

Thrive @ Goodyear

Project Narrative – Rezoning Resubmittal

1/19/22

Site Overview:

The property includes one parcel (APN 500-03-537) representing approximately 4.6 acres, located east of the NEC of N. Central Avenue and Van Buren Street. Located just east of the City's growing employment corridor and south of I-10, this site is uniquely positioned for additional housing to support this growing employment sector for Goodyear. In this transitioning market, we are excited to propose a mid-sized, single-family attached Townhome project for this site which will be a bridge between the density and uses of both the existing and proposed redevelopment of the immediate area. It would create a transitional product between the big-box retail and light-industrial employment uses and the City's General Plan to increase density and walkable, transit-oriented development.

The site is currently zoned C-2, in the Neighborhoods General Plan Land Use Category and within the Transit Oriented Development Overlay. We are looking to rezone the property to R1-A with Thrive at Goodyear PAD Overlay Standards, which will allow for up to 10.85 dwelling units per acre. Per the Zoning Ordinance Table 3-2-3-E requirements for the R1-A zoning district, our rezoning proposal looks to meet the three below elements

1. Amenity Element:

- a. This will be achieved through the inclusion of important residential amenities, such as a pool, firepits, and community gathering areas
- b. This project integrates commercial. A parcel zoned commercial is located within the development or directly adjacent that is integrated into the neighborhood and has the impact of serving as a gathering place and amenity to the community, subject to the following:
 - i. (a) No subdivision perimeter wall separates the neighborhood from the commercial parcel or direct pedestrian connections are provided.
 - ii. (b) The residential neighborhood is not separated from the commercial amenity by an arterial roadway (i.e., a residential area receiving credit for this amenity must not have to cross an arterial roadway to get to the commercial amenity)
 - iii. (c) The residential neighborhood is entirely contained within a 1,320 foot radius of a commercial property. (i.e., the residential area receiving credit for this amenity must be within 1,320 feet of the commercial area, residential lots outside of the radius would provide another amenity or not be eligible for lot reductions).

2. Connectivity Element:

- a. This will be achieved through the inclusion of a comprehensive minimum 5' wide trail system, with open access to adjacent commercial and connecting not just the residential units to each other, but also connecting to the existing external pedestrian sidewalk
- b. This is an infill project as defined by the City's General Plan
- c. This subdivision is designed and homes are oriented so that subdivision perimeter walls are not necessary in order to increase connectivity from the neighborhood to surrounding amenities.

3. Streetscape Element:

- a. Project will include enhanced paving material, such as decorative paving (i.e., pavers) for all horizontal paved surfaces between the house and sidewalk.

Site Proposal:

Our proposal is to develop the following:

- Rezoning to accommodate the change from C-2 to R1-A with the Thrive at Goodyear PAD Overlay
- 49 units, 29' in height townhome community which complements and enhances the surrounding area, while also converting unproductive commercial property into Council-policy directed infill residential housing
- Entry and garage on the same side to maximize safety and ease of access for residents
- Unit and property design will be focused on street engagement
- Landscape and building form will enhance the pedestrian and resident experience a
- Each unit allows for both public and private open space, an element that is critical in this current COVID landscape
- Use is a transition between the adjacent single-family residential uses to the north of the site and the commercial uses to the southwest of the site

The project's goal is to create an attractive, high-quality project that fulfills the need Goodyear's Transit Oriented Development Overlay (TOD) District for increased walkability. It also capitalizes on the City's existing development efforts in this part of town by providing housing for the growing employment sector. The additional housing will help support the existing restaurants and retail and take an underdeveloped parcel and turn it into true community development.

Site Design:

- Buildings will encourage interaction and activation on the street. Garage or parking access will not front on the public streets. All garages will be entered internal to project
- Durable and hand-scaled materials and accents like brick, stone, siding, board and batten, lap siding, trim, molding, window sashes, operable windows, exposed rafters, deep eaves, etc. will be used to provide a more human scale to the development and produce a residential neighborhood aesthetic vs. commercial one.
- All HVAC equipment, other mechanical equipment, and trash enclosures will be screened from view.
- Street-facing facades will have a minimum of +/- 25% transparency to support a safe street environment. Deep porches or balconies should be provided for passive solar benefits to the units facing the street, and to provide outdoor usable space.
- Each unit is distinct from the sidewalk by means of materials, massing, and façade design, patio wall treatment and landscaping.
- Bright and vibrant colors will be considered for building design

- The massing of the proposed buildings should not overpower the adjacent single-family neighborhood. The façade of the second floor should be recessed from the façade of the first floor. Trees and setbacks will also help reduce the perceived massing.
- The entire development project will be lushly landscaped and screened to enhance the pedestrian experience and encourage walkability.

