



MEMORANDUM

To: City of Goodyear
From: Ed Bull/Brennan Ray
Date: May 5, 2020
Update: September 2, 2020
RE: **Major General Plan Amendment – Narrative
South of the SEC of Broadway Road and Bullard Avenue**

A. INTRODUCTION

Robert Wagner is the owner of approximately 367 net acres and Pioneer 2005, LLC is the owner of approximately 190.32 net acres generally located at the southeast corner of Broadway Road and Bullard Avenue (the “Overall Site”). Collectively Mr. Wagner and Pioneer 2005 shall be referred to as the “Parties.” An aerial of the Parties’ Site is included as ***Exhibit 1***. The Parties are proposing a Major General Plan Amendment to the City of Goodyear (the “City”) General Plan on approximately 240 acres owned by Mr. Wagner and Pioneer 2005’s 190.32 net acres (a total of approximately 430.32 acres) as generally depicted on the Context Plan included as ***Exhibit 2*** (the “GPA Site”). The Parties proposes the GPA Site be designated “Industrial.”

The GPA Site is designated on the City’s General Plan Land Use Map as Neighborhood, with a portion of the Pioneer 2005 property being designated with an Aggregate Mining Overlay. The GPA Site is zoned Agricultural District. The GPA Site is generally undeveloped, with a majority of it being actively farmed and a portion of the Pioneer 2005 site being used by the Buckeye Irrigation Company.

The property to the east of the GPA Site is within the City of Avondale. South of the GPA Site is designated Open Space with an Aggregate Mining Overlay. A portion of the property south of the GPA Site is designated Open Space. The property to the west is designated Business & Commerce. North of the GPA Site (part of the Overall Site) is designated Industrial. The property northwest of the GPA Site is designated Neighborhood. (The Parties tried to work with the owner of this property to include it with this application, but that owner was unwilling at this time to include the property in this the property in this application.) In addition to the various designations/land uses surrounding the GPA Site, as is depicted on the General Plan Land Use Map and Transportation Plan, the proposed State Route 30 is anticipated to someday be constructed on the northern part of the GPA Site. See ***Exhibit 3, Aerial with State Route 30***.

B. PROPOSED AMENDMENT

The Major Amendment is proposed to change the Neighborhood designation to Industrial. See ***Exhibit 4, Existing General Plan Map and Exhibit 5, Proposed General Plan Amendment***. The Industrial designation is more compatible with land use designations on neighboring properties, the planned development of State Route 30, the existing 230kV transmission lines



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running through the GPA Site, and the existing non-residential activities south/southeast of the GPA Site.

C. EVALUATION CRITERIA

The following information identifies the Amendment Review Criteria set forth in Chapter 9 of the City's General Plan to be used in reviewing a proposed amendment and how this proposed amendment complies with those criteria:

1. The amendment must forward the vision for Goodyear as described in Chapter 3 of the General Plan

The City's vision statement is to "create a highly desirable and sustainable place for all to live, work, visit, and play." Nine Fundamental Strategies supplement this statement which are implemented by twenty-three community goals identified in Chapter 4 of the General Plan. The proposed changes support Strategy 5, Advance Economic Opportunity, since it will provide more acres of land in the Industrial category which, when developed, will help build a strong economic base and strengthen the local economy.

2. The amendment must be consistent with the goals, objectives, and policies contained within the General Plan.

The proposed amendment does not conflict with the goals, objectives, and policies in the Goodyear 2025 General Plan, and, more specifically, it supports the following goals, objectives and policies:

Goal GD-1. A compatible mix of land uses that fosters a quality community, with livable and safe neighborhoods, a healthy population, a strong economy and a sustainable environment.

Objective CC-5-2. Integrate land use planning with transportation planning to establish a fiscally sustainable, environmentally sustainable and healthy community.

This amendment promotes the establishment of industrial land uses along freeway corridors to avoid the potential negative impacts highways can have on residential development.

