



City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT
STAFF ANALYSIS**

March 8, 2022

Application: GPA-NM-1-22-5

Applicant/Representative: Jason Morris, Withey Morris, PLC

Location: Approximately 350 feet south of the southwest corner of 22nd Avenue and Dunlap Avenue

Acreage: 5.11 acres

Current Plan Designation: [Industrial](#) (5.11 acres)

Requested Plan Designation: [Mixed Use](#) (5.11 acres)

Reason for Requested Change: To allow proposed multifamily residential use

Village Planning Committee Date: North Mountain – March 15, 2022

Staff Recommendation: Approval

FINDINGS:

- 1) The proposed General Plan Land Use Map designation of Mixed Use allows for a mix of land uses including multifamily residential which is consistent with the vision for transit oriented development as identified in the 19North Transit Oriented Development Policy Plan.
- 2) The companion rezoning case, Z-88-22-5, proposes multifamily residential development which, as stipulated, is an appropriate land use for areas near light rail.
- 3) The proposed General Plan Land Use Map designation of Mixed Use is compatible with the uses developed and planned in the vicinity of the site.

BACKGROUND

The subject site is 5.11 acres located approximately 350 feet south of the southwest corner of 22nd Avenue and Dunlap Avenue. The companion Rezoning Case No. Z-88-22-5 is requesting to rezone the subject site from IND.PK (Industrial Park) to R-5

(Multifamily Residence District) to allow for the adaptive reuse of an older office building into multifamily residential.

The subject site is located within 0.25 miles of light rail and within the 19North Transit Oriented Development Policy Plan and the areas studied for the Transit Oriented Development Strategic Policy Framework. The vision contained in these plans supports a mix of land uses both horizontally and vertically to promote walkability and access to transit.

SURROUNDING LAND USES

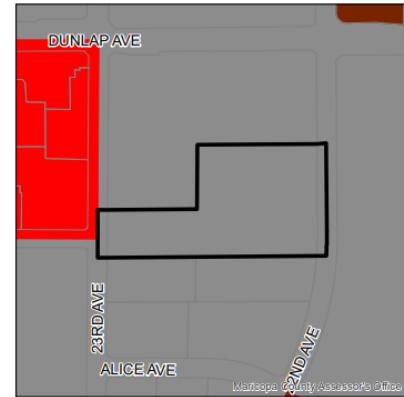
North of the subject site is an underutilized commercial office which is designated as Industrial. South of the subject site are two commercial office buildings designated as Industrial. East of the subject site across 22nd Avenue is an underutilized commercial office which is designated as Industrial. West of the subject site and north of Townley Drive is undeveloped and designated as Commercial. West of the subject site and south of Townley Drive is a commercial office which is designated as Industrial.

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

EXISTING:

Industrial (5.11 +/- Acres)

- Proposed Change Area
- Residential 15+ du/ac
- Commercial
- Industrial



RELATIONSHIP TO GENERAL PLAN CORE VALUES AND PRINCIPLES

CONNECT PEOPLE AND PLACES

- ***TRANSIT ORIENTED DEVELOPMENT; LAND USE PRINCIPLE; Encourage high-density housing and high intensity employment uses to locate adjacent or close to transit stations per adopted transit district plans.***

The proposed General Plan Amendment would allow the adaptive reuse conversion of an underutilized commercial office to multifamily housing within close proximity to light rail in a manner that is aligned with the 19North Transit Oriented Development Policy Plan.

- ***OPPORTUNITY SITES; LAND USE PRINCIPLE: Support reasonable levels of increased intensity, respectful of local conditions and surrounding neighborhoods.***

The proposed minor General Plan Amendment, along with its companion rezoning case would allow the development of new residential that is compatible with the surrounding neighborhoods and aligned with the city's vision for transit oriented development.

CONCLUSION AND RECOMMENDATION

Staff recommends approval of GPA-NM-1-22-5. The proposed land use map designation allows for development that supports transit oriented development and advances the purpose and intent of the 19North Transit Oriented Development Policy Plan. The companion rezoning case, Z-88-22-5, as stipulated, will further advance goals related to walkability, transit-orientation, and tree shade in areas near light rail.

