

ATTACHMENT B



City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

GENERAL PLAN AMENDMENT STAFF ANALYSIS October 28, 2025

Application: GPA-CE-1-21-8

Owner: Creighton Elementary School District #4

Applicant: Jeff Boles, Creighton Community Foundation

Representative: Michael Maerowitz, Snell & Wilmer, LLP

Location: Southwest corner of 35th Street and Culver Street

Acreage: 15.25 acres

Current Plan Designation: [Residential 15+ dwelling units per acre](#) (15.10 acres)
[Residential 3.5 to 5 dwelling units per acre](#) (0.15 acres)

Requested Plan Designation: [Public/Quasi-Public / Commercial](#) (15.25 acres)

Reason for Requested Change: Minor General Plan Amendment to a mix of Public/Quasi-Public and Commercial

[Camelback East Village Planning Committee](#) Meeting Date: November 4, 2025

Staff Recommendation: Approval

FINDINGS:

- 1) The proposal will facilitate new accessory commercial uses in conjunction with a public school, contributing to the land use mix in the area.
- 2) The companion rezoning case, Z-27-21-8, proposes design and development standards that limit the intensity of development and buffer the proposed uses from the adjacent residences.
- 3) The subject site is appropriate for the proposed mix of uses, adding commercial uses to serve the surrounding neighborhood.

BACKGROUND










The subject site is a 15.25-acre site located at the southwest corner of 35th Street and Culver Street with frontage along the Loop 202 freeway to the south. The current General Plan Land Use Map designations on the site are 15.10 acres of Residential 15+ dwelling units per acre and 0.15 acres of Residential 3.5 to 5 dwelling units per acre. The applicant proposes to change the designation of the entirety of the site to a mix of Public/Quasi-Public and Commercial.

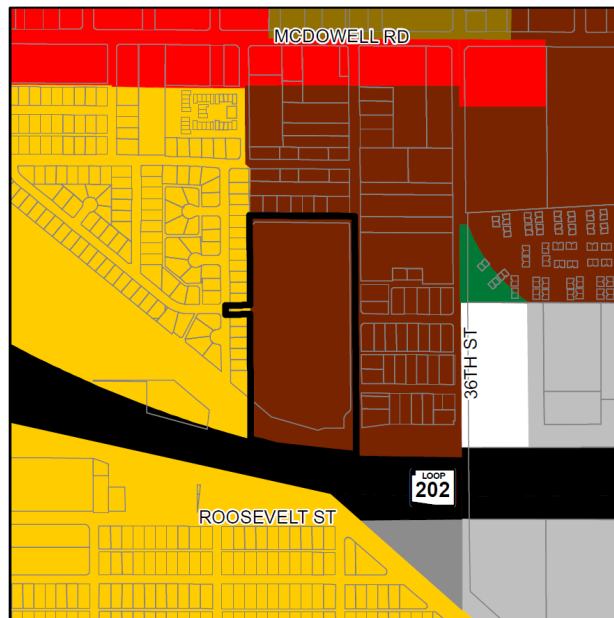
Companion Case Z-27-21-8 (The Gateway School PUD) is a request to rezone the subject site from R1-6 (Single-Family Residence District), PAD-13 (Approved R-3A) (Planned Area Development, Approved Multifamily Residence District), R-3 (Multifamily Residence District), and R1-6 (Approved R-3A) (Single-Family Residence District, Approved Multifamily Residence District) to PUD (Planned Unit Development) to allow secondary commercial uses in conjunction with a public school.

SURROUNDING LAND USES

North and east of the subject site is single-family and multifamily residential development designated Residential 15+ dwelling units per acre on the General Plan Land Use Map. West of the subject site is single-family residential development designated Residential 3.5 to 5 dwelling units per acre. South of the subject site is freeway right-of-way for the Loop 202 freeway shown as Transportation.

Residential 15+ du/ac (15.10 +/- Acres)
Residential 3.5 to 5 du/ac (0.15 +/- Acres)

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



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

RELATIONSHIP TO GENERAL PLAN CORE VALUES AND PRINCIPLES

CONNECT PEOPLE & PLACES

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

The proposal for a mix of commercial and public/quasi-public uses is appropriate for this location, and the proposed PUD proposes development standards to prevent negative impacts on the adjacent residential properties.

