



Development Mini-Series Part 2



Agenda



PURPOSE

- Briefly summarize market presentations
- Introduce Business Friendly Environment
 - + Development Continuum Vision and Mission
- Present Development Continuum accomplishments
- Ask Specific Policy Questions
 - + Reduce PAD zoning as primary tool
 - + Create new zoning districts with variety of lot widths
 - + Define residential In-fill development and incentive strategies



Previous Presentation Review

RESIDENTIAL MARKET REVIEW

Jim Belfiore Key Points:

- Single Family Market Upswing
- Lot size and width diversity
- Quality Product design and construction
- Amenities, i.e. community clubhouse, pools, trails
- Integration of something different; i.e. charter school campus



Previous Presentation Review

OFFICE, INDUSTRIAL, RETAIL MARKETS

- Goodyear has good transportation and infrastructure
- Abundance of land
- Success is momentum created by smaller, incremental progress
- Markets continue to improve
 - + Office at 6% increases
 - + Industrial is in early stages of expansion
 - + Retail needs more rooftops to attract what City desires
- Quality residential key to success

Creating a Business Friendly Environment



Business Friendly Environment



WHY

Why create a Business Friendly Environment?

- Create a customer service foundation
- Establishes a link with Council desires
- Communicates expectations to customers
- Create and use metrics to benchmark accomplishments

Business Friendly Environment



KEY COMPONENTS

“Business Friendly” was expressed by Council as:

- Spirit of cooperation
- Working to find solutions
- Consistent answers
- Clarity of process
- Proactive communication

Business Friendly Environment



VISION AND MISSION



DEVELOPMENT CONTINUUM



Economic Development



Development Services



Engineering



The Development Continuum as part of LEAN defined a Vision and Mission

VISION

Driven to build a greater Goodyear together.

MISSION

- D** Deliver outstanding customer service.
- R** Respond to evolving market demands.
- I** Initiate collaborative solutions.
- V** Value customer partnerships.
- E** Empower team members.
- N** Never stop learning.

Business Friendly Environment



DEVELOPMENT CONTINUUM ACCOMPLISHMENTS

- The Continuum has come together
- Worked diligently as a team to create environment of
 - + Engaged, Empowered Employees
 - + Customer Focus
- We have achieved both hard and soft cost savings
- It is an effort of Continuous Improvement

Business Friendly Environment



DEVELOPMENT CONTINUUM PERMITTING ACCOMPLISHMENTS

- Single Family Residential Homes
 - + Previous Standard 10 Days → Now 4 Days
- Administrative Review for Building Permits
 - + Was 3 Days → Now Same Day
- Permits by Email
 - + Was 5 Days → Now 2 Days
- Building Permitting
 - + Now 90% on Time



Business Friendly Environment

DEVELOPMENT CONTINUUM PLATTING ACCOMPLISHMENTS

- Preliminary Plats/Final Plats/MODs/Site Plans (planning cases)
 - + 4-week target: Previously more than 80% → Now less than 25%
- Recordation of Final Plats
 - + Was 3 Weeks → Now 3 Days
- Project Closeout Meeting
 - + Previous 45 Days → Now 25 Days

Business Friendly Environment



DEVELOPMENT CONTINUUM PLAN REVIEW ACCOMPLISHMENTS

- Simultaneous Reviews on Certain site plan and engineering documents
 - + Saves 2 – 3 Months
- Planning Project Approvals
 - + Now 50% Approval by 2nd Review
- Increase staff cross training in Engineering Plan Review
 - + Achieved efficiencies
 - + Increased staff capacity and utilized existing talents



Business Friendly Environment

DEVELOPMENT CONTINUUM ADMINISTRATIVE ACCOMPLISHMENTS

- Administrative Duties
 - + 1 Previously Division Assisted → Now 2 Divisions Assisted
 - Saved ½ FTE
- Business Registration
 - + Increased renewal rate by 75%

Specific Policy Questions



3 Specific Policy Questions

QUESTION 1: PAD ZONING

Staff recommends moving to the use of hard zoning, thus, moving away from PADs as the primary zoning tool; Does Council support this?

