



**Multi-Family, Commercial, and
Industrial Work Session**

Development Work Session



AGENDA

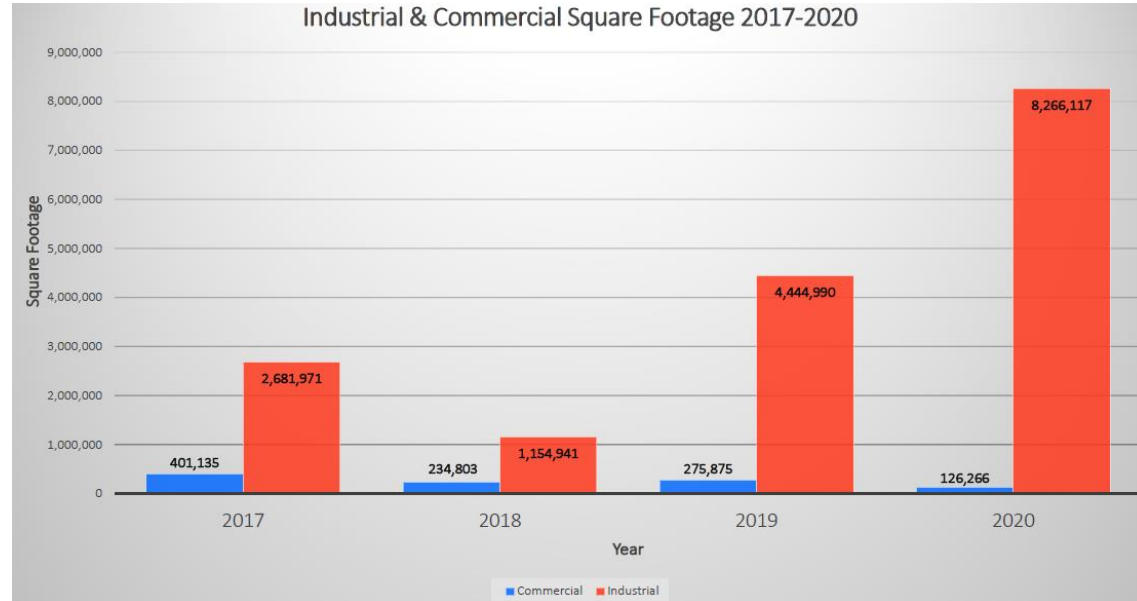
- A. Multi-Family general policy direction
- B. Vacant Commercial corners
- C. Industrial development along Bullard – Van Buren to I-10

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INTRODUCTION

- Significant increase in Industrial
- 9,286 new jobs announced
- COG is pivoting from bedroom community to a large scale employment center
- Housing market is adjusting



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INTRODUCTION

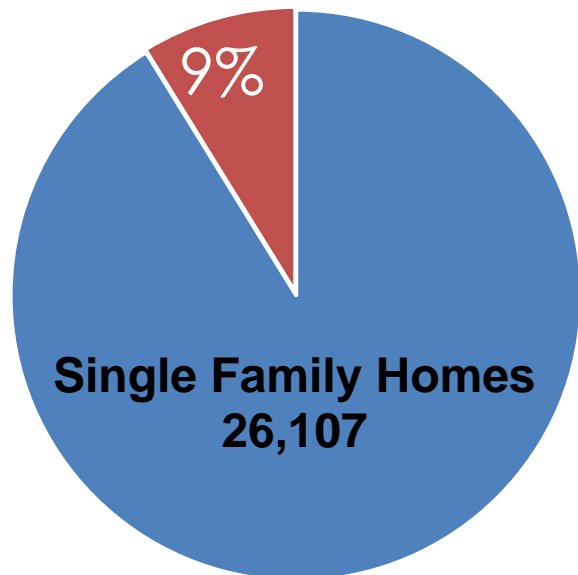
- SF growth
- Solid and increasing
- Healthy