Objective CC-5-3. Create an appropriate jobs-to-housing ratio within the community to provide new opportunities to residents and increase sales tax revenue.

This amendment promotes the establishment of industrial land uses instead of residential uses which will provide more opportunity for employment uses and would benefit the jobs-to-housing ratio.

Goal GD-3. A connected community with a well-functioning roadway network of complete streets that meets the needs of its residents, workforce, and visitors. (Transportation/Circulation)

Objective CC-3-1. Establish and maintain a well-functioning roadway network.

Objective GD-3-2. Integrate land use planning with transportation planning efforts.



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In addition to addressing and updating the Land Use Designation for various reasons that are discussed above and below, this general plan amendment also recognizes the preliminary work done by ADOT in planning proposed future freeways in the area.

Goal ED-1. A resilient and diversified economy. (Economy)

Objective ED-1-2. Ensure that infrastructure and the Land Use and Transportation Plan enhance economic development and job growth.

The proposed amendment designates land near an important asset such as the State Route 30 for employment uses.

Objective ED-1-3. Create a built-environment that fosters economic development.

Goal ED-2. An environment that nurtures locally based employment and economic opportunity.

The proposed amendment for industrial uses creates an environment where future developers will be able to plan and develop non-residential developments that will provide additional jobs and future the City's economic development goals.

3. *The amendment must align with at least one of the fundamental strategies identified in Chapter 3 and shall not conflict with any of the fundamental strategies.*

The proposed amendment supports Strategy 5, Advance Economic Opportunity. The changes proposed support this strategy by providing more acres of land in the Industrial category which, when developed, will help build a strong economic base and strengthen the local economy.

4. *The amendment must not negatively impact the implementation of any City-approved Master Plan or shall provide mitigation measures to alleviate the potential impact.*

The amendment will not negatively impact the implementation of any Master Plan. The GPA Site has access to existing water and wastewater treatment facilities that can be expanded to meet demand if/as needed. Distribution system and collection system lines will be constructed by the new developments when they are ready to commence.

5. *The amendment must constitute an overall improvement to the General Plan.*

Changing the future land use category from residential to non-residential will result in an overall improvement to the General Plan by better matching appropriate non-residential land uses with the high capacity roadways planned in the Transportation Plan. Non-residential uses are less likely to be negatively impacted by the planned freeways and will more likely benefit from their proximity and access to the regional transportation network. Further, as is detailed above and below, changing the land use category on the GPA Site will make it consistent with the land use categories on neighboring properties.



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7. *The amendment will not adversely impact a portion of, or the entire community, by:*

a. Significantly reducing the balance of residents and jobs.

The proposed amendment will not reduce the balance of residents and jobs, but rather would improve the jobs to housing ratio by changing the area from residential to non-residential land uses, resulting in less dwelling units and more jobs.

b. Increasing traffic without mitigation.

While it is likely that traffic will increase with the development of industrial land uses (as the GPA Site is presently used for agricultural purposes), this area will be well-served by highway infrastructure and the planned roadway system will be able to handle this increase in traffic.

c. Requiring additional and more expensive improvements to infrastructure without mitigation.

The proposed change to industrial uses will not require additional or more expensive improvements for the GPA Site to develop with employment uses. Future developers will be required to install the required infrastructure for the GPA Site to develop as proposed under this Amendment.

d. Significantly altering the existing character of an area in a negative and unplanned way.

The proposed change in the land use category on the GPA Site will certainly not significantly alter the character of the area in a negative way. To the contrary, the change from Neighborhood to Industrial on the GPA Site will be a positive change that is consistent with the existing character of the area. For example, the area west of the GPA Site is designated Business & Commerce and the area north of the GPA Site (part of the Overall Site) is designated Industrial. The character of the area will also be addressed as properties go through the rezoning and development review process.

e. Diminishing the environmental quality of the air, water, land, or cultural resources.