- Most common zoning district
- Laborious for staff and customers
- Used to entitle lots less than 60'

3 Specific Policy Questions



QUESTION 2: LOT DIVERSITY/NEW ZONING DISTRICTS

- Lot size diversity is important as indicated by Mr. Belfiore
- Goodyear offers:
3 residential districts
smallest lot is 6,000 sq. ft. with a width of 60'

Figure 6.

SINGLE FAMILY RESIDENTIAL DISTRICTS						
	AG	AP	AU	R1-10	R1-7	R1-6
Minimum Net Site Area	10Ac	120Ac	1Ac	10,000sf	7,000sf	6,000sf
Minimum Lot Width	300 ft.	1000 ft.	150 ft.	80 ft.	70 ft.	60 ft.
Minimum Lot Depth	N/A	N/A	N/A	110 ft.	100 ft.	100 ft.
Maximum Height	30 ft.	30 ft.	30 ft.	30 ft.	30 ft.	30 ft.
Maximum Building Coverage	20%	5%	20%	35%	40%	40%
Minimum Setbacks						
Front	20 ft.	60 ft.	20 ft.	20 ft.*	20 ft.*	20 ft.*
Total Both Sides	20%		20%	20%	15 ft.	15 ft.
Minimum Side Yard	20 ft.	100 ft.	15 ft.	10 ft.	5 ft.	5 ft.
Rear yard	100 ft.	200 ft.	50 ft.	30 ft.	25 ft.	20 ft.
Street Side	100 ft.		30 ft.	20 ft.	15 ft.	10 ft.

* Ten foot setback for side entry garage.

3 Specific Policy Questions



QUESTION 2: LOT DIVERSITY/NEW ZONING DISTRICTS

- Other desirable communities in the Valley offer:
 - Gilbert: 9 single family districts ranging from a 2,000 sq. ft. lot to an acre – allows less than 55' wide
 - Scottsdale: 12 single family district ranging from 3,370 sq. ft. to 4 acres – 45 feet wide
 - Peoria: 8 single family districts ranging from 6,000 sq. ft. to an acre – 50 feet wide

3 Specific Policy Questions



QUESTION 2: LOT DIVERSITY/NEW ZONING DISTRICTS

Would new residential zoning districts that allow lots less than 60' wide be considered?

- Zoning district allowing 55' wide lots was deleted
- Staff has interpreted this as lots less than 60' wide are not favored