Goodyear Facts

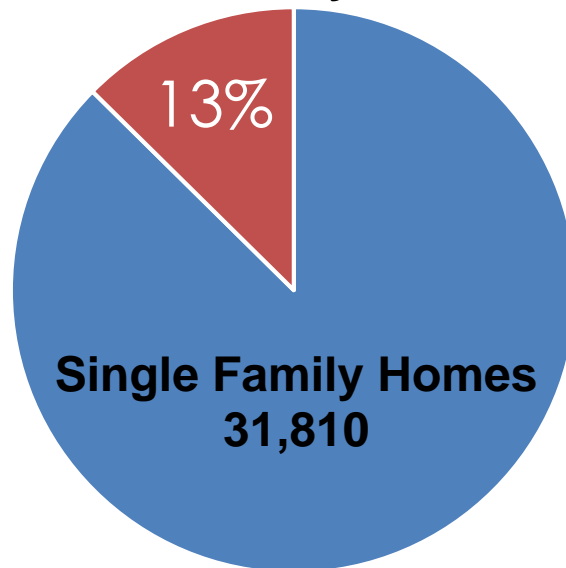


Multi-Family, 2,521



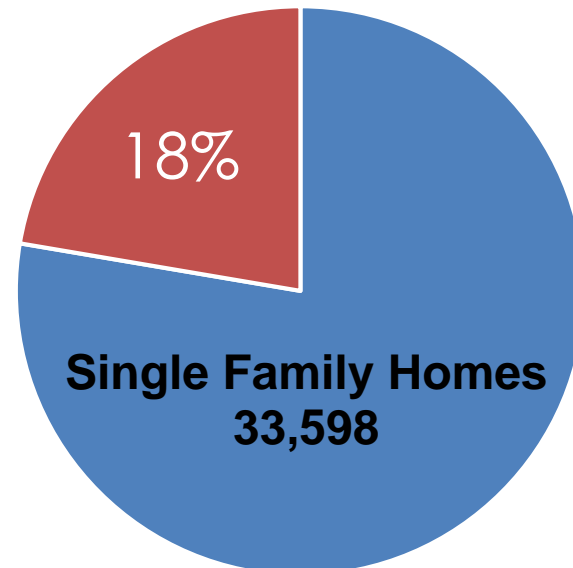
2015

Multi-Family, 4,588



2021

Multi-Family, 9,658

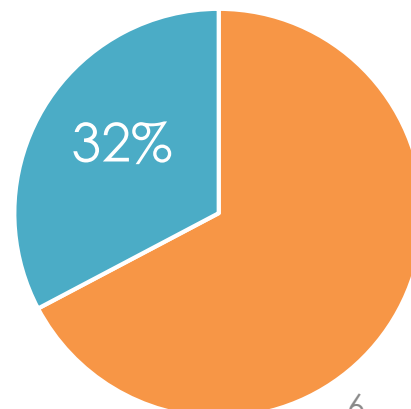
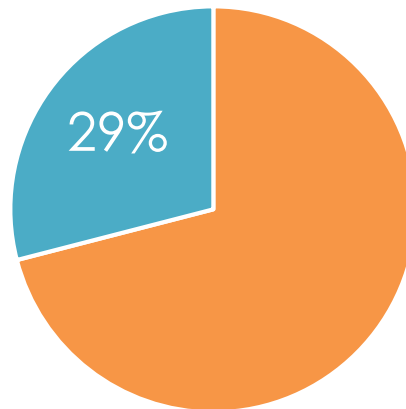
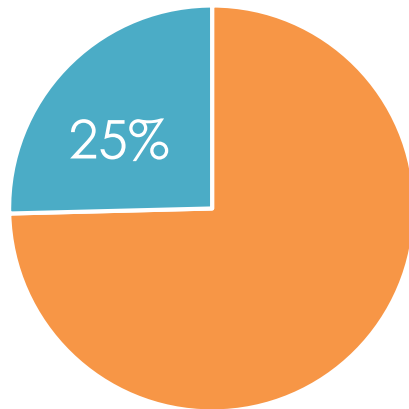
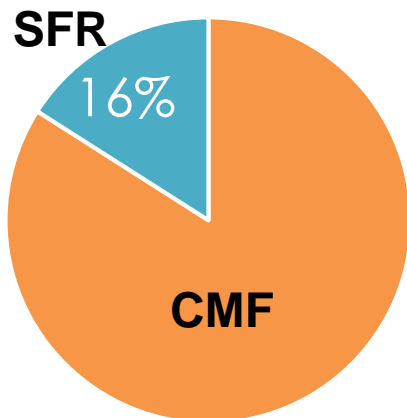