The change from residential to non-residential land uses should not diminish the environmental quality of the air, water, land, or cultural resources in this area. All new development will be required to meet then-existing Federal, State and City standards for non-residential uses that are designed to minimize the negative impacts of new industrial developments.

D. ADDITIONAL CRITERIA

In addition to meeting the Evaluation Criteria set forth in the General Plan, the proposed amendment meets the following additional criteria:



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1. How the recommend land use pattern identified in the current Land Use Plan inadequately provides appropriate optional sites for the use or change proposed in the amendment.

As is described above, the proposed Industrial designation is appropriate when considering the GPA Site's proximity to neighboring non-residential properties as well as the anticipated alignment of proposed future State Route 30, existing powerlines, and existing non-residential activities south/southeast of the GPA Site.

2. How the amendment constitutes an overall improvement to the General Plan and will not solely benefit a particular landowner or owners of a particular point in time.

As is described above, the proposed amendment supports the General Plan's goals of creating a compatible mix of land uses to foster a quality community that when integrated with transportation planning provides a fiscally sustainable community through creating additional job and economic opportunities.

3. How the amendment will not adversely impact a portion of, or the entire community, by:

i. Significantly altering acceptable existing land use patterns especially in established neighborhoods;

The proposed Industrial designation is compatible with the adjacent Business & Commerce and Industrial designated properties north and west of the GPA Site.

ii. Significantly reducing the balance of residents and jobs in the community;

iii. Replacing employment with residential uses.

The proposed amendment will help increase the jobs-to-housing ratio by replacing the Neighborhood designation with Industrial.

iv. Requiring additional and more expensive improvements to infrastructure systems and/or proximity to municipal facilities and/or services than are needed to support the prevailing land uses and which, therefore, may impact the level of service for existing and proposed developments in other areas

As described above, the proposed change to industrial uses will not require additional or more expensive improvements for the GPA Site to develop with employment uses.

v. Increasing traffic (without mitigation measures) on existing roadways that negatively impacts existing or planned land uses

Industrial uses typically generate less traffic than like-acreage residential communities. As the GPA Site develops with industrial uses the industrial developers will be responsible for expanding the capacity of existing roadways and constructing appropriately designed additional roads to accommodate the future traffic. Additionally, if/when the future State Route 30 is constructed and accessed, SR 30 has the potential to improve traffic circulation in the overall area.



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vii. Affecting the existing character (i.e., visual, physical, and functional) of the area;

The Industrial designation is more appropriate for the area when considering the adjacent General Plan designations (Business & Commerce and Industrial).

viii. Increasing the exposure of residents to aviation generated noise, safety and/or flight operations.

The proposed amendment removes the Neighborhood designation, thereby reducing the potential exposure of future residents to aviation generated noise, safety, and/or flight operations.

ix. Diminishing the environmental quality of the air, water, or land or cultural resources.

As described above, the change from residential to non-residential land uses should not diminish the environmental quality of the air, water, land, or cultural resources in this area. All new development will be required to meet then-existing Federal, State and City standards for non-residential uses that are designed to minimize the negative impacts of new industrial developments.

