

Proposed Major General Plan Amendment

ESTRELLATM Community 14

City of Goodyear

August 13th, 2021

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Submitted on behalf of :

NNP III ESTRELLA MOUNTAIN RANCH LLC

Narrative

Overview

As the community of Estrella continues to evolve with new residential offerings and associated amenities, the pressures on growth and expansion push southerly along the eastern boundary of Estrella Parkway in the area that has historically been referred to as Community 14 (see *Exhibit A: Vicinity Map*). Over the past year, an extensive and multi-faceted development strategy has been formulated for this area of the property and has included detailed research associated with:

- Housing product segmentation and absorption forecasts
- Site analysis and investigation
- Utility and infrastructure capacities
- Land planning/ design opportunities and constraints
- Commercial retail market analysis and demand projections

Context of Community 14

Before embarking on the next planning phase for Community 14, a 1,322 acre portion of Estrella Phase II, the ownership team commissioned Elliott D. Pollack & Company, one of the Valley's leading economic and real estate consulting firms, to prepare a commercial retail market analysis and demand projections for Community 14. The study focused on the following question; How much commercial retail land area (and associated potential building square footage) is necessary to meet current demand as well as projected development associated with Community 14 and beyond?

The Elliott D. Pollack & Company study concluded the supply of commercial land designated in the General Plan within Commercial 14 is far beyond any foreseeable demand and that the current and future community retail service needs in and around this area of Estrella could be supported by 40 acres of designated commercial retail use (40 acres translates to approximately 400,000 of building square footage). The study compared historic and projected housing growth scenarios, recent declining status of traditional regional commercial (mall) projects, continued growth and upward trajectory of e-commerce (versus "brick & mortar" stores) and the lack of major transportation infrastructure in and around Estrella. The market conditions influencing the study were pre-pandemic, and consequently, the pressure on increasing the available residential housing supply have only been exacerbated, while the pandemic accelerated the declining commercial footprint.

This application is submitted to adjust General Plan expectations for Business & Commerce in this area and maintain supported market levels while facilitating the transition to Neighborhoods to increase density to support future commercial. The request seeks to reduce the Business & Commerce acreage (*Exhibit B*) to 40 acres in this location highlighted in *Exhibit C* (per the City's General Plan) at the north-east corner of Estrella Parkway and Willis Road, with the understanding that additional commercial will also be located throughout the Neighborhoods category consistent with the allowances in the General Plan.

Estrella Parkway and Willis Roads will be an area well-suited for high-intensity activity with convenient access to the region. There is an existing wash corridor on the east side of this area which will provide a natural buffer to the residential which will be designated as Neighborhoods.

This requested amendment will support the future regional-scale Business and Commerce land use of approximately 1,300 acres along the southern part of Estrella (near the confluence of the planned I-11 and 303 corridors). This allotted acreage could accommodate well over 10 million square feet of development and will need proximate residential development to support and sustain it.

As demonstrated below, this application is consistent with the applicable General Plan amendment criteria and with the flexibility provided for in both Business and Commerce and the Neighborhoods categories regarding the establishment of commercial uses.

Proposed Amendment

For these reasons, the Applicant proposes to reduce and reconfigure the Business and Commerce land use designations within the area of Community 14 to a total of approximately 40 acres along Estrella Parkway, north of the Willis Road intersection, and identify the remainder of the land area as Neighborhood per *Exhibit C*, Proposed General Plan Land Use Plan. The community of Estrella continues to align with the goals, policies, and objectives of the City of Goodyear's overall General Plan. It is the Applicant's intent to also modify the Estrella Phase II PAD with a proposed amendment (related to zoning) which would align Community 14 with this land use designation change request.

Amendment Review Criteria

As required of this application, the following descriptions highlight those criteria of the General Plan that align with this proposal.

1. **The Amendment must forward the vision for Goodyear as described in Chapter 3.**

**“Create a highly desirable and sustainable place
for all to live, work, visit and play.”**

- City of Goodyear Vision Statement 2025

***Response:** Estrella continues to play an important role within the overall context of the City of Goodyear to fulfill this vision statement. Annually ranked as one of the best master planned communities in the United States, Estrella is a key part of the City's aspirations past, present and future. At a micro-level; Estrella's development team has had a laser focus on developing a community that has long-term sustainable feasibility. This specific proposed amendment ensures the mix of uses are economically feasible and appropriate both for short-term and long-term. This proposed amendment will better align with the City's mission statement and reinforce the community's long-term feasibility and economic sustainability.*

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

***Response:** The proposed amendment aligns with the goals, objectives, and policies of the General Plan in numerous ways including the following:*

Land Use

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.”

