-use project.

Currently, the site has a land use map designation of Industrial. This General Plan Amendment will allow for a land use map designation that will allow for alternative housing choices, commercial development and or entertainment options in the area. Development of light rail and recent developments suggests the Washington Street corridor is evolving from industrial uses to a greater mix of uses.

## **SURROUNDING LAND USES**

North of the subject site, across Washington Street, are office buildings zoned A-1 (Light Industrial District) and multifamily zoned R-4A (Multifamily Residence District). The properties are designated Residential 15+ dwelling units per acre on the General Plan Land Use Map.






East of the subject site is an equipment rental facility zoned A-1 (Light Industrial District). The property is designated Industrial.

South of the subject site is a surface parking lot zoned A-1 (Light Industrial District) and A-2 (Industrial District). The property is designated Industrial.

West of the subject site is an outdoor wood storage yard and industrial buildings zoned A-2 (Industrial District). The property is designated Industrial.

**EXISTING:**

Industrial ( 4.79 +/- Acres)

-  Proposed Change Area
-  Residential 15+ du/ac
-  Industrial
-  Parks/Open Space - Publicly Owned
-  Transportation



*Source: City of Phoenix Planning and Development Department*

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

### **CONNECT PEOPLE AND PLACES**

- ***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.***

The companion rezoning case proposes multifamily development that will provide additional housing choices adjacent to high capacity transit.

- ***TRANSIT ORIENTED DEVELOPMENT; LAND USE PRINCIPLE: Support compact, small block, mixed use development in appropriate locations.***

The companion rezoning case proposes a mixed-use development which is the preferred environment next to high capacity transit.

- ***CORES, CENTERS AND CORRIDORS; LAND USE PRINCIPLE: Plan cores, centers and corridors to include a variety of land uses: office, retail shopping, entertainment and cultural, housing, hotel and resort, and where appropriate, some types of industry.***

The companion rezoning case will allow for a variety of land uses adjacent to nearby multifamily, high capacity transit corridor, various freeway connections, the airport and commercial and industrial industries.

### **CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS**

- ***CELEBRATE OUR DIVERSE COMMUNITIES & NEIGHBORHOODS; CLEAN NEIGHBORHOODS DESIGN: Protect and enhance the character of each neighborhood and its various housing lifestyles through new development that is compatible in scale, design, and appearance.***

The proposed mixed-use land use map designation is will allow the opportunity for enhancing the area. The proposal incorporates design standards that promote alternative modes of transportation and frontages that are pedestrian friendly.

- ***CELEBRATE OUR DIVERSE COMMUNITIES & NEIGHBORHOODS; CLEAN NEIGHBORHOODS; LAND USE PRINCIPLE: Facilitate the acquisition of vacant, underutilized and blighted parcels for appropriate redevelopment, compatible with the adjacent neighborhood character and adopted area plans.***

The proposal would allow the development of an underutilized parcel that is adjacent to light rail. The addition of the mixed-use land use map designation will allow for a mixture of uses in the area.

### **CONCLUSION AND RECOMMENDATION**

The staff recommendation for GPA-CE-1-19-6 is to approve the request as filed. The proposed land use map designation is consistent in character with existing land uses to the north and desired uses adjacent to transit. The companion rezoning case will provide consistency with the land use pattern in the surrounding area and enhance the pedestrian environment. Approval of the request will support the development of this underutilized property with uses that are compatible with the surrounding zoning and land use designations to the north and is a preferable designation adjacent to transit.

#### **Writer**

Maja Brkovic  
October 25, 2019

#### **Team Leader**

Samantha Keating

#### **Exhibits**

Sketch Maps (2 pages)






# GENERAL PLAN AMENDMENT

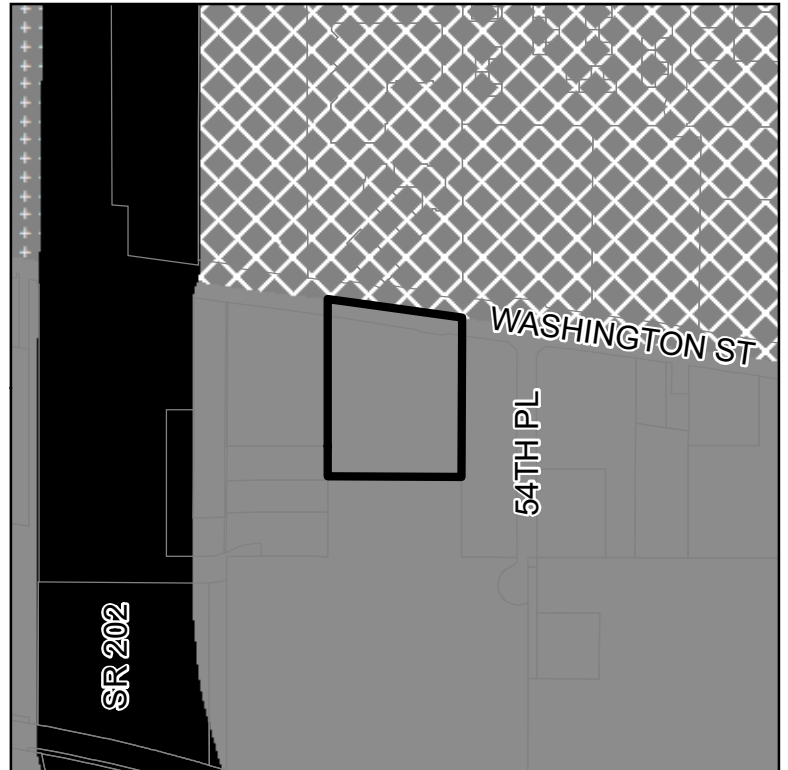
CITY OF PHOENIX ♦ PLANNING & DEVELOPMENT DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882

