

PLANNED AREA DEVELOPMENT REZONING

Narrative

Fulton Homes
at
Ballpark Village

Goodyear, Arizona

March 2022

FULTON HOMES

9140 S. Kyrene Road, Suite 202
Tempe, AZ 85284

Development Team

FULTON HOMES

9140 S. Kyrene Road, Suite 202
Tempe, AZ 85284
(480) 753-6789

Norman L. Nicholls
Developer & Homebuilder



BURCH & CRACCHIOLO

1850 N. Central Avenue, Suite 1700
Phoenix, Arizona 85004
(602) 234-9913

Edwin C. Bull
Zoning Attorney

ROSE LAW GROUP^{pc}
RICH ▪ CARTER ▪ FISHER

7144 E. Stetson Drive, Suite 300
Scottsdale, AZ 85251
(480) 240-5648

Chris Webb
Development Consultant / Owner's Rep.



1130 N. Alma School Road, Suite 120
Mesa, AZ 85201
(480) 355-1537

Brian Nicholls
Engineering & Design

I. Purpose of Request

"Fulton Homes at Ballpark Village" is a proposed single-family, detached residential community on an approximately 156-acre vacant parcel of relatively unimproved agricultural land comprising APN's 500-07-007G, 500-07-010D, 500-07-011B and 500-07-015J (the "Property"), located at the SEC of Estrella Parkway and Yuma Road in the City of Goodyear (the "City"). *Fulton Homes at Ballpark Village* is bordered by Yuma Road on the north, the Bullard Wash on the east, Lower Buckeye Parkway and "Goodyear Ballpark" on the south, and Estrella Parkway, Wood Boulevard and Goodyear Ballpark on the west (see **Exhibit 1 – Context Map**). Fulton Homes is the owner of the Property. *Fulton Homes at Ballpark Village* responds to the City opting to develop its "Civic Square" near Estrella Falls north of the I-10 freeway rather than on the northwest 35 acres of the Property, by envisioning a diverse and well-amenitized residential community that will embrace the City's new vision for the surrounding area (Ballpark Village), by offering new lifestyles, characters, and housing options to complement and enhance the existing neighborhoods and land uses in this area.

Fulton Homes is Arizona's largest family-owned and operated homebuilder, with over 40 years of experience developing new communities and building new homes within the City and throughout the Phoenix metro area. Fulton Homes' reputation for excellence in design and construction is second to none.

As has previously been introduced to the City's Elected Officials, Management and Staff, Fulton Homes is proposing the development of *Fulton Homes at Ballpark Village*: a private, gated, 796-lot single-family detached residential community with a more urban feel, appropriate for this area of the City, with an overall density of 5.12 DU/Acre (see **Exhibit 2 – Illustrative Master Plan**).

The purpose of this application (as further outlined in Section II below), submitted on behalf of Fulton Homes, is to request: a Rezoning of the Property such that the two existing Planned Area Developments ("PAD") currently governing the Property are replaced with one new substantive PAD.

It should be noted that Fulton Homes has concurrently submitted a Minor General Plan Amendment application to change the General Plan land use designation for the eastern 121 acres of the Property from "Business & Commerce" to "Neighborhood", and to amend the City's Transportation Master Plan to reflect the elimination of Goodyear Boulevard through the Property as further explained below (the "Minor GPA"). Additionally, the City is concurrently processing a Major General Plan Amendment application to change the General Plan land use designation for the 35-acre balance of the Property from "City Center" to "Neighborhood" and terminate the "City Center Specific Area Plan" (the "Major GPA").

II. Description of Proposed PAD Rezoning

The majority of the Property (approximately 121 acres) is currently zoned PAD and is part of the larger "City Center Airpark" PAD, approved by the City in 2006 as Case No. 05-200-00020 (the "City Center Airpark PAD"). The balance of the Property (approximately 35 acres) is also currently zoned PAD via the "Goodyear City Center Southeast District PAD" approved by the City in 2008 as Case No. 06-200-00022 (see **Exhibit 3 – Zoning Exhibit**). Fulton Homes is requesting that the Property be rezoned such that the two existing PAD's (the City Center Airpark PAD and the Goodyear City Center Southeast District PAD) be replaced with a single, new substantive PAD, in order to facilitate the development of the proposed *Fulton Homes at Ballpark Village*, which will include 796 single-family residential lots at an overall density of 5.12 DU/Acre (see **Exhibit 3 – Zoning Exhibit**).

The proposed PAD will establish uses and development standards for the Property based on those of the City's R1-6 Reduced, R1-4 Reduced, and R1-C Single Family Residential Zoning Districts, establish design guidelines, and will "lock in" or tie the PAD rezoning to the Development Plan described in more detail in Section III below. This will give the City certainty as to how the requested PAD rezoning will be implemented on the Property.

III. Development Plan

Permitted Uses

Fulton Homes at Ballpark Village is comprised of four distinct land use districts, intermingled in "pods" through the community to create a more urban feel (see **Exhibit 2 – Illustrative Master Plan**). The permitted uses in these land use districts are all those uses allowed in R1-6 Reduced, R1-4 Reduced, and R1-C Single Family Residential Zoning Districts as set forth in **Table 1** below and in accordance with Article 3-2 of the City's Zoning Ordinance. Unless explicitly modified within this PAD, then the City's Zoning Ordinance prevails.

Table 1 – Permitted Uses

Land Use Districts	Permitted Uses
R35	R1-C
R45	R1-4 Reduced
R52	R1-6 Reduced
R50	R1-6 Reduced

Proposed Lot Sizes & Lot Mix

As depicted in **Exhibit 2 – Illustrative Master Plan**, *Fulton Homes at Ballpark Village* features a total of 796 lots at an overall density of 5.12 DU/Acre. *Fulton Homes at Ballpark Village* will offer four distinct lot sizes (1 for each land use district), featuring three front-loaded single-family product lines and one alley-loaded product line, in order to create a range and diversity in housing choices. The various land use districts have been intermingled in "pods" throughout the community to create a more urban feel, consistent and compatible with the character of this area of the City. The alley-loaded product has been designed to accommodate same-day trash collection, fire access, two-way vehicular traffic, sight visibility, and guest parking. The proposed lot sizes and distribution are as outlined in **Table 2** below:

Table 2 – Proposed Lot Sizes & Distribution

Land Use District	Lot Size	Typical Lot Area	Total Lot Count	% of Total
R35	35' x 120' *	4,200 SF	244	31%
R45	45' x 90'	4,050 SF	258	32%
R52	52' x 110'	5,720 SF	154	19%
R50	50' x 130'	6,500 SF	140	18%
Total			796	100%