Response: *The Estrella Community epitomizes every aspect of this goal. It is also understood that Estrella plays a bigger role in supporting City wide efforts to continually strengthen the local economy by providing a high quality mixed-use residential experience. Estrella’s brand within the community is a major asset in attracting and maintaining diverse business enterprises throughout Goodyear. The proposed amendment looks to solidify Estrella’s reputation as one of the premier master planned communities in the west valley as the Neighborhoods category provides for a Variety of residential uses and supporting neighborhood commercial.*

*This response aligns with **Objective CC-5-1.** “Establish a land use hierarchy and community format that maintains a broad variety of land uses and responds to the community’s vision and needs.”*

Associated Policies in alignment include: (✓)

- a. *Allow flexibility and creativity in the development process ✓*
- b. *Provide for and encourage a wide variety of housing products ✓*
- c. *Greater flexibility in larger master planned communities ✓*

Environmental Planning

Goal GD-8: “A community that is sensitive and dedicated to preserving the unique nature and wildlife of the Sonoran Desert.”

Response: *Estrella continues to focus its development highlighting healthy indoor/ outdoor living. Its unique location adjacent to the Sierra Estrella Mountain Preserve reinforces to all residents and guests the environmental importance of our Sonoran Desert. The proposed amendment reinforces this dedication by continuing to develop highly sensitive neighborhoods with protected wash corridors, critical open space, and connections to the over 50 miles of trails throughout the community.*

*This response aligns with **Objective GD-8-2.** “Protect significant natural features and provide opportunities for enjoyment of these resources by residents and visitors.”*

Associated Policies in alignment include: (✓)

- a. *Open space preservation ✓*
- b. *Trails to provide connectivity between natural features ✓*
- c. *Expand parks ✓*

Neighborhoods

Goal CC-1: “Vibrant and complete neighborhoods recognized as being people and family-friendly, each with their individual character yet connected and integrated into a cohesive Goodyear.”

Response: *Estrella continues to collaborate with the City on creating great neighborhoods. This can be seen most recently in the new Village of Lucero. The proposed amendment would build on these recent successes of Lucero and look to create the next level of neighborhood and community design bringing greater cohesion to Estrella and Goodyear.*

*This response aligns with **Objective CC-1-1.** “Create and foster complete neighborhoods.”*

Associated Policies in alignment include: (✓)

- a. *Promoting complete neighborhoods ✓*
 - *A range of housing options*
 - *Schools that meet the needs of the neighborhood*
 - *Parks and other recreation facilities*
 - *Neighborhood oriented commercial*
 - *A sense of place and community pride*
 - *Places and spaces that encourage social interaction*
 - *Accessibility for people of all abilities*
- b. *Promoting aging in place ✓*
- c. *Open space and parks and focal points ✓*

Housing

Goal CC-2: “A diverse stock of high quality housing that meets the need of all residents.”

***Response:** The proposed amendment allows Estrella to continue to provide a diverse housing stock for the full spectrum of home buyers including; first-time buyers, growing families and empty nesters with supporting commercial uses. Like Lucero, Estrella’s newest village, high quality housing continues to be the focus.*

This response aligns with Objective CC-2-1. “Provide diverse and quality housing products.”

Associated Policies in alignment include: (✓)

- a. *Encourage a mix of quality and compatible housing types ✓*
- b. *Encourage mixed-use development ✓*

This response aligns with Objective CC-2-2. “Preserve the quality of existing housing”.

Associated Policies in alignment include: (✓)

- a. *Encourage a mix of quality and compatible housing types ✓*

Parks, Recreation, and Open Space

Goal CC-3: “A parks, trails, open spaces, and recreation facilities system that is regionally and locally linked and assessable, that serves existing and future residents and contributes to the community’s social, economic, and environmental quality.”

***Response:** The outcome of the proposed amendment results in the continuation of the extensive open space and trails system (over 50 miles of trails) throughout Estrella. The envisioned new development ties into the overall Estrella open space and trails network as well as the greater regional system that includes the Sierra Estrella Mountain Preserve.*

Economy

Goal ED-1: “A resilient and diversified economy.”