Exhibit 1



Aerial Map

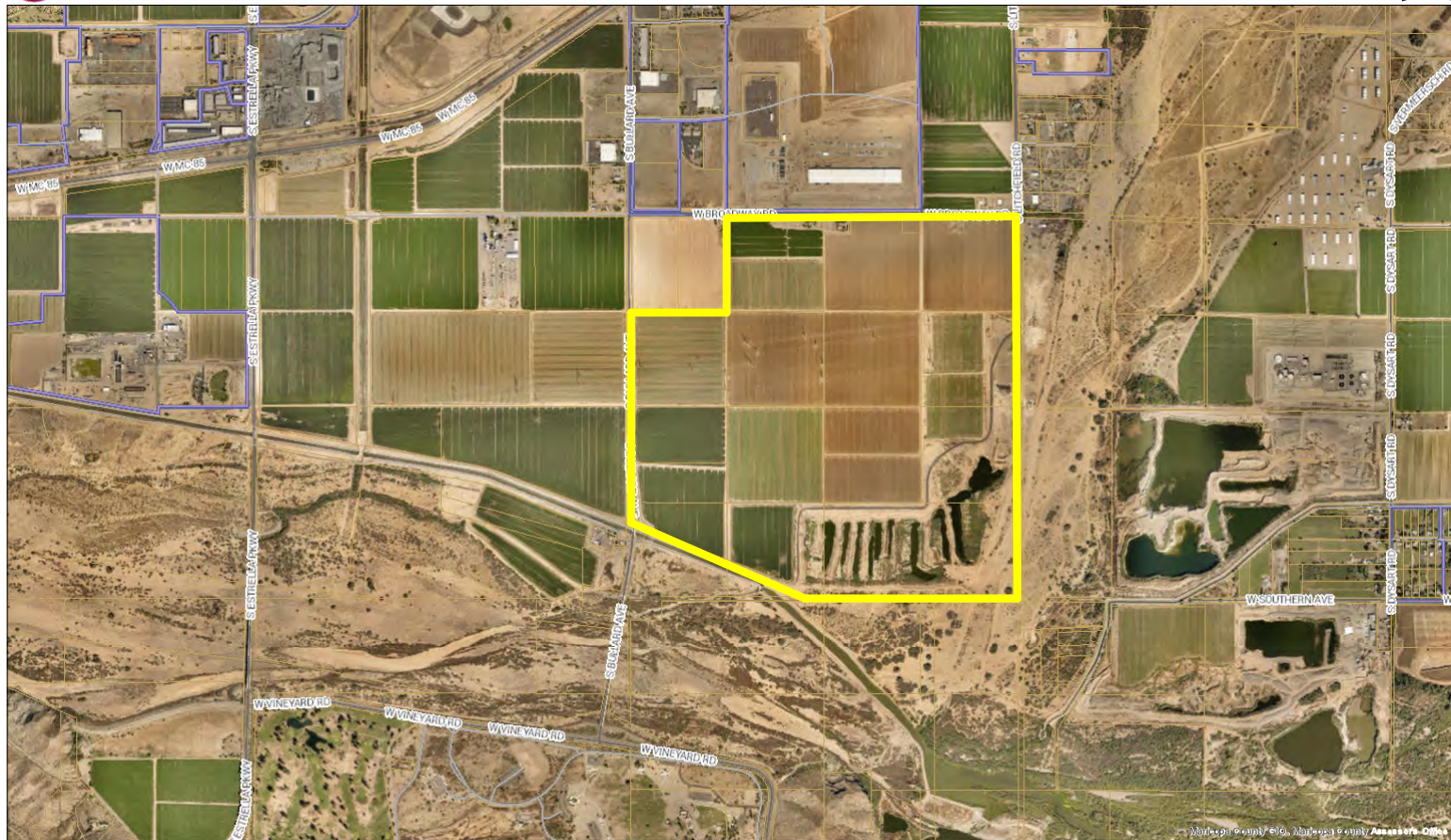


Exhibit 2

CONTEXT PLAN

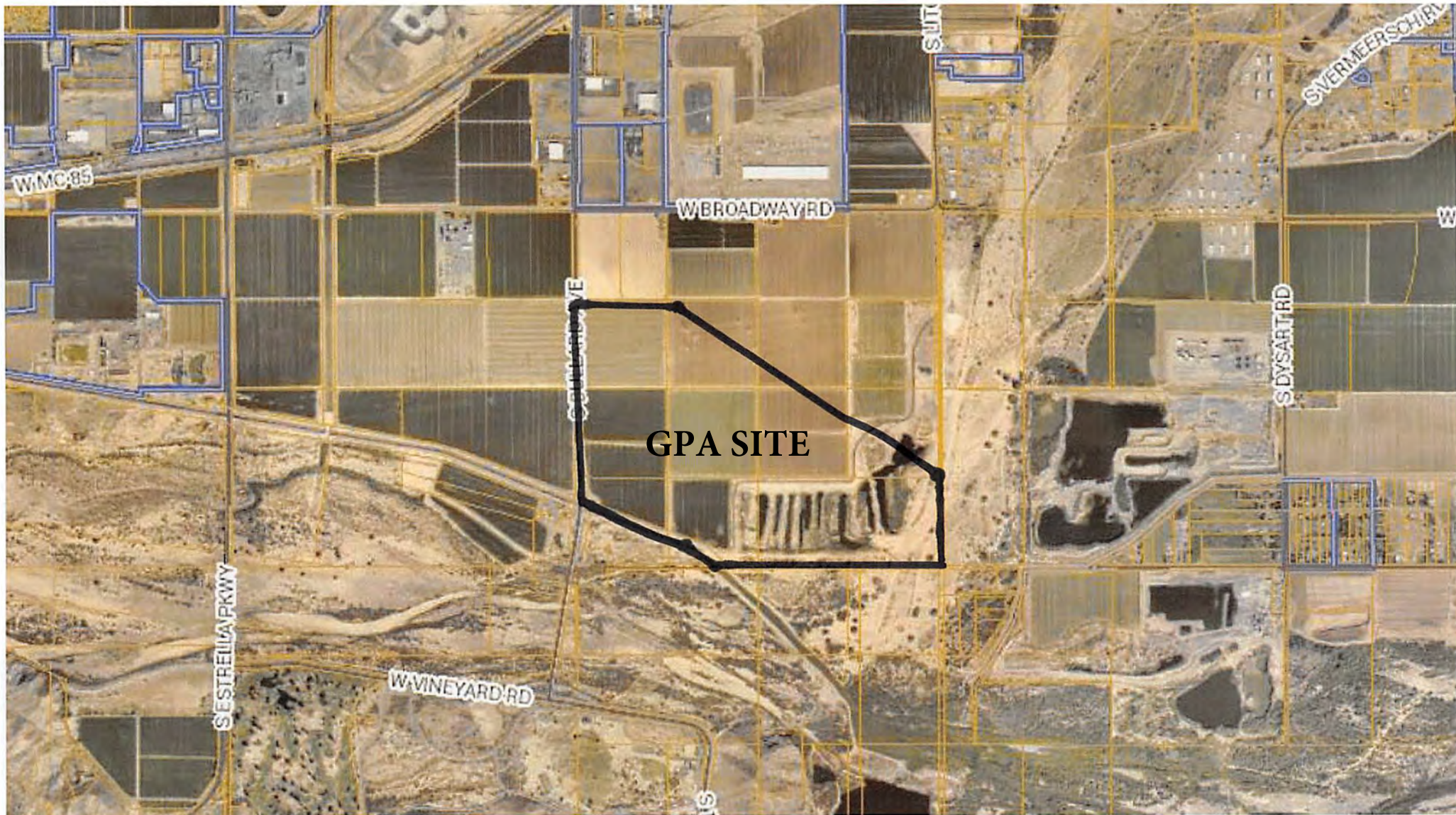


