

VIEW 10 BUSINESS CENTER
REZONING AND PAD OVERLAY NARRATIVE
May 2021

The purpose of this request to replace the Palm Valley Phase VIII PAD zoning on the property from PAD/Mixed-Use Commercial to C-2 (30 acres) and MF-24 (18 acres) with a PAD Overlay. The MF-24 zoning will allow for a multi-family residential development within the project, in addition to the commercial and office uses currently permitted within the property. The proposed multi-family project will be located on the east side the project adjacent to 159th Avenue and a currently under construction multi-family project.

The purpose of the PAD Overlay is allow for some additional and compatible uses, including the potential for a combination retail/warehouse use, and to restrict some less desirable uses within C-2 portion of the property. The height limitation is also being revised for multi-family.

Section 1-3-1-D-3 Criteria

a. Consistency with the General Plan.

The following are General Plan goals, objectives and standards that are met with this request.

Goal CC-2. A diverse stock of high quality housing that meets the needs of all residents.

The proposed multi-family project will be of the highest quality and will provide Goodyear, and the far west valley, with a housing option that has historically followed single family housing.

Objective CC-2-1. Provide diverse and quality housing products. Policies: a. Encourage a mix of quality and compatible housing types consistent with market trends and demand that adequately meets the needs of current and prospective residents and workers. b. Encourage mixed-use development, especially near transit stations. c. Promote higher residential densities near and within the City Center, along the McDowell Road/Interstate 10 commercial corridor, the future Loop 303 corridor south of I-10, and near transit stations.

The proposed multi-family project meets all of these objectives. The project is along McDowell Road and I-10, and located within walking distance of both significant commercial and office developments (both existing and proposed).

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 healthy community provides all housing options for its residents. Adding a high quality multi-family option to housing pool fosters a stronger and healthier environment. Additionally, the City has invested significant money and time to make the corridor north of I-10 between Pebble Creek Parkway and Bullard

Avenue a successful regional commercial corridor. The addition of our proposed MF-24 project will foster and support the existing and proposed commercial development, which will make for a healthier and more stable local economy.

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

The current development plan for the property includes a number of office and flex office projects that will provide much needed space in the City for employers and businesses to locate.

Objective ED-2-1. Foster the creation of small business within Goodyear.

The current development plan includes a number of office and flex office projects that will provide much needed space in the City for small businesses.

Standard 36. Commercial and office uses are appropriate throughout the Business & Commerce category.

The property is located within the Business & Commerce land use, and the project will contain a mixture of commercial and office uses.

The proposed addition of the combo retail/warehouse use will allow for the development of large scale retailers, typically furniture (e.g. Living Spaces). This use will provide both employment opportunities and sales tax revenue for the City. Given the properties' proximity to I-10, with the McDowell Road buffer to the north, the property is perfectly situated for this type of use. The combo retail/warehouse use will complement existing and proposed development in the area.

Standard 39. Businesses with high employment density are encouraged to locate adjacent to high capacity roadway corridors (freeways, parkways, arterials) and transit corridors (light rail and arterials with bus service) to leverage high visibility and vehicular/pedestrian access.

The property is located adjacent to both McDowell Road and I-10, and the proposed office and flex office projects have the potential to provide a high concentration of employment within the property.

Standard 41. High Density (e.g., multi-family) residential development is permitted in the Business & Commerce category when located adjacent to a community or regional park, open space area, single family residential, commercial area or used as a buffer between the Neighborhoods category and Business & Commerce category. Circulation and access to necessary amenities such as schools and grocery stores, and compatibility with surrounding existing and planned uses shall be taken into account when considering this type of use in the Business & Commerce category.

The MF-24 portion of the property is both located adjacent to a commercial area and will function as a buffer between the commercial/freeway corridor to the south and the single family residential to the north of McDowell Road. The property is located within walking distance of all necessary amenities, which supports the inclusion of a multi-family project within the property. The property is also located adjacent to McDowell Road, which is a major arterial and can adequately accommodate any traffic generated by uses within the property.

The City has invested significant money and time to make the corridor north of I-10 between Pebble Creek Parkway and Bullard Avenue a successful regional commercial/office corridor. In order for this area to

develop as intended there needs to be a critical mass of people living in the region. The MF-24 project we are proposing will add people to this region who will ultimately support the existing and yet to be developed commercial/office.