***Response:** Estrella continues to play an important role within the greater Goodyear community associated with supporting, attractive and maintaining business, industry, and commerce. Estrella’s national reputation as a leading master plan community provides employers and employees with housing options and the highest standards associated with quality-of-life aspirations. The proposed amendment continues this commitment to creating great places to live, work and play.*

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**

***Response:** Estrella itself is a significant asset for the City of Goodyear. It offers a broad range of housing options and a diverse spectrum of uses; including residential, education, arts & culture, parks & open space, public safety facilities, commercial retail, and entertainment. The proposed*

amendment enhances and reinforces these aspects of the community and does not conflict with any of the fundamental strategies articulated in Chapter 3 of the General Plan. Specifically, Strategy #6, "Protect and Utilize our Assets"; aligns perfectly with the proposed amendment. The result of the proposed amendment fosters and enhances all of Estrella's community-oriented assets by positioning new expansion in a highly sophisticated, integrated, and orchestrated manner. All of which will ensure a very livable and financially sustainable future.

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**

***Response:** The proposed amendment enhances the Estrella Master Plan by developing uses that are economically feasible and align with market demand now and into the future. The demand for residential master-planned communities in Goodyear exceeds supply. This amendment addresses This near-term residential short-fall within the City of Goodyear.*

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

***Response:** The proposed amendment projects more realistic and feasible uses for the land area in Community 14. In addition, this refined development strategy aligns better with the envisioned regional business/ commercial core of Estrella located at the intersection of the future Loop 303 and I-11 corridor South of Pecos Rd.*

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

- a. **Significantly reducing the balance of residents and jobs.**

***Response:** As stated previously, the scale of the Business Commerce identified in the General Plan (420 acres +/-) could not be supported by the number of homes and associated population in and around the Estrella trade area. This proposed amendment looks to "right size" the commercial area to align with likely future business/ commerce demand.*

- b. **Increasing traffic without mitigation.**

***Response:** The proposed amendment will result in less traffic in and around this portion of Estrella.*

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

***Response:** By "right-sizing" the business commercial use to align with demand (along with the addition of neighborhood use), the expected intensity of utilities and associated infrastructure is planned to be less (than what would be needed to support a 420 acre regional business commerce center).*

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

***Response:** The immediate surrounding area is primarily a lower density residential character. The proposed amendment maintains and enhances that neighborhood character and quality (which still includes business commercial uses- just at a more appropriate neighborhood scale).*

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

***Response:** The proposed amendment has no negative environmental impacts related to air, water, land, or cultural resources.*

EXHIBIT A

CITY OF GOODYEAR

VICINITY MAP

AUGUST 13TH, 2021

The vicinity map provides a visual reference to Community 14 within the context of the overall Estrella community and the City of Goodyear.

