



City of Phoenix

PLANNING & DEVELOPMENT DEPARTMENT

GENERAL PLAN AMENDMENT STAFF ANALYSIS

July 13, 2026

<u>Application:</u>	GPA-CC-SM-2-26-7-8
<u>Applicant:</u>	City of Phoenix Planning Commission
<u>Representative:</u>	City of Phoenix Planning and Development Department
<u>Location:</u>	Area generally bounded by Interstate 17 on the north, 32nd Street on the east, Broadway Road on the south, and 19th Avenue on the west
<u>Acreage:</u>	4,364 acres +/-
<u>Current Plan Designation:</u>	Residential 3.5 to 5 dwelling units per acre (130.7 acres), Residential 5 to 10 du/ac (89.3 acres), Residential 10 to 15 du/ac (464.7 acres), Residential 15+ du/ac (174.1 acres), Commercial (235.7 acres), Commerce/Business Park (1,762.9 acres), Commerce / Park-Open Space (66.3 acres), Public/Quasi-Public (34.7 acres), Residential 10 to 15 du/ac / Public/Quasi-Public (21.7 acres), Parks/Open Space - Publicly Owned (869.1 acres), Parks/Open Space - Privately Owned (162.5 acres), Parks/Open Space / Residential 10 to 15 du/ac (19.5 acres), Commercial / Residential 15+ du/ac (5.2 acres), Commercial / Commerce/Business Park (14.3 acres), Commercial / Residential 10 to 15 du/ac (34.2 acres), Commercial Recreation / Parks/Open Space (17.9 acres), Transition Residential 3.5 to 5 du/ac to Industrial (108.3 acres), Transition Commerce/Business Park to Residential 10 to 15 du/ac (152.1 acres)
<u>Requested Plan Designation:</u>	Residential 3.5 to 5 du/ac (58.6 acres), Residential 5 to 10 du/ac (99.1 acres), Residential 10 to 15 du/ac (252.8 acres), Residential 15+ du/ac (390.2 acres), Commercial (132.7 acres), Commerce/Business Park (1,063.8 acres), Public/Quasi-Public (41.2 acres), Parks/Open Space - Publicly Owned

(656.5 acres), Commercial/Residential 15+ du/ac (98.7 acres), Commercial/Commerce/Business Park (605.7 acres), Commercial/Residential 10 to 15 du/ac (15.9 acres), Mixed Use (308.2 acres), Commercial/Public Quasi/Public (7.2 acres), Mixed Use / Commerce/Business Park (491.7 acres), Mixed Use /Parks/Open Space - Publicly Owned (5.2 acres), Commerce/Business Park/Residential 15+ du/ac (36.5 acres), Transition Residential 3.5 to 5 du/ac to Commerce/Business Park (92.1 acres), and Residential 0 to 1 du/ac / Commerce/Business Park (7.2 acres)

Reason for Requested Change: Major General Plan Amendment to update the General Plan Land Use Map to support the goals of the Rio Salado District Policy Plan (GPA-CC-SM-1-26-7-8)

Village Planning Committee Dates: May 11, 2026 – Central City Village (Information)
May 12, 2026 – South Mountain Village (Information)
July 13, 2026 – Central City Village
July 14, 2026 – South Mountain Village

Staff Recommendation: Approval

FINDINGS

- 1) The proposed land use designations are consistent with the Rio Salado District Policy Plan (GPA-CC-SM-1-26-7-8).
- 2) The proposed mix of land use designations support multiple policies of the 2025 General Plan, including prioritizing a mixture of 'active' land uses that serve existing and future residents and tourists (Policy No. 5).
- 3) The proposed land use update is a component of companion case GPA-CC-SM-1-26-7-8, which contains goals, strategies, actions, and design standards to guide development in accordance with the community vision. In addition, the proposed land use map amendment furthers local and regional plans or initiatives including the South Central Transit Oriented Development Community Plan, Housing Phoenix Plan, 2021 Climate Action Plan, Maricopa Association of Government's Rio Reimagined Active Transportation Study, and the Rio Reimagined vision.

