



Industrial Development



PURPOSE

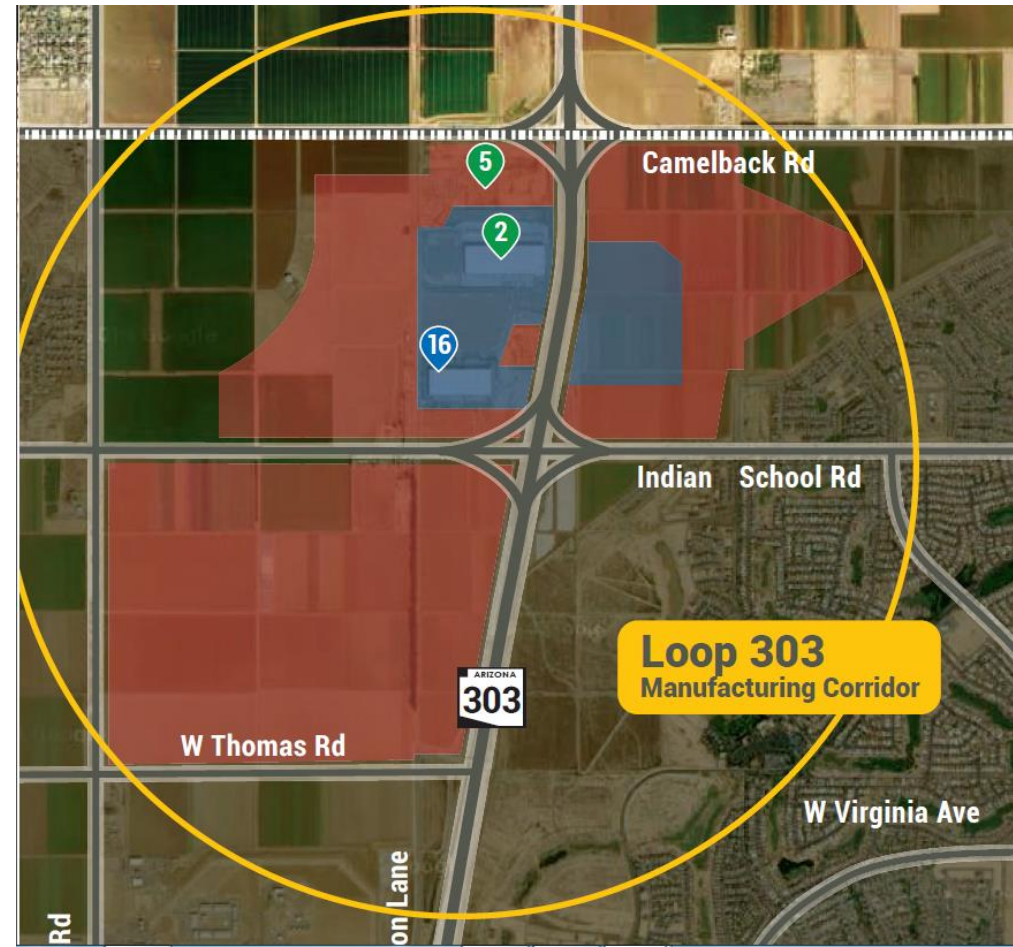
- Industrial development is booming in the Southwest Valley
 - Manufacturing
 - Internet Fulfillment / Distribution
- Dock doors facing major streets, and related activities becoming frequent requests from businesses
- Update for Council; Input desired

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INDUSTRIAL CORRIDORS IN GOODYEAR