Exhibit 3

±367.32 SWC LITCHFIELD RD & BROADWAY RD PROPERTY DETAIL MAP

Greg Vogel | 480.483.8100 | www.landadvisors.com

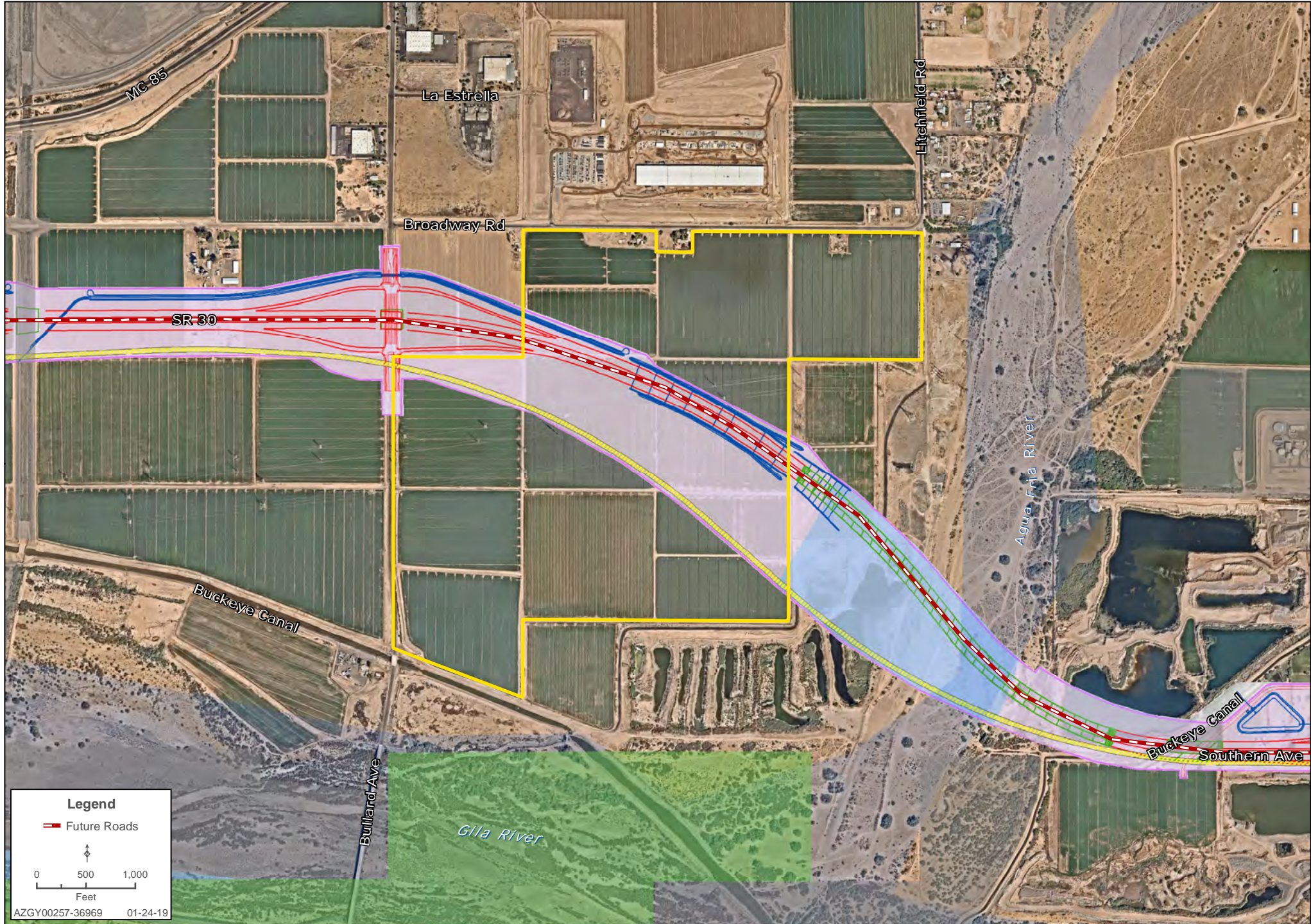


Exhibit 4

EXISTING GENERAL PLAN

Greg Vogel | 480.483.8100 | www.landadvisors.com

