



**City of Phoenix**  
PLANNING & DEVELOPMENT DEPARTMENT

**GENERAL PLAN AMENDMENT  
STAFF ANALYSIS**  
July 19, 2023

Application: GPA-SM-1-23-8

Owner: Brow USA Inc. et al.

Applicant: Trammell Crow Company

Representative: Jason Morris, Withey Morris Baugh, PLC

Location: Northeast corner of 12th Street and Jones Avenue

Acreage: 28.32 acres

Current Plan Designation: [Residential 10 to 15 dwelling units per acre](#) (25.93 acres) and [Residential 15+ dwelling units per acre](#) (2.39 acres)

Requested Plan Designation: [Commerce/Business Park](#) (28.32 acres)

Reason for Requested Change: A minor General Plan Map Amendment to allow office, industrial, and warehouse uses

[South Mountain Village Planning Committee](#) Date Meeting Date: August 8, 2023

Staff Recommendation: Approval

**FINDINGS:**

- 1) The subject site exceeds 10 acres, which requires a minor General Plan Amendment to the Land Use Map.
- 2) The proposed General Plan Land Use Map designation of Commerce/Business Park is compatible with adjacent industrial land uses to the north and east.
- 3) The companion Rezoning Case Z-3-23-8, as stipulated, includes standards that ensure consistency in design and character with the adjacent residentially zoned properties.

## **BACKGROUND**

The subject site is 28.32 gross acres and is located at the northeast corner of 12th Street and Jones Avenue. The subject site is largely vacant and contains one single-family home. The companion rezoning case Z-3-23-8 is requesting to rezone the subject site from R-4 RSIO (Multifamily Residence District, Rio Salado Interim Overlay District) to CP/GCP RSIO (Commerce Park District, General Commerce Park Option, Rio Salado Interim Overlay District) to allow commerce park uses. The General Plan Land Use Map designation of the subject site is Residential 10 to 15 dwelling units per acre and Residential 15+ dwelling units per acre. The proposed General Plan Amendment is to designate the site as Commerce/Business Park.

## **SURROUNDING LAND USES**

### **NORTH**

North of the subject site are salvage yards, automobile repair, and garbage collection uses zoned A-1 (Light Industrial District). This area is designated as Parks/Open Space-Private and Residential 15+ dwelling units per acre on the General Plan Land Use map.

### **SOUTH**

South of the subject site are vacant parcels zoned R-4 (Multifamily Residence District). This area is designated as Residential 5 to 10 dwelling units per acre on the General Plan Land Use map.

### **EAST**

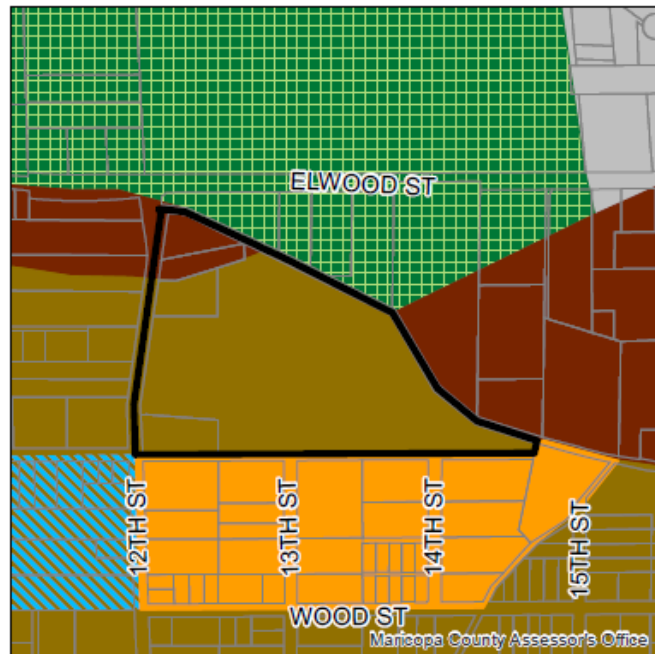
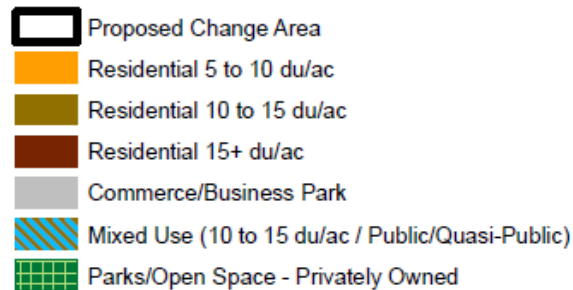
East of the subject site are salvage yards zoned A-1 (Light Industrial District). This area is designated as Parks/Open Space-Private and Residential 15+ dwelling units per acre on the General Plan Land Use map.

### **WEST**

West of the subject site, across 12th Street, are single-family residences zoned R-4 (Multifamily Residence District). This area is designated as Residential 10 to 15 dwelling units per acre and Residential 15+ dwelling units per acre on the General Plan Land Use map.