2023

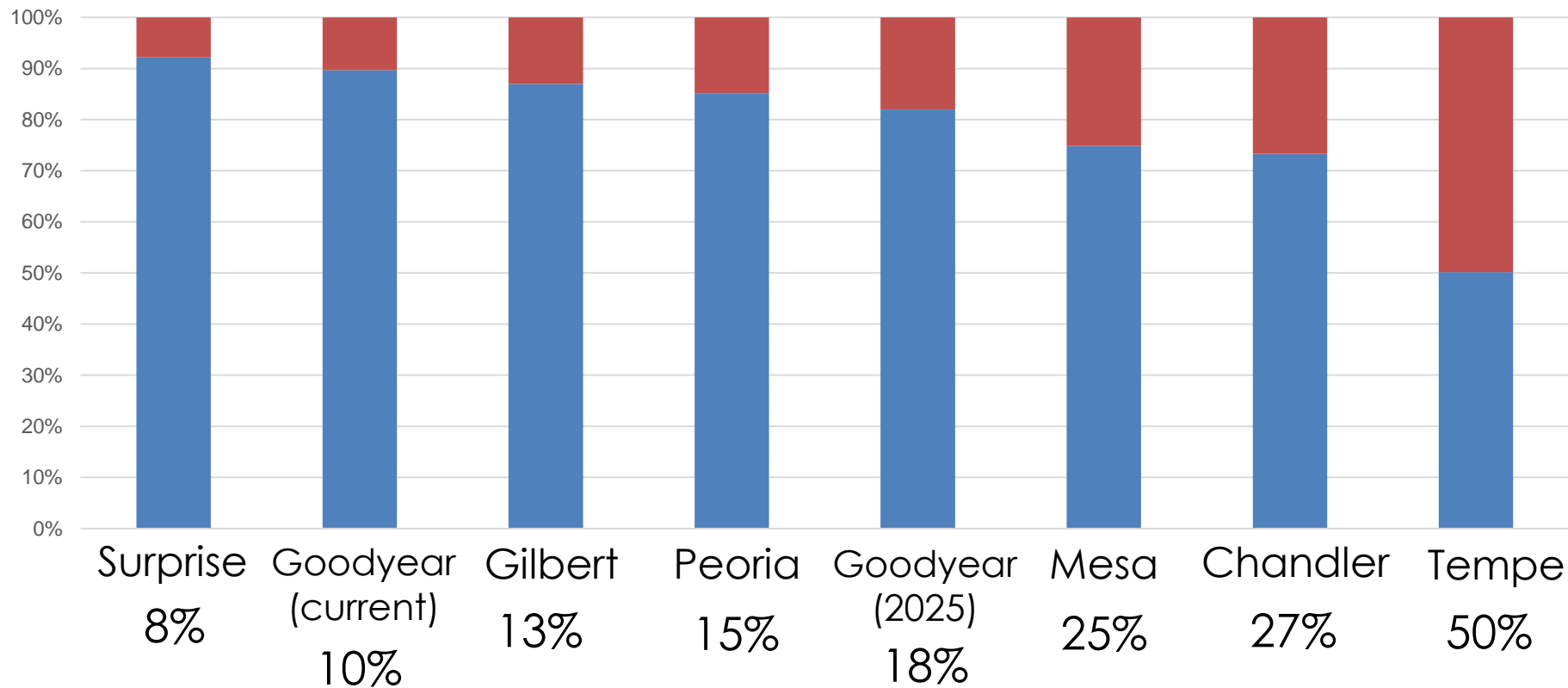
Goodyear Trends

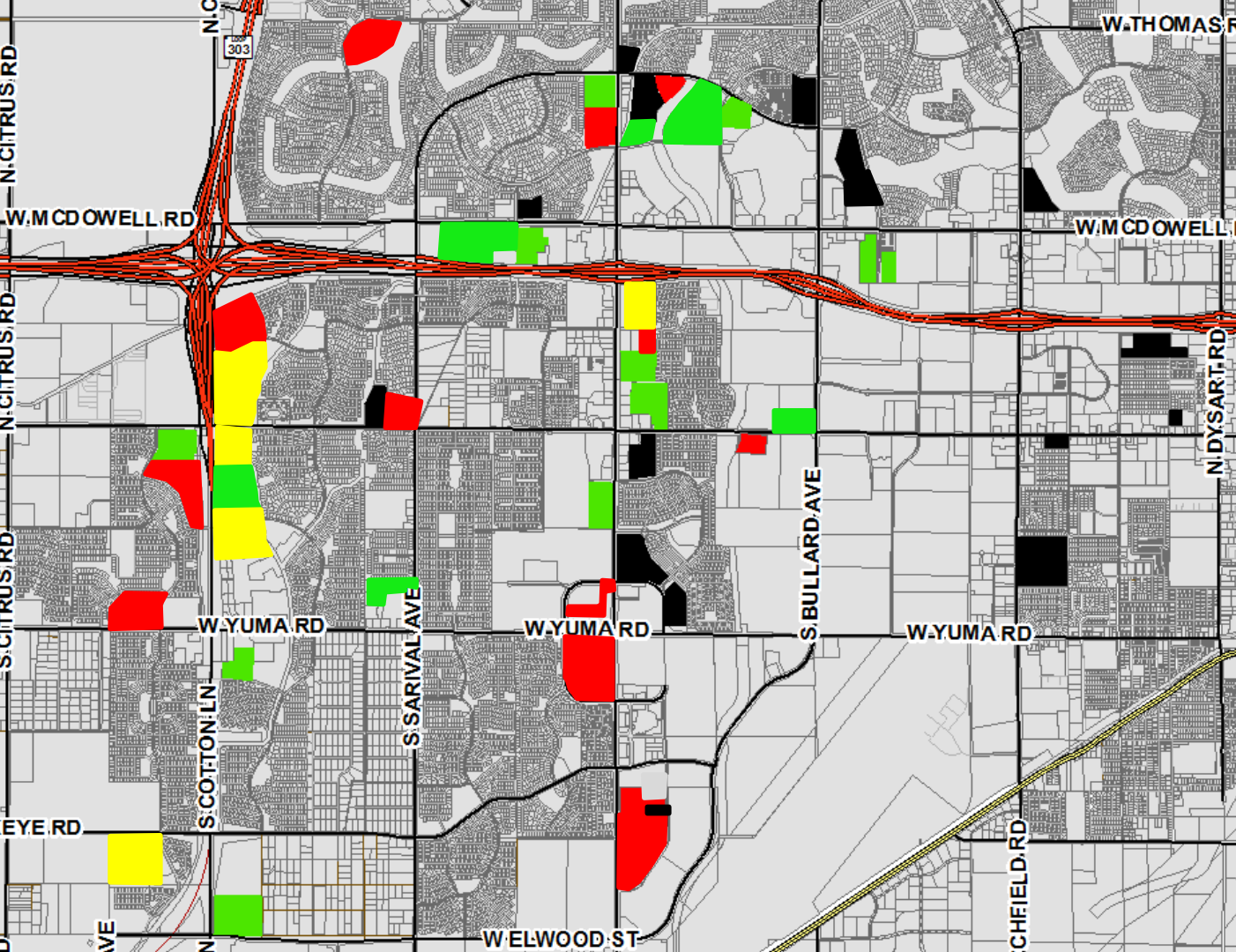


Built (2021)	+	Plus Under Construction	+	Plus In Development Review	=	Plus Pre-Aps
<ul style="list-style-type: none">• 3,855 CMF• 733 SF Rental		<ul style="list-style-type: none">• 4,321 CMF• 1,471 SF Rental		<ul style="list-style-type: none">• 6,846 CMF• 2,799 SF Rental		<ul style="list-style-type: none">• 8,514 CMF• 4,142 SF Rental



Valley Comparison





Multi-Family Locations by Development Status

Built (black)

Pre-applications
(yellow)