BACKGROUND

The subject site is approximately 4,364 acres generally bounded by Interstate 17 on the north, 32nd Street on the east, Broadway Road on the south, and 19th Avenue on the west. The companion case GPA-CC-SM-1-26-7-8 is requesting to establish the Rio Salado District Policy Plan, and this proposed general plan amendment would update the General Plan Land Use Map to support the Rio Salado District Policy Plan goals, objectives, and actions.

The existing General Plan Land Use Map designations of the area is Parks/Open Space – Publicly Owned, Parks/Open Space – Privately Owned, Commercial Recreation / Parks/Open Space, Residential 3.5 to 5 dwelling units per acre/5 to 10 dwelling units per acre/10 to 15 dwelling units per acre/15+ dwelling units per acre, Parks/Open Space/Residential 10 to 15 dwelling units per acre, Residential 10-15 dwelling units per acre/Public/Quasi-Public, Transition Commerce/Business Park to Residential 10 to 15 dwelling units per acre, Public/Quasi-Public, Residential 10 to 15 dwelling units per acre/Commercial, Residential 15+ dwelling units per acre/Commercial, Commercial, Commercial/Commerce/Business Park, Parks-Open Space/Commerce/Business Park, Commerce/Business Park, Transition Residential 3.5 to 5 dwelling units per acre to Industrial, and Industrial.

The proposed General Plan Amendment is to designate the area Residential 3.5 to 5 du/ac, Residential 5 to 10 du/ac, Residential 10 to 15 du/ac, Residential 15+ du/ac, Commercial, Commerce/Business Park, Public/Quasi-Public, Commercial / Residential 15+ du/ac, Parks/Open Space - Publicly Owned, Commercial / Commerce/Business Park, Commercial / Residential 10 to 15 du/ac, Mixed Use, Commercial / Public/Quasi-Public, Commerce/Business Park, Mixed Use / Public/Quasi-Public, Commerce/Business Park / Residential 15+ du/ac, Transition Residential 3.5 to 5 du/ac to Commerce/Business Park, and Residential 0 to 1 du/ac / Commerce/Business Park.



Rio Salado District Policy Plan Area, Source: City of Phoenix

EXISTING LAND USES

Existing land uses in the seven-square mile area are diverse and range from single-family residential, multi-family, commercial, public/quasi-public, and industrial. North of the Rio Salado are significant industrial uses with some commercial uses along arterial streets. A small share of residential uses is found in clusters along 7th Avenue and 16th Street. South of the Rio Salado are a mix of residential, commercial, public/quasi-public, and industrial uses. Residential neighborhoods are generally located south of Elwood Street while commercial uses are located primarily along arterial streets and highways. Industrial uses exist primarily along the banks of the Rio Salado, Broadway Road, and east of 28th Street.

SURROUNDING LAND USES

NORTH

North of the subject site, across the Interstate 17 freeway, is the Phoenix Sky Harbor Airport and a mix of single-family residential zoned R1-6 (Single-Family Residence District), R-3 (Multi-Family Residence District), and R-5 (Multi-Family Residence District—Restricted Commercial); commercial uses zoned R-4 (Multi-Family Residence District), C-2 (Intermediate Commercial District), and C-3 (General Commercial District); while industrial uses are zoned A-1 (Light Industrial District) and A-2 (Industrial District). Some vacant parcels are zoned R1-6 (Single-Family Residence District), R-3 (Multi-Family Residence District), R-5 (Multi-Family Residence District—Restricted Commercial), and C-2 (Intermediate Commercial District). This area is designated as Residential 3.5 to 5 dwelling units per acre, Commerce/Business Park, Commercial, Industrial, Transition Residential 3.5 to 5 dwelling units per acre to Industrial, Parks/Open Space – Publicly Owned, and Public/Quasi-Public on the General Plan Land Use Map.