**EXISTING:**

Residential 10 to 15 du/ac ( 25.93 +/- Acres)  
Residential 15+ du/ac ( 2.39 +/- Acres)



Proposed General Plan Land Use Map, Source: City of Phoenix

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

**BUILD THE SUSTAINABLE CITY**

- **DESERT LANDSCAPE; DESIGN PRINCIPLE:** Propose new design standards that address drainage, use of native plants, edge treatment, and access – both visual and physical – for private and public development adjacent to public preserves, parks, washes and open spaces.

As stipulated in the companion Rezoning Case Z-3-23-8, the development will provide enhanced landscaping, publicly accessible open space on 12th Street, view fencing along the San Francisco Canal, and shaded sidewalk connections for pedestrians to comfortably walk north towards the Rio Salado multiuse path system.

**CELEBRATE OUR DIVERSE COMMUNITIES AND 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 will facilitate development of this largely vacant lot in a manner that will be compatible with surrounding developments. The surrounding area

includes a mix of residential and industrial uses, and the proposal will allow for a commerce/business park use at an appropriate scale and character. As stipulated in the Rezoning Case Z-3-23-8, the design and appearance of the development will be promoted through several stipulations that require enhanced building frontages, enhanced landscaping, view fencing along the San Francisco Canal, building elevations that incorporate natural materials, and an open space area in the northwest corner of the development.

### **CONNECT PEOPLE AND PLACES**

- **BICYCLES; DESIGN PRINCIPLES:** Development should include convenient bicycle parking.

The proposal, as stipulated in the Rezoning Case Z-3-23-8, will provide convenient bicycle parking located near building entrances. The provision of bicycle parking will encourage the use cycling and the utilization of nearby bicycle routes along the Rio Salado.

### **CONCLUSION AND RECOMMENDATION**

Staff recommends approval of GPA-SM-1-23-8. The proposed General Plan Land Use map designation of Commerce/Business Park is consistent in scale and character with existing land uses in the surrounding area. The land use map designation, as requested, would further diversify the land uses in this part of the South Mountain Village in a manner consistent with development patterns based on the existing zoning and General Plan Land Use Map designations in the general area. Furthermore, the requested land use map designation provides a transition between the adjacent industrial development and single-family residential uses.

As stipulated, the concurrent case Z-3-23-8 will enhance the compatibility with the land use pattern in the surrounding area. Approval of the request, with concurrent case Z-3-23-8, will support the development of this underutilized property with uses that are compatible with the land use designations and zoning districts in the general area.

#### **Writer**

Samuel Rogers  
July 19, 2023

#### **Team Leader**

Racelle Escolar

#### **Exhibits**

Sketch Maps (2 pages)

# GENERAL PLAN AMENDMENT








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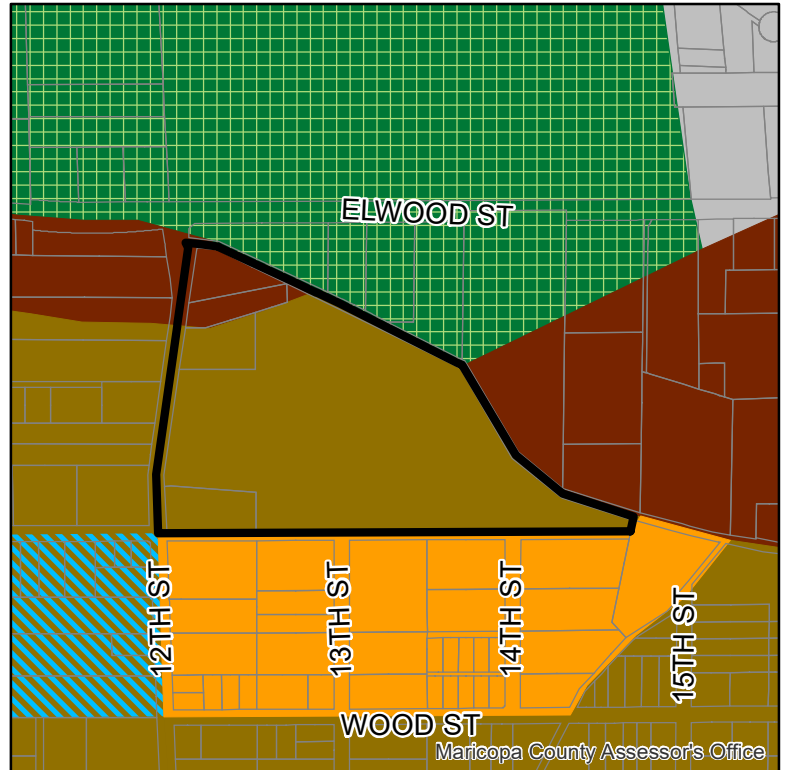
APPLICATION NO: GPA-SM-1-23-8	ACRES: 28.32 +/-	REVISION DATE:
VILLAGE: South Mountain	COUNCIL DISTRICT: 8	
APPLICANT: TrammellCrow Company		

## EXISTING:

Residential 10 to 15 du/ac ( 25.93 +/- Acres)