Author

Nick Klimek
March 8, 2022

Team Leader

Racelle Escolar

Exhibits

Sketch Map

GENERAL PLAN AMENDMENT

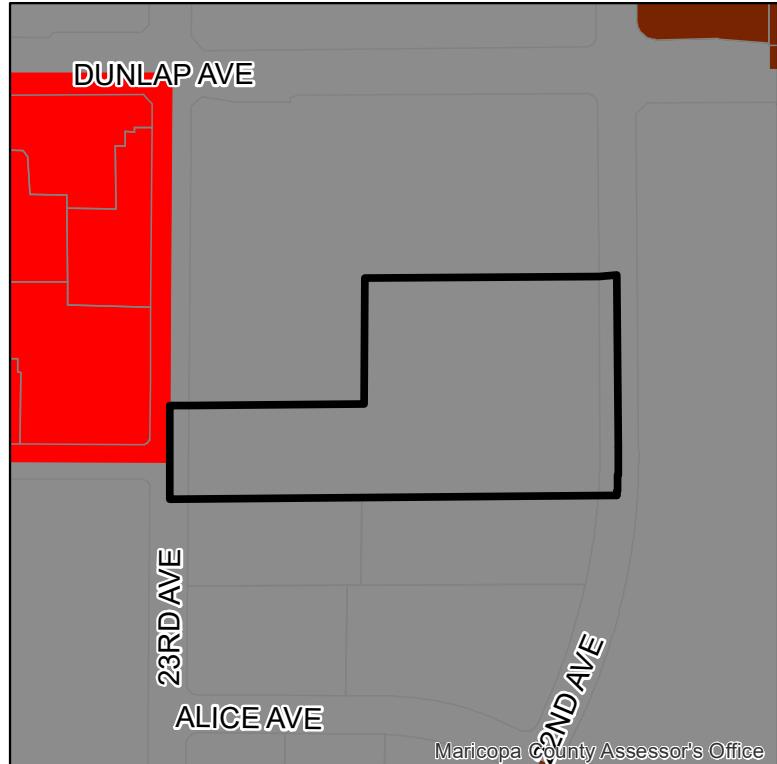
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APPLICATION NO: GPA-NM-1-22-5	ACRES: 5.11 +/-	REVISION DATE:
VILLAGE: North Mountain	COUNCIL DISTRICT: 5	
APPLICANT: Jason Morris		

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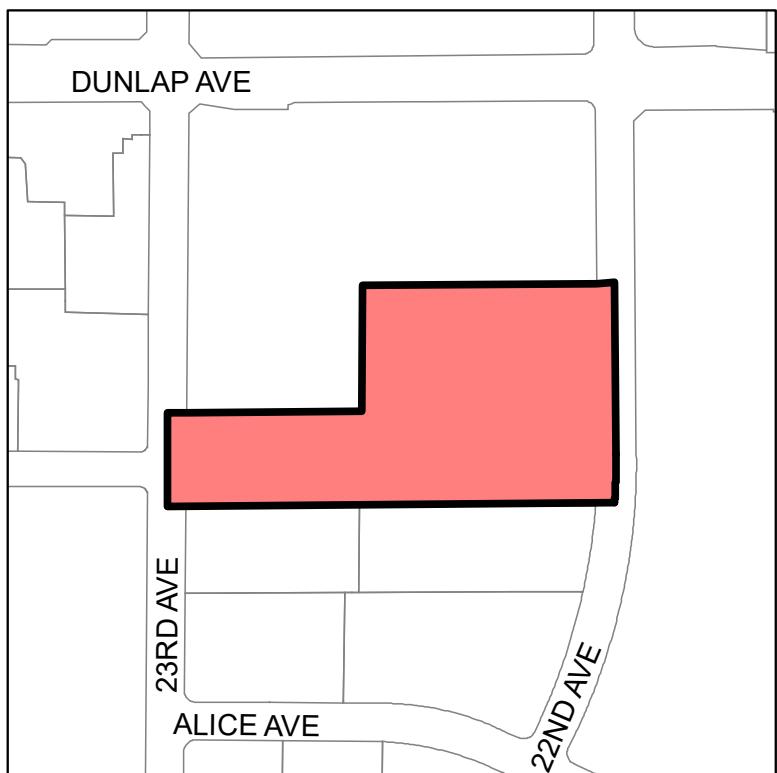
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PROPOSED CHANGE:

Mixed Use (5.11 +/- Acres)

- Proposed Change Area
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GENERAL PLAN AMENDMENT

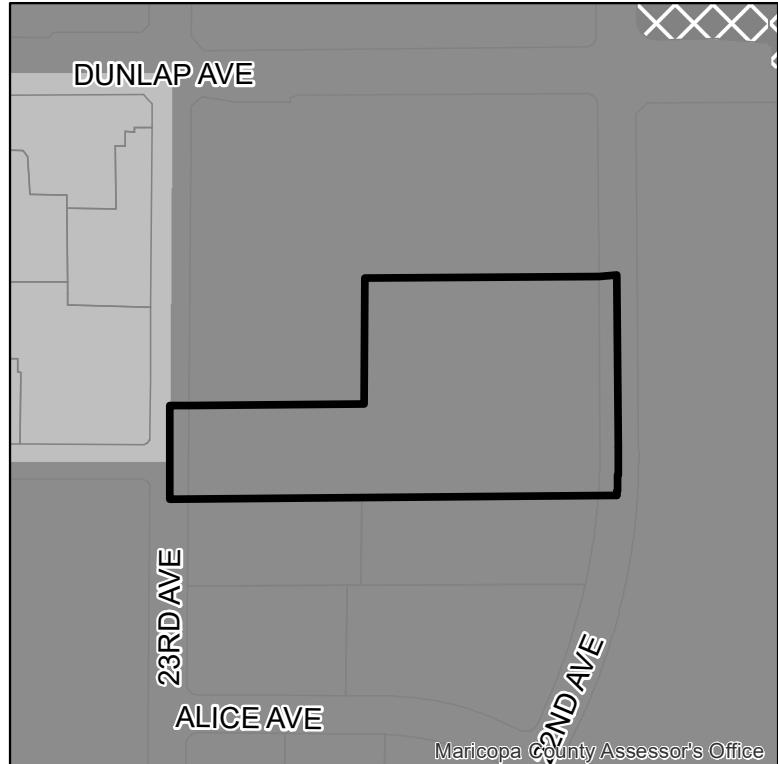
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