*Alley-loaded product

Proposed Development Standards

In order to accommodate the lot sizes and housing product proposed for *Fulton Homes at Ballpark Village*, the development standards outlined in **Table 3** below will be established, based upon those of the City's R1-6 Reduced, R1-4 Reduced, and R1-C Single Family Residential Zoning Districts (deviations to same are noted in **bold**):

Table 3 – Lot Development Standards by Land Use District

Land Use Districts	R1-6 Reduced	R50	R1-6 Reduced	R52	R1-4 Reduced	R45	R1-C	R35 ⁵
Underlying Zoning Districts		R1-6 Reduced		R1-6 Reduced		R1-4 Reduced		R1-C
	City Standard	PAD Standard	City Standard	PAD Standard	City Standard	PAD Standard	City Standard	PAD Standard
Minimum Lot Area (sf)	5,000	6,000	5,000	5,500	4,000	4,050	3,200	4,000
Minimum Lot Width (ft.)	50	50	50	52	40	45	40	35
Minimum Lot Depth (ft)	100	120	100	100	100	90	80	110
Maximum Building Height (ft)	30	30	30	30	30	30	30	30
Maximum Building Coverage	60%	60%	60%	60%	60%	60%	60%	60%
Minimum Setbacks								
Front (ft) ¹	10	10	10	10	10	10	5 ²	10
Garage (ft) ²	20	20	20	20	20	20	20	20
Side (ft)	5	5	5	5	5	5	0	5³
Total Sides (ft)	10	10	10	10	10	10	10	10³
Street Side (ft) ⁴	10	10	10	10	10	10	10	10
Rear (ft)	20	20	20	20	20	20	15	15

¹ Front setback shall be measured from back of sidewalk to covered patios, livable space, and side entry garages.

² Front setback shall be measured from the back of sidewalk to face of front facing garage door. Front setback from a public or private street that is not providing direct vehicular access to homes shall be 10 feet measured from back of sidewalk to covered patios and livable space.

³ Side setbacks shall be 5' on each side with a 5' Use & Benefit Easement on the non-courtyard side of the lot.

⁴ Where a minimum 10-foot-wide landscape tract between the side lot line and the back of sidewalk is provided, the typical side setbacks, rather than the Street Side setback applies.

⁵ All single-family residential units within the R35 land use district shall be alley-loaded and, unless otherwise agreed to by the Zoning Administrator in his sole discretion, pavers/decorative concrete shall be installed within the entrances into the alleys except for curbing and gutters.

Conceptual Open Space & Amenities

Fulton Homes at Ballpark Village will exceed the City's minimum 15% open space requirement, providing approximately 17.2% of the total project acreage as open space. *Fulton Homes* is well known for its abundant open space and resort-like amenity programming, both of which will be central design features for this community. As shown on **Exhibit 2 – Illustrative Master Plan**, *Fulton Homes at Ballpark Village*

will include 3 large park amenity areas, situated in strategic locations throughout the community, ensuring that all residents have convenient walkable access to a variety of open space and amenity opportunities.

- “Park A” (North Amenity Area) is approximately 3 acres in size and is strategically located at the main entry into the community from Yuma Road, intended to enhance the arrival experience. The North Amenity Area will include both an aquatic center and a tot lot park. The aquatic center will feature lap lanes, a leisure pool, shaded kid’s pool area, a pool building with restrooms, pool ramada, and shaded lounge chair seating. The tot lot park will feature a shaded tot lot, gathering ramada (with picnic areas, BBQ grills, plaza area, etc.), bocce ball courts, a cornhole area, and a multi-use turf area (see **Exhibit 4 – North Amenity Area**).
- “Park B” (Central Amenity Area) is approximately 3.5 acres in size and has been centrally located within the community and will serve as the main active sports complex for *Fulton Homes at Ballpark Village*. The Central Amenity Area will include a full basketball court, sand volleyball court, a multi-use turf area, pickleball courts, bocce ball courts, a cornhole area, large gathering ramadas (with picnic areas, BBQ grills, plaza area, etc.), and a shaded tot lot (see **Exhibit 5 – Central Amenity Area**).
- “Park C” (South Amenity Area) is approximately 1.25 acres in size and is strategically located at the main entry into the community from Lower Buckeye Parkway, again intended to enhance the arrival experience. The South Amenity Area will include a shaded tot lot, a cornhole area, half basketball court, gathering ramadas (with picnic areas, BBQ grills, plaza area, etc.), and a multi-use turf area (see **Exhibit 6 – South Amenity Area**).
- Additionally, several passive open space areas are located throughout the community and along the perimeter, including larger areas adjacent to the Bullard Wash in order to facilitate access and enjoyment of the wash corridor amenity.

Pedestrian Connectivity

Despite being a private gated community, *Fulton Homes at Ballpark Village* is intended to promote superior walkability and connectivity (both within the community and to the exterior) consistent with a more urban environment feel. To that end, multiple gated pedestrian pathways will be provided from the interior of the community out to Yuma Road, Estrella Parkway, Lower Buckeye Parkway, Wood Boulevard (including connections to the existing sidewalks stubbed out to the Property), and the Bullard Wash in order to provide convenient pedestrian access to the adjacent baseball stadium and other City amenities in the area (see **Exhibit 7 – Pedestrian Connectivity Plan**). Interior to the community a network of street sidewalks will be provided to connect residents to the open space and amenity areas described above.

Entry Monumentation & Signage

Dramatic entry experiences will be created to welcome visitors and residents to *Fulton Homes at Ballpark Village*. Both gated entrances to the community (from Yuma Road and Lower Buckeye Parkway) will feature large lushly landscaped medians with tree-lined streets and adjacent turf areas. The entry monumentation has been designed to be consistent and appropriate for the character of the area and will include a primary entry monument with surrounding planters and a complimentary decorative wall (with surrounding planters) on each side of the entrance. Additionally, a sign wall will be incorporated into the gated entrance, set further back from the street. The entry monument structures will not exceed 10’ in height and will be comprised of a combination of honed and founders finish CMU block, with brushed nickel metal banding and pre-cast concrete caps. The associated sign walls will feature porcelain tile sign faces with mounted, metal halo-illuminated lettering. All entry monumentation locations, details, materials, and colors are shown on **Exhibit 8 – Conceptual Entry Monumentation**.

Additionally, Fulton Homes will collaborate with the City to install regional “Ballpark Village” monumentation at the southeast corner of Estrella Parkway and Yuma Road and the northwest corner of Lower Buckeye Parkway and Bullard Avenue. Fulton Homes and the City will collaborate to ensure the compatibility of monumentation design (see **Exhibit 9 – Conceptual Regional Monumentation**).

All additional signage utilized with *Fulton Homes at Ballpark Village* will be in conformance with the requirements of the City’s Zoning Ordinance.