SOUTH

South of the subject site, across Broadway Road, is a mix of single-family, multi-family, commercial, and few industrial uses zoned R-5 (Multi-Family Residence District—Restricted Commercial), PAD-14 (Planned Area Development), C-1 (Neighborhood Retail District), C-2 (Intermediate Commercial District), C-3 (General Commercial District), CP/GCP (Commerce Park/General Commerce Park District); and vacant property zoned R1-6, R-4, R-5, C-2, C-3, CP/GCP, and WU T5:6 (Walkable Urban Code Transect). This area is designated as Residential 3.5 to 5 dwelling units per acre, Residential 5 to 10 dwelling units per acre, Residential 10 to 15 dwelling units per acre, Residential 15+ dwelling units per acre, Commercial / Residential 5 to 10 dwelling units per acre, Commercial, Parks / Open Space-Publicly Owned, Commerce/Business Park, Public / Quasi-Public, and Industrial on the General Plan Land Use Map.

EAST

East of the subject site, across 32nd Street (south of the Interstate 10 freeway) are commercial and industrial uses zoned R-5 (Multi-Family Residence District—Restricted

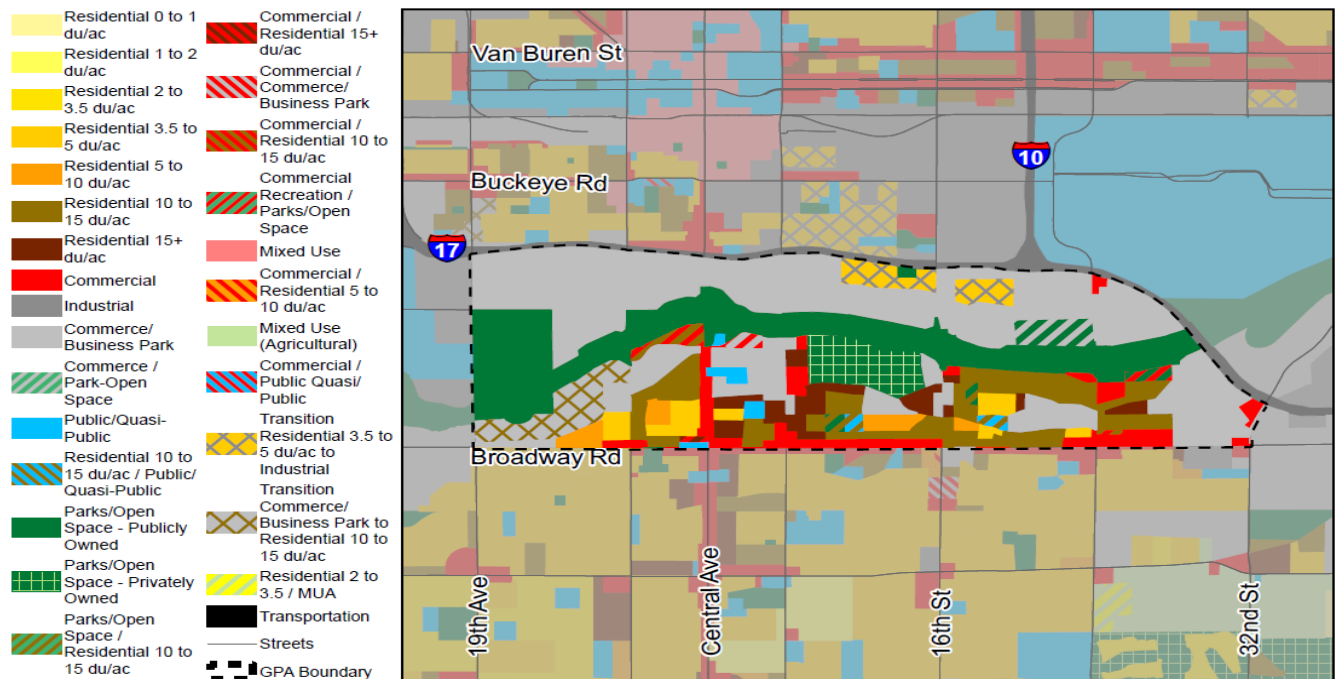
Commercial), CP/GCP (Commerce Park/General Commerce Park District), CP/BP (Commerce Park/Business Park District), Ind. Pk (Industrial Park), A-1 (Light Industrial District), A-2 (Industrial District). This area is designated as Commerce Business Park on the General Plan Land Use Map.