In-Process (green)

Zoned (red)

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MULTI-FAMILY

Staff Approach:

Is Council supportive of the staff approach to support Multi-family growth in concert with the General Plan?

Any concerns regarding multi-family along freeways?

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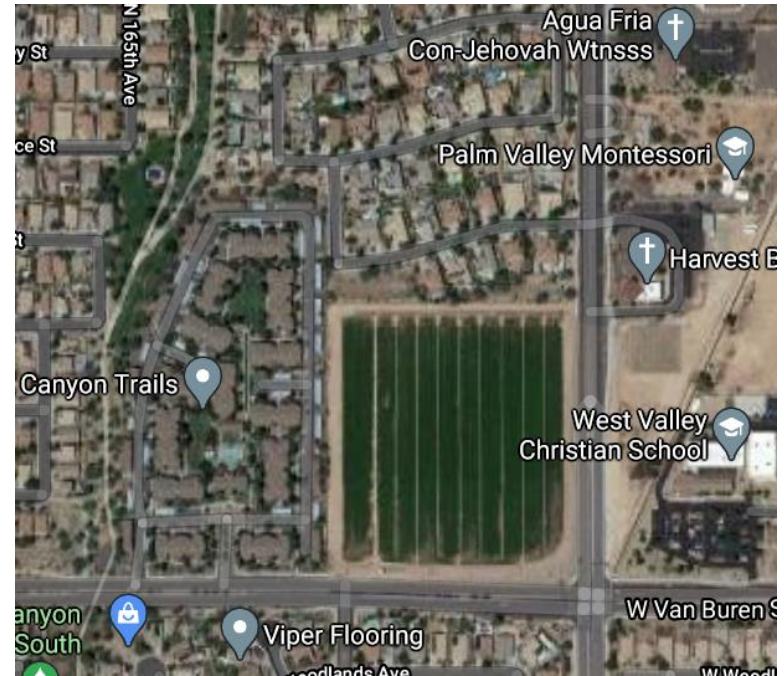


VACANT COMMERCIAL CORNERS

Example:

Current State:

- 27 corners
- Range in size 5-46 acres



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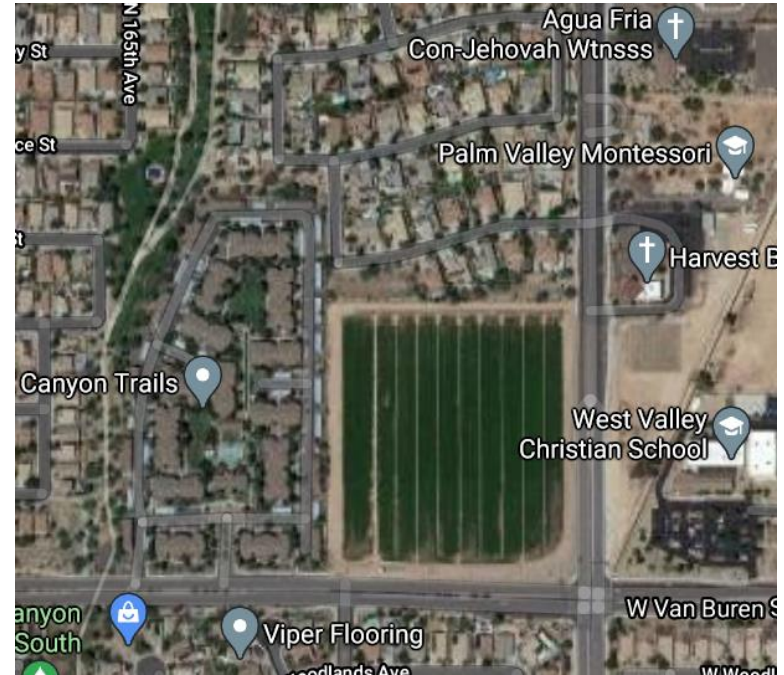