Walls & Fencing

Walls and fencing design for *Fulton Homes at Ballpark Village*, including location, has been carefully planned to properly balance privacy (given that it is a gated community) with the desire for an open, urban environment feel, allowing pedestrians and vehicles alike to feel a visual connection to both the surrounding area and the community’s abundant open spaces. Consequently, the perimeter of the development will feature a combination of primary theme wall (comprised of founders finish CMU block and columns with pre-cast concrete caps) and partial view wall (comprised of 4’ of powder coated tube steel posts on top of 2’ of founders finish CMU block). Secondary theme walls (comprised of founders finish CMU block and columns with pre-cast concrete caps) will be provided interior to the community, along end caps and adjacent to open spaces. It should be noted that primary theme walls, secondary theme walls, and partial view walls will be 6’-8” tall and 7’-4” to top of column caps. Finally, full-length 6’ view/drainage fencing will be provided adjacent to open space areas that abut the Bullard Wash. All wall and fencing locations, materials, and colors are shown on **Exhibit 10 – Conceptual Wall Plan**.

Additional Design Requirements

In order to meet the “Reduced” comparable zoning designation and associated development standards outlined above, *Fulton Homes at Ballpark Village* will implement at least the minimum required number of additional design elements from the list of options in **Table 4** below:

Table 4 – Additional Design Elements

Land Use Districts	R50	R52	R45	R35
Amenity Elements (Required)	(1)	(1)	(2)	(1)
Adjacent to Community Amenity				
Additional Open Space				
Additional Internal Park Amenities				
Integrated Commercial				
Additional Amenities				
Connectivity Elements (Required)	(2)	(2)	(4)	(2)
Infill Development				
Limited Subdivision Perimeter Walls				
Trail System Connections				
Smaller Blocks				
Lot Diversity				

Additional Connectivity Elements				
Streetscapes Elements (Required)	(2)	(2)	(5)	(1)
Additional Front Setbacks				
Detached Sidewalks				
Shared or Clustered Driveways				
Alley-Loaded				
Open Space Facing Homes				
Porches & Courtyards				
Paving Material				
Deep Recessed Garages				
Additional Streetscape Elements				

While Fulton Homes may elect to implement any of the additional design elements in **Table 4** above in order to meet the minimum required number for each land use district, and/or any other design elements that may be approved by the City's Zoning Administrator, *Fulton Homes at Ballpark Village* currently anticipates implementing the following:

Amenity Elements

- Adjacent to Community Amenity – *Fulton Homes at Ballpark Village* is immediately adjacent to the Bullard Wash community amenity and will provide pedestrian connections to the Bullard Wash as outlined on **Exhibit 7 – Pedestrian Connectivity Plan**.
- Additional Internal Park Elements – Fulton Homes shall provide Additional Internal Park Amenities as identified below in the North Amenity Park, the Central Amenity Park, and the South Amenity Park and as reflected in **Exhibit 4 – North Amenity Park**, **Exhibit 5 – Central Amenity Park**, and **Exhibit 6 – South Amenity Park**:
 - North Amenity Park:
 - Aquatic center with lap lanes, a leisure pool, and shaded kid's pool area
 - Pool building with restrooms
 - Pool ramada with shaded lounge chair seating
 - Shaded tot lot
 - Gathering ramadas (with picnic areas, BBQ grills, plaza area, etc.)
 - Bocce ball courts
 - Cornhole area
 - Multi-use turf area
 - Central Amenity Park:
 - Full basketball court
 - Sand volleyball court
 - Multi-use turf area
 - Pickleball courts
 - Bocce ball courts
 - Cornhole area

- Large gathering ramadas (with picnic areas, BBQ grills, plaza area, etc.)
- Shaded tot lot
- South Amenity Park:
 - Shaded tot lot
 - Cornhole area
 - Half basketball court
 - Gathering ramadas (with picnic areas, BBQ grills, plaza area, etc.)
 - Multi-use turf area

Connectivity Elements

- Limited Subdivision Perimeter Wall – Except as may be modified to comply with applicable development standards and final platting, the design of the walls and fencing installed around the perimeter of *Fulton Homes at Ballpark Village* shall be consistent with the walls and fencing reflected in **Exhibit 10 - Conceptual Wall Plan** which provides that approximately 44% of the total project perimeter is comprised of partial view wall or full view/drainage fencing:
 - Wood Boulevard:
 - Adjacent lots shall be designed such that the majority either front or side to Wood Boulevard and partial view wall has been utilized on the perimeter in these locations.
 - Bullard Wash:
 - The majority of the adjacent lots shall be designed such that the adjacent perimeter wall is either partial view wall or full view/drainage fencing.
 - Estrella Parkway & Yuma Road:
 - Approximately 20% of the adjacent lots shall be designed to side to these arterial streets. Further, a minimum of 50% of the Estrella Parkway frontage and a minimum of 35% of the Yuma Road frontage will feature adjacent perimeter partial view wall.
 - Lower Buckeye Parkway:
 - A minimum of 40% of the frontage shall be designed with adjacent perimeter partial view wall.
- Trail System Connections – As outlined in **Exhibit 7 – Pedestrian Connectivity Plan**, *Fulton Homes at Ballpark Village* is immediately adjacent to the Bullard Wash. The development will provide pedestrian connections out to the Bullard Wash and the associated future trail system.
- Smaller Blocks – As noted previously, and depicted in **Exhibit 2 – Illustrative Master Plan**, *Fulton Homes at Ballpark Village* offers four distinct lot sizes, including an alley-loaded product, that have been intermingled in smaller “pods” throughout the community to create a more urban feel. The result is numerous smaller blocks or “pods” intended to foster increased neighborhood interaction and connectivity.
- Additional Connectivity Elements – As outlined in **Exhibit 7 – Pedestrian Connectivity Plan**, *Fulton Homes at Ballpark Village* shall provide a minimum of 10 pedestrian connections to the exterior/perimeter of the community (it should be noted that such connections may be gated and

will not allow “pass-thru” pedestrian traffic from the surrounding community; pedestrian gates built in tandem with vehicular entries shall count as one (1) pedestrian connection):

- Arterial Street (Estrella Parkway, Yuma Road, Lower Buckeye Parkway):
 - A minimum of five (5) pedestrian connections shall be designed from the interior of the community out to the sidewalks along the adjacent arterial streets, facilitating enhanced connectivity to the surrounding area.
- Bullard Wash:
 - A minimum of three (3) pedestrian connections shall be designed from the interior of the community out to the wash corridor, facilitating enhanced connectivity and access to this natural open space and amenity corridor.
- Wood Boulevard:
 - A minimum of (2) pedestrian connections shall be designed from the interior of the community out to Wood Boulevard, including connections to the existing sidewalks stubbed out to the Property, thereby facilitating enhanced connectivity to the baseball stadium and related amenities.

