

## CITY COUNCIL REPORT FROM STAFF

**To:** Mayor and City Council

**Approved:** Brian Dalke, City Manager

**CC:** Department Directors

**FROM:** Christopher Baker, Development Services Director

**THROUGH:** Wynette Reed, Deputy City Manager

**DATE:** December 8, 2016

**RE:** City Center Gateway Overlay District (CCGOD)

### **Purpose:**

The purpose of this memo is to discuss the city's City Center Gateway Overlay District (CCGOD), its history, intended outcomes, current challenges, as well as recommended changes to improve the development process, reduce barriers and encourage development along the corridor.

### **Background and Benefit:**

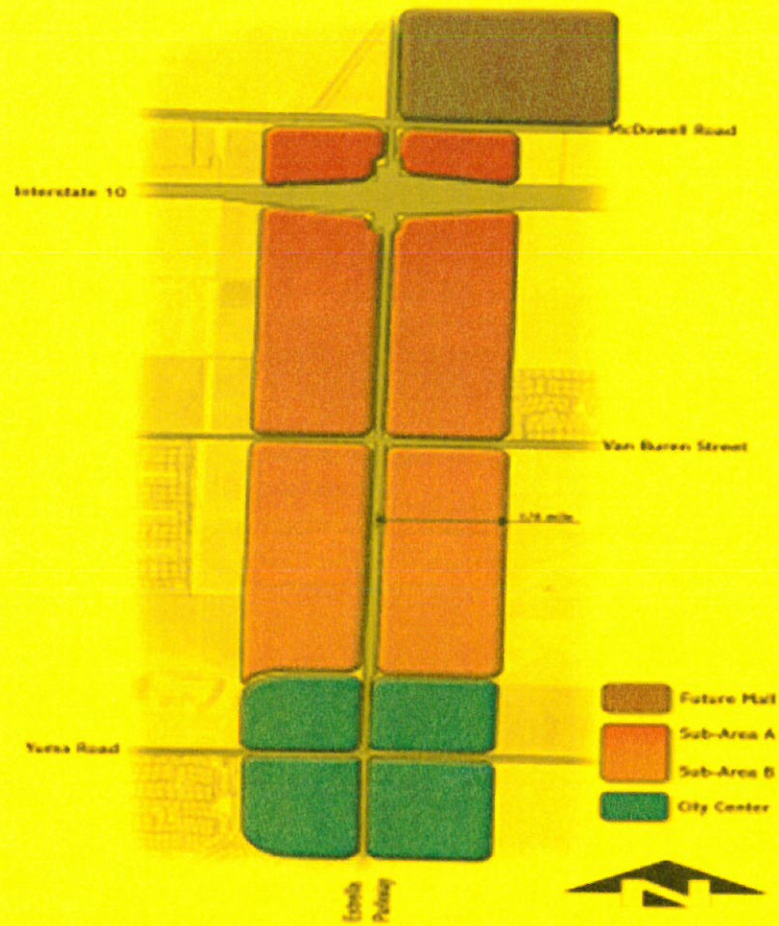
#### **History and Vision of the City Center Gateway Overlay District (CCGOD)**

The city of Goodyear adopted the CCGOD in August of 2003. The CCGOD connects the Planned Regional Center (Estrella Falls) north of McDowell Road to the planned City Center development at the intersection of Yuma Road and Estrella Parkway.

The CCGOD was fundamentally intended to increase the city's negotiating power with private development, improve the quality of development, and promote the city's vision for the area. The City desired to enhance the community's image, create a unique main street and identity, and to promote quality design and development. It is important to note that the CCGOD was developed and adopted shortly after the city adopted the first version of the Design Guidelines. Since then, the Design Guidelines have been significantly improved and modified over the years to address a wider range of project aspects than either the initial Design Guidelines or the CCGOD.



The map below depicts the boundaries/areas of the CCGOD:





### **Use Requirements within the CCGOD**

The current CCGOD requires Use Permits for entertainment uses, hotels, mixed use development, and single tenant retail over 60,000 sq. ft. The ordinance also requires an Expanded Review as part of the site plan for hotels, single tenant retail over 60,000 sq. ft., and multi-family projects. The Expanded Review requires an economic impact report that studies anticipated impacts and effects of the project on the city and surrounding property. Other requirements listed in the CCGOD are as follows:

1. **Parking:** The parking standards focus on the pedestrian, which is positive, but it does create a parking maximum.
2. **Setbacks:** Requires that a percentage of buildings, within a development project, be built to the setback line. The intent was to have buildings up against the street to create a vibrant and active feel to Estrella Parkway. However, many businesses have just put the back of the building to the street.
3. **Landscape:** This important aspect is not addressed, but it is addressed by the City Center Streetscape Plan Manual. The goal is to have a theme for trees, granite, and street furniture, so that Estella Parkway has a consistent feel and look.
4. **Architecture:** The CCGOD provides guidelines that are similar to the Design Guidelines. The current Design Guidelines, adopted June 9, 2014, do a much better job of communicating standards. There are good requirements for pedestrian courtyards and plazas.
5. **Signage:** Sign allowances are provided in the CCGOD and essentially requires a Comprehensive Sign Package. In light of the sign ordinance revisions required by the recent *Reed v Town of Gilbert, AZ* Supreme Court decision, this section should be removed.

### **Changes in Design Guidelines and Sign Ordinance since adopting the CCGOD**

The intent of the CCGOD was to increase and sustain property values, provide flexibility in the design and approval process, and promote development. Since the adoption of the CCGOD the city has implemented Design Guidelines and Sign Ordinance standards that benefit all areas of the city, similar to those that were sought by the original approval of the CCGOD.

### **Impacts to Current Projects as a Result of the CCGOD**

The Expanded Review and Use Permit requirements actually serve to impede development progress. Currently, there are projects planned within the CCGOD, including a hotel project near Estrella Parkway and Van Buren Street. Requiring a Use Permit for the hotel will negatively impact the project by increasing completion time by approximately 121



days, which is the time typically required to complete a Use Permit. The Use Permit will be needed prior to the applicant being able to submit the site plan application. Additionally, the site plan will be extended in its completion time due to the CCGOD requiring the Expanded Review. While the CCGOD was needed in 2003, it now could potentially discourage the development the city wants to encourage.

Another current project needing to work around the CCGOD is WINCO as the site is partially located within the CCGOD. The PAD Amendment processed with the WINCO site plan effectively authorized any deviations from the CCGOD in order to make the project viable.

**Recommendation:**

Staff has evaluated three options:

1. Keep the CCGOD intact with no changes
2. Modify most components of the CCGOD by deleting the all operative sections of the CCGOD with the exception of the City Center Streetscape Plan Manual.
3. Delete everything.

Staff recommends modifying the CCGOD as indicated in Option 2. The CCGOD was forward thinking at the time, but the city has developed other tools such as further refined Design Guidelines, since the CCGOD, in order to address the elements regulated. Additionally, over time the Council's emphasis has evolved to focus on recruiting entertainment uses and encouraging development. The CCGOD potentially discourages growth by burdening developers with costs and extended timeframes. Due to the evolution since 2003, staff is confident that high quality development can be delivered without the additional processes required by the CCGOD.

**Previous Actions & Discussion:**

Council adopted the City Center Gateway Overlay District on August 11, 2003. Additionally, Council has approved various developments and PADs that fall within the defined corridor.

**Fiscal Analysis:**

There is no current financial impact.