WEST

West of the subject site are industrial uses zoned A-2 (Industrial District). This area is designated as Commerce Business Park, Industrial, Public/Quasi-Public, and Parks/Open Space-Publicly Owned on the General Plan Land Use Map.

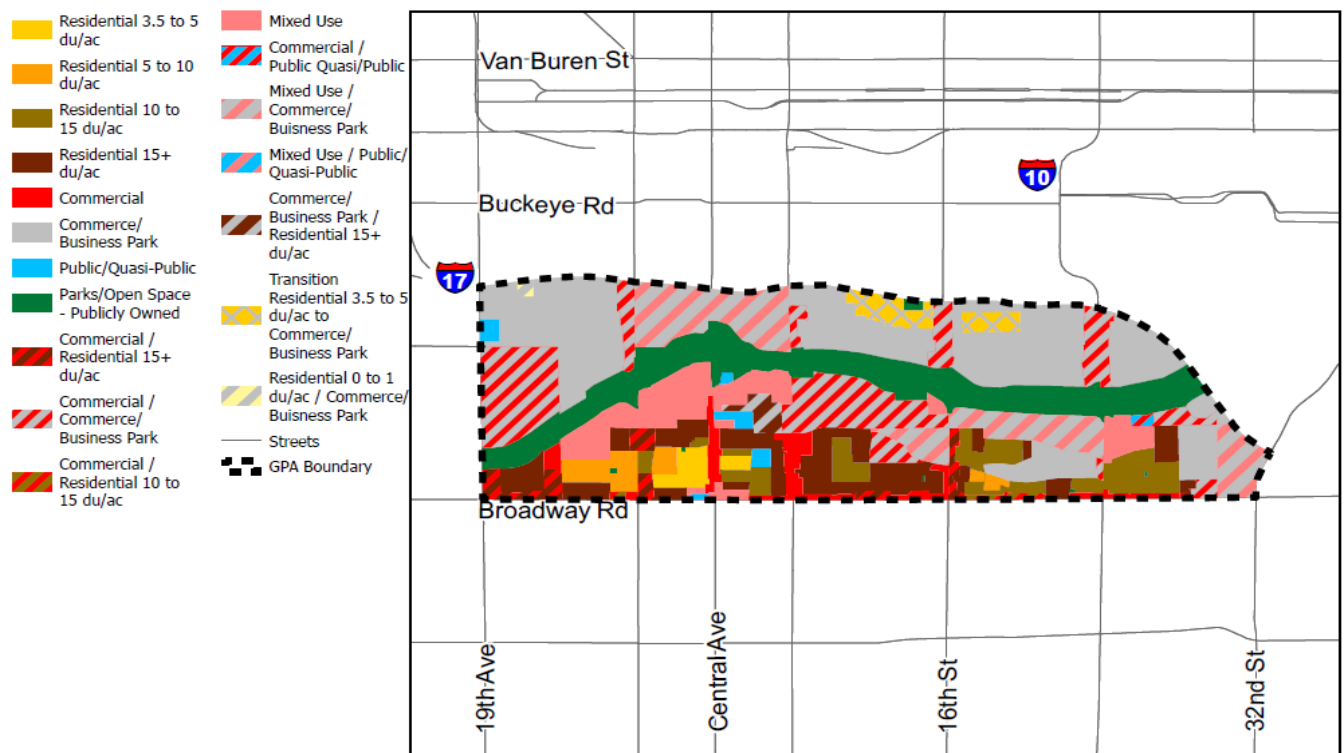
The maps and tables below show a comparison between the existing and proposed General Plan Land Use Map designations:

EXISTING:



Existing Land Use Map Designation	Acreage
Residential 3.5 to 5 du/ac	130.7
Residential 5 to 10 du/ac	89.3
Residential 10 to 15 du/ac	464.7
Residential 15+ du/ac	174.1
Commercial	235.7
Commerce/Business Park	1762.9
Commerce / Park-Open Space	66.3
Public/Quasi-Public	34.7
Residential 10 to 15 du/ac / Public/Quasi-Public	21.7
Parks/Open Space - Publicly Owned	869.1
Parks/Open Space - Privately Owned	162.5
Parks/Open Space / Residential 10 to 15 du/ac	19.5
Commercial / Residential 15+ du/ac	5.2
Commercial / Commerce/Business Park	14.3
Commercial / Residential 10 to 15 du/ac	34.2
Commercial Recreation / Parks/Open Space	17.9
Transition Residential 3.5 to 5 du/ac to Industrial	108.3
Transition Commerce/Business Park to Residential 10 to 15 du/ac	152.1

PROPOSED:



Proposed Land Use Map Designation	Acreage
Residential 3.5 to 5 du/ac	58.6
Residential 5 to 10 du/ac	99.2
Residential 10 to 15 du/ac	252.8
Residential 15+ du/ac	390.2
Commercial	132.7
Commerce/Business Park	1063.8
Public/Quasi-Public	41.2
Parks/Open Space - Publicly Owned	656.5
Commercial / Residential 15+ du/ac	98.7
Commercial / Commerce/Business Park	605.7
Commercial / Residential 10 to 15 du/ac	15.9
Mixed Use	308.2
Commercial / Public Quasi/Public	7.2
Mixed Use / Commerce/Business Park	491.7
Mixed Use/ Public/Quasi-Public	5.2
Commerce/Business Park / Residential 15+ du/ac	36.5
Transition Commerce/Business Park to Residential 3.5 to 5 du/ac	92.1
Residential 0 to 1 du/ac / Commerce/Business Park	7.2

RELATIONSHIP TO GENERAL PLAN CORE VALUES AND PRINCIPLES

This major general plan amendment furthers several goals and policies of the General Plan as described below:

SURROUNDING NEIGHBORHOODS

Design: Encourage the development of height transition and design standards that support new development while enhancing the integrity and livability of established neighborhoods.

Design: Encourage new development to maintain the existing streetscape patterns to preserve the character of the area.

TRANSIT ORIENTED DEVELOPMENT

Land Use: Develop land use and design regulations governing land close to transit centers and light rail stations, to maximize the potential for ridership.

LOCAL AND SMALL BUSINESS

Land Use: Facilitate adaptive reuse of older, underutilized properties to create mechanisms for new local and small businesses to operate, thrive and grow.

ARTS, CULTURE, AND ENTERTAINMENT

Land Use: Create a greater sense of place and draw people downtown by concentrating areas in downtown with synergetic activities

CONNECT PEOPLE AND PLACES CORE VALUE

- **Rio Reimagined: Promote a Mix of Uses, Create Walkable Neighborhoods, Develop and Implement a Rio Reimagined Community Plan, Celebrate the Unique Identity of Neighborhoods Along Rio Salado, Promote Rio Salado as a Local and Regional Destination, Reconnect to Nature, Improve Quality of Life.**

The proposed land use mix furthers the goal of achieving an active and vibrant Rio Salado District by supporting various residential densities and commercial uses in addition to supporting policies outlined in PlanPHX 2025 General Plan for Rio Reimagined:

- **Policy 1:** Develop and implement a Rio Reimagined Strategic Planning Program.
- **Policy 2:** Develop a series of Rio Reimagined Community Plans that identify place types and character areas.
- **Policy 3:** Support public investment in art and infrastructure in and around Rio Reimagined.
- **Policy 5:** Prioritize a mixture of ‘active’ land uses that serve existing and future residents and attracts tourists.
- **Policy 9:** Encourage public-private partnerships between the City and private entities on redevelopment of City-owned land within the Rio Reimagined Corridor in alignment with the community vision and needs.