Streetscape Elements

The additional Streetscape elements required to support the reduced development standards included within the PAD shall be determined during the development of the Preliminary Plat(s) for the Property. At least two (2) of the following Streetscape elements shall be incorporated into all areas of the Property developed as the R50 and the R52 Land Use Districts, at least one (1) of the following Streetscape elements shall be incorporated into all areas of the Property developed in the R35 Land Use District and at least five (5) of the following Streetscape Elements shall be incorporated into all areas of the Property developed as the R45 Land Use District. The following Streetscape elements will count as one Streetscape Element for each of the four land use districts: (i) the construction of the entry roads and entry monument signs in conformance with the “Additional Streetscape Elements (Enhanced Entry Roads)”; (ii) the construction of the project entry monumentation and the regional Ballpark Village Entry Monumentation as described in “Additional Streetscape Elements (Ballpark Village and Regional Monumentation)” (iii) the development of all three (3) internal parks in conformance with the “Additional Streetscape Elements (Amenity Parks lined with Streets)”; and (iv) the construction of the trail within the city’s Bullard Wash Property as described in “Additional Streetscape Elements (Bullard Wash Trail)”.

- Detached Sidewalks - Detached sidewalks with a five-foot (5') landscape planting strip shall be installed along the majority of streets fronting lots within the project, including the R45 lots. Planting strips shall contain at minimum one (1) tree per lot. CC&Rs applicable to the Property shall require that the HOA formed for the Property will maintain the landscaping within this landscape planting strip.
- Paving Material – All driveways and sidewalks connecting the driveways to the front entrances of the homes on the R52, R50, and R45 platted lots will be constructed with decorative pavers.
- Additional Streetscape Elements (Ballpark Village and Regional Monumentation) - The project name is “*Fulton Homes at Ballpark Village*” which shall be reflected on all project entry monumentation in general conformance with **Exhibit 7 – Conceptual Entry Monumentation**. Entry monuments shall be installed at both main entrances into the Property (the entrance from

Yuma Road and the entrance from Lower Buckeye Parkway). In addition, regional “Ballpark Village” monumentation in general conformance with **Exhibit 8 – Conceptual Regional Monumentation** shall be installed at the southeast corner of Estrella Parkway and Yuma Road and the northwest corner of Lower Buckeye Parkway and Bullard Avenue.

- Additional Streetscape Elements (Amenity Parks Lined with Streets) - The North Amenity Park (Park “A”), the Central Amenity Park (Park “B”), and the South Amenity Park (Park “C”) shall be lined with streets on at least 3 of the 4 sides, thereby creating an enhanced open feel and streetscape around the Amenity Park areas, as depicted in **Exhibit 2 – North Amenity Park**, **Exhibit 3 – Central Amenity Park**, and **Exhibit 4 – South Amenity Park**.
- Additional Streetscape Elements (Enhanced Entry Roads) – The two entrances into the Property (one off of Yuma Road and the other off of Lower Buckeye Parkway) shall include enhanced entry roads with center medians and detached sidewalk parkways, featuring resort-like landscaping as depicted in **Exhibit 7 – Conceptual Entry Monumentation**.
- Additional Streetscape Elements (Pre-Plotted Home Elevations) - Fulton Homes will pre-plot/pre-determine the home elevation on every lot in the community to ensure the same elevations are never adjacent to, or across the street from one another.
- Additional Streetscape Elements (Bullard Wash Trail) - A trail shall be constructed on the city’s Bullard Wash property adjacent to Fulton Homes at Ballpark Village. The trail will connect from Yuma Road on the north to Bullard Avenue on the south.
- Additional Streetscape Elements – Other streetscape elements not minimally required by any other regulation, ordinance, policy, standard or master plan adopted by the City that meet the stated purpose and provide the same impact to the community as the listed elements may be approved.

IV. Design Guidelines

The required design guidelines for *Fulton Homes at Ballpark Village* will be in conformance with the single-family residential requirements of Chapter 2 of the City of Goodyear Design Guidelines, except as modified by the following:

Single-Family Residential Subdivision Design – Lot & Tract Design

3.A(1)(a) *Variation of siting and orientation within new subdivisions is essential to achieve visual diversity and avoid monotony. Recessing front facing garages and providing side-entry garages can be used to break up the monotony of all garage doors facing the street. (Note that this applies to any part of a development as seen from a public street. Designing a subdivision with houses that face onto an arterial street is encouraged. However, where a set of residences will have rear walls facing an arterial, these should be sited to provide variety in setbacks, massing and architectural details as seen from the public way.)*

Fulton Homes at Ballpark Village will not offer any floorplans with side-entry garage plans. However, all front facing garages will be recessed, and approximately 31% of all homes will be alley-loaded, which have no garages on the front of the homes. Because the product types are intermingled throughout the community, this will serve to break up the monotony of all garage doors facing the street. Where homes have rear walls facing an arterial, varied rear setbacks will not be utilized. However, variety will be created

through the massing and architectural details of the homes themselves, and by creating arterial street frontages that always have a combination of homes backing and siding to them.

3.A(1)(d) *To minimize glare from vehicle headlights and to promote safe traffic maneuverability lots should not be designed to center on T-intersections unless adjustments or mitigation can be demonstrated.*

Fulton Homes at Ballpark Village will include some lots at the end of t-intersections. However, headlight intrusion will be mitigated by positioning driveways/garages on the side of the lots closest to the t-intersection.

3.A(1)(f) *Traffic calming devices such as roundabouts, landscape islands or medians to reduce the potential speed of traffic are encouraged where a signal or stop sign is not provided, subject to the Engineering Design Standards.*

Fulton Homes at Ballpark Village will not utilize specific traffic calming devices, but streets have been proactively designed and configured to eliminate long, straight blocks, thereby creating numerous turns and intersections that will naturally slow the flow of traffic.

3.A(1)(h) *Corner lots are encouraged to be at least ten (10) feet wider than interior lots to accommodate housing product and street side setbacks.*

Corner lots at *Fulton Homes at Ballpark Village* will not be 10 feet wider than interior lots. However, corner lots will always be located adjacent to a minimum 10-foot-wide landscape tract.

Single-Family Residential Subdivision Design – Residential Circulation

3.A(2)(a) *To minimize potential conflict points, four-way street intersections (local to local) are discouraged.*

Fulton Homes at Ballpark Village will have 3 total four-way intersections.

Single-Family Residential Subdivision Design – Useable Open Space

3.A(3)(h) *Storm water retention facilities that cannot be utilized as recreational amenities are discouraged. All storm water facilities should be aesthetically pleasing and integrated into the development's open space system.*

The only storm water retention facilities within *Fulton Homes at Ballpark Village* that are not programmed as recreational amenities are those on the eastern perimeter, immediately adjacent to the Bullard Wash. These areas have intentionally been designed to remain as natural as possible to blend into the adjacent wash corridor.