Specific Policy Questions

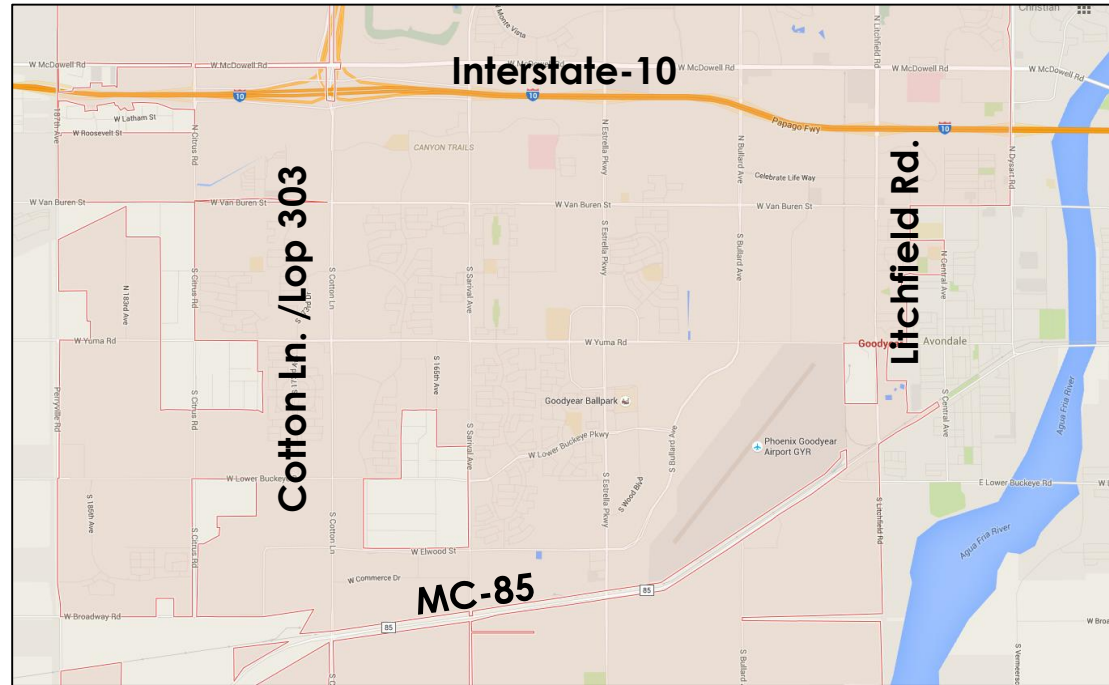


QUESTION 3: RESIDENTIAL INFILL STRATEGIES

Would Council philosophically support strategies to encourage residential infill development?

- Strategies to encourage residential infill development could include reduction of application fees, fast track approvals, etc.
- Should Council support this philosophy staff will prepare options and a recommendation for future consideration

Strategies are likely to be most impactful in an area where the City provides all services.