Project Benefits:

Successful Transit Oriented Development depends on access and density around the transit station. Convenient access to transit fosters development, while density encourages people to use the transit system. Focusing growth around transit stations capitalizes on public investments in transit and provides many benefits, including:

- increased ridership and associated revenue gains for transit systems
- incorporation of public and private sector engagement and investment
- revitalization of neighborhoods
- a larger supply of affordable housing
- economic returns to surrounding landowners and businesses
- congestion relief and associated environmental benefits
- improved safety for pedestrians and cyclists through non-motorized infrastructure

The importance of this project's location in the TOD District allows for the existing infrastructure to benefit residential growth in the District.

Zoning Development Regulations:

Our proposed development project and rezoning request is reflective of the goals and standards per the City's Zoning Ordinance Section 1-3-1-D-3:

1.Consistency with the goals, objectives, policies and future land use map of the General Plan.

Our proposed project is consistent with the General Plan and the current General Plan designation of Neighborhoods. Specifically, these goals, objectives and policies are met in the areas current market factors, demographics, infrastructure, traffic, environmental issues through the following:

This parcel has remained undeveloped in its current Commercial (C-2) zoning designation. Current market factors and future market factors will keep this parcel undeveloped in its current designation because many of the previous considerations for having large commercial corners are just not supported in growing metropolitan areas of the Valley. The City of Goodyear, with its need to redevelop ageing areas, provide diversity of housing needs for its residents and growing workforce, would greatly benefit from changing the C-2 zoning for this parcel to the R1-A.

The project is located at the intersection of Central and Van Buren Road, which are both major arterial roadways. More importantly, this project is located in the TOD Overlay District. This District was created to encourage the development of mixed uses that would benefit and be benefited from

proximity to transit. Introducing an infill residential town home project in this area is consistent with the mixture of development uses and allows for increased transit ridership.

2.Suitability of the physical and natural features of the subject property for the uses permitted in the proposed zoning district.

There are no site characteristics, such as washes, floodplain designations, hillside slopes over 20%, irrigation district canals, or other natural features worthy or preservation that negatively impact the development of this site or create any hardships to development.

Of note, there is a 240 KV APS high voltage power line that runs along Van Buren Rd. Our team has already initiated discussions with APS and will be working with them throughout the development process to coordinate on the requisite setback needed along Van Buren. Our proposed site plan with this submittal is reflective of the conversations with APS to date.

3.Compatibility of all potential uses with the surrounding uses and zoning in terms of land suitability, environmental impacts, density, nature of use, traffic impacts, aesthetics, infrastructure, and potential impact on property values.

Our project does not fall in the vicinity of any local or regional airports, or within any historic wash or regional park location.

4.The proposed zoning district's consistency with other land uses within the immediate area and whether the proposed zoning district would be better suited to the property than the current zoning.

The development of a residential town home project in this location actually serves as an important buffer land use between the existing commercial corner and the existing single family residential development to the north.

The scale of this project, with the 30' height, density, and residential hours of operation will be a much more compatible land use for this area. The inclusion of medium density residential, between low density single family and high intensity commercial create the perfect transitional land use for this location.

5.Demand of 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.

This type of residential project is a high-demand project for this trade area. Additionally, this residential town home project provides a diversity of housing options which is currently underserved in the market. High-quality, and higher density town home projects provide the missing middle of housing options for the residents of Goodyear and serves to build a market to support the adjacent commercial uses, as well as provides housing for the growing workforce and growing employment opportunities in this trade area. It is the best use for this location and currently lacking the market.

6.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.