3.A(3)(j) *Community gardens are encouraged to promote a sense of community and foster a sense of pride in the garden and the surrounding area. Community gardens should be provided in appropriate locations.*

No community gardens will be provided at *Fulton Homes at Ballpark Village*. However, an abundance of additional, resort-quality amenities will be provided as explained above.

Single-Family Residential Subdivision Design – Community Monumentation, Perimeter Fences & Walls

3.A(6)(e) *Subdivision perimeter walls shall include pillars with caps, and/or decorative stone. Incorporation of decorative wrought iron, trellises, raised planters, or other artistic features in context with the area are strongly encouraged. Perimeter walls shall incorporate various textures, staggered setbacks, and variations in height in conjunction with landscaping to provide visual interest and to soften the appearance of perimeter walls. Perimeter walls should be broken up by pillars or staggered setbacks approximately every 50 feet.*

Fulton Homes at Ballpark Village will meet the intent of this guideline as outlined in **Exhibit 10 – Conceptual Wall Plan**. A variety of perimeter wall and fence materials will be utilized, along with perimeter landscaping to provide visual interest and soften the appearance. Height variations, regular staggers, and pillars/columns will not be utilized, though some natural staggering will occur and columns will be utilized at strategic locations. Overall, the intent of this guideline will be met.

3.A(6)(g) *Privacy walls visible from the street should be constructed with compatible materials and colors of the homes. Homes adjacent to common open space areas should contain wrought iron grillwork and view fences to provide visual access to open space.*

Wrought iron view fencing will typically not be implemented along homes adjacent to common open space areas due to privacy concerns expressed by buyers. However, view fencing will be utilized where appropriate, adjacent to the perimeter of the community and more passive open space areas as identified in **Exhibit 10 – Conceptual Wall Plan**.

Single-Family Residential Subdivision Design – Trails/Pathways/Sidewalks

3.A(7)(c) *When clustered mailboxes are utilized the structures shall be consistent with the thematic character of the development through the use of common integrative elements such as building materials, roof pitch, and color palette.*

Fulton Homes at Ballpark Village will utilize clustered mailboxes with a simple shade structure but will not construct any surrounding enclosure structures. It is the intent of *Fulton Homes* to create a more urban feel and environment. Therefore, clustered mailboxes will be a clean bronze with brick paver pads surrounding them.

Architectural Form – Building/Garage Orientation

3.B(1)(a) *Garages should be designed and located to reduce the visual impact of garage doors along street frontages. A mix of garage orientations (i.e., significantly recessed front facing, side entry, tandem) shall be provided.*

Fulton Homes at Ballpark Village will not offer any floorplans with side-entry garage plans. However, all front facing garages will be recessed, all 3-car garages will be tandem garages, and approximately 31% of all homes will be alley-loaded, which have no garages on the front of the homes.

3.B(1)(c) *Homes with three-car garages shall be designed so that the third car garage is architecturally separated and offset a minimum of two (2) feet farther from the other garage door. The intent is to soften the garage dominance and provide for horizontal articulation.*

All three-car garages at *Fulton Homes at Ballpark Village* be tandem garages and therefore meet the intent of this guideline.

3.B(1)(f) *There shall be a minimum distance of 20 feet between the garage door and the sidewalk to accommodate adequate off-street parking.*

For the alley-loaded R35 product at *Fulton Homes at Ballpark Village*, there will be a minimum of 20 feet between the garage door and the edge of the alley/private driveway easement. No parking is allowed within the alley.

Architectural Form – Architectural Design

3.B(2)(l) *Two-story houses should have a single-story element closest to the front of the house and/or next to the street. If through architectural diversity a housing series creates neighborhood variety, the first story element may be waived by the Community Development Director or designee. Such architectural diversity may include varying front setbacks due to locating the garage to the rear of the lot, adding useable courtyard area and/or using building placement to create private outdoor spaces.*

Fulton Homes at Ballpark Village will not offer any two-story homes with single-story elements closest to the front of the house and/or next to the street. However, the architectural diversity of the housing product series will create sufficient neighborhood variety to make this guideline unnecessary.

3.B(2)(u) *A useable, covered outdoor patio should be provided on the rear side of each unit. Covered patio dimensions should be at least 100 square feet, with a minimum interior dimension of ten feet (10').*

The homes offered at *Fulton Homes at Ballpark Village* will not meet this requirement because approximately 31% of the homes are alley-loaded and have no rear covered patio at all. The majority of the other 69% (approximately) of the homes will have a covered patio, providing useful enjoyment of the rear yard space, sized appropriately for home and the lot.

3.B(2)(x) *Garage service doors should be provided as standard features to help break up facades.*

Garage services door will be offered as an option at *Fulton Homes at Ballpark Village*. In most Fulton Homes' communities, less than 1/3 of buyers choose this option. Further, approximately 31% of the homes here are alley-loaded and have no use for a garage service door.

Architectural Form – Materials and Colors

3.B(3)(h) *Colors shall be non-reflective, muted earth tone colors that recall the hues of the ground plane, surrounding mountains and plant materials. The use of bright and primary colors for base colors is discouraged.*

Consistent with discussions with City Councilmembers, City Management, and Staff, *Fulton Homes at Ballpark Village* will utilize some "bright and primary" like colors as base colors for some of the homes and elevations as depicted on **Exhibit 11 – Housing Product Paint Schemes**. It is anticipated that at least 50% of the homes in *Fulton Homes at Ballpark Village* will utilize a paint scheme from **Exhibit 11**.

V. Proposed Housing Product

Although not the subject of this current request, we understand the housing product proposed for *Fulton Homes at Ballpark Village* is important to an overall assessment and review of the development. As previously indicated, Fulton Homes is proposing four distinct product lines for each of the four land use districts and corresponding lot sizes planned for this community; three front-loaded, single-family product lines and one alley-loaded product line, in order to create a range and diversity in housing product offerings:

- “Series 1” is an alley loaded product intended for the R35 lots. This product is designed to appeal to a unique lifestyle for the family home market. This series will offer 4 original floor plans, each with 4 distinct architectural characters ranging in size from approximately 1,700 SF to 2,200 SF. This series consists of porch dominant, all two-story homes with oversized 2 car garages in a rear alley location.
- “Series 2” is a traditional, front-loaded product intended for the R45 lots. This product is designed to appeal to the younger, starter family home market. This series will offer 4 original floor plans, each with 4 distinct architectural characters ranging in size from approximately 1,900 SF to 2,500 SF. This series consists of all two-story homes.
- “Series 3” is also a traditional, front-loaded product intended for the R52 lots. This product provides a wide offering appealing to the move-up family home market. This series offers 6 original floor plans, each with 4 distinct architectural characters that range in size from approximately 1,750 SF to 3,300 SF. This series includes 3 single-story homes, 1 single-story home with a loft, and 2 two-story homes, many with 3-car garages and all with 10’ first floor ceilings.
- “Series 4” is also a traditional, front-loaded product intended for the R50 lots. This product will be the largest, most luxurious home offering in the community. This series offers 5 original floor plans, each with 4 distinct architectural characters that range in size from approximately 2,000 SF to 3,600 SF. This series consists of 3 single-story and 2 two-story homes, all with 3-car garages and 10’ first floor ceilings.