Within the Phoenix metropolitan market, and more importantly the Goodyear sub-market, there is significant demand for both additional single family and multi-family residential development. The owner of the property intends to self-develop or joint-develop the MF-24 project, which will involve the investment of multiple millions of dollars. This type of investment will occur only if the demand is strong.

Standard 58. Higher density and intensity uses are encouraged in the TOD Overlay. Low density, detached, single-family development is discouraged within the TOD Overlay in areas where medium or high density residential or mixed-use development would be more appropriate.

The property is within the TOD Overlay which encourages the high density residential that is being proposed.

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

The property's location at the NEC of I-10 and Sarival Avenue is ideally situated for all of the uses proposed. There are no distinctive physical or natural features within the property.

c. Compatibility of all potential uses allowed in the proposed zoning district with surrounding uses and zoning.

Development in the areas surrounding the property consists of a variety of intense commercial, office and multi-family residential, all of which is 100% compatible and consistent with the uses proposed within the property.

Throughout the valley there are many examples of successful office developments located adjacent to apartment complexes. Below is a sample list of such successful examples:

<u>City</u>	<u>Intersection</u>	<u>Apt Complex</u>	<u>Office Complex</u>
Phoenix	SWC 44th St. & Camelback Rd.	Citrine	The London Center
Phoenix	SEC 26th St. & Camelback Rd.	Biltmore at Camelback	The Esplanade
Phoenix	SWC 24th St. & Highland Rd.	District at Biltmore	Elevate Office Complex
Phoenix	NEC of 48th St. & Thisle Landing Dr. SWC of Chapparal Rd. & Scottsdale Rd.	San Melia	Thisle Landing Office Park
Scottsdale		Moderne	The Forum
Scottsdale	SWC of 68th St. & Mayo Blvd. SWC of Washington St. & Center Pkwy.	Ninety Degrees	Choice Hotels Natl HQ Bldg.
Tempe	West of SWC of Elliot Rd. & Hardy Dr.	Broadstone Grand	The Grand
Tempe		San Capella	Desert Vista Commerce Center
Chandler	SEC of Frye Rd. & Galleria Way East of SEC of Price Rd. & Germann Rd.	Avant at Fashion Center	Chandler Viridian
Chandler		San Palacio	Digital Realty Data Center

In our case, the proposed MF-24 portion of the project will be located directly adjacent to the currently under construction multi-family project on the east and a major arterial road (McDowell Road) on the north. To the south and west will be the existing Harley Davidson dealership and proposed office projects. Multi-family residents tend to be less concerned with issues such as noise or light, and more concerned with living proximate to active areas of the City. The proposed MF-24 portion of the project is proximate to both significant commercial development and significant proposed office development, which will be highly desirable by our target residents. However, during the Master Site Planning process we will be careful to make sure that the proper buffers are in place and that both the MF-24 development and the office/commercial developments will function harmoniously.

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 the current zoning.

The zoning surrounding the property is similar in nature to the zoning being proposed for the property. The property is sandwiched between I-10 and McDowell Road, and is perfectly situated for the intensity of development and uses being proposed.

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

The City is in dire need of additional office and flex office space, both of which are being proposed by this project. Additionally, multi-family residential has historically been underserved in the City.

f. Demands for public services that will be generated by the uses permitted in the proposed zoning district.

The proposed projects within the property will not generate any need for public services above and beyond what is already being provided in the area. Public infrastructure serving the property has already been constructed and provided.

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

No adverse fiscal impacts are anticipated by the project given that it is located adjacent to existing development and in proximity to all City public services

h. General public concerns.

In order to address potential concerns from the single family residential project to the north of McDowell Road, a pre-application notice has been mailed to all property owners within 600 feet of the site, as well as the HOA. To date, we have received 2 responses, one being opposed to the proposed multi-family project.

i. Whether the amendment promotes orderly growth and development.

The property is located at a highly visible and prominent location within the City, and the development of this

property should be encouraged in order to foster orderly growth. The property directly east of this property is currently under development and there is existing development on the north and south sides as well.

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 development of the property as proposed will only have a positive impact of the City and the general public. The proposed development of the property will provide additional employment opportunities to residents of the City as well as additional residents to the City who can support the significant regional commercial just east of the property.

The property does not lend itself to significant commercial development given that Sarival Avenue has limited access from I-10 and dead ends at McDowell Road. There will certainly be an opportunity for some pad development along the frontages. However, rezoning the property as proposed will positively impact the general health, safety and welfare by providing for development that lends itself to the location and supports development proximate to the site.