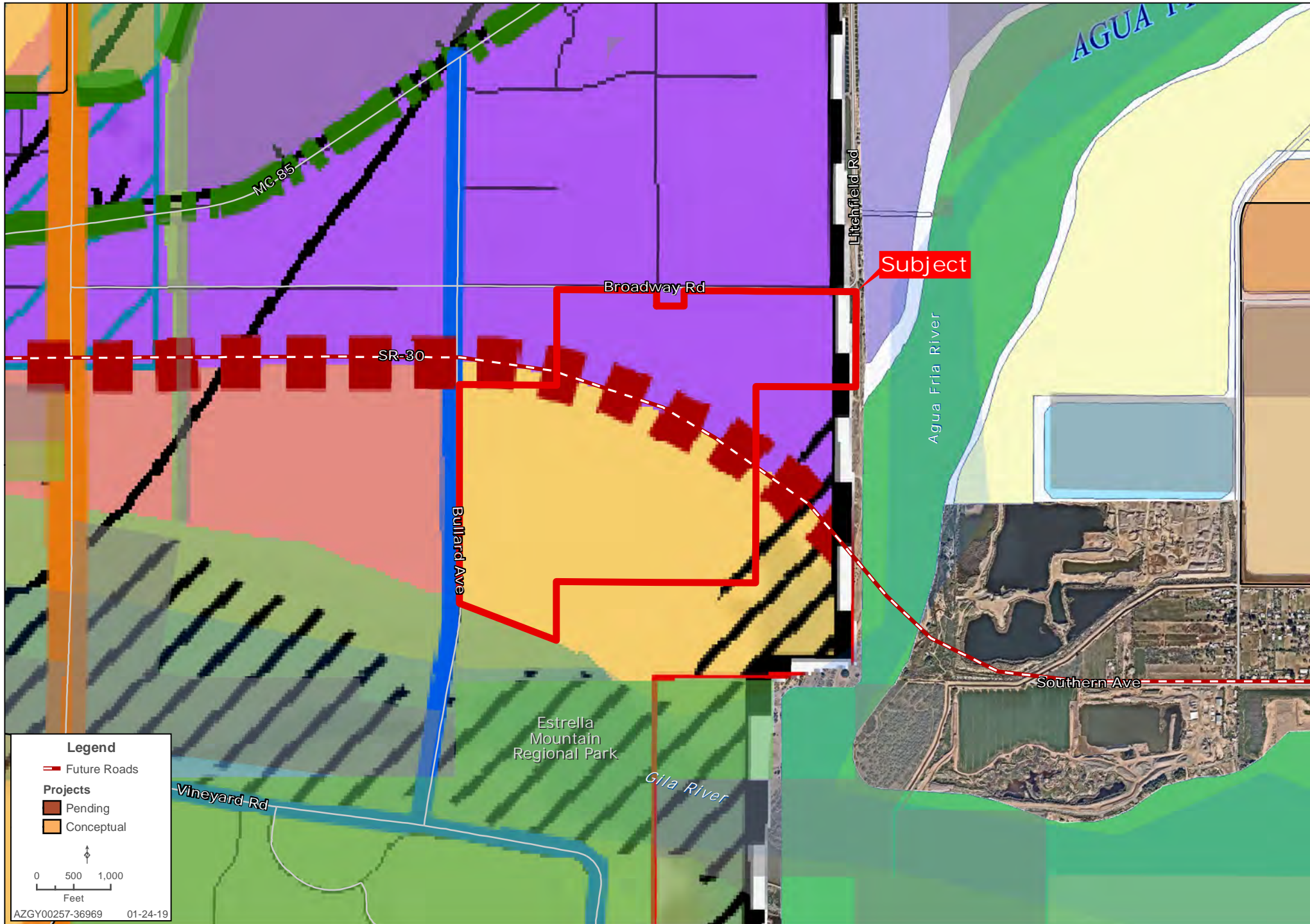


Exhibit 5

PROPOSED GENERAL PLAN AMENDMENT MAP

Greg Vogel | 480.483.8100 | www.landadvisors.com