VI. Streets & Circulation

Fulton Homes at Ballpark Village will be a private, gated community. Local streets and alleyways within the community will be owned and maintained by the HOA. Access will occur off of Yuma Road and Lower Buckeye Parkway via the project’s two gated entries, both of which will include right-turn deceleration lanes from the adjacent street (see **Exhibit 2 – Illustrative Master Plan**). Yuma Road and Lower Buckeye Parkway both provide arterial street connectivity to Estrella Parkway to the west (access to I-10) and Bullard Avenue and additional north-south arterials to the east, allowing residents easy access to and from this community.

It should be noted that *Fulton Homes* is not proposing to continue Goodyear Boulevard north through the community to Yuma Road. With the City’s decision to effectively move the “City Center” from its planned location (intersection of Estrella Parkway and Yuma Road) to another location north of the I-10 freeway, the traffic needs and patterns of this area have changed. With the improvement of Estrella Parkway and Yuma Road (both 6-lane arterial streets) to their ultimate configurations adjacent to the Property, the continuation of Goodyear Boulevard is unnecessary. Further, by terminating Goodyear Boulevard at its current location at the Property’s southern boundary, *Fulton Homes* can avoid an undesirable scenario where *Fulton Homes at Ballpark Village* would be bifurcated into two separate communities. As noted previously, as part of the Minor GPA concurrently submitted by *Fulton Homes*, the City’s Transportation Master Plan will be amended to reflect this. Consequently, *Fulton Homes* proposes to remove the existing Goodyear Boulevard pavement north of its intersection with Wood Boulevard, landscape the area where this pavement is removed, and install a new detached sidewalk to facilitate safe pedestrian access across the end of Goodyear Boulevard (see **Exhibit 12 – Goodyear Boulevard Termination**). *Fulton Homes* will complete these improvements at its cost. Finally, *Fulton Homes* proposes that the City abandon the existing Goodyear Boulevard right-of-way north of Wood Boulevard, with the portion shown in blue on **Exhibit 12 – Goodyear Boulevard Termination** remaining the property of the City, and the portion shown in red being conveyed to *Fulton Homes* and being incorporated into *Fulton Homes at Ballpark*

Village. Fulton Homes would then assume maintenance responsibilities for the portion in red and the City would retain maintenance responsibilities for the portion in blue.

The street network interior to *Fulton Homes at Ballpark Village* has been configured to provide good internal circulation, access to community entry gates and all open space and amenity areas, and appropriate proactive traffic mitigation through front-end design. It should be noted that *Fulton Homes at Ballpark Village* will have some block lengths that exceed the City's typical 660' maximum, but this deviation shall be allowed via the requested "PAD" zoning.

Additionally, Fulton Homes will be working with the City to satisfy the project's financial obligations toward the future box culvert or bridge structure on Yuma Road at the Bullard Wash crossing and will contribute funds toward future traffic signals at the intersections of Lower Buckeye Parkway & Bullard Avenue and Yuma Road and the project's main entrance, as outlined in the Development Agreement with the City.

VII. Public Utilities & Services

Water

Water service for *Fulton Homes at Ballpark Village* will be provided by the City. Fulton Homes has confirmed that the estimated water demand for the project will be in line with the water demand previously anticipated for the existing PAD's and land uses for the Property, and therefore the City's existing water infrastructure is sufficient to provide service. Fulton Homes will connect to the City's existing water lines that currently surround the Property.

Sewer

Sewer service for *Fulton Homes at Ballpark Village* will be provided by the City. Fulton Homes has confirmed that the estimated sewer demand for the project will be less than the sewer demand previously anticipated for the existing PAD's and land uses for the Property, and therefore the City's existing sewer infrastructure, including the 157th Avenue water reclamation facility, is sufficient to provide service. Fulton Homes will connect to the City's existing sewer lines adjacent to the Property.

Electric

Electric service for *Fulton Homes at Ballpark Village* will be provided by APS which has existing infrastructure adjacent to the Property.

Cable/Internet

Cable and internet service for *Fulton Homes at Ballpark Village* will be provided by Cox Communications or CenturyLink which have existing infrastructure adjacent to the Property.

Refuse & Recycling

Refuse and recycling services for *Fulton Homes at Ballpark Village* will be provided by the City. The City is already providing these services to the surrounding area.

Police, Fire & Emergency Services

Police, fire, and emergency services for *Fulton Homes at Ballpark Village* will be provided by the City. The City is already providing these services to the surrounding area.

Schools

Fulton Homes at Ballpark Village is located within the Agua Fria Union High School District (Desert Edge High School) and the Avondale Elementary School District (Centerra Mirage K-8). Additionally, there are a variety of charter school options in the area available to future residents. Anticipate student demand for Fulton Homes at Ballpark Village is outlined in **Table 5** below.

Table 5 – School Impact Analysis

School Type	Total SF Lots	Student Ratio	Projected Students
Elementary (K-8)	799	0.30/Lot	240
High School (9-12)	799	0.19/Lot	152
Total			392

VIII. Drainage & Retention

Retention

The Property is situated adjacent to the Bullard Wash. As contemplated in the development agreement with the City, and other related agreements governing the development of the Property, a pre-minus-post retention scenario has been contemplated for *Fulton Homes at Ballpark Village*. Fulton Homes is proposing to take advantage of this relationship to the Bullard Wash by allowing adjacent retention basins to retain the first flush volume and allow storm water in excess of the first flush volume to flow into the adjacent wash. A detailed analysis has been provided in the preliminary drainage report included with this application. Fulton Homes will ensure that all retention basins can drain within the required 36-hour period.

Floodplain

The majority of *Fulton Homes at Ballpark Village* is located within Zone "X". However, the very northeast portion of the Property (adjacent to the Bullard Wash crossing at Yuma Road) and some of southeast corner of the Property are located within the Bullard Wash floodplain Zone "AH" per current FEMA maps. Fulton Homes will be working with the City and FEMA to remove these portions of the Property from the floodplain via the completion of certain drainage related improvements and a formal CLOMR/LOMR process.

IX. Compatibility with Adjacent Properties

Fulton Homes at Ballpark Village is bordered by Yuma Road and the existing "Centerra" residential development on the north, the Bullard Wash and the balance of the future "City Center Airpark" PAD on the east, Lower Buckeye Parkway, the balance of the future "City Center Airpark" PAD, and the Goodyear Ballpark spring training facility on the south, and Estrella Parkway, Wood Boulevard, the "Goodyear Ballpark" spring training facility and existing residential developments on the west (see **Exhibit 1 – Context Map**).

