

**CITY OF GOODYEAR
COUNCIL ACTION REPORT**

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| SUBJECT: Vision for Bullard Avenue, I-10 development, and single family rental projects | STAFF PRESENTERS: Christopher Baker, Development Services Director |
| | CASE NUMBER: N/A |
| | OTHER PRESENTER: None |

PROPOSED ACTION:

Council will receive a presentation regarding emerging topics in development regarding:

1. Industrial development trends and impact on Bullard Avenue
2. Vacant property land use along freeways
3. Single family residential rental projects

BACKGROUND AND PREVIOUS ACTIONS:

1. *Industrial development trends and impact on Bullard Avenue.*

The vision for Bullard Avenue has previously been discussed with Council but not for several years. The 2014 Economic Development Strategic Plan states that the area along I-10 between Dysart Road and Bullard Avenue should be considered to foster higher wage and knowledge based job creation. It further states that defining what is envisioned for these corridors is the first step in development.

2. *Vacant property land use along freeways.*

The General Plan includes a policy to promote office, entertainment, and hospitality uses along the I-10 corridor and to promote distribution, warehousing, and manufacturing on the Loop 303 [north of I-10]. The General Plan discourages single family residential from locating along freeways.

3. *Single family residential rental projects.*

This is a relatively new product type and is not specifically addressed in any previous plans or Council discussions.

STAFF ANALYSIS:

1. *Industrial development trends and impact on Bullard Avenue.*

This discussion is focused on Bullard Avenue from I-10 to Yuma Road. There was a previous plan to create a 2nd entrance to the Phoenix Goodyear Airport at Bullard Avenue that would serve as a business entrance. Therefore, Bullard Avenue would serve as an important corridor from I-10 to the Airport. The Goodyear Ballpark was then located off of Bullard Avenue, increasing its importance as an entrance into Goodyear. The most recent Airport Master Plan does show a future entrance on the west side of the property

but not necessarily at Bullard Avenue. This entrance will likely be a service entrance rather than a business entrance.

Besides a desire for a high quality appearance of the corridor, there has also been a focus on attracting more employment-dense development with higher paying jobs. Previously, big box distribution/warehouse uses were discouraged from locating along Bullard Avenue. There are some areas that are already zoned light industrial and these uses are permitted. There is one big box distribution/warehouse building currently in the development review process. The City has received several requests to rezone land to allow additional distribution/warehouse buildings and other uses such as data centers.

OPTION 1: ZONE TO I-1 (LIGHT INDUSTRIAL)

If there is not a desire to create a unique look on Bullard Avenue, the City can allow the property to be zoned to the City's standard I-1 zoning district and adhere to the City's Design Guidelines. This would have the impact of development similar to the PV303 area or 143rd Avenue.

OPTION 2: ZONE TO LIGHT INDUSTRIAL WITH HIGHER DESIGN STANDARDS

If Council wants to allow flexibility in uses but create a unique look to Bullard Avenue, property can be zoned to light industrial, which allows uses such as warehouses and data centers, but create different design standards. Recommended design standards could include larger landscape setbacks with berms and enhanced entry features at intersections.

OPTION 3: ZONE FOR HIGHER EMPLOYMENT USES

If Council wishes to locate higher density employment uses in the corridor, then PAD zoning for the area would be the best approach. There are also two corners at Bullard and Van Buren and at Bullard and Yuma that have commercial zoning on the corner. These commercial corners could be kept intact which would ensure retail or office locates on the corners.

With any of these options, staff recommends that the area from I-10 to Van Buren and between Litchfield Road and Bullard Avenue be planned for an Innovation District to be used for mainly office uses and restrict uses such as warehousing and distribution centers.

2. *Vacant property land use along freeways.*

The General Plan includes a policy to promote office, entertainment, and hospitality uses along the Interstate 10 corridor and promote distribution, warehousing, and manufacturing on the Loop 303. The General Plan discourages single family residential from locating along freeways because of noise and visual impacts. Any residential use proposed within 500-feet of a planned or existing freeway must conduct a noise study and demonstrate that noise levels will be at 64dB or lower.

OPTION 1: PRESERVE PROPERTY FOR NON-RESIDENTIAL USES

Interstate 10. In order to preserve land for office, retail, and entertainment uses, land along I-10 should be preserved for non-residential uses. One exception may be Goodyear Centerscape (behind PF Chang's), the property is quite deep and high density residential may be able to be incorporated while leaving room for office/retail/entertainment uses.

Loop 303. Most of the area in the City along the Loop 303 north of the Gila River is already zoned. Some of these areas are zoned for residential. The alignment of the Loop 303 south of the Gila River has not been set by ADOT. The General Plan depicts the City's preferred alignment. Some of the area is not within city-limits while some is. The majority of land in the General Plan designates areas adjacent to the Loop 303 corridor as "neighborhoods" which allows a wide range of residential housing types.

SR30 (I-10 Reliever). The SR30 corridor has recently been set by ADOT. The majority of land along the corridor east of Sarival Avenue is planned for industrial or commercial uses. The land west of Sarival Avenue along the corridor is designated as "neighborhoods" in the General Plan. The majority of the area where the Loop 303 and SR 30 are anticipated to intersect is not within City limits but is planned for commercial or industrial uses. If Council would like to explore this area in more detail, a future worksession can be planned on this topic.

OPTION 2: ALLOW RESIDENTIAL USES ALONG FREEWAYS

The other option would allow proposals for a mix of uses along freeway corridors. As stated previously, the Zoning Ordinance currently requires that a noise analysis be conducted with a request to rezone property along a proposed or existing freeway. Council may consider the unique circumstances of each project on a case-by-case basis.

3. *Single family residential rental projects.*

A new housing product has become popular over the last few years. Staff has referred to them as "single family residential rental". They are a multi-family projects built like an apartment complex but rather than a large multi-unit structure, they are one-family or two-family dwelling units. Residents get a private outdoor space and community amenities. Since 2014, about 1,500 units have been built or approved by the City.

OPTION 1: DISCOURAGE REZONING TO SINGLE FAMILY RESIDENTIAL RENTALS.

The City could discourage rezoning property to these project types.

OPTION 2: ALLOW REZONING TO SINGLE FAMILY RESIDENTIAL RENTALS USING PAD ZONING.

The City could continue to allow these types of projects which would generally require the use of PAD zoning. If desired, policy could be created to encourage

these in some areas and not others (for example, allowing them in-lieu of court homes or adjacent to single family but not allowing them along freeways or areas where higher densities are encouraged).

OPTION 2: CREATE A UNIQUE ZONING DISTRICT FOR SINGLE FAMILY RESIDENTIAL RENTALS.

Similar to Option 2A, if the City wishes to allow these types of uses, staff can create a district for them so the use of PAD zoning is not needed.

FISCAL ANALYSIS:

There is no fiscal impact as a result of the work session.

RECOMMENDATION:

That the City Council provide policy direction to staff with regards to the items outlined above.

ATTACHMENT:

None