



May 10, 2019

Rezoning Narrative

Globe Land Investors, LLC – Goodyear M-U PAD

1. Overview of Request

The subject of this rezoning request is an approximately 103.7 net acre vacant infill site located at the southwest and southeast corners of 150th Drive and Virginia Avenue/Encanto Boulevard (“Site”).

The Site is owned by Globe Land Investors, LLC (“Globe”). The existing zoning of the Site is PAD (“Goodyear Planned Regional Center PAD” – Ordinance No. 00-679). The purpose of this request is for the approval of a rezoning from PAD to a Final Planned Area Development (PAD) with form-based principles to allow for the development of a Municipal Core Area within a Mixed-Use Development with other complementary uses. The Site is divided into three distinct Parcels (Parcels “A”, “B”, and “C”). Parcel A is approximately 48 acres located southwest of the 150th Drive and Montevista Way intersection, Parcel B is approximately 39 acres located northwest of the 150th Drive and Montevista Way intersection, and Parcel C is approximately 17 acres located southeast of the 150th Drive and Virginia Avenue/Encanto Boulevard intersection. Montevista Way separates the Parcel A and Parcel B areas, and 150th Drive separates the Parcel B and Parcel C areas. This rezoning request is consistent, compatible, and appropriate for the Site and the surrounding area.

2. This Request is consistent with the purpose and intent of the City’s Planned Area Development District (“PAD”)

This request for a new PAD is consistent with the purpose of the PAD District, which is to accommodate, encourage and promote developments with innovative design involving residential and nonresidential land uses, which together form an attractive, harmonious development in the community. Globe’s development will incorporate a potential new City Hall, Library and Civic Square Park surrounded by an appropriate mix of uses that will complement the City Hall campus and provide residents, employees, and visitors opportunities to shop, work, play and recreate within the area. Further, the proposed PAD incorporates form-based zoning principles that is an innovative design approach to accommodate and encourage the proposed development to be constructed in a fashion that meets the City’s and Globe’s planning goals and objectives for the area.

Another purpose of the PAD District is to allow standards or criteria that differ from the City’s regulations pertaining to other districts when warranted by circumstances such as but not limited

to: alternative residential lot design, innovative architectural or subdivision design features, retirement housing, and infill development involving irregular shaped sites with unique circumstances. The new PAD incorporates development standards and other regulations that are warranted to develop the Site with a mix of uses, such as municipal, commercial, office, educational, and residential, that creates a pedestrian environment within and surrounding the potential future City Hall and capitalizes on the Site's location adjacent to the existing Bullard Wash Park.

3. City's Guiding Considerations for Zoning Amendments

- a. Consistency with the goals, objectives, policies and future land use map of City's General Plan; consideration of current market factors, demographics, infrastructure, traffic, and environmental issues; and if conditions have changed significantly since the Plan was adopted.**

The City of Goodyear's General Plan Land Use Map designates the Site as Business & Commerce. There is adequate infrastructure within the area of the Site to serve the needs of a potential City Hall, Civic Square Park and the diverse mix of other uses proposed on the Site. Further, the diverse mix of proposed uses will meet market demand and create a new unique development within the City of Goodyear where residents and visitors can live, shop, dine, work, and recreate.

Further, the proposed PAD is consistent with the following goals, objectives and policies of the City's General Plan:

1. Community Vision: Create a highly desirable and sustainable place for all to live, work, visit, and play.
2. Vision Strategy 1: Create Attractive Places and Diverse Destinations.
3. Community Goals, Physical Growth and Development Goal GD-1: A compatible mix of land uses and diverse destinations that foster a high quality of life with livable and safe neighborhoods with a strong economy that fosters a healthy and sustainable environment.
 - a. Objective CC-5-1: Establish a land use hierarchy and community form that maintains a broad variety of land uses and responds to the community's vision and needs.
 - i. Policy "b": Provide for and encourage a wide variety of housing products to suit the needs of existing and future residents.
 - b. Objective CC-5-5: Plan for and develop the future City Center site [relocated to this Site] with a mix of cultural, commercial and recreational uses and amenities.
 - i. Policy "a": Build on and update previous planning and design efforts pertaining to the development of a City Center which serves as an activity, entertainment,

educational and employment hub of the community.