VACANT COMMERCIAL CORNERS

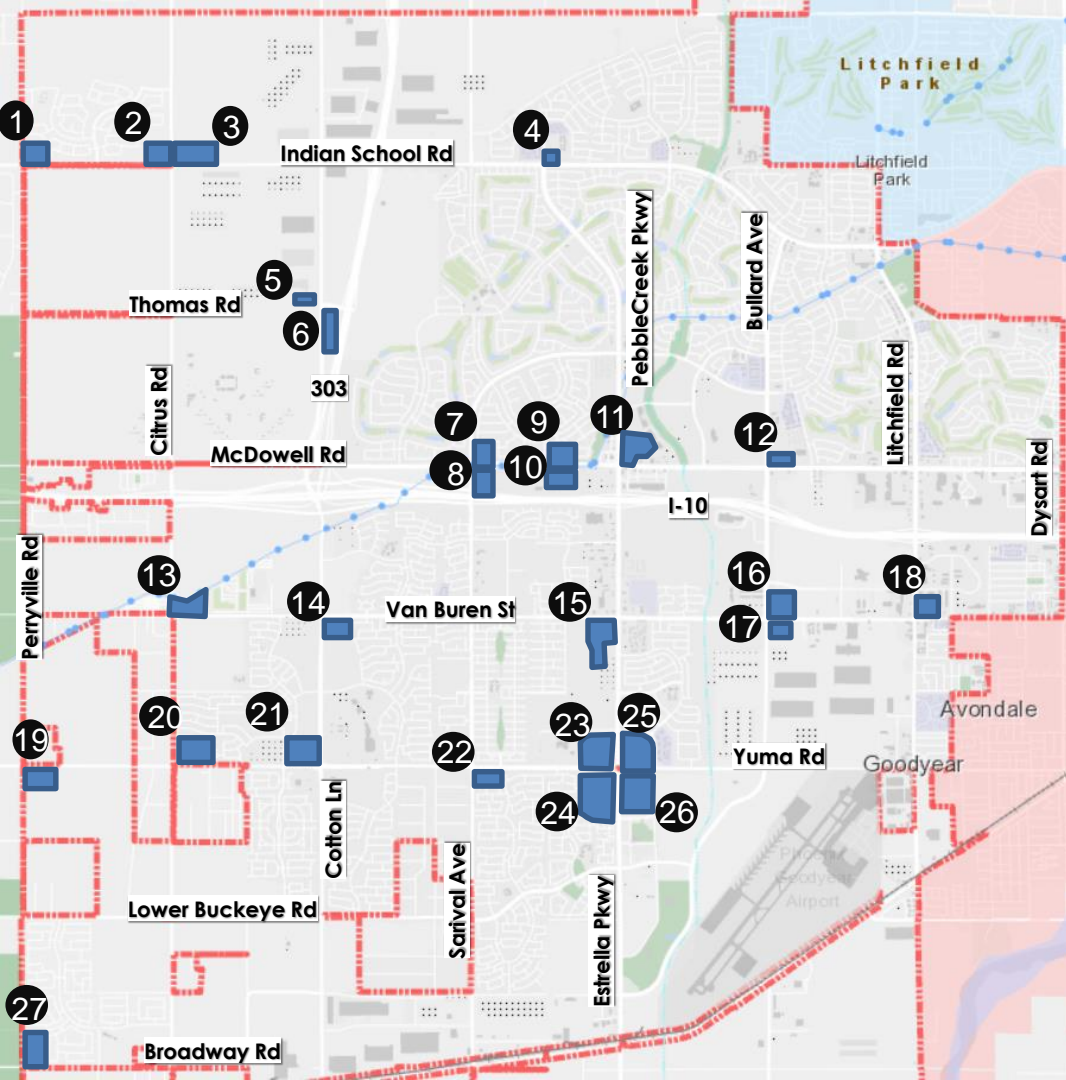
Example:

ICSC Guidance:

1. Neighborhood Convenience
3-6 acres
30-125K sq. ft.
2. Community Center
10-40 acres
125-400K sq. ft.



Commercial Corners



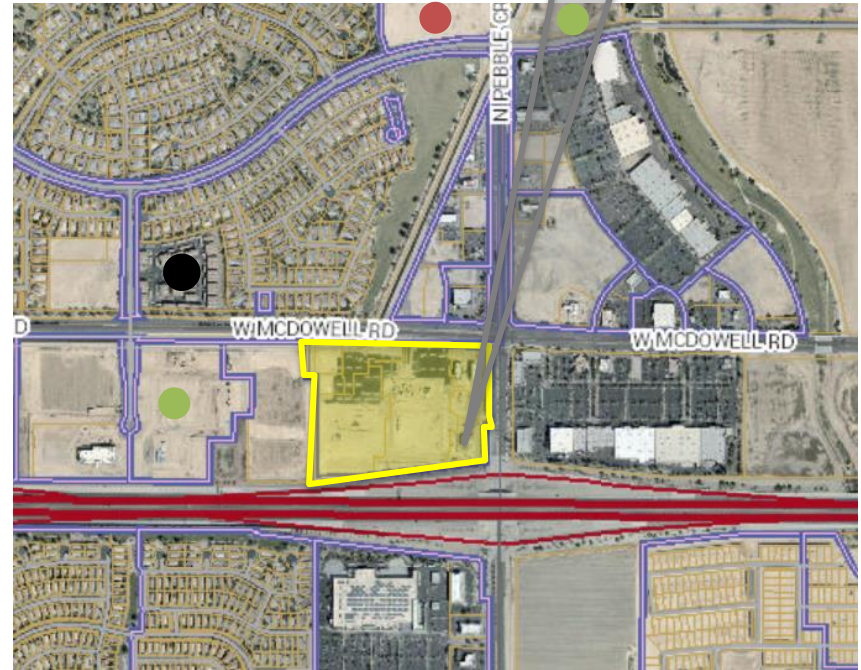
1. 12 acres – adj. to residential
2. 16 acres – adj. to residential
3. 43 acres – adj. to residential and industrial
4. 2 acres – adj. to residential
5. 4 acres – adj. to industrial
6. 8 acres – adj. to industrial
7. 7 acres – adj. to residential
8. 11 acres – adj. to residential
9. 5 acres – adj. to residential
10. 12 acres – adj. to residential
11. 11 acres – adj. to commercial
12. 3 acres – adj. to commercial
13. 17.7 acres – adj. to MHS
14. 12 acres - Adj. to residential
15. 14 acres - Adj. to proposed residential
16. 35 acres – adj. to commercial
17. 14 acres – adj. to industrial
18. 5.5 acres – adj. to commercial
19. 13 acres – adj. to residential
20. 12 acres – adj. to residential
21. 22 acres – adj. to residential
22. 6.5 acres – adj. to residential
23. 40 acres – adj. to residential
24. 46 acres – adj. to residential
25. 31 acres – adj. to residential
26. 39 acres – adj. to commercial
27. 19 acres – adj. to residential

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COMMERCIAL CORNERS

PebbleCreek Market Place

- 25.4 Acres
- SWC PebbleCreek Pkwy & McDowell Rd
- Traffic: +/- 29,176 VPD
- Adjacent to MFR, SFR, Commercial
- Panera Bread, Circle K, Babbo Italian Eatery (UC)



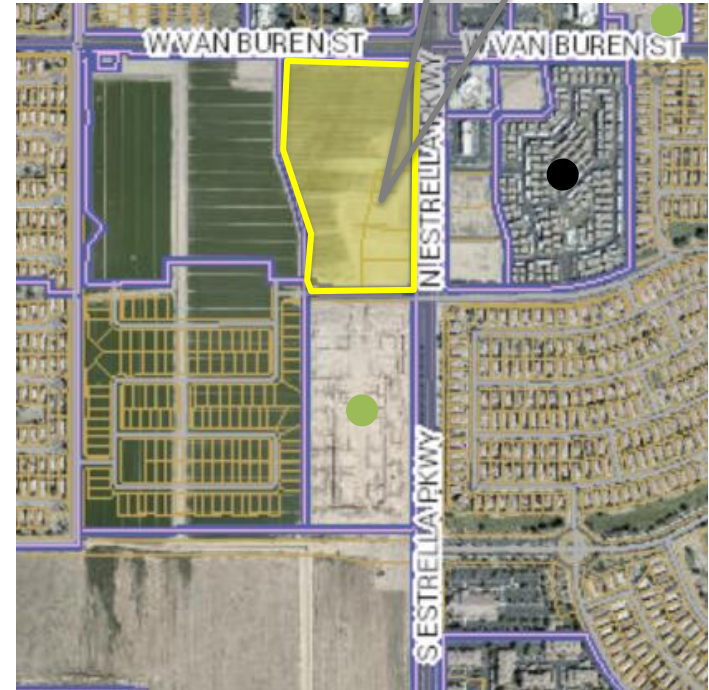
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COMMERCIAL CORNERS



Hudson Commons

- 14.5 Acres
- SWC Estrella Pkwy & Van Buren St
- Traffic: +/- 38,549 VPD
- Adjacent to MFR (UC), SFR, Commercial, Goodyear Recreation Campus
- Culver's, Someburros (In Review)