COMMUNITY INPUT SUMMARY

As of the writing of this report, no letters specifically pertaining to the Major General Plan Land Use Map amendment case (GPA-CC-SM-2-26-7-8) have been received. However, five letters were received and attached to the report for companion case GPA-CC-SM-1-26-7-8 regarding the Rio Salado District Policy Plan. In summary, the letters received expressed concerns on the proposed land uses around the river that allow apartments, lack of recognition for the value of ongoing or future aggregate operations or related uses in the area, goals to transition 50-percent of the area to a non-industrial zoning, and the potential to devalue or create land-use conflicts for existing operators in the area. The letters received also expressed support for habitat restoration, improving the river area, adding public spaces, affordable housing, displacement protections, solutions to homelessness, and expanding investments or benefits beyond the Rio Salado District area along the South Central corridor. One of the letters also supports thoughtful investment in the area to implement the vision, and

outlines several requests and questions related to future notification of zoning changes or city-led redevelopment projects, public paseo and scenic drive alignments, and clarification on the effects of plan adoption.

The [Rio Salado District Engagement Report](#) (2025) details the community outreach strategy, community workshop overview, and key takeaways from the community engagement process that informed the proposed Major General Plan Land Use Map amendment.

CONCLUSION AND RECOMMENDATION

Staff recommends approval of GPA-CC-SM-2-26-7-8. The proposed General Plan Land Use map designations, as shown in the attached exhibit support the community vision outlined in the Rio Salado District Policy Plan and in character with existing land uses or development patterns in the surrounding area. The land use map designations, as proposed, will further implement the Rio Salado District Policy Plan in concurrent case GPA-CC-SM-1-26-7-8. Approval of the request, and concurrent case GPA-CC-SM-1-26-7-8, will support the development of underutilized properties, provide additional flexibility to developers for housing and commercial options that are compatible with the land use designations and zoning districts in the general area, and the broader RIO PHX, 2025 General Plan, and regional Rio Reimagined vision.

Writers

Enrique Bojórquez Gaxiola
Chris Monahan
July 13, 2026

Team Leader

Joél Carrasco

Exhibits

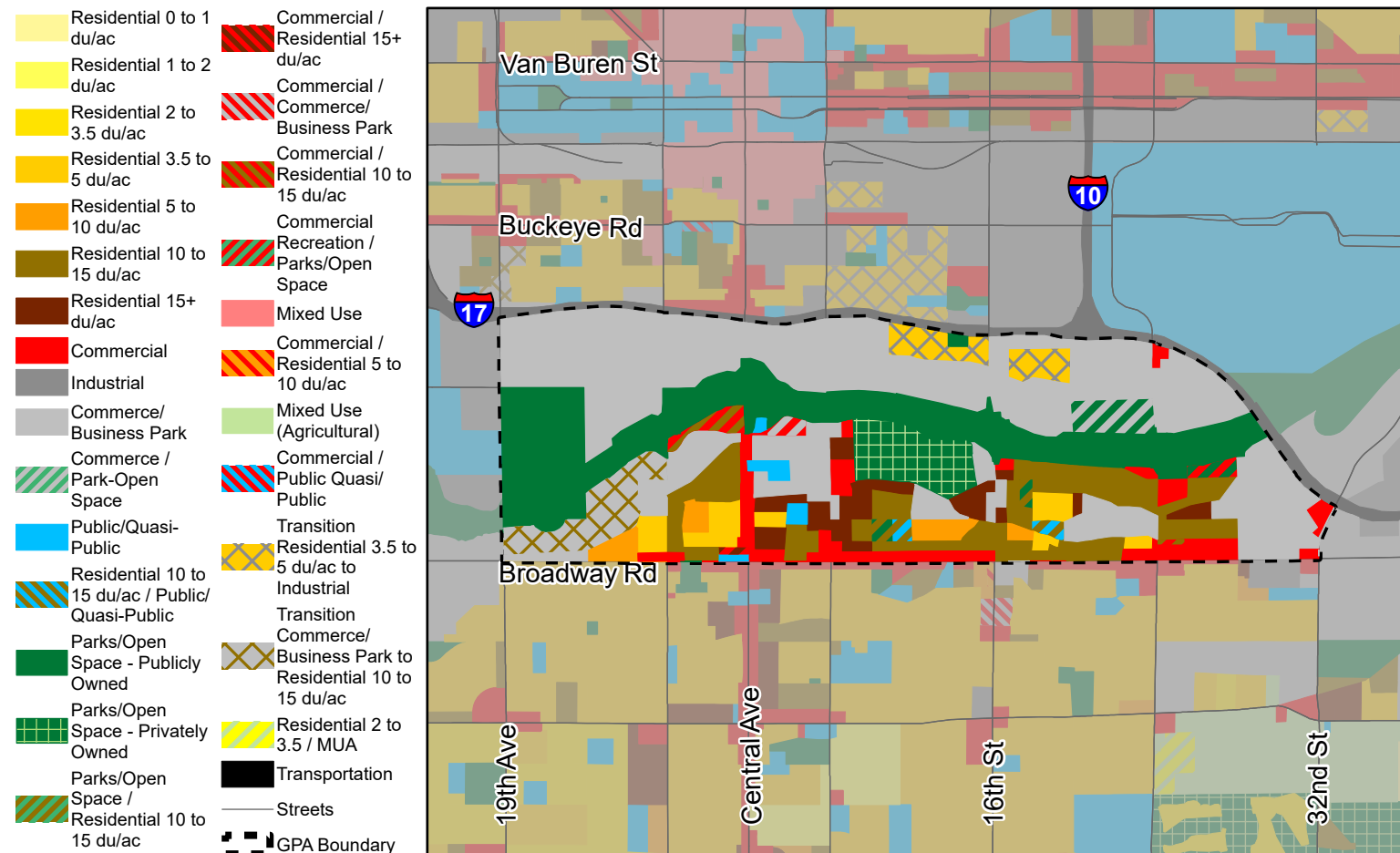
Sketch Maps (2 pages)