Due to the residential nature of this project, additional demands for services will be required, however, our preliminary engineering reports indicate that the capacity is currently met with the City's existing utility infrastructure. While additional residents will be utilizing the public infrastructure and services, there will also be additional employees to service the City's growing nearby employment corridor. The mixture of uses in this trade area, despite the increase demand on services, still creates a more complete City, which will take advantage of City investments in transit and other public infrastructure.

Since this corner is currently zoned commercial, there was always the expectation for increased infrastructure demands when this land developed. And all requisite utility easements are being accommodated for on this parcel to allow for ease of future servicing for the City, specifically as relates to the 20' PUE on the north side of our project.

As our project is a PAD request, the following criteria in Article 3-5 of the Zoning Ordinance is also applicable.

Per 3-5-1, our project requests variations in lot arrangements for the optimum development environments for our residential town home project. This request is made in exchange with providing for an enhanced quality of living excellence with the provision of usable open space standard to minimize adverse environmental impact on surrounding areas; and to assist in fulfilling the goals, objectives and policies of the City of Goodyear General Plan and amendments thereto.

Additionally, the development of a high-design, lushly landscaped town home residential project that includes additional open space, residential amenities, pedestrian trail connections throughout the project provide for the following PAD requirement:

- a. The project will accommodate, encourage and promote developments with innovative design involving residential land uses, which together form an attractive, harmonious unit in the community and serves as an enhancement to the surrounding area.
- b. Additionally, this project is only requesting two deviations from the standard R1-A development standards in terms of lot width and lot size due to the irregular size and shape of the infill residential parcel, which is impacted by a corner commercial use. In order to develop the site to the highest and best design and layout, these deviations in lot size and width are being requested in this application and further detailed below.

As part of this rezoning request to R1-A with PAD Overlay, we are adhering to all the development standards as specified in the Zoning Ordination, Section 3-3-D, with these two exceptions, which are more specifically detailed in the below table.

Comparison Standards between R1-A and Proposed PAD Overlay:

	R1-A	Proposed PAD Overlay
Lot Standards		
Minimum Lot Area (sq ft)	2,800	2,253 sf
Minimum Lot Width (ft)	35	28 sf
Minimum Lot Depth (ft)	80	Meets
Building Form and Location		
Maximum Height (ft)	30	Meets
Maximum Building Coverage	75%	Meets
Minimum Setbacks (ft)		
Front (1)	10	Meets
Front facing garage	20	Meets
Side	0 (3)	Meets
Total both sides	0 (3)	Meets
Street Side (4)	10	Meets
Rear	15	11.2
Development Standards		
Open Space % (of net area)	15%	Meets
Additional Zoning Ordinance Standards		
Minimum Separation between fences and/or walls	20'	17' (with partial view fence included)

1 Front setback shall be measured to patios, livable space, and side entry garages

3 Attached side setbacks shall be 0 feet, whereas building separation shall be a minimum of 5 feet

4 Where a minimum 10 foot wide landscape tract is provided, the typical side setbacks, rather than Street Side setback applies.

We are only proposing changing four standards to the existing R1-A to accommodate our project. These four standards are the following:

1. Minimum Lot Area: We propose to change the minimum lot area from 2,800 to 2,253 sf for 41 of the lots. We will still, though, have 8 lots that meet the 2,800sf minimum lot size. In order to accommodate the total unit count number, several of the lots need to be slightly downsized to the 2,253 sf size. However, as a trade off and benefit to the overall project, we propose to include a pedestrian trail system running through the project, serving as a connection to the project's additional open space/amenity area.
2. Minimum Lot Width: We proposed to change the minimum lot width from 35' to 28' for 41 lots and 33' for 8 lots. We are proposing this change in order to accommodate for the 49 total unit count number. The benefit of this change is to fit the 49 units in a tasteful and high-quality manner, incorporating more open space than is required per R1-A.
3. Minimum Rear Lot Setback: We are proposing a reduction from the 15' rear setback requirement to the 17 lots on the north side/rear facing in order to accommodate for the 20' PUE setback along the north property line.
4. Minimum Separation with fences and/or walls: We are requesting a minimal reduction of 3' from the required 20' to the proposed 17' in the required separation between project and site wall, but will accommodate for this 3' reduction through inclusion of partial view fence features. This deviation is needed accommodate infill site constraints.