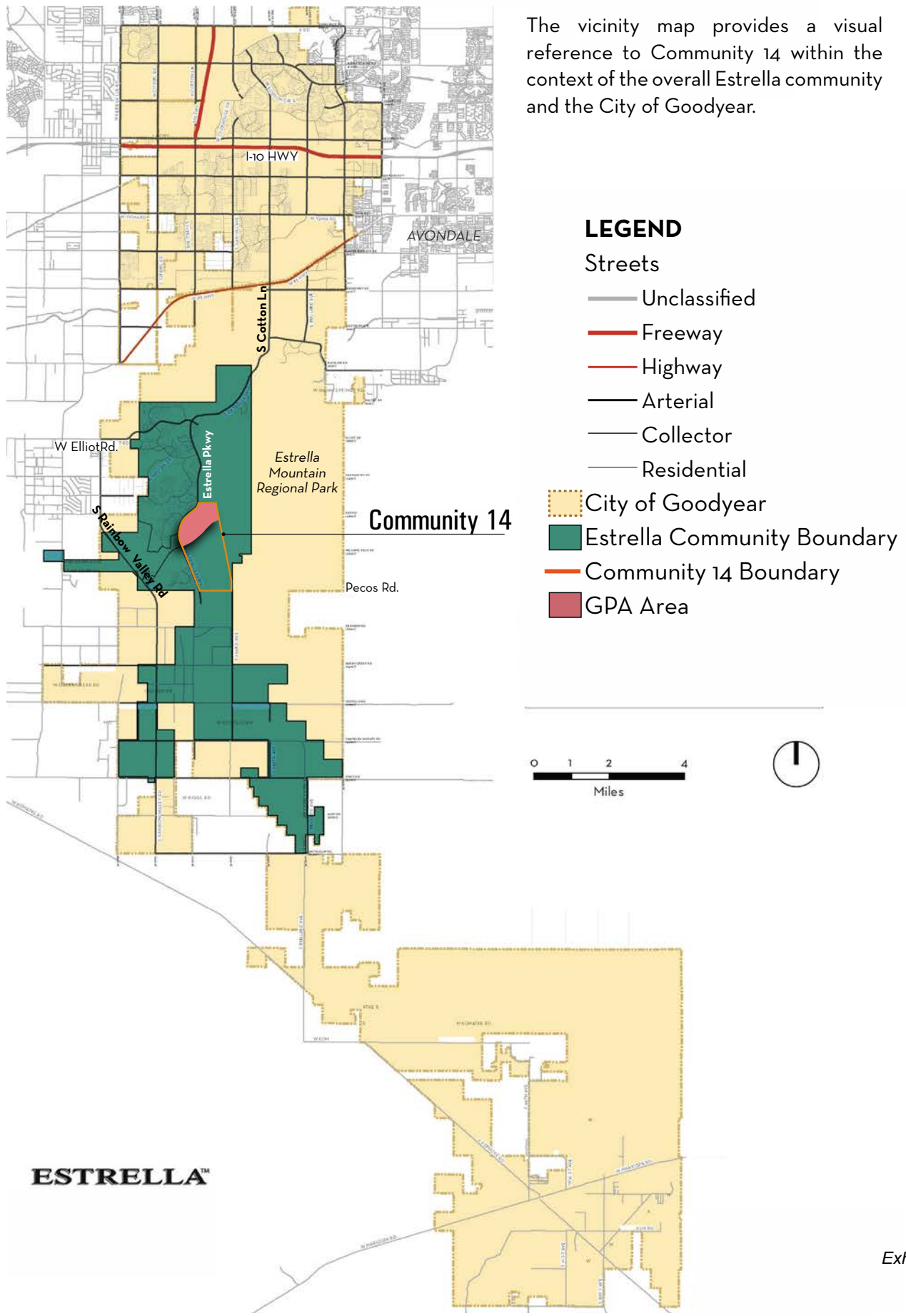
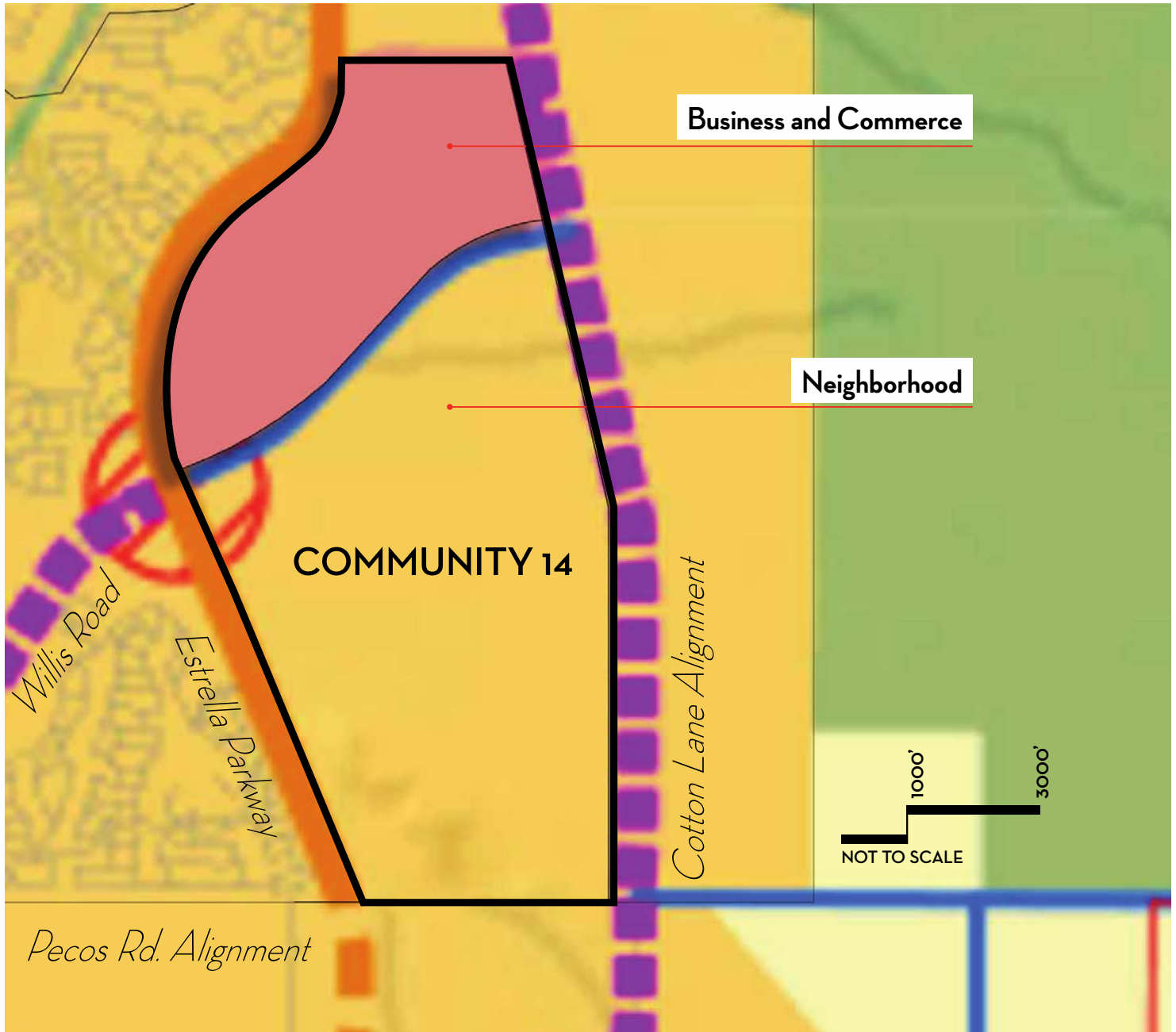