Loop 303

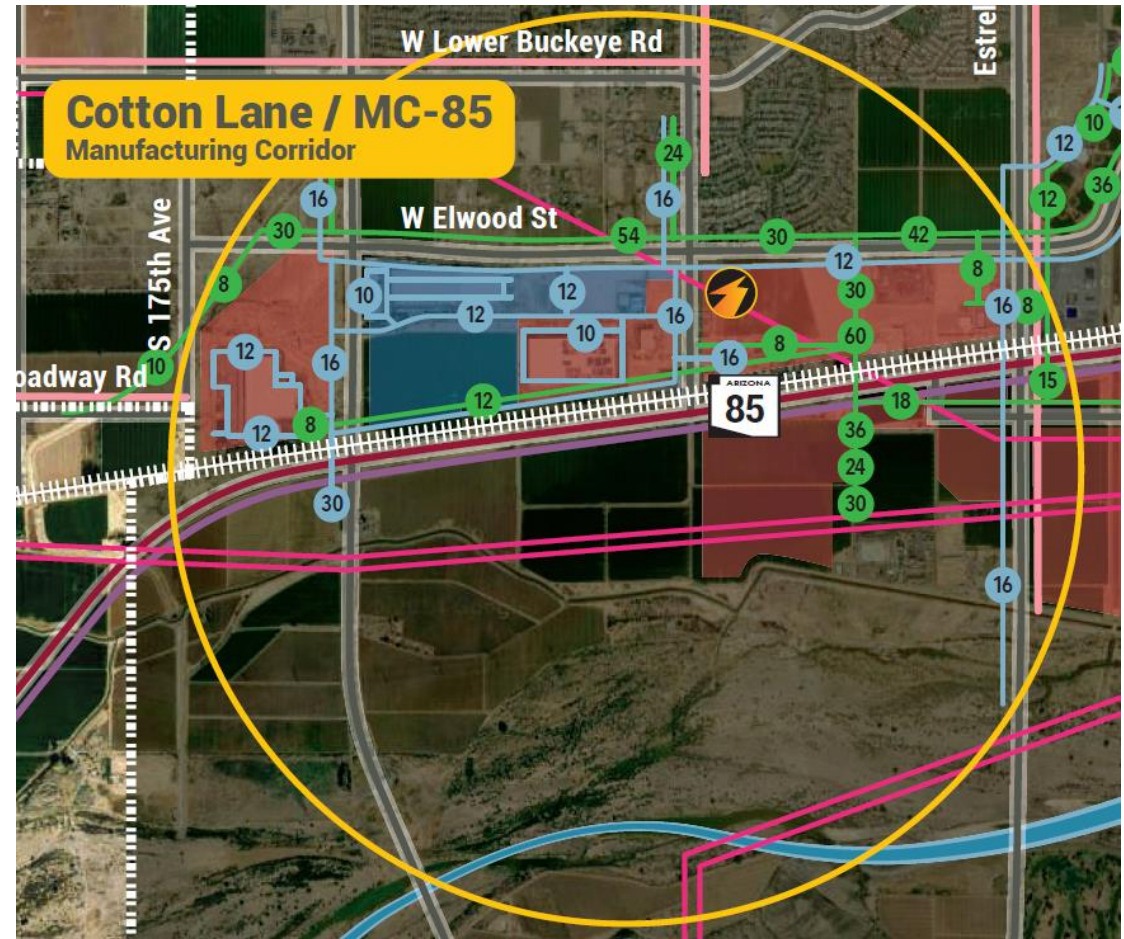


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INDUSTRIAL CORRIDORS IN GOODYEAR

Cotton Lane /
MC-85



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INDUSTRIAL CORRIDORS IN GOODYEAR

Phoenix-Goodyear Airport



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CURRENT POLICY ON DOCK DOORS FACING STREETS

1. Rezone to PAD
2. Changed Ordinance to Allow the Following in August 2016:

Dock doors may face public streets with the following circumstances:

- The public street is not an arterial street
- No existing or planned residential use within 500 feet
- The loading, delivery, and roll-up/dock doors occupy a maximum of 50% of the building width facing the public street
- The dock doors shall be screened from public view with a combination of two (2) foot berm and a six (6) foot wall, or an eight (8) foot wall
- A minimum of two (2) continuous offset rows of 24 inch box trees are planted along the public street frontage



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RECENT REQUESTS FOR ZONING TEXT AMENDMENTS

- Phoenix-Goodyear Airport
 - 143rd Avenue Development
- Cotton Lane / MC-85
 - Goodyear Crossing Industrial Park

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LOCAL MARKET COMMUNITIES

- Tolleson
 - Regulations silent on where dock doors could face
- Avondale
 - Where allowed, doors should be least visible from public right of ways and completely enclosed by wall at least 8 feet tall
- Peoria
 - Shall be oriented away from arterial streets and abutting residential areas
- Buckeye
 - Has created overlays as needed to address project requirements

Examples











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OPTIONS FOR COUNCIL

1. Keep Current Standards

Pro

- Staff is clear that dock doors on arterial streets are not allowed
 - Requests for dock doors facing arterial streets continue to require council approval

Con

- Projects and property owners may be discouraged at the delay / uncertainty in getting project approval
 - May result in being taken out of consideration for projects

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OPTIONS FOR COUNCIL

2. Adjust City Policy Across the Board to Allow Dock Doors Facing Arterials

Pros

- Provides clarity / certainty for property owners and projects
- Will enhance opportunity for industrial projects with the desire for dock doors facing arterials

Con

- Result in change in visual perception of community on arterials

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OPTIONS FOR COUNCIL

3. Adjust Design Standards to Allow Dock Doors to Face Arterial Streets with Mitigating Enhancements

Pros

- Provides clarity / certainty for property owners and projects
- Will enhance opportunity for industrial projects with the desire for dock doors facing arterials

Cons

- May change visual perception of community on arterials
- Mitigating enhancements may still result in being taken out of consideration for projects

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STAFF RECOMMENDATION

3. Adjust Design Standards to Allow Dock Doors to Face Arterial Streets with Mitigating Enhancements

Why This Recommendation?

This will provide clarity and certainty for property owners and projects and enhance our competitive position. While it may still result in being taken out of consideration for projects, the look and feel of the community will be preserved. Further, applicants would have the opportunity to apply for special consideration.

Questions and Discussion