CELEBRATE OUR DIVERSE COMMUNITIES & NEIGHBORHOODS

- ***DIVERSE NEIGHBORHOODS; LAND USE PRINCIPLE: Communities should consist of a mix of land uses to provide housing, shopping, dining and recreational options for residents.***

The proposal will contribute to the mix of uses in the area by providing new accessory commercial uses.

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-27-21-8, includes development standards that require enhanced landscaping and shade, including minimum shade requirements for pedestrian walkways and open space 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-1-21-8. The proposed land use map designation allows for commercial and public/quasi-public uses at an appropriate location. The companion rezoning case, Z-27-21-8, as stipulated, will enhance connectivity in the surrounding area and add standards to buffer the proposed uses from the nearby residences.

Writer

Anthony Grande
October 28, 2025

Team Leader

Racelle Escolar

Exhibits

Sketch Maps (2 pages)

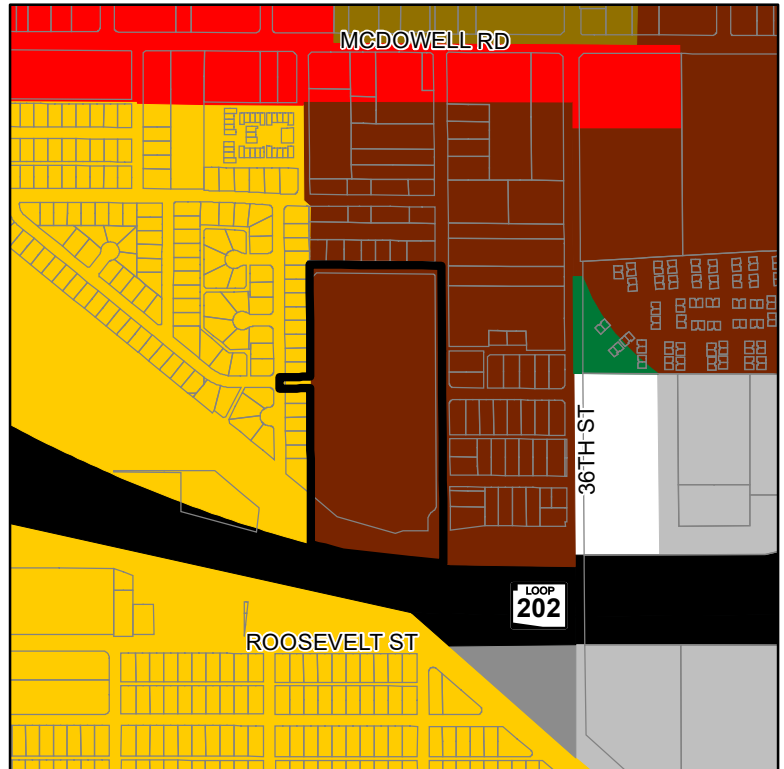
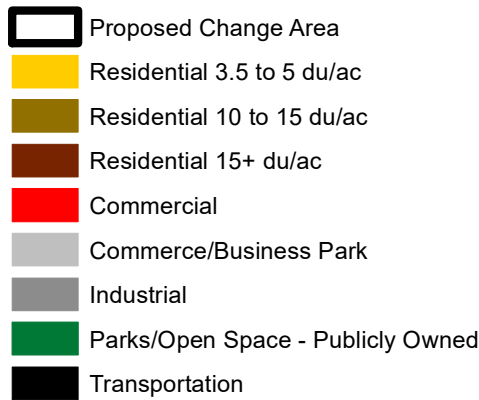
GENERAL PLAN AMENDMENT

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

APPLICATION NO: GPA-CE-1-21-8	ACRES: 15.25 +/-
VILLAGE: Camelback East	COUNCIL DISTRICT: 8
APPLICANT: Jeff Boles	