EXHIBIT B
CITY OF GOODYEAR
EXISTING GENERAL PLAN 2025
 AUGUST 13TH, 2021



Land Use and Transportation Map

- Maricopa/Pinal County Line
- Municipal Planning Area Boundary
- City Limits

Land Use Categories

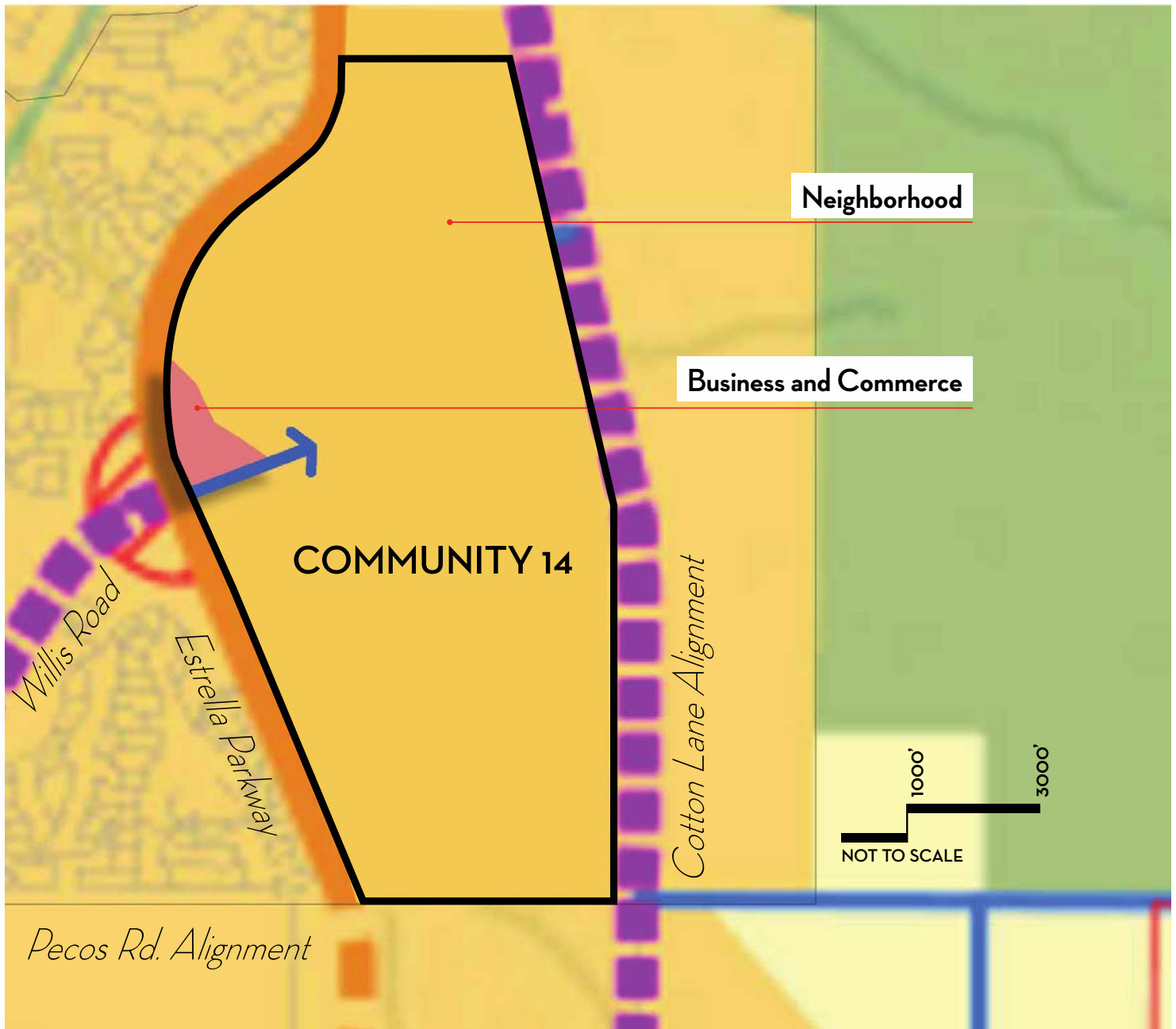
- Open Space
- Agriculture
- Scenic Neighborhood
- Neighborhood
- Business & Commerce
- Industrial