4. Community Goals, Physical Growth and Development Goal GD-2: Effectively managed and well-distributed growth that meets or exceeds the quality of existing development and addresses the needs of existing and future residents and businesses.
 - a. Objective GD-2-2: Focus new growth in the City's designated growth areas to effectively utilize resources, minimize operation and maintenance costs and attract and efficiently provide new services such as transit and entertainment opportunities.
 - i. Policy "b": Promote development within the City's designated growth areas first, including the Interstate 10 Corridor.
5. Community Goals, Physical Growth and Development Goal GD-5: A customer-centered level of community services and facilities to serve existing and future residents, businesses, and visitors.
 - a. Objective GD-5-2: Maintain and, where possible and/or needed, improve the level of municipal services and facilities.
 - i. Policy "b": Maintain or strive to improve upon existing levels of service.
6. Community and Cultural Development Goal CC-1: Vibrant and complete neighborhoods recognized as being pedestrian and family-friendly, each with their individual character yet connected and integrated into a cohesive Goodyear.
 - a. Objective CC-1-5: Promote neighborhood identity within a shared City culture and bring neighborhoods together.
 - i. Policy "a": Use style, architectural design, form and landscape treatments to create unique identities within neighborhoods.
7. Community and Cultural Development Goal CC-2: A diverse stock of high-quality housing that meets the needs of all residents.
 - a. Objective CC-2-1: Provide diverse and quality housing products.
 - i. Policy "b": Encourage mixed-use development.
8. Community and Cultural Development Goal CC-3: A parks, trails, open spaces, and recreation facilities system that is regionally and locally linked and accessible which serves existing and future residents and contributes to the community's social, economic, and environmental quality.
 - a. Objective CC-3-1: Develop parks and recreation facilities in support of

programs and events desired by city residents, that support economic development and that promote neighborhood identity and quality of life.

- i. Policy “e”: In the Business and Commerce land use category, parks and open spaces primarily should (1) provide plazas for public use integral to the development, (2) contribute to a sense of place, and (3) provide areas to house public and private events such as farmer’s markets fairs, art events and festivals that attract visitors who contribute to the City’s economy.

9. Economic Development Goal ED-2: An environment that nurtures locally based employment and economic opportunity.

- a. Objective ED-2-3: Seek unique and distinctive opportunities to foster small and/or local business in Goodyear.

- i. Policy “b”: Provide economic opportunities in the City’s vast open spaces.

10. Standard 41: High density residential development is permitted in the Business & Commerce category when located adjacent to commercial areas.

11. Standard 55: When vertical mixed-use development or TND principles are utilized, additional building intensity (such as height and reduced setbacks) and increased residential may be granted.

b. Suitability of the subject property’s physical and natural features for the uses permitted under the proposed zoning district.

The vacant infill Site is adequately sized (103.7+/- net acres) and relatively flat, which makes it suitable for a mixed-use development that includes a diverse set of land uses, such as a City Hall and Civic Square Park, commercial, office, multifamily and educational uses. The Site has access to surrounding City streets that are appropriately sized and designed to carry new traffic generated by the future development opportunities. Further, Bullard Wash Park is located adjacent to the Site’s west boundary and the potential Civic Square Park near City Hall provides open space and recreation opportunities for future residents, employees, and visitors on the Site. Residential developments will also provide additional open space and amenities for their residents.

c. Compatibility of all potential uses allowed in the proposed zoning district with the surrounding uses and zoning in terms of such things as land suitability, environmental impacts, density, nature of use, traffic impacts, aesthetics, infrastructure, and potential impact on property values.