GENERAL PLAN AMENDMENT

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

APPLICATION NO: GPA-CC-SM-2-26-7-8	ACRES: 4,363.35 +/-	REVISION DATE:
VILLAGE: Central City / South Mountain	COUNCIL DISTRICT: 7 / 8	7/9/2026
APPLICANT: City of Phoenix Planning Commission		

EXISTING:



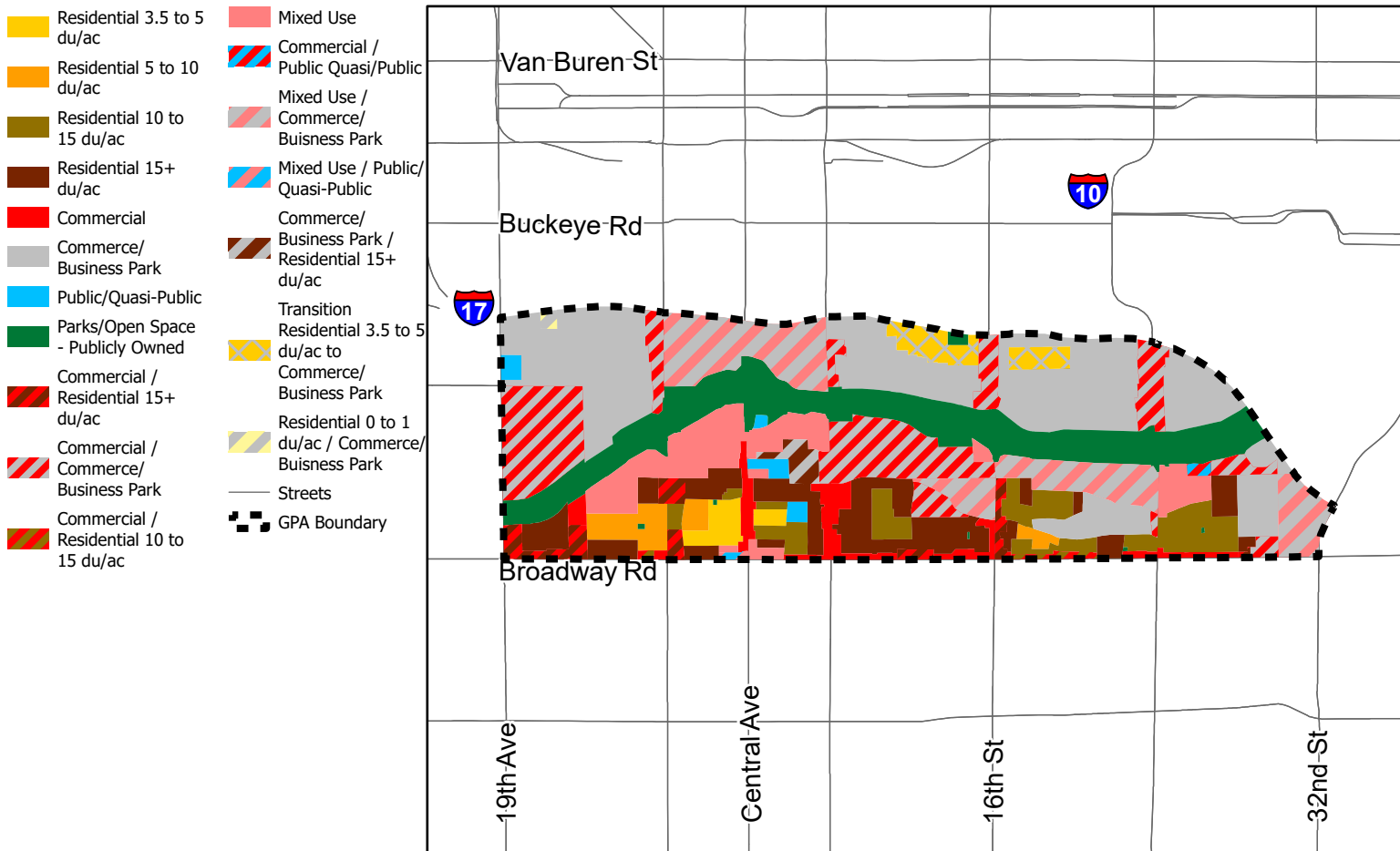
Designation	Acres (ac.)	Designation	Acres (ac.)
Residential 3.5 to 5 du/ac	130.73	Parks/Open Space - Publicly Owned	869.12
Residential 5 to 10 du/ac	89.34	Parks/Open Space - Privately Owned	162.51
Residential 10 to 15 du/ac	464.71	Parks/Open Space / Residential 10 to 15 du/ac	19.47
Residential 15+ du/ac	174.14	Commercial / Residential 15+ du/ac	5.20
Commercial	235.73	Commercial / Commerce/Business Park	14.33
Commerce/Business Park	1762.86	Commercial / Residential 10 to 15 du/ac	34.20
Commerce / Park-Open Space	66.32	Commercial Recreation / Parks/Open Space	17.86
Public/Quasi-Public	34.69	Transition Residential 3.5 to 5 du/ac to Industrial	108.29
Residential 10 to 15 du/ac / Public/Quasi-Public	21.73	Transition Commerce/Business Park to Residential 10 to 15 du/ac	152.12