Roadway Classifications

- Arterial
- Scenic Arterial
- Scenic Arterial - Proposed
- City Center Arterial
- Major Arterial
- Major Arterial - Proposed
- Major Arterial - Road of Regional Significance
- Parkway
- Parkway - Proposed
- Freeway
- Freeway/Parkway - Proposed
- Other Streets
- Rail Road

Date: January 7, 2021

EXHIBIT C
CITY OF GOODYEAR
PROPOSED GENERAL PLAN LAND USE PLAN
AUGUST 13TH, 2021



Land Use and Transportation Map

- Maricopa/Pinal County Line
- Municipal Planning Area Boundary
- City Limits

Land Use Categories

- Open Space
- Agriculture
- Scenic Neighborhood
- Neighborhood
- Business & Commerce
- Industrial

Roadway Classifications

- Arterial
- Scenic Arterial
- Scenic Arterial - Proposed
- City Center Arterial
- Major Arterial
- Major Arterial - Proposed
- Major Arterial - Road of Regional Significance
- Parkway
- Parkway - Proposed
- Freeway
- Freeway/Parkway - Proposed
- Other Streets
- Rail Road

Date: January 7, 2021

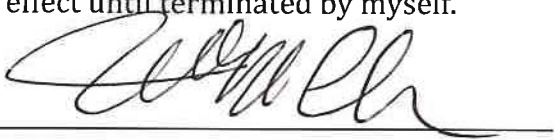
June 17, 2021

City of Goodyear
14455 N 145th Ave.
Goodyear, AZ 85338

**Re: Entitlements for APNs ~~400-56-018D~~, ~~400-56-046K~~ and ~~400-03-024B~~
(collectively, the "Property")**

I, William M. Olson, Senior Vice President for NNP III EMR 3, LLC, owner of the Property, hereby authorize Bergin, Frakes, Smalley & Oberholtzer, PLLC and Swaback Partners permission to act as authorized agents for the purposes of processing and obtaining a Major General Plan amendment and any related, necessary entitlements for the Property.

This authorization shall be effective on the date this affidavit is notarized and shall remain in effect until terminated by myself.



For: NNP III EMR 3, LLC

STATE OF ARIZONA)
) SS:
COUNTY OF MARICOPA)

The foregoing instrument was acknowledged before me this 17th day of June, 2021.


Notary Public

My Commission Expires:

11-13-2021

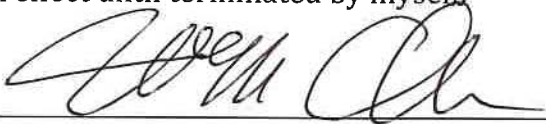
June 17, 2021

City of Goodyear
14455 N 145th Ave.
Goodyear, AZ 85338

**Re: Entitlements for APNs ~~400-03-024C~~, ~~400-56-046U~~ and ~~400-03-963F~~
(collectively, the "Property")**

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11-13-2021