The existing "Centerra" residential development to the north is a mix of single-family and multi-family uses (designated "Neighborhood" under the General Plan). The balance of the future "City Center Airpark" PAD to the east and south of the Property is currently intended for industrial uses (designated "Business & Commerce" under the General Plan). The existing "Goodyear Ballpark" development to the

south and west of the Property consists of the spring training stadium and related facilities for the Reds and Guardians and may include future commercial/office uses (designated “Business & Commerce” under the General Plan). Finally, the existing residential developments to the west, across Estrella Parkway, feature a mix of single-family residential densities and product types (designated “Neighborhood” under the General Plan).

As illustrated above, the area surrounding *Fulton Homes at Ballpark Village* is quite diverse in terms of existing and planned land uses. Consequently, Fulton Homes believes that a new single-family, detached residential community with an urban feel will be fully compatible with the surrounding area and will have no adverse impacts to neighbors or the City as a whole. Rather, it will introduce new and exciting housing options, continuing the development of the diverse, yet integrated character of the area.

X. Compatibility with General Plan

Fulton Homes at Ballpark Village will be compatible with the Minor GPA and the Major GPA submitted concurrently with this request (see **Exhibit 14 – General Plan Exhibit**). The Minor GPA will change the General Plan land use designation for the eastern 121 acres of the Property from “Business & Commerce” to “Neighborhood” and amend the City’s Transportation Master Plan to reflect the elimination of Goodyear Boulevard through the Property. The Major GPA will change the General Plan land use designation for the 35-acre balance of the Property from “City Center” to “Neighborhood” and terminate the “City Center Specific Area Plan”. As outlined above, this request is consistent and compatible with the General Plan’s “Neighborhood” land use designation. Further, *Fulton Homes at Ballpark Village* is consistent with the goals, objectives, and policies of the General Plan, including:

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 GD-1-5: Plan for and develop the future City Center site with a mix of cultural, commercial, and recreational uses and amenities.*
 - *Policy ‘b’: Consider new information in the planning for City Center such as resident comments, demographics, and community needs.*

Subsequent to the adoption of the General Plan, the City opted to develop its “Civic Square” near Estrella Falls north of the I-10 freeway rather than on the northwest 35-acres of the Property. *Fulton Homes at Ballpark Village* is proposed in response to this change in information and plans relative to the City Center.

Goal GD-2: Effectively managed and well-distributed growth that meets or exceeds the quality of existing development and addressed the needs of existing and future residents and businesses.

- *Objective GD-2-1: Ensure that new development pays its fair share toward the cost of additional public service needs generated by that new development.*

Fulton Homes at Ballpark Village will both construct new infrastructure adjacent to the Property and pay development impact fees to the City for its fair share of additional public service needs that may be generated by the project.

- *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 effectively provide new services such as transit and entertainment opportunities.*

- *Policy ‘b’: Promote development within the City’s designated growth areas first.* While not specifically located with a designate growth area, *Fulton Homes at Ballpark Village* is located in the immediate vicinity of both the Phoenix-Goodyear Airport job center and the Transit Oriented Development Overlay along Estrella Parkway.

Goal GD-3: A connected community with a well-functioning roadway network of complete streets that meet the needs of its residents, workforce, and visitors.

- *Objective GD-3-1: Establish and maintain a well-functioning roadway network.*

Fulton Homes at Ballpark Village will facilitate the completion of both Yuma Road and Estrella Parkway along its frontage to City standards. Completion of these two key transportation corridors within the City with certainly further this objective.

Goal GD-5: A customer-centered, effective, and efficient system of public and private facilities and services for existing and future residents, businesses, and visitors.

- *Objective GD-5-1: Ensure infrastructure and services are available to meet the needs of new residents and workers and continue to meet the needs of the existing community.*

Fulton Homes has worked closely with the City to ensure that adequate City services and level-of-service will be available to the future residents of *Fulton Homes at Ballpark Village*. Further, key infrastructure adjacent to the project will be completed by Fulton Homes, including Yuma Road and Estrella Parkway.

Goal GD-6: An assured volume and reliable supply of affordable, high quality water resources that meet both current and future needs.

- *Objective GD-6-6: Commit to water conservation.*

Fulton Homes is well-known for its energy and resource efficient homes, which includes the efficient use of water through features such as tankless water heaters. These features will be included in the homes at *Fulton Homes at Ballpark Village*. Additionally, Fulton Homes implements water conservation methods in its landscaping and irrigations system designs.

Goal GD-7: A community that provides for the health and safety of residents and visitors and protects them from the hazards of the natural and man-made environment.

- *Objective GD-7-3: Ensure the built (i.e., man-made) environment fosters safety.*
 - *Policy ‘a’: Promote safety through neighborhood design through measures such as, but not limited to, lighting and traffic calming.*

Fulton Homes at Ballpark Village will be designed to respond to this policy, incorporating appropriate street and open space lighting, as well as street design that discourages speeding, in order to create a safe community.

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

- *Objective GD-8-1: Utilize architecture and landscape that is compatible with the Sonoran Desert.*

Fulton Homes always considers the natural environment in the design of its communities. *Fulton Homes at Ballpark Village* will be no exception. Site architecture will be compatible with the elements of the Sonoran Desert, and landscape design will utilize vegetation that provides shade, color, and allow for the efficient use of water.

Goal GD-9: A community that uses non-renewable resources responsibly and maximizes availability and use of renewable sources of energy.

- *Objective GD-9-1: Promote the efficient use of energy.*

As indicated previously, Fulton Homes is well-known for its energy efficient homes and has won numerous awards and certifications for the building methods and materials it utilizes, all of which will be incorporated into the home designs for *Fulton Homes at Ballpark Village*.

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.

- *Objective CC-1-1: Create and foster complete neighborhoods.*

Fulton Homes at Ballpark Village will be a complete neighborhood, featuring a range of housing options, pedestrian and bicycle connectivity, abundant open space, and amenities, and gathering places, all in close proximity to schools, retail and dining options, and future job centers.

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

- *Objective CC-2-1: Provide diverse and quality housing products.*
 - *Policy '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.*

Fulton Homes at Ballpark Village will offer 4 different housing product lines, including an alley-loaded product, all in conformance with this objective and policy. The home architecture responds to current market trends and demands, and Fulton Homes' quality is second to none.

Goal CC-3: A parks, trails, open spaces, add recreational facilities system that is regionally and locally linked and accessible, that serves existing and future residents and contributes to the community's social, economic, and environmental quality.

- *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.*

Fulton Homes at Ballpark Village will provide parks and open space in conformance with the policies outlined in the General Plan for the "Neighborhoods" land use category

including, making them a focal point of the neighborhood in close proximity to all residents, providing excellent connectivity, and creating a sense of place where residents can play safely and interact socially.