GENERAL PLAN AMENDMENT

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

APPLICATION NO: GPA-CC-SM-2-26-7-8	ACRES: 4,363.35 +/-	REVISION DATE:
VILLAGE: Central City / South Mountain	COUNCIL DISTRICT: 7 / 8	7/9/2026
APPLICANT: City of Phoenix Planning Commission		

PROPOSED:



DESCRIPTION	Acres	DESCRIPTION	Acres
Residential 3.5 to 5 du/ac	58.56	Commercial / Commerce/Business Park	605.69
Residential 5 to 10 du/ac	99.18	Commercial / Residential 10 to 15 du/ac	15.94
Residential 10 to 15 du/ac	252.76	Mixed Use	308.19
Residential 15+ du/ac	390.24	Commercial / Public Quasi/Public	7.20
Commercial	132.68	Mixed Use / Commerce/Business Park	491.73
Commerce/Business Park	1063.83	Mixed use / Public/Quasi-Public	5.22
Public/Quasi-Public	41.19	Commerce/Business Park / Residential 15+ du/ac	36.51
Parks/Open Space - Publicly Owned	656.48	Transition Residential 3.5 to 5 du/ac to Commerce/Business Park	92.07
Commercial / Residential 15+ du/ac	98.69	Residential 0 to 1 du/ac / Commerce/Business Park	7.19