Specific Policy Questions

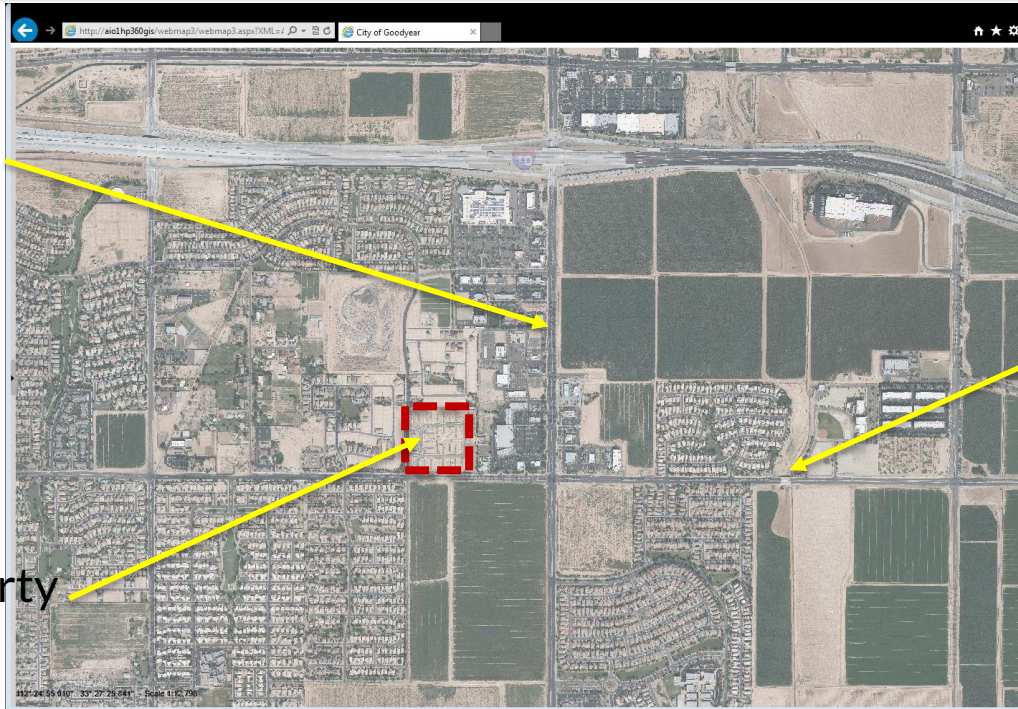


CANYON TRAILS AT BELLA ROSA AREA EXAMPLE

Estrella Pkwy

Van Buren

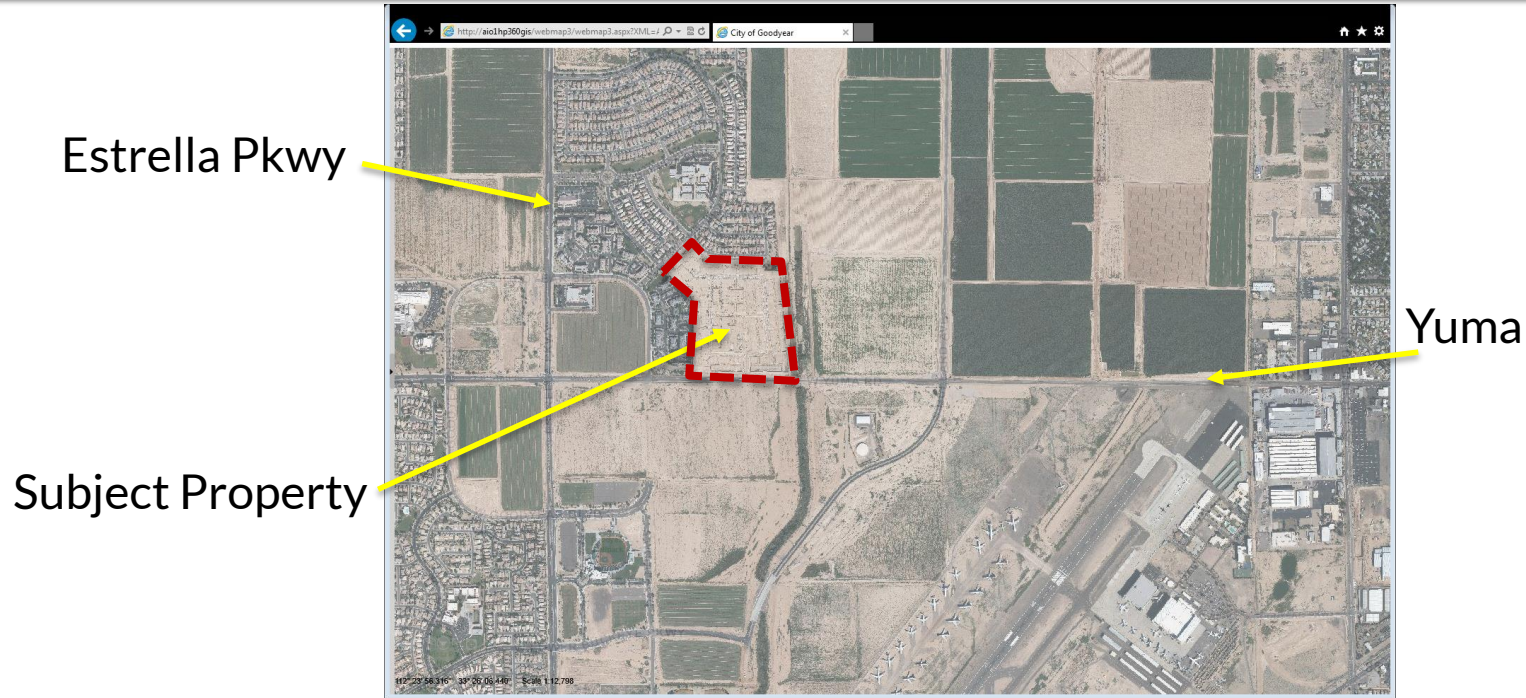
Subject Property



Specific Policy Questions



CENTERRA/YUMA AREA EXAMPLE



Next Steps



DEVELOPMENT MINI-SERIES PART 3

Next mini-series discussion will be June 20, 2016.

Topics will include:

- Review of Design Guidelines
- City Council Lean Exercise / Process Map

Thank you