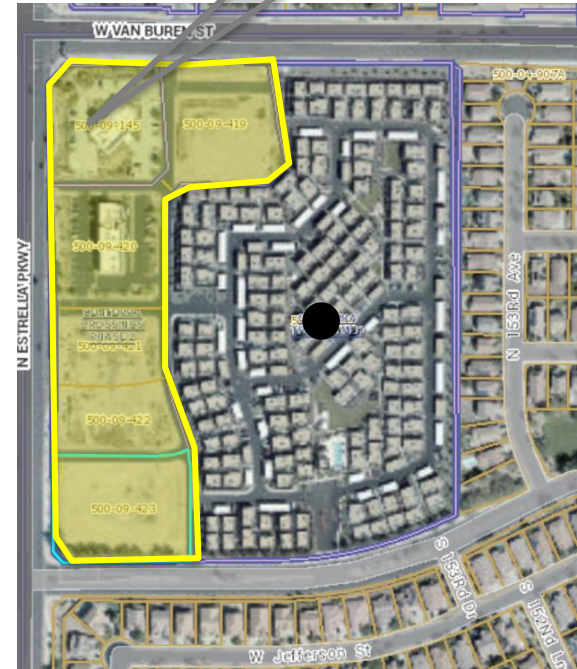


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COMMERCIAL CORNERS

Dignity Health and other users

- 9.75 Acres
- SEC Estrella Pkwy & Van Buren St
- Traffic: +/- 38,549 VPD
- Adjacent to MFR, Residential, Commercial
- Dignity Health Emergency Room (1.75 Acres), Dunkin, Yogis Grill, Sonic Drive-In, Estrella Women's Health Center (1.99 Acre)



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COMMERCIAL CORNERS

Palm Valley Office

- 6.7 Acres
- NWC Litchfield Rd & McDowell Rd
- Traffic: +/- 49,065 VPD
- Adjacent to MFR, SFR, Commercial



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COMMERCIAL CORNERS



Southwest Kidney Institute/DaVita Kidney Care

- 6.7 Acres
- NEC Bullard Ave & Encanto Blvd
- Traffic: +/- 20,163 VPD
- Adjacent to SFR and MFR



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VACANT COMMERCIAL CORNERS

Staff Approach:

Is Council generally supportive of the staff approach to be generally patient in order to realize future commercial opportunities as the demand and market evolves?

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INDUSTRIAL DEVELOPMENT BULLARD VAN BUREN TO I-10

- Seeking policy direction in this geography as there have been pre-apps for warehouse/logistics

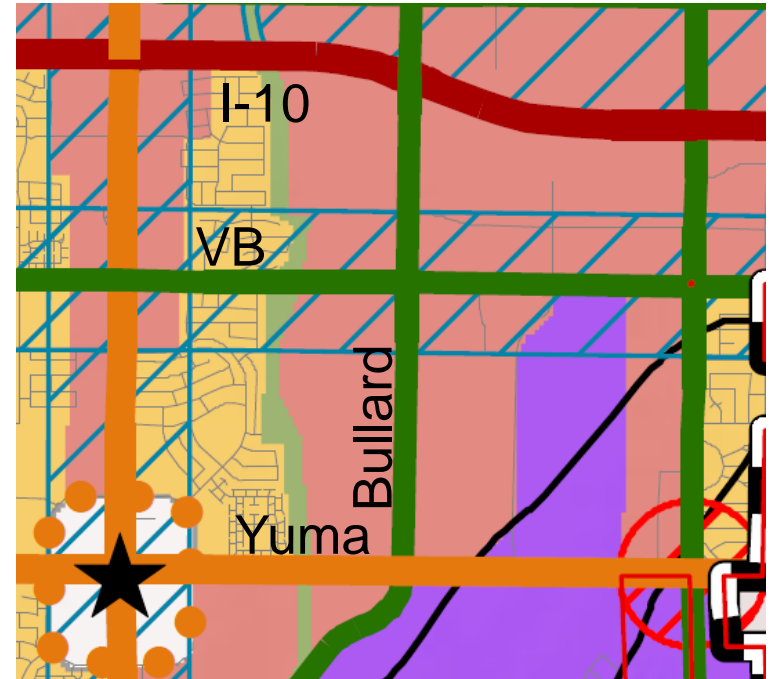


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INDUSTRIAL DEVELOPMENT BULLARD VAN BUREN TO I-10

General Plan: Business and Commerce



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INDUSTRIAL DEVELOPMENT BULLARD VAN BUREN TO I-10

Zoning:



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INDUSTRIAL SQUARE FEET UNDER CONSTRUCTION & PLANNED

- Total sq. ft. constructed in 2020 **6.4 M**
- Total sq. ft. currently under construction **4.5 M**
- Total planned sq. ft. to start construction in 2021 **6.0 M**
- Approx. sf. of available industrial property (4,800 acres) **209 M**

Goodyear
Industrial
Development
Timeline

July 2009
Initiated FTZ
Process

Dec 2010
FTZ Approved
Federally

2011/2012
Sub Zero
Activated

2014
Airport Gateway
Infrastructure
Complete

2015
Michael Lewis
Co Activated

2018 - Present
"Golden Age" of
Industrial
Development

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Airport Gateway Industrial Park

Adjacent developments
include:

(not pictured)

- LGE the Hub
- Amazon
- Prologis Business Park
- Compass Data Centers
- Vantage Data Centers



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GOODYEAR OFFICE MARKET



Why office?