The Site Development trade-off provided for with this project for the above deviations, will be the development of project open space, trails, and amenities areas. The central open space and lawn will not only include an open turf area for organic play but will also include a community pool, a grilling area and trellis for community barbeques and engagement, electrical power for movie and events outside, lawn games, picnic tables and shade coverings. The goal is to create a heightened community event space that will function as an extension of the living space for the residents and enhance the spirit of community in the development. The adjoining trail system will allow for continued pedestrian interaction with the community open space and within the development as well.

Parking:

We felt it was important to acknowledge this parcel as part of the TOD as we addressed parking for this proposed project and were careful to include multi-modal forms of transportation for residents, including bicycle parking options. To that extent, we are providing the following parking spaces for the property:

- 98 Garage Parking Spaces Provided (This meets the 2 Enclosed Parking Space Requirements for Single-Family Residential)
- 1 space per 10 units for Guest Parking (This goes above the Parking Requirements for Single-Family Residential and will be provided near the community pool)
- Bicycle Parking: 10 provided (This goes above the Parking Requirements for Single-Family Residential and will be located near the community pool)

Additionally, there are currently 10 parking spaces on our parcel that are being utilized by the adjacent properties to our immediate east (APN 500-03-536, and APN 500-03-535), through a private agreement

with the previous land-owner. Both of these parcels have the same owner. We have confirmed with the adjacent property owner that these 10 spaces can be eliminated. The two adjacent parcels are both zoned C-2 which in general requires a parking ratio of 1:300sf, per City code. In total, with all the uses, the two adjacent parcels would require 78 parking spaces, which they both meet, per the below chart:

Thive @ Avision Goodyear Townhome Project - Two Adjacent Parcel Parking Analysis						
SUITE	TENANT	USE	SF	REQ Parking	PROVIDED PARKING	Notes
PARCEL 2 (north parcel)						
Suite 100 -- 13380 W. Van Buren	Great Beginnings Pre-School	pre-school	6,264	16.70		1 space per 375 sf req
Suite 100 -- 13390 W. Van Buren	Ministerios Casa de Oracion	church	4,582	36.66		half of space used for church assembly at 1:75sf and remainder sf at 1:300 sf
Suite 110 -- 13390 W. Van Buren	Vacant	vacant	1,680	0		
		Total:		53.36	46.00	
PARCEL 1 (south parcel)						
Suite 106 -- 13370 W. Van Buren	Papa Johns Pizza	commercial	1,680	5.60		1:300 sf req
Suite 102 -- 13370 W. Van Buren	Toke n Smoke	commercial	1,120	3.73		1:300 sf req
Suite 103 -- 13370 W. Van Buren	Vacant	vacant	1,120	0		
Suite 105 -- 13370 W. Van Buren	Karate Institute	school	1,680	4.48		1:375 sf req
Suite 104 -- 13370 W Van Buren	Quality Tax Services	office	1,708	5.69		1:300 sf req
Suite 101 -- 13370 W. Van Buren	The Hair Shoppe	commercial	1,680	5.60		1:300 sf req
		TOTAL	21,514	25.11	32.00	46 on parcel 2, and 32 on parcel 1)
		TOTAL USED GLA:	18,714	78.47	78.00	

As such, because the two adjacent parcels both have the same ownership and because they are not needed for the adjacent parcel to meet code, we would recommend that the City permit the removal of these 10 spaces on our development.

Adherence to the City's General Plan:

This proposed development project will provide the following to the City:

- Develop additional residential backbone in the TOD to support existing businesses (especially those hit hard by the impacts of Covid-19);
- Encourage these residents to also utilize alternative transportation to access their jobs and recreations amenities in the city through walking, riding a bike, etc;
- Allow for a mixture of uses designed to attract people to this growing area of Goodyear

The development of a 49-unit townhome product within the City of Goodyear's Transit Oriented Overlay district will culminate in the increased success and productivity of the District, which we believe are consistent with the goals, objectives, policies and future land use map of City's General Plan, as we are fulfilling eight of the nine 2025 General Plan Strategies in the below ways:

- Strategy 1: Create Attractive Places and Diverse Destinations

- This parcel has remained an undeveloped eyesore in its current zoning designation, off of the hard corner and bordered by residential community to the north and commercial uses to the east and southwest. Through rezoning, we are able to build a beautiful, residential townhome community which is a perfect buffer use between the commercial corner and the adjacent residential to the north.
- Strategy 2: Develop a Physically and Socially Connected Community
 - Critical to this parcel is the TOO district, which needs development of more intense and diverse residential communities to continue to advance the City’s goals for transit-oriented development, which is what this project will provide.
- Strategy 3: Expand the Parks, Open Space, Trails, and Recreation System
 - Included in this development is a central open space amenity as well as an interconnected trail system to improve pedestrian circulation and connectivity.
- Strategy 5: Advance Economic Opportunity
 - This project exists in a growing employment and commercial corridor for the City, called The District. Rezoning for R1-A with the PAD Overlay will allow this parcel to add the critical residential component that is needed to support this existing economic development in this trade area.
- Strategy 6: Protect and Utilize our Assets
 - As this parcel is surrounded by already built parcels on each side, we will be able to utilize the existing infrastructure to develop this project.
- Strategy 7: Maximize Partnerships and Collaboration
 - The City has already had the vision to create a TOO district for this parcel. We are excited to bring forward a somewhat higher density residential community to further that vision.
- Strategy 8: Provide Opportunities for Living a Healthy Lifestyle
 - Locating residential near transit encourages multi-modal and healthier forms of transportation for residents of Goodyear. The increase in walkability to adjacent commercial uses further supports a healthy community.
- Strategy 9: Foster a Sustainable Economy and Community
 - Similar to Strategy 5, this project looks to develop a much-needed residential project on an underdeveloped parcel. This project will enhance pedestrian activity, fulfill the goals of the TOO, and support the existing and future uses in the area—truly creating a live, work, play environment.

Development Standards for the General Plan Land Use Map:

Per the 2025 General Plan, our project is adhering to the following Universal Development Standards:

1. Standard 1. Our development proposal shows conformance with the applicable stated goals, objectives, and policies contained within the City’s General Plan, and how the development furthers the appropriate implementation of the General Plan.
2. Standard 2. While Goodyear encourages quality development throughout the planning area, our project is located in areas with existing infrastructure and services, and within walking distance of transit stations.
3. Standard 3. Our proposed development demonstrates that there are adequate services and facilities to serve this development during the development approval process.

4. Standard 4. Goodyear promotes a graduated density/intensity concept. Our proposed development demonstrates this by diversifying the residential density adjacent should locate near each other, and by gradually increasing density towards the transit corridors in the existing TOO.
5. Standard 5. Goodyear promotes a safe walkable and bikeable community. Our proposed development is located and designed to reduce vehicle trips and miles whenever possible. Pedestrian and bicycle connections are provided between and within the development to allow the community to walk or bike to nearby destinations.

Additionally, this project also meets the Standards for Neighborhoods, in the following ways:

- Objective CC-1-1. Create and foster complete neighborhoods, through the following:
 - Our project provides a range of housing options: This development project addresses the “missing middle” for housing in the City through a town home development project on an underserved infill site
 - Our project provides a sense of place and community pride through the development of a undeveloped parcel with a new, high-designed housing project to enhance the intersection and increase the redevelopment in the immediate trade area
 - Project provides places and spaces that encourage social interaction through the shared internal trail, community pool and gathering areas
- Objective CC-1-2. Ensure neighborhoods are internally and externally connected, through the following:
 - Our project includes shared-use sidewalks or trails within neighborhoods that maximize internal walkability and provide connections to trail systems, schools, shopping, existing developments, and parks.
 - Our project includes bike amenities and connections
- Objective CC-1-4. Revitalize and support neighborhoods that are aging, at risk, transitional, or in general need of redevelopment.
 - Took an undeveloped commercial parcel, surrounding by ageing commercial uses and developed a state of the art, highly amenitized residential town home project to protect and enhance the ageing residential neighborhood to the north
- Objective CC-2-1. Provide diverse and quality housing products, through the following:
 - Project encourages 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.
 - Project encourages mixed-use development, especially near transit stations.
 - Project promotes higher residential densities near and within the City Center, along the McDowell Road corridor and near transit stations