APPLICATION NO: GPA-CE-1-19-6	ACRES: 4.79 +/-
VILLAGE: Camelback East	COUNCIL DISTRICT: 6
APPLICANT: Stephen C. Earl	

## EXISTING:



Industrial ( 4.79 +/- Acres)

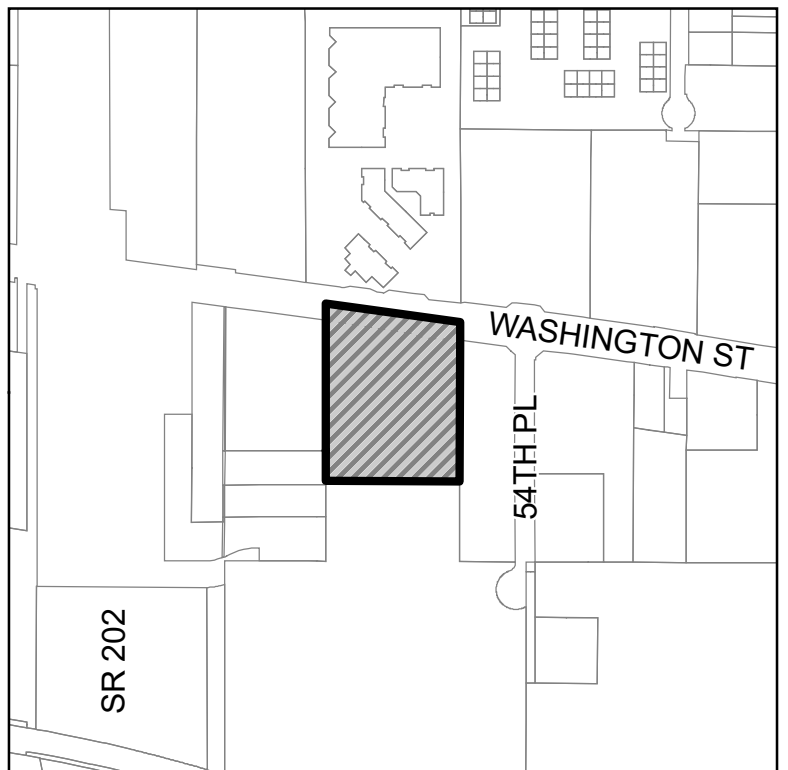
-  Proposed Change Area
-  Residential 15+ du/acre
-  Industrial
-  Parks/Open Space - Publicly Owned
-  Transportation



## PROPOSED CHANGE:

Mixed Use ( 4.79 +/- Acres)

-  Proposed Change Area
-  Mixed Use








# GENERAL PLAN AMENDMENT

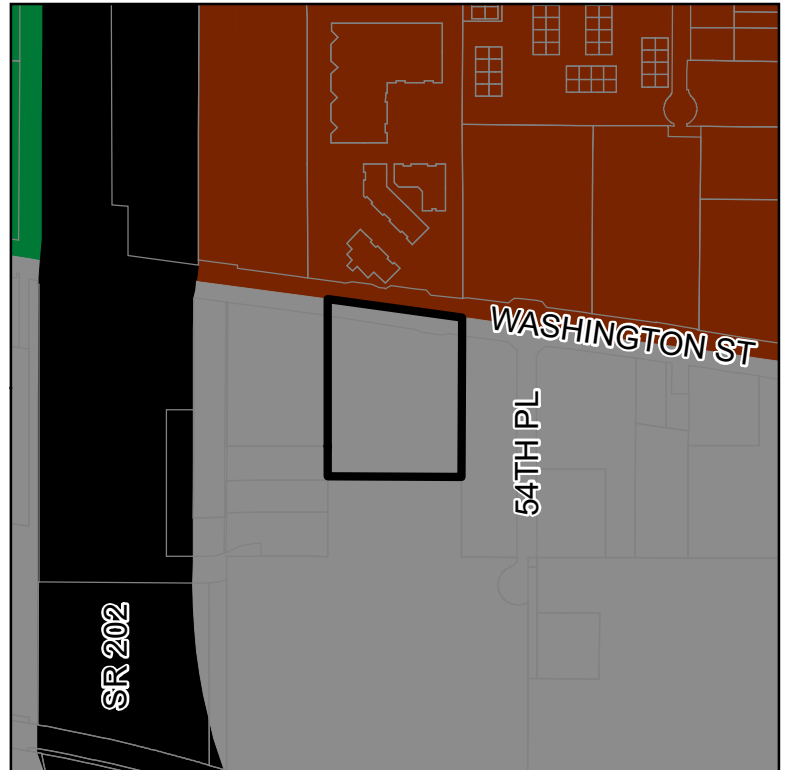
CITY OF PHOENIX ♦ PLANNING & DEVELOPMENT DEPARTMENT ♦ 200 W WASHINGTON ST ♦ PHOENIX, AZ ♦ 85003 ♦ (602) 262-6882

APPLICATION NO: GPA-CE-1-19-6	ACRES: 4.79 +/-
VILLAGE: Camelback East	COUNCIL DISTRICT: 6
APPLICANT: Stephen C. Earl	

## EXISTING:



Industrial ( 4.79 +/- Acres)

-  Proposed Change Area
-  Residential 15+ du/ac
-  Industrial
-  Parks/Open Space - Publicly Owned
-  Transportation



## PROPOSED CHANGE:

Mixed Use ( 4.79 +/- Acres)

-  Proposed Change Area
-  Mixed Use