- High Wage
- Daytime Population
- Diverse Economy

Why Goodyear?

- Educated
- “Brain Drain”
- Accessible

What's the demand?

- Greater Phoenix Economic Council (GPEC)
- Limited Product
- Spec = Confidence

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MEDICAL OFFICE



New Construction & Expansion

- Estrella Women's Health Center
- Adelante Healthcare
- DaVita/Southwest Kidney Institute
- Abrazo West Campus
- Mountain Park Health Center

Goodyear still needs

- Office Space
- Medical Office Space
- Retail Space

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ADAPTIVE REUSE



Adapting to Meet Market Demands

- Demand for office & medical office
- Repurpose old buildings for new uses
 - Palm Valley Cinema
 - Fully leased medical office
 - Maytag Showroom
 - Fully leased medical office
 - Furniture Store
 - Tech office
 - Recently completed expansion

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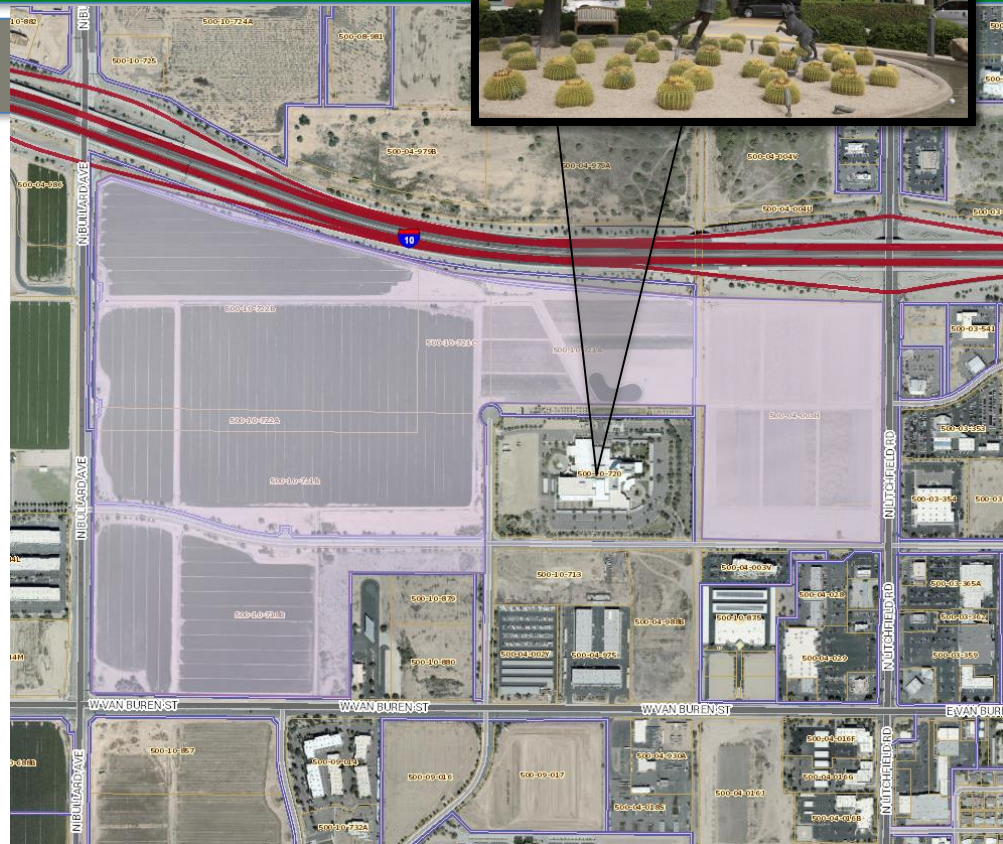
OFFICE DEVELOPMENT

Where else can office go?

- Visibility
- Accessibility
- Amenities
- Compatible Uses

Cancer Treatment Centers of America

- Health-centric
- Medical Travel



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GILBERT RIVULON

Future of Goodyear's Office

- Gilbert Rivulon
- Population
- Available Land
- Vested Market

(All eyes on Civic Square)



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VISION: OFFICE DEVELOPMENT BULLARD VAN BUREN TO I-10



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INDUSTRIAL DEVELOPMENT BULLARD VAN BUREN TO I-10

Staff Approach:

Does Council support the approach of Bullard developing as a medical/tech/office corridor and not big box warehouse/logistics?