

AGENDA ITEM #: _____

DATE: March 27, 2017

COAC #: 17-6022

**CITY OF GOODYEAR
PLANNING AND ZONING COMMISSION ACTION FORM**

SUBJECT: City Center Gateway Overlay District

STAFF PRESENTER: Alex Lestinsky,
Planner II

CASE NUMBER: 16-220-00004

OTHER PRESENTER: N/A

PROPOSED ACTION:

1. Conduct a public hearing to consider amending Article 1 and Article 9 of the Zoning Ordinance to amend the City Center Gateway Overlay District:
 - a. Open the public hearing
 - b. Staff presentation
 - c. Receive public comment
 - d. Close public hearing
2. ADOPT ORDINANCE NO. 17-1344 AMENDING ARTICLE 1-5-1 (ESTABLISHMENT AND PURPOSE OF THE CITY CENTER GATEWAY STREETScape PLAN MANUAL) OF THE ZONING ORDINANCE, AS AMENDED, TO REMOVE REFERENCE TO ARTICLE 9; AND REMOVE ARTICLE 9-2 (CITY CENTER GATEWAY OVERLAY DISTRICT) IN ITS ENTIRETY.

BACKGROUND AND PREVIOUS ACTIONS:

The city of Goodyear adopted the City Center Gateway Overlay District (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 (Section 9-2 of the Zoning Ordinance) was adopted by City Council on August 11, 2003. The City Center Gateway Streetscape Plan Manual is a separate document authorized by Article 1-5 of the Zoning Ordinance and was also adopted in August 2003. Article 9-2 was amended in 2005 to include a section of the CCGOD that was inadvertently omitted when originally adopted. No other amendments or changes to the CCGOD have been made since 2003.

STAFF ANALYSIS:

The text amendment would eliminate the City Center Gateway Overlay District, which imposed enhanced development standards for the property located entirely or partially within six hundred sixty (660) east and west of the centerline of Estrella Parkway, with the centerline of McDowell Road forming the northern boundary and the northernmost centerline of Goodyear Blvd forming the southern boundary. The following is a summary of the CCGOD Regulations that will be

eliminated by this text amendment and an explanation supporting the elimination of the regulations:

1. *Uses (Section 9-2-3 and 9-2-4). The CCGOD includes a list of uses that require a use permit and uses that require expanded review that differ from the underlying C-2 and PAD uses. For example, hotels and entertainment establishments are permitted in the C-2 district but require a use permit in the CCGOD.*

This regulation means a hotel that wants to locate in Goodyear must go through a 3-4 month public approval process to locate in the CCGOD that they would not go through anywhere else. Creating additional processes and regulations does not encourage these uses to locate in the CCGOD. The current design guidelines and process will ensure enhanced architecture is provided.

2. *Parking (Section 9-2-5 A and 9-2-6). The parking standards focus on the pedestrian, which is positive, but it does create a parking maximum. Parking could be increased by adding additional landscaping. Design requirements in the CCGOD are also within the City's Design Guidelines Manual and thus would be required anyway.*

The original intent of these regulations was that there would be heavy use of alternative modes of transportation in the corridor such as biking and walking. The use of alternative travel is not as heavy as anticipated and thus these regulations have created parking shortages at centers such as Parkway Village.

3. *Pedestrian Amenities (Section 9-2-5-B). There are requirements to provide additional pedestrian connectivity.*

These requirements are now addressed in the City's Design Guidelines Manual and thus are required anyway.

4. *Building Setbacks & Siting (Section 9-2-5 C). A percentage of buildings are required to be built to the property line.*

The intent of this regulation was to create a walkable, pedestrian friendly environment. However, the regulation does not require that the front of the building face the street. Many backs of buildings face the street to meet this regulation.

5. *Landscaping (Section 9-2-5 D). The regulations include a plant list and design specifications.*

The landscaping regulations within the CCGOD are already covered by the City's Design Guidelines Manual and Engineering Design Standards & Policy Manual. Landscaping in the right-of-way is administered by a separate document, the City Center Gateway Streetscape Plan Manual, which is recommended to remain in place.

6. *Site Design and Architecture (Section 9-2-5 F and G). Plazas, courtyards, and building architecture is regulated by the CCGOD.*

The CCGOD provides guidelines that are similar to the City's adopted design guidelines. The adopted design guidelines do a much better job of communicating standards. There are good requirements for pedestrian courtyards and plazas but staff believes these will still be provided as they are required in PAD regulations.

7. *Signage (Section 9-2-5 H). Sign allowances are provided in the CCGOD and essentially requires a Comprehensive Sign Package.*

Due to the significant changes being made to the Sign Ordinance, this section should be removed.

Impact of Removing the CCGOD on surrounding property:

- **City Center Streetscape Plan Manual** – Article 1-5 of the Zoning Ordinance establishes the City Center Gateway Streetscape Plan Manual which was created to establish a uniform streetscape along Estrella Parkway which is the “Gateway to the City Center.” Staff finds that the City Center Streetscape Plan Manual is still a useful tool in providing for a consistent and high quality streetscape. The City Center Streetscape Plan Manual has a wider scope and applies to property from the Planned Regional Center to MC-85.
- **City Center** – The designated City Center specific area plan and PAD zoning will not change.
- **Current zoning of all properties** – The underlying zoning designation of all properties within the overlay are not changing.
- **Ballpark** – The Ballpark site does not adhere to the CCGOD regulations and is not impacted by this change.
- **Neighborhoods** – The CCGOD regulations did not apply to single family residential neighborhoods within the designated corridor and so they are not impacted by the change. This includes Rancho Mirage, Canyon Trails, Travis Park, Centerra, and Estrella Vista.

The CCGOD was intended to create continuity and linkage from the Planned Regional Center (mall site) to the City Center site and serve as the primary gateway into the community. It also intended to create a “main street” identity and promote pedestrian activity. While Estrella Parkway has developed with attractive and successful development, it has not developed as a pedestrian-oriented main street. Plans for the City Center site address the need for a “main street” and central gathering place for the community. The CCGOD is now slowing down quality development without providing a significant community benefit.

Public Participation:

In accordance with the City's Citizen Review Ordinance, a neighborhood meeting was held on Thursday, January 26, 2017. Notices were distributed to property owners within 500 feet of the overlay district. Six residents attended this meeting, looking to understand what the affect this amendment would have surrounding their neighborhoods. Staff explained the requirements of the overlay district and how it will change the review process for commercial districts along Estrella

Parkway. Several phone calls and email were received asking for additional information and a general explanation of the amendment.

Public notice for the Planning and Zoning Commission meeting included a display ad placed in the Arizona Republic; a postcard mailed to surrounding property owners within 500-feet of the subject property. There were no property owners or residents who spoke about or against the item at the public hearing. The Commission recommended approval of the item with a 5-0 vote, at their February 22, 2017 meeting.

One commercial developer in the overlay district called, in response to the public hearing notification, and expressed opposition to the removal of the overlay district in order to maintain expanded review of projects and high development standards in the area.

Staff has received one letter of support which has been included as attachment #7.

RECOMMENDATION:

Staff recommends deleting all operative sections of the CCGOD with the exception of the City Center Streetscape Plan Manual. This action will encourage development and simplify the process for development along Estrella Parkway without affecting the quality of development.

ATTACHMENTS:

1. Ordinance 17-1344
2. CCGOD Map
3. Aerial Photo
4. Proposed Article 1-5 Text Amendment Redlines
5. Proposed Article 9 Text Amendment Redlines
6. 12-8-2016 Yellow Paper
7. Letter of Support – 3/21/2017