The potential uses on the Site are compatible and complementary to the surrounding community. The intensity and density are planned to be higher within the southern portion of the Site (near the potential City Hall) and decrease in intensity and density further north on the Site. The development is intended to be a walkable and pedestrian friendly environment and form-based

design principles are incorporated into the PAD to capture the vision and aesthetics that are desired in this area. The surrounding properties and community in general will benefit from the future municipal uses, Civic Square Park and other open spaces on the Site, and high quality residential, commercial and office developments.

d. Proposed zoning district's consistency with other land uses within the immediate area and whether uses allowed under the proposed zoning district would be better suited to the subject property than the uses allowed under current zoning.

The proposed PAD is consistent and compatible with other land uses existing and entitled within the immediate area. The Site is located within an area that was planned for a mix of diverse land uses and there are existing commercial shopping areas and a theatre located nearby the Site. The uses described within the proposed PAD and the form-based zoning principles included within the proposed PAD are more appropriate for the Site than the existing zoning because of the unique nature and purpose of the development. The potential City Hall and Civic Square Park located within the central portion of Parcel A is a unique type of development within the City that requires a unique set of development standards and design guidelines. The intent of the PAD is encouraging and attracting increased intensity of uses surrounding the potential City Hall and Civic Square Park to activate the area with events, shopping, and general pedestrian activities to create an active area and support active lifestyles with a true "placemaking" ideology.

e. Demand for the types of uses permitted in the proposed zoning district in relation to amount of land currently zoned and available to accommodate the demand.

Market demand for the uses permitted in the proposed PAD should be strong. There is already residential demand within Parcel B that should continue through the entitlement process after the proposed PAD is approved. With respect to Parcel A, there is a unique opportunity to develop properties surrounding City Hall on this Site. This is a one-of-a-kind opportunity that should create demand for development on the Site. There is also strong demand for development within Parcel C, which likely will develop after Parcel B.

f. Demands for public services that will be generated by the uses permitted in the proposed zoning district and requirements for meeting such demands in terms of public infrastructure and facilities and other capital equipment, such water supplies, water treatment, storage, and distribution facilities, wastewater treatment, recharge and distribution facilities, streets, bridges, schools and emergency services facilities and equipment.

There are existing public infrastructure and facilities available to the Site. We do not anticipate significant additional infrastructure required for the Site.

g. Potential adverse fiscal impacts that will result from providing services to areas not in proximity to where existing public services are provided.

The Site is located near existing public services. We do not anticipate any potential adverse fiscal impacts resulting from development of this Site.

h. General public's concerns.

There are no known concerns from the general public.

i. Whether the amendment promotes orderly growth and development.

This zoning amendment request is consistent with the City's General Plan, compatible with the surrounding area, and promotes orderly growth and development of a diverse mix of uses within an important area with a potential City Hall and Civic Square Park located within its "core." This PAD will allow development on the Site that will become a positive asset to the area.

j. Any other factors related to the impact of the amendment on the general health, safety and welfare of the citizens of the City and the general public.

The proposed development on the Site will have a positive impact to the general health, safety and welfare of the citizens of the City and the general public with a potential City Hall, Civic Square Park, commercial, office, and residential development within a high quality mixed-use development with opportunities for pedestrians to walk and bike around the area and enjoy everything the City of Goodyear has to offer.

4. Conclusion

The proposed PAD is appropriate for this vacant, underutilized infill Site and consistent, compatible and complementary to the surrounding area and community in general. The proposed diverse mix of uses will allow this development to thrive where residents and visitors can live, work, play and recreate all within the same area. Further, the proposed municipal, open space areas, commercial, retail and entertainment opportunities will benefit the existing residential communities in the area by providing new places to walk or ride a bike to. The proposed PAD incorporates development standards and design principles that fits with the vision of the General Plan and Globe's goals for this area. The future development on this Site will be an asset to the City, its residents, and visitors.