Residential 15+ du/ac ( 2.39 +/- Acres)

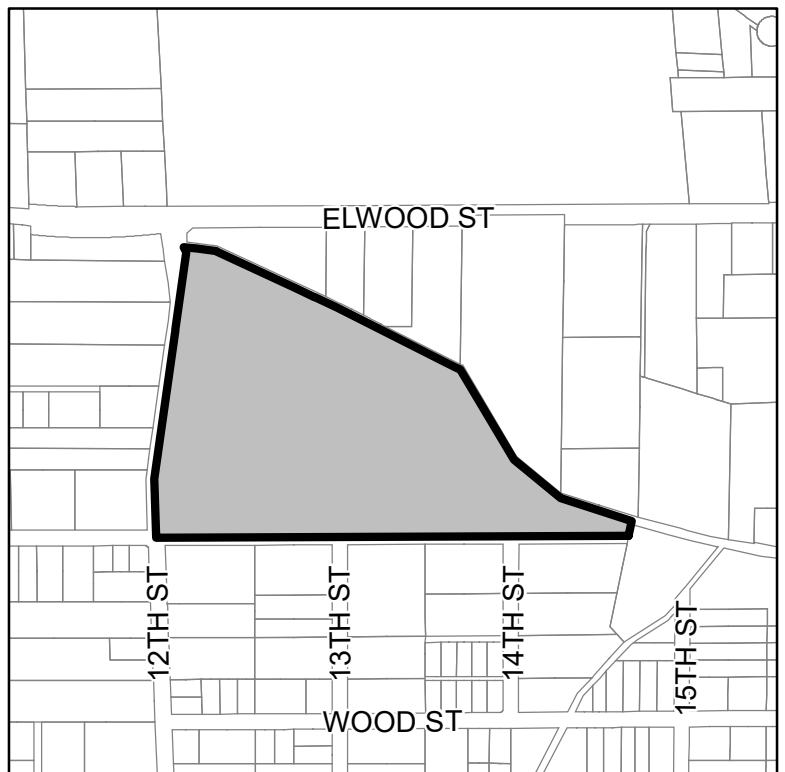
-  Proposed Change Area
-  Residential 5 to 10 du/ac
-  Residential 10 to 15 du/ac
-  Residential 15+ du/ac
-  Commerce/Business Park
-  Mixed Use (10 to 15 du/ac / Public/Quasi-Public)
-  Parks/Open Space - Privately Owned



## PROPOSED CHANGE:

Commerce/Business Park ( 28.32 +/- Acres)

-  Proposed Change Area
-  Commerce/Business Park



# GENERAL PLAN AMENDMENT








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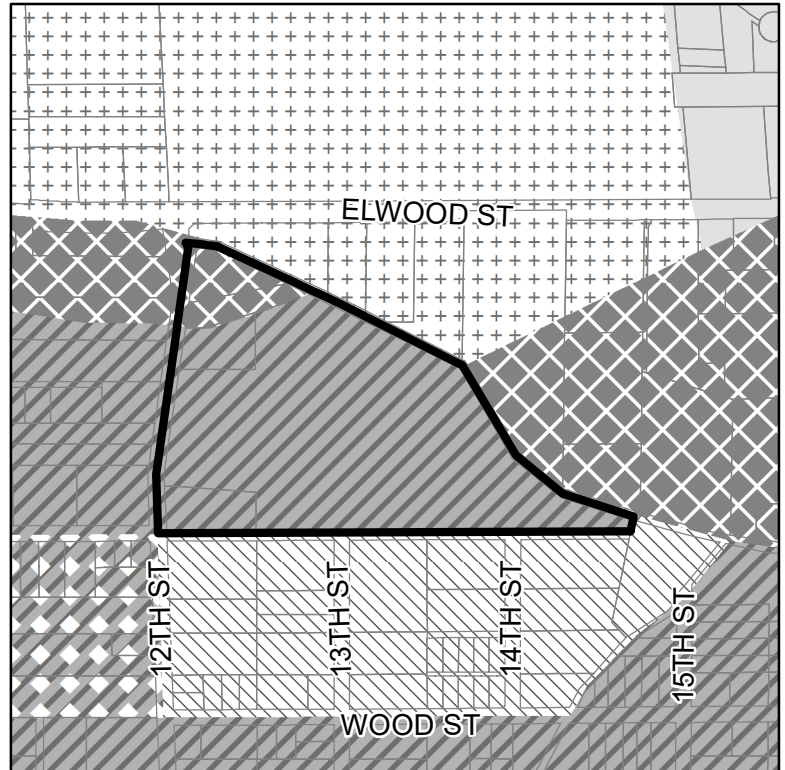
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
Residential 15+ du/ac ( 2.39 +/- Acres)

-  Proposed Change Area
-  Residential 5 to 10 du/acre
-  Residential 10 to 15 du/acre
-  Residential 15+ du/acre
-  Commerce/Business Park
-  Mixed Use (10 to 15 du/ac / Public/Quasi-Public)
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