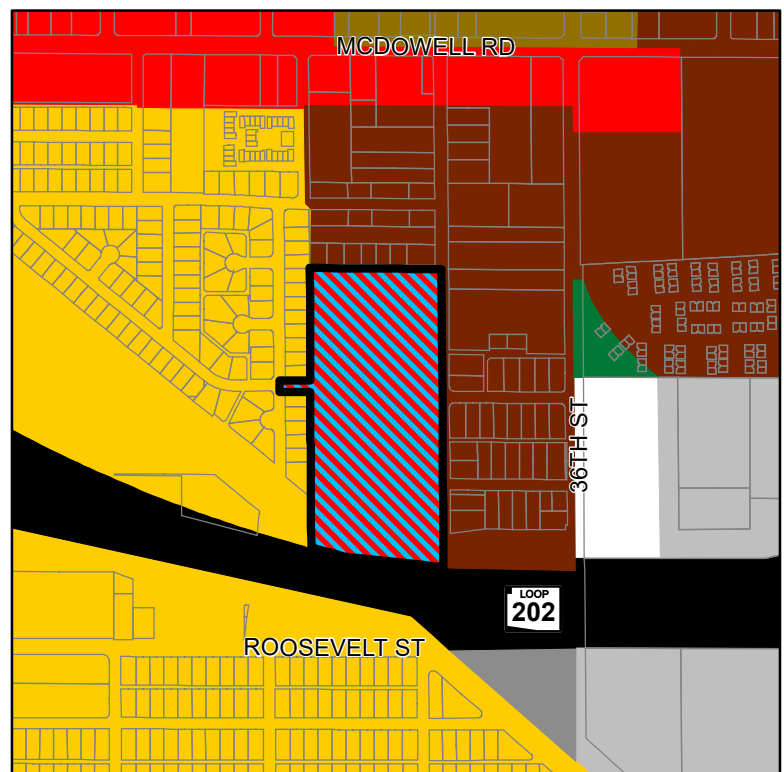
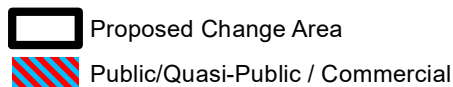
EXISTING:

Residential 15+ du/ac (15.10 +/- Acres)
Residential 3.5 to 5 du/ac (0.15 +/- Acres)



PROPOSED CHANGE:

Public/Quasi-Public / Commercial
(15.25 +/- Acres)



GENERAL PLAN AMENDMENT

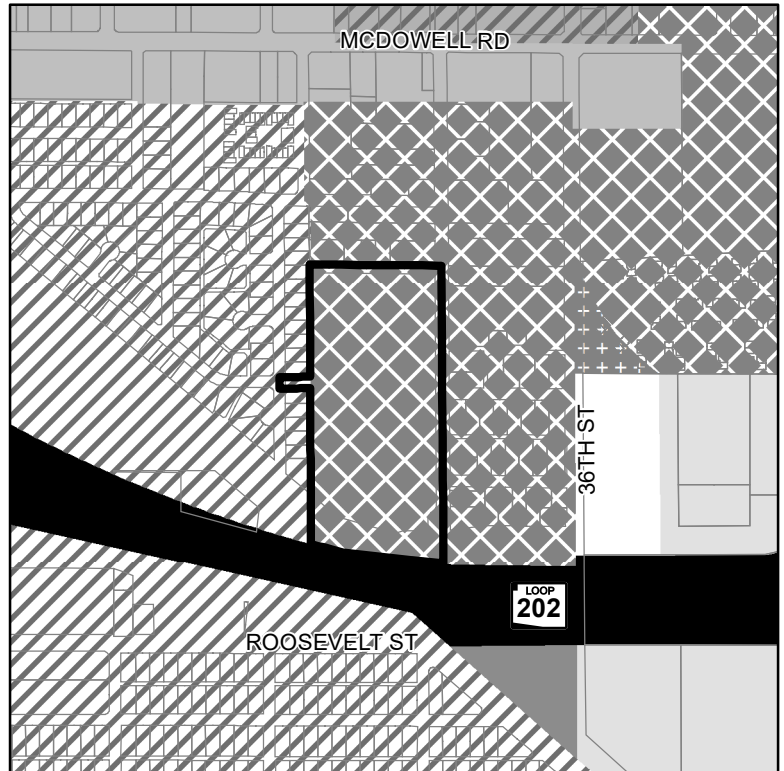
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APPLICATION NO: GPA-CE-1-21-8_BW	ACRES: 15.25 +/-
VILLAGE: Camelback East	COUNCIL DISTRICT: 8
APPLICANT: Jeff Boles	

EXISTING:



Residential 15+ du/ac (15.10 +/- Acres)
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