Goal CC-4: A non-motorized trail and path network that provides safe and convenient opportunities for bicycling and walking.

- *Objective CC-4-1: Enhance the regional bicycle system.*

Fulton Homes at Ballpark Village will do its part to enhance the regional bicycle system by providing bike lanes on arterial streets adjacent to the project where requested by the City and incorporating bicycle usable pathways and parking areas within the community itself.

Goal CC-7: A community with access to healthy eating and active lifestyle opportunities.

- *Objective CC-7-2: Promote a physically active community.*

Fulton Homes at Ballpark Village will feature an abundance of open space and recreational amenities, all connected to residents by pathways and sidewalks, thereby helping to promote a more physically active community.

Goal ED-1: A resilient and diversified economy.

- *Objective ED-1-1: Encourage development to attract business to Goodyear that offer good wages and benefits and positively contribute to the community and economy.*

One essential aspect in the attraction of good jobs is the availability of an ample and educated workforce. *Fulton Homes at Ballpark Village* is designed to attract such residents to the City.

Goal ED-3: An educated and healthy workforce.

- *Objective ED-3-1: Ensure a vibrant and prepared workforce.*

As indicated above, *Fulton Homes at Ballpark Village* is designed to attract the educated and prepared workforce desired by the City, both through the design of the homes that will be offered and the highly-amenitized community.

Goal ED-4: A community that is a technology leader in health care, business, education, aerospace, defense, and government.

- *Objective ED-4-2: Ensure that every business and home in Goodyear is connected to advanced telecommunications.*

With the development of *Fulton Homes at Ballpark Village*, Fulton Homes will work with telecommunication providers to extend infrastructure in order to provide access to all homes within the project.

XI. Rezoning Evaluation Criteria

Fulton Homes at Ballpark Village responds to the rezoning evaluation criteria outlined in Section 1-3-1.D.3 of the City's Zoning Ordinance:

- 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;*

As outlined in Section X above, *Fulton Homes at Ballpark Village* is consistent with the goals, objectives, and policies of the General Plan, and will be consistent with the future land use map of the City's General Plan upon approval of the Minor GPA and Major GPA applications submitted currently with this request.

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

The Property's physical and natural features are well suited for the proposed *Fulton Homes at Ballpark Village* project. The Property is generally flat, vacant, agricultural land which is ideally suited for this type of development. There are no significant natural or man-made features within or adjacent to the Property that would require preservation or significantly impact its development. As noted in Section VIII above, the very northeast portion and some of southeast corner of the Property are located within floodplain Zone "AH" due to the Property's proximity to the Bullard Wash and its associated culverts, but Fulton Homes will be working with the City and FEMA to remove these portions of the Property from the floodplain.

- c. *Compatibility of all potential uses allowed in the proposed zoning district with 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;*

As outlined in Section IX above, the area surrounding *Fulton Homes at Ballpark Village* is quite diverse in terms of existing and planned land uses. Consequently, Fulton Homes believes that a new single-family, detached residential community with an urban feel will be fully compatible with the surrounding area in terms of land use, density, traffic, aesthetics, infrastructure, environmental impacts, and property values. The project is located in close proximity to the Phoenix-Goodyear Airport. However, as evaluate in numerous prior studies, it is not within overflight areas or noise contours that require noise mitigation measures or restrict the proposed land use. Fulton Homes understands that the City will route this application to Phoenix-Goodyear Airport for review and will cooperate to address any comments or concerns they may have.

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

As outlined in Section IX above, the area surrounding *Fulton Homes at Ballpark Village* is quite diverse in terms of existing and planned land uses. Consequently, Fulton Homes believes that a new single-family, detached residential community with an urban feel will be fully compatible with the surrounding area, including existing residential uses.

- 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;*

Fulton Homes at Ballpark Village responds to the City opting to develop its “Civic Square” near Estrella Falls north of the I-10 freeway rather than on the northwest 35-acres of the Property, by envisioning a diverse and well-amenitized residential community that will embrace the City’s new vision for the surrounding area (Ballpark Village), by offering new lifestyles, characters, and housing options to complement and enhance the existing neighborhoods and land uses in this area. The proposed housing product types are in high demand in this area, which needs additional product diversity, so this request is filling an existing need and shortfall in the market area.

- 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 as water supplies, water treatment, storage, and distribution facilities, wastewater treatment, recharge and distribution facilities, streets, bridges, schools, and emergency services facilities and equipment;*

As outlined in Section VII above, the majority of the infrastructure and utilities required for the development of *Fulton Homes at Ballpark Village* are already in place adjacent to the Property. *Fulton Homes* will be connecting to that existing infrastructure and making some improvements to the existing adjacent City streets. All internal streets will be private and maintained by the homeowners’ association. The required public services are already provided by the City in the immediate area. Also as noted in Section VII above, there are a variety of school options available in the surrounding area for the future residents of *Fulton Homes at Ballpark Village*.

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

As outlined in Section VII above, the majority of the infrastructure and utilities required for the development of *Fulton Homes at Ballpark Village* are already in place adjacent to the Property and the City is already providing the required public services in the immediate area.

- h. *General public’s concerns;*

As of the submittal of this application, *Fulton Home* is not aware of any public concerns. It is however understood that the City will route this application to various stakeholders and the adjacent property owners will be notified. *Fulton Homes* will therefore work to resolve any concerns that may arise.

- i. *Whether the amendment promotes orderly growth and development; and*

This application for *Fulton Homes at Ballpark Village* responds to the City opting to develop its “Civic Square” near Estrella Falls north of the I-10 freeway rather than on the northwest 35-acres of the Property, by envisioning a diverse and well-amenitized residential community that will embrace the City’s new vision for the surrounding area (Ballpark Village). All infrastructure required to support the project will be constructed concurrently with it. It therefore promotes orderly growth and development consistent with the City’s vision.

- 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.*

This application for *Fulton Homes at Ballpark Village* will have no adverse impact on the health, safety, or welfare of the citizens of the City or the general public.

XII. Conclusion

In summary, *Fulton Homes at Ballpark Village* is envisioned to create a unique, and desirable single-family housing alternative with a more urban feel, in response to the City opting to develop its “Civic Square” near Estrella Falls north of the I-10 freeway rather than on the northwest 35 acres of the Property. *Fulton Homes at Ballpark Village* will create a sense of place and community where City residents can live in close proximity to key transportation corridors, employment opportunities, shopping, dining, and recreation.

The Rezoning proposed with this request is compatible and appropriate for this location and is consistent with the concurrently submitted Minor GPA and Major GPA, and the goals and policies of the City’s General Plan. *Fulton Homes at Ballpark Village* will be an exemplary modern residential community in the City.